



BRAND ADVERTISERS CITE CONSUMER INSIGHT AND VIEWABLE ADVERTISING AS KEY TO UNLOCKING DIGITAL INVESTMENT

Brussels, 28 October - The Interactive Advertising Bureau Europe (IAB Europe) has revealed further insights from its Metrics and KPIs survey¹ today clarifying brand advertisers' priorities for digital measurement.

Brand advertisers cite lifestyle, media consumption behaviours and knowing the consumer's position in the purchase decision process as important to ensure that they deliver relevant advertising at the right time to the consumer.

- 81% of brand advertisers think knowing the consumer's **position in the purchase decision process** is important in delivering relevant brand advertising (86% of agencies; 76% of publishers)
- 79% of brand advertisers think knowing the consumer's **multi-tasking** activities are important in terms of receptivity to advertising (73% of agencies; 63% of publishers)
- 77% of brand advertisers think more data about what the consumer **is doing online** would help attract more brand advertising into digital channels (69% of agencies; 59% of publishers)
- 73% would like to see the provision of **more consumer lifestyle, attitudinal and behavioural information** in online surveys (69% of agencies and publishers)

To drive digital investment brand advertisers list various factors in the area of contact quality to be important, namely viewable impressions (84%; 79% of agencies; 65% of publishers), time spent (73%; 69% of agencies; 63% of publishers) and a brand-safe environment (64%).

To facilitate planning and trading across media channels, brand advertisers want to see data from online audience surveys integrated with other media surveys (86%; 83% of agencies; 74% of publishers), with TV integration being more important than other media.

Additionally to consumer insight and cross media evaluation, brands want to see an agreed set of key performance indicators to measure their return on digital investment. KPIs that ensure consumer connections such as likelihood to recommend and fans/followers are important as well as traditional KPIs such as brand awareness, advertising recall and purchase intent.

This research is part of IAB Europe's Brand Advertising Initiative² driven by the Brand Advertising Committee. The next step is to publish a Blueprint on Measurement of Online Audience and Ad Effectiveness Metrics and KPIs in early 2015 further to a Joint Industry Committee³ outreach programme to discuss the research findings and move the needle on online metrics across Europe. The IAB Europe Viewable Impressions Task Force will be publishing a White Paper and holding a Webinar on this topic in November 2014.

ENDS

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Notes

¹ About the IAB Europe's Metrics and KPIs Survey

The IAB Europe Metrics and KPIs survey was a Europe-wide online survey of over 700 major stakeholders undertaken throughout March and April 2014. The survey was conducted to understand the measurement priorities of the European digital business community of Publishers, Agencies, Brand Advertisers, Ad Networks and Measurement/ Data Suppliers

The online survey gathered the opinion on a range of measurements including Contact Quality, Audience metrics, Metrics by platform, Cross media evaluation, Qualitative measures, User engagement and Effectiveness measures/ROI

² IAB Europe is focusing on metrics within its Brand Advertising Initiative, creating a Framework with the following attributes: compatibility with other initiatives such as Making Measurement Make Sense (3MS), ability to be built on by national markets and having the flexibility demanded by a fast-changing technology environment. The Metrics and KPIs stream within this Framework, aims to establish what measurements would help drive more long-term brand advertising investment in digital media by better understanding the needs and thoughts of all key stakeholders in the European industry.

³A Joint Industry Committee (JIC) represents all key stakeholders within the advertising industry (advertisers, agencies, media owners).

About IAB Europe

IAB Europe is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, market research and analytics industries. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations - www.iabeurope.eu