

AudienceProject

No more flying blind



IAB FINLAND VIDEO TASK
FORCE
24th OCTOBER 2024

NIELS SKOVMAND
COMMERCIAL DIRECTOR, NORDICS

Juha Ourelia
Country lead Finland

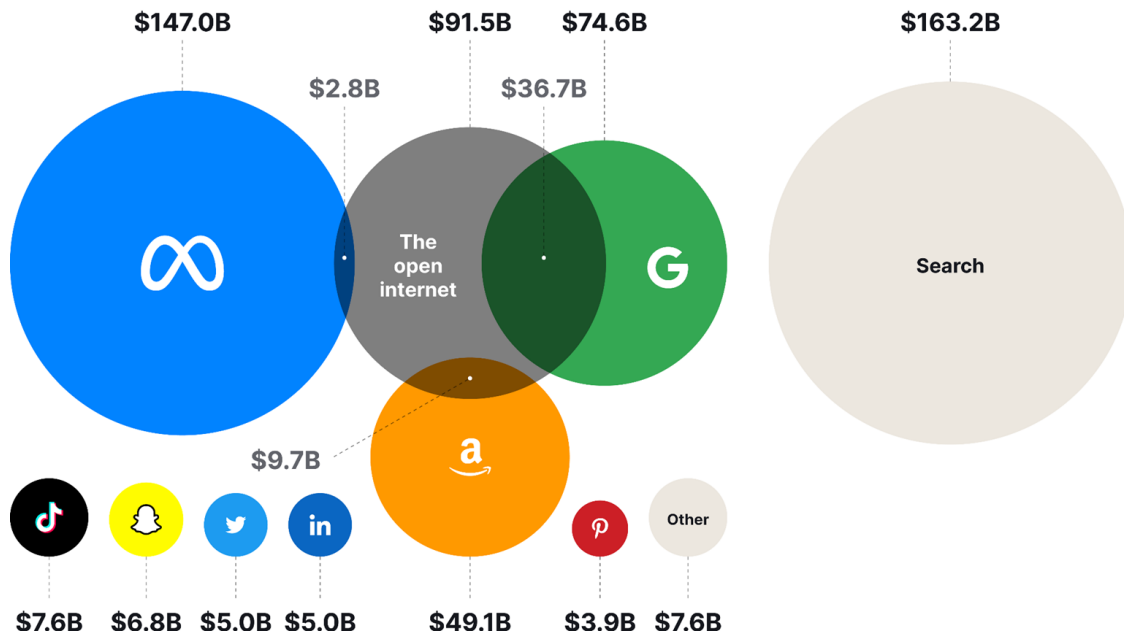
AudienceProject 



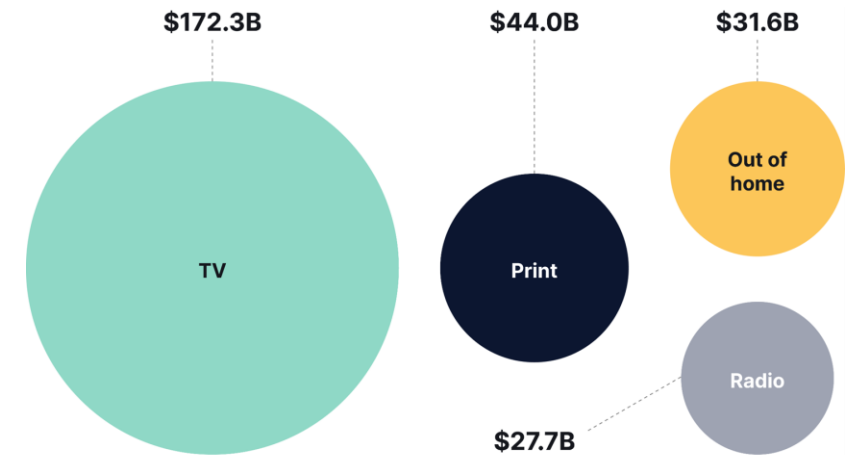
Problem

The fragmented media landscape challenges advertisers' ability to get a complete overview of their campaigns' performance

Digital ad spend: \$512.2B



Non-digital ad spend: \$283.1B



Source: Jounce Media: The State Of The Open Internet



1.

**You have
something
to sell...**



2.

**You know
your
audience...**



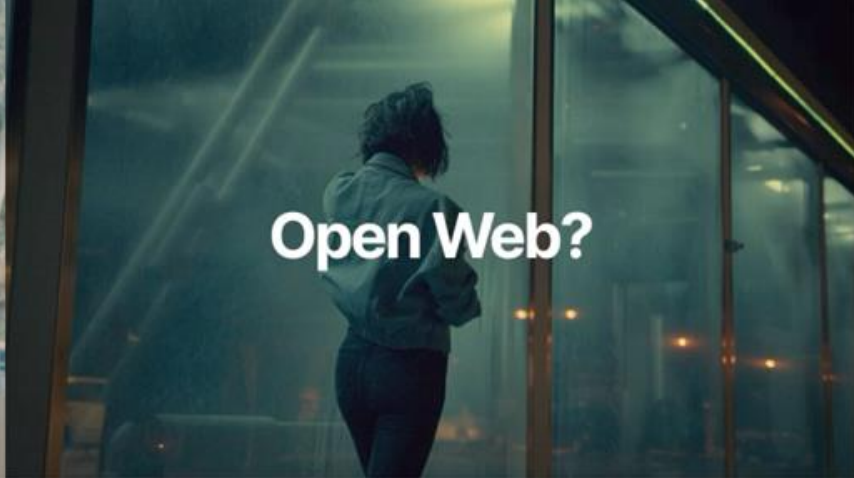
3.

**You design
the perfect
campaign...**

...but where should it run?



Facebook?



Open Web?



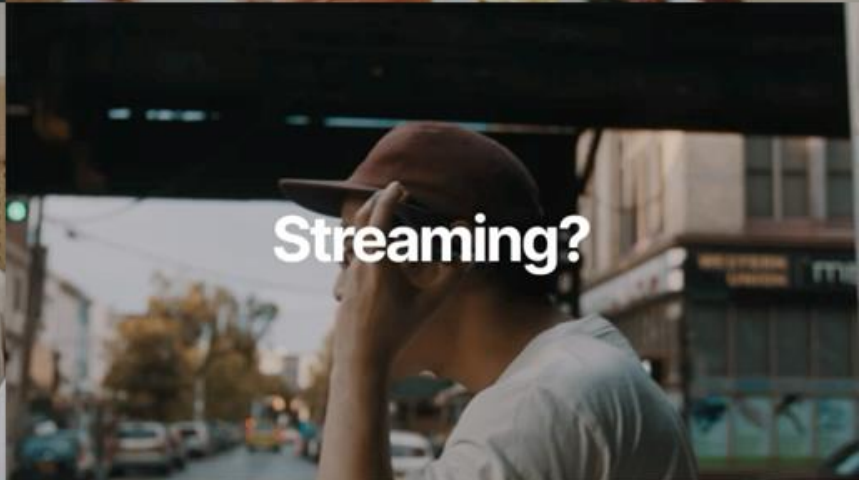
TikTok?



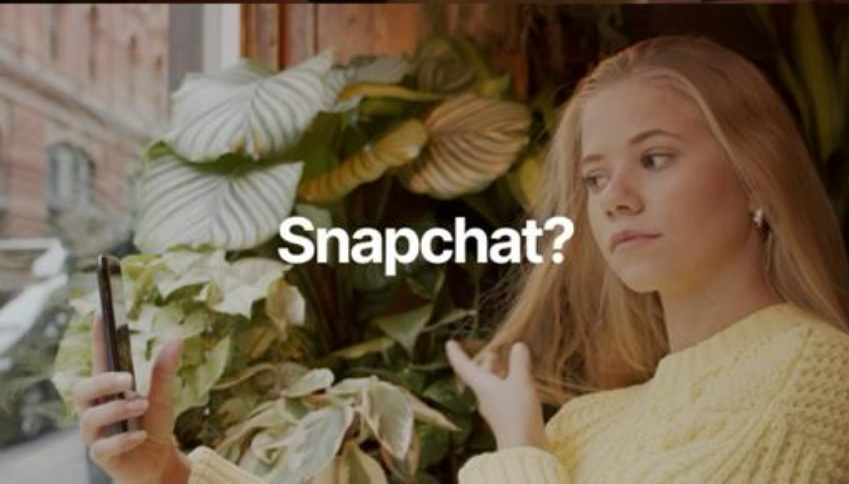
Linear TV?



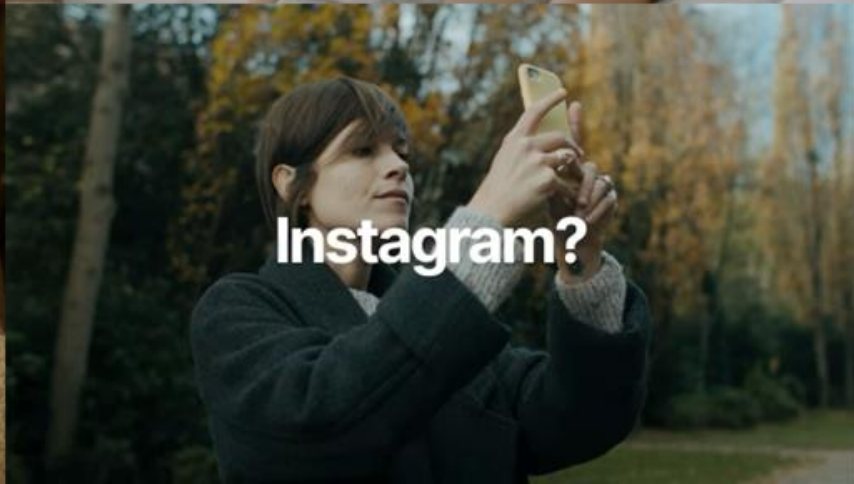
YouTube?



Streaming?



Snapchat?



Instagram?



Connected TV?



**Who is my
campaign
reaching?**



**How many is
my campaign
reaching?**



**How often is
my campaign
reaching
them?**

...and how does each channel contribute?

**Am I spending my
ad budget wisely?**





Solution

Siloed measurement



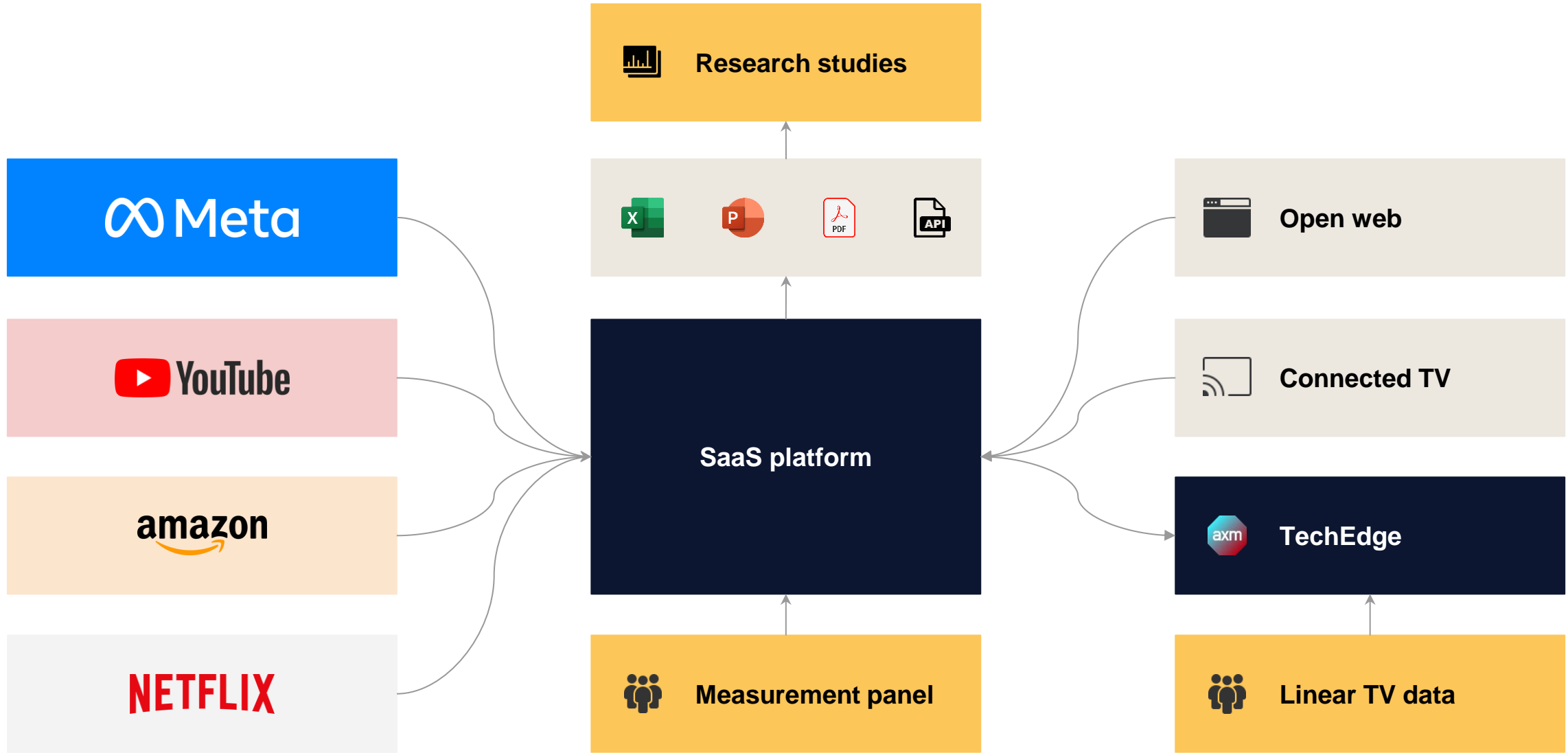
**Stop doing
measurement channel
by channel**



Holistic measurement



**Start doing
independent and
comprehensive
cross-media
measurement**





Outcome

Questions answered



What is the reach in my target audience?



How accurately am I reaching my target audience?



How often is my target audience seeing my campaign?



Which channels are most effective at reaching my target audience?



Benefits gained



Extend in-target audience reach



Improve in-target audience accuracy



Reduce excess audience frequency



Optimise cost of in-target audience reach

**Reach more
people with the
same budget**

OR

**Reach the same
number of people
with less budget**

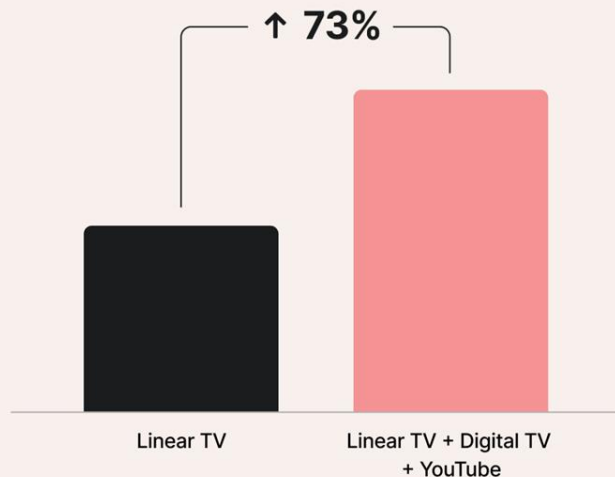


Customer success stories



Kia extends net reach in target audience by up to 73% with redistributed ad budget →

NET REACH IN TARGET AUDIENCE



“

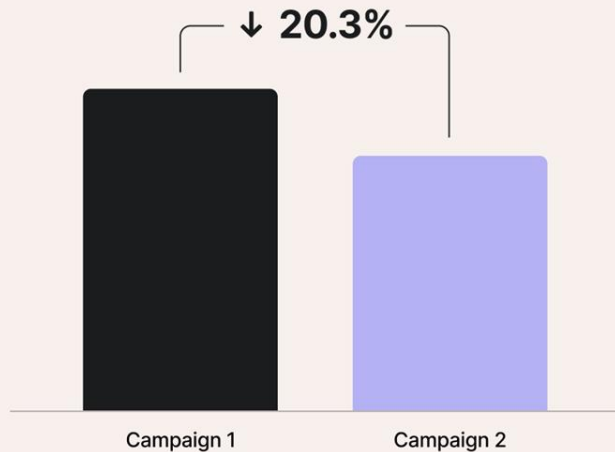
AudienceProject's cross-media measurement has provided us with valuable insights into the total and incremental reach of our campaigns, helping us optimise our media mix and reach our audience more efficiently.



Kenneth Steel
Marketing Director,
Kia Denmark

Telia documents 20% greater reach efficiency with redistributed ad budget →

COST PER REACHED PERSON



“

The measurement by AudienceProject has provided us with valuable insights into how we can reach our target audience more efficiently across TV and online video, helping us optimise future cross-media campaign activities.



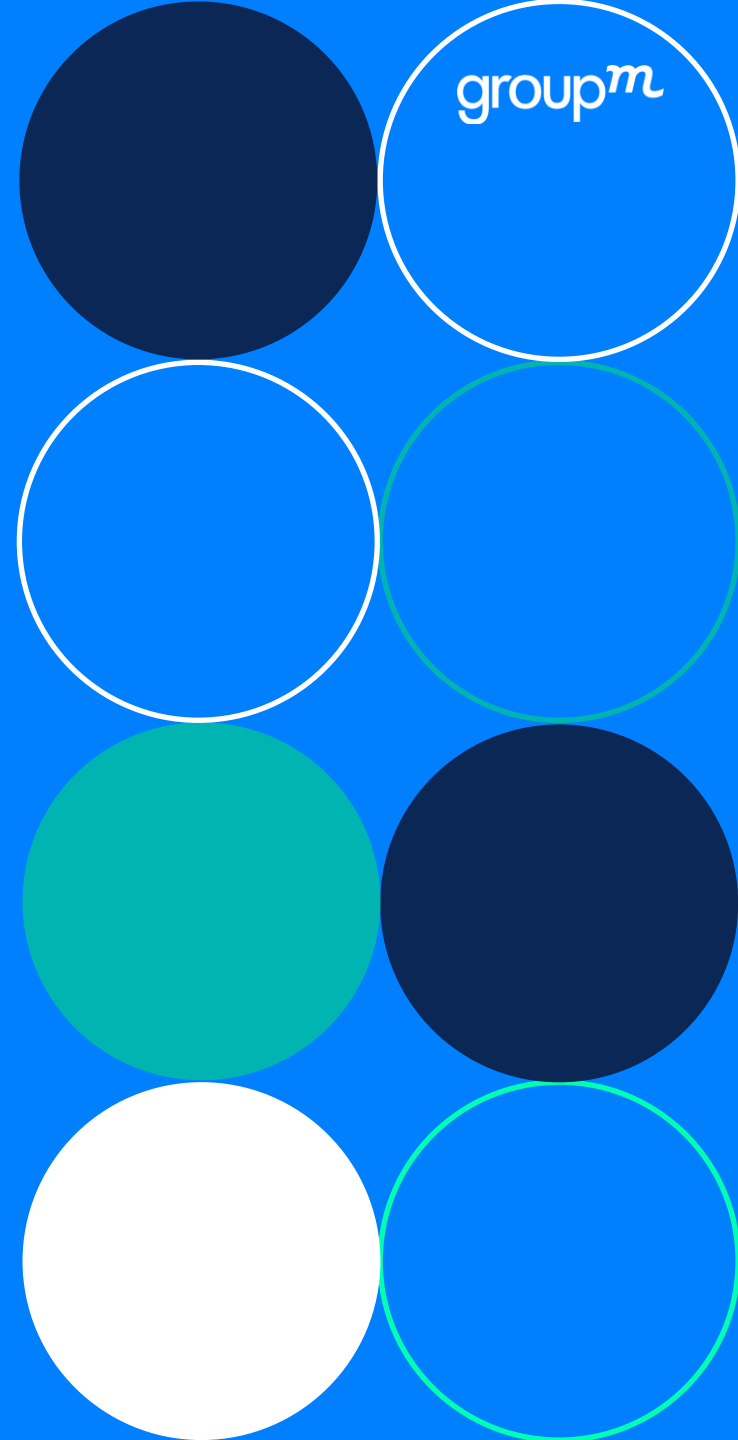
Eva Lundgren
Director of Brand & Marketing, Telia

group^m

AUDIENCE REPORT

Use case

SEPTEMBER 2024

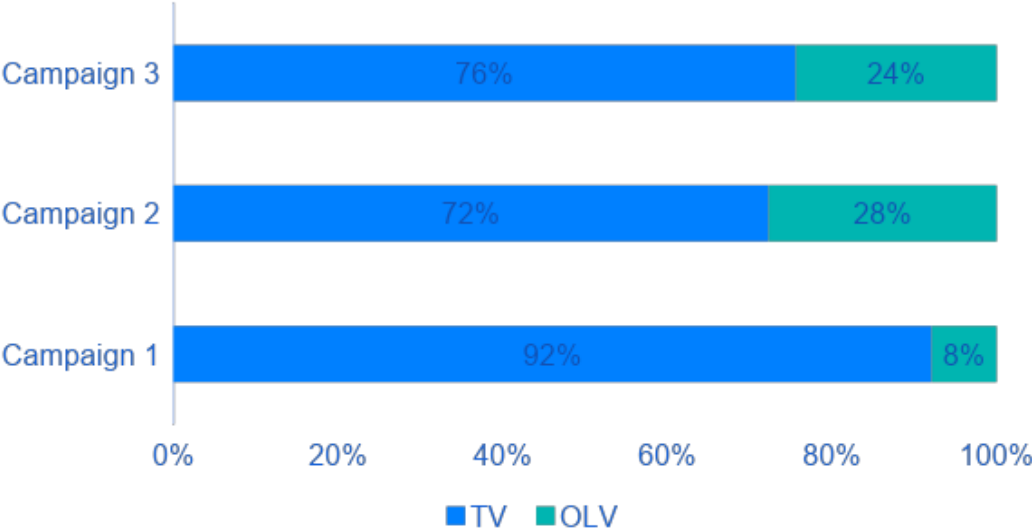


Customer success story_GroupM Client

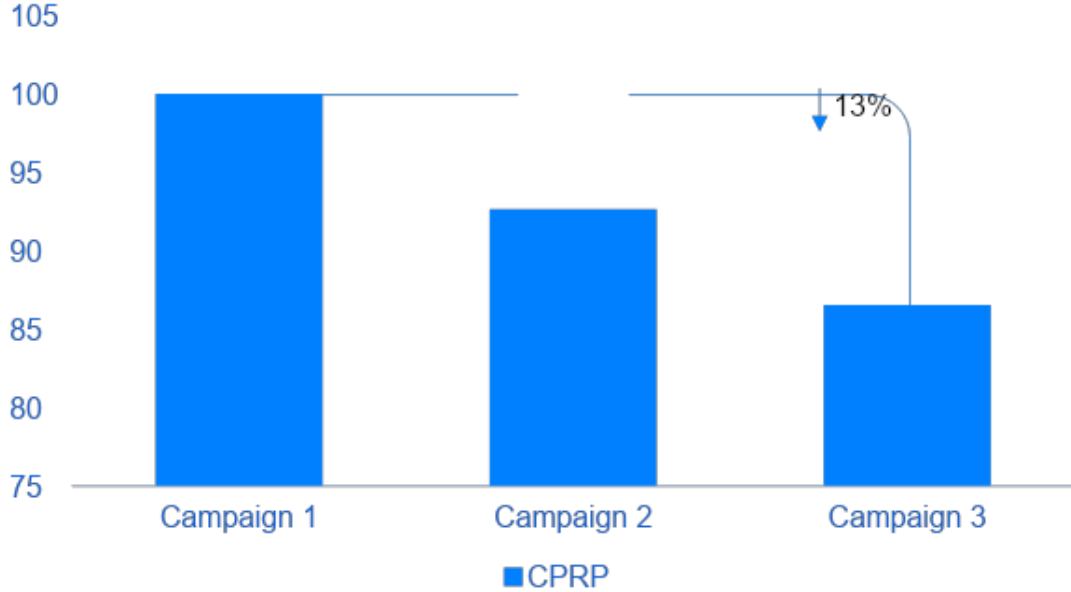
We achieved 13% greater reach efficiency with redistributed ad budget

We tested out different budget allocation between TV and OLV to lower the overall CPRP (Cost per reach point) which resulted in better ROI.

Budget allocation between TV and OLV



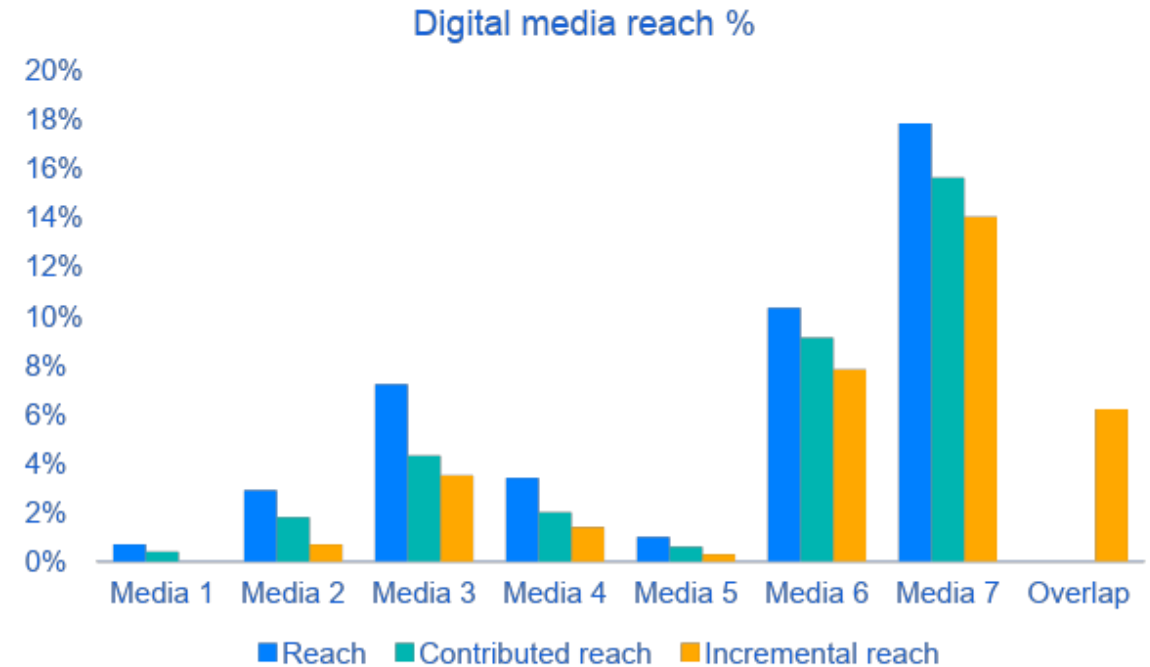
CPRP improvement



Customer success story_GroupM Client

Finding the ineffective media from the digital media mix

Audience report helped us find the ineffective media from the digital media mix. For example, the chart on the right hand side shows that the Media 1 did not bring us any incremental reach to the campaign, so we should exclude it in the next campaign and allocate more budget on to the ones which contributed better.



AudienceProject ➤=