# Campaign effectiveness - cross platform cross device
# Combination of passive measurement and survey questionnaire methodology

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## 1. Introduction

Advertisers buying cross platform campaigns – like all other clients – want to evaluate the overall effectiveness of the campaign. Documenting ad effectiveness across platforms and devices is easy when each platform/device is to be documented separately but it has proven to be a challenge for market researchers when the advertisers need *one single result* for all platforms/devices.

Jyllands-Posten and TNS have been documenting effectiveness of ad campaigns for print and websites (separately) for over 10 years with more than 450 cases to benchmark against (mostly print) but as ad sales and campaign components change over time Jyllands-Posten needed to establish new measures for the new types of campaign the media house sells.

In collaboration between Jyllands-Posten and TNS a case for a major Volvo campaign was developed. The campaign would run in Jyllands-Posten print, mobile websites and desktop website over a period of 3 x two weeks. After the last wave TNS would measure the overall effectiveness of the campaign.

## 2. The selected approach and the advantages of the various data collection methodologies

The Jyllands-Posten benchmark is built on the TNS AdEval model. We will not go into details as to the AdEval model framework but as figure 1 shows it evaluates the "enlightenment level" of an exposed potential buyer in a hierarchy based on likelihood to purchase.

Figure 1: The AdEval model of persuasion – levels in the ad effectiveness hierarchy
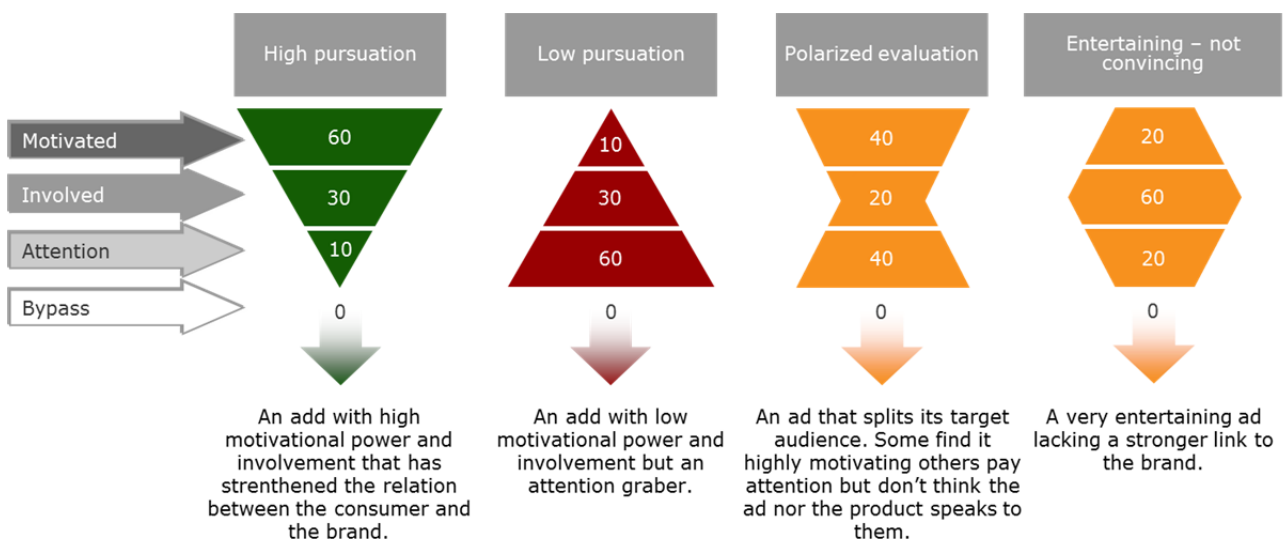
In order to also compare the individual parts of the campaign (print and website ads) to the very well established benchmark data, AdEval was used to measure the campaign components.
The campaign was set to run on three platform; print, desktop and mobile.
The desktop also includes tablets as an access point to online content on jp.dk (Jyllands-Postens website) via tablet is the same as any type of computer.

So the ad effectiveness measure was set-up to handle these three platforms/access points:

| Print | Desktop | Mobile |

The results we wanted to analyze are interrelated as the three platforms would overlap more or less. How much overlap there would be was unknown before the study commenced as no common currency between these platforms exists in Denmark.

The envisioned overlaps and needed results were:
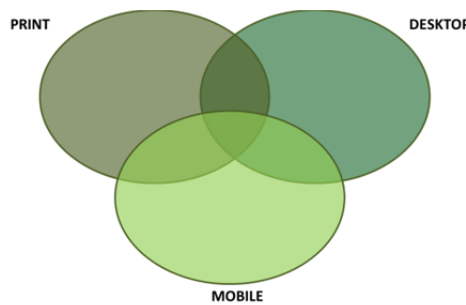


The circles of the 3 platforms are equal in size as is it imperative in analyzing the results to remember that all three platforms were allocated a budget that was almost identical. So when comparing the results of each platform to the others then the budget reflection was 1:1:1 for the three campaign platforms.

For print the only way we could think of to get the effectiveness measured included the traditional survey methodology – to show the front pages of the edition of the newspaper and supplements where the ads had been placed. Beyond that an OTS for the other platforms was asked before showing any of the campaign elements.

For desktop and mobile the ad materials were tagged with individual Spring tags in order to establish the nature of the exposures. It is assumed for the Danish market that computers and smartphones are most likely to be personal devices and hence the exposures is attributed to the person using the devices. For tablets a little more than half of them are personal devices in Denmark and to keep things somewhat simple in an otherwise very complex set-up tablets are in this case attributed to one person personally.

In summary; print OTS and ad effectiveness are measured by survey methodology only (active participation), mobile and desktop a passive exposure measurement is used combined with the effectiveness measures by survey methodology (passive and active participation).

## 3. The philosophy behind the test

In order to deliver total campaign results and single platform as well as multi exposure results a well thought through research plan was necessary. The process delivered the following overview for the print OTS overview:

| Print sample |
| Print |
| Desktop |
| Mobile |
| OTS but no recall |
| Control group |

For the measurement of the print part of the campaign a print sample was built based on the usual readers of the newspaper Jyllands-Posten.

OTS for all three campaign components was established in the initial part of the questionnaire. If the respondent had OTS for print the effectiveness measure was based on those particular campaign ads.

What is different for the print version of the campaign is that some respondents dedicated to the print sample could have had OTS for the other campaign components and not print. In the instances where that was the case the respondent was asked about campaign materials related to the platforms where they had OTS (if the respondent had both mobile and desktop OTS one was selected at random). Also unique for the print sample is the Control Group where the campaign AdEval base level would be measured as the respondent had not been exposed to any campaign components.

The print set-up was by far the most difficult to establish and further down the line to develop a script for. The complexity of the combinations of OTS (as well as no OTS) takes time to keep track of as well as implementing the random selection of OTS campaign materials for non-print but positive online exposure(s).

In comparison both the desktop and mobile sample was by far easier to handle as the OTS by using tagging is easily identified. After the campaigns last wave of two weeks the respondents were handed a pop-up the next time he/she visited the websites on the devices they used for the campaign exposed visit. The desktop overview is as follows:

| **Desktop sample** | For the measurement of the desktop part of the campaign a desktop sample was built based on the respondents that had visited the site again by use of the same platform – in this case desktop. |
| --- | --- |
| **Desktop** | A pop-up questionnaire was served to a random selection of the desktop re-visitors. |
| **Print** | OTS for all three campaign components was established in the initial part of the questionnaire. If the respondent could not recall having seen the ad on desktop and had answered positive for OTS for mobile and/or print, the respondent was served the survey relating to one of the other OTS platforms (if both had a positive OTS then one was selected at random) |
| **Mobile** | As we know for sure that the respondent had been exposed to the desktop part of the campaign then a respondent without mobile recall and any other positive platform OTS was asked the effectiveness measures for the desktop part of the campaign. |
| **OTS but no recall** | |

Mobile very much like desktop was quite easy to carry out once the OTS situation was resolved:

| **Mobile sample** | For the measurement of the mobile part of the campaign a mobile sample was built based on the respondents that had visited the site again by use of the same platform – in this case mobile. |
| --- | --- |
| **Mobile** | A pop-up questionnaire was served to a random selection of the mobile re-visitors. |
| **Print** | OTS for all three campaign components was established in the initial part of the questionnaire. If the respondent could not recall having seen the ad on mobile and had answered positive for OTS for desktop and/or print, the respondent was served the survey relating to one of the other OTS platforms (if both had a positive OTS then one was selected at random) |
| **Desktop** | As we know for sure that the respondent had been exposed to the mobile part of the campaign then a respondent without mobile recall and any other positive platform OTS was asked the effectiveness measures for the mobile part of the campaign. |
| **OTS but no recall** | |

What we realized during this part of the survey structure planning process was that results from each campaign platform (mobile, desktop and print) would not only rely on results from its "own" sample but also on the OTS results for that particular platform from the other samples. Hence a color scheme was used to refer to these considerations when the results were to be analyzed.

The selected set-up for the study resulted in the following overview and color coding:
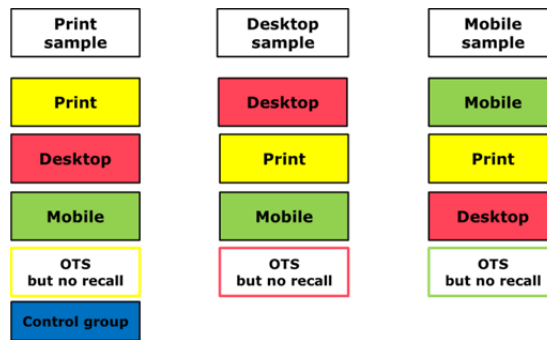


When analyzing the results the colors represent the categories in which the respondent will be placed. The same respondent could have had OTS for all three campaign components – or none of them. In any instance results can be analyzed top to bottom and across each sample.

Initially we had not considered that each sample would need further work when "adding them all up". But in reality, when figuring out the total campaign impact one additional measure must be included: the size of the audience for each platform. Hence traffic and readership figures would need to be used to weight the results of each platform when added to the overall campaign result. This is further explained in *Chapter 6*.
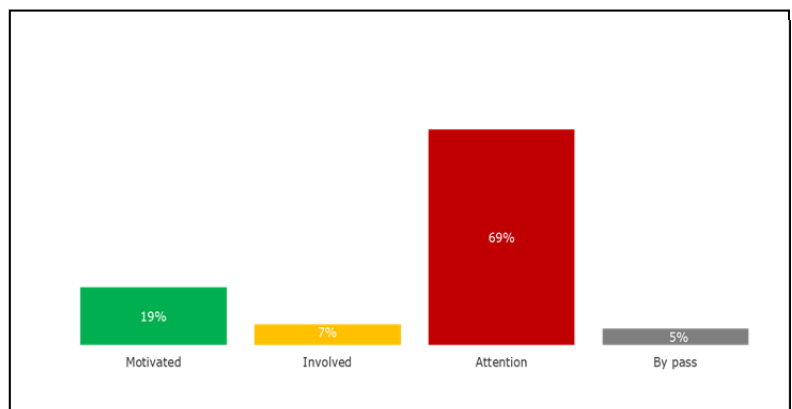
## 4. Key findings – the individual platform results

When looking at print (all the yellow boxes singled out in figure 2) the results were as follows:

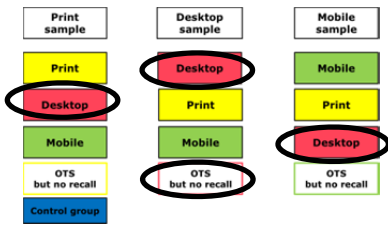Figure 2 identification of print ad effectiveness
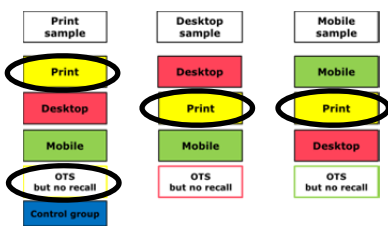
**Results adEval print**



*Note that all print OTS respondents are added to the print results although the actual ad effectiveness measures for the mobile and desktop samples are asked for these campaign components. This is due to the implications following a choice to keep the questionnaire short and engaging. If a respondent had been asked the effectiveness measures of all OTS campaign components the added value of this would not exceed the respondent experience in the participation of the survey. The same is true for the results of the mobile and desktop campaign effectiveness measurement.*

Figure 3 identification of desktop ad effectiveness
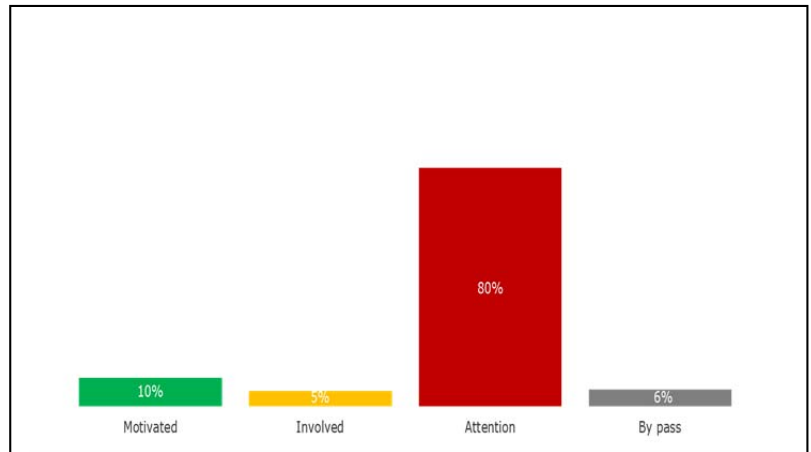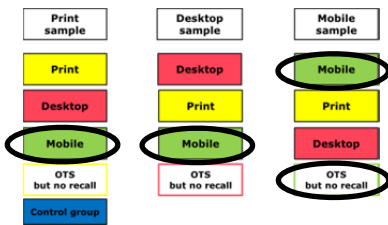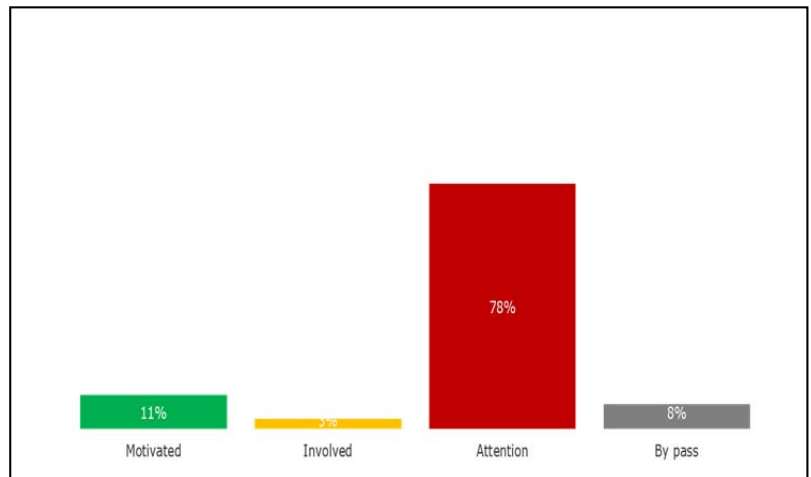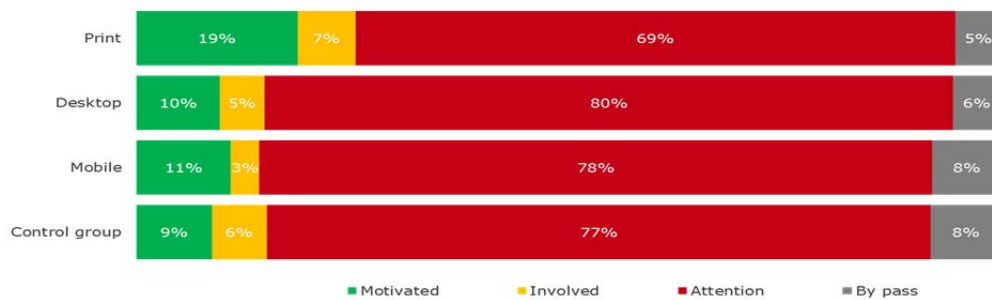
**Results adEval desktop**



Figure 4 identification of mobile ad effectiveness

**Results adEval mobile**



The overview of the individual platform results when compared to each other and to the Control Group showed that print for this campaign moved the consumers to a higher level in the path to purchase consideration:



*Note that the sample size for each were 531 (print), 615 (desktop), 440 (mobile) and 88 (control group) – hence any comparison to the Control group should be done with due consideration to the limited sample size.*

## 5. Key findings – the cross platform results

When analyzing the results for the cross platform (and hence multi exposure) results some very interesting patterns occurs. Taking into consideration that these results are based on OTS (not recall) then any campaign combination involving print delivers higher results on the ad effectiveness hierarchy.

Figure 5 AdEval results – single and multi exposure(s)
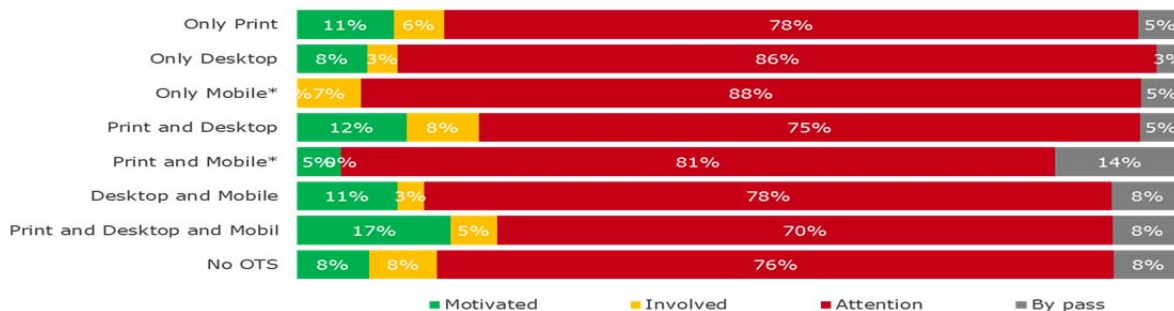


*Note that the * marked results are based on a very limited sample size as these combinations turned out to be rare in the survey for this campaign.*

Also the case for "triple is more" - three exposure strategy is clearly established as a respondent exposed to all three campaign components is significantly higher placed in the ad effectiveness hierarchy. A combination of mobile and desktop also seems to be a better campaign strategy than going only mobile or only desktop.

Is this perspective one could argue that mobile does not deliver as expected, but the sample size (and hence universe) of the *"only mobile"* audience was very small due to high overlap with the other platforms. Other cases done with only mobile campaigns have proved mobile to be as effective as or even more effective than desktop. As this case was done in May 2014 a lot of development has happened on the mobile platform since then and mobile still has a long way to go before reaching its maturity as an advertising platform. When looking at the ones that can recall having seen the campaign mobile delivers close to the same results as desktop (although none of them the same as print):

Figure 6 AdEval results based on respondents recalling the campaign
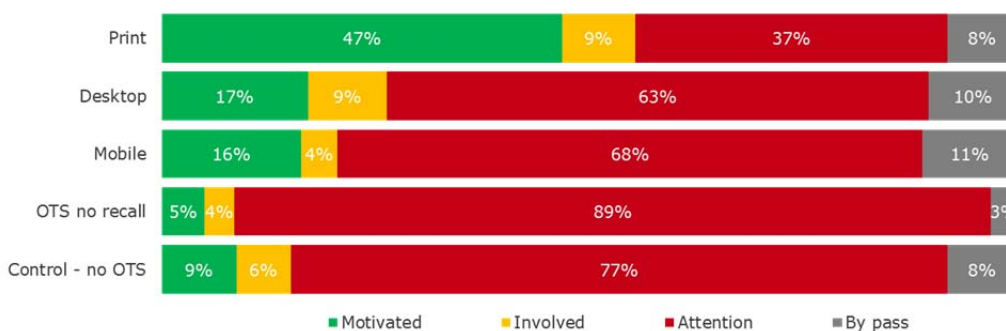
**6. Total campaign results**

The Volvo campaign was composed of three key platforms each with its own creative universe but all within the same look and feel elements of the Volvo experience. Although desktop and mobile overall had the same creative look the formats obviously were very different (se Appendix 1 for the actual creative designs). Each were made to fit the screen size and optimized to the formats available on the digital platforms. The print campaign although within the same creative universe had a somewhat different message for the second variation as this related much more to safety concerns than any of the other components. Also with full page advertising in newspapers the actual expression is much more dominant than any digital format. This may influence the overall results quite a lot – but also documents the uniqueness of print as an advertising vehicle.

When calculating the overall campaign result we have to, as mentioned previously in this paper, take into consideration the audience size for each platform. From the Spring tags on the mobile and desktop platforms the actual audience on these platforms for the campaign period is available. For print the reach was calculated when mimicking the print campaign in the NRS data. Hence these data are based on AIR for the last wave of the campaign.

The audiences for the three platforms are thus forward defined as:

> Print: 404.000 readers
> Desktop: 530.000 unique visitors
> Mobile: 335.000 unique visitors

Using these audiences for reach of each platform and the individual AdEval results of these parts of the campaign the following is overall result of the campaign:

Figure 7 AdEval results based on all three platforms combined



But more importantly – the campaign proved the brand uplifts gained for the campaign by using multiple platforms. As shown in figure 8 and figure 9 significantly better results were achieved in regards to attention and motivation/involvement when adding more platforms to the campaign.

Figure 8 Indexed results for attention based on single and multiplatform – from print to desktop to mobile
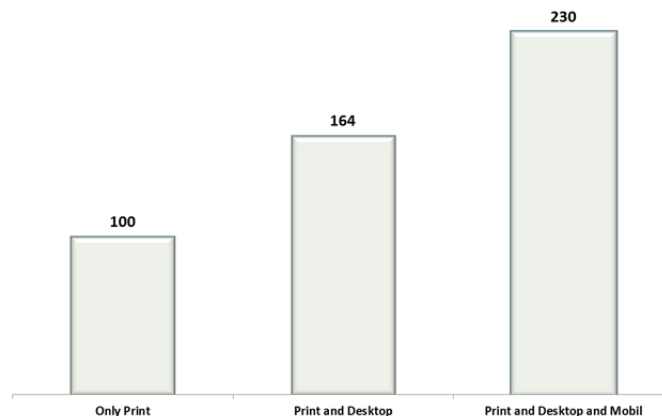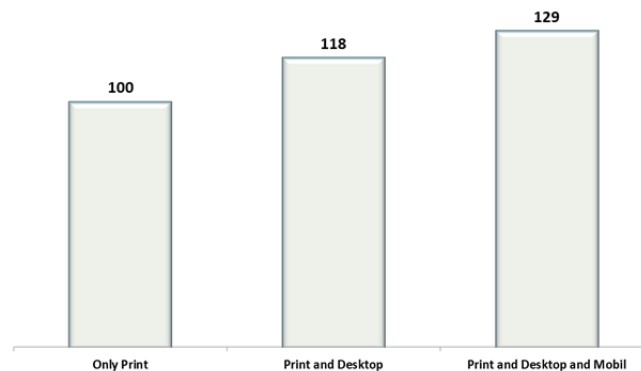
Figure 9 Indexed results for motivation/involvement based on single and multiplatform – from print to desktop to mobile

| | 100 | 118 | 129 |
|---|---|---|---|
| | Only Print | Print and Desktop | Print and Desktop and Mobil |

## 7. Conclusion and looking ahead

The digital results proved to be somewhat better than the previous benchmarks for digital campaigns although the benchmark for digital is built on desktop tests only. The print part of the campaign however performed significantly better than the average of the 400 case print benchmarks. Hence the overall results of the campaign outperformed the expected results.

Looking ahead to the future the study was important to test the ideas of mixed methodologies, combinations of OTS, combinations of data sources and how to deliver one campaign result based on numerous campaign elements and platforms and three different audiences. Running such projects at low cost[1] requires a substantial amount of automated systems which we have in place for future cross platform/cross device campaigns.

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[1] As a total campaign budgets have dropped significantly in Denmark an increasingly larger part of the budgets are allocated to the somewhat "cheaper" exposures from digital platforms. For ad effectiveness measures this means that more platforms/devices most be included in the study but at a lower overall campaign measurement price as the total budget has been lowered. The % of costs for documentation of ad effectiveness must remain at the same level as in the historical one platform campaigns….

# APPENDIX – CAMPAIGN MATERIALS

**Print:**





**Desktop:**





**Mobile:**