DISQO

Magnifying Measurement

Putting performance in perspective by capturing 30x the behavioral signals of traditional ad measurement

Q3 2020

The Challenge

A leading consumer goods company was seeking to better measure and understand the effectiveness of its digital advertising for one of its brands, a popular household cleaning product

As the products are sold through third party retailers, the brand has historically relied on immediate ad engagement metrics such as clicks on digital display and engagements from walled-garden platforms to assess the effectiveness of their campaign tactics.

These gave the brand a sense of immediate interaction, but since the product wasn't directly purchased from their website, using a last-click or engagement metrics alone left a blind spot in how the ads were actually influencing the path to sales.

The brand also couldn't reconcile the value of clicks on their display ads with engagements from walled-garden platforms to understand their relative value as these channels each delivered different metrics. The true cause of shifts in audience behaviors and product sales was unclear and the brand could not optimize their spending to the tactics that were actually driving impact.

The Solution

To gain a deeper understanding of how their ads were actually influencing consumer behavior and to create consistency between digital display and walled-garden media channels, the brand turned to the DISQO LIft ad effectiveness solution.

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Goals

The brand had three primary objectives for their campaign:

- Drive upper funnel awareness & interest
- Drive lower funnel activities & sales
- Measure the impact of advertising to determine the most effective tactics for upper and lower funnel optimization

Specifically, the parent CPG company was looking to:

- Increase awareness of their product's USPs
- Drive interest in their cleaning brand
- Drive sales of said brand products

The brand's marketing team wanted DISQO's help to:

- Determine effectiveness of ads to drive intended category behaviors
- Determine effectiveness of ads to drive intended brand behaviors
- Assess ad performance across various creatives and tactics
- Assess which audiences the ads resonate with the most

Methodology

DISQO tested the performance of 3 distinct ad creatives which ran in the social news feeds of DISQO Audience members, creating mutually exclusive target groups exposed to the brand's advertising. Each exposed group also had a corresponding mirror control group, matched based on cleaning category propsnsity, brand interest, online media usage, age, gender, household income, and US region. This perfectly matched control group did not see the ads.

DISQO then observed the behavior of the exposed and control groups, on the DISQO Audience single-source panel. These observations did not require cookie tracking on the ads or the target websites because all of the panelists had already allowed for complete behavioral measurement via DISQO's behavioral technology. DISQO Lift was able to measure:

- Third party site visitation
- Search activity related to the overall topic of the ad creative
- Search activity for the cleaning product category
- Search activity for the specific brand and product being advertised
- Ecommerce browsing activity across online retailers for the brand
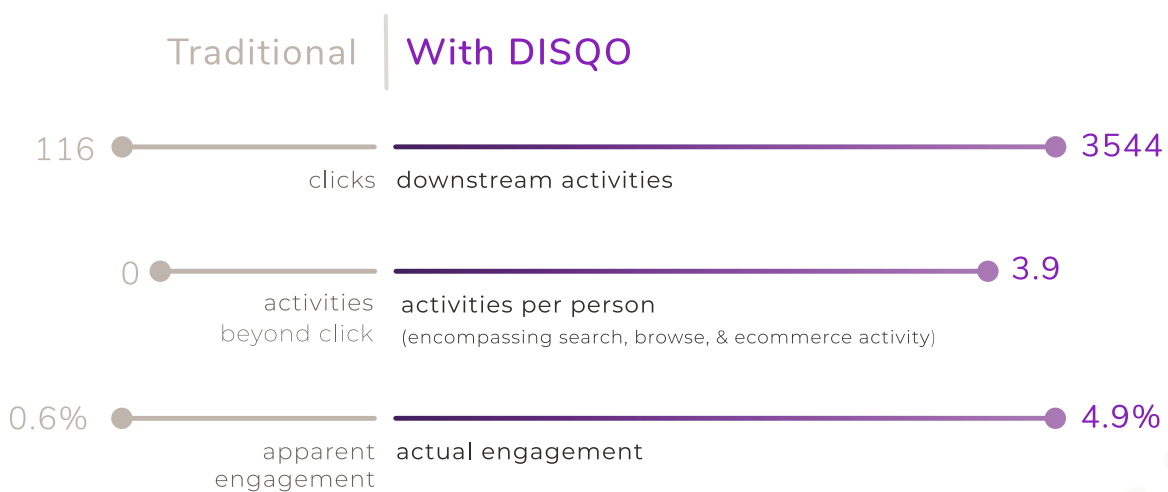
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Insights

DISQO delivered a detailed report of ad effectiveness for each of the three creatives, providing the brand with 30 times more data points than were previously available to them on similar campaigns.

Analysis of this new larger dataset revealed that the brand's previous measurement methodology was only capturing 3% of the digital behaviors along the path to purchase. This uncovered that the brand had been optimizing to only the easiest to access data, clicks and engagements and not the data points that actually aligned with behaviors closer to sale.

By leveraging behavioral measurement across the entire digital path to purchase, the brand was also able to measure and optimize across the entire media footprint, finally creating consistent measurement for both traditional digital display and in walled gardens.

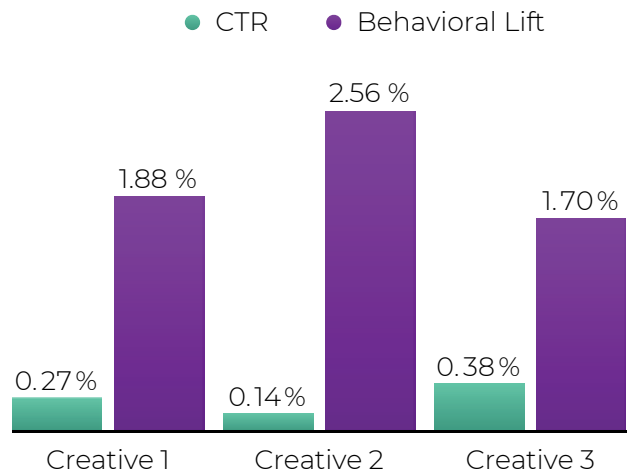| Traditional	With DISQO
116	3544
clicks	downstream activities
0	3.9
activities beyond click	activities per person (encompassing search, browse, & ecommerce activity)
0.6%	4.9%
apparent engagement	actual engagement

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The Impact

The ad effectiveness study revealed which of the ad creatives drove the most significant lift in downstream behavior, providing actionable insight into which ad creative was best suited to achieve the brand's goals. These insights can also be used for future creative development guidance by the brand.

Interestingly, the ad creative that drove the most significant lift in downstream digital behavior was not the ad that had the highest clickthrough rate.

● CTR   ● Behavioral Lift

	Creative 1	Creative 2	Creative 3
CTR	0.27 %	0.14 %	0.38 %
Behavioral Lift	1.88 %	2.56 %	1.70 %

This disconnect between ad engagement and ad effectiveness illuminates the inherent risk of click or engagement-based decision making in ad optimization. By moving to deeper funnel insights with DISQO Lift, the brand was able to optimize the media spend toward lower funnel measures and get more from their media investments.

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The Future of Ad Measurement

No longer do brands need to accept blind spots in their digital marketing funnel. No longer should media companies only get credit for immediate clicks.

DISQO's cookieless ad measurement solution provides unified attitudinal and behavioral insights into the factors affecting campaign performance and ROI. Built upon DISQO's 100% first-party opt-in audience, the solution uses proprietary behavioral measurement capabilities to monitor and report on the entirety of the consumer's digital path to purchase.

Thanks to the fully-permissioned and cookieless nature of the solution, marketers can glean unparalleled visibility into online behaviors, even across third party sites and walled gardens. Specifically, the solution helps marketers uncover the impact of advertising on search activity, browsing behaviors, third party site ecommerce activity, walled garden activity, and other behavioral indicators of brand intention.

As this measurement solution is based on actual behaviors of real people, marketers are empowered with KPIs that are directly attributable to sales. While reporting offers extensive granularity into behavioral lift across a number of factors, the solution also aggregates a Brand Intender Rate to provide a high level view of how a given advertisement collectively affects positive brand behaviors.

About DISQO

DISQO is a consumer-first insights platform that delivers unprecedented data and analytics to the market research industry. The company powers insights professionals and marketers with automated solutions that drive consumer research and improve ad effectiveness.

Today, DISQO delivers an accurate and complete view of the consumer via technology built on the foundation of the largest first-party research audience.

By engaging consumers who choose to share their attitudes and behaviors, DISQO captures the highest quality data, empowering its clients to make confident decisions.

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What will you discover?