

Measurement Framework V3.0 November 2022

Industry in state of flux, subject to change. Will be updated regularly. Companies are in alphabetic order by category unless certified. Partners are certified by category.

 = NBCU Certified Measurement Partner

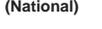
TRANSACTIONAL

IMPACT

BUSINESS PLANNING

1 AUDIENCE MEASUREMENT

Currency
 (National)
 (Local)

Currency Contenders
   
  

Streaming/Digital
  

Media Planning & Optimization
  
  
  
  
  
  
 

Persons-Based TV Panel
 
 
 

2 AUDIENCE VERIFICATION

TV Monitoring & TV Ad Catalog & Video Ad Server
 

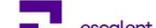
 
 

3 BRAND MEASUREMENT

INCREMENTALITY MEASUREMENT

Website Conversion Online/ Offline Sales
 

Foot Traffic
 
 


4 SALES IMPACT (INDUSTRY SPECIFIC)

Auto


CPG
 
 


Finance (Credit/Debit)
  

HealthCare/Pharma
 

Insurance/QSR/Food Services/Wireless
 

6 BUSINESS OUTCOME GUARANTEE

5 MULTI-TOUCH ATTRIBUTION



Marketing Mix Modeling

7 EMOTION

Identity Graph/Resolution           

Content/ Attention/ Interactivity/ Social                

1 AUDIENCE MEASUREMENT

DEFINITION

Provides historical measures, or forecasts of:

1. The total number of times consumers with specific characteristics, had/will have an opportunity to see an ad campaign (Impressions)
2. The net number of times those consumers saw the ad campaign or program, usually as a percent of the relevant population (Reach)
3. The frequency distribution of exposures for those consumers, typically expressed as an average (Average Frequency)
4. Typical audience characteristics include age/gender, geographic location, more advanced demos (i.e., income, race and ethnicity) and advanced audiences based on product purchase or related behaviors

WHY IT MATTERS

- The use of high-quality audience measurement solutions gives advertisers confidence they are reaching their desired target audience.
- Acts as currency – the basis for invoice payment
- Acts as an input for further evaluative analytic solutions (MMM, MTA, Lift) that enable Outcome Guarantees
- Can be further refined by Audience Verification

2 AUDIENCE VERIFICATION

DEFINITION

Audience Verification are enrichment metrics that quantify the quality (and value) of impressions

1. An assessment to ensure the ad transaction is brand safe, fraud free, and in view
Metrics Tracked: Viewability Scores
2. A measure of attention, engagement, and emotion.
Metrics Tracked: Completion Rate, Audible Rate, Attention Index and Emotional Resonance Scores

WHY IT MATTERS

- The use of high-quality audience verification solutions enriches Audience Measurement to ensure that the impressions delivered for their campaigns are more likely to be seen, attended to and mentally processed by consumers – more likely to impact the advertiser's desired marketplace outcome
- Serves as a currency for digital – the basis for invoice payment

3 BRAND MEASUREMENT

DEFINITION

Provides an estimate of the increase in perceptual brand KPIs generated by the brand's advertising, beyond what would have occurred in the absence of the advertising.

WHY IT MATTERS

These long-term advertising outcomes differentiate a brand and engender loyalty, making the brand more valuable. These upper-funnel effects work in concert with lower-funnel conversion tactics to enhance marketing productivity.

KEY EVALUATION FACTORS

Experimental designs, in which test and control groups have identical propensities for conversion and exposure, estimate the incremental contribution of advertising to KPIs such as brand awareness, favorability, consideration, purchase intent, loyalty, advocacy, etc. All of which are survey based.

4 INCREMENTALITY MEASUREMENT

DEFINITION

Provides an estimate of the increase in in-market behavioral KPIs generated by the brand's advertising, beyond what would have occurred in the absence of advertising.

WHY IT MATTERS

Lift studies quantify the incremental contribution of advertising in terms of sales or mid-funnel outcomes related to sales. They provide a measure of the return on an advertiser's media investment.

KEY EVALUATION FACTORS

The robustness of statistical model to capture net effect (incrementality) of media campaign and quantify incremental conversion in website visits, app downloads, retail location visits, sales, and other consumer behaviors related to an advertiser's campaign objectives.

5 MMM & MULTI-TOUCH ATTRIBUTION

DEFINITION

Individual/HH-level measurement approach to estimate the contribution to conversion of each TV impression in the consumer journey.

WHY IT MATTERS

The granularity and cadence of MTA enables quantification of the value of all TV touchpoints (linear, broadcast, cable, VOD, addressable, and streaming) and creative executions, quickly enough to enable optimization mid-campaigns to enhance performance.

KEY EVALUATION FACTORS

Conversion contribution for website visits, app downloads, retail location visits, or sales, for each media tactic and creative execution. Walled Gardens, both TV & Digital, are a barrier to complete and deliver on accurate attribution.

6 BUSINESS OUTCOME GUARANTEE

DEFINITION

Currency guarantee framework based on business outcome for behavioral mid-to-lower funnel KPIs. An enhancement to audience-based guarantees. Guarantees could be actual ROI or ROAS measurement or lift in ROI/ROAS.

WHY IT MATTERS

Moves the dialogue from delivering audiences to delivering outcomes of value to advertisers. Provides the certainty of fulfilling the brands objectives and justifying their media investment.

KEY EVALUATION FACTORS

Incremental website visits, app downloads, retail location visits, sales, etc.

7 EMOTION

DEFINITION

Creative is designed to foster emotional connections between brands and consumers. The strength of those connections is a critical component in driving consumer action.

By measuring emotions, the ambition is to bring an element of creative quality and consumer connection into brand and attribution learnings for a more holistic perspective on campaign performance.

WHY IT MATTERS

Creative quality is one of key factors to drive business outcomes of media campaigns. Emotion index and Attention index as part of Creative Quality metrics help to quantify the audience engagement with the campaign.

KEY EVALUATION FACTORS

Emotional resonance and attention concentration of brand creative; short-term (i.e. search) and long-term (i.e. equity) outcomes generated in market.