

Audience Amplification

Measuring Message Content

Over Click-throughs



Elizabeth May
Vice President ANZ
Research Now



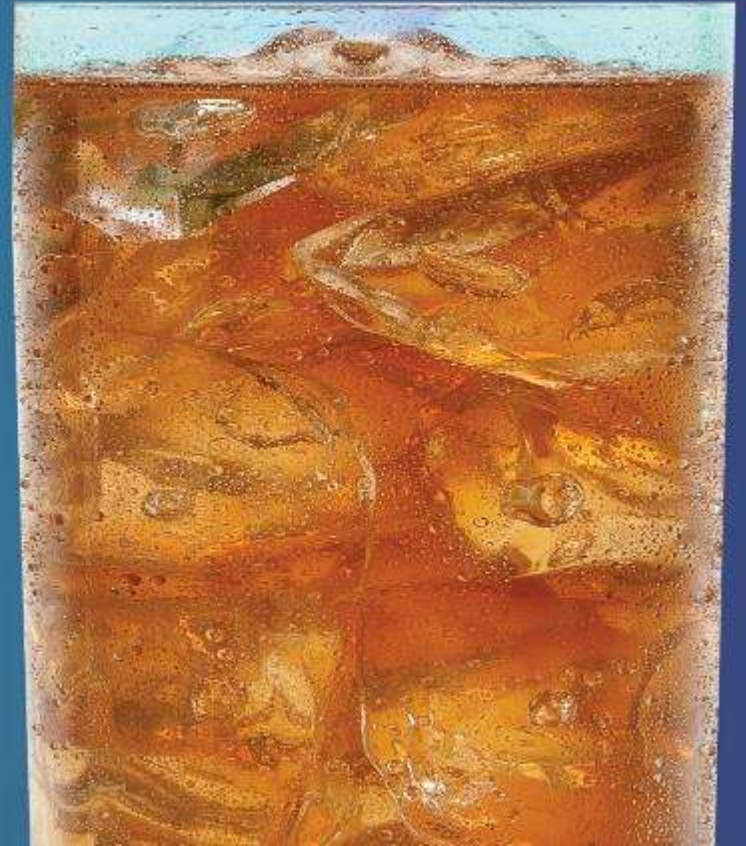
George Glubb
Associate Client
Development Director NZ
Research Now



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Combination of Ingredients



Research Now – From Clips to Clicks



Leading the Insights Evolution



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[illegible]

What's the Deal Today?

The Crossroads

How to Tackle Niche Audience Segment Retargeting:

- What goes into ad targeting?
- What questions to ask?
- What tools to use?

Case Study and Where the Gaps Are

Key Takeouts



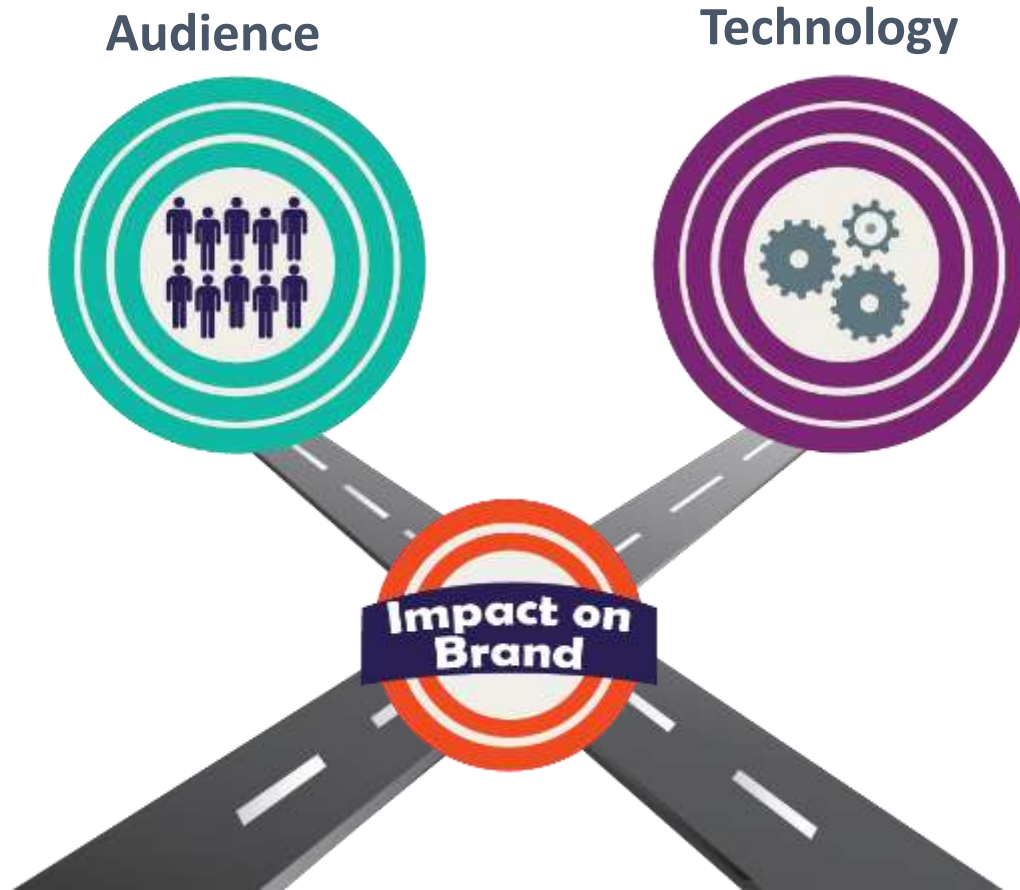
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What do You Hear From Clients?



We are Again at a Crossroads



Media Buying Model **Then** and **Now**



Then Display Buy



Versus

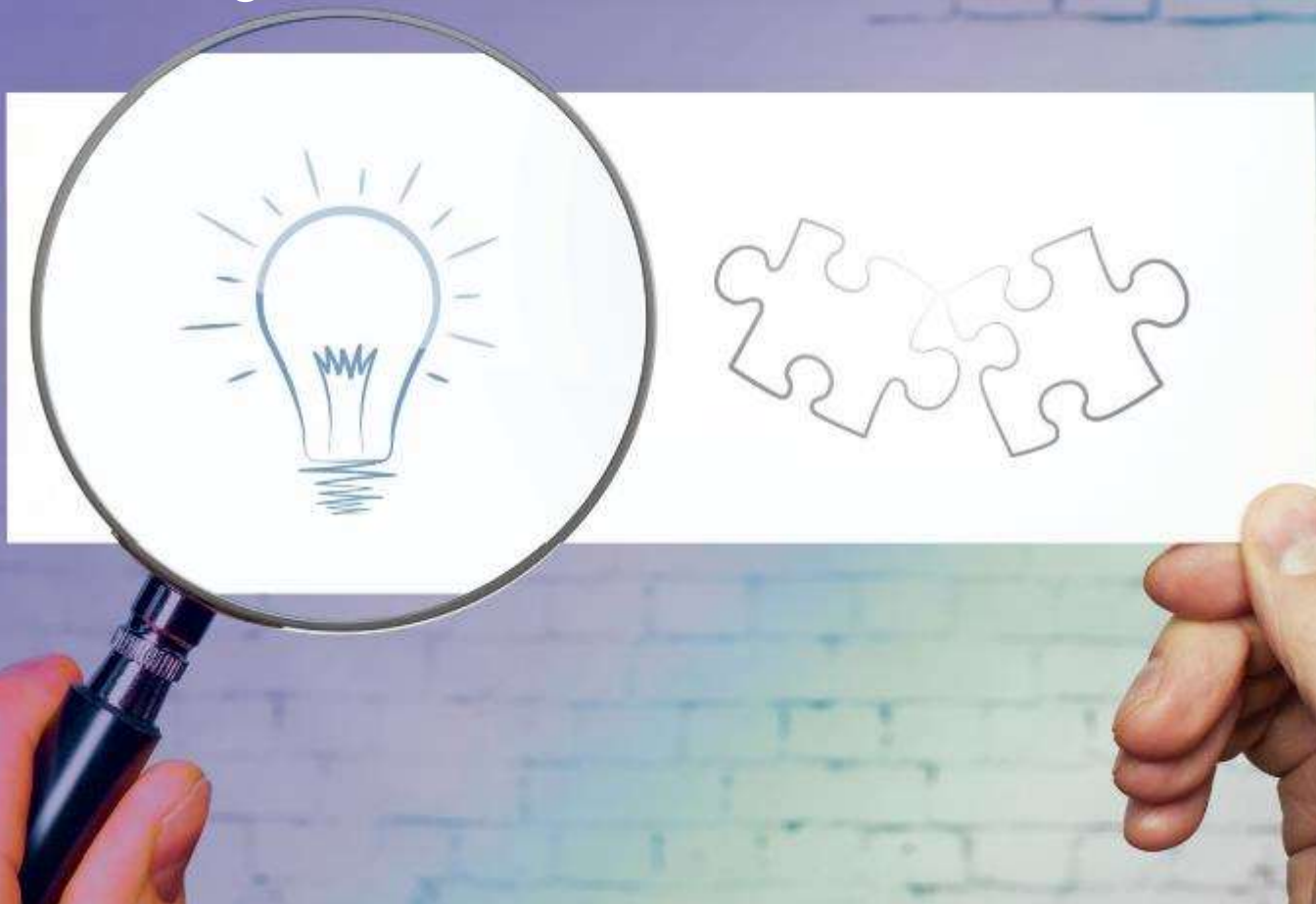
Now RTB Audience Buy



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Online Advertising



The WHAT

Click-throughs	Click-through rates	Impressions
Visitors	Unique Visitors	Frequency
Reach	Taps	Swipes
Interaction Rate	Interaction Time	Display View-through
Searched for More Information		View-through Rate

How Does it Work?



Audience



Pregnant



Diabetes



Healthy
Eaters



Digestive
Concerns



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Case Study

Audience



Pregnant



Diabetes



Healthy Eaters



Digestive Concerns

Retargeter



Participate in Well Baby & Prenatal Programs



Sugar Substitute consumers



Organic wheat, granola cereal



Constipation/ Irritable Bowel Syndrome/ sufferers

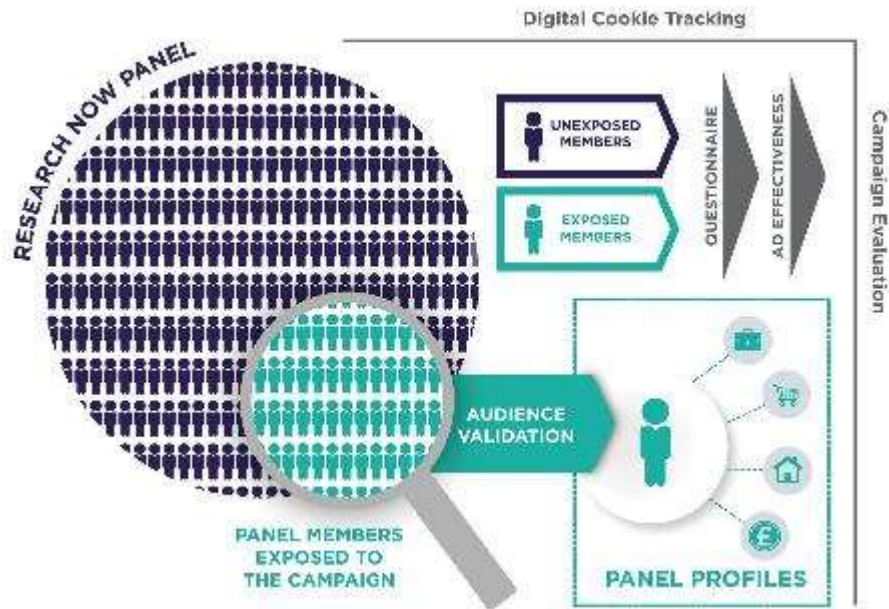


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Digital Campaign Evaluation Methodology

How it works:



What we look at:

3. Campaign Impact/
Brand Lift

2. Segment Validation

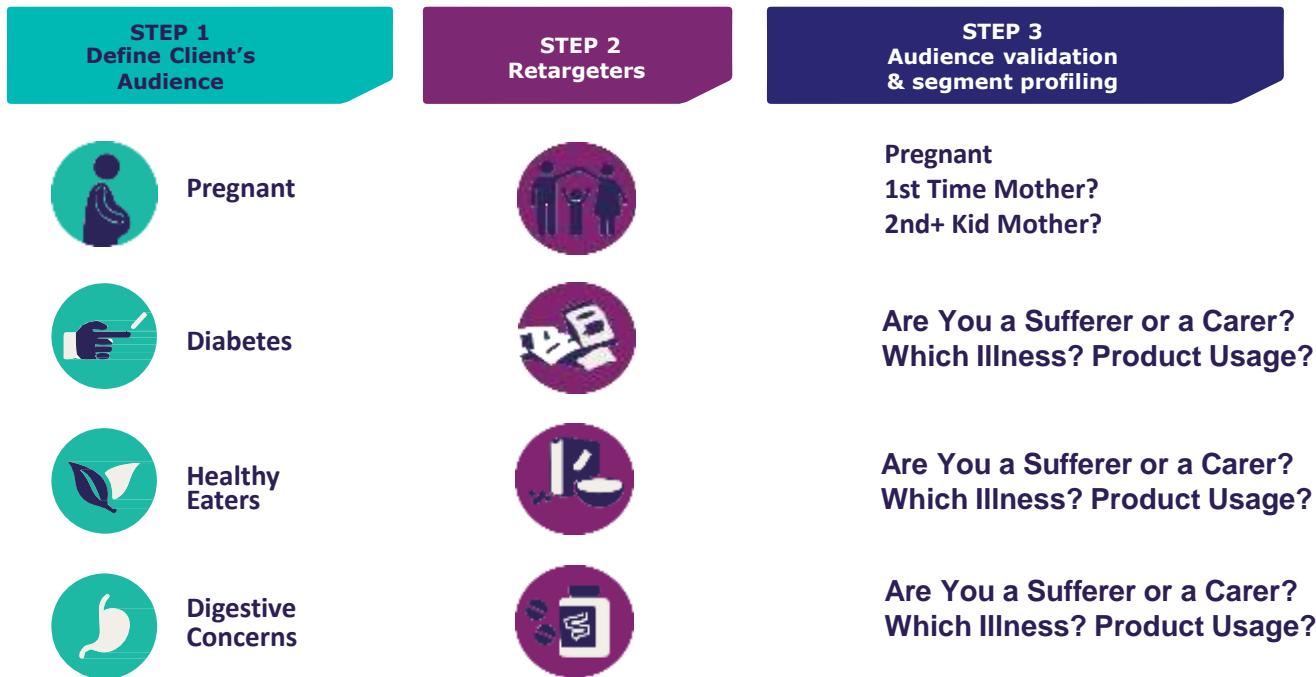
1. Reach Analysis



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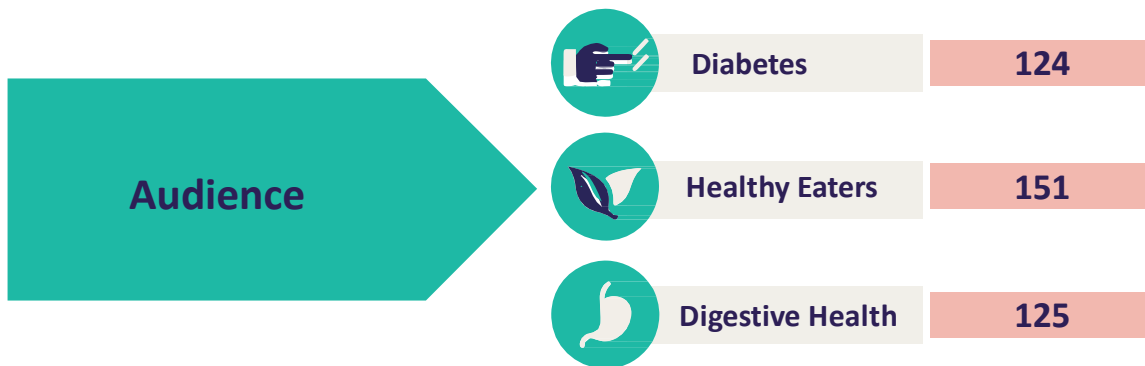
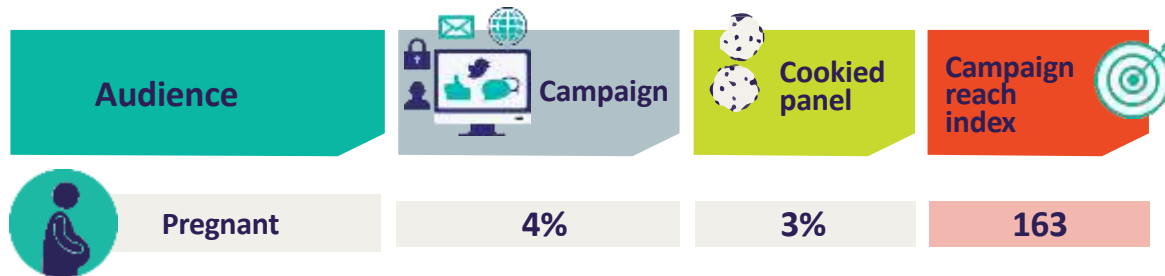
Segment Validation Using Research Now Profiling Data



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Reach Analysis



Total unique exposed panelists on RN panel: 26914
Average frequency for the campaign is: 21



Diabetes – Segment Deep-Dive



AILMENT

Suffer from **DIABETES:**
TYPE 2

Audience

Campaign
reach
index



I suffer from

138

Someone in my
household
suffers from

121

I provide care for
someone who
suffers from

111



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Campaign Brand Impact Overview



Pregnant



BRAND
FAMILIARITY
+29.6



Diabetes



Healthy
Eaters



Digestive
Health



Negatively impacted on
key measures towards
the brand e.g. favourability
purchase intent



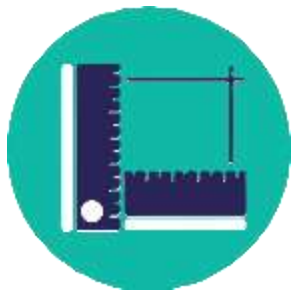
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Are You Calling Me **fat**?



How Media Buying and Optimisation is Changing



Measurement



Optimisation



Targeting



Insights

Key Takeouts

- ▶ **Targeting technology** nowadays can find “needle in a haystack” niche audiences
- ▶ **Validating your audience** can be as precise as the media buying technique and closely aligned with the campaign objectives
- ▶ The most engaging media today are personalised and marketers need to leverage data assets to make advertising more engaging in:
 - Finding the audience
 - Better creative



Thank You!



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