



Advertising Brands:

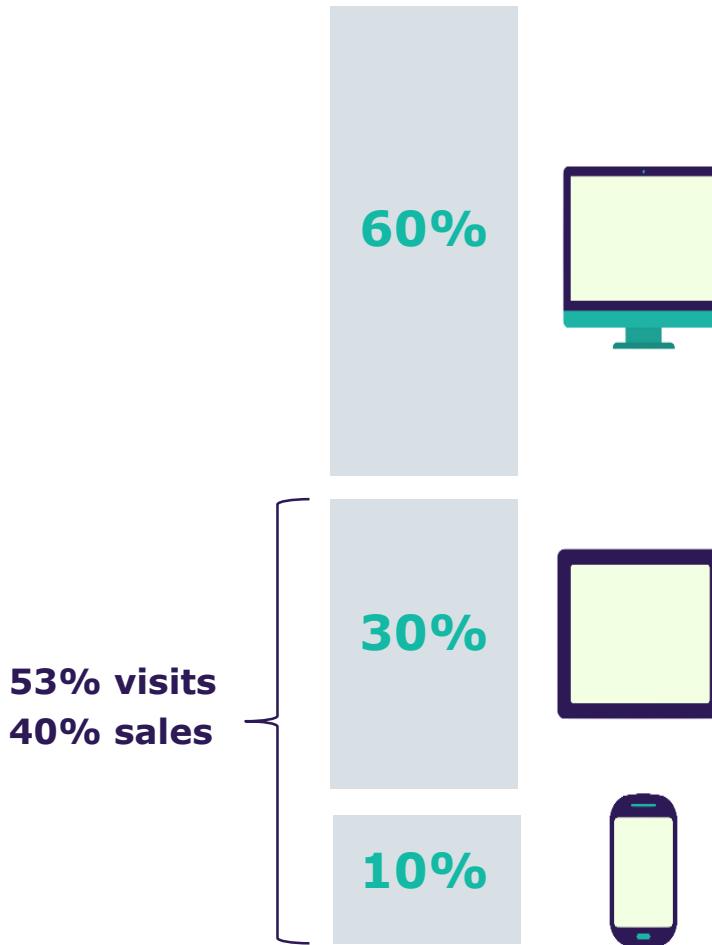
Cross Device Effectiveness

E-Retail reached £104 billion in 2014 (IMRG) ... and people switch devices during tasks

Smartphones are considered the go-to device

54% switch devices during tasks if using 2+ devices (73% switch if using 3)

Typically sales are completed on a bigger screen (60% completed sales on PC, 30% on tablet)



Digital advertising reached £7.2 billion in 2014, with mobile up 64%



£7.2
billion

	PC*	MOBILE
Total	£5.6bn	£1.6bn
Display	27%	47%

Brand advertising now estimated at a fifth of digital spend

Case Study

The campaigns



SEAT

Mii by Mango

ABC1 Adults, 29/10/14 – 19/12/14

John Lewis

The Edit Women's Fashion

ABC1 Females, 14/10/14 – 07/11/14

The study

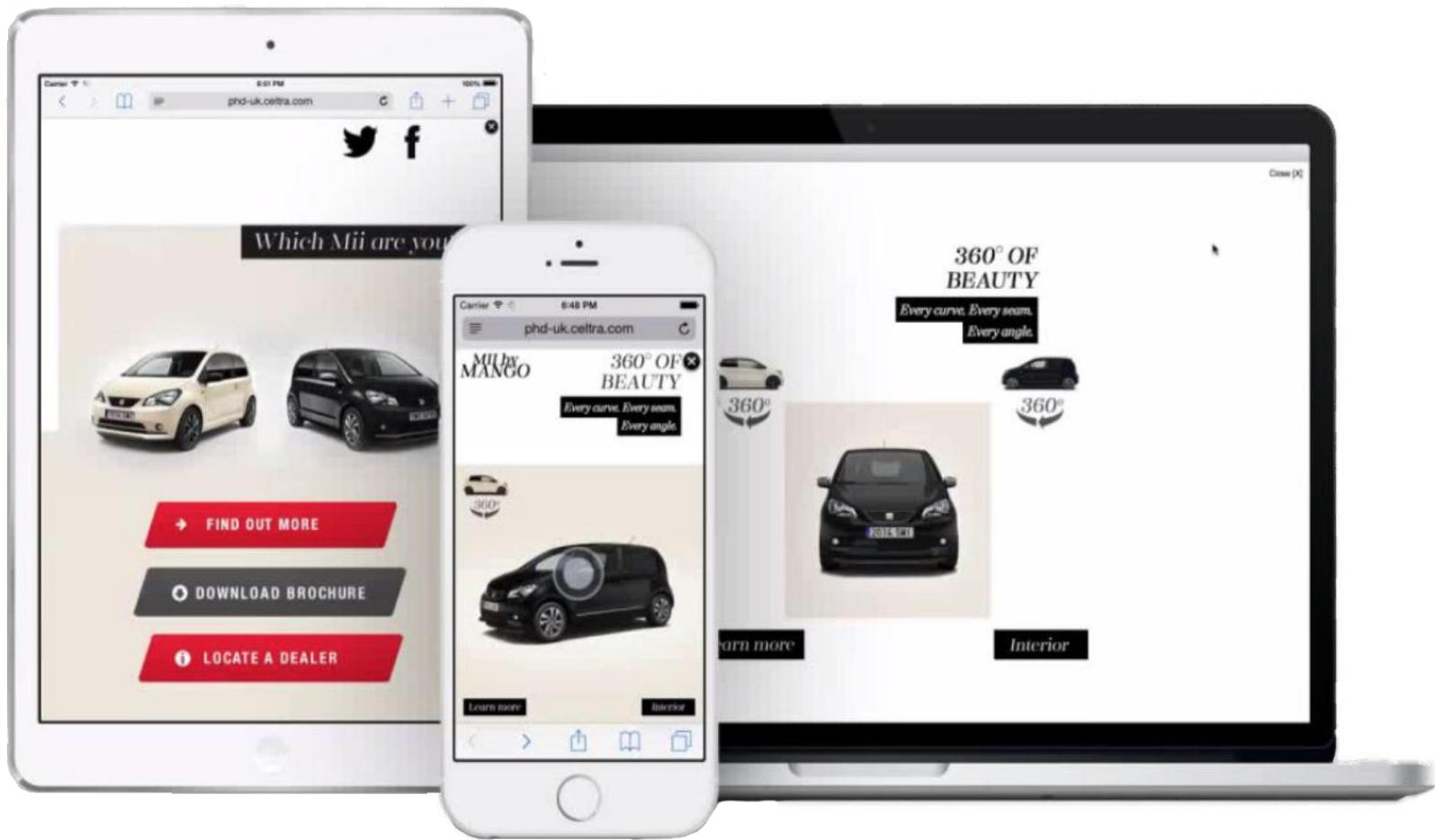
2 campaigns

18 publishers

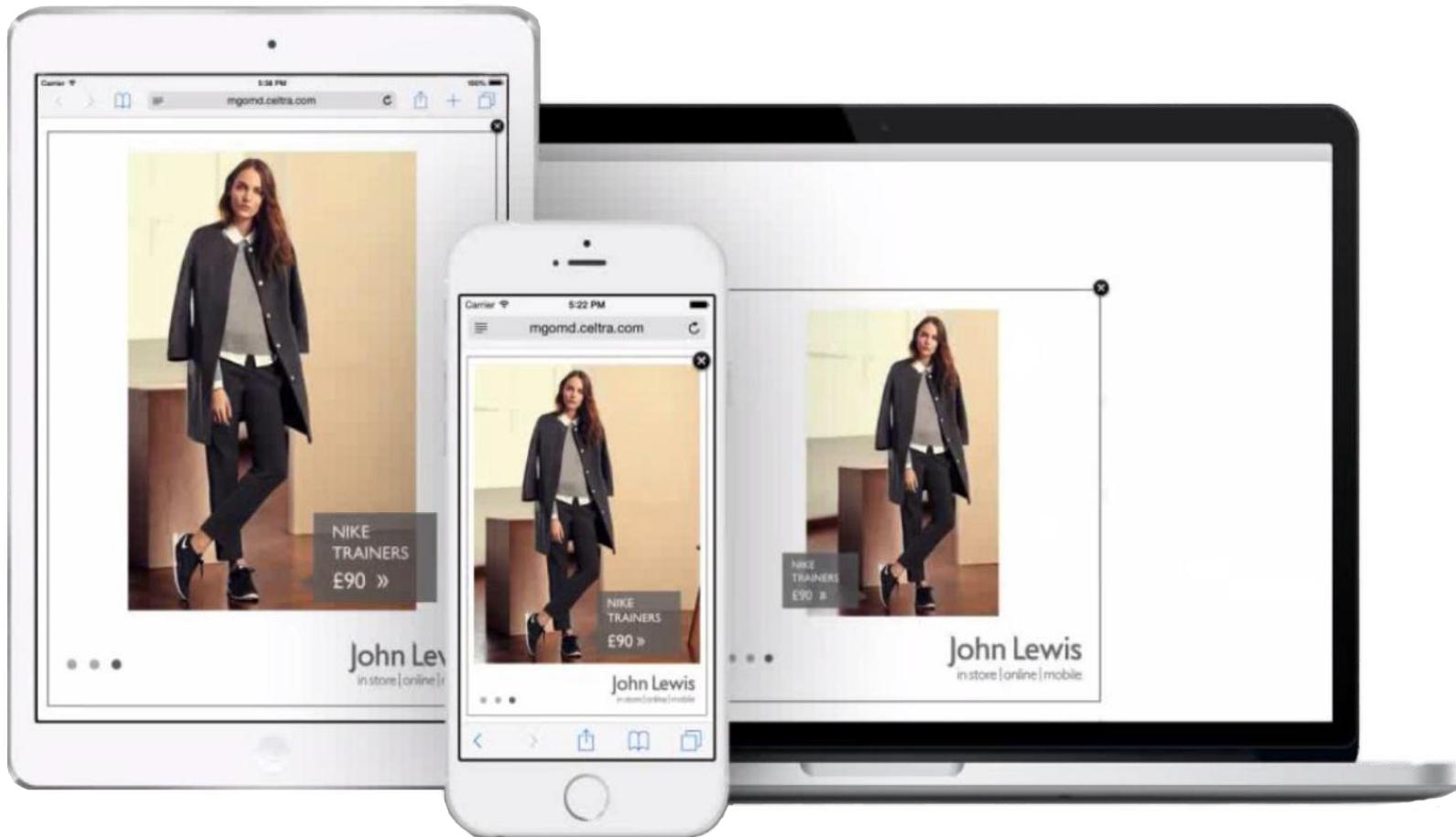
3 devices

**18+m
impressions**

The creative



The creative



The publishers

the guardian

HEARST

Telegraph



London
Evening
Standard

RTE

Time Inc.

Auto
Trader
.CO.UK

haymarket®



News UK

Aol.

IPC MEDIA

Trinity Mirror plc

OCBS

Condé Nast

IMMEDIATE
MEDIA CO

The devices



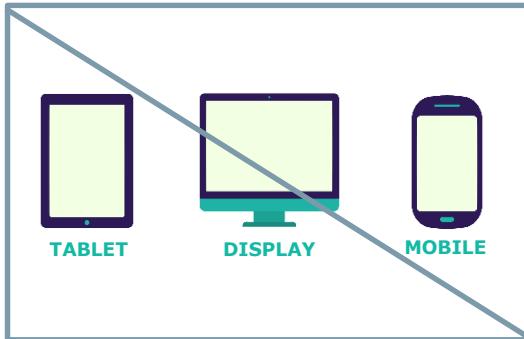
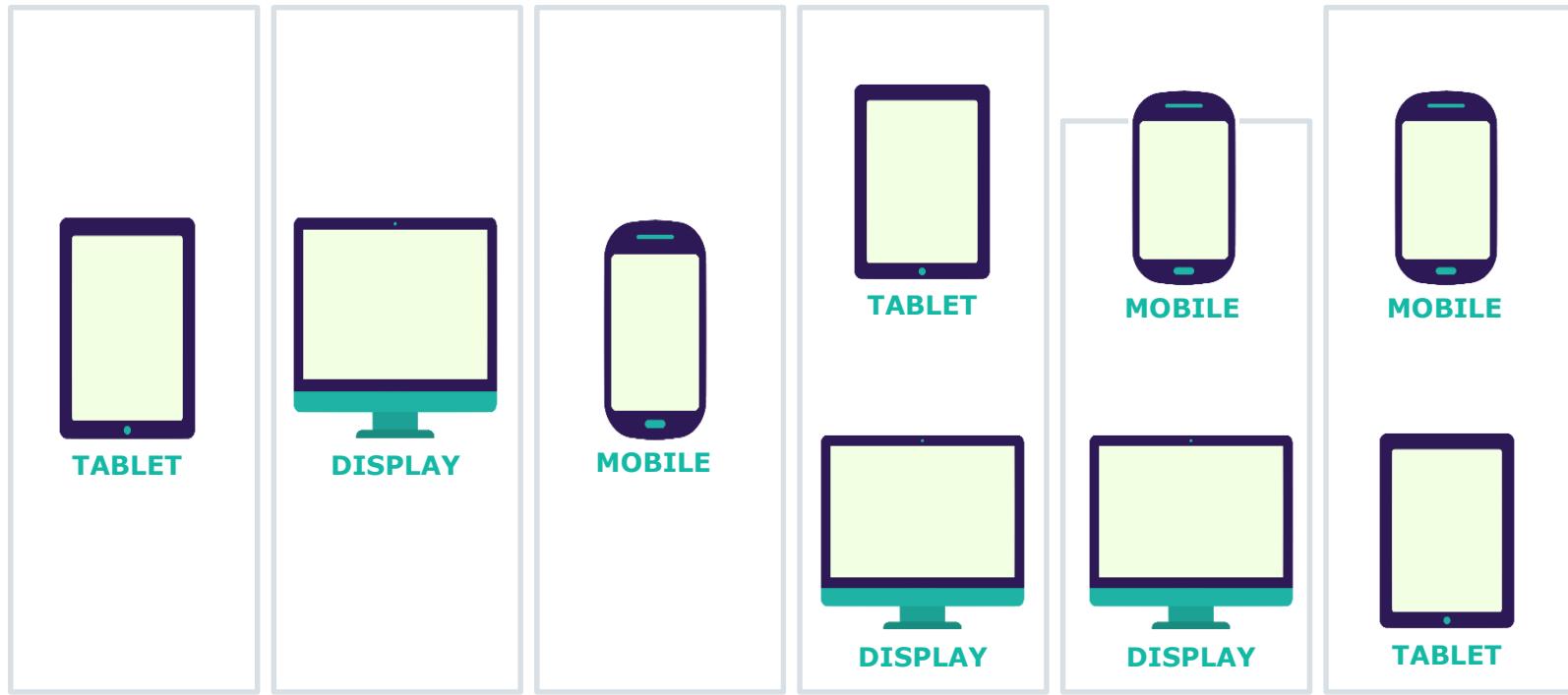
The Research

Two stage research project

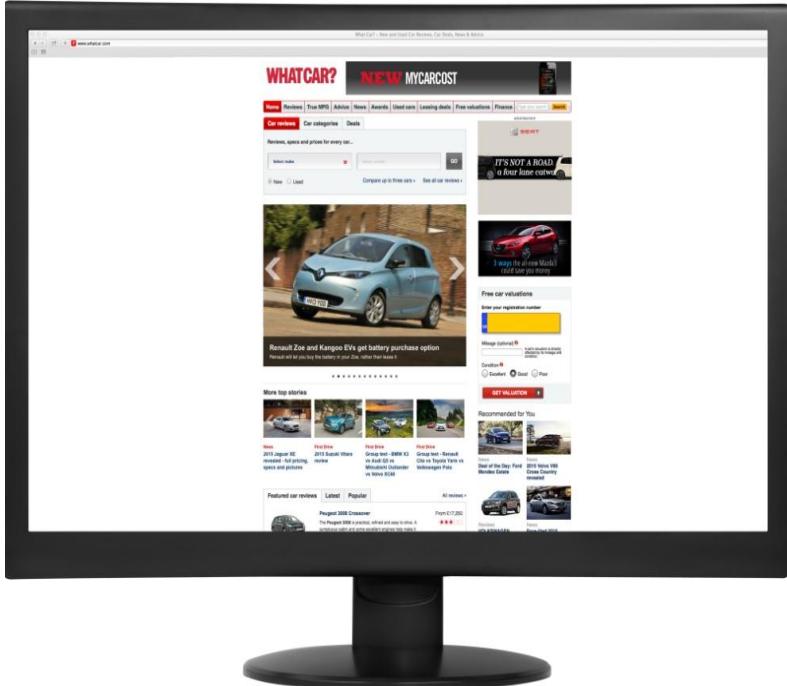
**1. Campaign Effectiveness:
Retargeting Study**

**2. Context Analysis:
Forced Exposure Test**

Stage 1



Stage 2



Research Findings

Key findings

- 1. Mobile advertising cut through**
- 2. Exposure on 2 devices significantly increased campaign effectiveness**
- 3. Each device played a different role**
- 4. Premium sites are more trusted and liked**
- 5. Established planning rules still apply**

1. Mobile advertising cut through



Mobile advertising cut through



Ad Awareness

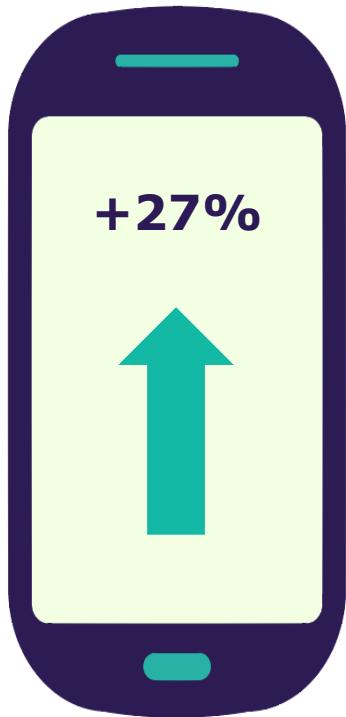


Ad Recall

Mobile advertising cut through



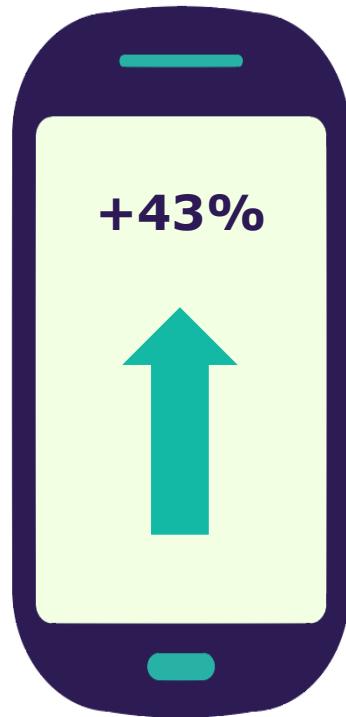
Eye catching



Interesting



Appropriate

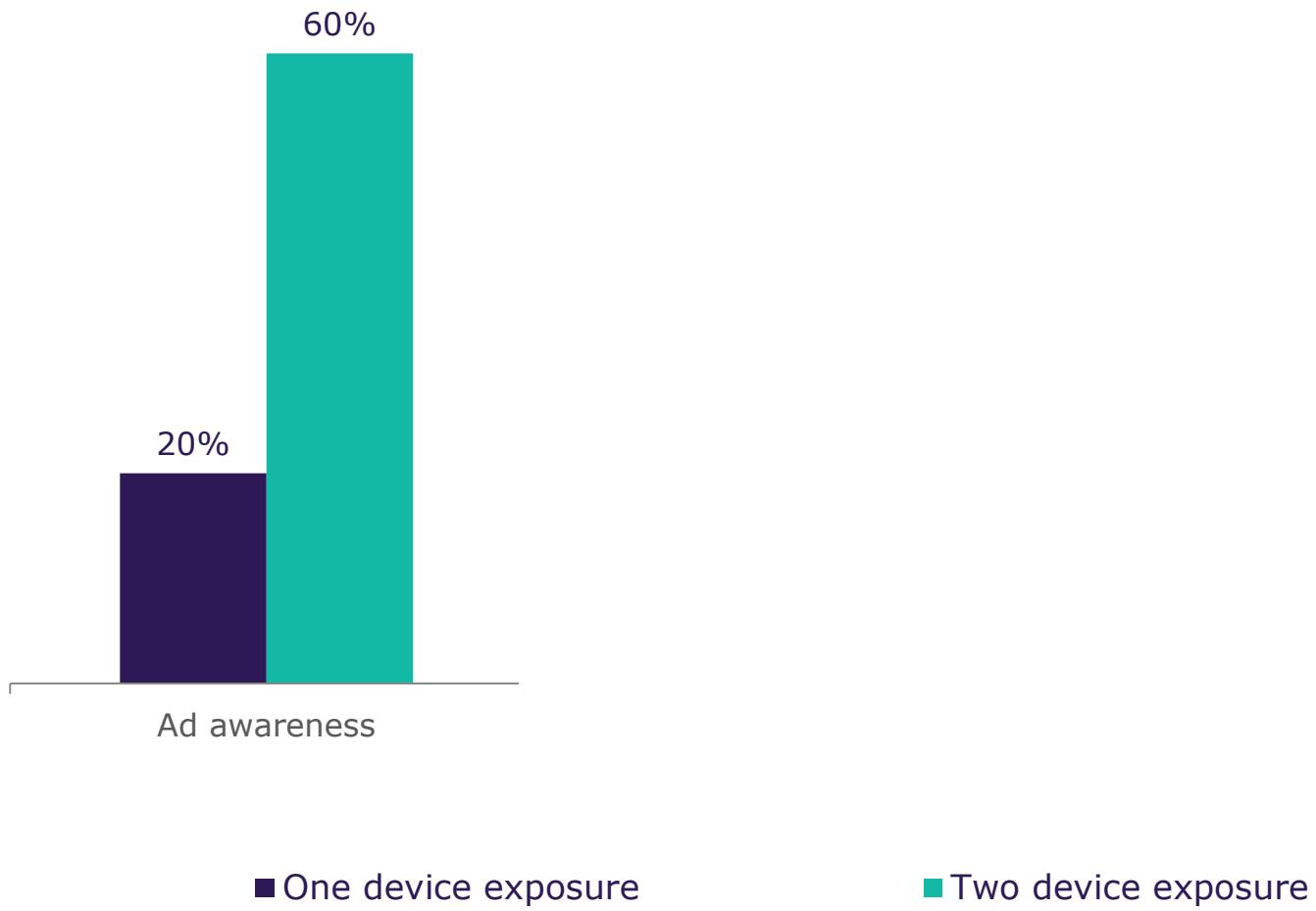


Very likely to
recommend the brand

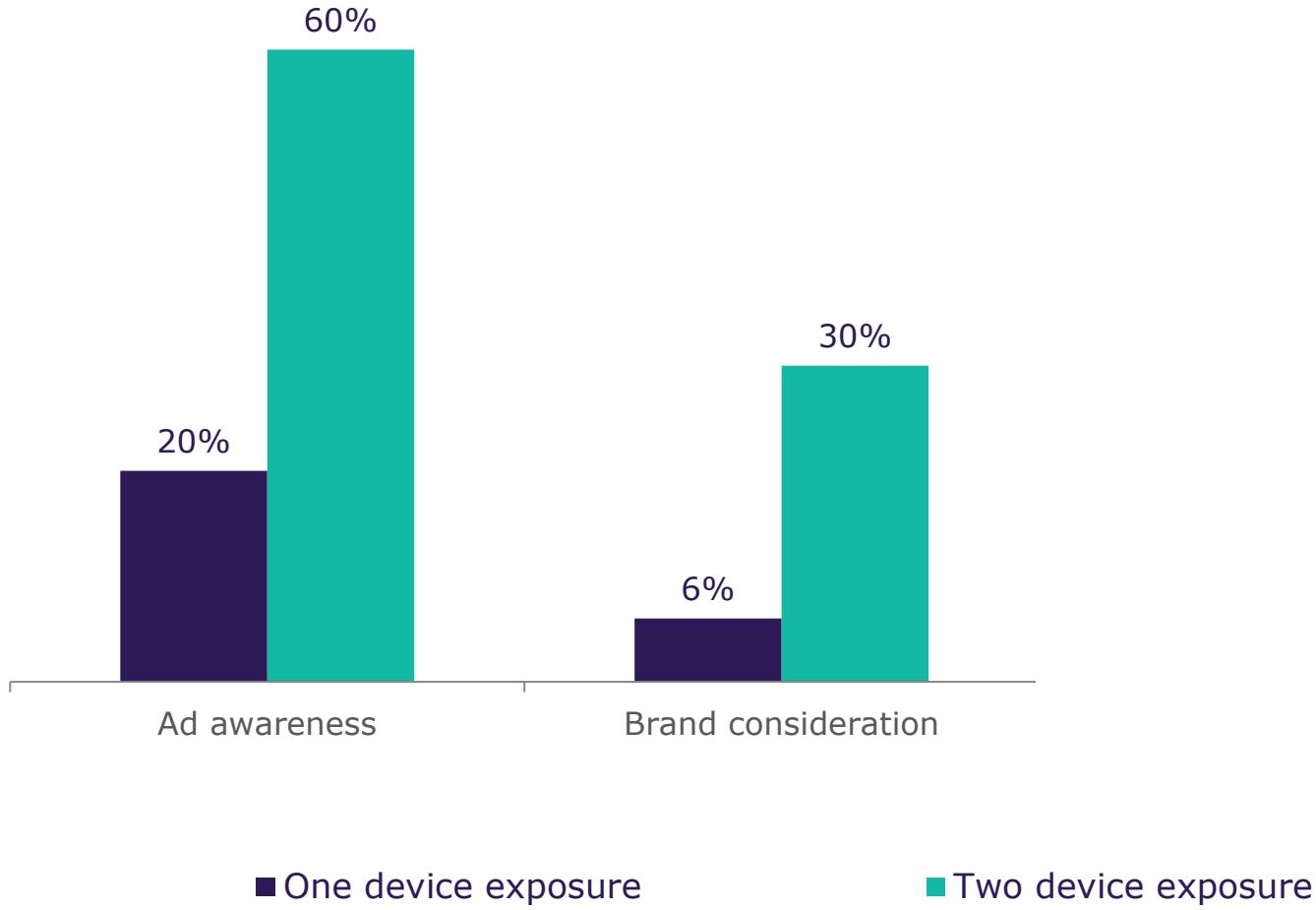
A professional woman with blonde hair tied back is shown from the side, working at a light-colored wooden desk. She is wearing a white button-down shirt. She is holding a black smartphone to her ear with her left hand and a black tablet with her right hand. On the desk in front of her is a white laptop displaying a bar chart. The background is blurred, showing an office environment.

2. Exposure on 2 devices significantly increased campaign effectiveness

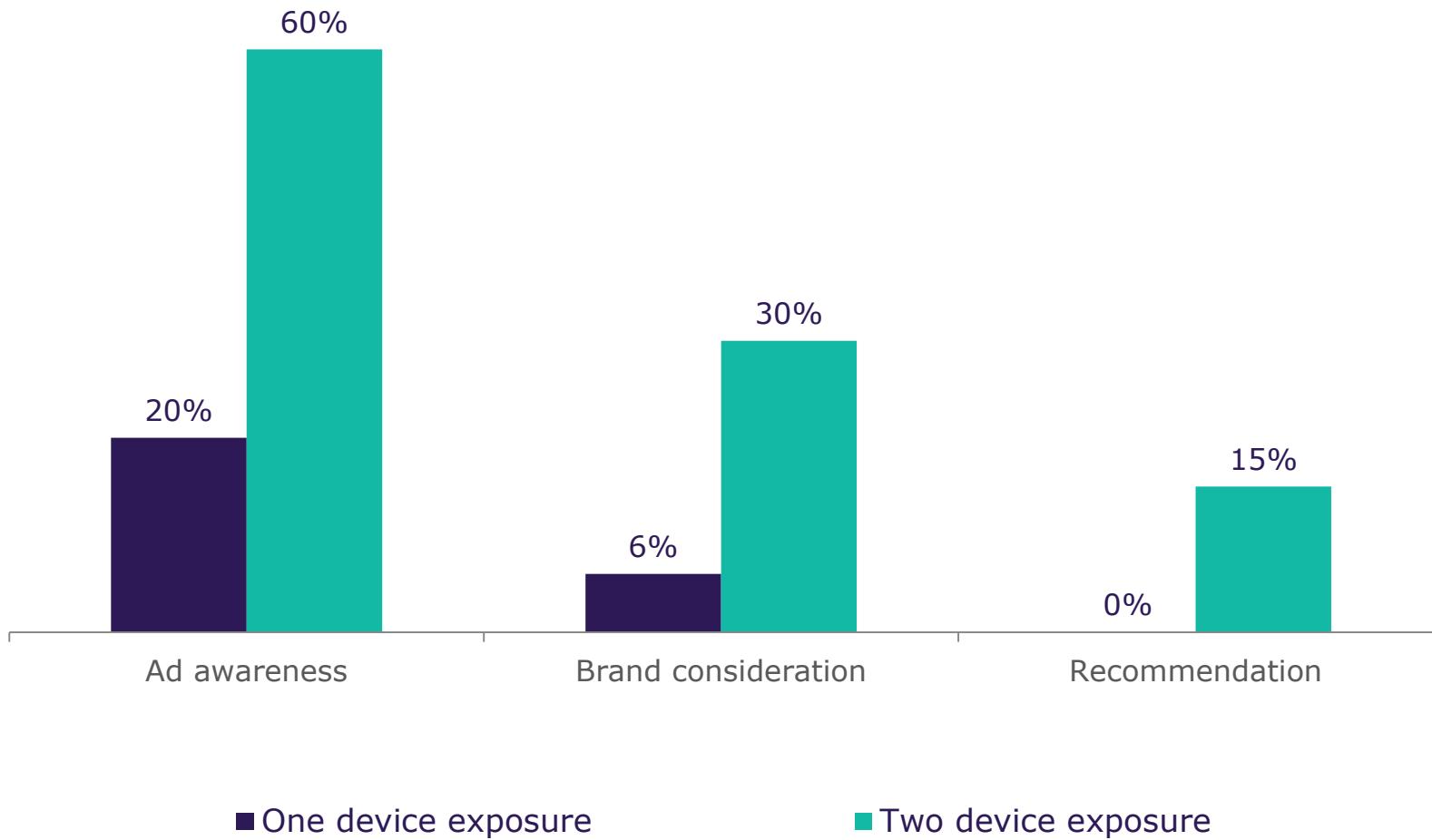
Exposure on 2 devices



Exposure on 2 devices

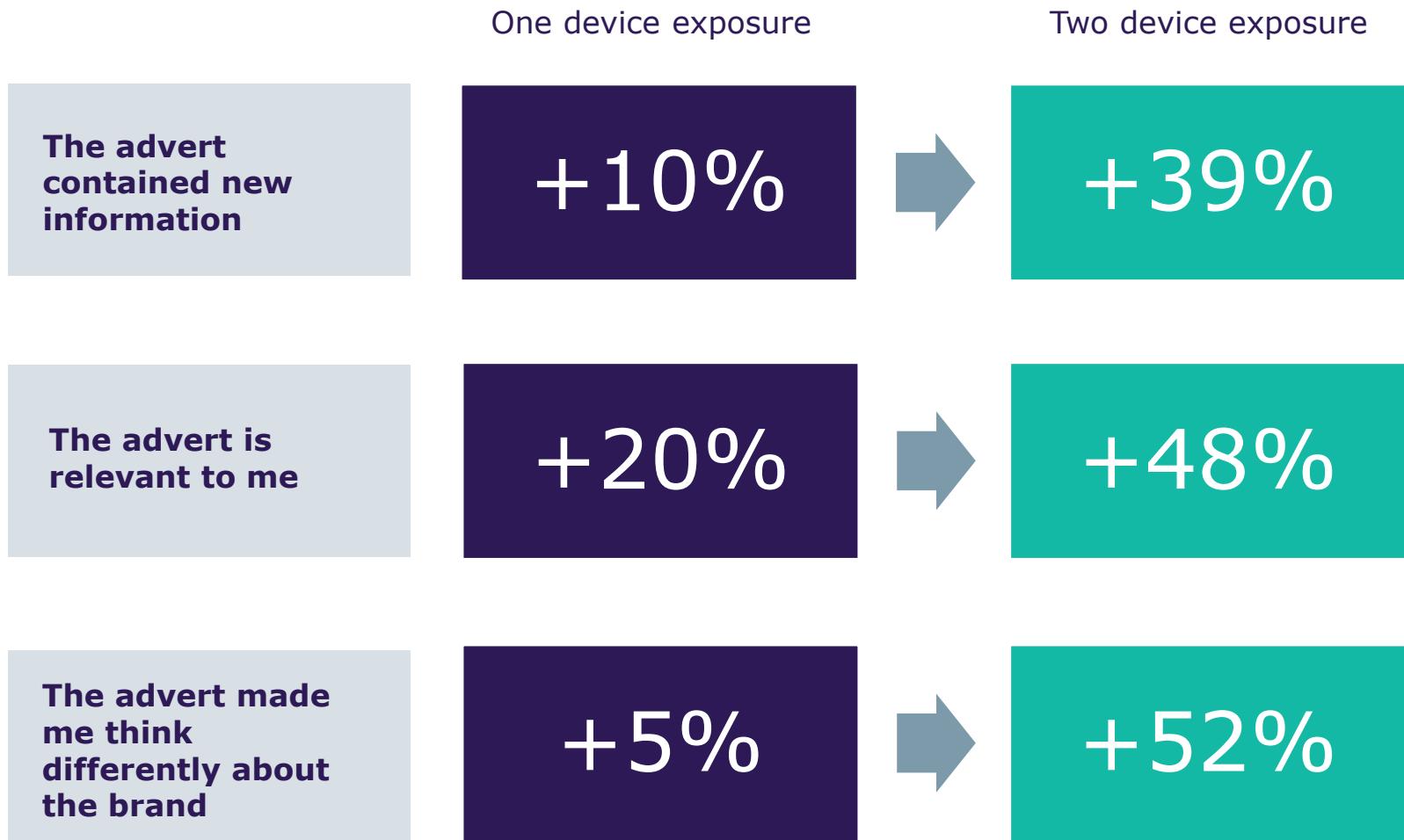


Exposure on 2 devices



*uplifts are calculated vs the control

Exposure on 2 devices





3. Each device plays a different role



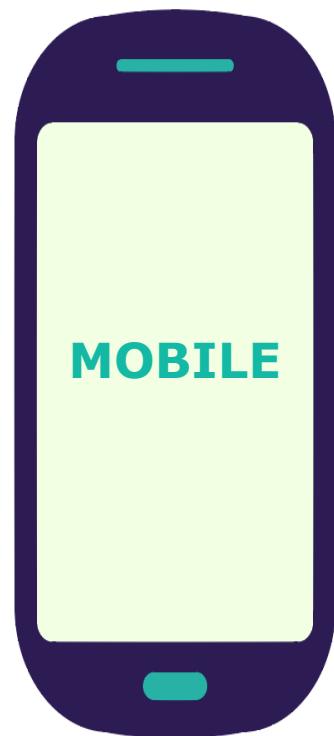
The devices



General information



Interactions



Location-based

4. Premium sites are more trusted & liked

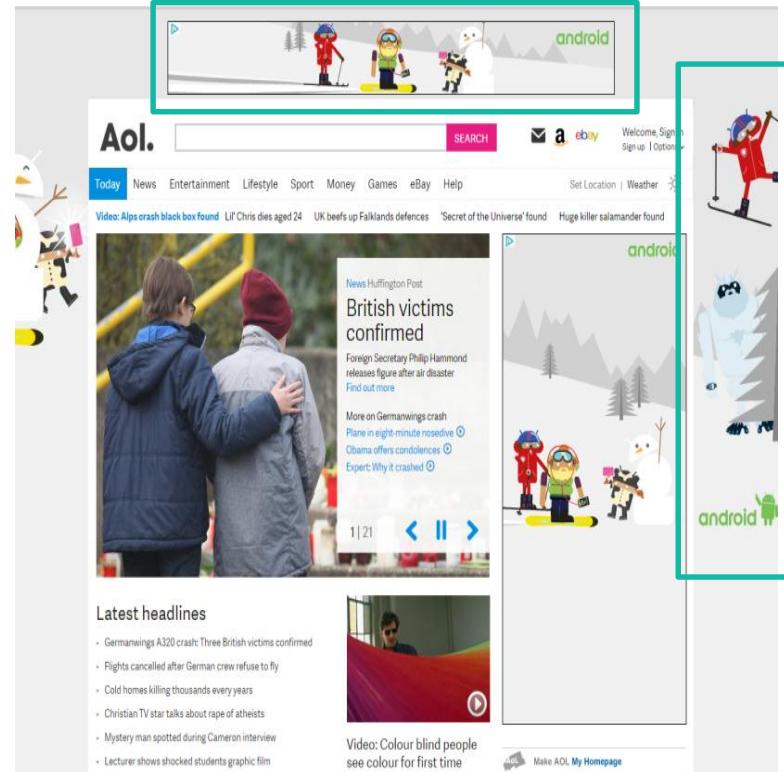
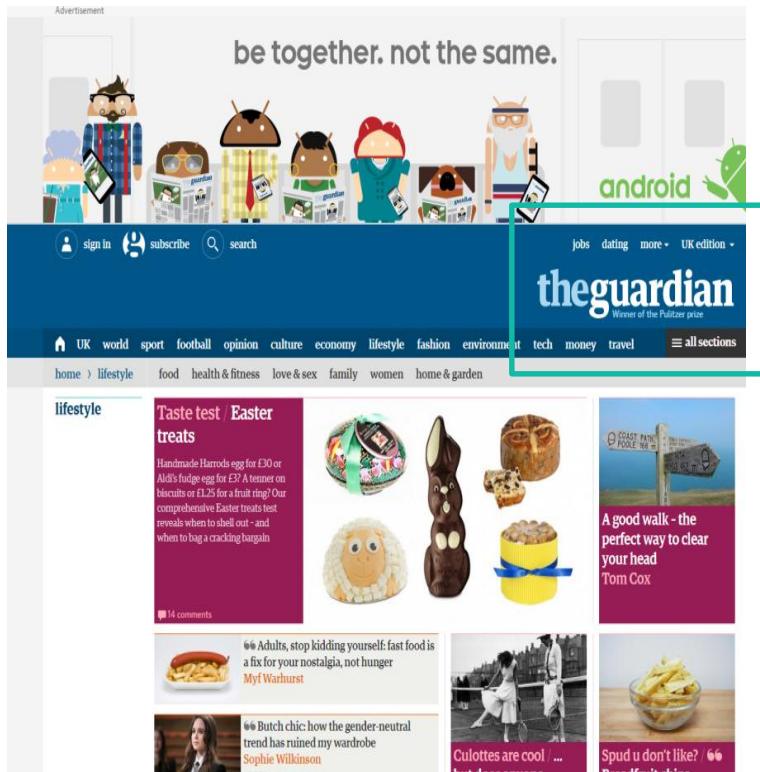
Auto
Trader
.CO.UK

Aol.

theguardian

CBS

Premium sites



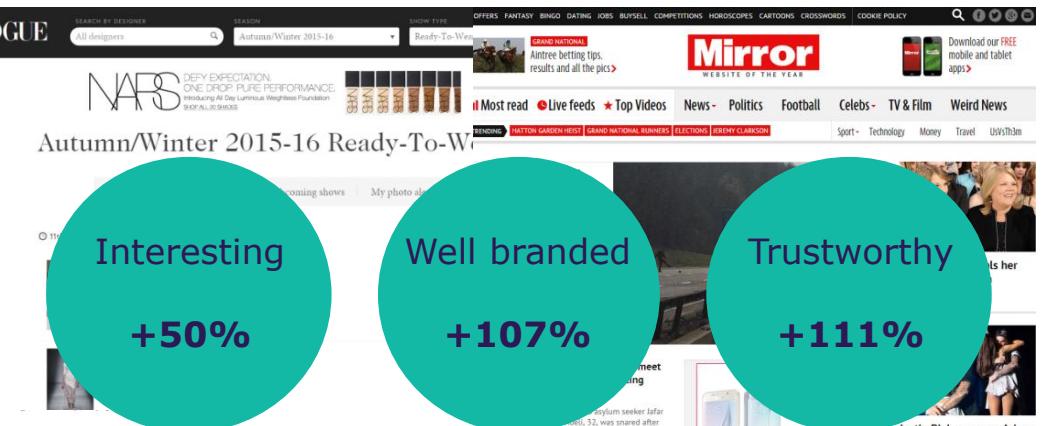
+217% more likely to trust premium sites

+236% more likely to trust adverts on a premium site

Premium sites



Eye catching
+36%



Interesting
+50%

Well branded
+107%

Trustworthy
+111%



Dull
-47%



5. Established planning rules still apply

What does it mean?

Conclusions

1. Mobile advertising cut through



Include mobile in brand and response plans where possible

2. Exposure on 2 devices significantly increased campaign effectiveness



Plan across at least 2 screens to deliver maximum brand uplift

3. Each device played a different role



Consider the role of each device to meet campaign objectives

4. Premium sites are more trusted and liked



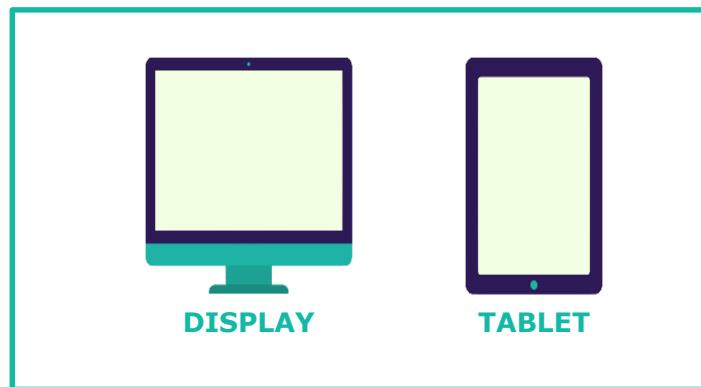
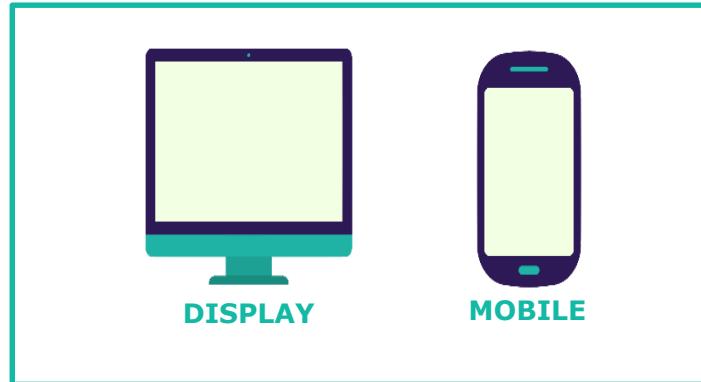
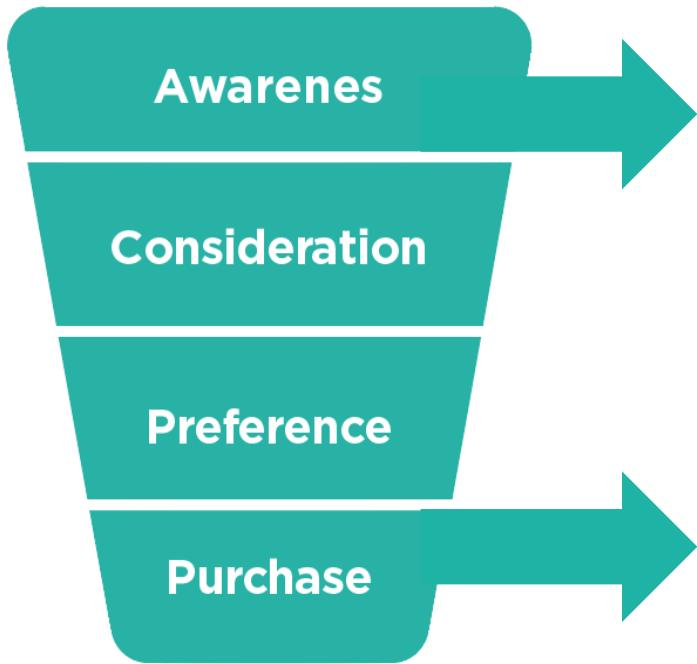
Continue to utilise relevant, premium environments - but investigate the most efficient way to access them

5. Established planning rules still apply



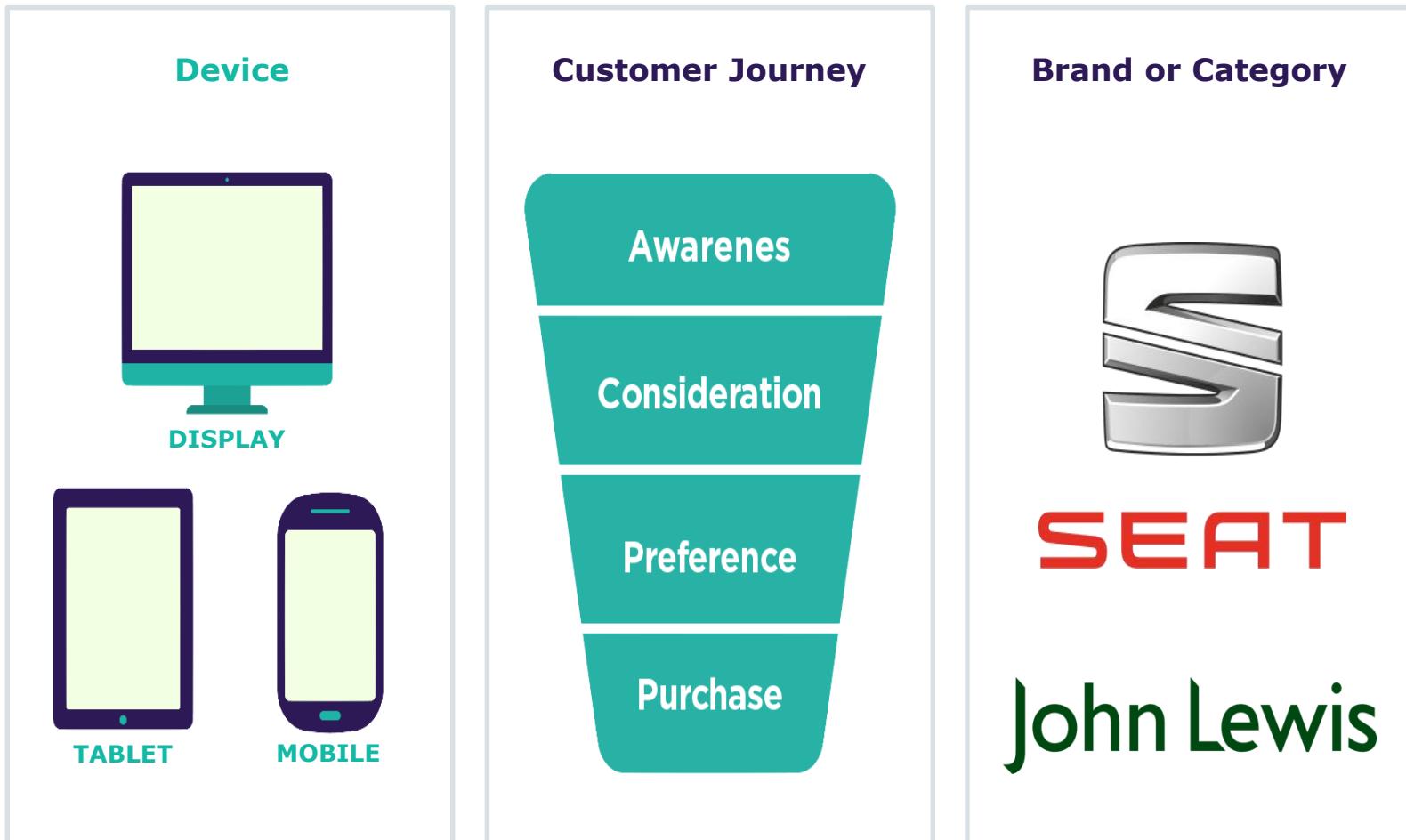
Optimise towards all available parameters

Conclusions: The Research Suggests....



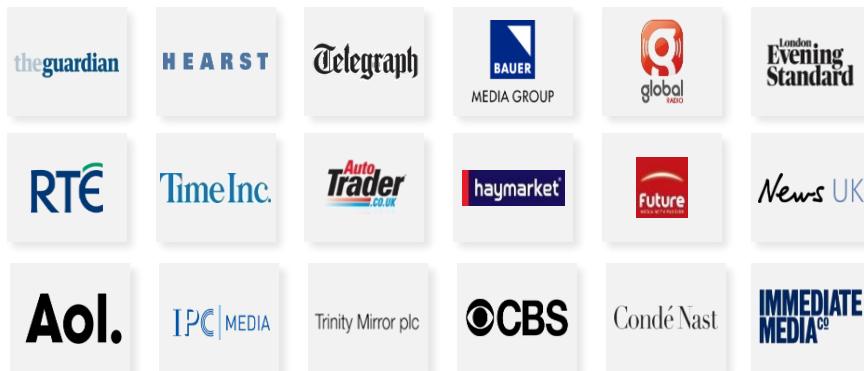
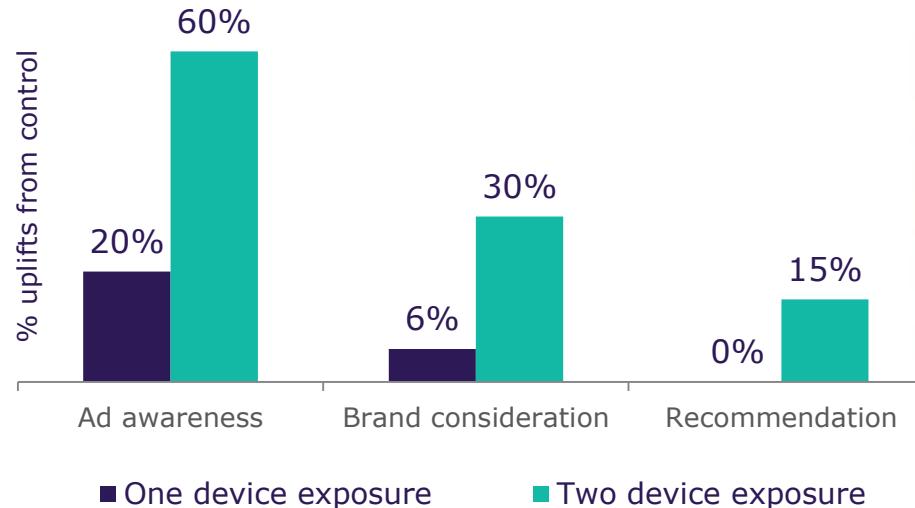
But, in some cases, a single device may deliver the best results.

3 key factors



Advertising Brands: Cross Device Effectiveness

1. Mobile delivers cut through for brand metrics (e.g. +133% recall)
2. Cross device (same impressions) delivers much better brand uplift...
3. Consumers are 236% more likely to trust adverts on premium sites



Thank you

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