Making Measurement Make Sense: Overview

May, 2011
What is Making Measurement Make Sense?

• An initiative to fix digital measurement with an eye to building cross platform measurement metrics and systems and making our medium more brand hospitable

• A process that will create an efficient supply chain so that the planning, buying and evaluating of all media are transparent and consistent

• A new perspective: digital media measurement is a business issue, not a research problem

• An independently led, short term way to create digital media currency

• A mechanism for developing recommendations for the establishment of a measurement governance body that will oversee standards, quality and change management for all media measurement

Source: Bain & Company, MediaLink LLC, IAB, ANA, 4A’s
Who is Behind Making Measurement Make Sense?

• IAB (Interactive Advertising Bureau), 4A’s (American Association of Advertising Agencies) and the ANA (Association of National Advertisers) are the founding partners and form the leadership team

• IAB, 4A’s and ANA jointly issued an RFP to consulting firms to lead the process

• The founders evaluated consultant proposals together

• The three associations are joined by NAA (Newspaper Association of America) and OPA (Online Publishers Association) as supporters

• The value chain across the ecosystem

Source: Bain & Company, MediaLink LLC, IAB, ANA, 4A’s
Measurement needs come at three levels

- **Exposure**
  - Establishing single “currency” for exposure
    - Addressing disparity across third-party measurements and publisher weblogs
    - Providing enhanced reach/frequency metrics
    - Integrating cross-media exposure reporting

- **Brand impact**
  - Standardizing brand impact metrics
    - Defining brand impact and the metrics that matter (e.g., awareness, favorability, etc.)
    - Helping determine relative impact across inventory types
    - Simplifying cross-media comparison
    - Enhancing quality of existing metrics

- **Attribution**
  - Exposure and brand impact metrics may serve as inputs for attribution
  - However, creating marketing mix/optimization models is not in scope

Primary focus of this effort

Contribute inputs to attribution where related to exposure and brand impact

Source: Bain & Company, MediaLink LLC, IAB, ANA, 4A’s
Overall project deliverables

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Key deliverables</th>
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<tr>
<td>Determine the right metrics and solutions</td>
<td>• Definition of a standard “currency” for measuring online exposure</td>
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<td>• Development of standard brand impact metrics, addressing all major aspects of “brand presence” advertising</td>
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<td>Drive industry consensus around the solution</td>
<td>• Incorporation of metrics serving as inputs to attribution analysis</td>
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<td>• Methodology for cross-media comparison of exposure and brand impact metrics (linking online to TV and to print)</td>
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<td>Establish measurement governance model</td>
<td>• Plan and process for gaining stakeholder input (e.g., association members, research community, vendors) and driving consensus around the chosen solutions</td>
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<td>• Engagement of industry leaders to champion measurement process</td>
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<td>• Mission statement and management structure for an ongoing measurement governing body</td>
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<td>• Governance process with roles/responsibilities, standard-setting process and success measures</td>
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<td>• Implementation plan for roll-out of metrics, standards and mgmt. structure (including roles, timeline and communications plan)</td>
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Source: Bain & Company, MediaLink LLC, IAB, ANA, 4A’s
Work approach: key milestones and outputs

Assess current situation and stakeholder needs

Key milestones

Month 1
Kick-off

Month 2
Review of “fact base” and initial options

Month 3
Review of selected options

Month 4
Governance & roll-out review

Month 5

Month 6

Deliverables

- Objective analysis of process breakdowns and “pain points”
- Assessment of stakeholder priorities and needs (via broad survey and senior discussions)
- Improvement opportunities for existing metrics/data sources
- Keys to success from other standards setting orgs. and processes (e.g., MPAA, FASB)
- Quantify impacts of enhanced metrics (what is it worth?)
- Initial options for key metrics and standards (for discussion)

- Recommended metrics, with definitions, data sources and changes required to existing online offerings
- Approaches for enabling cross-platform comparison
- Initial outline of standards-setting methodology
- Preliminary governance model “strawman”:
  - Mission statement and key activities
  - Strawman structure
- Plan for stakeholder review and consensus building

- Refined metrics definitions, standards and guidelines
- Defined standards-setting process (e.g., requirements, inputs/outputs, timing, role of existing measurement co’s)
- Fully developed ongoing governance model:
  - Overall structure and resources
  - Decision-making approach
- Implementation plan for roll-out, including:
  - Key timelines, milestones, team and resource needs
  - Piloting/testing approach
  - Communications plan

Approx. dates

2/29
5/5
6/22
7/22

Source: Bain & Company, MediaLink LLC, IAB, ANA, 4A’s
Overall project working structure

**Blue Ribbon Task Force**
- ANA
- 4As
- IAB

**Leadership Team**
- Bob Liodice
- Sherrill Mane
- Mike Donahue

**Primary Working Team**
- 4-5 team members from IAB/ANA/4A’s + Bain/MediaLink

**Exposure working team**
- Brand impact working team

**Key responsibilities**
- Prioritize business needs and solutions
- Establish goals and provide feedback
- Help address roadblocks and drive industry consensus
- Make final decisions
- Set agenda for Task force meetings
- Make ultimate recommendation to Blue Ribbon Task force
- Assume responsibility for success of effort
- Lead day-to-day project execution and facilitate meetings
- Gather, analyze and synthesize industry data and stakeholder perspectives
- Develop solutions and recommendations
- Define critical needs
- Contribute insights and expertise
- Provide access to data and other experts
- Help validate potential solutions

* Other trade associations will have one seat per sponsor
Source: Bain & Company, MediaLink LLC, IAB, ANA, 4A’s