YuMe & ZenithOptimedia: Mobile & Multi-Screen Planning

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ZenithOptimedia

YuMe

YuMe's mix + measure

EXPLORING THE IMPACT OF MULTI-SCREEN MIXOLOGY

nielsen

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MIX AND MEASURE

Cross-Media Device Ownership And Usage

mix

online survey

1,014 respondents

adults 18+

representative of the online universe

24 different connected devices

UK: CONNECTED DEVICE OWNERSHIP

68% Of The UK Own A Smartphone

68% own a Smartphone

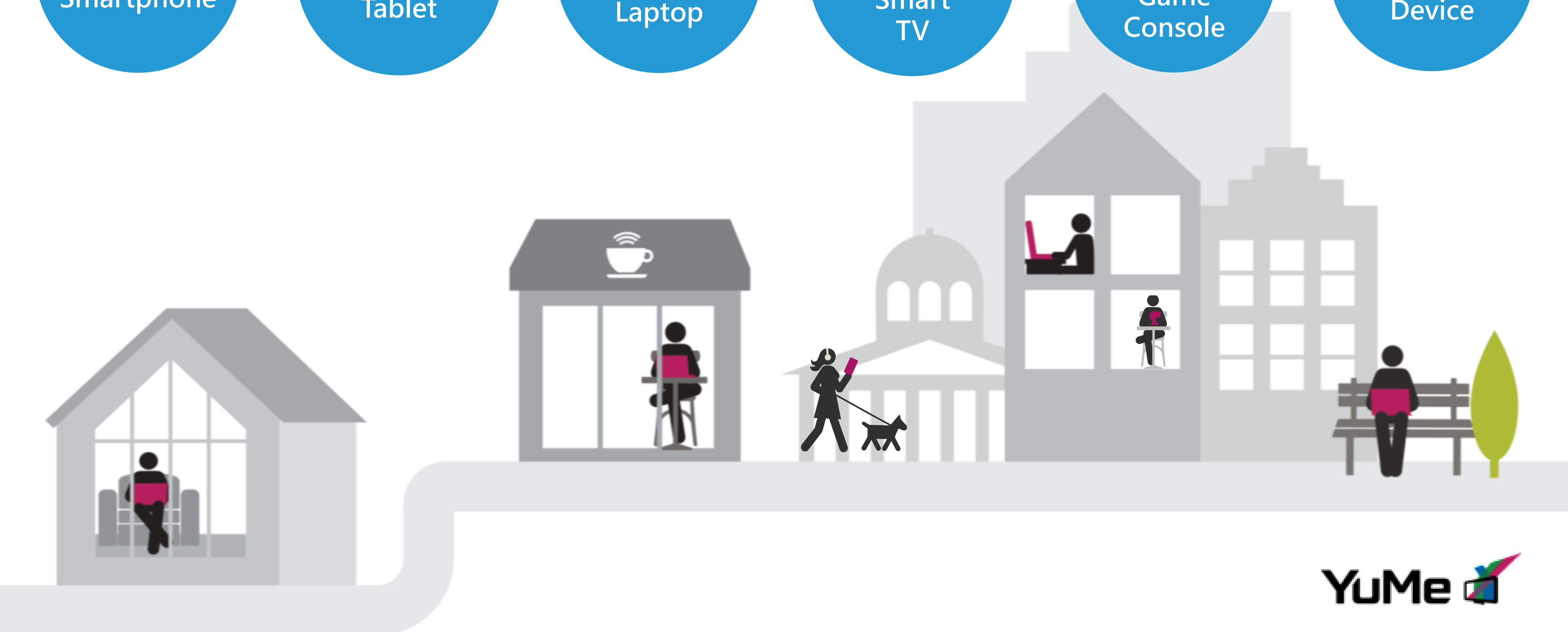
46% own a Tablet

97% own a Laptop

19% own a Smart TV

45% own a Game Console

6.5% own an OTT Device



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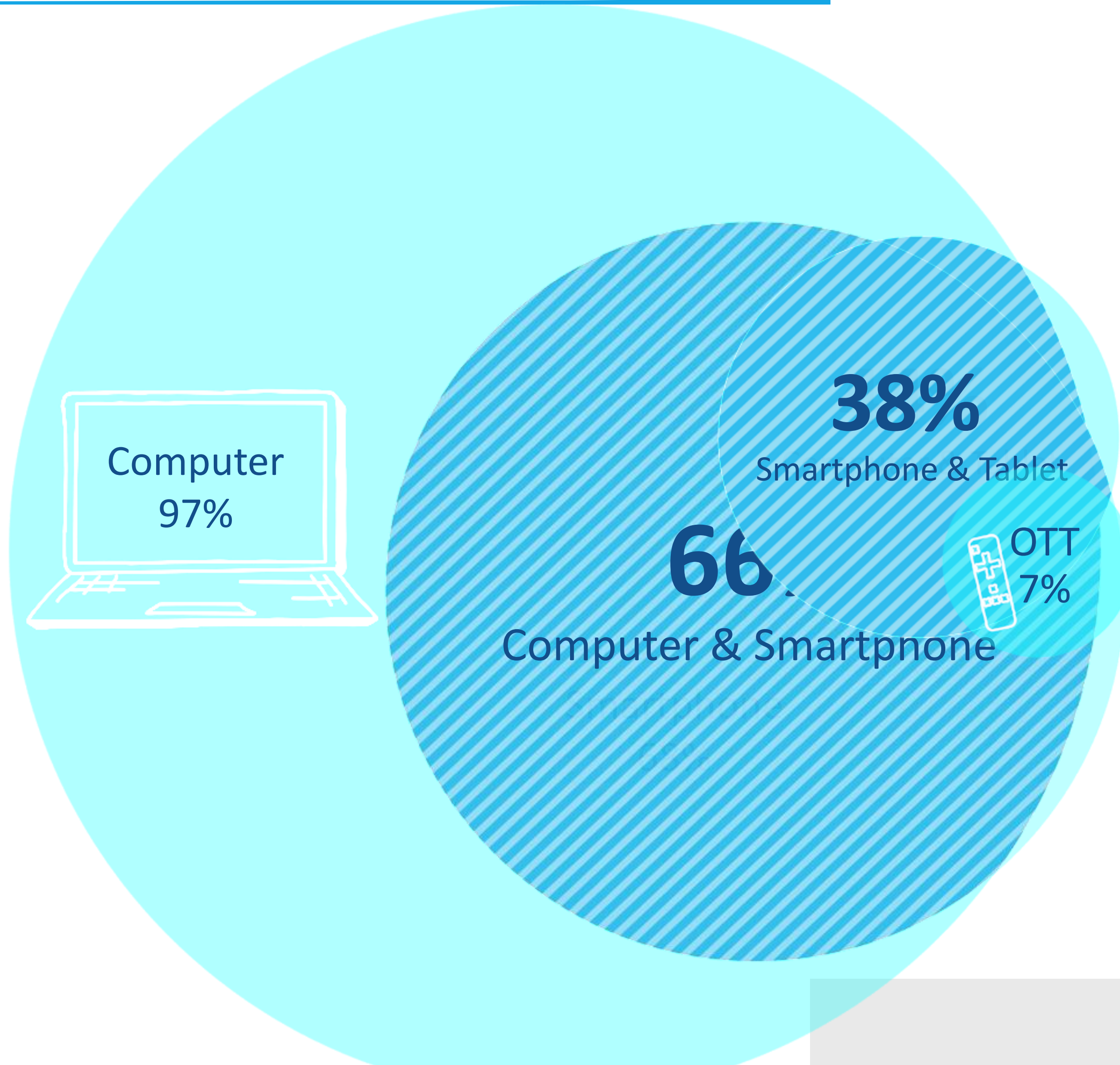
UK CROSS OWNERSHIP

If You Own One, You Own Many…



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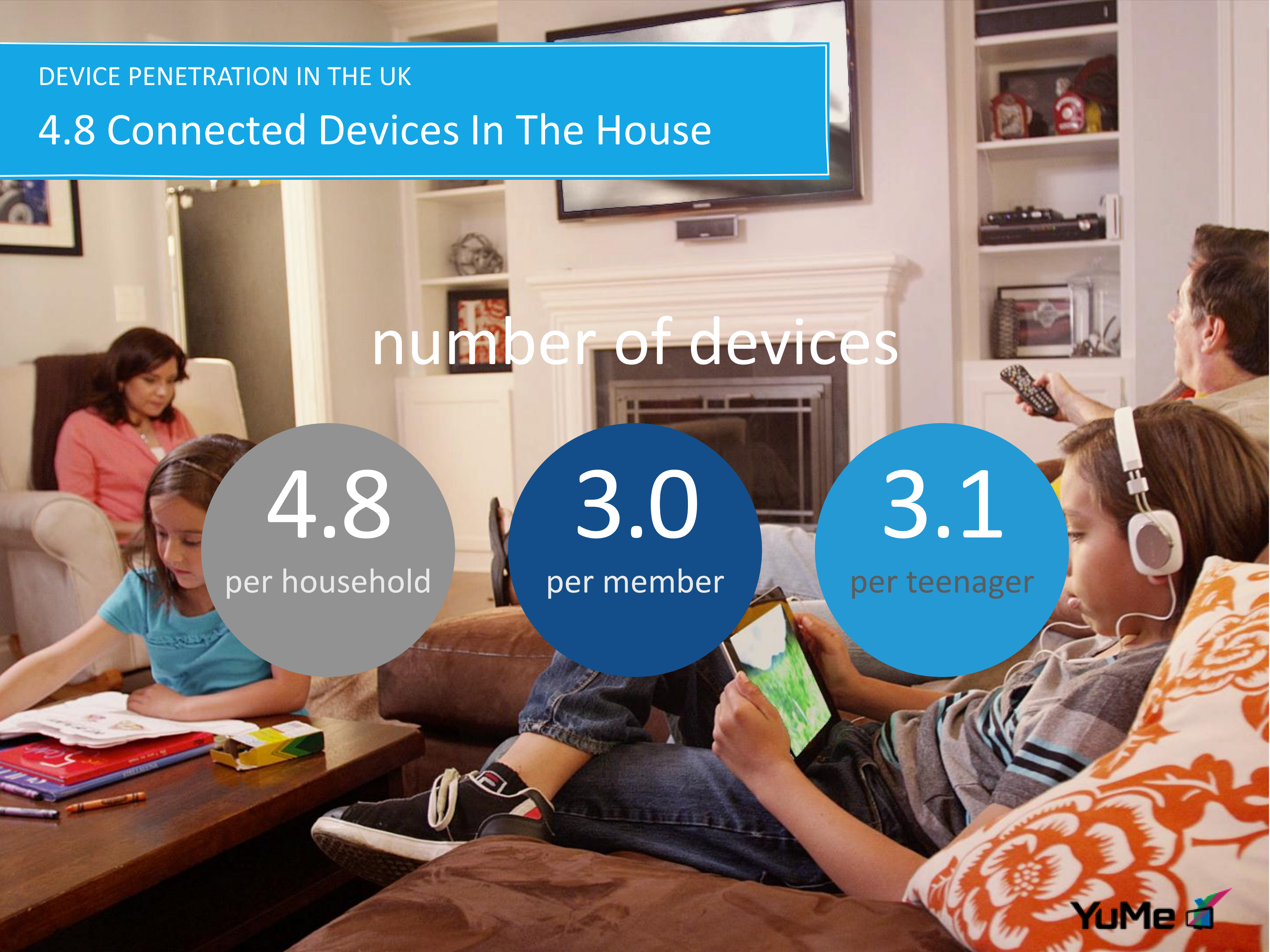
DEVICE PENETRATION IN THE UK

4.8 Connected Devices In The House



number of devices

4.8 per household

3.0 per member

3.1 per teenager

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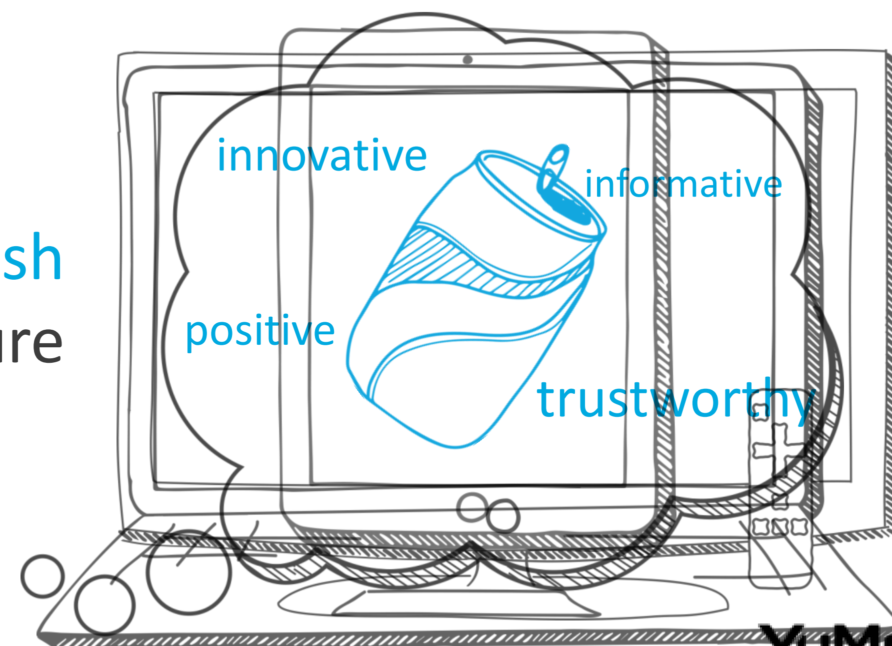
MIX AND MEASURE

The Findings

3+

biggest incremental gains in brand recall, consideration and recommendation

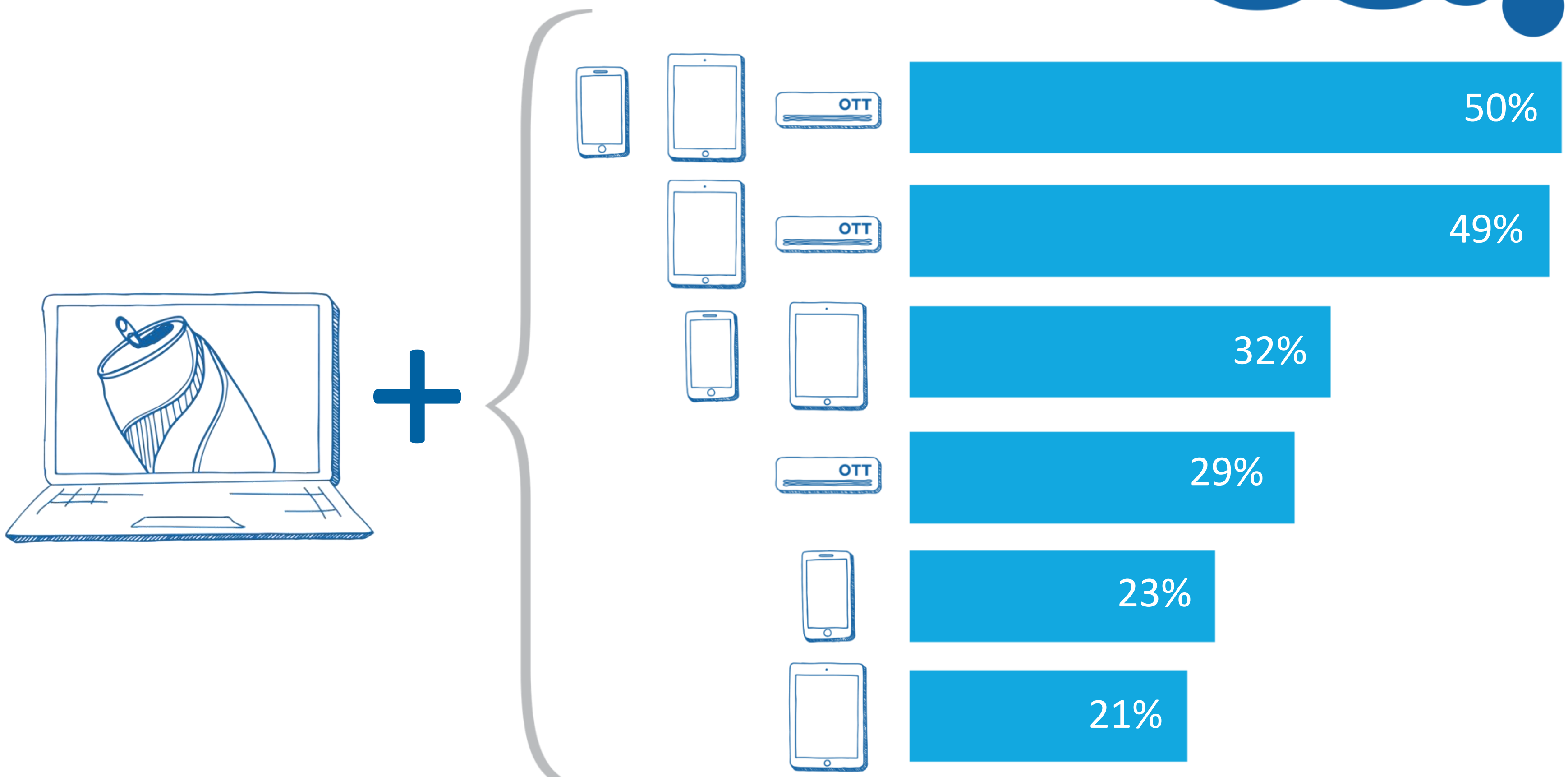


keep it fresh

with multi-screen exposure

MIX AND MEASURE

How Does The Mix Impact Brand Recall?



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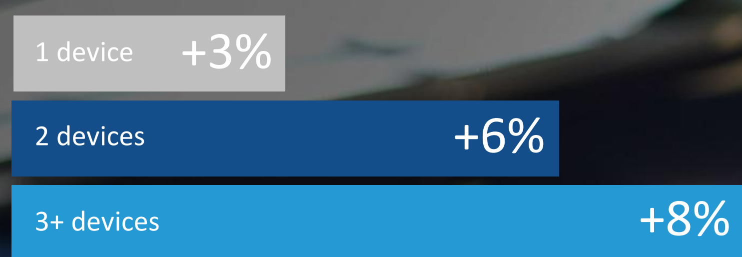
How Does The Mix Impact Purchase And Recommendation?

PURCHASE CONSIDERATION

RECOMMENDATION INTENT



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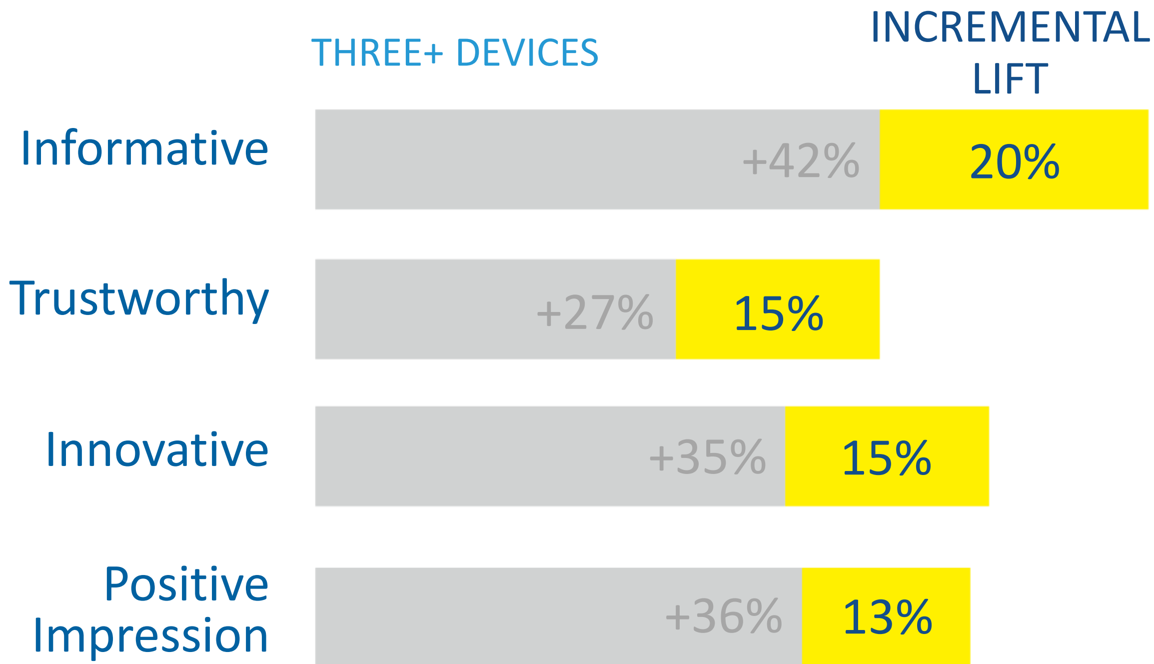
How Does The Mix Impact Impression Of The Brand



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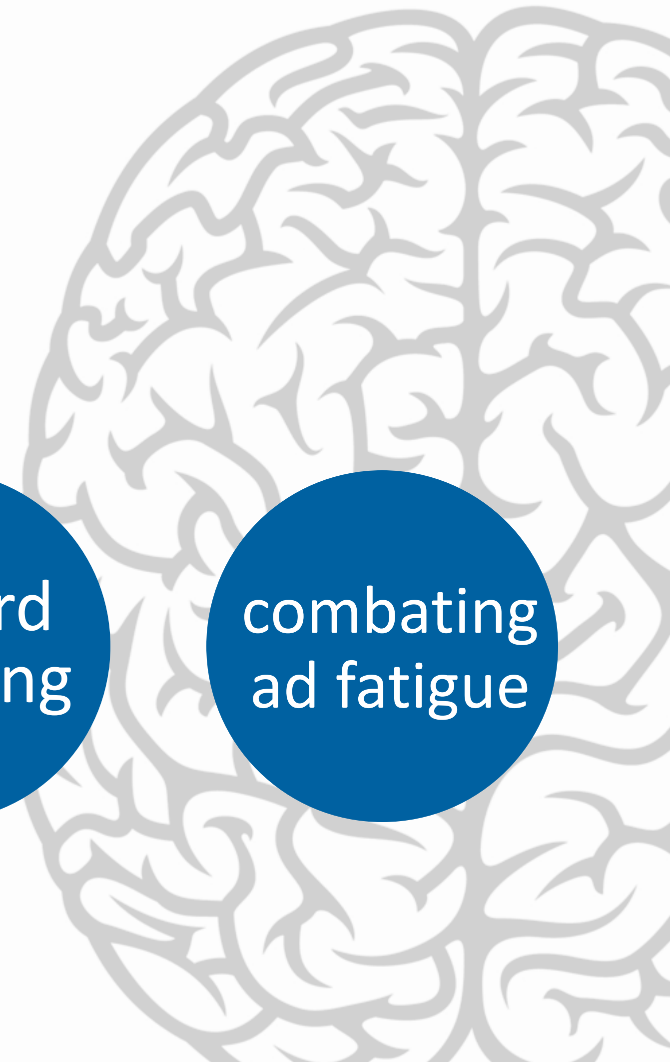
Neuroscience And Advertising



context dependent memory

triggers

forward encoding

combating ad fatigue

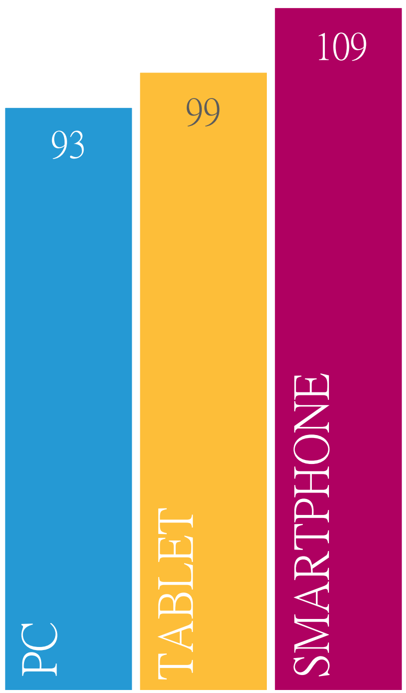
MIX AND MEASURE

More Screens = More Triggers

ATTENTIVENESS AND RECEPTIVITY

Mobile Devices Offer The Key To High Attention

Influence of Device on Attention*



Receptivity: PC n=7,637, Tablet n=1,118, Smartphone n=1,057.
Attention: PC n=1,402, Tablet n=1,055, Smartphone n=694. *Indexed so average importance is 100

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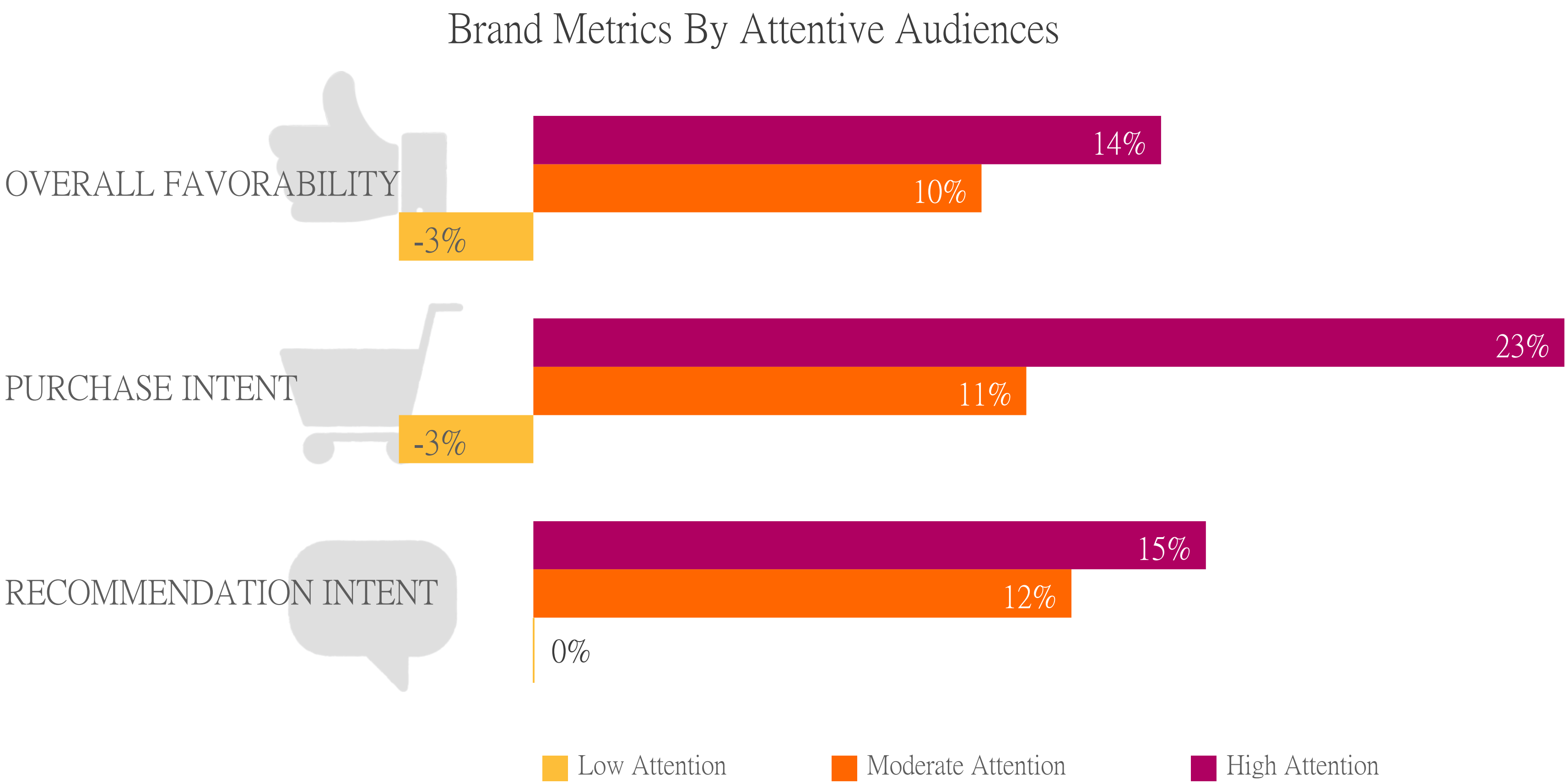
ATTENTIVENESS AND RECEPTIVITY

Higher Attention = Higher Brand Metrics



Control n=482, Low n=876, Moderate n=1,891, High n=402

The Output Of This Research Is The ‘Reach Calculator’

YuMe Reach Calculator

POWERED BY nielsen
© 2014 THE NIELSEN COMPANY

The YuMe Reach Calculator is the first-of-its-kind digital cross-media reach simulator — created by YuMe and powered by Nielsen.

1 Enter Total Budget
2 Choose percentage shift to digital
3 Define age & demo

Total Budget £ 1,120,000   Budget Shifted to Digital 8%   Demographics 18-34 UK

91.8% total reach *(vs 84.8 % TV only reach)*

Total Reach by Platform		GRPs	Impressions *millions*
TV	84.8 %	271.5	103
Computer	23.4 %	58.4	6.7
Mobile	25.8 %	38.7	4.5
Tablet	25.8 %	38.7	4.5
CTV	13.1 %	19.7	2.2

Platform Share of Total Reach

Mobile: How We Approach It As Planners

Simon Taylor
Planning Business Director

ZenithOptimedia

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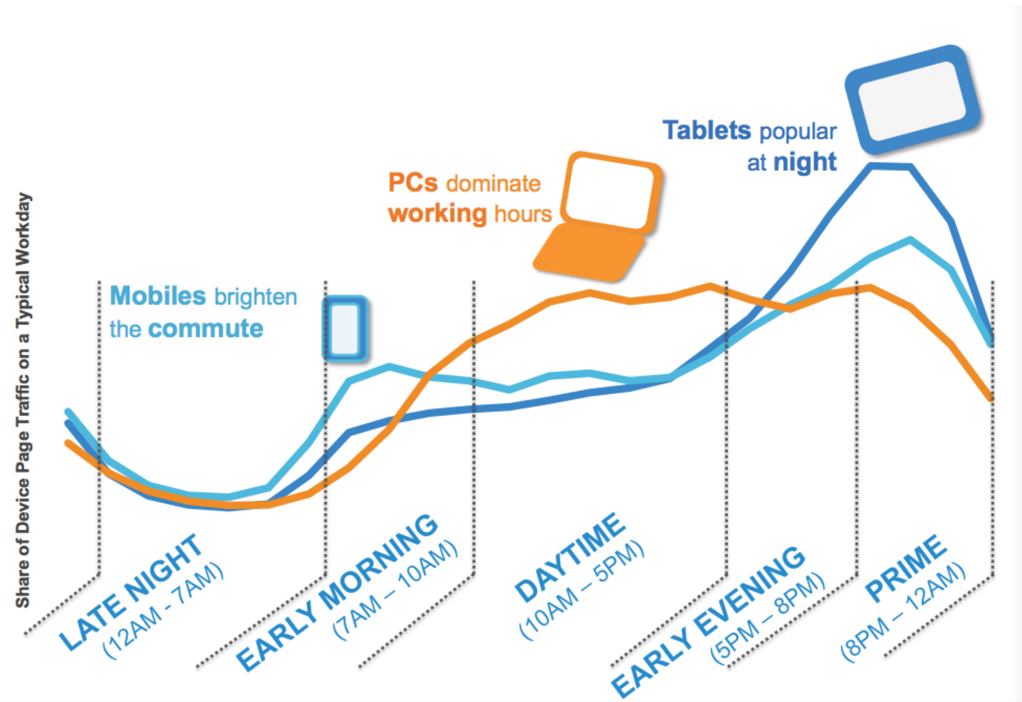
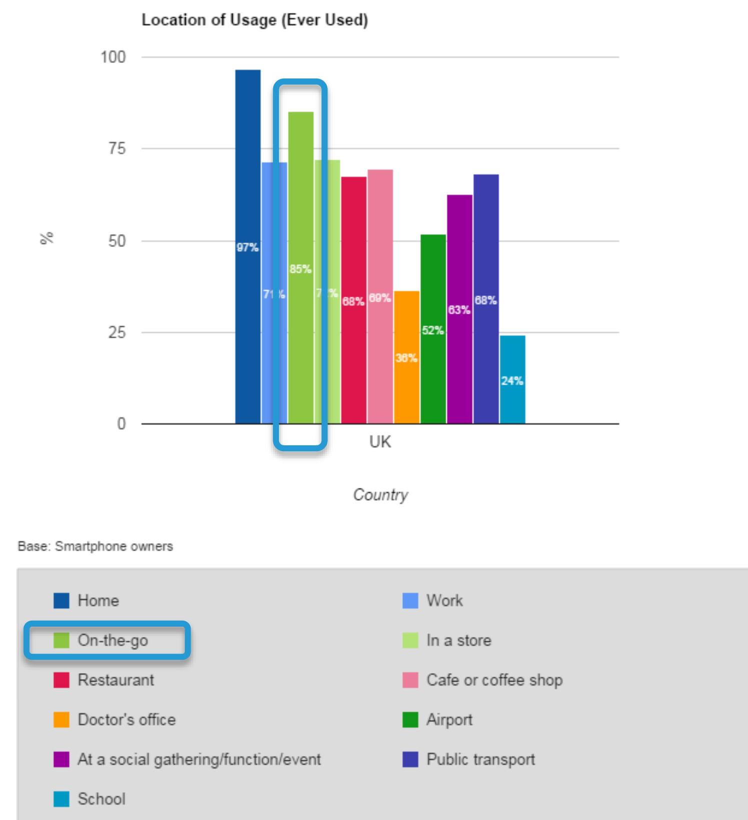
MOBILE IS A BIG PART OF THE MEDIA DAY

It Reaches Places Other Media Can't





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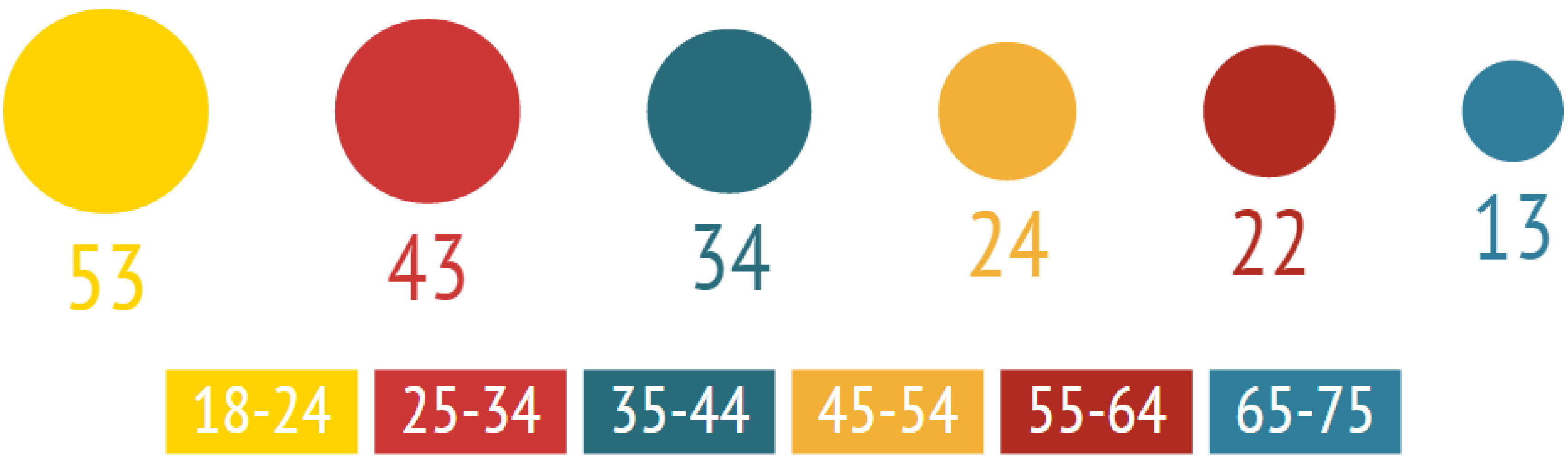
MOBILE IS LIKE CRACK COCAINE

Everyone Is Checking Their Mobile On A Regular Basis

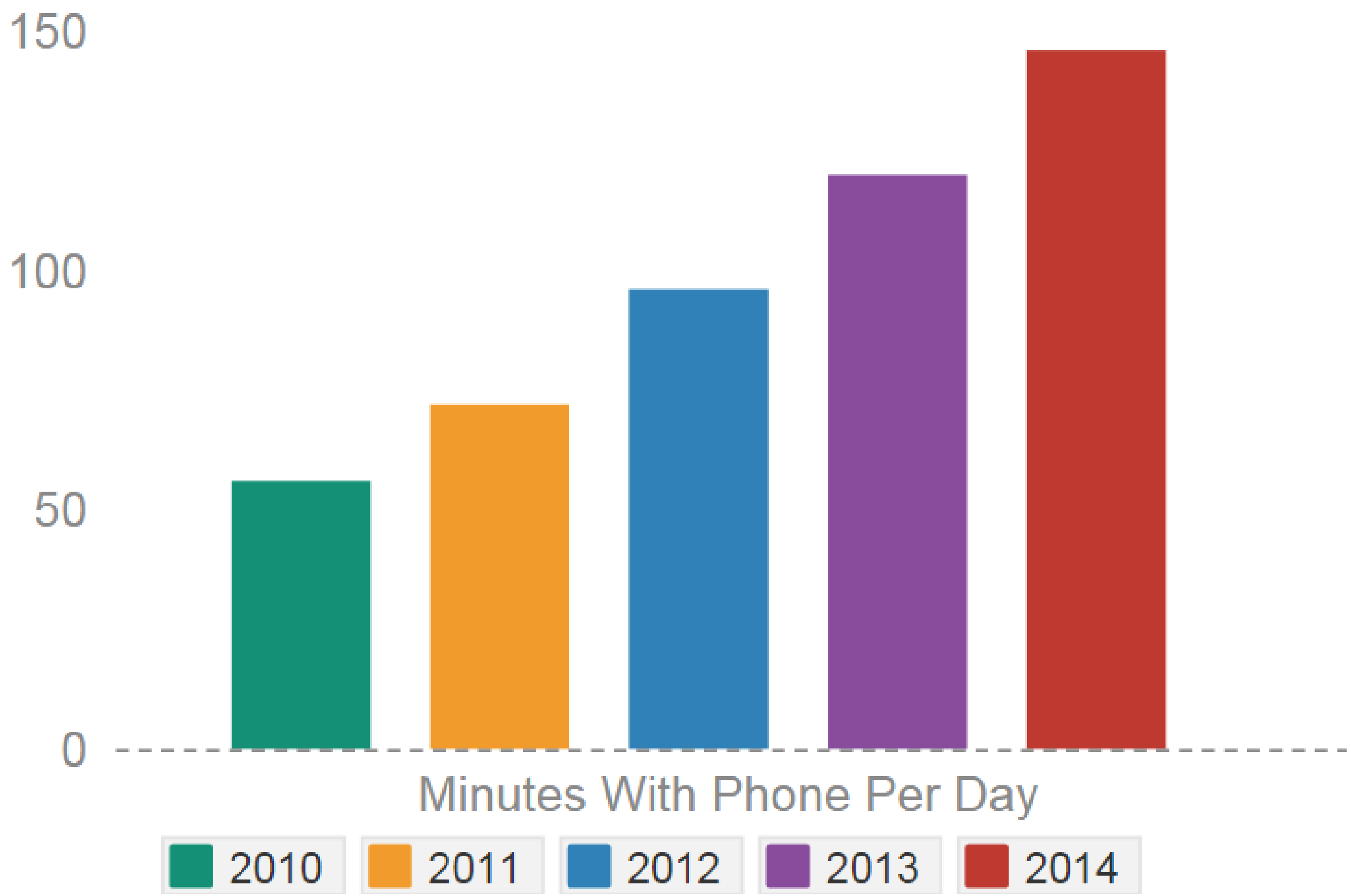
Average no. of times per day UK smartphone users check their phone



Source: Ipsos MORI: Global Mobile Consumer 2014

MINUTES PER DAY OF MOBILE USAGE

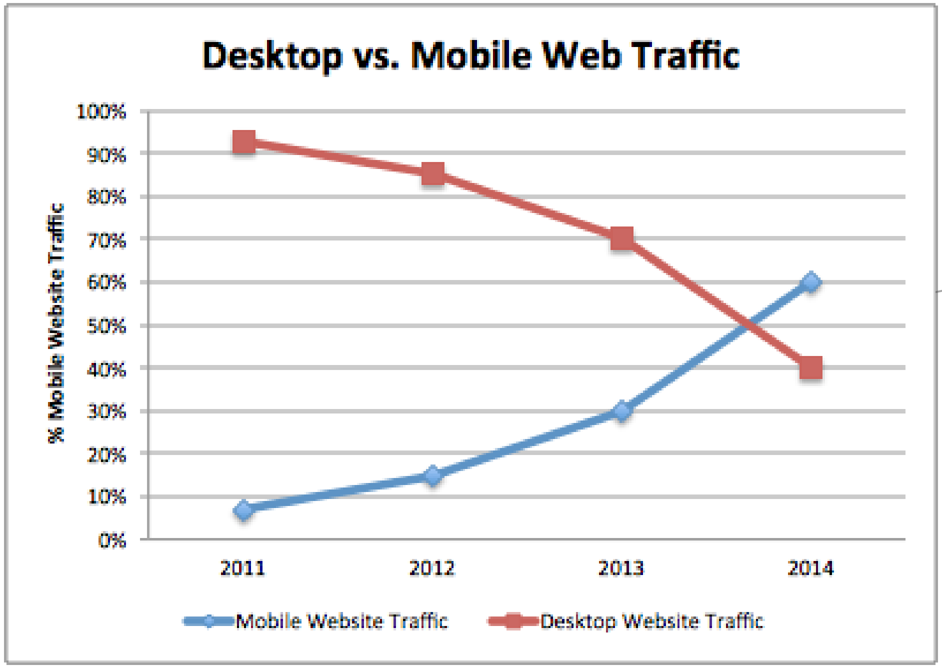
All This Checking Of Phones Is Adding Up: Over 2 Hours P/Day



Source: emarketer

MOBILE IS BIGGER THAN DESKTOP

It Is Also A Key Part Of The Consumer Journey

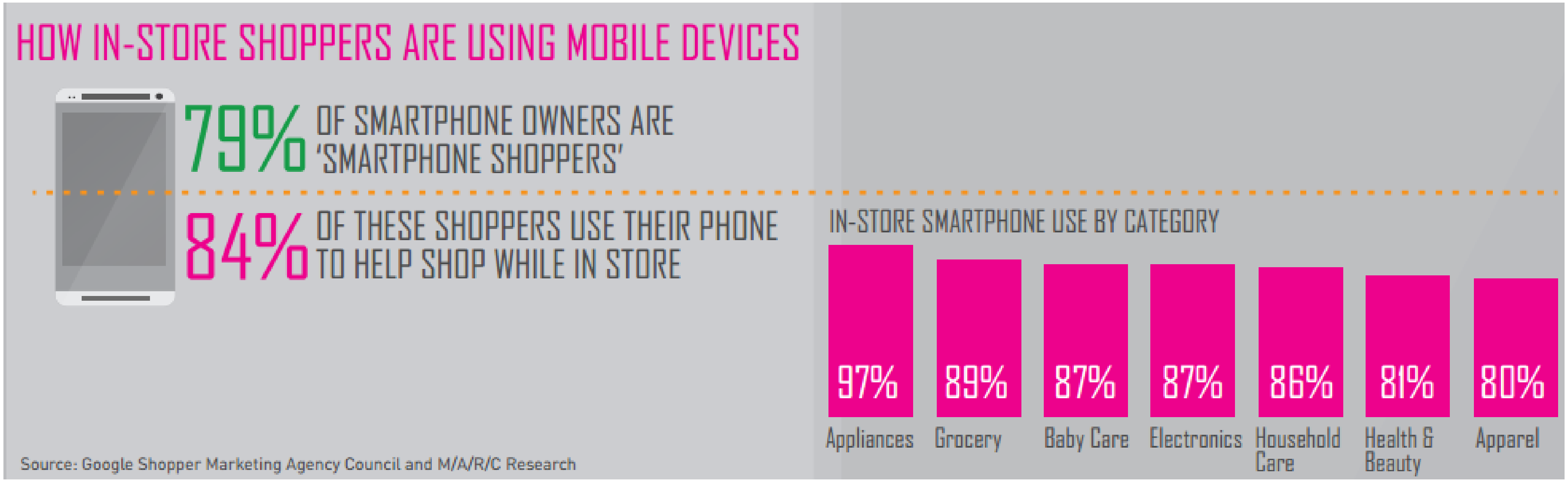


52%

of traffic to retail websites in Q2 2014 came via smartphones and tablet devices

MOBILE IS A POINT OF SALE TOOL

And Used Across A Range Of Categories



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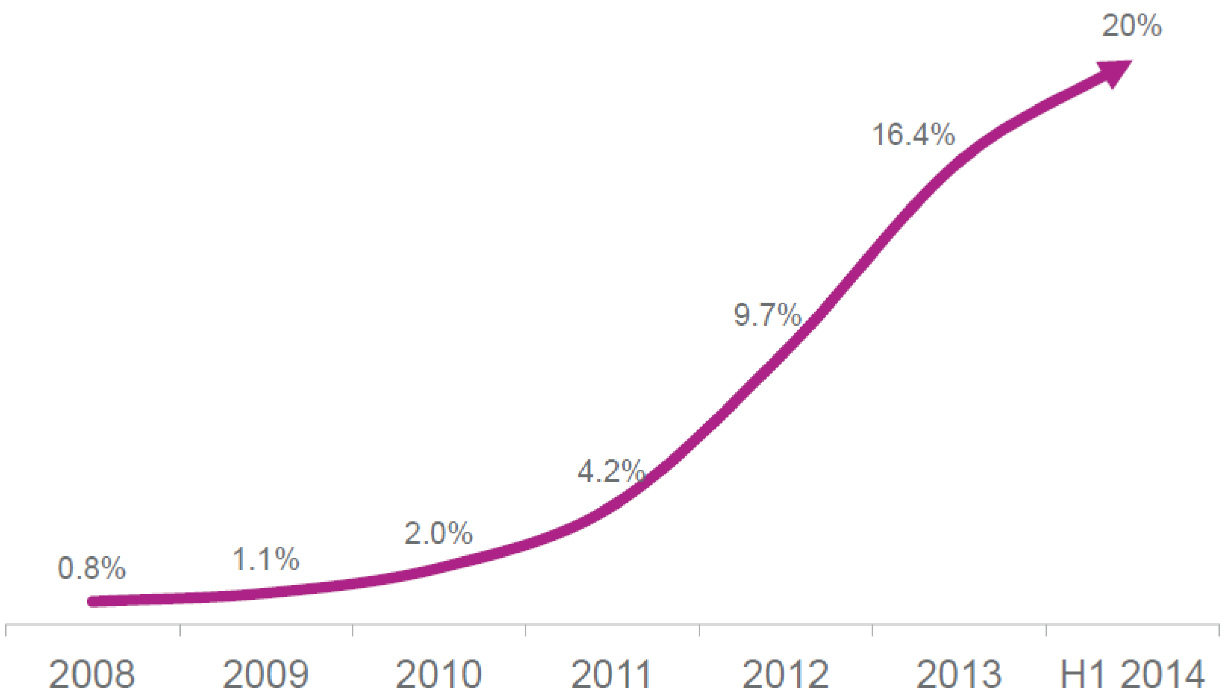
MOBILE SPEND IS GROWING YEAR ON YEAR, EVERY YEAR

So Advertisers Are Piling More Money Into It



20%
of total Search

31%
of total Display

1%
of total Other (incl. Classifieds)

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SIR MIX-AND-MEASURE-A-LOT

The Big But(t)

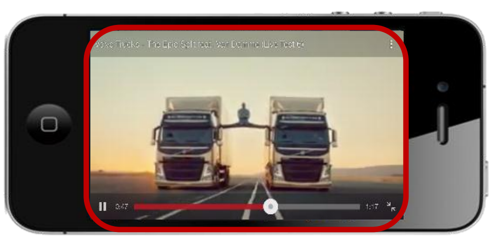
MOBILE ADVERTISING IS MORE THAN BANNER ADS

Most Advertisers Are Formulaic

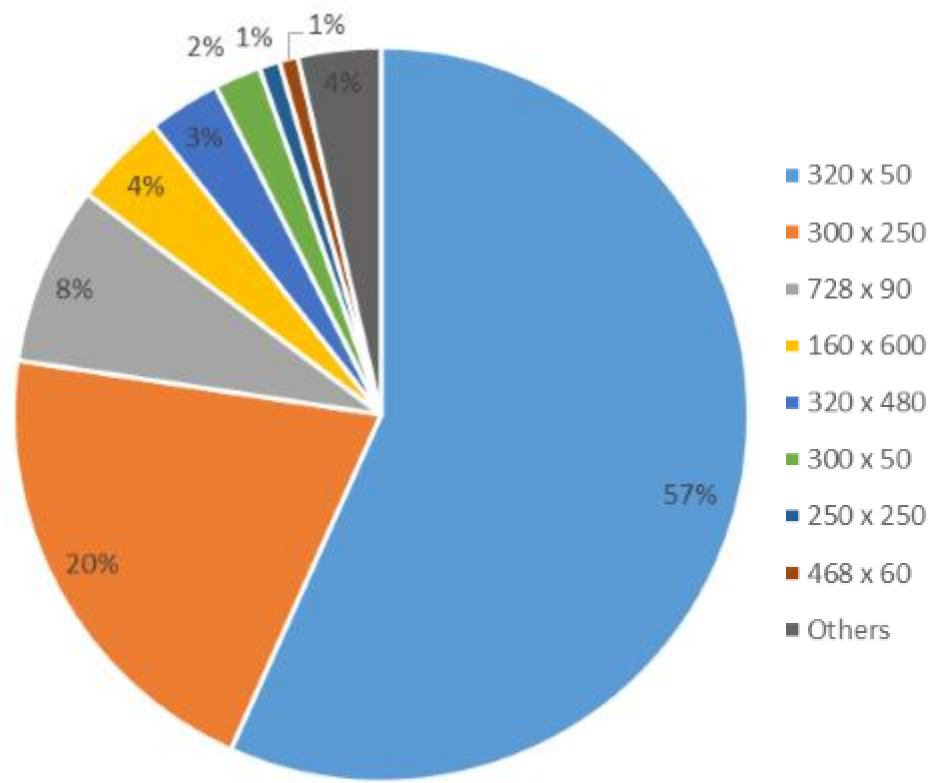
Standard
mobile-web

Standard
in-app

Expandables /
Interstitials

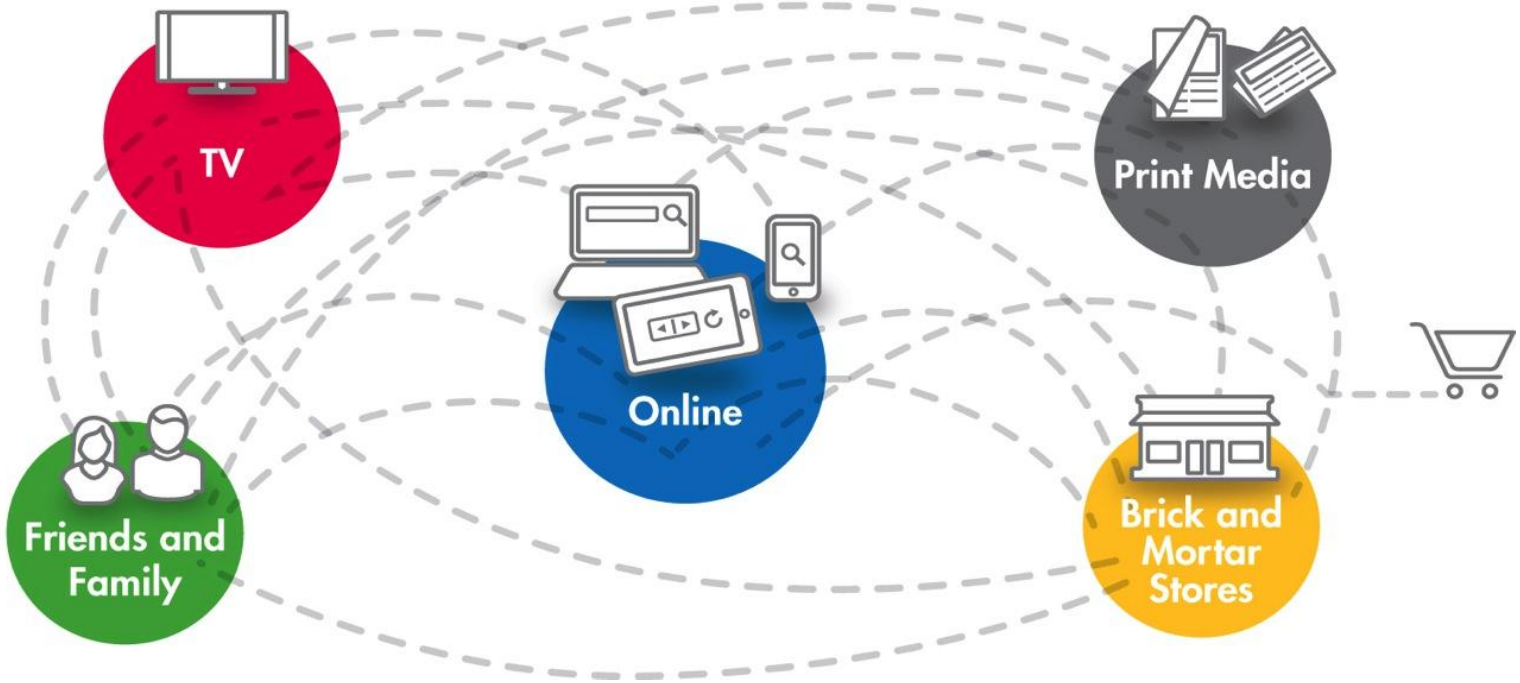


Pre-roll



THE ROUTE TO PURCHASE IS GETTING MORE COMPLEX

Consumer Journeys Aren't Linear. Far From It.



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THE ROUTE TO PURCHASE IS GETTING MORE COMPLEX

Data Is Collected From Tons Of Places And Isn't Consistent

THE ROUTE TO PURCHASE IS GETTING MORE COMPLEX

Getting A Single-customer View Across Devices Is Tricky

94%

"OF CUSTOMERS HAVE DISCONTINUED COMMUNICATION WITH A COMPANY BECAUSE THEY RECEIVE IRRELEVANT PROMOTIONS AND MESSAGES."

Blue Research

78%

"OF CUSTOMERS DON'T RECEIVE CONSISTENT EXPERIENCE ACROSS CHANNELS."

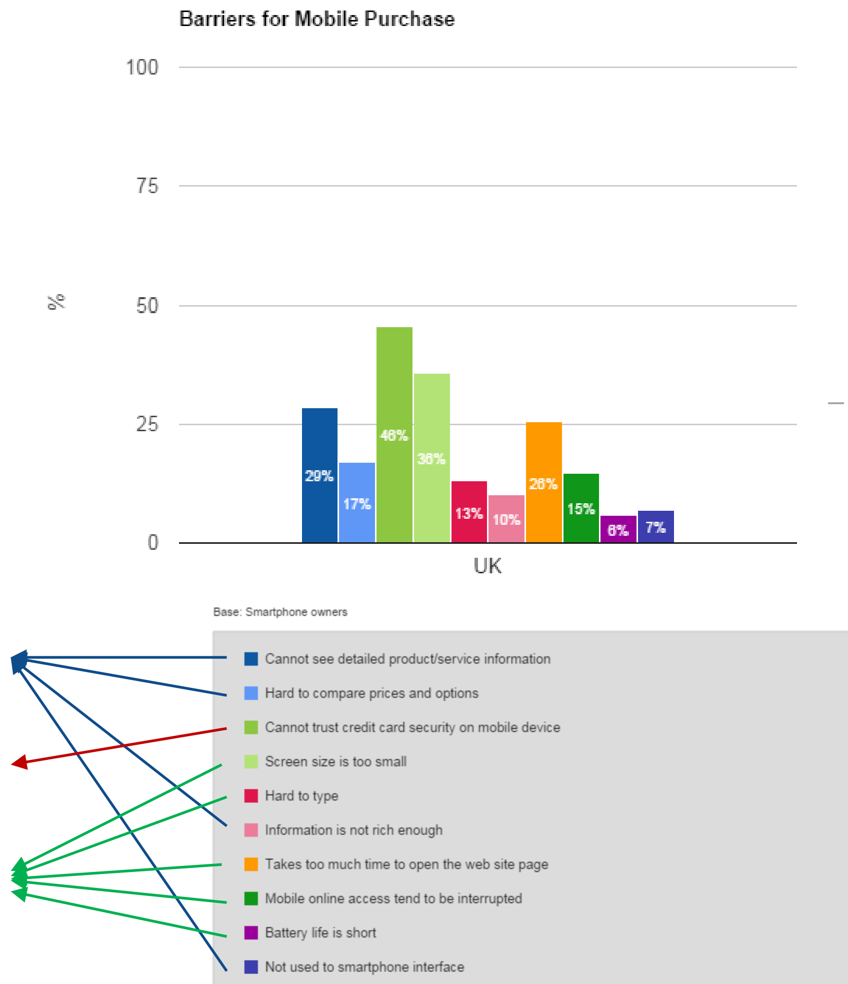
Accenture

82%

"OF ENTERPRISE MARKETERS HAVE NO SYNCHRONIZED VIEW OF CUSTOMER DATA."

Forrester

For (Mobile) Sales There Are Hurdles To Overcome



SITE ISSUES

TRUST ISSUES

DEVICE ISSUES

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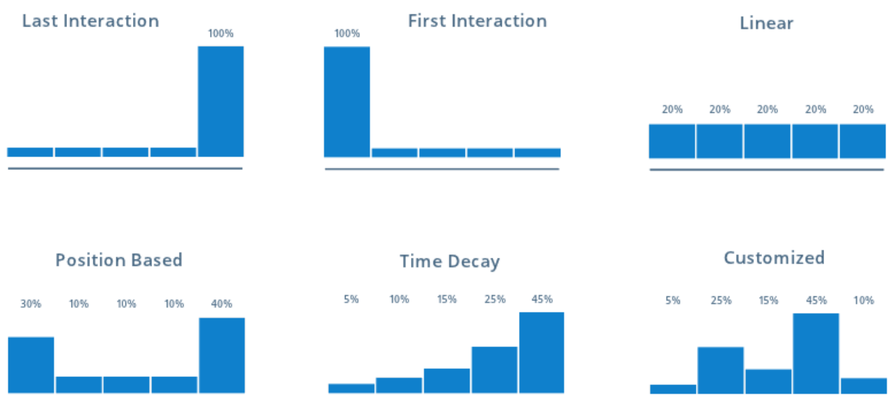
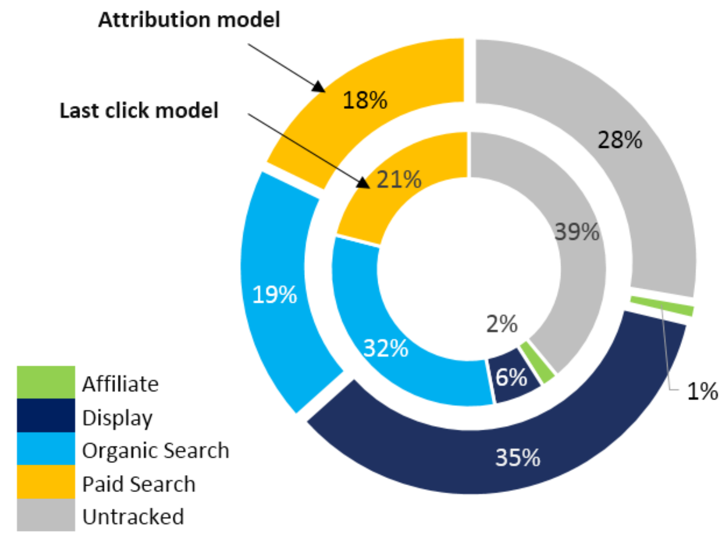
TIP 1 FOR IMPROVING DIGITAL PERFORMANCE

Use Attribution Modelling To Set Budgets Properly

Different Types of Attribution



Algorithmic Attribution



Data: VIQ; January 2014, all campaigns in scope
Conversions include : o2 Shop Confirmation, o2 Business Confirmation, o2 Upgrade Confirmation, o2 Freesim Confirmation, o2 Recycle

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TIP 2 FOR IMPROVING DIGITAL PERFORMANCE

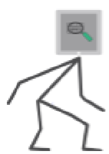
Use An Integrated Stack For A Clearer Consumer View

Adobe

ORACLE

by Facebook

doubleclick by Google



Advanced behavioural targeting techniques

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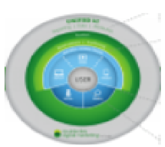
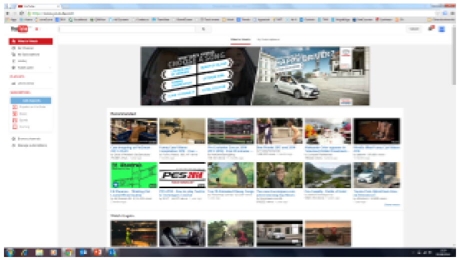


Unified technology stack for campaign management /analytics

+

Programmatic planning & buying to drive efficiencies

= BETTER PERFORMANCE



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TIP 3 FOR IMPROVING DIGITAL PERFORMANCE

Banners Are Boring...Do More Interesting Stuff

Interactive Mobile & Tablet VOD

Household targeting

Cross-platform sequential messaging

Impactful interstitials

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SIMPLIFYING THE DIGITAL PROCESS

Proper Planning Prevents Piss Poor (Digital) Performance

RAPID DIGITAL EVOLUTION	→	DIGITAL STRATEGY & ROADMAP
COMPLEX JOURNEYS	→	STACK STORYTELLING
BIG DATA	→	BIG INSIGHTS

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Thank You