

Data - The New Oil

Leveraging data for deeper digital measurement





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**"The world is now awash in data and we
can see consumers in a lot clearer ways."**

Max Levchin, PayPal co-founder.

Agenda

- The Challenges of measuring advertising campaigns
- Marketers study: findings
- Opportunity for research in Italy
- Conclusions



**The advertising industry
faces multiple challenges**

Media mix



Standard metrics for measurement



A close-up photograph of a person's hand holding a silver smartphone. The phone's screen is on, showing a blurred image of a sunset or sunrise with warm orange and yellow tones. The background is a soft-focus outdoor scene with green foliage and a bright light source, possibly the sun, creating a bokeh effect. A semi-transparent grey rectangular box is overlaid on the right side of the phone's screen.

Transparency & Trust



54%
of digital
advertising
is never seen

A close-up, low-angle shot of a person's hands typing on a silver laptop keyboard. The lighting is warm and slightly dim, creating a focused and professional atmosphere. The hands are positioned over the keyboard, with fingers pressing down on the keys. The laptop is open, and the keyboard is the central focus of the image.

Only
25%
reach the
right audience

The Study - Findings

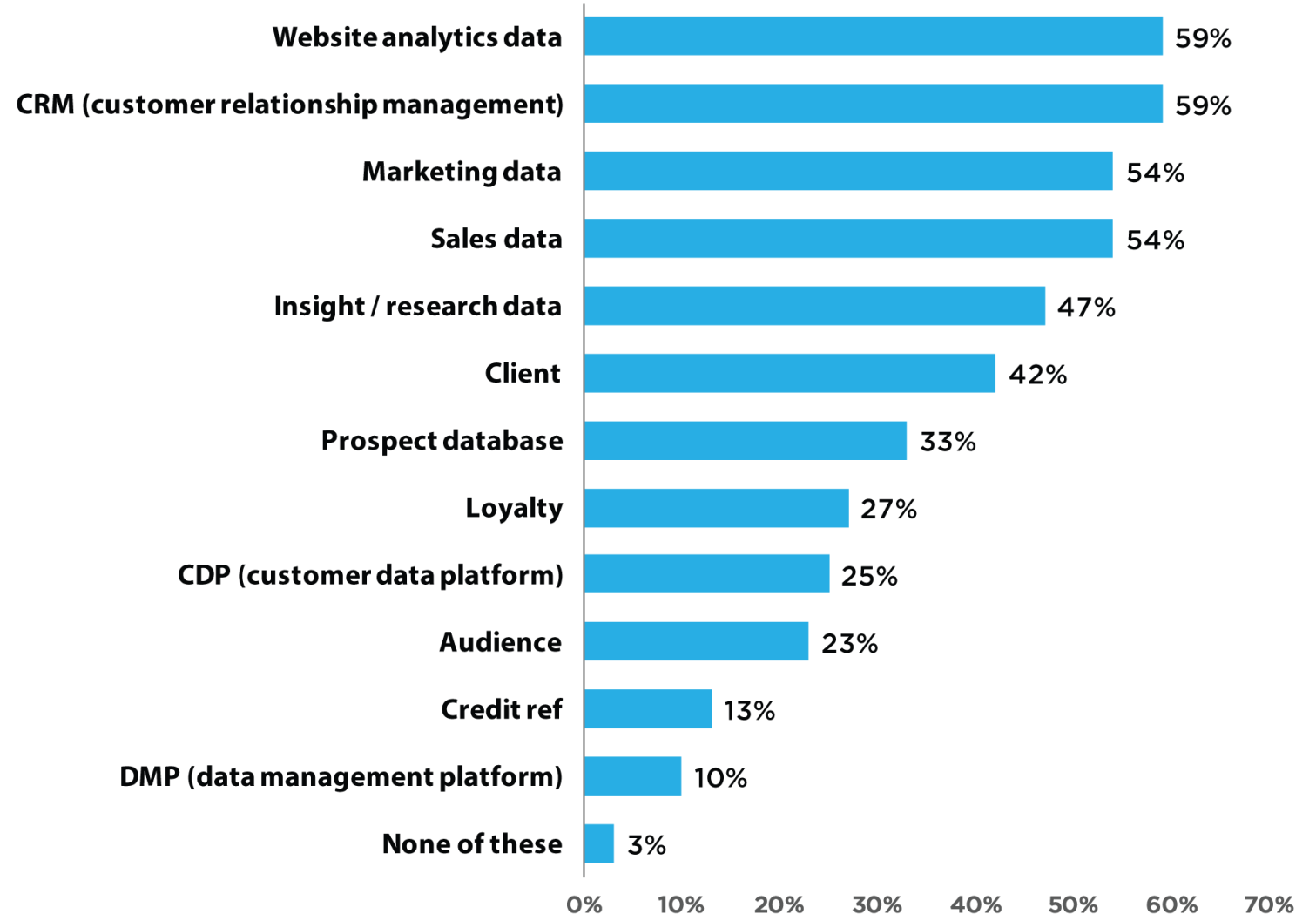
Over 3.000 marketers in 10 countries



Australia
Canada
France
Germany
Ireland
Italy
New Zealand
Spain
UK
US

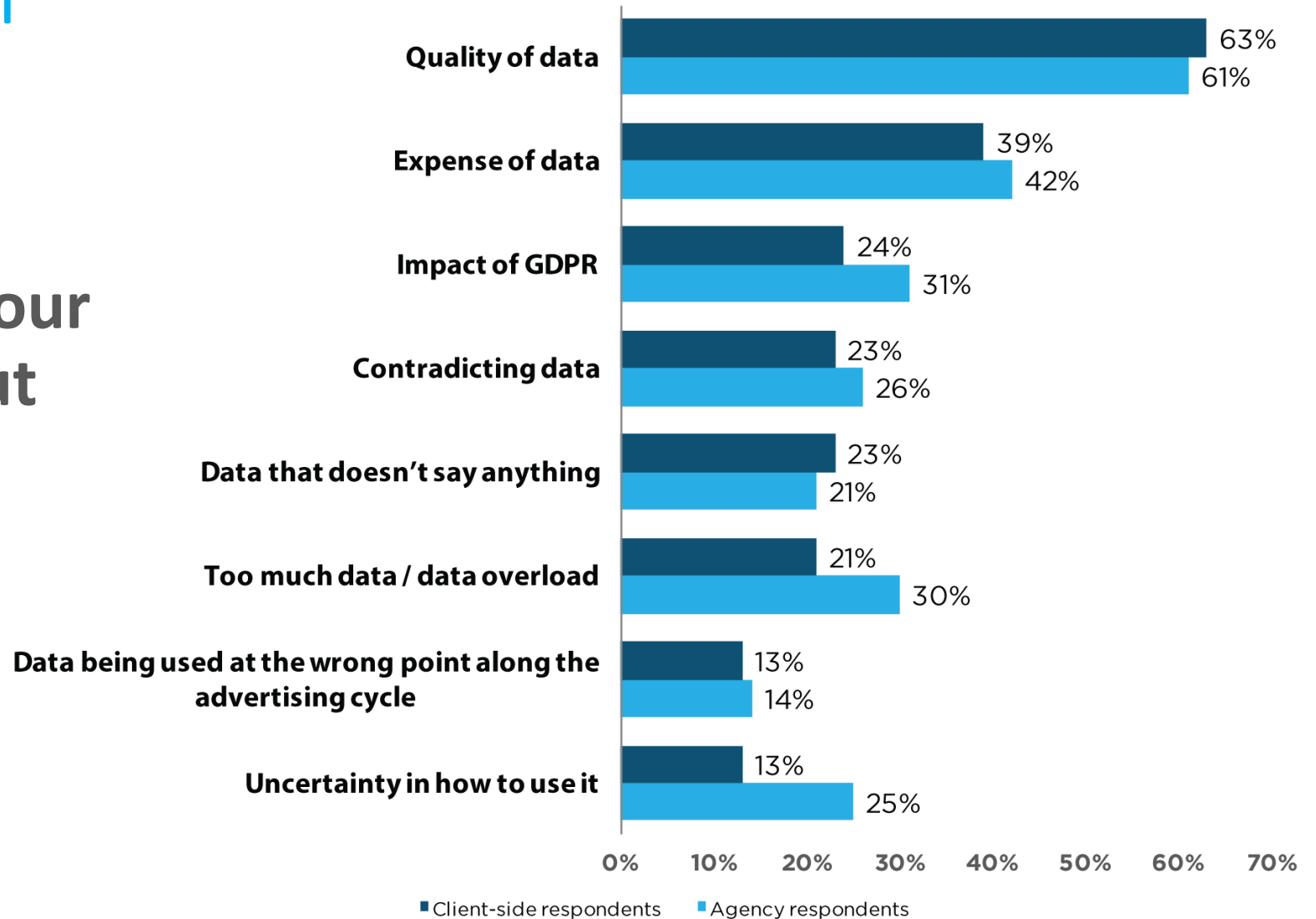
Access to Data

What internal data sources does your business have access to?



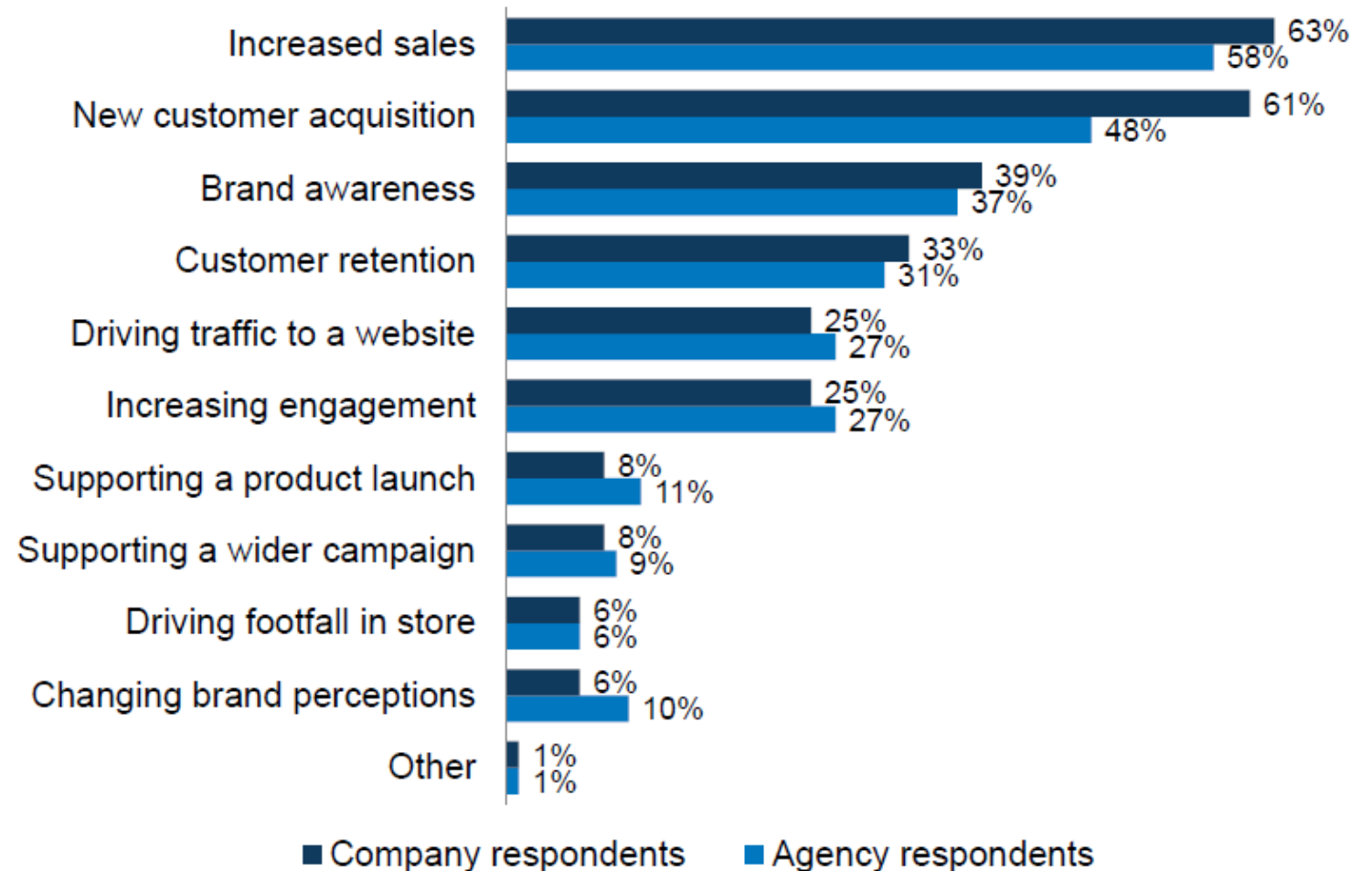
Data Quality – CRM

What concerns, if any, does your company (or do your clients) have about customer data?



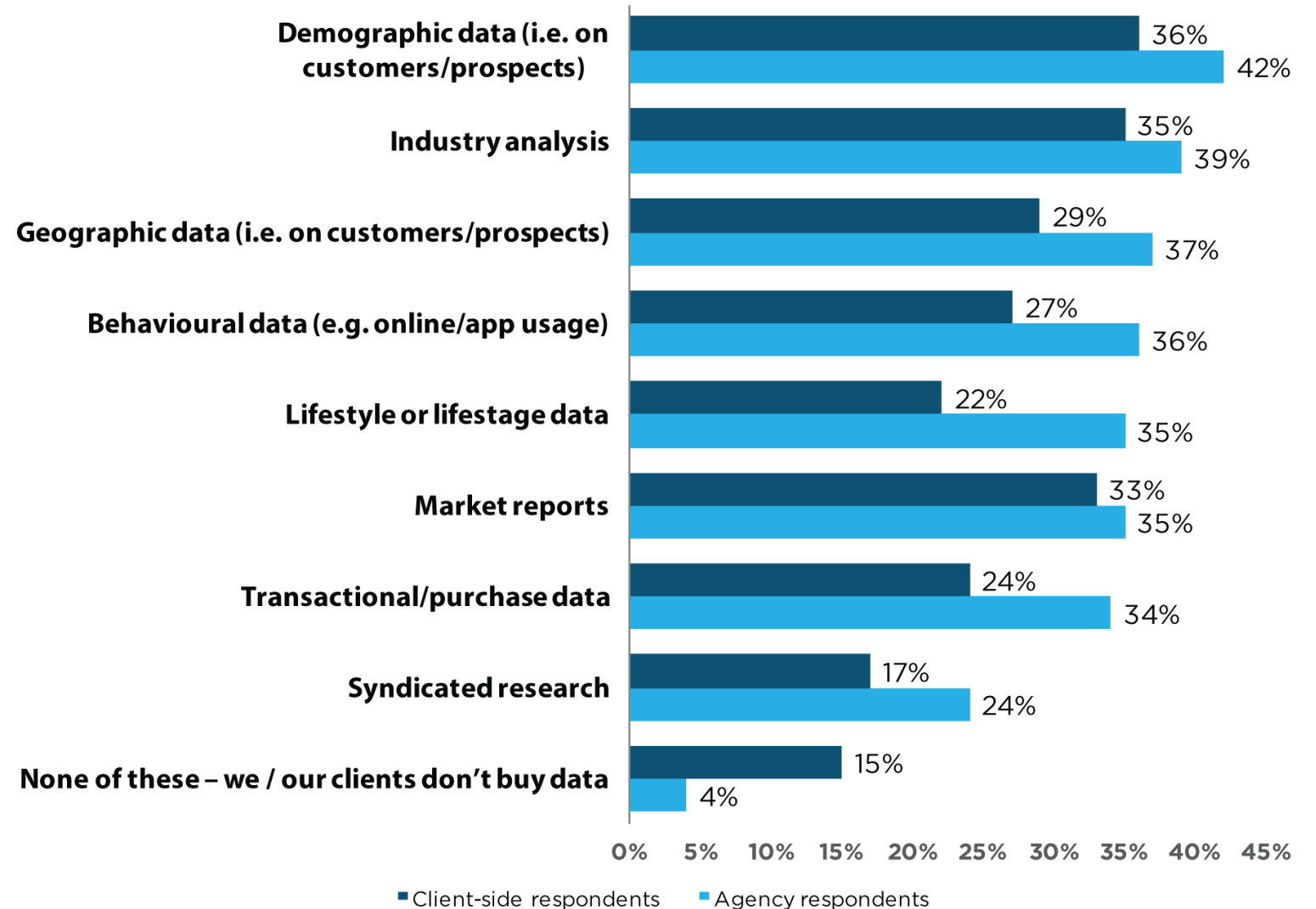
Objectives for Advertising

What are your most important objective for advertising?



Spend on External Data

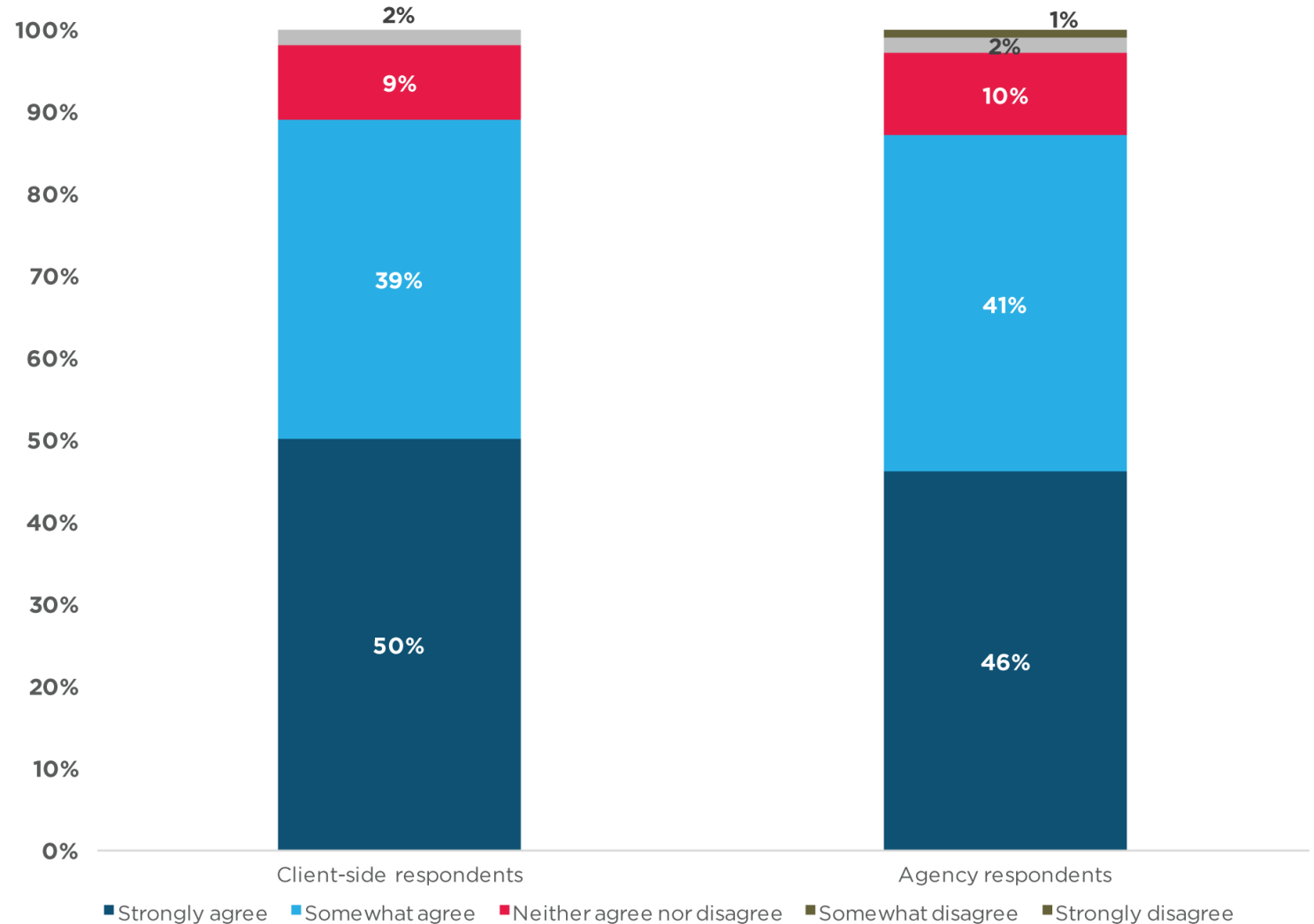
What types of data does your company purchase?



Marketers struggle with effectiveness measurement

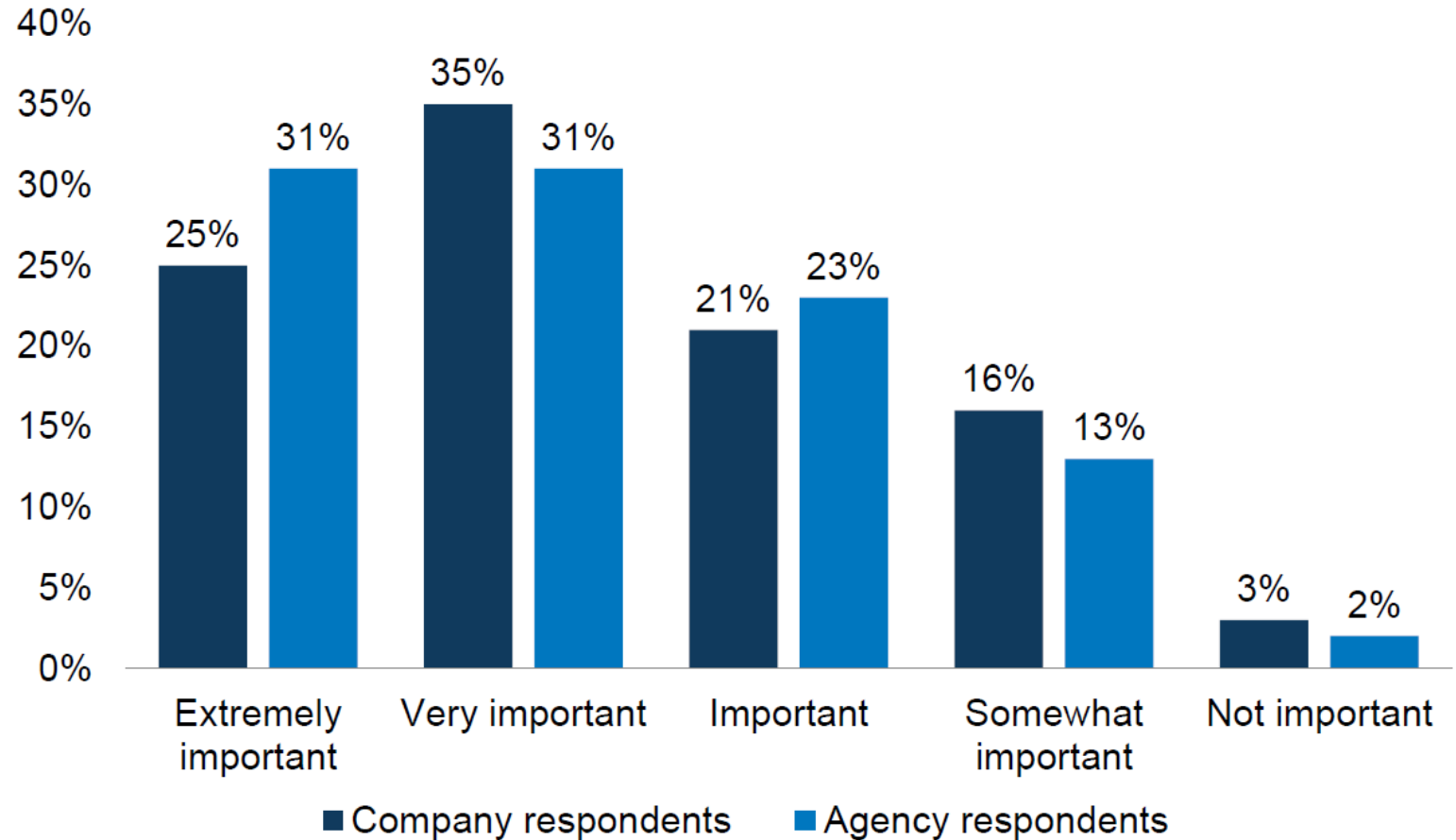
Reaching the right Audience

Digital advertising enables marketers to measure the reach of their campaigns accurately' – agree or disagree

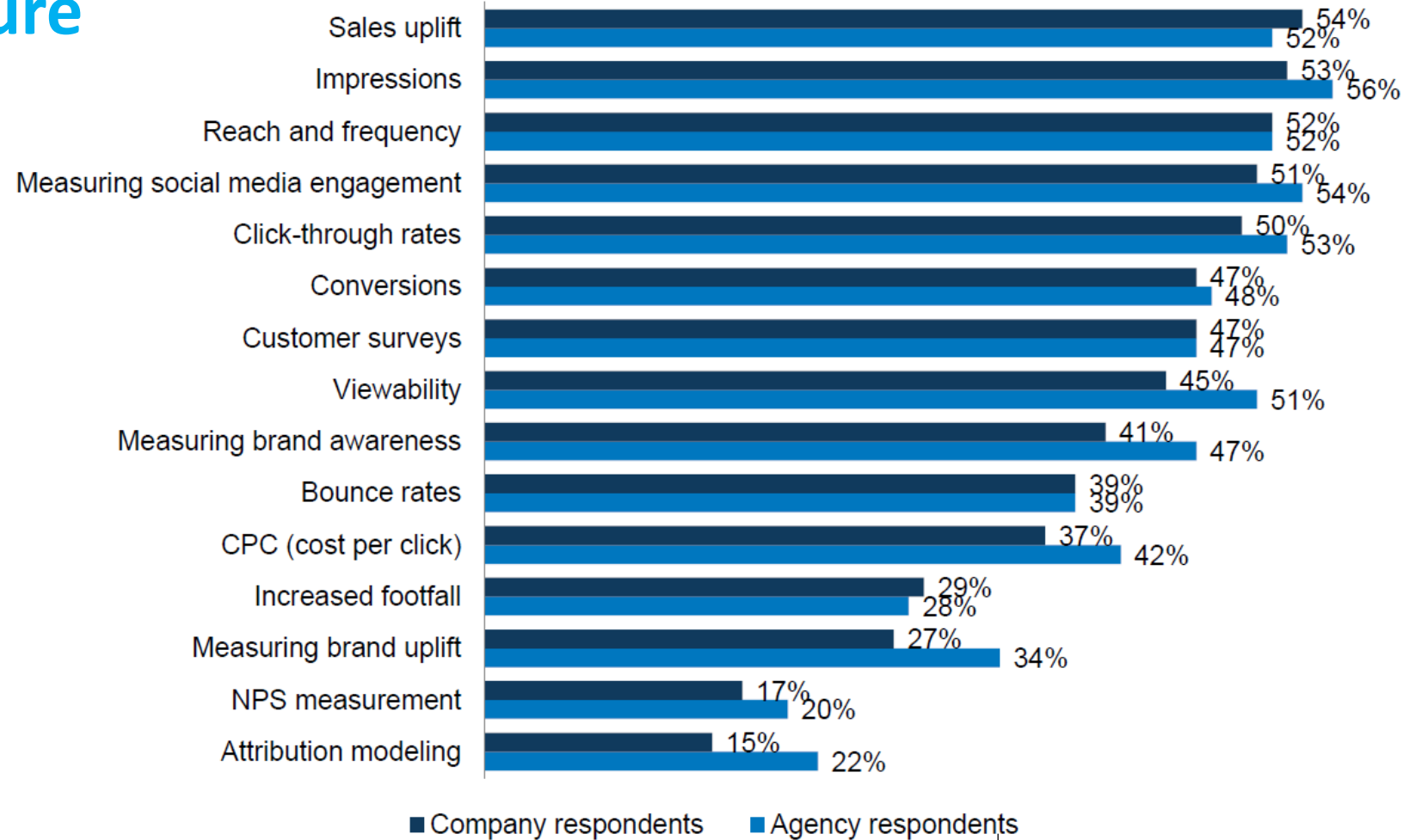


Campaign Effectiveness

The importance of measuring your campaign effectiveness?



Ways in which companies measure effectiveness of campaigns





Ways in which companies measure effectiveness of **campaigns**

Effectiveness of key measurement tools



The most important slide of this presentation

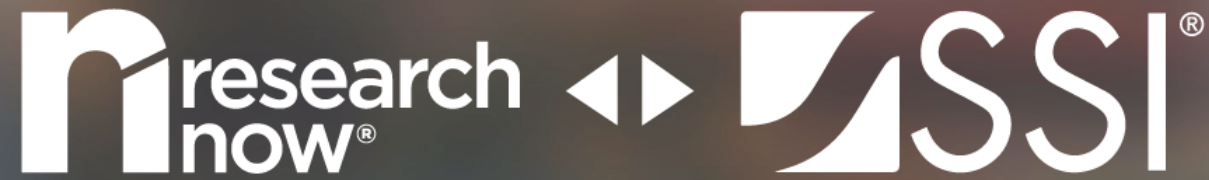
The heaviest users of customer surveys are:

- Spain - > 61%
- Germany -> 53%
- UK - > 50%

In Italy there is an opportunity to grow as only 38% are currently using customer surveys

Summary

- Measuring advertising campaigns is more and more challenging
- Working on the right media mix is crucial
- Consumer research and Brand awareness research are the tools used by the most effective brands
- Big opportunity for research in Italy to help brands better measure their campaigns



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