Getting Media Measurement Right
Product development for speed and scale

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The Challenge
The requirements are clear... what is the impact of my investment?

... across all relevant markets

... covering all relevant media channels

... in a competitive context

On brand

Reputation

Sales
But it’s tough! Particularly for (Traditional) Earned Media

- Potential and actual reach
- Positive and negative sentiment
- Large and small prominence
- Planned and unplanned
- Promote AND protect
There are measures around social media
We are making steps in the right direction
And we’ve tested the waters on links to ROI

**CONTRIBUTION TO BRAND POWER OVER TIME**

- Base
- Paid Media
- PR

- 14% 
- 5.7% 
- 20.3% 

Combined Paid+PR = 7.1%

- SHARE OF CTM SPEND
  - Paid Media
  - PR
  - 14%
  - 86%

- SHARE OF CONTRIBUTION TO BRAND POWER
  - Paid Media
  - PR
  - 19%
  - 81%

Nov’15 – Feb’18
But we can go further...

Better measurement of...

<table>
<thead>
<tr>
<th>REACH</th>
<th>Better ROI</th>
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<tbody>
<tr>
<td>SENTIMENT</td>
<td>Brand &amp; Reputation Impact</td>
</tr>
<tr>
<td>PROMINENCE</td>
<td>Sales Impact</td>
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Better measurement of... leads to...
Kantar’s expertise: Connected Intelligence across paid, owned & earned media
We are leveraging AI to deliver this bigger vision...

Enhanced Sentiment
Enhanced Content Analysis
Enhanced Reach
Product Development
Enhanced Sentiment, Prominence and Reach
Enhanced Measurement of Reach

We have built a bespoke supervised machine learning model

Level 1 is for aggregate level data for the potential readers of the publication (publication wise readership)

Level 2 narrows down to page wise readership

Level 3 narrows down to article wise readership using genre, presence of picture, length of article

Data Sources

TGI

Ad hoc depth of readership survey

Ad hoc depth of readership survey, TGI for genre
First outputs look good!
Product Development

ROI
A better reach measure opens up possibilities for conversion models
And to brand uplift
## Getting Media Measurement Right
### Roadmap

<table>
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<tr>
<th>Enhanced Reach Prototype for Print</th>
<th>Automated Insights Go To Market (UK)</th>
<th>Enhanced Reach Model v2</th>
<th>ROI Prototype (adapted HBG tools)</th>
<th>Automated Insights Update</th>
<th>Automated Insights Update</th>
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<td>Q2 2019</td>
<td>Q3 2019</td>
<td>Q4 2019</td>
<td>Q1 2020</td>
<td>Q2 2020</td>
<td>Q3 2020</td>
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### Enhanced Reach Prototype for Online

- Q2 2019
- Q3 2019
- Q4 2019

### Automated Insights Update

- Q1 2020
- Q2 2020
- Q3 2020
- Q4 2020

### ROI Go-To-Market (UK and/or France)

- Enhanced Reach Prototype for Online
- Automated Insights Go to Market (EMEA)
- Automated Insights Update
- ROI Go-To-Market (UK and/or France)