Closed loop digital marketing with programmatic mindset targeting & measurement
We live in a complex, connected, fast changing world

- 90% of the world’s data produced in the last 2 years
- 2.5 quintillion bytes of digital data are created every day
- 4.3 million YouTube videos viewed every minute
- 481,000 Tweets sent every minute

**People**
- More choice
- More to say
- More demanding

**Brands**
- More touchpoints
- More competition
- More pace
- More risks

...and more opportunities
But brands still matter in this new world

BrandZ™ Strong Brands Portfolio vs. S&P 500 vs. MSCI World Index
(2006 - 2017 – April each year)


BrandZ™ Strong Brands Portfolio: 123.6%
S&P 500: 82.7%
MSCI World Index: 35.2%
Brands need to act and **react at speed**

“If you’re good at course correcting, being wrong may be less costly than you think, whereas being slow is going to be expensive for sure.”

**Jeff Bezos,**
Founder and CEO of Amazon
We live in a world full of data to inform decision making.
Its easy to be data rich, yet insight poor... and struggle to find meaningful patterns in the data
Today’s media mix is complex

Knowing what, how and when to measure is more important than ever
Great advertising campaigns…

1. Reach the right audience
2. Change the audience’s attitudes
3. Change the audience’s online and offline behavior

Create higher ROI of your marketing spendings by being more efficient and effective.
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6. Measure
- Brand Lift studies
- Most receptive audience from surveys passed back into DMP for ongoing model refinement
- System gets smarter over time

5. Test
- Pre-test segments
- Determine best performers
- Determine combinations of best performing segments
- Refine models as needed

4. Target
- Best performing audiences passed to DSPs
- Audience targeted directly

1. Plan
- Understanding consumer needs re products, services and communication preferences

2. Identify
- Mindsets based segments
- Client specific segments
- Brand Affinity targets

3. Scale
- Onboarding and Look-alike modeling with DMPs
Mindset Targeting enhances classical programmatic targeting with even more precise planning possibilities

**Classic Programmatic Targeting**

- Socio Demographics
- Online behaviour
- Interests

Targeting via usage of descriptive information of the target group

**Enhanced Programmatic Targeting**

- Mindset
- Socio Demographics
- Online behaviour
- Interests

Additional Usage of relevant Mindset and attitudinal information, which influences brand perception & behaviour
We at Kantar understand people and we use this knowledge for programmatic mindset targeting.

- Which brands she loves
- Which retailers she shops
- What she buys
- How she perceives a brand
- What she values and believes
- Which trends she follows & why
- Which media she uses, how often, on what device & when
- What motivates & influences her
- Which ads she’s seen, what she thinks about them & why
Available Mindset Audiences …

Fundamental values (based on Semiometrie)

Semiometrie delivers segments/audiences for 14 fundamental values, from “social” to “materialistic”, from “traditional” to “adventurous”.

Brand Affinities

Brand Affinity Scores deliver segments/audiences for brand-affine non-consumers.

Needs based Segmentations

For optimized needs based targeting of client specific customer segments.
With its DMP partners Kantar can make survey data available for programmatic targeting.
Kantar Brand Affinity segments for programmatic targeting

German Brand Affinity benchmarking survey based on Conversion Model – from Nov 2018

Planned categories:

- Mobile Network Operators
- Car brands/car types
- Shampoo
- Food Retailer
- Banks – Current Account
- Travel Portals/Tour operators
- Detergents
- Electronics Retailer
- Pay-TV/VoD
- Pain Killers
- Dairy products
- Fashion Retailer

For the biggest brands of the categories/industries above you can programmatically target brand affine Non-Clients/Non-Users
Successful campaign for hotel chain based on brand affinities

1. Survey research identified consumers open to staying at Hotels of specific brand

2. The audience was scaled by a leading Data Management Platform (DMP) to find 25 million similar consumers through a look-alike model

3. The media agency targeted the 25 million cookies directly from preferred platforms

4. Result of activation:
   - Consideration Intent lift*: 38%
   - Consideration Intent lift vs. publisher average**: 164%
   - Increase in hotel bookings started on website***: 514%

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How we test & measure
The Ignite Network®

People

Robust Panel Sizes:
- 25MM+ desktop + mobile web
- 10MM+ mobile app

Understand
- What audiences are doing online
- The advertising they are exposed to
- How effective the advertising is
- Downstream ROI
- Activation potential for advertisers

Partnership

3rd party data for:
- CPG purchases
- Automotive purchases
- Financial transactions
- Offline media consumption
What Pre-Campaign Testing measures

We have a capability to programmatically force-exposes Ignite panelists to test the effectiveness of multiple campaign variables in a focused environment.

**Creative**
creative technology formats, messages, themes

**Media sources**
programmatic media buys, publisher direct

**Audience segments**
demo segments, third party audience segments (e.g. Bluekai, Lotame, etc.)
Pre-Campaign Testing
Answers the following questions:

1. Which creatives are most effective in increasing the brand’s target KPIs (key performance indicators)?

2. Does the media target meet behavioral and demographic specifications and deliver expected impact?

3. What are the most effective creative and audience combinations for delivering the campaign objectives?
Campaign Insights evaluates campaign elements on accuracy and effectiveness

Evaluate how segments meet specified expectations and perform in a live environment and implement changes in media and creative weight based on these insights
Brand Lift Insights methodology

Compare control and exposed samples to isolate the impact your digital activity has had on brand measures.

From within our Ignite panel network, we identify exposed panellists who also meet the required demographic criteria. “Twin” control respondents are also recruited using our Universal Control approach. Both groups of respondents are then surveyed across a number of brand metrics.

Groups compared to determine effect
Ability to isolate different metrics
Brand Lift Insights focuses on...

**HOLISTIC BRAND IMPACT**
Understand overall campaign impact and drivers of market share

**AUDIENCE EFFECTIVENESS**
Evaluate the campaign’s ability to reach and influence the key audience segments

**CREATIVE STRATEGIES**
Explore creative evaluation diagnostics and uncover creative’s role in campaign’s effectiveness

**MEDIA EFFECTIVENESS**
Understand performance and optimize at a site, frequency and placement level
Real-time results can show how audiences are performing
For any questions don‘t hesitate to contact us!

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Make better, faster decisions to drive profitable growth in today’s extraordinary world