



MEASUREMENT & ANALYTICS

Incremental reach for effectiveness

Why reach?

Reach is the lever for effectiveness. We know that from independent and extensive empirical research of the likes of Byron Sharp, Karen Nelson-Field and Peter Field. Furthermore, we have worked together with brands that have increased their relevant reach thanks to our data resulting in tangible effects in their own business KPIs..

How can aeos help with data?

Thanks to a large sample size and data granularity (second-to-second measurement, individual ad reach, over 1 Mio. Devices in tracking) aeos' data allows a deeper look into its performance to adjust planning before and during a campaign to increase reach further.

How does that work exactly?

Thanks to an easy to use and in depth Cockpit everyone responsible for their TV plans can log in anytime and pull incremental reach data for each individual placement of a campaign.

Placement index analysis for corner or special placements can be sent out directly to your inbox and individual qualitative brand profiles allow for a channel mix analysis in the Cockpit.

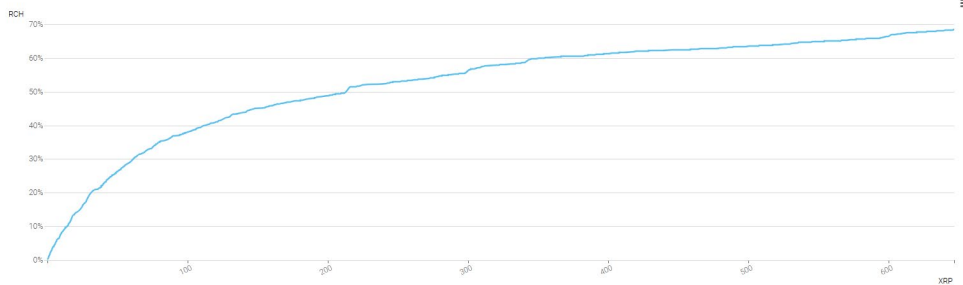
The following pages will show you exactly how to do all of that.



Incremental Reach Shares

Thanks to data granularity can you measure TV performance also on smaller channels and on less busy dayparts.

RCH / XRP



This means that you can measure campaigns on up to 70 channels with daily updates (our data in Germany is available from 9.30 am for the previous day).

By measuring we do not only mean reach and XRP per placement in our spotlists. More importantly you can measure incremental reach for each single placement.

And thanks to our large sample size we barely see 0-ratings. Depending on the campaign they would only make up up to 1% of all campaign placements. This share is very low if you compare that to a measurement based on a panel. There the 0-rating share can be up to 50%.

Hence, if we can show incremental reach per placement, we can also show the share of incremental reach vs total reach of a placement. We call that the incremental reach share (in %).



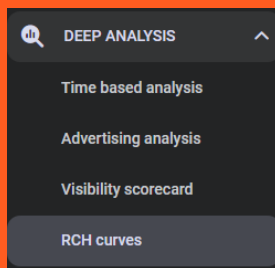
This incremental reach share can be easily aggregated on a channel, hour, daypart or EPG level. It only takes 2 minutes with 2 small steps (create a Pivot table and pick the preferred level with the average of the incremental reach share as value in the Pivot table).

In that way you can see which channel is on average still reaching new devices, which has maxed out already and rather builds up multiple contacts, which dayparts or hour is not maxed out yet, or how often you can book a reoccurring EPG ideally until you start to reach the same devices all over again and reach build will be limited.

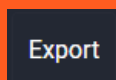
Of course, this exercise cannot just be done on reach 1+ but also on reach levels up to reach 6+. All depending on your campaign goals.

This simple analysis allows you to identify the necessary adjustments with regards to the channel mix (within your yearly commitments if you have them), daypart mix and fine tuning of EPG bookings. This can also be done during the campaign to intervene where needed and possible.

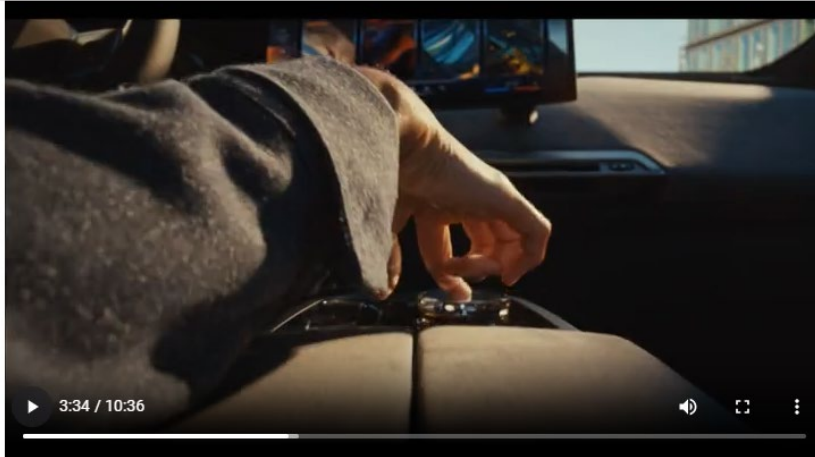
Where do I find the analysis?



After the reach curve is shown you can download the underlying Excel spotlist via the button shown below.



Placement Index Analysis



RCH Graph - Unique users second by second

▲ Hide RCH Graph

In the aeos universe each ad gets its own reach, not just an average value based on time intervals or ad block average.

We know that a reach curve in each ad block behaves differently which results in (often significantly but sometimes surprisingly not significantly) different results of ad reach depending on the exact position in the ad block.

Because special placements come with premium surcharges, this placement index analysis is a quick win to invest your TV special placement budget more refined, allowing for more reach.



In that way we can show a placement index for each placement in an adblock, especially for corner and special placements that are not allocated per fair share but rather have to be booked with a premium surcharge (Pre-Splits, Post-Splits, Single Splits, first or last placements, sponsoring).

This reach index is calculated as follows:

Placement index = ad XRP/average XRP of ad block

For Single placements we take the avg XRP of the nearest ad block.

In the report you can see at a glance if the special placement has indeed achieved a higher reach which would be expected with a premium price.

After having analysed numerous placement indices during more than 3 years in the German market we know that more than 80% of special placements or corner placements in ad blocks do not achieve a higher reach that justifies the price index.

Of course, a decision for a corner placement or special placement can also be driven by other factors other than higher reach. This could be due to anticipated higher awareness or a contextual link to the show.

However, even in those cases we want to highlight that channel show trailers, raffles etc. already signal the switch to ads and encourages the viewer to zap before the first spot is aired. That leads to the first spot having the same or very similar reach vs the average of the ad block. If awareness is then indeed higher remains to be seen too.

Next to placement indices we also show our so called Stick and Return Rates in the same report. These aeos developed KPIs are the reach index for each single ad block.

These show how long devices are staying (stick) on the channel and how fast they are coming back (return) before the ad blocks ends and the show resumes.



These indices are calculated for 0, 5, 30 and 60 seconds, once at the beginning of the ad block (stick rates) and at the end of the ad block (return rates). The basis for each is always 30 seconds before the ad block starts.

These indices can be easily aggregated and shown by channel, daypart or EPG in a Pivot table.

They allow to read trends and to pick out the cherries for special placement planning.

And with a special or corner placement costing somewhere between 20% and 50% surcharge this simple analysis allows you to invest your precious TV budget more effectively.

Where do I find the analysis?

If you have a Cockpit log in then please send us an email and we will set up an automated and regular email with that report as an Excel document for you, in a rhythm and for a time period that suits you.



Qualitative Audiences



UNICORNS

Audiences that watch less than 3 hours of TV per month



TRAVEL LOVERS

Audiences with a preference on watching travel content (min. 15% of their TV consumption time)



NIGHT OWLS

Audiences that watch TV more than 30% of their TV consumption time between 12 – 6 am



TV ZOMBIES

Audiences that spend minimum 70% of their TV consumption time on one channel



EXTREM ZAPPERS

Audiences that switch between channels every 10 minutes (min. 80% of their TV consumption time)

We know exactly how a device consumes TV. Where does it zap in from, where does it zap out to and how long it spends on a channel or EPG.

The large sample size (over 1 Mio. devices) allows analysing actual media consumption behaviour very well.

This allows us to set up target audiences for linear TV in our Cockpit that are defined based on behaviour and interest. Only the client accounts will have access to these individual brand profiles which are integrated across all analytics modules in the Cockpit.

With individual (actual) brand profiles we have successfully helped brands in reaching their actual target audience in linear TV and hence achieve tangible effects in their business KPIs.



There is no longer any need to use proxy audiences that are purely defined on demographic elements, if the actual target audience is in fact defined very differently

This is something already very common in other media channels such as digital in which an audience is defined based on relevant qualitative factors.

We are bringing digital thinking into TV optimisation and commitment planning.

Where do I find the analysis?

Brief in your client profile with the aeos team. Once it has been created you will have access to it in our Cockpit.

Via a Cockpit log-in each person responsible for their TV plans can easily pull the data. We are by our clients's sides with tailored onboarding sessions, follow up calls, via email or with aeos Managed Service for comprehensive insights done by our Client Success team.

