

INVESTIGATING EFFECTIVENESS – A CUSTOMER JOURNEY WITH THE G+J SUCCESS BAROMETER

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The linkage of digital and analogue media channels is widespread in modern marketing concepts. In addition to offering highly promising opportunities to marketing experts, such crossmedia campaigns present new challenges for market research, as the survey data resulting from classic market research instruments are increasingly less capable of portraying the complexity of crossmedia campaigns in their entirety. Since the living environment of consumers is becoming more and more digital, market research requires new instruments to match online use with the use of classic media channels like print or TV.

Key questions

For this reason, Gruner+Jahr and the German market research institute Dialego have joined forces and developed a new market research tool to measure advertising effect, one that will meet the practical crossmedia requirements and provide answers to the following questions:

- 1.) What touchpoints (from advertising awareness to actual purchase) play an important role for brands in the customer journey process?
- 2.) What are the potential buyers like, and what is their relationship to the various media channels?
- 3.) What role does the concrete advertising campaign of a brand play in regard to the customer journey process?
- 4.) How much do the individual media forms overlap?

Method

The G+J Cross Media Success Barometer combines active data – collected through classic online interviews – and passive data, collected technically through a user-centred single-source approach. Survey periods that are structurally the same, and are carried out identically, form the core of the G+J Cross Media Success Barometer. These surveys are accompanied by a passive measurement of online usage by the test persons in an interview-free interval between the survey periods. The study will be carried out for a panel of 2,000 participants, 14-64 years of age, representative of the German online population.

An additional key component of the G+J Cross Media Success Barometer is the panel approach. By surveying one and the same test person repeatedly, individual changes in the relationship to the various brands can be identified for each test person. If the confounding variables are controlled at the same time, the panel approach is the ideal method to make the advertising effect visible.

The interviews provide data for the brand parameters of the 200 surveyed brands from 17 product sectors. In addition, data is collected on the print and TV usage of the test persons in both survey periods for comparison purposes.

The passive, technical measurement makes the overall Internet use of the test person visible in detail. Specifically, the technical measurement provides information on all activities of the test persons on the Internet, from their search behaviour to their contact with ads, and even as far as their actual purchasing behaviour. In other words: It depicts the entire customer journey from advertising contact to purchase with a single tool!

The customer journey using the example of a deodorant brand

Using the panel approach, the G+J Cross Media Success Barometer makes it possible to view the purchaser of a brand from the most varied angles. Through alignment with the relevant media touchpoints, fascinating insights into the mechanics of the customer journey process for brands can be extrapolated.

Across two survey periods, the buyers of a brand can be divided into four groups:

Group 1

The Loyals: This group contains test persons who in both survey periods stated that they were buyers of the deodorant brand (concretely: buyers in survey periods IV/2012 and I/2013).

Group 2

The Getaways: This group contains test persons who stated that they were buyers of the deodorant brand in the first survey period, but no longer did so in the second survey period (concretely: buyers in period IV/2012 and non-buyers in period I/2013).

Group 3

The Newcomers: This group contains test persons who stated that they were buyers of the deodorant brand in the second survey period, but not in the first survey period (concretely: non-buyers in period IV/2012 and buyers in period I/2013).

Group 4

The Resisters: This group contains test persons who stated that they were not buyers of the deodorant brand in either the first or the second survey period (concretely: non-buyers in period IV/2012 and non-buyers in period I/2013).

In addition to this division of the buyers of the deodorant brand being analysed, we also limit the analysis to the female universe, as the brand purchased a women's product during the analysis period.

Of particular interest is the question: "How and via which touchpoints do new buyers find their way to the brand?" and "How can non-buyers be convinced to buy products of this brand?" For this reason, our analysis focuses on the groups composed of the Newcomers and the Resisters.

Same, same but different

Focussing on the Newcomers and the Resisters brings both to light: differences as well as similarities. Both groups are almost the same age. The Newcomers have an average age of 37.4 years, the Resisters 37.6 years. Receptiveness to advertising differs between the two groups. To the statement "I often buy things because I have seen them in ads beforehand," only 6.9% (Index 79) of the Resisters agree fully or agree mainly, whereby 14.9% (Index 171) of the Newcomers agree with this claim. Also in regard to the statement "I am always open to new cosmetics products," there are differences between the Newcomers and the Resisters. Only 21.6% (Index 89) of the Resisters agree with this statement, while almost one-third of the Newcomers agree fully with this statement (29.6%; Index: 121).

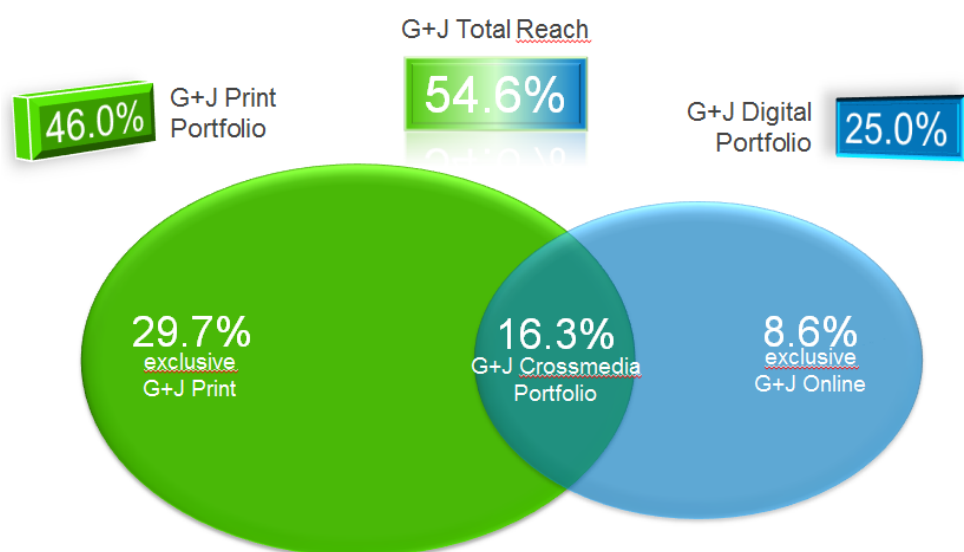
Just the same, the Resisters are an attractive target group for the deodorant brand being examined. 84.7% of the Resisters are generally very interested or interested in the body care product segment. 98.1% of the persons in the group know the deodorant group, and for almost two-thirds of the Resisters, the brand would be possible or very possible to buy (65.0%).

Media use

Both differences and similarities are also seen in media use in the two buyer groups. Both groups are reached via magazines. 46.9% of the Resisters can be found in front of the television between 1:00 and 8:00 p.m. In comparison: During the same time period, only 39.0% of the Newcomers can be reached via TV. The Newcomers, on the other hand, prefer to watch television between 8:00 and 10:00 p.m. 68.7% of the Newcomers can be reached during this time slot. Among the Resisters, this share is 61.9%.

Through technical measurement, we can provide precise statements on which test persons have used individual digital offers, how long, and when. Furthermore, we can make overlapping between the individual media visible and thus show portfolio coverages and the resulting contribution of the individual marketers to the overall advertising effect for brands.

Graphic 1 shows the crossmedia coverage of the G+J overall portfolio for the Newcomers.



Each month the Gruner+Jahr portfolio reaches 54.6% of the new-users with its magazines and online sites. The total reach can be separated into new-users reached via exclusive G+J magazines (29.7%), exclusive G+J online sites (8.6%) and new-users reached by crossmedia contacts (16.3%).

In addition to displaying the overall coverage, the technical measurement permits a detailed analysis of individual digital offers. By comparing individual sites, it can determine their contribution to the overall effect.

Graphic 2 shows a detail comparison like this.



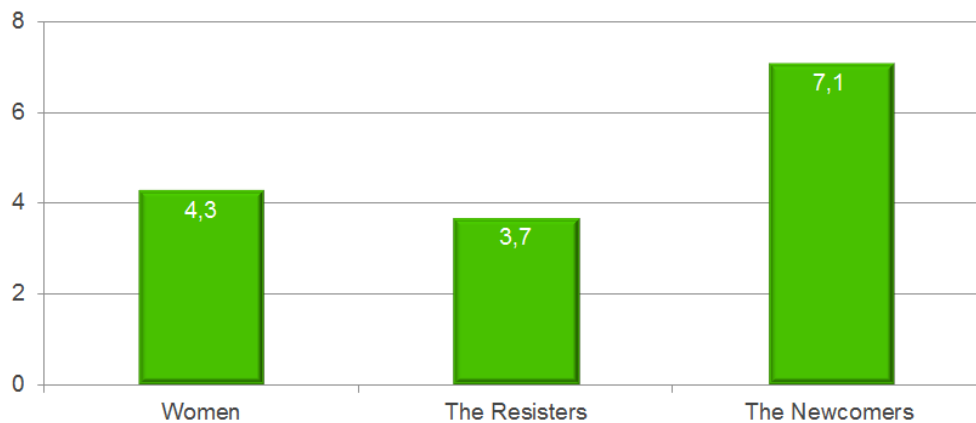
The comparison of the two digital offers elucidates the different functions fulfilled by the two sites in regard to the overall effect. While CHEFKOCH.DE reaches a high percentage of unique visitors in the target group of the Newcomers and thus contributes considerably to generating coverage, BRIGITTE.DE ensures greater involvement through the longer retention periods of the Newcomers on the site.

Product involvement

But how great is the overall involvement with the brand and product segment for the Newcomer and Resister groups as a whole? The technical measurement of the G+J Cross Media Success Barometer also provides information on this question. Not only usage operations, but search operations of the test persons are also logged.

Graphic 3

Occurrence of online queries referring to brand or product [in %]



4.3% of all search operations by women in the web in the first quarter of 2013 had to do with the observed deodorant brand or products of this brand. In comparison, the Newcomers searched in the web for the brand and its products more often. Involvement of the Resisters, on the other hand, turns out to be below average.

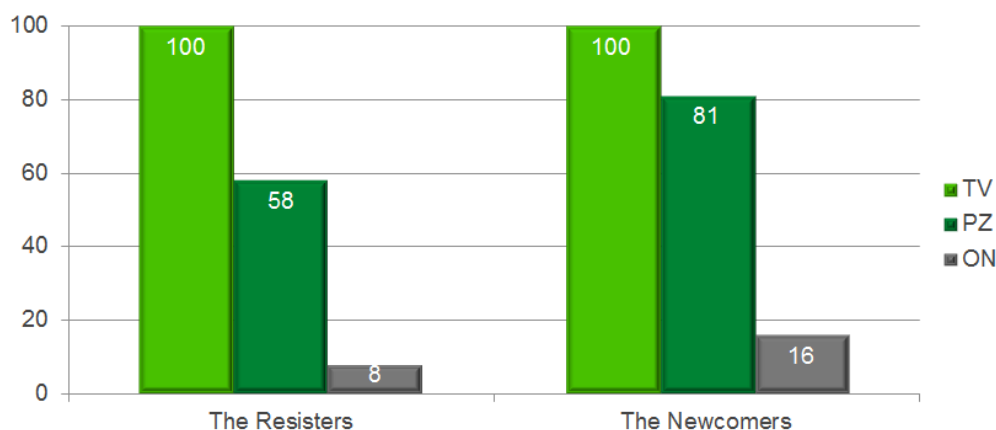
Media matters

The varying degree of involvement with the brand and product can also be explained by the varying intensity of involvement of the two groups with the concrete campaign of the deodorant brand.

It should be mentioned here that the number of advertising contacts is by no means based on direct questions like: “How many ads have you seen for brand XY?” Rather: Standardised questions on media usage lead to media contact probabilities. With the help of the Nielsen Advertising Statistics, these are then further calculated to attain advertising contact probabilities for each individual brand for TV and print. The online advertising contacts are measured technically using the integrated tracking mechanism.

Graphic 4

Media analysis for the deodorant brand I/2013 [in %]



Graphic 4 shows the contact with the two groups through the concrete campaign of the deodorant brand, divided into channels. 100% of both the Resisters and the Newcomers came into contact with the brand through TV commercials. Definite differences are seen in regard to the print and online contacts. Here it is evident that the Newcomers were much more intensively contacted through these channels.

All told, this leads to a higher share of media mix contacts among the Newcomers, as shown in Graphic 5.

Graphic 5**Summary**

The life of the consumer is becoming increasingly digital.

Market research must be able to display both the digital and the analogue living environments of consumers, in order to be able to make statements about the effectiveness of crossmedia campaigns.

The G+J Cross Media Success Barometer – with its combination of active surveying and passively technically measured online operation data in a single source approach - is the ideal tool for analysing the overall customer journey from the initial advertising contact to the actual purchase.

In addition, the instrument can be used to display the various buyer groups of a brand and their media use in detail.

It is evident that the classic campaign of a brand impacts the involvement of various buyer groups with the product and brand. As a whole, media mix contacts seem to have a positive influence on involvement with the product and brand.