

NIELSEN DIGITAL AD RATINGS



TAKING CONTROL OF DIGITAL CAMPAIGN ON-TARGET REACH

BACKGROUND

One of T-Mobile's major goals is to deliver a consistent brand message across all target demographics to ensure that their brand is front mind when consumers are planning a purchase.

Like many brands, T-Mobile's main vehicle for awareness and consideration campaigns is traditional media, such as television advertising. While acknowledging the power of TV to drive mass reach, T-Mobile wanted to explore the potential of digital channels to more effectively reach younger target demographics.

CHALLENGE

T-Mobile challenged their media agency, Searchresult, to prove the effectiveness of their digital campaigns to reach 18-44 year-olds, and better maximise their digital investment.

APPROACH

Searchresult and T-Mobile decided to focus on two digital campaigns running in H2 2019 across social, video and a specific programmatic platform.

With a total volume of 30 million impressions, the objective was to analyse the ability of these different digital channels to reach adults 18-44 in The Netherlands. Additionally, in-flight optimisation results and future budget allocations would be carefully reviewed.

To achieve their goals, the teams chose Nielsen Digital Ad Ratings, a global measurement solution that delivers next-day online campaign reach, with metrics comparable to television audience measurement.

OVERVIEW

CLIENT: T-Mobile Netherlands with Searchresult media agency

OBJECTIVE: Improve digital on-target reach among adults 18-44

CAMPAIGNS: Two digital campaigns in H2 2019. Total volume of 30 million impressions, across social, video and a specific programmatic platform

MEASUREMENT SOLUTION: Nielsen Digital Ad Ratings

By using Digital Ad Ratings we have gained insights into how effective each channel can be in reaching the desired audience.

We applied these insights to improve our own media model, Advantiv, used for allocating budgets and to maximise impactful reach.

Renske van Kessel
Digital Strategist
Searchresult

OUTCOMES & INSIGHTS

Digital Ad Ratings' next-day insights allowed T-Mobile and Searchresult to actively explore and improve their understanding of each channel's effectiveness to reach the desired audience.

Key insights included:

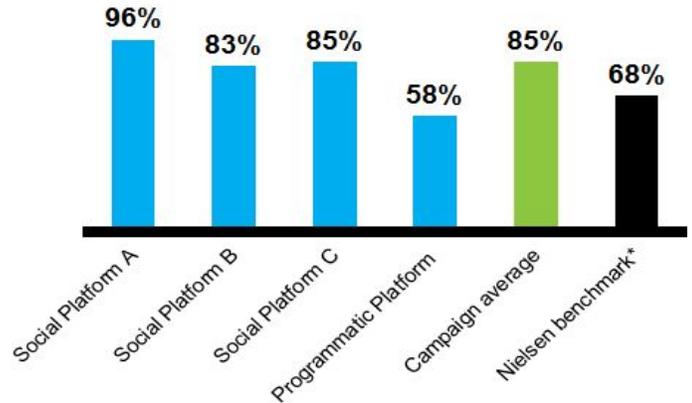
- The 3 social platforms' important contribution to deliver an above average 85% of impressions to the target 18-44 audience - or 17% above Nielsen's EU demographic benchmark* (68%).
- Distinct awareness that over half of Social Platform C's audience was under 30, securing the platform's place in future campaigns targeting younger audiences.
- Clearly identifying that the programmatic platform over indexed to an older 45+ audience, which was outside the campaign target.
- An improved understanding that overall campaign skew was towards 18-29 year olds, resulting in corrective measures to re-balance allocations.

Digital Ad Ratings valuable and timely insights not only allowed agency and advertiser to efficiently optimise in-flight campaigns, but also proved to be a powerful tool to confidently map out each platform's audience profile and improve future budget allocations by channel.

“
 By using Digital Ad Ratings, we were able to optimise our campaigns in-flight instead of afterwards. In doing that, we successfully outperformed the industry benchmarks.
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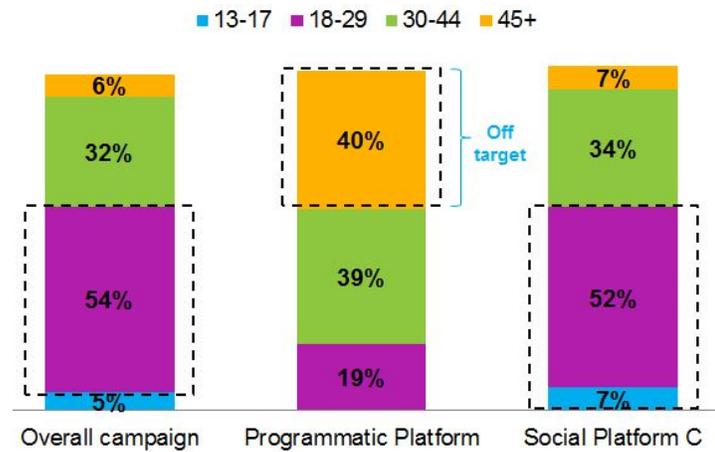
Joris Steenvoorden
 Media Manager
 T-Mobile Netherlands

On Target % (adults 18-44)



*2019 EU OT% Nielsen Digital Ad Ratings benchmark - P18-44 on computer & mobile

Audience % share by age group



KEY TAKEAWAYS

- Average digital on target % for adults 18-44 was a favourable 85%
- The selected social platforms were highly effective at delivering to the target audience
- Programmatic platform's audience skewed off-target to adults 45+
- Next-day results empowered in-flight optimisation and planning improvements