# NIELSEN DIGITAL AD RATINGS

BENCHMARKS AND FINDINGS THROUGH 1H 2017, EUROPE

INTRODUCTION

To evaluate your digital advertising's audience, you need to focus on the people, not the devices, your advertising was delivered to, and measure your campaign's **on-target percent**, or the percentage of impressions accurately delivered to your intended audience out of the total number of campaign impressions. While marketers can achieve high on-target rates, it's still incredibly hard to achieve a 100% on-target rate – essentially serving all impressions to the intended audience. With this understanding, media buyers and sellers require reliable benchmarks to evaluate campaign success.

Available in 33 countries globally, **Nielsen Digital Ad Ratings** is the industry standard for audience-based digital media buying and selling. Leveraging our database of historical performance, the **Nielsen Digital Ad Ratings Benchmarks and Findings Report** serves as guidance for individual campaign effectiveness compared to marketplace averages across total digital, desktop-only, and mobile-only* for the following:
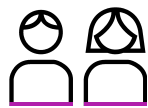
Age and gender demographics

Advertiser categories

Age spans - range of ages covered by target audience

Site type - publishers, platforms/ad networks

HOW TO READ AND APPLY BENCHMARKS

P25-54 total digital on-target percent is 59%. This means that 59% of all impressions served to an intended audience of people aged 25-54 across all digital devices were actually delivered to people aged 25-54.

If a campaign with a P25-54 target audience has an on-target percent of 65%, then its performance is 6 points above the 59% benchmark for this demographic segment.

Age spans refers to the range of ages the target audience covers, and is organized into three groups:

Broad – more than 30 years (e.g. P18+)

Medium – 16 to 30 years (e.g. P25-54)

Narrow – less than 15 years (e.g. P18-34)

*Mobile insights provided for directional purposes only

EUROPEAN ON-TARGET BENCHMARKS

AGE AND GENDER BREAKS

AGE BRACKETS

Age bracket	TOTAL DIGITAL P	M	F	DESKTOP ONLY P	M	F	MOBILE ONLY* P	M	F
13+	96%	61%	56%	96%	62%	54%	98%	60%	62%
13–34	45%	31%	32%	45%	32%	31%	46%	26%	36%
18+	92%	62%	48%	92%	62%	45%	95%	64%	61%
18–49	66%	44%	39%	63%	44%	37%	73%	41%	49%
18–34	44%	29%	25%	45%	31%	24%	48%	24%	29%
18–24	25%	15%	6%	25%	15%	6%	26%	11%	9%
21–34	32%	-	22%	31%	-	22%	-	-	23%
25+	80%	49%	44%	80%	49%	42%	84%	42%	47%
25–54	56%	40%	37%	54%	41%	33%	64%	38%	49%
25–49	51%	35%	31%	50%	36%	29%	57%	31%	40%
25–44	43%	28%	27%	40%	30%	25%	50%	26%	36%
25–34	28%	17%	14%	27%	17%	12%	30%	15%	20%
35–64	55%	36%	32%	54%	37%	31%	55%	29%	38%
35–54	41%	29%	30%	41%	30%	29%	43%	27%	35%

After open-ended demographics (e.g. 13+, 18+ and 25+), P18-49 was the highest performing digital benchmark, reaching the desired audience 66% of the time. This can be contrasted with 43% on-target accuracy for campaigns focusing on P25-44, a narrower audience.

Among the 18+ demographic, digital campaigns did a better job reaching males with 62% accuracy versus 48% for females.

Accuracy can also be influenced by device type; mobile on-target performance for the P25-54 demographic (64%) was 10 percentage points higher than desktop performance (54%).

*Mobile insights provided for directional purposes only

EUROPEAN ON-TARGET BENCHMARKS

ADVERTISER CATEGORY		TOTAL DIGITAL	DESKTOP ONLY	MOBILE ONLY*
	AUTOMOTIVE	45%	44%	44%
	BUSINESS & CONSUMER SERVICES	65%	62%	74%
	COMPUTERS & ELECTRONICS	49%	49%	55%
	CONSUMER PACKAGED GOODS	43%	41%	48%
	ENTERTAINMENT	57%	54%	60%
	FINANCIAL SERVICES	56%	56%	56%
	SHOPPING/ RETAIL	51%	52%	53%
	TRAVEL	69%	76%	69%

PUBLISHER TYPE
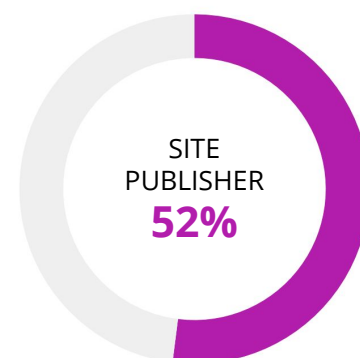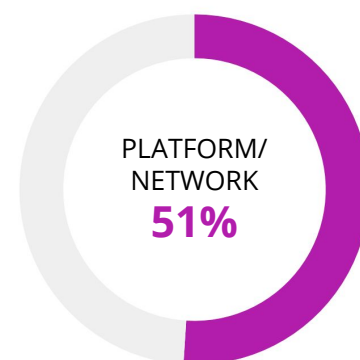
PLATFORM/ NETWORK
51%

SITE PUBLISHER
52%

AGE SPANS – PEOPLE VS MALE-ONLY OR FEMALE-ONLY

	TOTAL DIGITAL		DESKTOP ONLY		MOBILE ONLY*	
	P	M or F	P	M or F	P	M or F
Broad >30 years	82%	46%	82%	45%	86%	48%
Medium 16-30 years	52%	31%	51%	30%	56%	37%
Narrow ≤15 years	29%	20%	29%	19%	29%	23%

*Mobile insights provided for directional purposes only

EUROPEAN SPOTLIGHT

FRANCE

GERMANY

ITALY

UNITED KINGDOM

FRANCE ON-TARGET BENCHMARKS

AGE AND GENDER BREAKS

AGE BRACKETS

Age Bracket	TOTAL DIGITAL P	M	F	DESKTOP ONLY P	M	F	MOBILE ONLY* P	M	F
13+	96%	-	69%	95%	-	69%	98%	-	-
13–34	43%	34%	29%	43%	33%	28%	49%	35%	-
18+	93%	-	49%	93%	-	47%	94%	-	59%
18–49	70%	-	-	65%	-	-	83%	-	-
18–34	44%	30%	26%	43%	30%	25%	49%	29%	30%
18–24	30%	12%	5%	28%	12%	5%	36%	12%	9%
21–34	-	-	29%	-	-	28%	-	-	-
25+	80%	47%	-	80%	48%	-	81%	41%	-
25–54	56%	38%	36%	53%	39%	35%	64%	-	38%
25–49	51%	36%	29%	51%	36%	28%	56%	34%	35%
25–44	45%	37%	27%	45%	37%	27%	51%	38%	29%
25–34	28%	22%	12%	28%	22%	12%	30%	-	17%
35–64	55%	37%	-	56%	37%	-	51%	29%	-
35–54	43%	30%	26%	43%	31%	27%	42%	28%	24%

After open-ended demographics (e.g. 13+, 18+, 25+), P18-49 was the highest performing digital benchmark, reaching the desired audience 70% of the time. This can be contrasted with 28% on-target accuracy for campaigns targeting P25-34, a narrower audience.

Among the 25-44 demographic, digital campaigns did a better job reaching males with 37% accuracy versus 27% for females.

Accuracy can also be influenced by device type; mobile on-target performance for the P18-49 demographic (83%) was 18 percentage points higher than desktop performance (65%).

*Mobile insights provided for directional purposes only

FRANCE ON-TARGET BENCHMARKS

ADVERTISER CATEGORY	TOTAL DIGITAL	DESKTOP ONLY	MOBILE ONLY*
AUTOMOTIVE	40%	40%	39%
BUSINESS & CONSUMER SERVICES	51%	50%	57%
COMPUTERS & ELECTRONICS	49%	49%	52%
CONSUMER PACKAGED GOODS	36%	35%	36%
ENTERTAINMENT	50%	48%	64%
FINANCIAL SERVICES	50%	50%	51%
SHOPPING/ RETAIL	35%	35%	41%
TRAVEL	49%	48%	46%

PUBLISHER TYPE
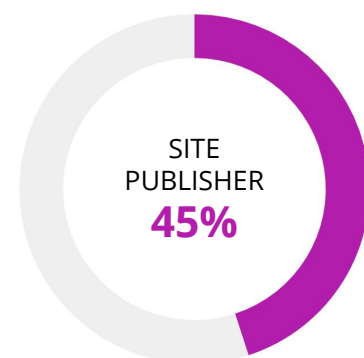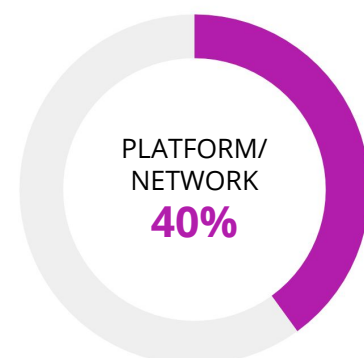
PLATFORM/ NETWORK
40%

SITE PUBLISHER
45%

AGE SPANS – PEOPLE VS MALE-ONLY OR FEMALE-ONLY

	TOTAL DIGITAL		DESKTOP ONLY		MOBILE ONLY*	
	P	M or F	P	M or F	P	M or F
Broad >30 years	82%	45%	82%	45%	86%	47%
Medium 16-30 years	50%	30%	49%	29%	55%	33%
Narrow ≤15 years	30%	20%	30%	19%	30%	24%

*Mobile insights provided for directional purposes only

GERMANY ON-TARGET BENCHMARKS

AGE AND GENDER BREAKS

AGE BRACKETS

Age Bracket	Total Digital			Desktop Only			Mobile Only*		
	P	M	F	P	M	F	P	M	F
13+	97%	-	-	97%	-	-	97%	-	-
13 – 34	-	29%	-	-	29%	-	-	-	-
18+	93%	64%	45%	93%	65%	45%	94%	53%	50%
18 – 49	66%	44%	33%	63%	44%	25%	72%	39%	40%
18 – 34	39%	19%	27%	39%	19%	22%	39%	17%	-
18 – 24	11%	-	-	11%	-	-	-	-	-
21 – 34	-	-	-	-	-	-	-	-	-
25+	90%	-	46%	90%	-	46%	90%	-	47%
25 – 54	62%	-	38%	63%	-	34%	-	-	39%
25 – 49	54%	34%	33%	53%	36%	33%	-	31%	32%
25 – 44	-	-	36%	-	-	35%	-	-	-
25 – 34	-	-	-	-	-	-	-	-	-
35 – 64	-	-	-	-	-	-	-	-	-
35 – 54	-	-	-	-	-	-	-	-	-

After open-ended demographics (e.g. 13+, 18+, 25+), P18-49 was the highest performing digital benchmark, reaching the desired audience 66% of the time. This can be contrasted with just 11% on-target accuracy for campaigns targeting P18-24, a narrower audience.

Among the 18+ demographic, digital campaigns did a better job reaching males with 64% accuracy versus 45% for females.

Accuracy can also be influenced by device type; mobile on-target performance for the P18-49 demographic (72%) was 9 percentage points higher than desktop performance (63%).

*Mobile insights provided for directional purposes only

GERMANY ON-TARGET BENCHMARKS

ADVERTISER CATEGORY		TOTAL DIGITAL	DESKTOP ONLY	MOBILE ONLY*
	AUTOMOTIVE	40%	40%	31%
	BUSINESS & CONSUMER SERVICES	60%	59%	67%
	COMPUTERS & ELECTRONICS	46%	47%	28%
	CONSUMER PACKAGED GOODS	45%	44%	48%
	ENTERTAINMENT	59%	66%	45%
	FINANCIAL SERVICES	69%	71%	62%
	SHOPPING/ RETAIL	67%	68%	75%
	TRAVEL	83%	84%	88%

PUBLISHER TYPE
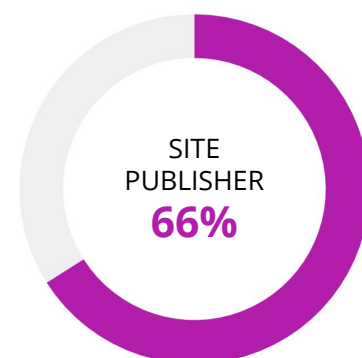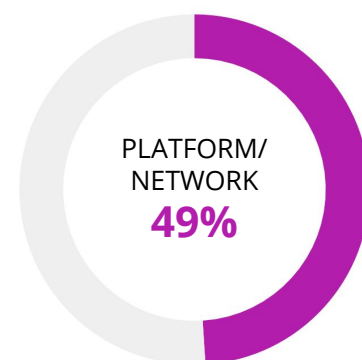
PLATFORM/ NETWORK
49%

SITE PUBLISHER
66%

AGE SPANS – PEOPLE VS MALE-ONLY OR FEMALE-ONLY

	TOTAL DIGITAL		DESKTOP ONLY		MOBILE ONLY*	
	P	M or F	P	M or F	P	M or F
Broad >30 years	78%	45%	79%	46%	80%	43%
Medium 16-30 years	53%	32%	53%	31%	51%	31%
Narrow ≤15 years	26%	13%	26%	12%	23%	15%

*Mobile insights provided for directional purposes only

AGE AND GENDER BREAKS

AGE BRACKETS

Age Bracket	TOTAL DIGITAL P	M	F	DESKTOP ONLY P	M	F	MOBILE ONLY* P	M	F
13+	98%	67%	56%	95%	67%	53%	98%	60%	67%
13–34	-	-	37%	-	-	37%	-	-	38%
18+	89%	71%	62%	89%	73%	67%	94%	61%	58%
18–49	-	46%	47%	-	47%	40%	-	42%	50%
18–34	43%	23%	27%	41%	25%	26%	48%	21%	30%
18–24	30%	-	-	27%	-	-	34%	-	-
21–34	-	-	21%	-	-	22%	-	-	19%
25+	84%	-	-	85%	-	-	82%	-	-
25–54	66%	45%	39%	63%	46%	35%	68%	37%	47%
25–49	48%	-	26%	47%	-	23%	-	-	32%
25–44	46%	30%	28%	45%	33%	25%	48%	26%	33%
25–34	31%	-	23%	31%	-	21%	-	-	26%
35–64	60%	-	26%	60%	-	26%	61%	-	-
35–54	47%	-	37%	47%	-	36%	46%	-	43%

After open-ended demographics (e.g. 13+, 18+, 25+), P25-54 was the highest performing digital benchmark, reaching the desired audience 66% of the time. This can be contrasted with 30% on-target accuracy for campaigns targeting P18-24, a narrower audience.

Among the 13+ demographic, digital campaigns did a better job reaching males with 67% accuracy versus 56% for females.

Accuracy can also be influenced by device type; mobile on-target performance for P18-24 demographic (34%) was 7 percentage points higher than desktop performance (27%).

*Mobile insights provided for directional purposes only

ITALY ON-TARGET BENCHMARKS

ADVERTISER CATEGORY	TOTAL DIGITAL	DESKTOP ONLY	MOBILE ONLY*
AUTOMOTIVE	65%	60%	70%
BUSINESS & CONSUMER SERVICES	76%	67%	84%
COMPUTERS & ELECTRONICS	38%	-	44%
CONSUMER PACKAGED GOODS	45%	44%	48%
ENTERTAINMENT	58%	33%	35%
FINANCIAL SERVICES	73%	77%	59%
SHOPPING/ RETAIL	41%	42%	41%
TRAVEL	-	-	-
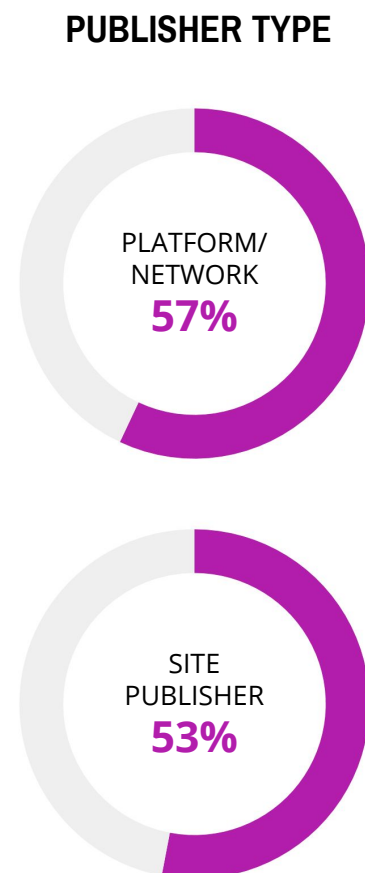
PUBLISHER TYPE

PLATFORM/ NETWORK
57%

SITE PUBLISHER
53%

AGE SPANS – PEOPLE VS MALE-ONLY OR FEMALE-ONLY

	TOTAL DIGITAL		DESKTOP ONLY		MOBILE ONLY*	
	P	M or F	P	M or F	P	M or F
Broad >30 years	81%	53%	76%	51%	87%	58%
Medium 16-30 years	57%	35%	55%	33%	59%	38%
Narrow ≤15 years	31%	23%	30%	23%	32%	22%

*Mobile insights provided for directional purposes only

UNITED KINGDOM ON-TARGET BENCHMARKS

AGE AND GENDER BREAKS

AGE BRACKETS

| Age Bracket	TOTAL DIGITAL			DESKTOP ONLY			MOBILE ONLY*		
	P	M	F	P	M	F	P	M	F
13+	96%	-	47%	95%	-	42%	97%	-	56%
13–34	48%	26%	27%	48%	30%	26%	40%	20%	-
18+	91%	61%	54%	91%	60%	46%	95%	67%	64%
18–49	66%	-	-	64%	-	-	-	-	-
18–34	44%	31%	22%	48%	33%	22%	43%	23%	25%
18–24	23%	-	11%	25%	-	-	15%	-	-
21–34	-	-	20%	-	-	18%	-	-	22%
25+	78%	51%	43%	77%	51%	41%	84%	-	45%
25–54	54%	38%	35%	53%	35%	30%	63%	41%	53%
25–49	46%	-	43%	44%	-	33%	-	-	50%
25–44	39%	23%	27%	37%	23%	24%	47%	19%	38%
25–34	-	12%	12%	-	-	12%	-	-	14%
35–64	54%	-	29%	54%	-	25%	52%	-	-
35–54	37%	22%	20%	37%	24%	17%	42%	22%	27%
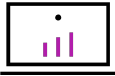
After open-ended demographics (e.g. 13+, 18+, 25+), P18-49 was the highest performing digital benchmark, reaching the desired audience 66% of the time. This can be contrasted with 23% on-target accuracy for campaigns focusing on P18-24, a narrower audience.

Among the 18-34 demographic, digital campaigns did a better job reaching males with 31% accuracy versus 22% for females.

Accuracy can also be influenced by device type; mobile on-target performance for the P25-54 demographic (63%) is 10 percentage points higher than desktop performance (53%).

*Mobile insights provided for directional purposes only

UNITED KINGDOM ON-TARGET BENCHMARKS

ADVERTISER CATEGORY	TOTAL DIGITAL	DESKTOP ONLY	MOBILE ONLY*
AUTOMOTIVE	55%	59%	57%
BUSINESS & CONSUMER SERVICES	67%	67%	68%
COMPUTERS & ELECTRONICS	50%	50%	60%
CONSUMER PACKAGED GOODS	44%	42%	52%
ENTERTAINMENT	65%	62%	59%
FINANCIAL SERVICES	55%	54%	57%
SHOPPING/ RETAIL	45%	43%	53%
TRAVEL	68%	78%	77%

PUBLISHER TYPE
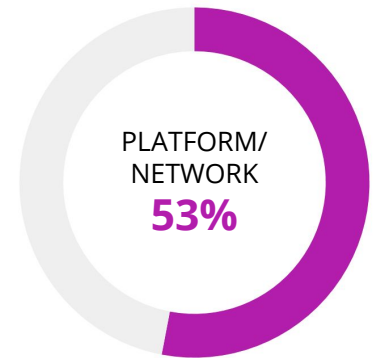
PLATFORM/ NETWORK
53%

SITE PUBLISHER
55%

AGE SPANS – PEOPLE VS MALE-ONLY OR FEMALE-ONLY

	TOTAL DIGITAL		DESKTOP ONLY		MOBILE ONLY*	
	P	M or F	P	M or F	P	M or F
Broad >30 years	84%	43%	85%	42%	88%	44%
Medium 16-30 years	51%	30%	50%	28%	56%	39%
Narrow ≤15 years	26%	19%	27%	18%	26%	21%

*Mobile insights provided for directional purposes only

APPENDIX

METHODOLOGY

This report assessed data from more than 16,000 Nielsen Digital Ad Ratings campaigns from France, Germany, Ireland, Italy, Poland, Turkey, and the United Kingdom through 30 June 2017, where the minimum number of site observations was at least 30. A site observation is defined as the performance of one site with at least 5,000 impressions with the specified demographic as the intended audience. With sample sizes exceeding 30 site observations, we can reasonably expect to see stable benchmarks. Site observations from sites that are also Nielsen Digital Ad Ratings data providers were not included in this report.

The average on-target percent is the number of impressions that was delivered to the intended demographic divided by the number of total impressions in the campaign. The on-target percent is calculated by weighting each campaign by the number of impressions it contained within each category or demographic. We used weighted data, which allows site observations with higher impression counts to have a higher contribution to the final benchmarks. This provides a more statistically sound representation of average campaign performance. Unmeasurable impressions and un-targeted campaigns have been excluded from norms calculations to provide more accurate benchmarks.

Benchmarks are calculated using all available historical campaign data that meet the above criteria. Male-only and female-only benchmarks are calculated using data from historical campaigns where the intended audience is male-only or female-only. People benchmarks are calculated using data from historical campaigns where the intended audience is male and female (i.e. no gender target). Historical data from campaigns intended for both males and females (people) are not used for male-only and female-only benchmarks, and vice versa.

Blank cells are data points that did not meet the minimum site observation requirement. In certain cases, demographic breaks are excluded from charts due to a lack of available data points.

ABOUT NIELSEN DIGITAL AD RATINGS

Nielsen Digital Ad Ratings delivers transparent and actionable audience measurement for digital advertising campaigns. Digital Ad Ratings provides overnight reporting of a campaign's reach, frequency, GRPs, impressions, and on-target percentage across digital devices in a way that is comparable to Nielsen TV Ratings. For more information, visit www.nielsen.com/digitaladratings.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

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