



Certificate II
COURSE 4,
MEASUREMENT

CERTIFICATE II
MEASUREMENT



DIGITAL FOUNDATIONS

MODULE 1

WHY MEASUREMENT?

STUDY GUIDE

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CONTENTS

COURSE: MEASUREMENT

- | | | | | | |
|---|-----------------------------|---|------------------------------|----|--------------------------------------|
| 1 | Why Measurement? | 5 | Media Quality – Brand Safety | 9 | Best Practice |
| 2 | Campaign Objectives | 6 | Media Quality – Ad Fraud | 10 | Calculation Refresh and more to know |
| 3 | Campaign Planning | 7 | Campaign Reporting – Part 1 | | |
| 4 | Media Quality - Viewability | 8 | Campaign Reporting – Part 2 | | |

MEASUREMENT IS A BROAD TOPIC THAT STARTS AT THE BEGINNING OF THE PLANNING PROCESS AND REMAINS A PRIORITY THROUGHOUT THE LIFE OF A CAMPAIGN.

Many of you will have roles where you need to evaluate and analyse the performance of a campaign against certain metrics – this is what we term Measurement.

Measurement is such a vast and complex area that it would be impossible to provide a complete end-to-end training module for all media platforms, formats and objectives.

So the agenda for this module will focus on providing a broad foundation level of knowledge across the most critical elements of measurement.

The agenda for this session will include:

Module 1 - **Why Measurement** is so important and how early on in the process it needs to be identified and tracked.

Module 2 - Options for establishing **campaign measurement objectives**, focusing on the quantitative measures.

Module 3 - **Campaign Planning** Measurement tools.

Modules 4, 5 and 6 will cover Media Quality or 'hygiene'- ensuring they are set up before you lock in your campaign.

Module 4 – Viewability

Module 5 – Brand Safety

Module 6 – Ad Fraud

Module 7 & 8 – Understanding the need to continually improve through measurement campaign **reporting** of performance.

Module 9 & 10 - Lastly, **best practice process, a refresh on calculations and** more to know.

WHY MEASUREMENT?

Module 1 - Why Measurement?

With digital now accounting for nearly 50% of all advertising spend in Australia, there has never been more focus on understanding its impact and role within the media mix.

Digital offers marketers a rich source of information – readily available data and measurement that allows you to really understand the effectiveness of a campaign like no other media... making the industry more accountable.

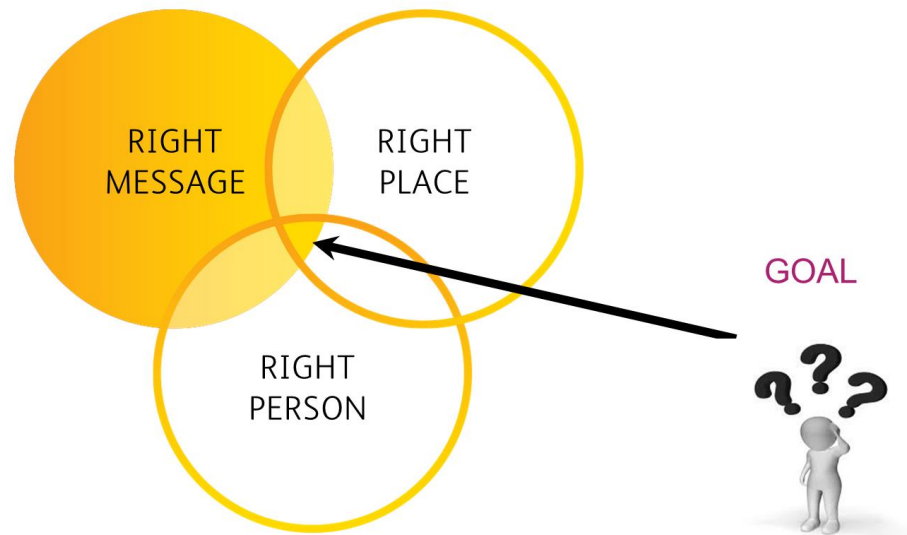
Measurement plays a critical role in the digital space – a highly measurable environment and it is continually improving.

Yet there is still a lot of conflict and confusion due to the number of metrics available and what they really mean.

So this module will talk about the role of Measurement and why it is so important.

THE CRITICAL ROLE OF MEASUREMENT IN A HIGHLY MEASURABLE ENVIRONMENT – THE DIGITAL SPACE

PURPOSE OF MEASUREMENT



Purpose of measurement

Measurement is a critical step in evaluating a campaign's performance against its objectives & KPIs – and it also plays an important role in influencing future campaigns.

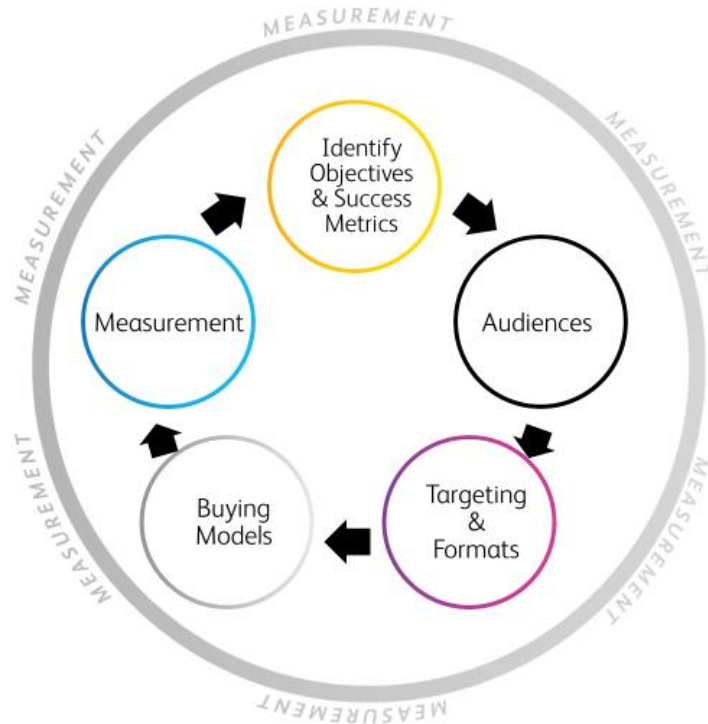
As we've mentioned, an ever-present purpose of a campaign is about ensuring you have the right message in the right time and place and that you are reaching the right person.

So, to discover to what extent the campaign achieved this, and garnered the right result, there are many important questions to ask, such as:

These may include:

- What impact did my ad have?
- Where did my ad appear?
- Did the user have an opportunity to see the ad?
- Was it the person I wanted to reach?
- Was it a human?

PROCESS



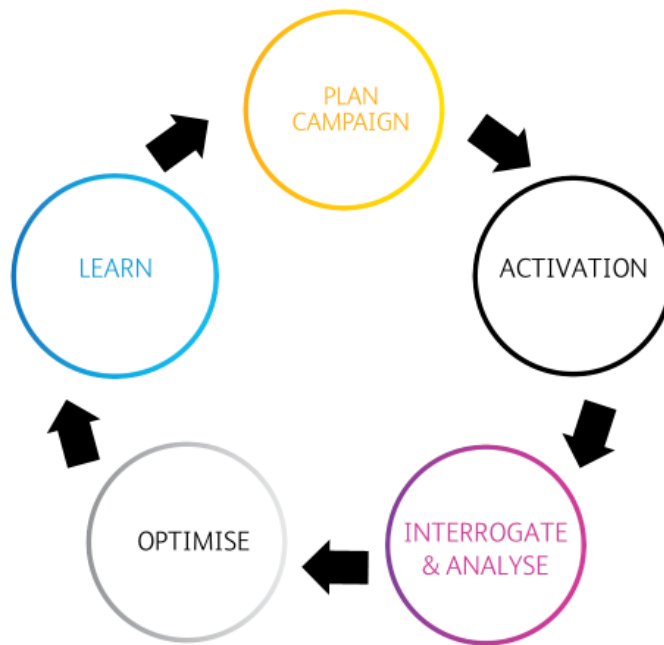
Process

This chart from Certificate I demonstrates the planning process. Measurement is threaded throughout every step.

1. When you are identifying your objectives and success metrics, you need to consider HOW you will measure success.
2. Evaluating who your target audience is will help identify and inform your measurement goals so you can see how the campaign has performed in reaching the right people.
3. The targeting will inform the decisions around what role each channel in the mix will have and in what format it will be placed. We will then be able to evaluate how well they are delivered.
4. The decision on the best way to actually buy and activate the campaign will need to take into account how the buy's success will be evaluated and measured.
5. While the physical act of measuring a campaign takes place once it has gone live, it is a function that must be addressed at every step of the campaign's development.

MEASUREMENT NEEDS TO BE RECOGNISED AT EVERY STEP OF THE CAMPAIGN PROCESS.

THE STRENGTH OF DIGITAL MEASUREMENT



The Strength of Digital Measurement

With offline media, we measure our audience – through various different tools and methods – in quite a linear fashion that is typically focused around ‘reach’ and ‘OTS – Opportunity to see’

The data obtained from digital media, on the other hand, can offer very precise, granular and direct insights into consumer behaviour and their connection to a particular message, as well as the resulting impact of this.

Given the richness of information available when tracking the progress of a digital campaign. There is a huge opportunity to really interrogate and analyse the results to see what worked, what didn’t, whether the message was right, if it was seen by the right people, and if they reacted in the way you wanted them to.

This is all fantastic and hopefully you’ll find that everything is right on track to meet your campaign objectives.

But what if your campaign isn’t achieving the desired outcomes?


This is where the data obtained from digital media is so useful – it allows you to optimise and take immediate and effective action to resolve issues and adapt in order to get the campaign back on track. Then apply these learnings to future digital campaigns.



IN THIS SECTION WE HAVE COVERED...

1	The Purpose of Measurement
2	That it is an important part of the whole campaign process
3	The Strengths of Digital Measurement

In this section we have covered:

1. The purpose of measurement – which is basically knowing if the campaign was a success or not
 2. That it is an important part of the whole campaign process – from planning to reporting
 3. The strengths of digital measurement – the granularity and the accountability
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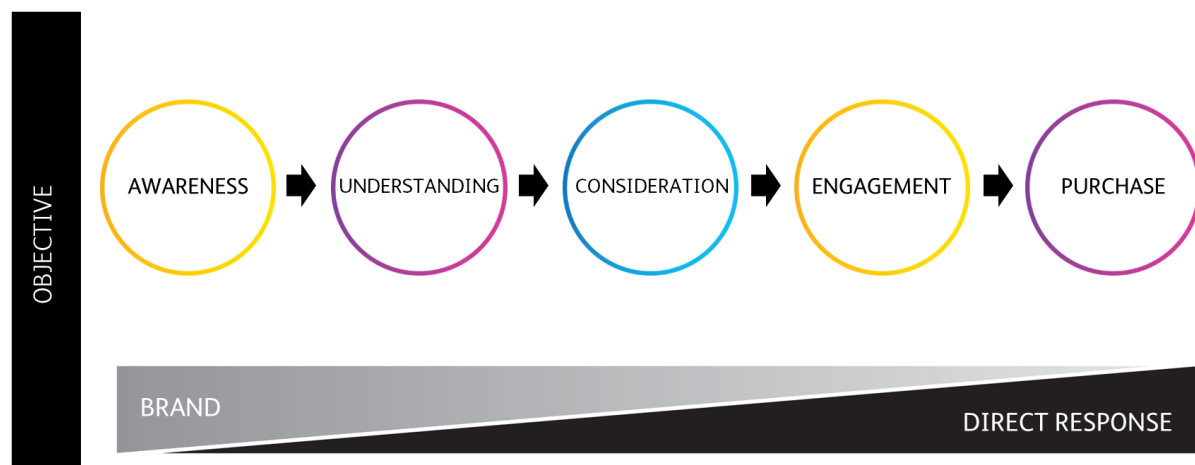
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MODULE 2

CAMPAIGN OBJECTIVES

STUDY GUIDE

START WITH A CLEAR SET OF OBJECTIVES



Module 2 – Campaign Objectives

Start with a clear set of campaign objectives.

As this chart from Certificate I illustrates, a campaign's objectives will determine the metrics you should use to measure success. There is a lot you can measure and it's tempting to measure it all.

But it's important to be very clear on the single metric that defines success for your campaign, and not be too elaborate with additional metrics that may conflict or cause confusion.

The purchase funnel (represented horizontally here) is a linear representation of the customer journey.

Although we know the real customer journey is far more complex and not usually linear, it helps us visualise the stage a consumer is at so we can then select the relevant metrics to buy media and measure success at each stage.

Now, as indicated below our chart, there are BROADLY two different ways to approach media planning and identifying the KPI metrics to be measured.

1. BRAND - a top-down approach

Typically starting with a broad, mass audience, and planning revolves around how media can reach as much of that audience as possible.

KPIs may include brand awareness, brand consideration, and brand health.

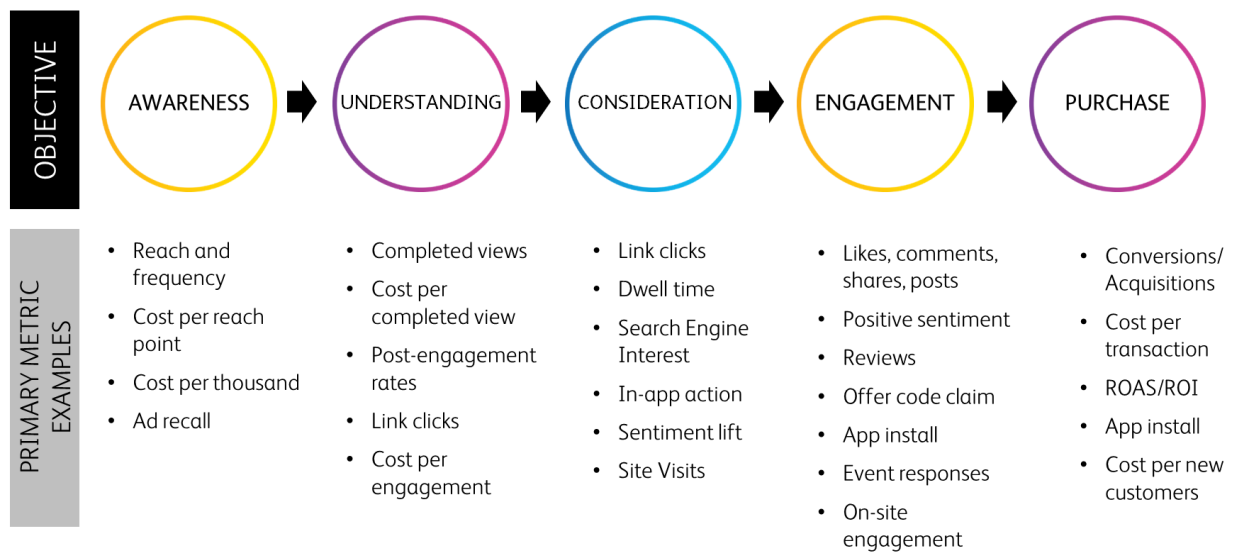
2. DIRECT RESPONSE - a bottom-up approach

Typically starting with a defined audience that may have an established affinity or relevance to a brand, and planning revolves around finding this audience specifically to provoke an action.

Direct Response KPIs will be around direct measurable outcomes e.g. acquisitions, web visits, sales and other business results – the specific set KPIs will be determined by either previous campaigns or, if possible, a set of benchmarks.

Definition: if you haven't heard this term before, KPI is a 'key performance indicator' and it the most important metric in which to understand campaign success

START WITH A CLEAR SET OF OBJECTIVES



Examples:

Awareness campaign is a movie distributor wanting to launch a new movie over a very short period of time, just before the opening weekend.

- The objective is to drive awareness, so they would be more likely to use a KPI that would focus on reach and frequency while maximizing the cost per reach.

Purchase campaign, a manufacturer wants to sell their laptop at the lowest cost per unit as possible.

- The objective is sales based; the best metric would be cost per conversion.

KEY TERMS

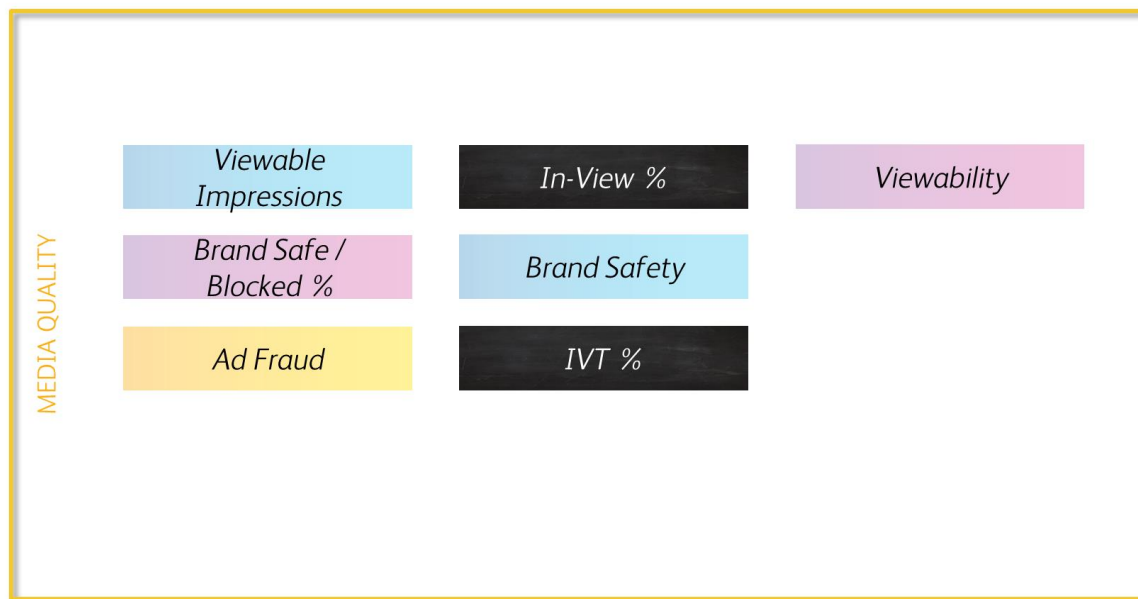
QUANTITATIVE MEASURES	Impressions	Engagement	Reach
	Leads	CPL (Cost per lead)	Frequency
	Shares	Partner Categories	Time Spent
	CPV (Cost per view)	CPE (Cost per engagement)	Conversions
	Bounce Rate	Likes	Geo Verification
	CTR (Click Through Rate)	CPA (Cost Pre-Aquisition)	Views

Many of the quantitative metrics have been covered in Certificate I, so go back to the MFA website for Glossary of Terms if needed.

Some that you have not come across yet

- Bounce Rate - refers to the percentage of a given page's visitors who exit without taking an action on the page or website.
- Geo Verification - ability to verify a user's geographic location (usually referring to mobile usage).

KEY TERMS



Quality measurements are an extremely important accountability requirement that allows us to understand if our ads have been viewable, if they have been appearing in brand safe environments and if they are fraud free.

This is an inherent challenge in the digital space due to the Internet being open. This is unlike unregulated offline channels such as Television and Radio in which are licensed and must follow certain rules.

Therefore, we need to set rules and create a framework that provides control and accountability across the digital space.

Viewability asks – ‘Was that brand viewable on a page?’ and ‘Did the user have the opportunity to see it?’

- The measurement metric for any given campaign would be In-View % .
- This tells you what percentage of your total ad was viewable.

Brand Safety refers to environments or contexts that may have the potential to be harmful to a brand.

- This could be a brand that is generally published in an unsafe environment.
- The measurement of this would be Brand Safe/Blocked % .
- This refers to the total amount of ads on your campaign that were served in safe environments.

Ad Fraud or Invalid Traffic refers to the practice of fraudsters misrepresenting human activity.

- This could be through bots.
- The measurement metric is (Invalid Traffic Percentage) IVT % , which refers to the total amount of ads on your campaign that were fraud free or fraudulent.



IN THIS SECTION WE HAVE COVERED...

1	Start with a clear objective
2	Quantitative metrics that align to the objectives
3	Intro to Quality Measurement

In this section we have covered

1. How it's important to start with a clear objective
2. Reviewed the quantitative metrics that align to the objectives
3. Had an introduction to the Hygiene Measures that are important for a digital campaign

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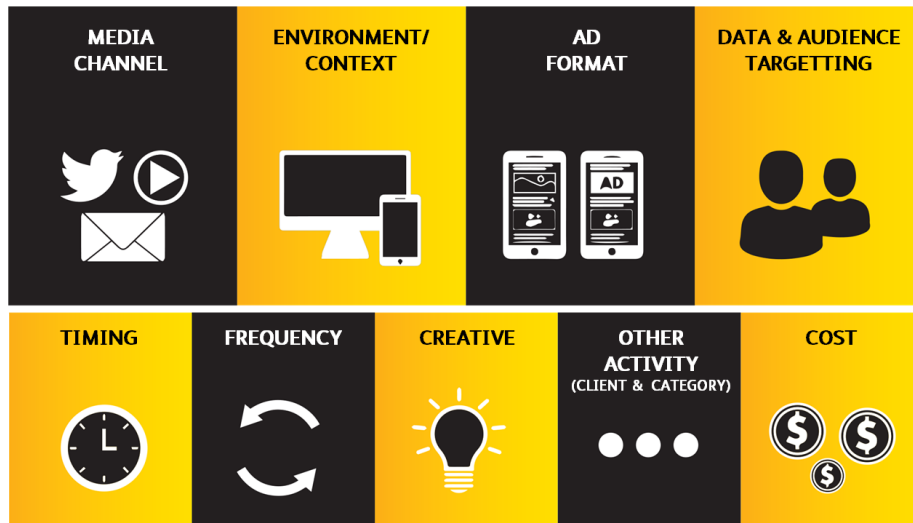


DIGITAL FOUNDATIONS

CAMPAIGN PLANNING
MODULE 3

STUDY GUIDE

THERE ARE MEASUREMENT TOOLS FOR THE PURPOSE OF PLANNING



Source: The IAB Digital Ad Effectiveness Handbook

Module 3 – Campaign Planning

As covered in Certificate I, measurement tools are very important throughout the planning process, specifically through audience targeting and formats.

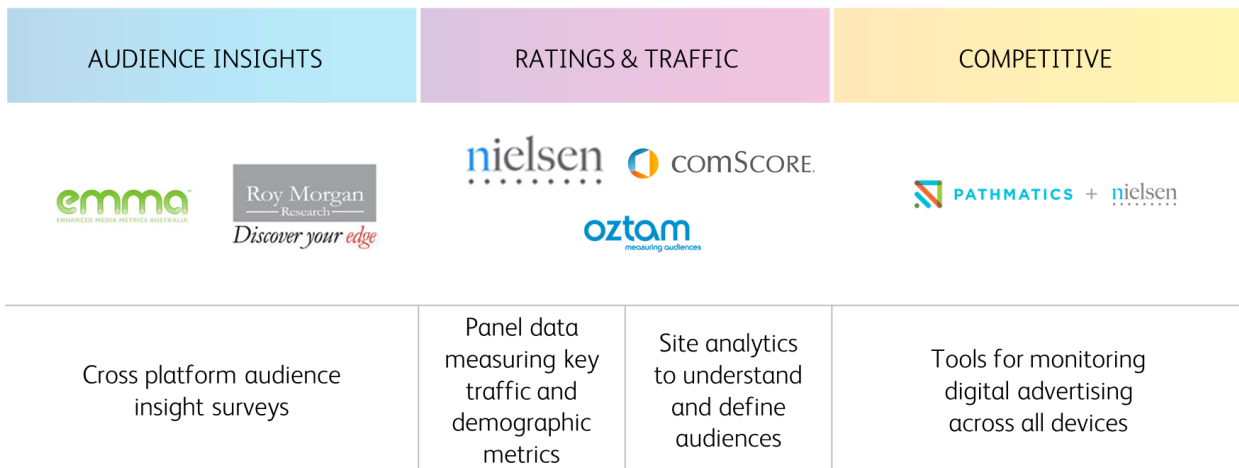
There are different measurement tools for the purpose of planning.

The planning process is important, and you need to consider various elements prior to locking in the campaign. There are measurement tools to assist you through this process.

These include:

- Media Channels
- Environment/Context
- Ad Format
- Data and Audience targeting
- Timing
- Frequency
- Creative
- Other activity (client and category)
- Cost

AUDIENCE MEASUREMENT TOOLS



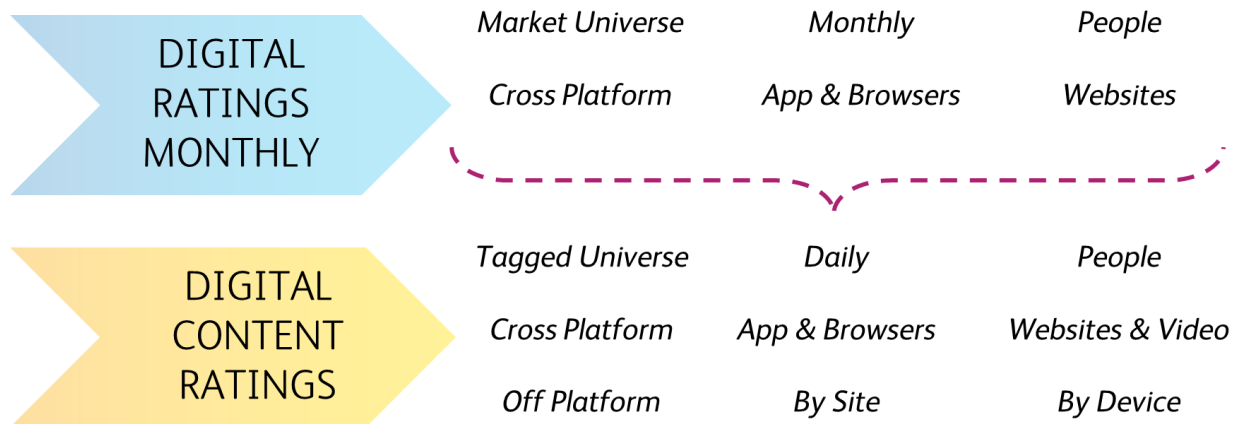
We already covered this in our Display course, but it is important to do a recap of the various information suppliers who play a role in digital measurement from a planning perspective.

You will have access to proprietary tools and processes for modelling cross-screen behaviours.

There are roughly three types of planning tools.

- The first revolves around audience and includes two prominent suppliers, Emma and Roy Morgan. We use cross platform audience surveys for both.
- The second revolves around site ratings and traffic. The most prominent suppliers are Nielsen, ComScore and Oztam. Methodologies vary, one uses panel data measuring key traffic and demographic metrics whilst others use site analytics to understand and define audiences.
- The third planning tool type is competitive insight which looks to Nielsen and Pathmatics. This gives a range of tools for monitoring different types of digital advertising cross devices.

NIELSEN IS THE PREFERRED SUPPLIER



IAB AUSTRALIA HAVE SANCTIONED NIELSEN AS THE SOLE AND EXCLUSIVE PREFERRED SUPPLIER FOR THE PROVISION OF DIGITAL AUDIENCE.

The two main Nielsen planning tools are Digital Ratings Monthly and Digital Content Ratings.

- Digital Ratings Monthly – The Australian market’s monthly, total digital audience, unduplicated, across desktop, smartphone and tablet for both web browsers and apps.
- Digital Content Ratings marks the next phase of understanding consumers’ digital behaviour in a constantly evolving media landscape. And all this with a daily reporting frequency!
- Digital Ad Ratings differs from these as it looks at the media environment audience to inform planning rather than assessing activity. The main purpose of Nielsen Ad Ratings are:
 - To track who the ad is reaching
 - To track if my ad is being seen
 - To measure ad audience delivered on each device



IN THIS SECTION WE HAVE COVERED...

1


Measurement tools should assist you through the planning process

2

Audience measurement tools

This session was a quick recap of previous topics.

We covered the areas where measurement tools would be useful during the planning process, and briefly touched base on Nielsen tools which is the preferred supplier within the industry when it comes to audience measurement.



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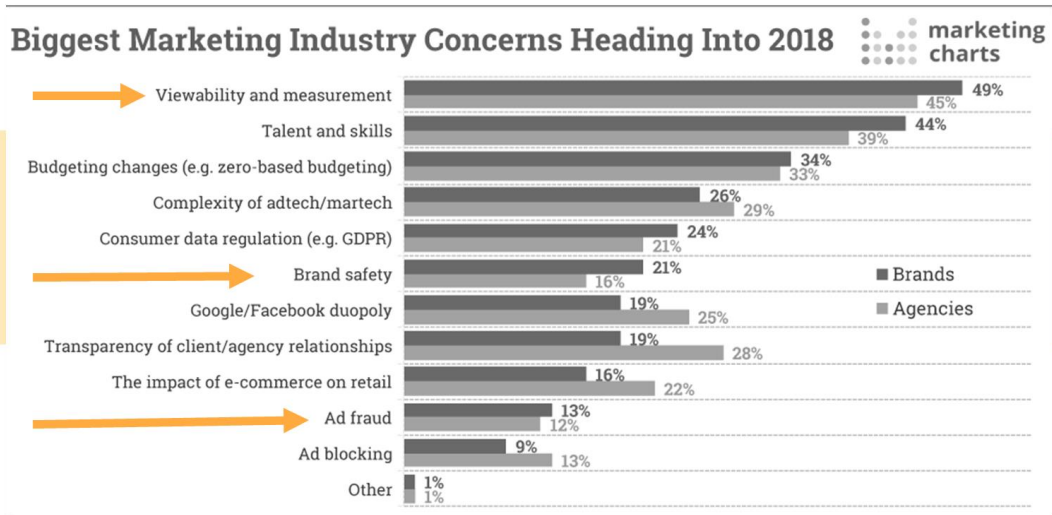
MEASUREMENT



DIGITAL FOUNDATIONS

MODULE 4 MEDIA QUALITY: VIEWABILITY STUDY GUIDE

THE IMPORTANCE OF ADEQUATE MEASUREMENT



Module 4 – Media Quality, Viewability

The next three modules are going to focus on media quality or media hygiene.

Throughout these sections we will be covering the industries main concerns around the quality and legitimacy of the digital inventory that is purchased.

Specifically, we will be looking at:

1. Viewability
2. Brand Safety
3. Ad Fraud

Which are all components of ‘clean inventory’ or ‘clean supply’.




The importance of adequate measurement

According to a 2017 survey by [World Advertising Research Center](#) (WARC), marketers have different concerns heading into 2018, media quality being one of them through Viewability 49%, Brand Safety 21% and Ad Fraud 13%. So, this illustrates the importance of adequate measures when it comes to ad quality very well.

A survey conducted by Datalicious in 2017 revealed that \$116 million was being spend on fraudulent impressions. \$68 million of this was being served to bot traffic whilst \$48 million was spend on unviewable ads.

For this reason, it is crucial to have a thorough understanding of the quality of media we are purchasing.

THE IMPORTANCE OF ADEQUATE MEASUREMENT

SCENARIO		
		
BRAND RISK = Spend x 7.3 %	VIEWABILITY = Spend x 47.4 %	FRAUD = Spend x 5.4 %

The scale of the problem

In this scenario, if:

- 7.3 % of your message was placed in high risk content
- 47.4 % of the ads weren't seen and
- 5.4 % of the ads went to non-human fraudsters

Potentially up to 60 % of your budget has gone down the drain.

This has a direct effect on Supply and Demand

Supply Limitations

Advertisers and agencies are now targeting the minimum standard for digital advertising:

- Viewable
- Fraud free
- Brand safe

Combining these three standards results in a ceiling on available inventory.

With increasing demand, this ceiling generates supply limitations.

CPM Inflation

To manage increasing demand in the face of limited supply, the industry can expect greater variation in CPMs i.e. higher CPMs for quality inventory.

VIEWABILITY: DEFINITION

IN THE SIMPLEST DEFINITION:

*An opportunity to be seen'
by an actual user, i.e., by a human being*

WHICH MEANS:

*The ad player needs to be visible/on screen
Visible equals Viewable but is different
than "Seen"*

DISPLAY

At least 50% of the ad in view, for at least 1 continuous second

VIDEO

50% of the ad placement in view, for at least 2 continuous seconds

What is Viewability?

VIEWABILITY IN ITS SIMPLEST DEFINITION IS 'AN OPPORTUNITY TO BE SEEN' by an actual user, i.e., by a human being.

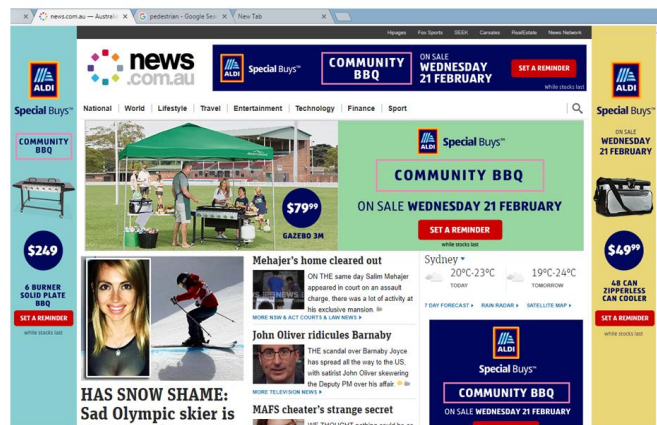
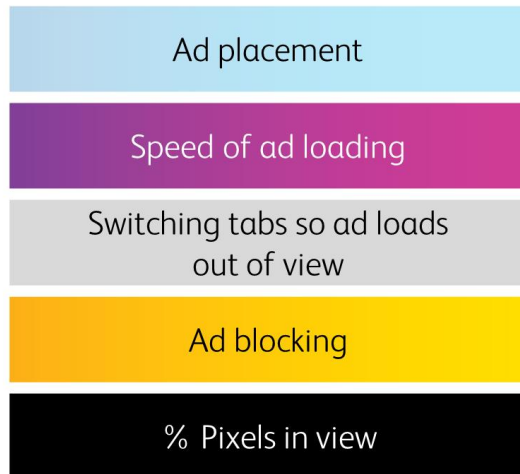
To be considered viewable, an ad must meet the minimum guidelines set by the industry:

- At present, the [Interactive Advertising Bureau](#) (IAB) and the [Media Rating Council](#) (MRC) qualify a display ad impression as viewable if 50% or more of the ad's player appears in the viewable space of a browser tab for at least one second, and for 2s for video ads.
- Challenging the impact on a user of half an ad being in view for 1s, many agencies and advertisers are creating their own Viewability benchmark. As the industry evolves, the MRC is actually considering changing the definition to include 100% of the pixels in-view instead of 50% and is now applying additional duration standards as well.

We recommend you ask questions and check how your company defines viewability of an ad.

- Visible equals Viewable.
- But is different than "Seen". I.e., an ad can be visible, but that doesn't always mean that it was seen. However, if it is visible there is a greater potential for the ad to be seen.

VIEWABILITY: IMPACT ON PERFORMANCE



Viewability: Impact on performance

Here are some of the most common scenarios that can result in poor viewability scores for a publisher, and by extension, a campaign.

- If the placement of the ad is loaded at the bottom of a webpage, but a user doesn't scroll down far enough to see the ad, that impression would be deemed unviewable.
- The ad is too slow to load, so the user has scrolled past or moved on. This can happen in rich media campaigns or if a video is involved.
- Switching tabs so the ad loads out of view
- The user has downloaded ad-blocking software.
- The ad position is not meeting the industry standard that suggests at least 50% of the ads pixels must be in view for a minimum of one second (for display ads).

The market is tracking at 70% viewability, that means the impact could be that 30% of your digital campaign ad budget is wasted.

VIEWABILITY: METHODOLOGY OF MEASUREMENT



Viewability: Methodology of Measurement

There are many vendors that are accredited by the Media Ratings Council (MRC). It is likely that your company will have a specific partnership with one or more of these vendors.

Main ways to track:

1. Page Geometry: The information that is provided by accredited vendors looks largely at the page geometry.
 - This is basically measuring the position of the ad of the user's screen.
2. Browser optimisation will track the speed of the page load, including the ads.

VIEWABILITY: LIMITATIONS OF MEASUREMENT

LIMITATIONS



MOBILE APP



TELEVISION



FORMAT

Roadblock
example

Therefore not all impressions/ads are measurable.

But there is still an opportunity to view an ad.

Viewability: Methodology of Measurement

Limitations – there are some areas where viewability can't be measured.

These might include:

- Some mobile apps – due to the lack of standardization.
- Connected TV – which doesn't allow measurement.
- Some formats such as a high impact formats or roadblock are difficult to track.

For example, the roadblock will have one ad at the top and one on the side for the advertiser to maximise visibility.

- Measuring both for viewability is not possible?
- Therefore, not all impressions/ads are measured.
- But there is still an opportunity to view an ad.
- You should always check and be clear of which impressions are measurable and which aren't.

VIEWABILITY: METHODOLOGY OF MEASUREMENT

NOT ALL IMPRESSIONS ARE MEASURED
BUT THEY STILL HAVE THE OPPORTUNITY TO SEE THE AD

SCENARIO

You have agreed with your CAR Client, that you required 80% Viewability.

However, only 50% of those impressions can be measured.

1,000 impressions in total



- 1,000 served impressions

- 500 only, measured (50%)

- 400 measured and viewable (80% of the 50%)

Not every impression is measurable, but there is still a chance that the ad is seen.

Let's take an example where the client wants to have a benchmark of 80% viewability rate:

- If 1000 impressions are served, 80% viewability rate means that 800 impressions would be viewable
- But 50% of these impressions were served on Connected TV (Connected TV is not measurable).
- Therefore, 500 impressions (50%) won't be measurable. However, remember that doesn't mean that they aren't viewable.
- The calculation is now:
 - 80% of the 500 impressions that are measurable.
 - Which means 400 impressions are measured and viewable.

Recap:

- Served 1000 Impressions
- 500 Impressions measured (50%)
- 400 measured and viewable (80% of 50%)

Viewability and Measurability go hand in hand.

IN THIS SECTION WE HAVE COVERED...

1	The Importance of Adequate Measurement
2	Media Quality: Viewability
3	The definition
4	The Purpose of Measurement and the Impact if you don't measure
5	Methodology of Measurement

In this section we covered:

- The importance of adequate measurement and the scale of the problem.
- Media quality - Viewability.
- The definition (which is 50 % in view for 1s or 2s),
- The purpose of measurement of viewability (which is to verify if the ad is in fact able to be seen) and the impact if you don't measure (could waste 60% of your investment)
- The actual methodology of measurement and limitations

CERTIFICATE II
MEASUREMENT



DIGITAL FOUNDATIONS

MODULE 5

MEDIA QUALITY:

BRAND SAFETY

STUDY GUIDE

BRAND SAFETY: DEFINITION

The collage consists of four distinct images:

- Top Left:** A news article snippet from whimn.com.au titled "ISIS Kills Australian Baby As Sickening Act Of Revenge". It features a photograph of ISIS militants marching in Raqqa, Syria, and a caption describing the group's activities.
- Top Center:** A vertical NAB advertisement with a dark background and white text that reads: "REAP MORE OF WHAT YOU EARN. TO INVEST IN A RICHER LIFE." The NAB logo and "more than money" tagline are visible at the top.
- Top Right:** A UBank advertisement for a "UHomeLoan" with a 3.74% rate. The headline asks, "Can You Have Casual Sex Without Feelings? 9 Ways To Keep It No-Strings When You Tend To Get Attached".
- Bottom Right:** A social media post from "Frank Chung" titled "Tradie sacked for 'shower dildo' pic". It includes a small image of a shower stall and a "Start now" button.

Module 5 – Media Quality, Brand Safety

What is Brand Safety?

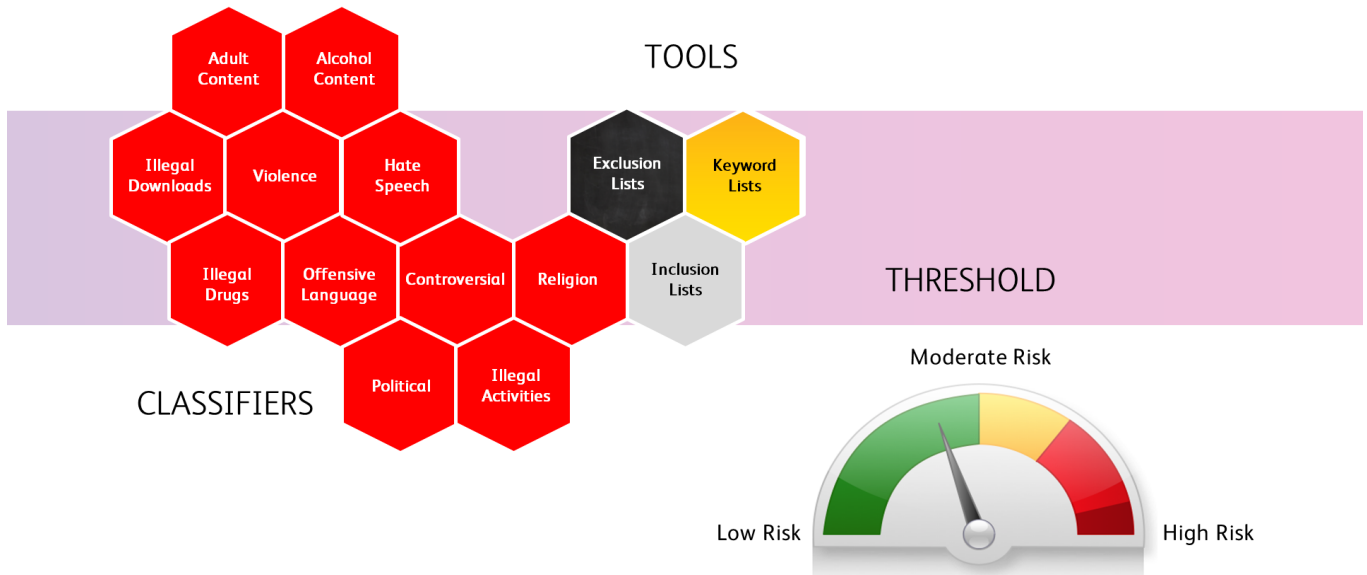
Definition - Brand Safety refers to exposure to an environment and/or context that will be damaging or harmful to the brand.

Having an impression in the wrong context is not only:

- A wasted impression because no one will go on the NAB website to open a saving account after reading an article about ISIS.
- But it could potentially harm the brand: Users might think that the brand is funding ISIS, how damaging is that! Brand reputation is impacted potentially leading consumers to boycott the brand.

Mature content around sex would also be badly perceived, so let's try our best to prevent these situations.

BRAND SAFETY: CONTEXT



Brand Safety: Context

SOME CATEGORIES ARE CLEARLY TABOO, BUT YOU NEED TO LOOK BEYOND THE OBVIOUS.

1. Classifiers

There are standard classifications that are widely agreed to be unsafe environments for advertisers – for example violence and hate speech.

However, you need to look beyond these and consider other variables that might have an impact on your specific brand. This is where we need to consider 'brand appropriateness'.

For example, a liquor retailer would want to ensure their ads do not appear alongside any news content featuring alcohol-related violence.

Whereas for a government body whose campaign goal is reducing binge drinking this may be the ideal context for their ads to appear.

2. Tools to put in place

An Exclusion (Blacklist) includes a list of websites that should be excluded:


- They contain inappropriate content
- Have excessive ad placements
- Deliver poor performance.

An Inclusion (Whitelist) is made up of approved websites that are:

- Safe
- Contain appropriate content
- Have quality ad placements
- Good historical performance

The size of your whitelist will directly impact the potential for reach, so it's important to consider this alongside a brands' brand safety needs:

- Toothpastes: high importance on reach
- Banks: require balance of reach and safety
- Children's brands: high importance on safety



Keyword Lists


- This can be used to protect your brand from anything that may be more specific or niche.
- For example, airlines would not want to be associated with the term 'crash'.

- Dynamic Risk - it is even wiser to exclude your ad from getting triggered for toxic content or getting placed on sites that hold toxic content categories and to protect from 'dynamic risk'
- For example, a potential terrorist attack may have occurred at an area that is generally fine to talk about/appear near. You may want to temporarily add that location to your key words list to ensure you are not being served against the negative content that might come as a result of the incident.

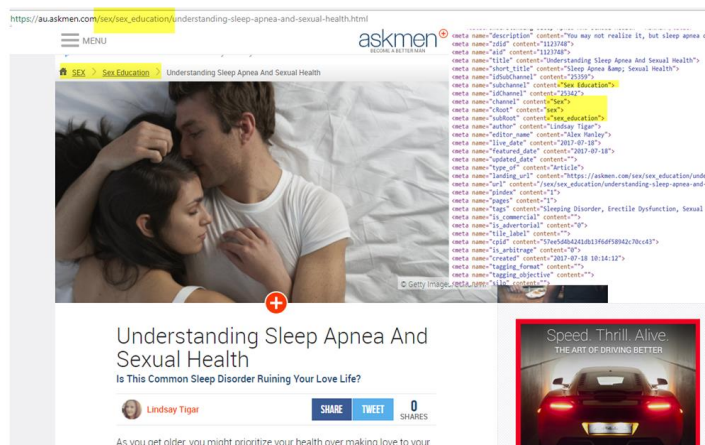
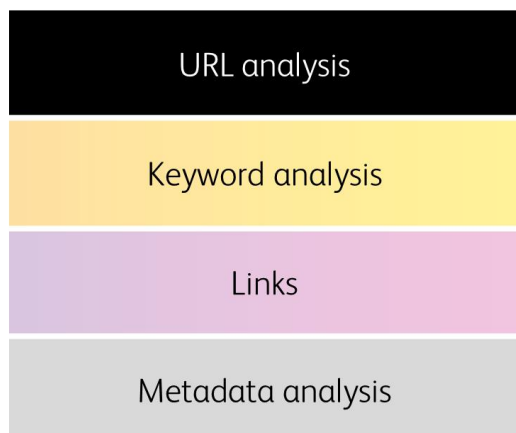
3. Thresholds of Risk

Different thresholds can be set for brand-safety monitoring, ranging from very high risk to low risk.

Drugs are a good example as they operate on a spectrum.

- You can have medical drugs mentioned on a consistent basis for health and medicine.
 - Whilst there is also a black market of illegal drugs which is perceived as negative content.
 - It is up to the company to determine their threshold to be served against.
- 

BRAND SAFETY: HOW TO PROTECT YOUR BRAND



Brand Safety: Measurement

The previous example of a news website, noted that this site maybe 95 % safe for your brand, i.e., only 5 % maybe damaging.

There are several methods for identifying brand safety via your vendor.

- **URL Analysis:** Your vendors need to have the technology to analyse the site's URL and the page URLs— this is a given. It ISN'T JUST ABOUT THE URL.
- **Keywords:** Another basic way to analyse potential brand safety risks, but certainly shouldn't be the only method used.

For example, the use of one swear word in an article doesn't necessarily make it unsafe. A youthful brand such as Red Bull may be fine with the F word whilst may be damaging for a government brand.

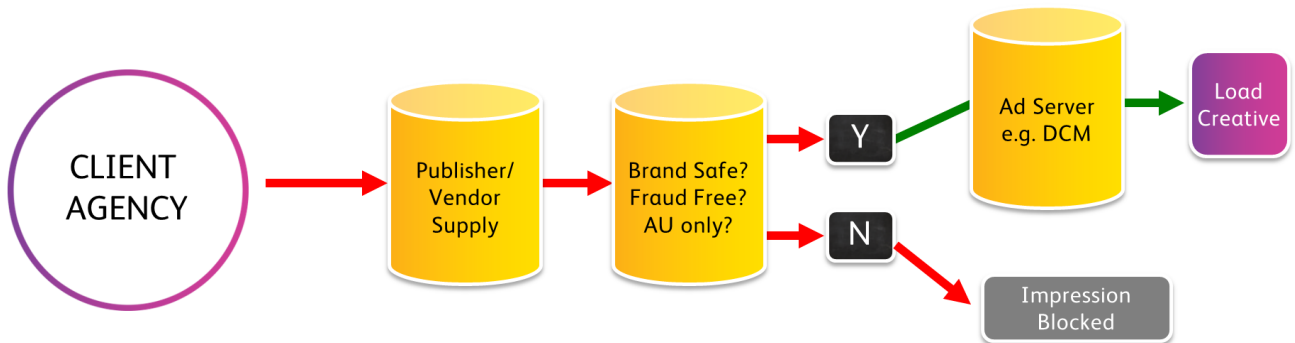
- **Links:** Basically, being able to identify which site a user would be directed to after clicking on a link.

For example, a page full of adult images may have no keywords to analyse but would contain links to other adult sites that are an indication of the content.

- **Metadata analysis (code analysis)** – keywords and other indicators in the site code that do not appear on the page itself to indicate the type of content.

BRAND SAFETY TECHNOLOGY ISN'T JUST ABOUT THE URL.

BRAND SAFETY: HOW TO PROTECT YOUR BRAND



Brand Safety: How to protect your brand

THERE ARE SYSTEMS AND PROCESSES TO HELP PROTECT BRAND SAFETY.

Having set up your criteria to protect a brand's image, it is important to have the tools and technology to ensure your ad does not get served in situations where it doesn't meet your criteria, i.e., unsafe environments.

Blocking unwanted impressions from ever serve is only possible when a placement is fully ad served and the right technology is in place.

We can have all the correct blacklists, whitelists and negative keywords set up. But this is digital and there is still no absolute guarantee that these will protect us fully.

It's important to have additional technology in place.

There are some exceptions to the rule - we are not able to block site served activity such as YouTube. But we are able to monitor and make optimisation decisions based on this.

The chart demonstrates how this works from a technical basis – we are using a third party blocking system as an example.

If the answers to any of those questions is no, the creative may go on a different journey. For example if its deemed to be an unsafe environment the ad will be blocked and the ad will not be served.

It does mean that the advertiser still pays for those impressions, even though they are never served.

Being overly cautious with super tight brand safety may result in paying for impressions that are not served, but could be deemed brand safe.

IN THIS SECTION WE HAVE COVERED...

1

The definitions

2

Classifiers, Tools

3

The different ways to indentify if the content is safe or not

1

Which scenario is a good example of a 'Brand Appropriate' placement?

- A. 4WD Jeep ad on the 'Life Off Road' website
 - B. Craft beer ad on news content featuring alcohol abuse
 - C. Baby formula ad on news content featuring hate speech
 - D. Airline ad on news content featuring air crashes
- The process of blocking an ad

CERTIFICATE II
MEASUREMENT



DIGITAL FOUNDATIONS

MODULE 6

MEDIA QUALITY:

AD FRAUD

STUDY GUIDE

AD FRAUD: DEFINITION

Ad fraud is any deliberate activity that prevents the proper delivery of ads to the right people at the right time in the right place.

Generally, fraud refers to certain kinds of traffic, not to publishers or ad tech partners that are part of the supply chain.



Module 6 – Media Quality, Ad Fraud

What is Ad Fraud?

- It is the practice of fraudulently representing online impressions, clicks, conversion or data events in order to generate revenue. And every time money is involved you would have fraud.
- It is impressions that result from an intentionally deceptive practice...designed to manipulate legitimate ad serving or measurement processes...or to create fake activity.
- In short it is illegal.

Why does it occur?

Quite simply, someone is making money from it. The Supply and Demand Cycle directly contributes to Ad Fraud:

- Some advertisers would be after cheaper rates, which are most likely provided by fraudsters
- If marketers chose a cheap cost per thousand KPI to evaluate success they'll want more of it
- And it is a vicious circle
- This is why we recommend brands to measure success from a business outcome perspective but just reach or clicks. A fraudster will not convert on your site!

How does it affect you?

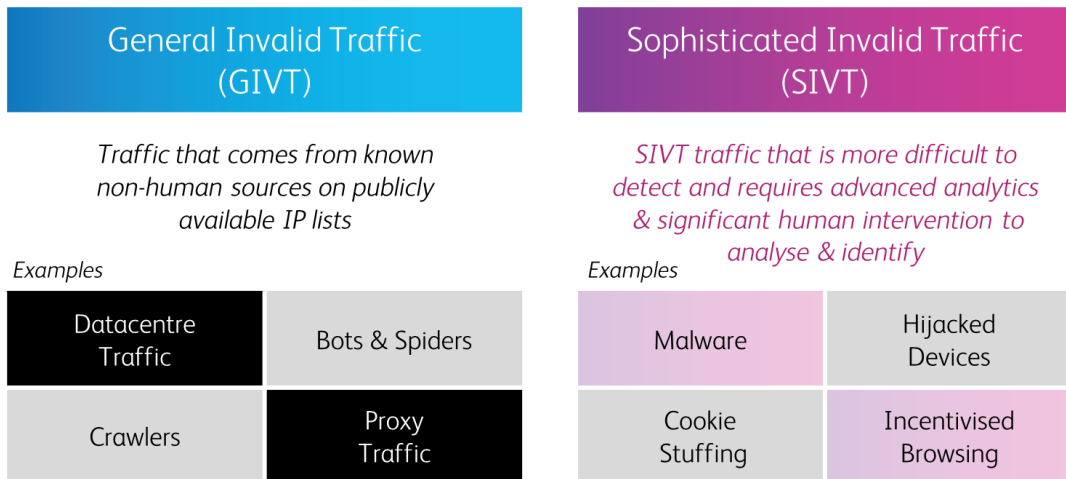
- Any fraud incurred in a digital advertising campaign is wastage as no human has seen the advertisement.
- But publishers will lose revenue
- And to close the loop if brands and publishers' profit decrease, it is likely that their prices will go up and therefore consumers are affected too

How does the industry do about it?

As verification technology evolves and improves, the ability to detect and block against fraud improves. But fraudsters are driven by money and therefore can get very creative.

AD FRAUD IS A DELIBERATE ACTION THAT GIVE FALSE STATISTICS ON IMPRESSIONS AND CLICKS.

AD FRAUD: TYPES OF INVALID TRAFFIC



Ad Fraud: Types of Invalid Traffic

NON-HUMAN TRAFFIC IS CLASSIFIED AS GENERAL INVALID TRAFFIC OR SOPHISTICATED INVALID TRAFFIC – the latter being more challenging to detect.

The Media Ratings Council (MRC) created a standard to classify two types of invalid traffic (non-human traffic):

General Invalid Traffic or GIVT.

- Traffic generated by known industry crawlers (such as search engine crawlers) and traffic generated by bots doing the kind of things that real humans would probably never do. For example:
- Switching between websites every 10 seconds for hours on end, making it easier to spot.
- GIVT can be identified using routine methods of filtration through lists or standardized parameter checks.

Sophisticated Invalid Traffic (SIVT)

- Sophisticated invalid traffic is more difficult to detect because fraudsters are actively trying to avoid simple patterns that would raise a red flag.
- These fraudsters are making an extra effort to mask their behaviour as legitimate, so it requires advanced analytics, multi-point corroboration/coordination, and significant human intervention to detect, identify, and analyze.

For example: Malware installed on a mobile device or computer is one way to direct the device into faking legitimate web traffic to a site or app.




- Another way to think of it could be illegitimate activity from a legitimate device.
- In the above example, the mobile device is legitimate (it really is a mobile device), but the malware has 'hijacked' the device and is driving illegitimate traffic.

Accredited ad fraud detection and prevention companies must be able to identify and filter out hijacked devices, hijacked sessions within hijacked devices, hijacked ad tags, and hijacked creative.

It's important to have rigorous and accredited vendors to help you identify the non-human traffic that can affect your campaign's performance.

Cookie Stuffing is when an entire website can be shrunk and fit in the pixel of one page. Even though a page loads and appears normal, ads or videos may be running in very small pixels all over the page.

AD FRAUD: EXAMPLES

		
<p><i>Selling inventory automatically generated by bots</i></p>	<p><i>Serving ads on a site other than the one provided in an RTB request</i></p>	<p><i>Hindering a user's engagement by frequently refreshing the ad unit or page</i></p>




Ad Fraud: Examples

KEY POINT: AD FRAUD COVERS MANY VARIABLES.

The list of ad fraud examples will continue to grow as technology adapts. Here are six of the most common examples.

1. Selling inventory automatically generated by bots or background mobile-app services.
2. Serving ads on a site other than the one provided in an RTB request (known as domain spoofing).
3. Hindering a user's opportunity to engage by frequently refreshing the ad unit or page.

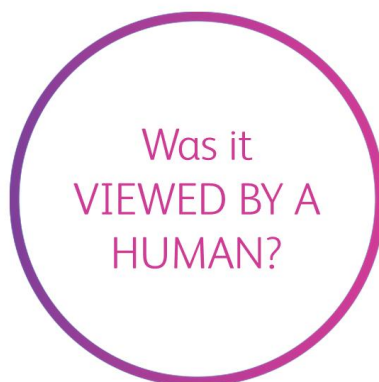
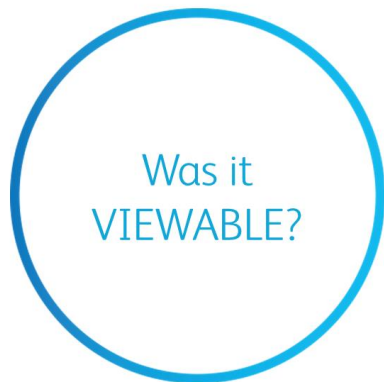
AD FRAUD: MORE EXAMPLES

		
<i>Delivering pre-roll video placements in display banner slots</i>	<i>Falsifying user characteristics such as location and browser type</i>	<i>Hiding ads behind or inside other page elements so they can't be viewed</i>

MORE AD FRAUD EXAMPLES.

4. Delivering pre-roll video placements in display banner slots.
5. Falsifying user characteristics such as location and browser type.
6. Hiding ads behind or inside other page elements so they can't be viewed.

HYGIENE IS IMPORTANT TO ENSURE CLEAN IMPRESSIONS



Hygiene and Media Quality is important to ensure clean impressions.

It is a critical baseline to give advertising the chance to make an impact!

These metrics – and the application of relevant technology – should be the foundation for every successful ad campaign.

The questions below need to be asked to ensure the success of a campaign


1. Was it viewable?
2. Was it viewed by a human?
3. Was it brand safe?



IN THIS SECTION WE HAVE COVERED...

1	What is Ad Fraud?
2	Types of Invalid Traffic
3	Six examples

In this section we covered the last Hygiene measure – Ad Fraud

- What is Ad Fraud?
 - Types of Invalid Traffic
 - Six examples
- 

CERTIFICATE II
MEASUREMENT



media federation of australia

DIGITAL FOUNDATIONS

MODULE 7

CAMPAIGN REPORTING

PART 1

STUDY GUIDE

DELIVERY vs. PERFORMANCE



Module 7 – Campaign Reporting Part 1.

Covering Delivery vs. Performance, Third Party Ad Serving and Data Collection.

We've talked about what measurement is, why is important, what we should be measuring.

Now we will run through the campaign reporting.

It is important to understand the results and why you are receiving them, in order to improve outcomes going forward.

Delivery vs. Performance

There is a difference between delivery and performance when reviewing campaign data:

Delivery is validation that the publisher has delivered what was agreed, whether it's impressions, clicks, conversions or completed video views.

Performance evaluates whether the publisher has helped you meet your campaign performance objectives. For example:

- Cost per unique reach.
- Cost per conversion
- Return on ad spend

DELIVERY IS ABOUT VALIDATION WHILE PERFORMANCE IS ABOUT WHETHER YOUR OBJECTIVES WERE MET.

CAMPAIGN AND PERFORMANCE – MEASUREMENT TOOLS EXAMPLE



Campaign Performance Measurement Tools – Nielsen Ad Ratings

NIELSEN AD RATINGS IS A TOOL TO VALIDATE THE PERFORMANCE OF A CAMPAIGN.

Nielsen Ad Ratings is a measurement tool that can be used to validate the performance of a campaign through the application of impartial, third-party technology and data.

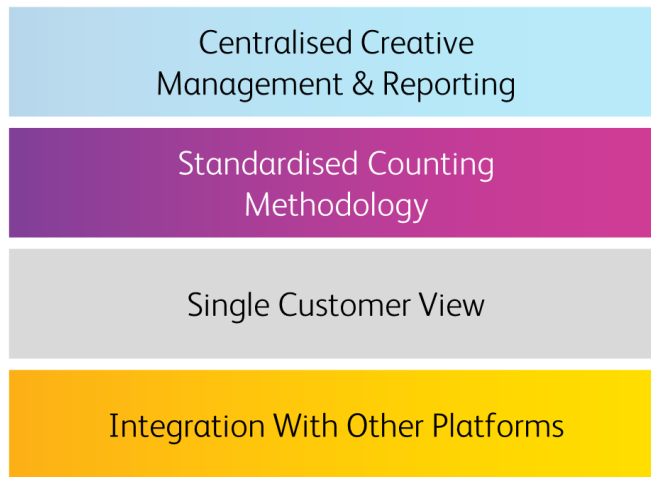
Nielsen Ad Ratings tools provide answers to questions such as:

- What % of the campaign has reached my target audience?
- How effective is each device in reaching my target audience?
- Is the ad being seen?

For example, a local whisky brand was looking to grow its audience from its heartland 40+ audience via a digital campaign. It was crucial for them to validate that the campaign had indeed reached its new target of 18-35-year olds by the midway point.

According to Nielsen, Digital Ad Ratings provides a method of measuring online advertising audiences, delivering reach, frequency and gross rating point (GRP) metrics.

THIRD-PARTY AD SERVING



Third-party Ad Serving

The foundation of measurement is a complete view of your performance across channels and screens, based on a deduplicated view of your audience.

A THIRD-PARTY AD SERVER IS A PLATFORM THAT ENABLES AGENCIES AND ADVERTISERS TO CENTRALISE AND TRACK DIGITAL MARKETING CAMPAIGNS.

Ad Servers play a critical role as they allow you to build and run deduplicated reach reports.

You can then gain insight into how the user interacted with your brand before they converted.




You can make informed decisions about choosing the right channels for your campaign, such as choosing the right frequency cap for your ad to be served and selecting the right devices to lead to a conversion.

As a consequence, this will allow you to place your next investment on the right media.

3rd party Ad Server vendors offer services on the right media such as:

- Centralised reporting – tracks your digital activity.
- Standardised counting methodology – when analysing performance, it is crucial that all activity is measured using the same methodology.
- Single customer view – When looking at both reach and conversion data, we need to ensure figures are not duplicated as users are exposed to multiple ads throughout a campaign. We would only count one conversion even if ads from multiple channels were part of the user's journey. This is called attribution.
- Integration with other platforms – integration with search platforms and DSPs provide a more accurate view of the customer journey, as well as ability to optimise performance through audience sharing.

AD SERVERS: DATA COLLECTION

COOKIES	DEVICE ID	LOGGED IN USERS
		
Cookie is dropped on your browser when ad activity occurs	Unique identifier that exists permanently on each mobile device	Anonymised login details for accounts such as Gmail, Facebook and Yahoo

Ad Servers: Data Collection

While no technology is perfect, a third-party Ad Server is the best way to centralise, analyse and deduplicate campaign performance data.

There are three ways an Ad Server collects data that will help you analyse a campaign's performance:

1. Cookies

Cookies are small pieces of data sent from a website and stored on the user's computer by the web browser while you're browsing.

This is the most widely accepted measurement technology and it can be used on any site.

However, there are many challenges with cookies:

- This has been the most commonly used method of collecting data.
- They only measure at the browser level, not the user level (this means they can be highly inaccurate when measuring reach but do not have the ability to track user behaviour across multiple devices and a user could see an ad multiple times).
- Cookies can also be deleted or blocked, causing potential inflation or further inaccuracy.
 - This means the data sent back to the Ad Server becomes compromised (frequency numbers can be deflated, and conversions are not attributed to paid media activity because there is no cookie for the Ad Server to read information from).

2. Device IDs

- This is a distinctive number associated to a device.
- Device IDs allows the browsers used to be tracked and device counted as one individual.
- This method enables a measure in-app inventory and is not affected by cookie deletion, so reporting can be conducted at device-level irrespective of the browser used.
- Limitations include cross-device measurement and linking 'connected' devices together that are owned by the same individual.
- According to a recent study, the average Australian owns 2.5 personal 'connected' devices.

3. Logged-in users

- People-based technology that identifies people's online activity by using encrypted login data.
- This is considered as the fastest growing and potentially the most accurate method of data collection.
- Unlike with cookies, the Ad Server has a single view of the user journey across all the devices they are logged onto.
- This is crucial when it comes to accurate reporting of reach and frequency, as well as capturing all conversions where the user was influenced by media activity, regardless of what device they completed the conversion on.
- Limitations here are that there are only limited examples of platforms that possess 'logged-in, people-based data', these include Facebook, YouTube & Nine Now (9Now).



IN THIS SECTION WE HAVE COVERED...

1

Delivery vs Performance

2

Third Party Ad Serving and Data Collection



In this section we have covered Campaign Reporting – Part 2:

- Delivery vs Performance
- Third Party Ad Serving and data collection

CERTIFICATE II
MEASUREMENT



DIGITAL FOUNDATIONS

MODULE 8 CAMPAIGN REPORTING PART 2

STUDY GUIDE



DEFINITION

Attribution

What is it?

- The process of connecting an ad event to a consumer action or desired response



Module 8 – Campaign Reporting Part 2

Attribution, what is it?

Attribution is the process of connecting an ad event to a consumer action or desired response.

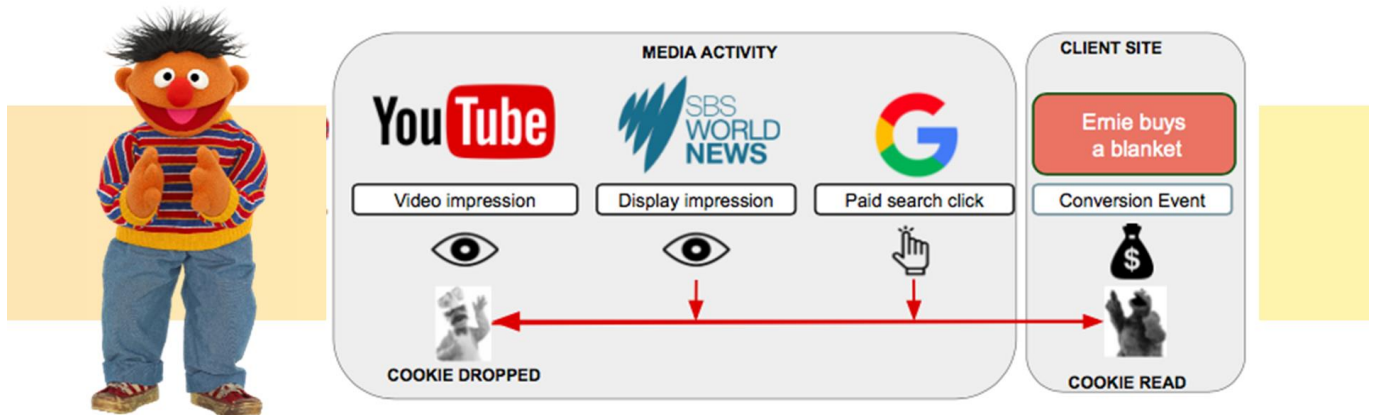
The goal of attribution is to understand the business impact of marketing activity.

It is important to understand what led the consumer to your website and to purchase the product that you are selling.

In digital media, attribution looks across a series of impressions and clicks from a particular cookie that preceded an outcome from the same cookie.

It is important to attribute the correct score, to every channel that has been present in that consumer journey.

MOST COMMON ATTRIBUTION MODEL – LAST TOUCH



Conversion: Measurement

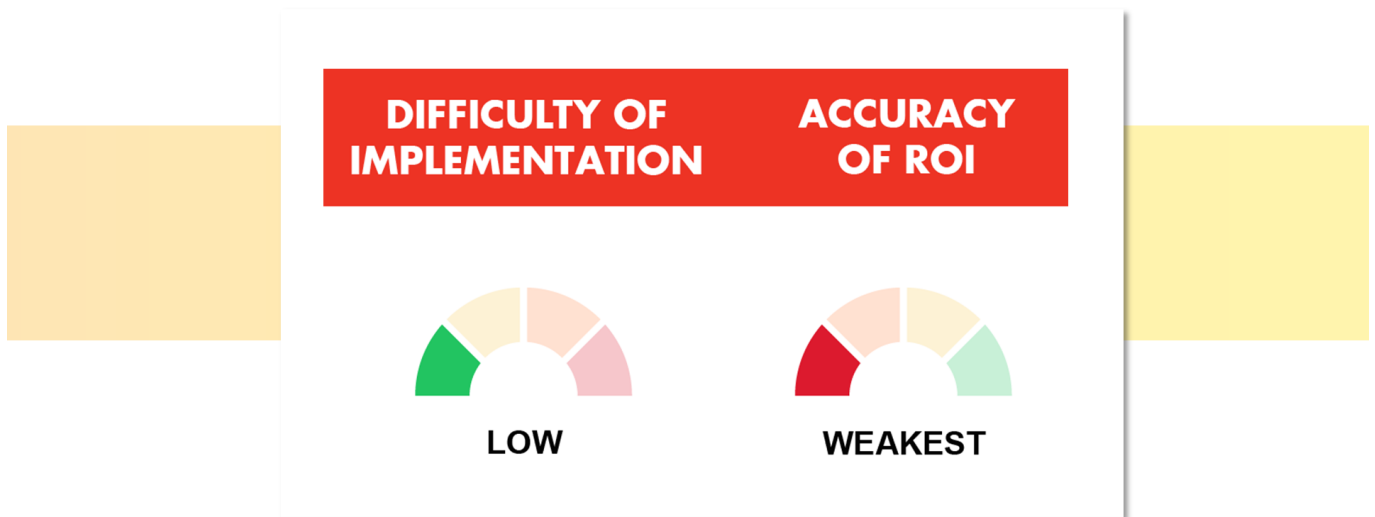
The most common attribution model the industry use, is the last touch attribution model.

Let's look at Ernie's journey and see what influenced his purchase on the client's website.

- Ernie is exposed to an ad, a cookie is dropped onto the browser, i.e. YouTube.
- A conversion tag on your client's site will look for this cookie to determine what activity, if any, the user was exposed to before they converted.
- As Ernie already has a cookie dropped, we know he also saw a display ad on SBS World News, then did a Google search that took him to the website where he purchased the blanket.
- The measurement that is captured for Ernie's conversion will show that Google created the successful conversion from his initial exposure through to his purchase.
- The credit for this conversion is based only on the last ad the user was exposed to.

This is called the 'last touch' model.

MEASUREMENT: SET UP PROCESS



There are positives and some real limitations. Attribution, the Last Days of Last Touch

- It is the easiest way out of a complex challenge as it is 'low' in terms of difficulty of implementation = just look at which channel delivered the last ad exposure, and it will take all the credit for the conversion... easy, but not fair.
- It is weakest in terms of accuracy of ROI because it does not provide an accurate view of the performance of digital channels in driving real business outcomes. Does it fairly and accurately give credit to everything that influenced the final conversion?

The conversion journey that we just reviewed, is a common one because when you are about to make a purchase it is highly likely that you are going to go online and make a search for it and arrive at the relevant product or brand site that you want to make the purchase on.

Therefore, you can see that a lot of credit for a digital campaign may well be ending up with Google or whatever search engine that you are using.

Limitations to this, are that prior to making that search the user could have well have been influenced multiple ads on YouTube, Social or Display ads that have really actually influenced them and led them to be performing that final search and in this attribution model that isn't getting any of the credit at all.

So, you can see how inaccurate reporting effectiveness measurement is using this model can be.

We are terming this as the Last Days of Last Touch, because there is a whole wealth of data and information available these days and with technology advancements it is enabling us to bring in and use more sophisticated models.

There is a wide range of models to use, and a few examples of these are Linear, Time Decay, Multi-touch attribution and even some advanced econometric modelling that will take into account not just digital activity but offline activity as well.

Speak to a relevant specialist about the techniques and benefits and disadvantages.

MEASUREMENT: SET UP PROCESS



Measurement set up

We recommend the following steps to successfully measure your campaign:

1. **Audience Verification:** This will ensure that reach is tracked effectively. This is key when using reach (including on-target reach) as a KPI (Nielsen)
2. **Viewability:** This will ensure that your ads are in view. Tracking will need to be put in place to ensure that all measurable impressions are measured. It will need to be in line with whichever provider you are using, usually IAS or MOAT.
3. **Brand Safety:** This will ensure you are minimizing the risk to serve an ad on a non-safe content.

For clients who have brand safety requirements we recommend having Firewall in place.

If the blacklist, whitelist, negative keywords aren't sufficient to prevent the ad to be served, Firewall will block the ad to be displayed, the brand would still pay for the impression, but the brand reputation will remain intact.


4. **Conversions:** Floodlight tags and/or Tracking Pixels are used to track certain user activities.

This is essential when optimising towards leads, sales, or any other website-based action.

They will also help segment the audience for retargeting purposes: segment could be visitors who have not purchased, or users who have engaged like signing up to a newsletter, or search for the store locator.

These actions are key to seeing how your campaign has performed but will also assist in gaining a greater understanding of your audience and segmenting them more effectively.

KNOW YOUR VENDORS

	 <small>Integral Ad Science</small> IAS	 MOAT	 <small>DoubleVerify</small> DOUBLEVERIFY	Google Campaign Manager	 Sizmek	 nielsen
AD SERVING				●	●	
VIEWABILITY	●	●	●	●	●	●
FRAUD DETECTION	●	●	●	●	●	
GEO VERIFICATION	●	●		●	●	
BRAND SAFETY	●	●	●	●		
AD BLOCKING	●		●	●		
AUDIENCE VERIFICATION				●		●

Know your vendors

This chart from the Programmatic module, lists the main vendors who provide measurement and verification for some of the KPIs.

Some of these vendors are specialists in a defined field, while others provide an extensive range of measurement services - the vendors your company use will depend on the agreement between your agency and/or your client.

It is in your best interest to find out who these suppliers are and learn more about the services they provide - in some cases, these vendors have been accredited by the IAB (Interactive Advertising Bureau).

There are other suppliers in the market beyond this list.



IN THIS SECTION WE HAVE COVERED...


1

What is Attribution, Last Touch and its limitations

2

Third party verification landscape

In this section we have covered Campaign Reporting – Part 2:

- Delivery vs Performance
 - Third Party Ad Serving and data collection
 - What is attribution, Last Touch and its limitations
 - Third party validation landscape
- 

CERTIFICATE II
MEASUREMENT



DIGITAL FOUNDATIONS

MODULE 9

BEST PRACTICE

STUDY GUIDE

BEST PRACTICE: LIVE CAMPAIGN PROCESS



Module 9 – Best Practice

Live Campaign Process

WE DON'T STOP ONCE THE CAMPAIGN HAS GONE LIVE.

You will remember this chart from Certificate I.

The world is rapidly changing and what worked today will not necessarily work tomorrow.

Effectiveness measurement is as much about the future as it is about getting a great result from the current campaign.

Don't just stop at 'did the metric meet/exceed the target?' – dig under the hood to understand which parts of the campaign worked, which didn't, and why.

Learn how to adjust elements of your campaign to drive better results and keep improving. Sometimes the most valuable learnings come from below-par campaign results.

We don't stop once the campaign has gone live. We use the Ad Server and analytics data to track campaign delivery against the agreed metrics.

- **Screenshots** – Publishers may provide screenshots to show that the campaign is live. Screenshots verify live status and help with case-study reporting.
- **Delivery updates** – Daily reporting may be required to ensure all placements are tracking correctly, they're error-free, and pacing is optimised.
- **Optimisation** – Using performance data, adjust campaign parameters to improve performance, e.g. creative ad format, placement, site or targeting tactic. One at a time to assess impact.
- **Makegoods** – If, applicable, ensure the campaign has delivered in full. If not, organise additional inventory.
- **Post-campaign report** – Provide assessment and a final report to client explaining performance, delivery on goals and lessons learned, considered and applied for further campaigns.

The live-to-post campaign process is generally the same for all paid digital campaigns.

BEST PRACTICE: LIVE CAMPAIGN PROCESS

CLIENT EXPECTATIONS

Framework
Content
KPI focus

MANAGING CLIENT EXPECTATIONS:

It is important to manage client expectations and to agree on the contents framework, content and KPI before the campaign has begun.

Framework

- Do you need to receive report and insights?
- Agree on frequency and date.
- Agree on the depth of information your client wants to see.
- Agree on a template.

Some of the critical elements to include would be:

- How are you performing against the agreed KPIs? How is the delivery?

These should be the primary thing to look for, so if the KPI is viewable impressions, don't be too concerned with optimising CTR.

- Post-campaign reports are a great opportunity to include insight that the numbers don't show.

This might be any optimisations that have been made in the background or any interesting audience insights that you have gleaned over the course of the campaign.

This will stand you in good stead for the next campaign as any learnings can be applied during the next planning cycle.

KPI Focus:

- KPI goals must be clearly understood not only by the client but also by the media partner.
- If you are expecting a certain number of views, then agree this upfront and include it in the IO. This minimises the risk of a later dispute. Also think about what to do if you don't meet the KPI.
- Maintain focus on the primary KPI – don't change it throughout the campaign

Communication

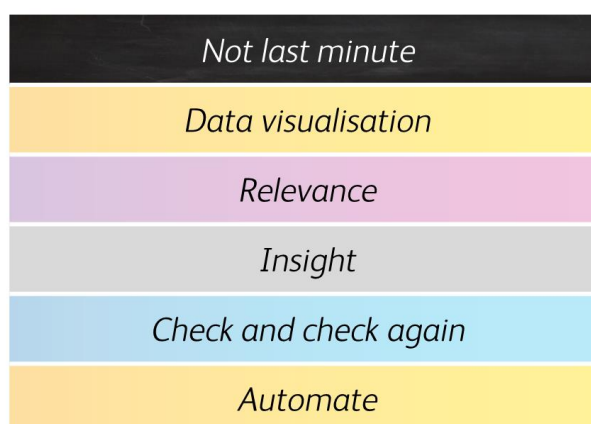
- It is important to maintain good communication on KPI tracking with the media partner.

If, the campaign is performing well, this will inspire them to keep up the good work.

If, the campaign is not delivering, then this is an opportunity to rectify it.

BEST PRACTICE: LIVE CAMPAIGN PROCESS

REPORTING



- **Don't leave reporting till the last minute!** If there is an issue with under-delivery or incorrect placements, the last day of the campaign is the wrong time to flag it.
- **Data visualisation:** Practice using charts and widgets in Excel or free dashboards. It's a better way to share information with the clients.
- **Include data that is relevant to the delivery and performance:** Adding in outdated and unusable metrics to weekly reporting dilutes and confuses the important information.

If you find a part of your report is not valuable to the client, discuss it with your client / team and if necessary, get rid of it! E.g., talking about CTR when the goal is cost per sale.

- **Seek out new insights to share with your client:** You may be able to find interesting trends based on location, device and other dimensions that will optimise your campaign and your personal brand.

There is a difference between a fact and an insight. A dashboard provides the what, you will provide the why this optimisation works or why this audience is highly engaged with your products.

- **Check your numbers and check them again:** It's easy to misplace a zero when you're in a rush and this can cause huge headaches financially and awkward conversations with your client.
- **Automate as much as you can:** Wherever possible, use a dashboard to share data with your client.

This gives them flexibility to access data anytime, filter information and change date ranges independently.

There is much less room for human error because there is less manual human input.

**ADOPT A BEST PRACTICE APPROACH WITH YOUR STRUCTURE AND PROCESS
= WILL OPTIMISE YOUR MEASUREMENT.**



IN THIS SECTION WE HAVE COVERED...


1

Live Campaign Process

2

Best Practice Operations

In this section we have covered:

- Live Campaign Process
 - Best Practice Operations
- 

CERTIFICATE II
MEASUREMENT



DIGITAL FOUNDATIONS

MODULE 10

CALCULATIONS REFRESH & MORE TO KNOW

STUDY GUIDE

CALCULATION: REFRESH

Quantitative Measures		
CPM	Conversion Rate	CTR
CPC	CPCV	CPV
CPA	CPL	CPE

Module 10 – Calculations Refresh

UNDERSTANDING THE CALCULATIONS BEHIND METRICS IS IMPORTANT – LET'S REFRESH

An important part of measurement are quantitative metrics. All of these calculations were covered in Certificate I. Let's refresh.

- 1. CPM – Cost Per Thousand (Mille)** – a transaction metric based on the cost to deliver 1000 ad impressions. $CPM = \text{Total Cost} / \text{Impressions} \times 1000$.

For example:

Scenario: Your final CPM of a campaign to promote a new car served 2,500,000 impressions, with an engagement rate of 1.4%, and a CPE of \$2.

Answer: $CPM = \$28.00$

Step 1 - Work out the engagement – impressions divided by engagement rate.

i.e. $2,500,000$ divided by 1.4%
 $= 35,000$

Step 2 - Work out the total cost

$35,000 \times \$2$ (CPE) = $\$70,000$

Step 3 - CPM is Cost per thousand, and the formula is ... Cost divided by impressions

Cost = $\$70,000$

Impressions = $2,500,000$

Therefore, $(\$70,000 \text{ divided by } 2,500,000) \times 1000$

$CPM = \$28$

- 2. CPC – Cost Per Click.** Some trading models and search auctions only charge when a user clicks on the ad to go through to the advertiser site. Calculated as total cost / number of clicks $CPC = \text{TOTAL COST} / \text{Number of Clicks}$.

For example:

Scenario: Your client has spent \$75,000 to promote a holiday package to the Cook Islands over a 4-week period. Their objective is to drive people to their website. The campaign delivered 50,000 clicks. What is the CPC?

Answer: Total cost ($\$75,000$) divided by clicks ($50,000$) = CPC ($\1.50)

CALCULATION: REFRESH

Quantitative Measures		
CPM	Conversion Rate	CTR
CPC	CPCV	CPV
CPA	CPL	CPE

UNDERSTANDING THE CALCULATIONS BEHIND METRICS IS IMPORTANT – LET'S REFRESH CONT ...

3 and 6. CPL or CPA – Cost Per Lead, or CPA - Cost per acquisition/action. A pricing model that only charges advertisers on the action being conducted e.g. A sale or a form being filled in. $CPA = \text{Total COST} / \text{Acquisitions}$.

For example:

Scenario: You are managing a campaign with the objective of having people open bank accounts. Over the first month, your campaign cost was \$10,000, which delivered 1,500 clicks to your website and 125 people completing forms. What is your CPA?
Answer: Total cost (\$10,000) divided by acquisitions (125) = CPA (\$80)

For example:

Scenario: A leading magazine spent \$50,000 promoting a special offer for the month July and received a total sales of \$104,000. They received 26,000 responses, with 18,000 taking up the offer. What was the CPA?
Answer: Total cost (\$50,000) divided by sales (18,000) = CPA \$2.78

4. Conversion Rate – The average number of conversions per ad click, shown as a percentage. It is calculated by taking the number of conversions and dividing that figure by the number of total ad clicks that can be tracked to a conversion during the same time period.

For example

Scenario: Your client's new website had 17,492 visitors (ad clicks) and had 2,305 conversions over the last month. What is the conversion rate?
Answer: Conversions (2,305) divided by ad clicks (17,492) multiply by 100 = Conversion Rate 13.18%

5. CPCV- Cost Per Completed View - The price an advertiser pays every time a video ad runs through to completion. Rather than paying for all impressions, some of which may have been stopped part-way, an advertiser only pays for ads that are viewed to completion ($CPCV = \text{Cost} \div \text{Completed Views}$).

For example:

Scenario: You have bought a campaign on TenPlay to launch a new comedy series across a 4 week period, featuring 3 x 30 second TVC's. You spent \$125,000 and have agreed to buy 72,000 complete video views. Over the campaign period 102,000 viewed 50% of the videos and 48,000 completed the video view. What was the CPCV?
Answer: Total cost (\$125,000) divided by Total completed video views (48,000) = CPCV \$2.60

CALCULATION: REFRESH

Quantitative Measures		
CPM	Conversion Rate	CTR
CPC	CPCV	CPV
CPA	CPL	CPE

UNDERSTANDING THE CALCULATIONS BEHIND METRICS IS IMPORTANT – LET'S REFRESH CONT ...

7. CTR – Click through Rate which is defined as total volume of clicks for that placement divided by total volume of impressions for that placement x 100. It's an indication of how effective a placement is at generating a click. $CTR = \text{Total CLICKS} / \text{Impressions} \times 100$

For example:

Scenario: Your YouTube video for new cleaning product is going viral. So far today 520,000 impressions have been delivered and 62,000 people have clicked the 'watch more' button to see an extended video on your Client's website. What is the CTR?
Answer: Total clicks (62,000) divided by Impressions (520,000) x 100 = CTR 11.92%

8. CPV- Cost per View - A pricing model where the advertiser only pays for a video start. Typically sold at 1000 impressions. $\text{Cost} / \text{Views}$

For example:

Scenario: You have bought a \$110,000 campaign on news.com.au across a 5 week period starting on 1st December, and have agreed to buy 55,000 video views. What will you tell your Client that you have bought?
Answer: Total cost (\$110,000) divided by Total video views (55,000) = CPV \$2

9. CPE – Cost Per Engagement or Interaction % - A transaction model that may answer a campaign goal for people to show an interest in your message or engage with the ad. This is a common metric of rich media and other interactive display formats, and helps you quantify your audience's interest in the ad and content.

For example:

Scenario: You are running a campaign on Facebook where your client is only charged when a user clicks or likes the ad. You have spent \$5,000, delivered 988,426 times and the ad has been clicked and liked 14,250 times. What was the campaign CPE?
Answer: Total Cost (\$5,000) divided by Engagement (14,250) = CPE \$0.35

MORE TO KNOW

VIEWABILITY

<https://www.iabaustralia.com.au/big-tent-blog/entry/making-a-good-impression-what-the-lift-on-the-viewable-impression-advisory-means-for-Australia>

http://www.mediaratingcouncil.org/063014%20Viewable%20Ad%20Impression%20Guideline_Final.pdf

MRC VENDORS

<http://mediaratingcouncil.org/Digital%20Landscape.pdf>

CHECK OUT NIELSEN, IAB AND MRC

<https://www.mediafederation.org.au/resources/agency-resources>




The MFA, IAB and AANA collaborated to create ADAP: Australian Digital Advertising Practice. This is a great additional easy read, on the area of Digital Measurement. Please download. The following links are also great resources to learn more about measurability.



IN THIS SECTION WE HAVE COVERED...

1	Calculations Refresh
2	A little more to know

In this section we have covered:

- Calculations refresh
 - A little more to know
- 

CONTENTS

COURSE: MEASUREMENT

- | | | | | | |
|---|-----------------------------|---|------------------------------|----|--------------------------------------|
| 1 | Why Measurement? | 5 | Media Quality – Brand Safety | 9 | Best Practice |
| 2 | Campaign Objectives | 6 | Media Quality – Ad Fraud | 10 | Calculation Refresh and more to know |
| 3 | Campaign Planning | 7 | Campaign Reporting – Part 1 | | |
| 4 | Media Quality - Viewability | 8 | Campaign Reporting – Part 2 | | |

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Measurement – MFA Digital Foundations Certificate II

So that concludes Measurement

Module 1 - **Why Measurement** is so important and how early on in the process it needs to be identified and tracked.
Module 2 - Options for establishing **campaign measurement objectives**, focusing on the quantitative measures.
Module 3 - **Campaign Planning** Measurement tools.

Modules 4, 5 and 6 will cover Media Quality or 'hygiene' - ensuring they are set up before you lock in your campaign.

Module 4 – Viewability
Module 5 – Brand Safety
Module 6 – Ad Fraud

Module 7 & 8 – Understanding the need to continually improve through measurement campaign **reporting** of performance.
Module 9 & 10 - Lastly, **best practice process, a refresh on calculations and** more to know.

To achieve certification, you will need to successfully complete the Certificate II exam.

You will need to achieve a result of 80% or more to pass.

Good luck!