

IF YOU COULD TURN BACK TIME

Laying the groundwork for campaign measurement

Great, you drove a visit to your site! But... did it lead to a sale? And was it that last click that sealed the deal? Or that auto-play video view that convinced a consumer that they had to have your product? Was it something else entirely? You were in such a hurry to push your ads out that you didn't take the time to make sure each touch-point (and each consumer) would be trackable and measurable, including the sale itself. Now you don't have a clue which platforms performed best or which consumers to avoid next time.

Let's rewind the clock to see what you could have done at each stage to put measurement where it should be: front and center.



THE CONVERSION

Measure through to the sale and hold onto buyer data for the next campaign.

Knowing who purchased (including basket size and number of store visits) will help you focus on the 36% of households bringing in 98% of sales.



Don't get duped by last-click attribution! Pay attention to the network of interactions between platforms and formats to give each its due weight.



THE OPTIMIZATION

Test brand recall before you waste too much of your budget on ineffective creative.

Integrating ads into engaging programming or content can lead to 22% better brand recall than average.



THE EXPOSURE

Go granular with the data you collect from each ad exposure and plug it into your data management platform (DMP) to get as close to full-picture 1:1 measurement as possible.

Digging deeper: Whether it's at the store, household or person level, drill down to the lowest level of data you have available.



Don't count base sales (the sales or conversions made without ad or marketing support) when checking channel performance!

Brands with really high affinity can have as much as 80%-90% base sales. Don't misattribute those to platforms that didn't earn them.



FINDING THE BEST CONSUMER

If a platform's not performing, check your data. It might not be the platform's fault at all!

37% of impressions tracked by Nielsen in Q1 2015 missed the demo they hoped to reach.

This is where that buyer data can help to make your campaign more precise.



PLANNING

Before you launch a single ad, make sure everyone -- from brand marketers to finance teams -- is on the same page about your measurement and business goals. You'll thank us during the campaign debrief.



To learn more about how agencies can put measurement front and center, download Nielsen's newest ebook from the [Own Your Advantage](#) series.