NEXT STEP IN THE CROSS RATING® PLATFORM:
Evaluating the audience performances of bi-media Print – Internet campaigns

Laure Debos, ZenithOptimedia France
Damien de Foucault, JFC, KMR Software Group

The 360° and the transversality of the media, are a deep and long term trend. For many years, systems and tools were developed to apprehend and measure these elements. In 2004, ZenithOptimedia and Interdeco had JFC develop the first tool of evaluation and optimization of the performances of a Bi-media plan (TV – Press), based on the "zip®" methodology. Today the Cross Rating platform opens to new actors and extends to new media binomials: after TV-Press, other couple of medias are being investigated this year, such as Radio-Web and Print-Web. This last case is the topic of our presentation. The Cross mediaplanning tool developed upon the Zip methodology being called: **Cross Rating Presse Internet**.

Objective

Build and evaluate the global and marginal performances of all Print / Internet communication mix.

Innovative Dimension of the approach

Cross Rating Presse – Internet is a tool having a perfect symmetry between media and whose objective is to quantify the contribution of each media (Exclusive, Duplicating...) to the total campaign device.

To achieve this goal, a new Bi-media evaluation engine was specifically developed by JFC. The method programmed in this engine consists in evaluating the plan of the first media, said the *pilot* plan, in his own source of audience. Then to transfer within the source of audience of the second media, thanks to the ZIP process, the distribution of contacts thus obtained.

The plan of the second media, known as complementary, is then evaluated, in its own source, by holding account of the distribution produced by the first media. One then obtains the contact **cross distribution** of the Bi-media plan.

The ZIP process on which this method relies on is different from a traditional fusion, although it requires, like a fusion, the search for "twins" between the two sources of audience.

In that respect, it connects the individuals from both surveys thanks to common qualification criteria: segmentation based on a socio-demographic profile, and a *transfer variable*, expressing the frequentation of one media as collected in the other media survey.

Contrary to a fusion, the ZIP does not relocate a profile of reading or listening of a source towards the other. The ZIP relocates only the **level of exposure** of the individuals to a given pilot plan. Another difference: fusion is made once for all, whereas the ZIP allows a translation of data, plan by plan.

Scenario of utilization

Once the Zip is built, the process of building a plan is very similar to the traditional mediaplanning activity.
However, sophisticated functionalities help the user to systematically monitor the effects of new insertions on any indicators.

In the application, both media benefit from similar interfaces with their own specifications, they also have common features and, of course, results are illustrated in common tables or graphics and are also split by media.

Once a draft version of a plan is built up (or imported from an external mediaplanning software) – let's assume it is a print plan - the user then shifts to the other media (Internet) and accesses a media ranking module.

This media ranking module is composed of a series of indicators calculated for each vehicle potentially eligible for the plan, *i.e. for Internet:* total pages, targeted pages, total unique visitors, etc… and potential contribution to the plan, calculated either on:

- Exposed people,
- People exposed to Internet,
- People exposed to both media,
- People exclusively exposed to Internet

Both contribution indicators can thus be displayed in the media ranking table, as the user chooses them, and are systematically updated as the plan is being built.

Contribution indicators will help the user to select the most profitable vehicles according to which indicator(s) he wants to make progress > reach on duplicants, or on exclusive media 1, or global reach, etc.

At any moment, the user can shift back and forward from one media to the other, so that he can progressively build the bi-media plan adding insertions on the selected vehicles, step by step, little by little, until he obtains the perfect mix according to the budget and the initial performances objectives.

And he can, of course simultaneously manage various hypothesis.

One of the newest features is the calendar interface which allows the user to combine a variety of actions in time. Effectively, the ways the different families of media (periodicals, newspapers, websites) "talk" to their target, is very different: immediate and concentrated in time, specific or in the longer term, etc.
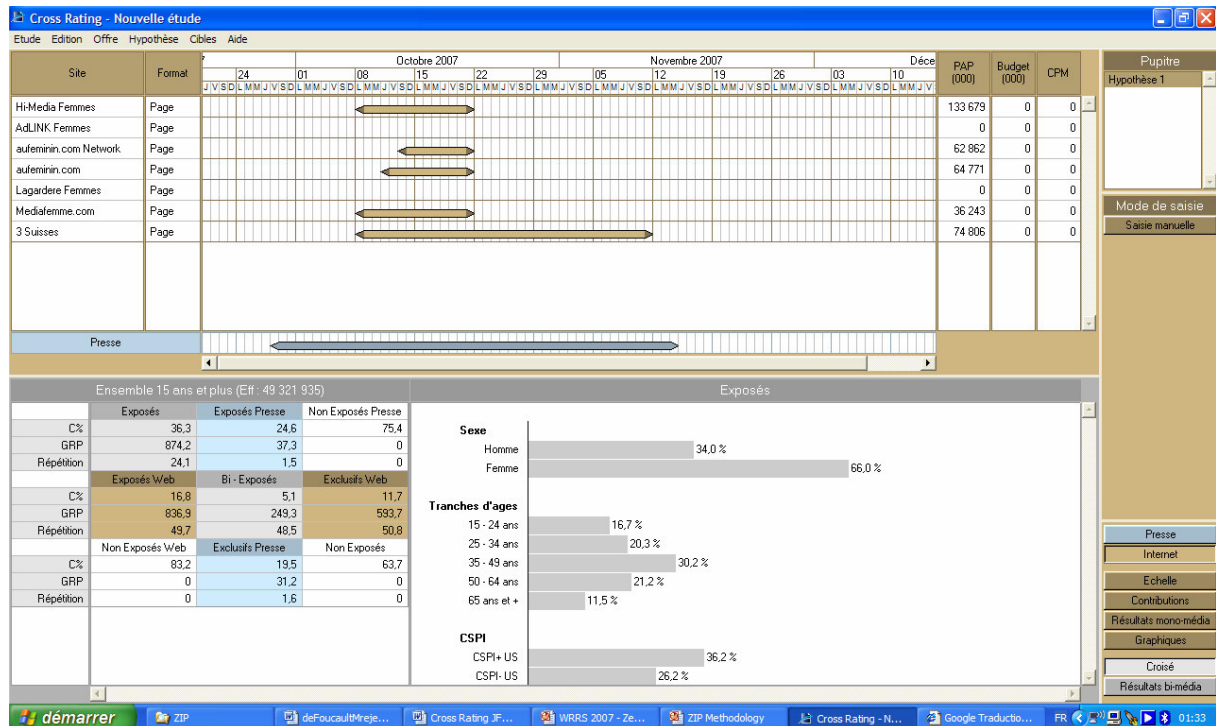
Many Cross Media measurement initiatives have already been taken, none of which able to give bi-media audience results and keeping the mono-media results intact.

We therefore had to present the results according to a new and specific way, reflecting both the indicators of the bi-media plan and of the mono-media plans (or "sub-plans").

We decided to conceive a matrix with nine cells, all containing: Reach, GRP and Repetition indicators on *Exposition sub-targets*.

1	2	3
4	5	6
7	8	9

Definition of the various Exposition sub-target populations:

1 – Exposed people = People either reached by one media or the other.
2 – Exposed to Print = All people reached by a Print vehicle whatever it is
3 – Non Exposed to Print = People exposed to no print vehicle at all.
4 – Exposed to Web = All people reached by a Web vehicle whatever it is (same definition as for 2, but for the other media)
5 – Bi-Exposed = People reached at least once by each media (intersection between universes 2 and 4) – This term has been preferred to "duplicants" as duplicants are, according to us, people exposed to various vehicles of one given media.
6 – Exclusive Web = People only reached by a Web vehicle (and no Print). (= 1 – 2) or (=4 – 5)
7 – Non Exposed to Web = People exposed to no Web vehicle at all
8 – Exclusive Print = People only reached by a Print vehicle (and no Web). (= 2 – 5)
**9 – Non Exposed** = People reached by no vehicle at all. (= target – 1)

Example:

Ensemble 15 ans et plus (Eff : 49 321 935)			
	Exposés	Exposés Presse	Non Exposés Presse
C%	36,3	24,6	75,4
GRP	874,2	37,3	0
Répétition	24,1	1,5	0
	Exposés Web	Bi - Exposés	Exclusifs Web
C%	16,8	5,1	11,7
GRP	836,9	249,3	593,7
Répétition	49,7	48,5	50,8
	Non Exposés Web	Exclusifs Presse	Non Exposés
C%	83,2	19,5	63,7
GRP	0	31,2	0
Répétition	0	1,6	0

(NB: "reach" on non-exposed people might seem a bit curious – White cells actually reflect the proportion of people which aren't reached!)

The Matrix is a very synthetic way of presenting the crossed results. Once the user has analysed the matrix, he can therefore decide to optimize the results on one or various sub-population(s). He then shifts back to one media ranking or the other and selects such sub-populations in the contribution columns so that he is able to sort other potential vehicles according to their efficiency on these given sub-population(s).

Once the objectives fulfilled in terms of performances, the crossed results interface allows illustrate the indicators within the matrix but also give select one of the sub-populations to obtain its socio-demographic profile.
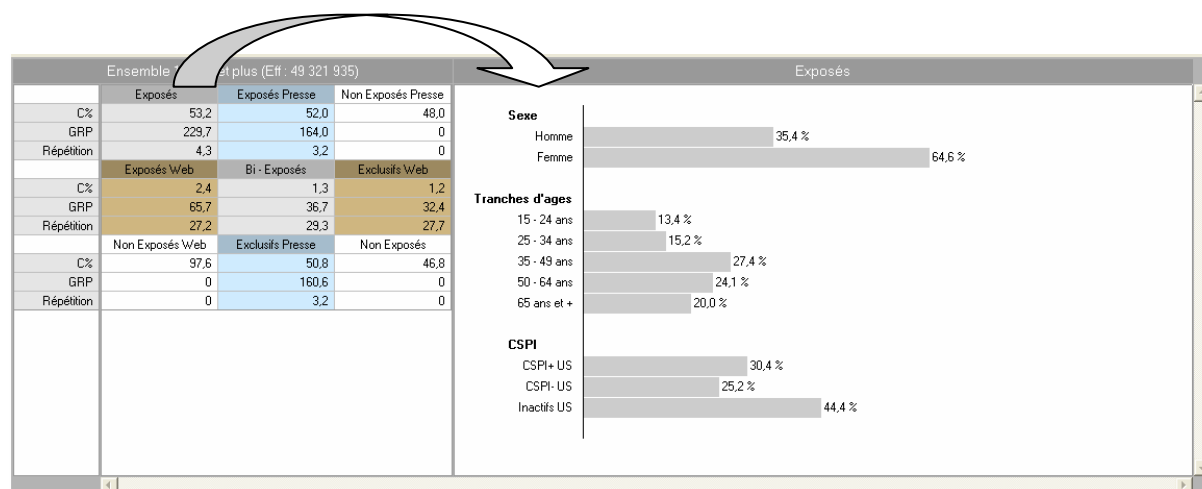
Interest for the advertising market

The development of such a tool combining Press and Internet was logical and necessary.

- This assertion can be understood from the point of view of the advertisers:

    - 70% of the advertisers investing today on Internet are also present in press. It is the strongest rate of duplication among all the media. It was thus essential that these advertisers and their agencies can have a tool enabling them to analyze synergies of action of these two media

- It can be also understood from the point of view of the editors:

    - Daily and magazine print titles' editorial websites are a direct prolongation of paper. They make it possible to the readers to come into contact with the vehicle, to find further information relative on a subject read previously, to consult files...
    - It was thus necessary for the editors and their adselling houses, to have a tool offering a measurement of existing coverage between the two media in order to understand the readers/internauts behavior, to develop this special relation that a Print brand has which a reader through all their available vehicles.

Perspectives

This tool has being launched during the first semester of 2007.

Very first learnings are just starting to be available now. It will be necessary obviously to make the tool evolve for better answering the daily uses, and improving the system. Beyond these minor optimizations, the development of the Cross Rating platform will continue through the extension to other Bi-media couples and will of course be interfaced with other tools of the market.

The Zip methodology might well be a way allowing to do multi-mediapanning as long as there is no single source survey recognized as a reference for mediaplanning.