iab. australia

2024

marketing measurement
innovation series

module 5
ad effectiveness through continuous experiments

advertising effectiveness council

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this paper is a collaboration of the iab advertising effectiveness council

The IAB Ad Effectiveness Council have collaborated on this whitepaper to help increase understanding across the industry on how to protect the insights that businesses need to grow, along with best practices for assessing the impact of digital advertising into the future.

The IAB Ad Effectiveness Council undertakes various activities to provide guidance to the industry on the best methods to assess the impact of marketing activities along with insight and inspiration to help marketers optimise their digital advertising investment. The Council includes representatives from media owners, data agencies, media agencies, research companies, tech vendors and advertisers.

The contents of this guidance paper are not necessarily reflective of individual company policies, rather it is a collaborative effort of the members of the council to provide greater understanding to the market.

contents

background 1

The greater restrictions and phasing out of device IDs and third-party cookies along with Australia's evolving privacy legislation presents fundamental but positive change for the digital advertising industry. The reduction in media and customer data available is impacting marketing measurement, particularly the reduction in signals that enable cross- site, app and media environment tracking. These changes provide the opportunity to re-think digital marketing and measurement frameworks to support core industry use cases, while balancing consumer privacy.

Across the industry there is evidence that marketers, agencies, media owners and vendors are getting ahead of these changes, learning how to meet consumers' greater expectations for data privacy and, from an advertising effectiveness perspective, adjusting their measurement in response to signal loss. Innovations are occurring across the industry to protect the insights that businesses need to grow, along with best practices for assessing the impact of digital advertising into the future.

The IAB Ad Effectiveness Council's objective with the *'Marketing Measurement Innovation Series'* is to highlight that, while measurement is often seen as a challenge, insightful assessment of marketing effectiveness and campaign performance can continue, in a privacy compliant way. The series highlights real case studies and demonstrates practical examples of how the industry is moving marketing measurement beyond the cookie.

Module one of this innovation series, *'Mapping the Future of Marketing Measurement'*, provides an overview of the proposed reforms to Australian privacy legislation impacting ad effectiveness measurement along with a recap on the technology changes resulting in the degradation of signals required for some ad effectiveness measurement techniques.

The second module, *'First-party Data Unlocking Measurement Capabilities'*, is focused on how first-party data is unlocking measurement capabilities and includes information on using data collaboration platforms for measurement and guidance for quality data inputs for specific measurement techniques.

The third module, *'Advances in AI and Machine Learning Powering Marketing Measurement'*, outlines how these technologies and tools are currently used and how they may evolve into the future to support greater efficiencies and effectiveness of digital advertising along with faster and more granular measurement insights.

The fourth module, *'Evolutions in Market Mix Modelling'*, outlines what is driving the increased usage of Market Mix Modelling and how the technique is evolving with advances in computing power and machine learning that can provide faster and more granular insights on advertising performance.

In this fifth module, *'Ad Effectiveness Through Continuous Experiments'* outlines how controlled experiments represent the most effective way to validate existing marketing activities and fill gaps in knowledge and how applying experiments should be approached as an ongoing process that can be continuously improved upon and extended across measurement activities.

Download the series of papers 'Mapping the future of marketing measurement'

introduction to controlled experiments 2

Evolving consumer behaviour and a constantly changing digital ad landscape requires marketers to continually adapt, challenge assumptions and try different things to understand what campaign tactics work – and more importantly what doesn't work - to make optimal future campaign decisions.

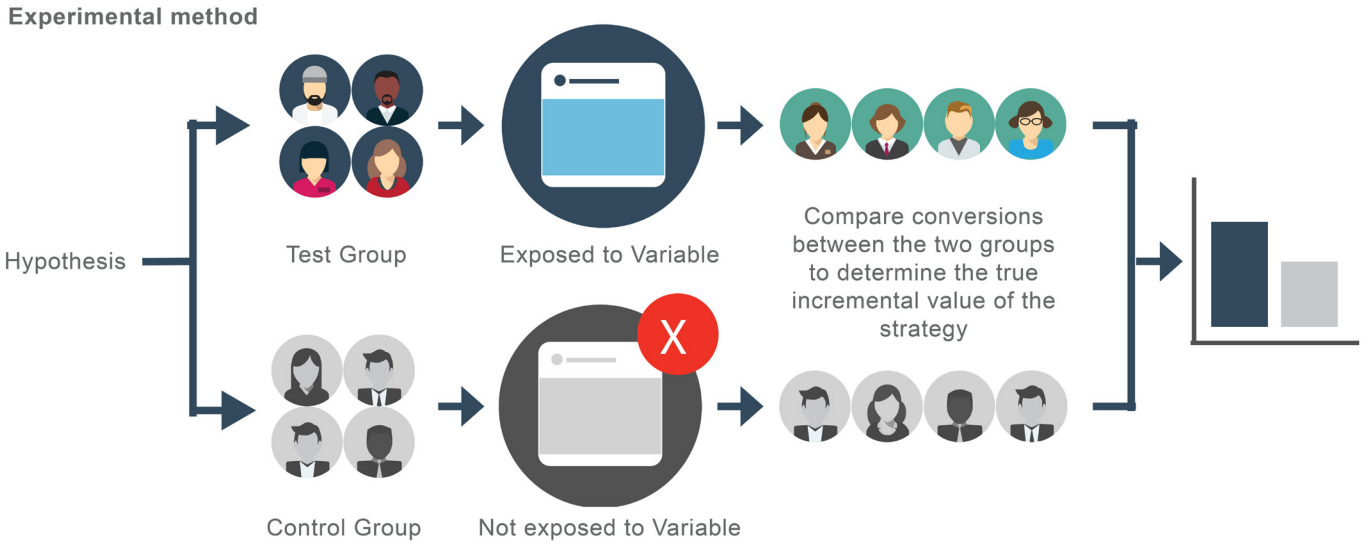
Experiments are a relatively low-risk and speedy campaign measurement technique where advertisers can test and learn, enabling more informed decisions based on proven results. By relying on opt-in privacy compliant consumer research panels and aggregated market-level data (not personal information), experiments are resilient to signal loss while protecting the consumer's privacy.

Controlled experiments quantify the impact of a change in media between randomly assigned test and control groups.

Controlled experiments offer the opportunity to adopt best-practice scientific methods to add confidence and precision to marketing investment decisions. Controlled experiments represent the most effective way to validate existing marketing activities. They are used in measurement of brand impact from campaigns, measuring cross-media effect and interplay of digital and other media, along with geo-testing for the impact of campaign activity on online and in-store sales. An experiment helps identify the causal impact that a strategic change has on a given success metric.

Controlled experiments are distinctive in the random assignment of control and test groups which 'design out' other factors and isolate the impact of specific media. Experiments can be designed for any campaign with a hypothesis around a target KPI where a control and a test group can be practically exposed to different media. Controlled experiments randomly assign a group of people to a test or control group to observe and quantify the impact of a change in media over a defined period of time. The test group is exposed to a change in media (e.g. your new display advert) whilst the control group sees no change (ideally users are shown a 'ghost' ad which presents a relevant competitive baseline ad). Groups are also demographically matched to ensure the only difference is the exposure to advertising. Results from both groups are then compared and the difference quantified. This approach is fundamental for accurately measuring incrementality — impact due to your advertising activity that would not otherwise have happened.

Controlled Experiments offer the most robust quantification of incrementality from marketing activity.



Terminology for experimentation is sometimes used interchangeably with AB testing, however there could be differences in methodology. AB testing is a simple form of experimentation where two groups are compared without randomising the allocation of treatment and control, we compare two versions of something to figure out which performs better. In a controlled experiment the control and test groups are matched in every way except for a change in one variable in the test group. *There is more information about AB testing in section 5 of this paper with a perspective from Yahoo.*

References to experimentation are also often used interchangeably with 'test-and-learn', which is a reference to a general approach of doing something, measuring the results and then trying again. Applying experiments should be approached as an ongoing process that can be continuously improved upon and extended across measurement activities, rather than as a one-off tool. *There is more information about test and learn processes in section 5 of this paper with perspectives from Samba TV and iProspect.*

Successful, sustainable measurement requires aggregating multiple techniques and synthesising into an overall view of performance.

Marketers can calibrate across these different measurement techniques to gather complementary insights for a holistic view and implement solutions where they differ. Ongoing experimentation allows marketers to gather feedback on media strategies based on evidence and check other measurement techniques against the ground truth to fine tune models. For example, calibrating Market Mix Models with experiments helps validate and fine-tune the model's accuracy and effectiveness.

Consider the hypothesis, sample size and scale when undertaking experiments.

This paper outlines some of the key considerations in undertaking experiments. Experiments require clear testable hypotheses and large enough sample sizes to detect statistically significant results. It can be challenging to achieve scale and accurate group assignment across-media, but it is worth the effort to achieve robust quantification of incrementality from marketing activity.

experiments commonly used for advertising effectiveness testing 3

Sales lift or conversion lift experiments

Sales or conversion lift experiments are a way to understand the incremental effect of advertising on sales or conversion metrics.

Geo sales lift experiments remain one of the best ways to continue to quantify ad effectiveness despite the changes to signals in the advertising ecosystem. These experiments are a commonly used technique for calculating the incremental conversions, sales or revenue generated by the campaign. In these experiments, non-overlapping geographic regions are assigned to a control or test group, and each region realises its assigned condition through the use of geo-targeted advertising. This can be done at a national, state, city or even postal code level. When the groups are compared, we can then attribute any uplift in success metrics to the advertising spend that was allocated.

Previous methods could involve looking at data of hundreds of different postcodes to determine the best test and control markets. Advances in machine learning are enabling faster identification of control markets that most closely replicate the test market and reduce bias caused by underlying differences in markets. Advanced modelling techniques are also being used to predict what would have happened in a world where the campaign didn't take place.

There is more information about geographic based sales lift experiments in section 5 of this paper with a perspective from Meta.

Digital brand lift or cross-media brand lift experiments

Experienced marketers understand the importance of brand building as an investment in future returns. The IAB encourages all brand marketers to continue to measure, test and learn, to ensure branding campaigns are on track now to reap the huge benefits of brand equity in the future.

Brand studies are a collection of tools used to measure brand metrics that cover awareness, familiarity, favourability, consideration and intent. They can also cover claimed behaviours and attitudes. These metrics are most commonly measured via responses to surveys delivered across the life of a campaign. Best practice surveys adopt a control and exposed research design to quantify the difference between those who did and didn't see a campaign.

Cross-media brand lift surveys aim to track multichannel marketing campaigns in one study by isolating the impact of each channel on brand success. Cross-media brand lift studies establish media exposure to identify which channels build key brand associations and how channels interact and work together.

The IAB Australia and Kantar Digital Brand Effect Report provides aggregated benchmark data for digital brand lift:

DIGITAL BRAND LIFT BY INDUSTRY

	FMCG	Financial Services	Auto	Entertainment	Retail	Telco	Travel	Electronics	B2B	Education
Aided Awareness	2.5%	3.3%	2.0%	6.1%	2.4%	3.2%	2.5%	2.8%	2.7%	5.6%
Online Ad Awareness	5.7%	4.0%	4.1%	10.0%	5.9%	5.1%	4.4%	4.4%	3.1%	4.7%
Message Association	3.3%	2.3%	3.0%	4.3%	3.6%	3.1%	2.8%	2.8%	1.8%	4.1%
Brand Favorability	1.9%	2.1%	1.7%	3.7%	2.5%	2.1%	2.3%	2.0%	1.7%	3.7%
Purchase Intent	1.7%	1.7%	1.6%	2.5%	2.1%	2.0%	2.0%	1.9%	1.2%	2.9%
Campaigns	**4,877**	**1,496**	**1,612**	**907**	**795**	**593**	**548**	**580**	**299**	**65**

Source; Kantar and IAB The Digital Brand Effect Report

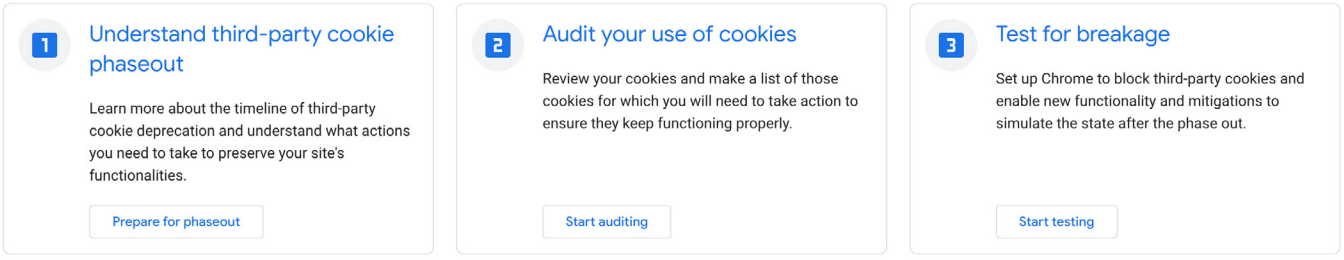
There is more information about brand lift experiments in section 5 of this paper with perspectives from On Device Research and Kantar.

guidance for testing google's privacy sandbox technologies 4

For some time now Google has clearly been communicating that 2024 would be the year that we would globally see increased numbers of Chrome users having their third-party cookies disabled, with ongoing testing periods continuing through to the end of Q3 2024 with the plan to start disabling third-party cookies for all Chrome users by the end of 2024. These changes will lead to a significant change in how online advertising functions and the industry is currently undertaking broad testing and trialling the new technology to understand the quantitative impacts.

Chrome's Tracking Protection feature, which limits cross-site tracking by restricting website access to third-party cookies, has now been rolled out to 1% of users globally since 4th January 2024. IAB Australia continues to recommend that industry take the forthcoming changes seriously and seek to research and test for the portfolio of future-proof approaches that are both currently available and in development.

IAB Australia has provided recent guidance on Chrome's third-party cookie phaseout, the 1% rollout and proposed solutions. This guidance outlines the initial steps to get you going and ready for testing and we strongly recommend that our members fully engage in the process of reviewing all the initial design proposals, participate in any available testing processes (whether directly or via key tech partners) and then share feedback. The guidance provides information on each area of Chrome's recommended three step approach:



Other resources for testing:

Chrome-facilitated testing modes: this guidance provides an overview of the testing modes Chrome plans to provide and how to access experiment group labels.

Privacy Sandbox Demos: the IAB Tech Lab setup a 'Privacy Sandbox Task Force', dedicated to conducting a rigorous technical and operational analysis of the forthcoming Privacy Sandbox modifications and their implications for digital advertising use cases. Index Exchange have also very recently donated an advanced Privacy Sandbox Demo tool to the Privacy Sandbox Taskforce and will be sharing insights from these tests as they emerge.

CMA guidance to third parties on testing – the UK's Competition and Market Authority (CMA) are seeking evidence from testing carried out by market participants and have provided advice to ad techs, publishers, and advertisers on how they can test the Privacy Sandbox tools in a way that would contribute to the CMA's overall assessment of the Privacy Sandbox technologies. The CMA have proposed two experimental designs that market participants can use to test the effectiveness of the Privacy Sandbox, and how they align with Google's planned launch of two testing modes in Chrome.

Criteo's Privacy Sandbox Testing – Criteo has been actively testing Privacy Sandbox for some time. They are open about the statistical framework applied and the modelling choices made, along with sharing some hypotheses related to the competitive market and the behaviour of business KPIs. Criteo apply the framework using Criteo's own data to estimate what they and other DSPs might see.

considerations for experimentation 5

Define your business goal and campaign objectives:
Your first step is to decide which business question you want to answer. Once that is established, take time to consider your options and be deliberate about what you want to measure and how you'd like to measure it. Planning up front will help guide you and your key stakeholders to make the best business decision and help ensure a smooth decision-making process.

Clear testable hypothesis required:
Each experiment should start by defining a clear hypothesis – a statement on what we want to prove or disprove. Your hypothesis should reveal why you're running the experiment and should be tied to your business goal. Hypotheses need to be specific and unambiguous.

Choose a method and set up your experiment:
The most effective way to measure incrementality is to run an experiment in which you tightly manage the strategy, or "treatment," to which people are exposed. Test one variable at a time as testing more than one variable at a time makes it difficult to identify which element drove the better outcome.

Pick meaningful metrics:
Select KPIs and metrics that relate to the overall campaign goals – less is more. Set KPIs in advance – don't be tempted to retrofit them post campaign.

Sample size and scalability:
To be statistically significant, controlled experiment groups need sufficient volume. This becomes increasingly challenging the more channels and media options are tested (e.g. adequately sized test and control groups for every combination of media and channel). Ensuring a robust and sufficiently large control and test group across multiple channels can quickly become very resource intensive, however statistical power is an important indicator for helping determine whether there's enough data to be confident about the results.

Analyse and implement what you have learned:
Update your tactics based on what you've learned in your experiment and implement changes for future campaigns.

Continue to test:
Keep records of your experiments to help prioritise what to test next. Standardise insights from past experiments and track and benchmark the value of your efforts.

Integrate multiple tools:
Explore how you could use a combination of tools to provide an actionable insight at each step of your marketing journey. Design a measurement approach that aggregates the best tools at each step rather than relying on a single methodology. Integrating multiple tools helps counteract biases and breaks down silos.

Build a culture of learning:
Share learnings from both successful and unsuccessful tests to help others in your organisation avoid making the same mistakes and wasting time and effort. Consider how to report results to different teams and tailor the level of detail accordingly (e.g. senior management may only require the key insights). Create organisational environments that foster growth mindsets, spark curiosity and encourage experimentation, using results as continuous feedback to inform future marketing activity.

Measurement Success Checklist

01	02	03	04	05
Define campaign objectives	**Set KPIs to reflect objectives**	**Organise data requirements**	**Integrate multiple tools**	**Test and learn**
• What is my primary objective? • How will my objective feed into my long- and short-term goals? • What do I need to measure across channels to address the objective?	• Do my KPIs relate directly to my objective? • How is the KPI calculated from the method I have chosen (eg. ROI)? • How will I calibrate KPIs from different timeframes, channels and tools?	• What are the key categories of my marketing spend (particularly within digital)? • Where do I have gaps in my marketing channel data coverage? • Where can I improve the granularity and coverage of my data?	• What are the limitations of my chosen methodology? • What other tools could provide further insight? • Who else in my organisation could be working on a similar type of problem?	• Have I set expectations that measurement is a continuous process? • What is the action(s) or decision I will take based on the result? • What is the plan to report results and how will that feed into the next marketing activity?

Source; Adapted from IAB UK Measurement Checklist

industry perspectives on ad effectiveness through continuous experiments 6

The IAB Ad Effectiveness Council have provided a range of perspectives on experimentation for measuring brand lift and sales lift as well as the process involved in continuous experimentation.

Brand lift experimentation:

- *The test and learn approach in practice,* Mark Griffiths, Commercial Director ANZ at On Device Research
- *Adaptive TV Strategies: Innovations in TV Experience and Measurement,* Ashley Spinks, Senior Insights Manager, Seven West Media
- *Uncovering the Fatal Flaws in Marketing Measurement,* Meheer Thakare, Lead, Media & Digital (Melbourne) at Kantar Australia

Sales or conversion lift experimentation:

- *Quasi-Experiments and Synthetic Control Methods the keys to success for sales lift studies,* Avik Dalal, Marketing Science Partner at Meta
- *The case for continuing experiments to improve lower funnel channel performance,* Sebastian Diaz, Senior Digital Solutions Lead at Bench

AB testing:

- *Simulating the identity-constrained future,* Rahila Nadir, Platform Solutions & Ad Effectiveness Lead at Yahoo

Continuous experimentation:

- *Measurement innovations improving brand and sales experiments,* Yasmin Sanders, Managing Director Australia at Samba TV
- *Championing a curious mindset drives experiments and change,* Bonnie Dodemaide, National Digital Performance Lead at iProspect

industry perspectives on ad effectiveness through continuous experiments

The test and learn approach in practice

Mark Griffiths | Commercial Director ANZ at On Device Research

It's key in most industries that a test and learn approach continues to be adopted in order to enable research success. As the digital media landscape continues to fragment, it has never been more important to look at the bigger picture in order to truly understand how each channel is performing.

Through the continuation of a testing framework, we can ensure that not only the measurement frameworks we use are delivering increased accountability for brands, but that brands themselves are using their budgets as efficiently as possible across the year.

We all know wastage can be a big problem across the industry. Back in 2021, Next & Co reported that nearly 40 percent of digital media spend, or more than $54 million, was wasted by Australian brands pursuing advertising campaigns between July and September that same year.[1]

Here at On Device Research, our mantra is measure more, grow more. Put quite simply, the more brands measure and test their campaigns, what follows is increased understanding about what is working (and let's not forget, this can change as time goes on), and how to tweak and amend to ensure optimum campaign effectiveness.

If brands are able to, we recommend the use of continuous testing and experimentation to enable the highest levels of campaign effectiveness.

[1] https://www.cmo.com.au/article/691727/report-aussie-advertisers-wasted-54m-digital-media-campaigns-last-quarter/#:~:text=Nearly%2040%20per%20cent%20of%20digital%20media%20spend%2C,spend%20as%20wasted%20in%20Australia%20during%20the%20quarter

The test and learn approach in practice! Live Case Study Examples

On Device Research have built a long term and successful measurement relationship with a large supermarket brand in Europe, spanning over 8 years and measuring 80 plus campaigns which covered a number of different formats, environments and targeting methods across multiple categories.

However, they really wanted to take their campaign insights to the next level and came to us with a number of hypotheses to test, including:

1. The optimum frequency for social media campaigns
2. The use of relevant versus generic creatives in campaigns
3. How to unlock the purchase funnel
4. The impact of attention and viewability

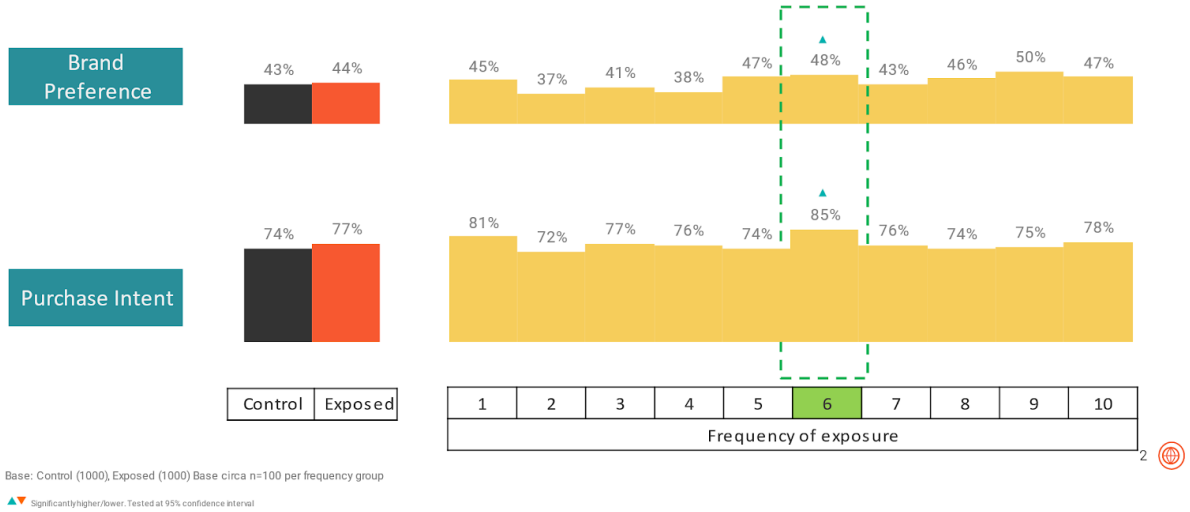
So firstly, frequency testing is key as without understanding what's optimum, it's almost impossible to create campaigns that are truly efficient.

As mentioned above, we know wastage can be a huge problem, so any ways in which brands can divert from this, the better. We therefore designed a social media frequency test whereby exposure frequencies up to ten times were tested.

We learnt from this test that overall, spontaneous awareness remained stable across frequencies (with slightly higher responses recorded at exposure 5, 7 and 8). However, it was noted that ad recall demonstrated a stronger resonance with a frequency of at least 3 or more.

Consideration also remained stable regardless of frequency for the brand (it should be noted that for more established brands with high levels of awareness already – as was the case in this test, it makes it more difficult to significantly shift the brand needle across core metrics.) That said, the ability to drive both preference and purchase does exist amongst a higher frequency, with optimum results demonstrated on the 6th frequency for both preference and purchase metrics.

The ability to drive increased purchase peaked at the 6th exposure



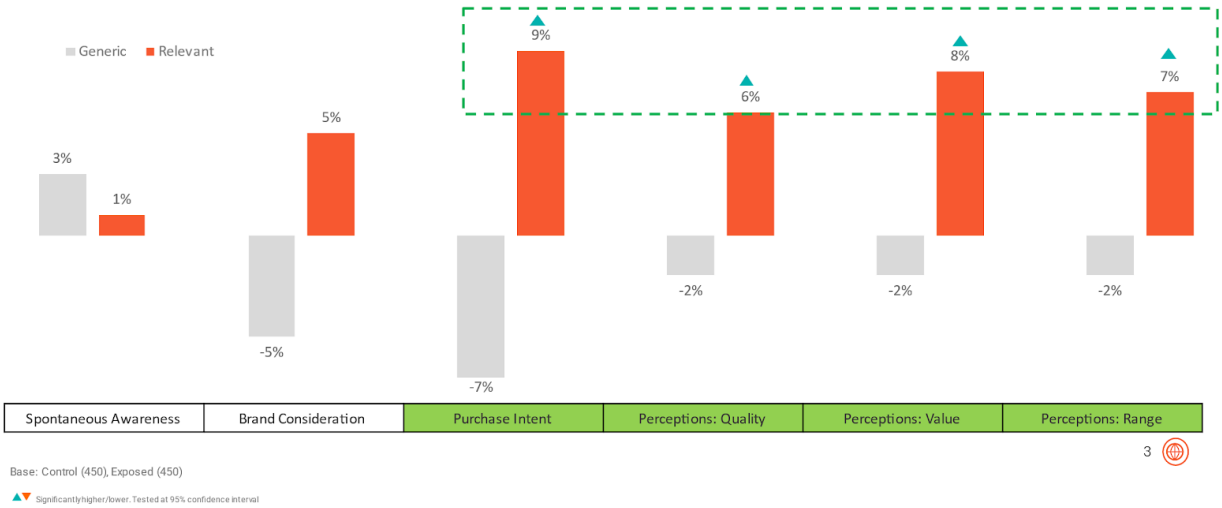
Base: Control (1000), Exposed (1000) Base circa n=100 per frequency group

▲▼ Significantly higher/lower. Tested at 95% confidence interval

Our testing also revealed that shifting overall brand perceptions required a frequency cap of between 5 and 6 to ensure optimum campaign results. The summary of learnings for this test concluded with the recommendation that at least 6 exposures should be used in order to move the brand needle effectively.

The next hypothesis to test was to better understand the use of generic versus relevant creative. This test revealed that relevant creative significantly drives not only increased purchase intent, but also key perceptions as well with +9% stating likelihood to purchase against -7% when compared against the generic creative.

Dialling up more relevant creative strengthened brand metrics – significantly driving purchase intent and key perceptions



Base: Control (450), Exposed (450)

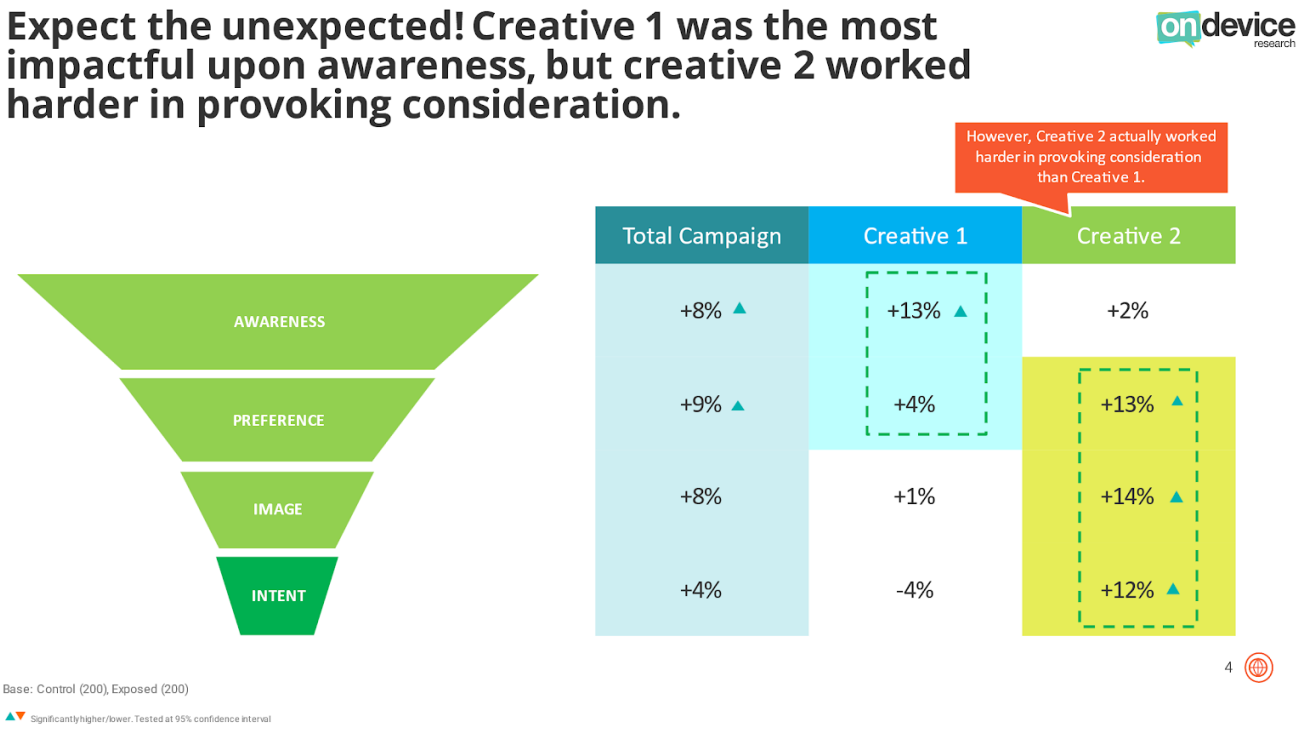
▲▼ Significantly higher/lower. Tested at 95% confidence interval

Our test was able to therefore recommend that although generic creatives can still shift brand metrics positively, relevancy is certainly key for driving purchase intent and positive brand perceptions. Recommendations for brands include leveraging 1st and 3rd party data sources where possible to help target relevant creatives and increase campaign effectiveness.

The third hypothesis the brand wanted to test was how to better unlock the purchase funnel. For this, two pieces of creative were tested and both were aimed at driving different metrics within the funnel. Creative A was aimed at driving awareness and consideration and creative B was aimed at driving purchase.

Following our test, we were able to demonstrate that both creatives were effective in driving core objectives with creative A better at driving awareness (which was its core goal) and creative B for driving that all important purchase intent.

However, there was an interesting learning to emerge here from their first creative. Although they had set this up with the intention that it would help provoke consideration of the brand, this was actually more successfully driven by creative B. This was a massive learning for the brand and helped them more effectively tweak their messaging depending on the core objectives at play.



Our recommendation following this test was to also consider the use of sequential targeting. The graph above clearly demonstrates that both creatives had a place in evidencing effectiveness across the brand funnel, but the testing enabled a deeper understanding of what messaging is best to use and when.

The final hypothesis for the brand included testing around attention and viewability, with the intention to understand which buying parameter gave the best brand impact – attention or viewability?

Attention buy in general aided in driving the brand's long term value and increased 'deals' messaging.

Metric - KPIs	Total	No Attention	Any Attention
Message: *Offers good value for money*	45%	47%	40%
Message: *Shop at Brand Y for some great general merchandise deals*	30%	28%	41%
Short Term Value: Offers a good value for money general merchandise range	+2%	+2%	+1%
Short Term Value: Is always striving to provide the best prices possible to customers	=	-2%	+1%
Long Term Value: *(Very good value + Fairly good value)*	-3%	-2%	+9%

5

Base: Total (400/400), No Attention (299/299), Any Attention (100/100)

▲▼ Significantly higher/lower. Tested at 95% confidence interval

Viewability (100%) also showed signs of being able to deliver both 'value' and 'deal' messaging, and in turn was more impactful on value in general.

Metric - KPIs	Total	Any Attention	100% Viewability*
Message: *Offers good value for money*	45%	40%	45%
Message: *Shop at Brand Y for some great general merchandise deals*	30%	41%	34%
Short Term Value: Offers a good value for money general merchandise range	+2%	+1%	-1%
Short Term Value: Is always striving to provide the best prices possible to customers	=	+1%	+3%
Long Term Value: *(Very good value + Fairly good value)*	-3%	+9%	+6%

6

Base: Total (400/400), No Attention (299/299), Any Attention (100/100), 100% Viewability (58/58)

▲▼ Significantly higher/lower. Tested at 95% confidence interval

In summary, the test showed that adding both attention and viewability conditions did have a positive impact. Interestingly, the findings around attention demonstrated that optimising towards attention can help drive brand gains and whilst viewability findings showed a similar pattern, it was more impactful in terms of communicating the brand's overall core message.

Conclusion

The world of advertising effectiveness is constantly evolving and brands both big and small need to ensure they remain up to date on what works. As cross media strategies continue to intensify across the globe, it's arguably never been more important to adopt a test and learn approach to enable a truly accountable understanding of campaign success. Brand lift will always be a great option when it comes to assessing effectiveness above and beyond performance metrics and demonstrating a holistic view across the entirety of the purchase funnel, but it's important to review all measurement approaches regularly to allow brands the most robust solution and outcome to their measurement objectives. And finally, remember in order to grow more, you need to measure more.

industry perspectives on ad effectiveness through continuous experiments

Adaptive TV Strategies: Innovations in TV Experience and Measurement

Ashley Spinks | Senior Insights Manager at Seven West Media

The journey of experimentation, for us, is as significant as the conclusive results. The essence lies in continual learning and iterative processes; understanding the objectives guiding our experiment is paramount. We are eager to share with you, insights from experiments that are currently in progress at Seven and disclose key findings from a recent test and learn study where we adopted a new measurement methodology to measure Total TV effectiveness.

1. Experimenting with the Control Group: Mitigating Bias in Audience Measurement

Curiosity led us to question the potential bias introduced by differences in behaviour between exposed and control audiences. Was the unexposed nature of the control intentional due to audience targeting, did behaviour limit exposure? If the control were never intended to be exposed to the ad, then of course we could expect audience behaviour between the control and exposed to differ.

To address this, we collaborated with Kantar, one of Seven's trusted research vendors, to implement a randomised control group. This approach allows us to confidently discern whether differences in behaviour between the two groups are a result of the ads rather than predisposed viewing habits, however, as with many experiments, it does present both pros and cons.

On the positive side, it offers a robust method for mitigating bias in audience measurement and sheds light on the impact of audience differences on campaign effectiveness, in addition to proactively adapting to a cookieless world.

However, it is crucial to acknowledge that, by deliberately withholding a randomised control group from seeing the campaign, we may encounter challenges in delivering the campaign due to limitations with the number of people who can be served the ad.

We anticipate more accurate brand lift study results by adopting this method, potentially revolutionising our approach to audience measurement.

2. Non-Invasive Exposure Measurement and Advanced Insights

Seven's partnership with View.com.au witnessed the launch of their inaugural major brand launch during the AFL Grand Final, propelling the new-to-market brand into uncharted territory. Faced with the need to swiftly gauge campaign effectiveness and assess the need to pivot, we turned to innovative data solutions.

In late 2023, we developed the capability to match campaign exposure data on 7plus with our community panel enabling us to understand actual exposure, rather than claimed, whilst also eliminating the need for intrusive pixel insertion on creatives, addressing privacy concerns voiced by some clients.

In combination with identified exposure through 7plus first-party data, we also tested opportunity to see on Linear TV, ensuring results were reflective of the Total TV ecosystem.

View's campaign, the third campaign to be tested this way, witnessed brand lift results that were nothing short of impressive:

- **A remarkable 67% increase in brand awareness among the exposed audience compared to the control group.**
- **An outstanding 92% surge in website/app visitation among the exposed audience relative to the control.**

These metrics not only speak to the success of the campaign but underscore the power of innovative data solutions to capture non-invasive and highly accurate measurement. With the success of this measurement experiment, we will see the approach more frequently adopted in 2024, providing more clients with a cost-effective, quick-turnaround measurement solution.

3. Ad-Load Variation on 7plus

In our relentless pursuit of innovation and enhancing our viewer's experience, Seven is currently immersed in an experiment looking to reshape the landscape of viewer experience on 7plus. This groundbreaking initiative involves adjusting the ad-load to understand its impact on viewer retention and duration on 7plus. Various ad-load reductions will be tested, in addition to a control group who will be exposed to the same ad-load currently implemented. By systematically varying ad-loads, we aim to unravel the intricacies of viewer behaviour in response to different ad exposure scenarios. Our focus extends beyond generic observations, delving into the nuanced responses of various demographics. For instance, we are exploring how younger Australians may exhibit distinct receptivity patterns compared to their older counterparts and does programming have an influence. This experiment holds the promise of not only enhancing the viewer experience on 7plus but also providing advertisers with invaluable insights into optimising ad exposure and attention.

Strategic use of experimentation is vital to test boundaries, foster innovation and continue to evolve our industry's measurement practices – alongside this, it adds a fun and often surprising, element to the pursuit

industry perspectives on ad effectiveness through continuous experiments

Uncovering the Fatal Flaws in Marketing Measurement

Meheer Thakare | Lead Media & Digital (Melbourne) at Kantar Australia

In a world where the footprint of consumers sprawls across countless platforms & avenues, the task of measuring the overall impact of your brand marketing campaigns has never been more challenging—or more crucial. Venturing into campaign execution without a clear understanding of measurement of its impact is akin to navigating a ship in the dark without a compass. **At the heart of understanding a campaign's true effectiveness lies the ability to identify exposures accurately across media channels with holistic perspective** (siloed views can sometimes mislead). This is fundamental, not just for gauging reach and frequency, but for optimizing future strategies to ensure they resonate more deeply with the intended audience.

Historically, passive measurement has been viewed as the gold standard for identifying these exposures. It offers a direct and often unobtrusive way to track how consumers interact with media across various channels. However, the efficacy of passive measurement is not uniform across all media. Traditional channels like print and out-of-home (OOH) advertising present significant challenges for passive tracking, often requiring additional methodologies to capture audience engagement accurately.

Moreover, even digital channels, which have long been lauded for their measurability, are facing new hurdles. The impending deprecation of third-party cookies on Chrome browser by October 2022 (at least for now) is a case in point, signalling a seismic shift in how digital exposures can be tracked. In light of several other browsers, who have already deprecated 3rd party cookies, this change not only complicates the measurement landscape further but also underscores the urgency for alternative approaches.

This evolving landscape reveals a significant gap in our current measurement capabilities, highlighting the limitations of relying solely on passive methods of exposure identification. **As we confront the complexities of tracking consumer interactions across a fragmented media environment, the need for a more adaptable and comprehensive approach becomes glaringly apparent.** This gap not only affects our ability to measure the present but also impedes our capacity to innovate and refine future marketing strategies. The challenge, therefore, is not just to find a stopgap solution but to pioneer methodologies that can accurately capture the multifaceted nature of consumer engagement today.

The introduction of hybrid measurement models, which combine the strengths of passive data collection with the insights provided by validated probabilistic models, offers a promising path forward. By addressing the inherent gaps in traditional measurement techniques, these models aim to provide a more complete and nuanced understanding of campaign effectiveness across all media channels.

Yet, as we pivot towards this hybrid model, there are critical considerations to bear in mind. For passive data, the emphasis must be on capturing sizeable, accurate and verifiable signals that reflect genuine consumer interactions. This requires a meticulous approach to data collection and analysis, at a scale, ensuring that every touchpoint is accounted for with precision.

On the flip side, the success of probabilistic models hinges on their validation. These models must be rigorously tested against known benchmarks to ensure their predictions closely mirror actual consumer behaviour. The highest correlation to passive exposure tracking becomes a non-negotiable criterion, ensuring that the insights derived are both reliable and actionable.

So, how can one future-proof media measurement?

Kantar exemplifies its commitment to pioneering a future-proof measurement ecosystem. By forging strategic partnerships with leading digital publishers, media companies, and renowned apps, we underscore our dedication to comprehensive data access, all while upholding the highest standards of consumer privacy.

Our initiatives are built on a foundation of:

1. **Direct Integrations:** Kantar's Direct Integration initiative stands at the forefront of addressing the imminent challenges brought about by the deprecation of third-party cookies, a pivotal shift that threatens to upend traditional digital tracking methodologies. By establishing strategic collaborations with a broad spectrum of partners, including leading digital publishers, media companies, and renowned applications, Kantar ensures an uninterrupted flow of comprehensive data access, grounded in the highest standard of Consumer Privacy.
2. **Technical Innovations:** Staying ahead of the curve with proactive solutions for the evolving digital landscape.
3. **Analytical Models:** Leveraging models that are not only frequently tested but also demonstrate the highest correlation to passive exposure tracking, filling in measurement gaps with unparalleled accuracy.

The Future of Advertising Measurement

As we stand on the brink of a new era in advertising measurement, the shift towards a hybrid model, augmented by Direct Integration, marks a pivotal evolution. This model not only navigates the immediate challenges posed by digital transformation but also lays the groundwork for a resilient, adaptable measurement framework. It promises advertisers a comprehensive lens through which to view campaign performance, marrying the precision of passive data with the predictive power of probabilistic models.

Quasi-Experiments and Synthetic Control Methods the keys to success for sales lift studies

Avik Dalal | Marketing Science Partner at **Meta**

Incrementality: The Gold-Standard of Measurement

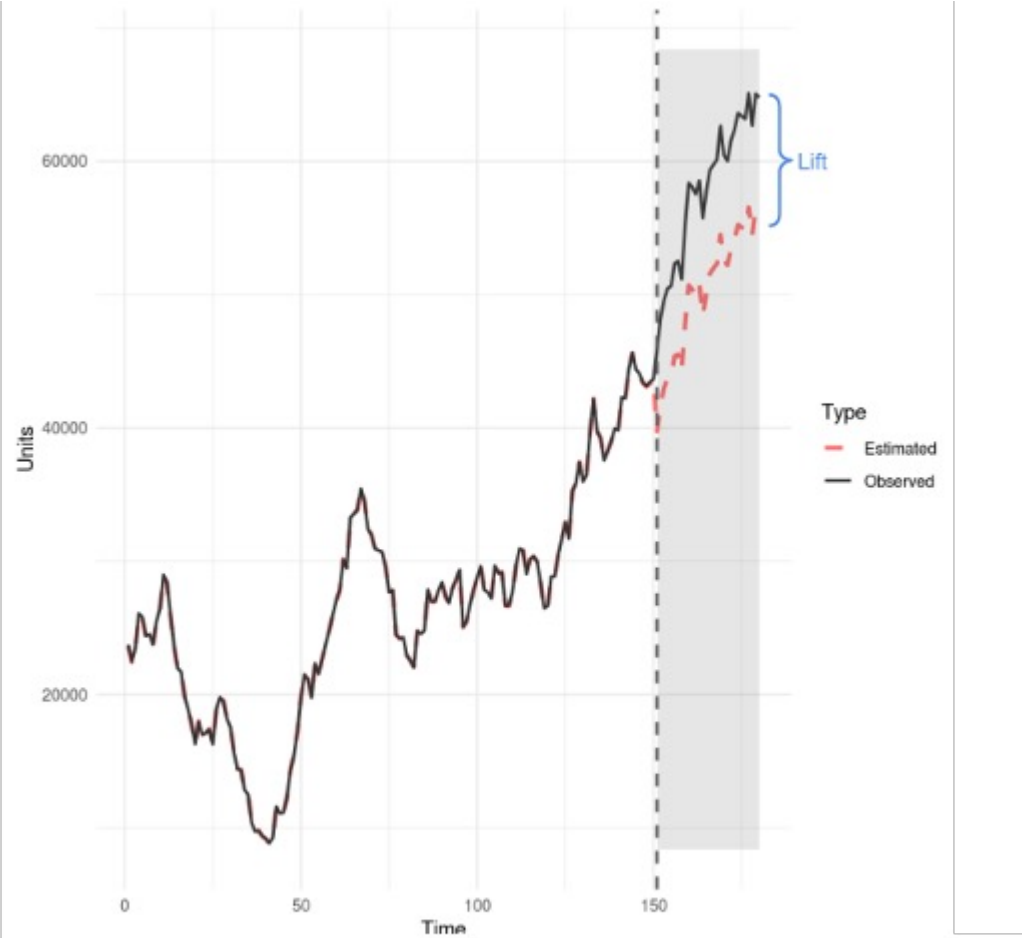
Incrementality-based measurement allows us to know the true value of our marketing efforts. In essence, a campaign's incremental effect is the difference between what we observed as the results of that campaign and what would have happened in a world where it didn't take place (counterfactual). And while Randomized Controlled Trials (RCTs) such as Facebook's Conversion Lift remain as the gold-standard of incrementality, they are not always technically or practicably feasible.

Quasi-Experiments and Synthetic Control Methods

Quasi-Experiments offer a great alternative to measure Lift whenever an RCT is not viable and GeoLift leverages some of the latest developments in this area to empower advertisers to embrace incrementality. GeoLift is based on Synthetic Control Methods (SCMs), which work by creating an artificial unit that is as similar as possible to the test unit. Using historical information prior to the treatment SCMs find the combination of untreated units that most closely replicate the treated.

The idea behind SCMs is that a combination of units often provides a better comparison for the unit exposed to the intervention than any single unit alone (like in matching analyses). Moreover, by constructing the counterfactual as a weighted average of the units of observation, these approaches provide additional robustness against omitted variable biases as long as the control units have similar characteristics to the test. In practice, unit comparability and similarity are a given since GeoLift studies we use locations of the same region or country as test and control units. Moreover, SCMs rely on panel data and can reliably account for confounders changing over time unlike traditional Difference-In-Difference quasi-experimental methods.

GeoLift combines the sturdiness of synthetic control estimations of Augmented Synthetic Control Methods (ASCM) with the powerful inference capabilities of Generalized Synthetic Controls (GSC).



The solid black line shows the sales of the treated unit while the dashed red one represents the sales of the synthetic control. Prior to the intervention both lines overlap almost completely but start to diverge after the treatment starts. The difference between them is the Lift.

Common Challenge with SCMs & The Solution

Specifically, SCMs have been regarded as "arguably the most important innovation in the policy evaluation literature in the last 15 years" (Athey and Imbens 2015). However, their adoption in other areas such as marketing has been slow. This is mainly due to the lack of power calculations for, which makes it difficult to plan and design future studies.

GeoLift makes it easier to design studies by providing **three power calculators for three common use-cases:**

Test length and investment/lift for known test locations

This calculator is useful when an advertiser knows which test locations he wants to use for an experiment but needs help finding out the investment and test length. The calculator takes as input the dataset, a list of test locations, and a Cost Per Incremental Conversion (if available) to help determine the necessary investment to execute a well-powered test.

Optimal Number of Test Markets

When considering running a GeoLift, you might need guidance determining how many test locations they need to use for an experiment. GeoLift provides a power calculator that can provide valuable help to determine how many test markets are needed for a well-powered test.

Market Selection

Users that want to run their first Geo-Test might not know how many markets they should select, which ones to use, or even for how long to run the test. GeoLift provides Power Calculators that help in these situations to find the best possible test based on historical data. Our Market Selection algorithms will set your test up for success!

Pet Circle Case Study

The challenge:

To measure the effectiveness of its efforts on Meta technologies, Pet Circle had primarily relied on a last-click attribution model.

Over time, it had become increasingly difficult for Pet Circle's attribution model to gain a view into the path to conversion due to changes in data availability. Furthermore, the company understood that the attribution model might not be capturing the true impact of impressions on Meta technologies and on-platform clicks. They needed a way to understand how much incremental value was truly being driven and what adjustments needed to be made to its model to reflect that impact.

The solution:

Pet Circle worked with Meta to design a GeoLift test where Pet Circle ads on Meta technologies were shown to users in Perth, Australia. The teams used synthetic control methods to create an "artificial" control group that was as similar as possible to the test group. In this case, a mix of Victorian postcodes was used to create a group that closely resembled the Perth market.

The impact:

The results of the GeoLift study revealed the true impact of Pet Circle's Meta campaigns. Through the effort, the brand identified that the incremental effect of Meta on customer acquisition was in fact 200% higher than what its last-click attribution model showed, and that Meta drove a 7.3% lift in customer acquisition overall.

Armed with these insights, Pet Circle has reallocated its marketing budget accordingly. And the brand is now exploring the adoption of GeoLift as its solution of choice to measure the incremental impact of all channels and to inform future budget decisions.

industry perspectives on ad effectiveness through continuous experiments

The case for continuing experiments to improve lower funnel channel performance

Sebastian Diaz | Senior Digital Solutions Lead at Bench

The marketing industry - as it always should - continues to change and innovate. Sometimes, our hand is forced (as seen with the impending double whammy of a 'cookiepocalypse' and privacy legislation). Other times, it's driven by new mediums (for example, programmatic out of home) that require a new way of reporting as a non-browser placement, and other times, it's just about connecting the dots between existing mediums to tell a more complete story.

As many agencies experience, some of their brands focus far too much on last touch attribution, which can drive poor media decisioning and outcomes. Being a full funnel agency, we've endeavoured to understand the value that branding channels bring, while maintaining a performance lens. More recently, we've conducted an experiment showing the value of programmatic digital out of home across a wider channel mix, including in improving lower funnel channel performance.

I will briefly explain the experiment Bench Media has taken to prove the above.

Showing the value of programmatic digital out of home across a wider channel mix, including in improving lower funnel channel performance:

We experimented with programmatic out of home (pDOOH) for a brand who was typically buying traditional out of home, but also executing across audio, video, display and CTV digital channels. Our goal here was to conduct an experiment to prove that we could:

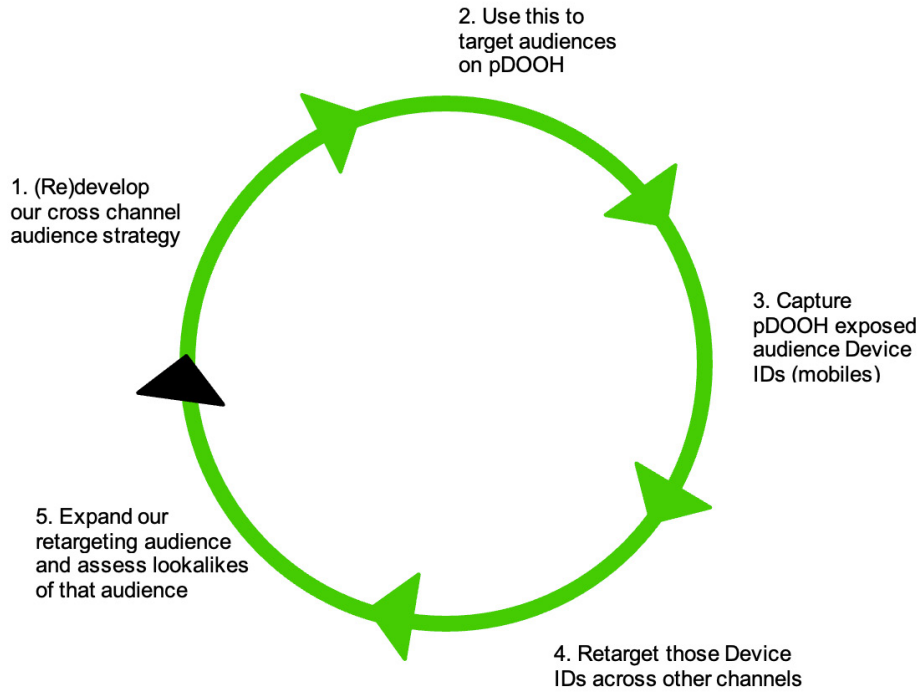
1. Increase the efficiency of digital out of home by using insights garnered from their other digital media buying channels.
2. Reduce our cost-per-sale across display and video.
3. Use pDOOH insights to dictate audience targeting on other channel activity

Keeping consistent to the principles of experimentation - we kept all things remaining as equal as possible, including:

- Reducing traditional OOH spend by the same dollar amount as we were putting into a pDOOH test.
- Keeping all other channels spend and pacing equal.
- Taking into account seasonal changes and trends for the brand and removing the effect of seasonality (which only typically contributed to up to 3% of conversions for the experimentation period year on year).

Assessing the results over a one-month period, we showed that:

1. Cost-per-sale for our brand reduced by 7% (more than the typical 3% of volume we could attribute to seasonality).
2. Return on ad spend improved by 15% across other channels as a whole, proving the efficiency of pDOOH across other channels.
3. By collecting exposed device IDs, we were able to retarget (and lookalike) those devices across other channel's retargeting audience pools and noticed that certain audience groups were indexing highly to sales, which were not previously forming part of the brand's audience strategy.



Although not forming part of the experiment, click through rates across Display grew 26% while the pDOOH campaign was live, indicating some level of ad stickiness or recall from users.

Certain attributes were out of our control, including:

- The economies of scale loss as a result of reducing traditional out of home spend to test pDOOH. Traditional OOH often comes with bonus impressions/plays which we lost (only marginally) as a result of reducing spend. The vast majority of media owners maintained their media card rates as we shifted spend with them from traditional to programmatic (albeit with less commitment on spend as we optimised pDOOH to better performing media owners/screens).
- While we did endeavour to ensure that other channel activity remained consistent to pre-experiment levels, open market forces meant that CPMs did fluctuate slightly downwards (approximately 2%) across display and video channels, which may slightly contribute to better sales results.

Learnings taken from the experiment

For Bench Media, conducting an experiment such as the above gave us invaluable learnings and insights to not only take back to the brand, but to also dictate future experiments internally across other clients. This includes:

-
- **Improving the value of data-driven decision making:** gathering data on what works and what doesn't allows us to make more informed decisions on what strategies to implement and what to avoid, beyond the typical pDOOH vanity metrics of impressions, CPMs and pacing.
- **Insights on audience profiles and customer behaviour:** our test and learn experiment helped us understand customer behaviour and preferences, which helped the brand refine their messaging and targeting strategies. These insights can also be used to inform product development and other business decisions.
- **Innovation provides a point of difference:** by implementing new strategies and tactics, we could stay ahead of our brand's competition and uncover new opportunities around audiences and channel mixes.
- **Mitigate risk:** experimentation allowed us to test new ideas on a smaller scale before rolling them out more widely - as we did here with pDOOH using part of our brand's traditional OOH budget. This helped minimise the risk of failure and ensured that we are investing resources into strategies that have a higher chance of success.
- **Achieve continuous improvement:** by monitoring results and making adjustments based on insights gained from experimentation, we can optimise our brand's campaigns and achieve better results over time.

In our industry, there are still significant gaps in measurement that are only going to widen upon the further demise of cookies and the increase of privacy protocols. At current, some of these measurement strategies actually drive poor media decisioning and outcome - last touch attribution being the biggest cause of neglecting brand spend. By running experiments that demonstrate the impact of upper funnel channels on lower funnel performance, we've seen proven outcomes beyond anecdotal evidence.

industry perspectives on ad effectiveness through continuous experiments

Simulating the identity-constrained future

Rahila Nadir | Platform Solutions & Ad Effectiveness Lead at **Yahoo**

By a show of virtual hands, how many of you 'opt in' when an app or a website asks you for tracking? And how many of you understand the terms and conditions we agree to across different apps? Consumers have either unknowingly been in the dark or uninterested in probing further, however, there are some serious changes in privacy that have come about, one of them being the deprecation of 3rd party cookies from web browsers in 2024.

The 'industry narrative' of the deprecation of third party cookies reminds me of "the boy that cried wolf". In this case, the wolf has indeed been coming down the chimney for a long time. That being said, because it has been going on for so long, the significance of it seems to have faded over time. If anything, now is the most important time to continue experimentation to allow for successful targeting and measurement and prove product success in a controlled environment.

As one of the pioneers of the internet, we have been preparing for the 'wolf' for quite some time and developing solutions for an identity-constrained future through a series of test & learns. In this IAB series, our focus is to talk about Yahoo's cookieless A/B testing that allows us to simulate the identity-constrained future that we will step into very soon.

Yahoo! Identity A/B Testing

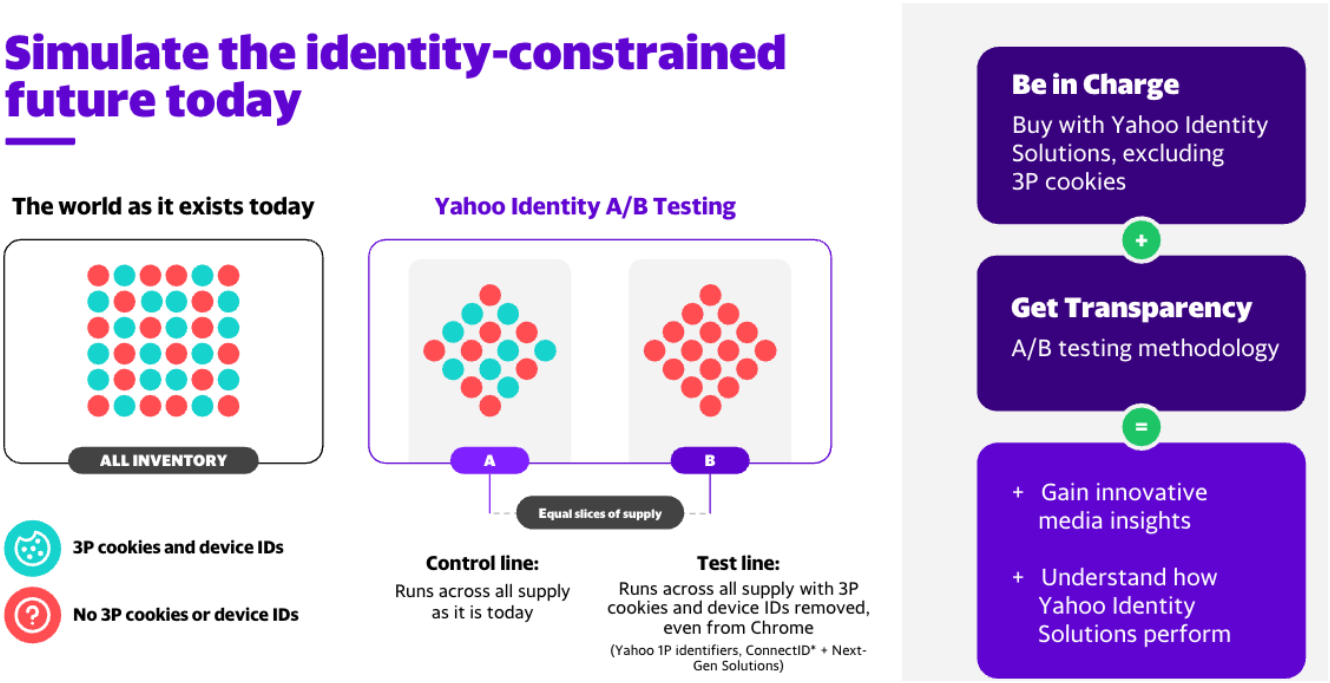
Objective:

The objective of the Yahoo! identity A/B testing is to compare two versions of the same setup to figure out how each performs. The testing is done in a controlled environment where everything is the same between the control and test group from set up to targeting to bid price, except for one difference - the control group is targeting all supply as it is today (including 3rd party cookies and device IDs) and the test group is targeting supply excluding 3rd party cookies and device IDs. The primary objectives of the test are success in reaching high value audiences, future proofing your campaigns and insights into valuable metrics.

What is it?

It is a test/control methodology within the Yahoo DSP to help clients get a sense of how their activity will run in a world where user identifiers no longer exist

- Yahoo has enabled identity testing through alpha and beta partners within the DSP
- The test does not require big investments ($10-$20K at most) as the idea is to make it as convenient and accessible as possible
- The test can be activated with a single check box therefore set up does not take any time
- The test is iterative and rolled out in two phases. The main objective for many advertisers is the need to understand the effectiveness and ability to scale their priority audiences. They need to understand what still works and test different solutions as their audience and media mix will undoubtedly change
- Yahoo has identity solutions that are already in operation and used in the DSP, which is why they will be included across both the test and control lines but evaluated across the control line



Staged Outcomes:

The test is conducted in two phases; phase 1 aims to assess cost effective reach and phase 2 focuses on reach and performance.

Setup:

For each test, there is a control and a test line - these lines need to mirror each other in terms of budgets, targeting and settings. The activation of this feature has been made really simple through a tick-box option which removes any barriers there may be when it comes to testing.

Measurement:

For **Phase 1**, we look at reach by comparing the spends across test and control lines

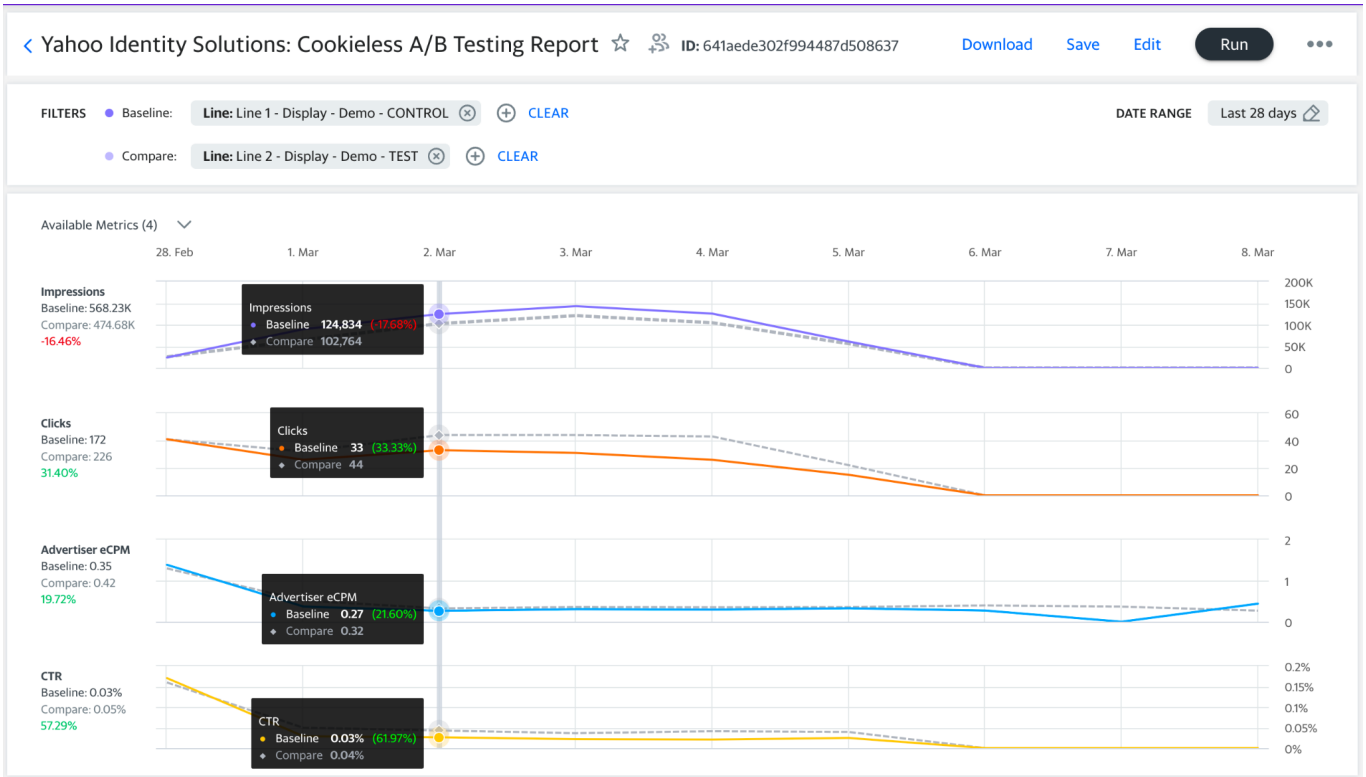
- Meaningful delivery without 3P cookies and other user identifiers such as Device ID or IP
- Impact on eCPM of 3P cookie elimination
- Engagement metrics (CTR)
- Supply type

In **Phase 2**, we look at performance by a comparison between test and control lines

- Benchmark and measure incremental conversions with Next Gen Measurement, a machine learning solution for non-addressable environments, powered by Yahoo ConnectID and real-time signals
- Incorporating attribution in non-addressable environments, as delivery based on website's content, not the audiences

Reporting:

The reporting platform will compare the control and test line and provide transparency so clients can see how they deliver on success metrics.



Findings and Observations from the Test

From our testing, we determined that the market share of impressions with authenticated users is smaller than the current cookie based landscape and marketers will need to prepare for this change. With this change in the landscape, including non-addressable solutions into the mix would be critical to executing successfully across the open web.

The test also provided insights into CPMs and indicated that ID based publishers were naturally more costly than the non-ID based publishers, due to increased demand for targeting and measurement within these environments.

Ultimately, we can all agree that cookies have created an extraordinary reach over the years, however, publishers with authentic user bases and the ability to integrate ID solutions are the ones who will provide the most value.

It would also be interesting to see if changes in privacy will lead to less fraud with more clients wanting to track and deliver in identified environments and that is unlikely to be available via made for advertising sites.

When looking at performance, the shift to modeled conversions has been underway across the DSP set for a little while now. Advertisers need to push their DSP to educate them on how these changes from 1:1 measurement to models work and why they're necessary in a privacy constrained future. Advertisers need to evaluate these changes, but embrace these concepts that verticals like CPG and retail have used to measure for decades.

The number one priority for brands in 2024 is access to easy and innovative ways to pressure test their targeting and measurement in the Yahoo DSP - this test is one of many where we will focus on Yahoo identity testing for a future-proof approach in 2024.

In conclusion, the wolf has indeed arrived, but is not half as scary if we put the right armour on.

industry perspectives on ad effectiveness through continuous experiments

Measurement innovations improving brand and sales experiments

Yasmin Sanders | Managing Director Australia at Samba TV

Adopting a culture and system of testing and experimentation enables marketers to pivot, innovate and futureproof with more agility and certainty at a time when consumer fragmentation becomes more perplexing and market conditions become more unpredictable and arduous. The acceleration of digital growth and increased investment in technology continues to put pressure on CMOs, who are expected to deliver quantifiable results down the funnel and prove ROI and revenue generation. Removing guess-work requires the ability and discipline to measure, assess and optimise objectives, performance and ROI in order to guide complex decision making for long-term value. Testing and experimentation is therefore good due diligence and also a strategic imperative.

Taking TV advertising as an example - the industry is plagued by fragmentation and faces data scarcity, limited ad exposure and poor targeting. Current models of measurement paint a partial picture of TV audiences and do not capture the full dynamic nature of today's viewership behaviour and the disruption caused by high CTV/OTT adoption and new AVOD/SVOD models. To implement the most relevant, effective and efficient ways to advertise and transact TV requires exploring and testing alternative forms of measurement, taking into consideration the changing variables and different business objectives of each media investment.

New ways being used to identify media exposure for use in brand and sales impact experiments.

With the shift from a single-channel ecosystem to omni-channel ecosystem, experimentation and measurement needs to be in the scope of marketing strategy and implementation. Innovations in AdTech provide choice in how Marketers can do this.

In the TV and CTV space, video automatic content recognition (ACR) is a fast emerging way to identify media exposure for more effective media planning, buying and activation to deliver sales and business outcomes. It provides granular data and insights and paints a more colourful picture of viewership behaviour in real-time. Examples of content video ACR can identify include commercials, programmes, networks, gaming and genres tied to a specific household. It also captures key viewership behaviours associated with TV watching, such ad-skipping, time-shifting, cord-cutting and binge-watching to enable a better understanding of the audience habits. Advertisers can determine light or heavy TV viewing households and their ad exposure to target in creative ways. The data enables relevant and timely digital ads to be delivered to audiences who saw the brand's TV spot and are more likely to convert; and in a similar way, a brand can identify those audiences who have been exposed to a competitor's linear TV ad and reach them over digital devices in the household at a fraction of the cost of the linear TV. Video ACR allows marketers to plan with a deduplicated view of the total TV buy and close the attribution loop.

Product innovations that have led to improvements in the insights coming from brand lift and sales impact experiments

Brand lift studies are used to determine the impact of a marketing campaign on a brand KPI's such as brand awareness, consideration and purchase intent. These have traditionally relied on claimed behaviour and a respondent remembering if and where they saw an advert. The use of digital tracking pixels and video automatic content recognition (ACR) TV ad exposure data means marketers can now identify media exposure more effectively and target survey respondents based on whether they have been exposed to an ad passively, leading to more accurate results and better performance.

Innovations in TV technology have also enabled marketers to determine TV & digital cross-platform exposure and to compare the impact of different marketing channels on a brand lift experiment.

Attribution studies are also an effective way of determining the impact of a marketing campaign and are used to measure the impact different marketing channels or tactics have on business outcomes such as sales, acquisition or website traffic conversions. These studies have been traditionally limited to digital campaigns but with the advent of TV ACR data, marketers can now accurately measure the impact of their TV marketing campaigns.

industry perspectives on ad effectiveness through continuous experiments

Championing a curious mindset drives experiments and change

Bonnie Dodemaide | National Digital Performance Lead at **iProspect**

A curious mindset in the workplace is an essential element that drives experimentation and change. When people have the willingness, proactivity and enthusiasm, they can achieve exceptional results. Experimentation is what is going to make us experts and ultimately what is going to drive us forward to provide the best solutions for our clients.

When I reflect on moments I have enjoyed in my career, the delight from uncovering insights in the many experiments I have run rank highly. The data available to us to analyse and find an insight, test, learn and scale for our clients to drive better performance is one of the reasons that I love this industry!

Three Areas of Focus for Experiments

Educate & Evolve Skills

Educate yourself in industry news, consumer research, products, and tools available to build the base knowledge needed for experimentation. Media has become more AI driven and since the conversation of automation started, agencies have been evolving our skillset. We can spend more time analysing data, creating strategic solutions, and building use cases for our clients based on experimentation, results, and learnings. Having an understanding of technology and generative AI will help you prepare in the long run, going beyond your traditional skillset.

Essentials

Ensure all foundational areas and essentials are completed across all client activity before starting an experiment, prioritising hygiene will put you in a good starting position. Choose reliable data sources, quality is important. Put a measurement framework in place ahead of time so you have clear goals you are working towards. Involve your client and decision-making stakeholders to generate momentum for the planned experiments.

Evaluate

Evaluate the opportunities available and create a six-month plan for experimentation. A good testing framework and document for recording the details will set you up for success, information to include: client challenge and business objective, a hypothesis, test description, the benefits of the test, KPIs and how we will measure. Testing is an ongoing process, if we continually experiment, we will benefit by using our learnings for future opportunities.

Championing curiosity starts with the culture of an organisation. iProspect's purpose is accelerating growth that shapes the future and we believe in building brands with a Performance Mindset. This includes relentless experimentation and measurement.

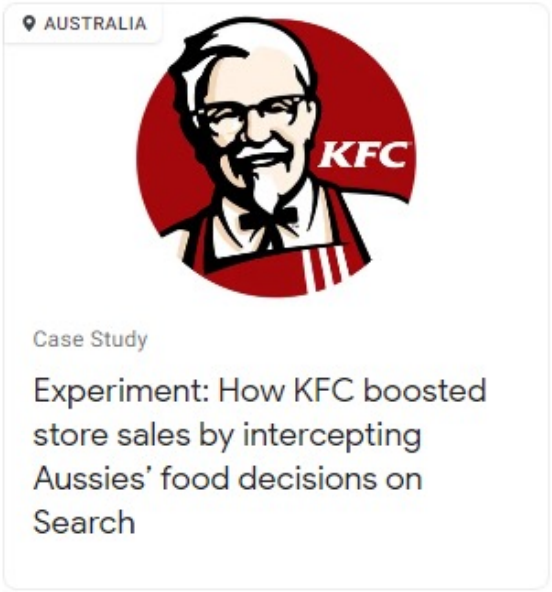
case study examples 7

Hennessy's first omnichannel campaign with The Trade Desk changes the game, driving greater reach and conversion

Hennessy, L'Atelier, The Trade Desk, Cint, Playground XYZ

Check out the case study

How KFC boosted store sales by intercepting Aussies' food decisions on Search
Google



Check out the case study and other Google case studies

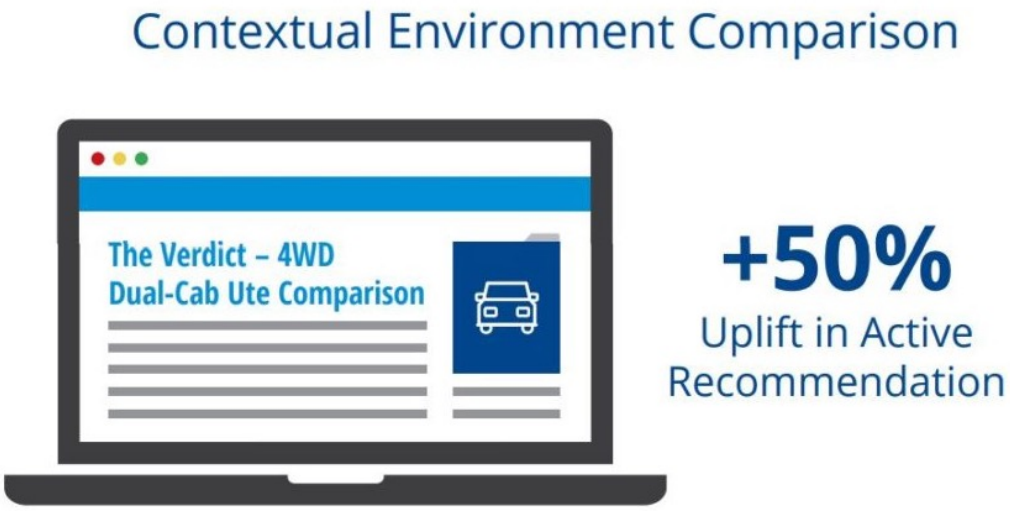
CeraVe (skincare brand owned by L'Oreal) boosted full funnel impact and brand affinity via sponsorship of TikTok's For You Fest.
TikTok

Check out the case study

Tostitos dips into Pinterest trend data to find success with Gen Z
Pinterest

Check out the case study and other Pinterest case studies

The Power of Context: Understand the power of contextual advertising on carsales in building brand equity for automotive brands.
Carsales



Check out the case study