

# See the bigger picture with AudienceReport

AudienceProject's cross-media audience measurement platform





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## Foreword: See the bigger picture

Today's media industry is characterised by uncertainty and instability. Audiences consume content in an increasingly fragmented fashion across multiple devices and channels, and the death of the third-party cookie is approaching. These changes challenge marketers' ability to determine how and where their advertising budgets are spent most effectively.

Marketers run campaigns across various media and platforms, but assessing a campaign's cross-channel performance is often challenging due to each channel providing individual reports of results.

Consequently, advertisers and agencies are struggling to get a holistic view of their campaigns' performance and are therefore unable to answer important questions like:

- What is the net reach of my campaign?
- How often did my target audience see my campaign?
- Which channels are most effective at reaching my target audience?
- How much incremental reach have the different channels generated?

Marketers need to see the bigger picture and understand the overall performance of their campaigns to know which channels reach and engage their target audiences most effectively and thus how to allocate advertising budgets for maximum ROI.

# 1

## The future of cross-media audience measurement

At AudienceProject, we believe that cross-media audience measurement is the foundation for creating effective multichannel campaigns that ensure optimal target audience reach and frequency. For years, we have provided clients with sophisticated cross-media audience measurement, but with the changing media industry, we saw the need to adapt.

New privacy regulations and browser initiatives call for a future-ready and privacy-first audience measurement solution that can help advertisers and agencies navigate the challenges of the changing media world more confidently.

That's why we have introduced a new generation of AudienceReport - a flexible cross-media audience measurement platform based on reliable methodologies and technology, allowing marketers to measure, optimise and plan cross-media campaigns - independently of third-party cookies and in a privacy-safe manner.

AudienceReport delivers audience insights helping marketers assess the performance of their media investments and make informed, data-driven decisions on future media investments. The benefits that AudienceReport can help marketers achieve:

- Understand net digital audience reach
- Understand linear tv + digital video reach
- Understand incremental reach of channels
- Reduce in-target contact price
- Reduce spend on excess frequency
- Extend audience reach cost-effectively on top linear TV



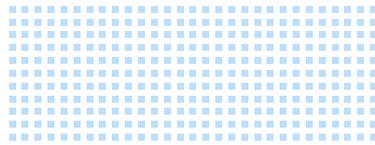
### About AudienceReport

AudienceReport is an independent audience measurement platform built from the ground up by people equally passionate about market research and technology.

The platform automatically measures marketers' campaigns via direct integrations to walled gardens and ad servers, while still supporting manual tag-based tracking.

It provides continuous insights into de-duplicated campaign audience reach, frequency and composition across the open web, Facebook, YouTube, Connected TV and more.

These insights allow clients to continuously plan and optimise campaigns to reach and engage audiences effectively across channels, formats and devices and get the most value from their advertising spend.



## Integrations



### Meta

AudienceProject is an **official Meta Business Partner for Measurement** allowing AudienceReport to measure campaigns running on Meta's technologies via a direct integration.



### Display & Video 360

Via API integration to Display & Video 360, AudienceReport automatically measures all insertion orders created in Display & Video 360 by adding tags to display creatives associated with insertion orders.



### YouTube

AudienceProject is one of a few selected **measurement companies integrated with Google's Ads Data Hub**, allowing AudienceReport to measure campaigns running on YouTube leveraging this integration.



### TechEdge

Via direct integration to TechEdge, clients can send their data from AudienceReport to AdvantEdge Cross Media, allowing them to analyse the combined, individual and unique reach of their digital and linear TV campaigns.



### Adform

Via API integration to Adform, clients can connect their Adform account to their AudienceReport account, ensuring that all campaigns created in Adform are automatically tagged and measured in AudienceReport.

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## The AudienceReport platform

The user-friendly interface of AudienceReport provides insights into campaign audience reach, frequency and composition, showing the overall performance of campaigns and how each channel contributes to the results. In other words, it displays all relevant campaign audience insights in one unified, holistic dashboard, enabling marketers to easily find and understand the key results of their campaign - and take action on these to plan and optimise media investments. In the following are some examples of how marketers can gain valuable insights from the AudienceReport platform.

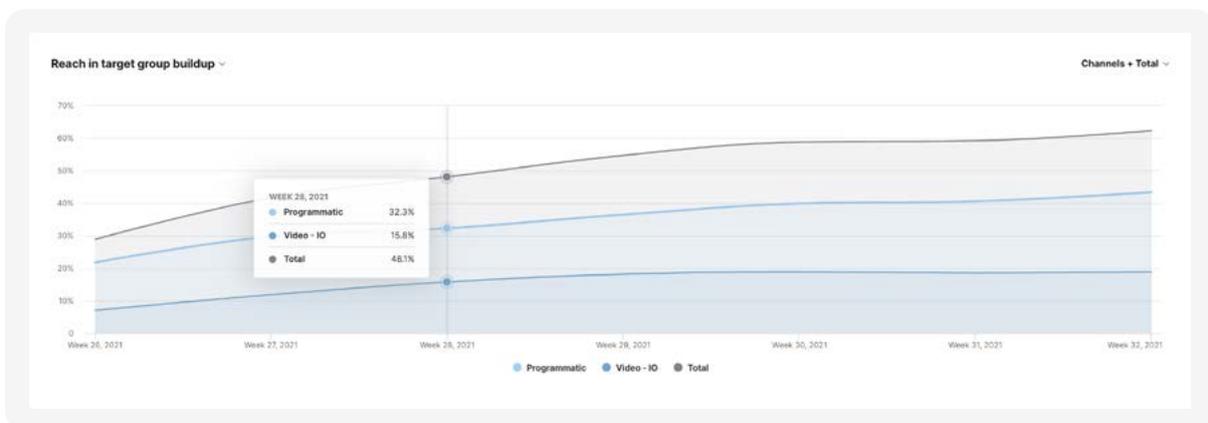
### Audience reach and frequency

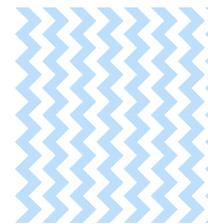
AudienceReport delivers insights into campaign audience reach and frequency by week and by channel, giving answers to questions like **'how much additional reach in the target audience is generated over time?'** and **'how much reach in the target audience is generated by different channels?'**

With such audience insights, advertisers and agencies can identify which channels contribute the most to building incremental reach in target audience as well as determine when the maximum reach in the target audience has been achieved.

Additionally, marketers can learn **'how many of the exposed people belong to the target audience?'** and see the in target audience hit rate by channel. This way, they can determine how many impressions have reached the target audience and where there is potential for optimisation - overall and on channel level.

All in all, this enables marketers to allocate advertising budgets to the channels that reach their target audiences most effectively, ensuring maximum ROI.





## Audience composition

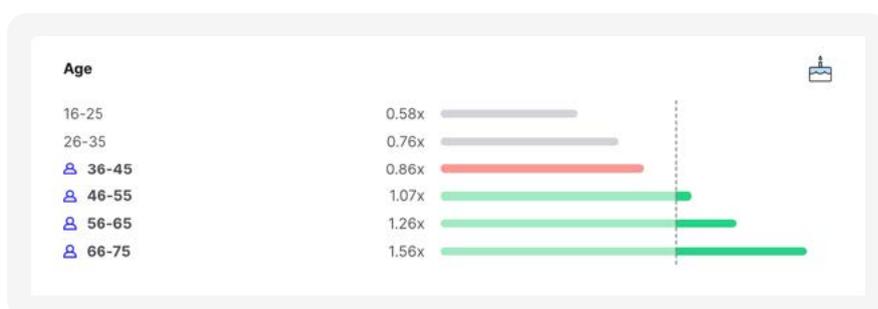
AudienceReport also delivers detailed insights into campaign audience composition, enabling marketers to understand *'how many males were reached by the campaign?'*, *'how many impressions were shown to the 36-45-year-olds?'* or *'how many people in the reached audience have a college education?'*

At the same time, marketers can get insights into the hit rate in specific segments and thus understand *'how often did the campaign hit males when compared with its natural occurrence in the population?'*, making it easier to determine in which segments the relative reach was highest.

The platform also provides insights into the hit rate in the target audience, allowing marketers to understand *'how much better is the campaign at reaching the target audience when compared with its natural occurrence in the population?'*

Additionally, marketers can understand *'how well is the campaign at reaching different segments within the target audience?'* In the example below, the target audience is people between 36 and 75 years old. This campaign is good at reaching the older segment within the target audience (46-75), while it is struggling to reach the younger one (36-45).

With this information, marketers can determine which segments the campaign needs to be optimised against and make the respective changes in their campaign setup. In this case, the campaign was optimised against channels with a high hit rate among the 36-45-year-olds, improving the overall hit rate in this segment from 0.86 to 1.03.



Hit rate in different age segments within the target audience **before** optimisation



Hit rate in different age segments within the target audience **after** optimisation

All insights on audience composition are visualised by channel, allowing marketers to identify the channels that are most effective at reaching the target audience (or specific segments within it), helping them allocate advertising budgets for maximum ROI.

For example, in the campaign below, the overview of hit rate by channel shows that the 'Video - Programmatic' channel is underperforming, helping the marketer understand that the advertising budget, with good reason, can be distributed from that channel to another one.



### Hit rate

Hit rate refers to how much better (or worse) you are at hitting an audience when compared with its natural occurrence in the population.

**Example:**  
**Campaign targeted towards males**

50% of the population is in the target audience, but 75% of the impressions reached the target audience, meaning that the hit rate in the target audience is 1.5x.

#### Hitrate in Target Group by channel

Which channels were best at hitting the target group?



## Customised exporting

To acknowledge that the use cases of the cross-media campaign reports can be different for each advertiser and agency, AudienceReport enables clients to create customised reports with their preferred content. In this way, advertisers and agencies can make sure that the reporting only focuses on the relevant insights generated.

For example, a client can choose to only include insights about the campaign's performance by channel. In this way, only these results will be visualised in the report and the client can focus on evaluating '**which channels are performing better?**' and '**which ad placements are the strongest contributors to the channel's performance?**'.

Another option would be to only include the results related to the profile of the target audience, so the client can get answers to questions like '**which segments within the target audience did we reach with the campaign?**' and '**how much better were we at hitting the target audience when compared with its natural occurrence in the population?**'.

Additionally, AudienceReport enables clients to customise the design of the reports to make sure that it fits the brand identity of the advertiser or agency - for example by adding company colors and logo as well as images.



### Export options

AudienceReport provides clients with different options to customise their reports before exporting them.

- **Report name**
- **Report sections**
  - Dashboard (e.g. weekly incremental reach in target group and performance by channel)
  - Reach metrics (e.g. reach in target group buildup and reach by channel)
  - Profile metrics (e.g. hit rate in target group and hitrate in segments)
- **PDF setup**
  - Slide options (e.g. front page and page index)
  - PDF theme (e.g. colour and logo)

**Please note:** Clients can create their preferred setup and save it as a template for future use.

The screenshot displays the AudienceReport interface for customizing a report. It features a sidebar on the left with tabs for 'Name', 'Included reports', and 'PDF setup'. The main area is divided into three sections:

- Name:** A text input field containing 'Cross-campaign reporting - COPY'. A 'Download as' button with a PDF icon is visible on the right.
- Included reports:** A list of report sections with checkboxes: 'Dashboard', 'Reach', and 'Profile', all of which are checked. A 'Templates' dropdown and a 'Select all' link are also present.
- PDF setup:** A section titled 'Slide options' with a list of checkboxes: 'Frontpage', 'Page index', 'Summary (target group, goal, etc.)', 'Section breakers', and 'Page numbers', all of which are checked.

# 3

## Starting your cross-media audience measurement journey

Many advertisers and agencies have already changed the way of measuring their cross-media campaigns and are enjoying positive results related to budget optimisation and incremental audience reach.

Do you want to know more about AudienceReport or do you want to start your cross-media audience measurement journey, please reach out to us at [hello@audienceproject.com](mailto:hello@audienceproject.com).

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*With the insights from AudienceReport, we can understand how to reach our target audience in the most efficient way across channels, which has helped us better allocate our advertising budget for online video and TV. Specifically, it has resulted in us upscaling our YouTube activity and gaining a better understanding of building effective reach across various formats, without massively increasing our advertising budget.*

**Gareth George**

Group Head of Media at Confused.com

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*As the big platforms take up more and more of consumers' time and advertisers' money, we need to be able to see the combined reach and frequency of different target groups both inside and outside these "Walled Gardens" to be able to make the most effective media choices. The collaboration with AudienceProject helps us to further create more effective campaigns through better informed media choices across different platforms regardless of purchase method.*

**Patrick Wallin**

Media & Trading Director at GroupM Sweden



**About AudienceProject**

AudienceProject is a technology-based market research company founded in Denmark and operational worldwide that helps advertisers and agencies get the most value from their advertising spend.

**Website**

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