



Understanding the True Value of Multi-platform Advertising

June 24, 2008

Summary Findings

There has been a lot of discussion lately about the value of advertising across multiple platforms. By examining media exposure and subsequent behavior of Integrated Media Measurement Inc. (IMMI) panelists in six markets, we determined that advertising on more than one platform offers demonstrable benefits. We found:

- Multi-platform advertising increases reach over individual platform advertising, but the effect is not simply additive. IMMI data allow us to identify how many unique panel members are being added (over television) by radio, and in some cases by theatrical trailers.
- By tracking panel member viewing activity after being exposed to ads for television shows and movies, we determined the effectiveness (conversion rate) of multi-platform advertising for media.
 - Six TV shows ran significant TV and radio campaigns before their new season premieres. For each of these shows, the rates of panelists that watch the program being promoted (conversion) are consistently higher among the segment exposed to a combination of platforms than among those exposed to one platform alone.
 - For four cable shows, we were able to quantify the impact of advertising on television, Internet, in-cinema, and Tivo Showcases. In all of these cases, we find that exposure across more than one platform increases effectiveness.
 - Of the movie releases tracked by IMMI in 2007, five employed significantly large multi-platform advertising with enough exposure to quantify the effects of campaigns. In almost every case the conversion for multi-platform was higher than conversion for a single platform...in some cases much higher.
- Further analysis of the data enabled us to identify the effects of increased frequency, recency and targeting. ***We find these factors do not account for the increased effectiveness of multi-platform advertising.***

This report draws on data gathered by the IMMI system from a panel of 3000 members in six major DMAs: New York, Chicago, Houston, Denver, Los Angeles, Miami.

Overview

Every year it becomes increasingly difficult for corporations to break through the clutter inherent in today's highly fragmented media environment. Because of the increased pressure on marketers simply to be heard, there is growing emphasis on new outreach ideas and on using multiple types of outreach to achieve mindshare.

In the past few years, a number of large well-known companies have reorganized their sales or marketing teams to compete in a new world with new buzzwords. As a result, there has been a dramatic increase in the number of deals struck between advertisers and platform owners specifically seeking to leverage ad distribution across multiple platforms.

The value of these deals is based upon the belief that advertising on multiple platforms increases the reach of their message.

Much of the promise of multi-platforms has been the goal of getting more media exposure for a better price.

*George Blue, VP, Fox Entertainment Advertising Sales,
Fox Interactive Media at MIXX 2.7*

This paper will show there is another very good reason to construct multi-platform campaigns: increased impact of messaging. Thoughtful marketers have long believed multi-platform campaigns have the potential for increased impact. The goal has been to prove it.

Performance is still largely measured using metrics that are at best a proxy for reality. Recently, several very comprehensive studies have been released which examine the impact of multiple ad platforms¹. Unfortunately they have had to rely on awareness and intent-to-purchase information gathered by surveying panelists instead of using real measures of panelist behavior. The studies had to accept known problems with self-reported data on exposure², and the study authors were unable to confidently identify or control for variations in ad exposure among respondents.

This study seeks to illustrate the effects of multi-platform advertising by offering analysis based on the Integrated Media Measurement, Inc. (IMMI) data set. Notably, the IMMI system is able to measure each individual's ad exposure to a variety of sources as they happen in the real world, providing a more complete understanding of the frequency, recency and platforms of ad exposure.

¹ Examples are "Radio and the Internet: Powerful Complements for Advertisers" from Radio Ad Lab (<http://www.radioadlab.org/radioInternetAdv.cfm>), and "Accountability: A Guide to Measuring ROI and ROO Across Media" and "Accountability II—How Media Drive Results and Impact Online Success" from Magazine Publisher's Association (<http://www.magazine.org/research/>)

² For good discussion of these problems see Vavreck, Lynn. 2007. "The Exaggerated Effects of Advertising on Turnout: The Dangers of Self-Reports," in *Quarterly Journal of Political Science*, 2:287-305

Using the same underlying technology that captures exposure to audio-based advertising, IMMI also tracks exposure to the content of target media products. For example, the system reports when a panel member is exposed to an ad for a movie that airs on radio, television, and/or as a theatrical trailer, and then whether the panel member actually goes to the movie. The company also tracks an IMMI panel member's exposure to television and radio promos for television shows, and the panel member's subsequent viewing choice. For these two cases, IMMI's data tie multi-platform advertising effectiveness not to abstract notions of engagement based on surveys, but to actual subsequent panel member behavior.

For this study, we will focus on a selection of ad exposure opportunities, primarily television and radio, but also theatrical trailers. We will examine how ad exposure correlates to consumption of the target product, and determine that multiple platform campaigns not only increase reach, but are more effective as well.

As IMMI builds out its technology to track consumption of retail products, the company anticipates issuing future papers that expand upon the themes introduced here, and that examine additional types of conversion events and ad sources.

Methodology

How Data is Collected and Reported

IMMI's system works as follows:

- IMMI recruits panelists through random sampling following industry best practices.
- Panelists receive mobile phones equipped with proprietary IMMI software.
- In exchange for the new mobile phone and subsidized phone service, panelists make the new phone their primary cell phone and carry it with them at all times.
- The phones take regular samples of ambient audio and convert these samples into digital signatures. These signatures are contemporaneously uploaded to IMMI's central database via the wireless network. Once uploaded, the signatures are compared to signatures created from ongoing monitoring of media delivery sources. By matching these signatures, IMMI couples media broadcasts with individuals who are exposed to them and develops a comprehensive media consumption profile for each panel member.
- IMMI also uploads specific audio sources into their system for tracking. Soundtracks from current theatrical trailers, movies, and DVDs are examples of uploaded material.

Sample

IMMI has recruited a set of DMA level samples totaling 3,000 teens and adults aged 13-54 in six key Designated Market Areas (DMAs): New York, Chicago, Los Angeles, Miami, Houston and Denver. Adult panelists are randomly selected using a list assisted RDD process; a cell phone only supplement is pulled randomly from an online multi-million person panel; teens are randomly selected from a multi-million research panel and invited to a focus group setting for final recruitment. The panel is designed to provide accurate data for ad exposure on television, radio, and in movie theatres for a sample of persons aged 13 to 54 in large metropolitan areas.

For this paper, IMMI profiled ad exposure for all its panelists in compliance for the study period. Compliance is defined as having a working, charged phone, and working IMMI software on the phone for more than 12 hours on more than half the days in the study period. Because conversion behavior is only considered for those panelists actually exposed to ads, the number of panelists included in a study for any particular campaign varies due to the size of the ad campaign. Sample size for each independent study is noted by each table or chart.

Weighting and Statistical Tests

Data from panelists are weighted for age and gender for the source DMA. In most cases, data across DMAs were aggregated to report on the total panel ad exposure. When DMA data were combined, weighting was applied to the entire set to balance age and gender to national US Census figures.

Correlation significance between conversion rates of different exposure groups was tested using a Pearson Chi Square test when cases in all cells were greater than 30. If cases dropped below 30 for any cell, a Fisher's Exact correlation was computed. Correlations were not reported when ad exposures did not exceed a threshold of 30 panelists. All numbers presented in black in this report are statistically significant at a 90% confidence level. Numbers that are not statistically significant given this criterion are noted appropriately.

All studies referenced are based on data from movie and television series campaigns that a) fielded advertising on more than one platform and b) included a large enough non-television component to meet a minimum reporting threshold of 30 net impressions for exposure on that platform alone (i.e. at least 30 of the panelists for a qualifying campaign study had exposure to ads from only trailers or radio).

Definitions

Multi-platform promotion—combination of radio and TV ads and in some cases theatrical trailers.

Gross impressions—the total number of ads panelists were exposed to.

Net impressions—the number of unique panelists exposed to an ad.

Frequency—the average number of ads a panelist was exposed to.

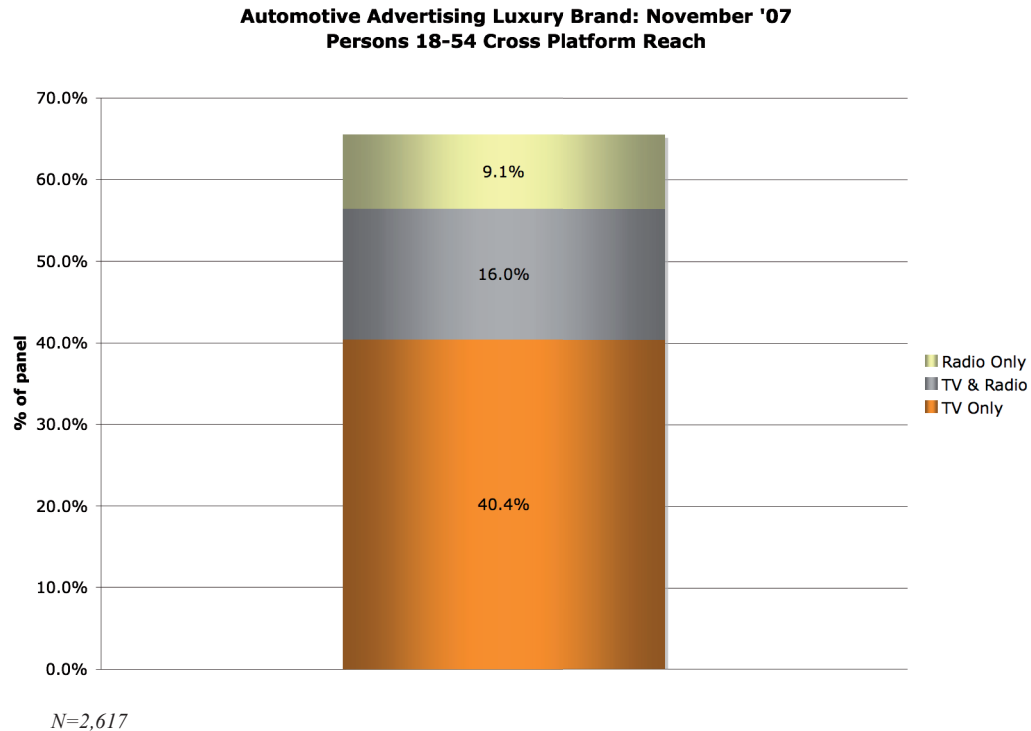
Conversion—the percentage of panelists exposed to an ad promoting a TV program or theatrical release that subsequently watch the program or movie.

Part One: The reach of multi-platform advertising

Marketers believe that a key value of multi-platform campaigns is the increased reach they offer. While this seems intuitive, marketers have had no tools to prove it definitively.

The IMMI system provides data on variations in reach by examining exposure to additional platforms by the same set of panelists. Only by looking at single-source data measuring how each panel member is exposed to advertising from radio and television (or any other platform) can we get a true measure of reach. This is important because examining only television or only radio data gives an incomplete, and often false, picture of how much advertising is experienced for individual brands.

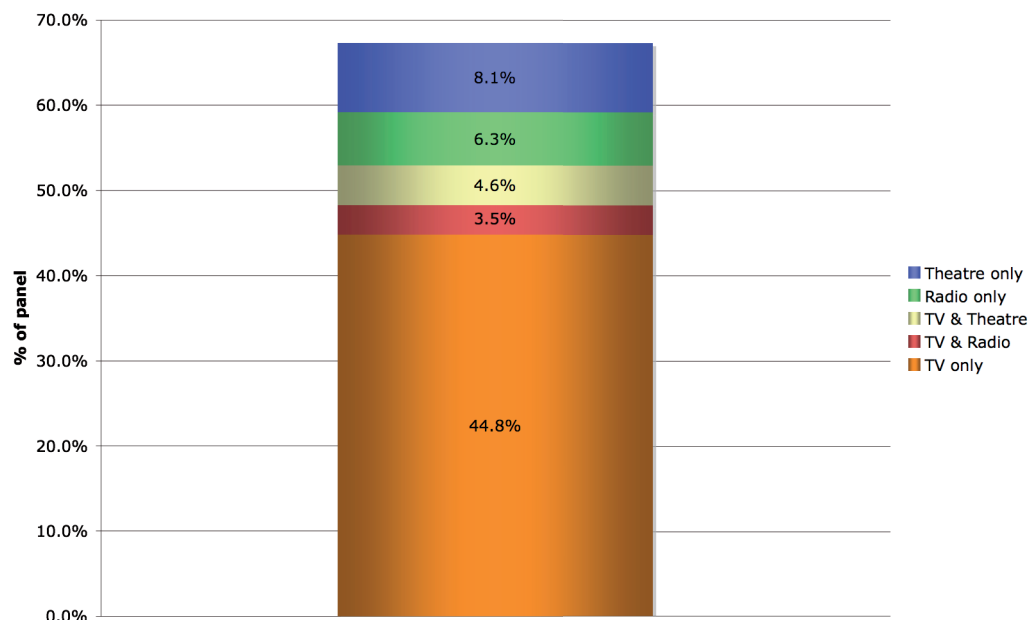
Let's use a luxury car campaign from late 2007 as an example. Like many auto manufacturers, this luxury car company uses multiple platforms in their advertising campaigns. If you look at only television, you conclude the company reached 56.4% of our panel. If you look at only radio you determine the ads reached 25.1% of the panelists. However, the effective reach of the entire multi-platform campaign isn't the aggregation of these two results. There is overlap in panelists who saw an ad on television and heard it on radio.



By using a single source panel, IMMI can calculate that, of the panel reached by radio, 9.1% were a unique audience not already exposed to the television campaign. In other words, the true reach of the luxury car ad campaign beyond the TV buy was increased 9.1% by their radio campaign. As many marketers suspect should be the case, we do find that an increase in reach occurs with advertising on multiple platforms.

We also find that the more platforms chosen, the more likely the reach will increase. The following example demonstrates effective use of multiple platforms in an ad campaign for a new cable television series. When this particular cable network advertised on television only, they reached 52.9% of the panel. This cable network was able to reach an additional 14.4% of viewers by effectively using radio and in-theatre advertising. Overall, the use of multiple platforms enabled this campaign to reach 67.3% of the panel.

Cable Show 1: Reach by Platform Combination



N=1824

From these two data points, it certainly appears that the popular conception that a multiple platform campaign truly creates increased reach over single platform campaign is true.

Accepting this as a starting point, we now propose that there is an additional value derived from multiple platform campaigns: independent of reach, ad exposure on more than one platform increases a campaign's effectiveness.

Part Two: The Impact of Multi-platform Advertising

In addition to measuring ad exposure across platforms, IMMI has developed a data collection system that also detects every time a panel member is exposed to media with audio content. The system identifies when panelists attend movies, watch a DVD, play a videogame, watch a television show, and so forth. In this way, the IMMI system tracks behavior following ad exposure: a closed loop. By contrasting levels of conversion correlated with an ad exposure across more than one platform to conversion correlated with single platform exposure, we can draw conclusions about multi-platform campaign effectiveness beyond increased reach.

IMMI consolidated both ad exposure and conversion (i.e. consuming what the ad was promoting) for close to 100 television and movie campaigns. For this report we present data from two types of studies: theatrical ad campaigns with a sufficient amount of radio and in-theatre advertising or television program campaigns that used radio as a component in their campaign strategy.

Television Premieres

IMMI looked at 13 prime time television shows in the 2006-2007 season on the four major networks that used both television and radio advertising as part of their campaign to promote the Fall season. Nine of the shows were new and four were returning. Using our panel groups in Chicago, Los Angeles, Miami and New York³ we monitored exposure to television and radio advertising, as well as subsequent TV viewing once the shows began airing.

	<i>TV Only Conversion</i>	<i>Radio & TV Conversion</i>
Reality 1	10.6%	15.8%
Reality 2	17.3%	-
Action 1	12.4%	17.1%
Action 2	13.0%	-
Drama 2	4.8%	5.9% ⁴
Romance	9.2%	-
Drama 6	8.3%	22.2%
Drama 3	7.5%	-
Comedy 1	9.4%	10.0%
Reality 3	13.6%	9.5%
Comedy 2	4.8%	2.7%
Comedy 3	7.5%	10.7%
Drama 5	9.0%	10.5%

N=1163

³ Denver and Houston, IMMI's other two markets were brought online after this data was collected.

⁴ Figures noted in red in this table are not statistically significant.

Nine shows ran campaigns with a large enough multi-platform presence to meet the minimum number of net impressions required for study inclusion. Of these, six showed significant conversion results.

Conversion is the percentage of panel members who were exposed to ads for the show, then watched the show. Higher conversion suggests more effective advertising, and a comparison of the conversion for TV-only promotion to TV and Radio promotion for the six multi-platform campaigns reveals consistently higher effectiveness for the multi-platform campaigns.

In another set of cases, we examined the impact of exposure on television alone, and television combined with the Internet, in-cinema advertising, and/or Tivo Showcases (grouped here as “Other”) on the promotion for a handful of cable series:

	<i>Conversion by TV ONLY Promotion</i>	<i>Conversion by TV and OTHER Promotion</i>
Cable Show 1	4.4%	8.2%
Cable Show 2	4.9%	15.1%
Cable Show 3	3.6%	8.4%
Cable Show 4	4.5%	17.8%

N=900, 908, 876, 1069 respectively

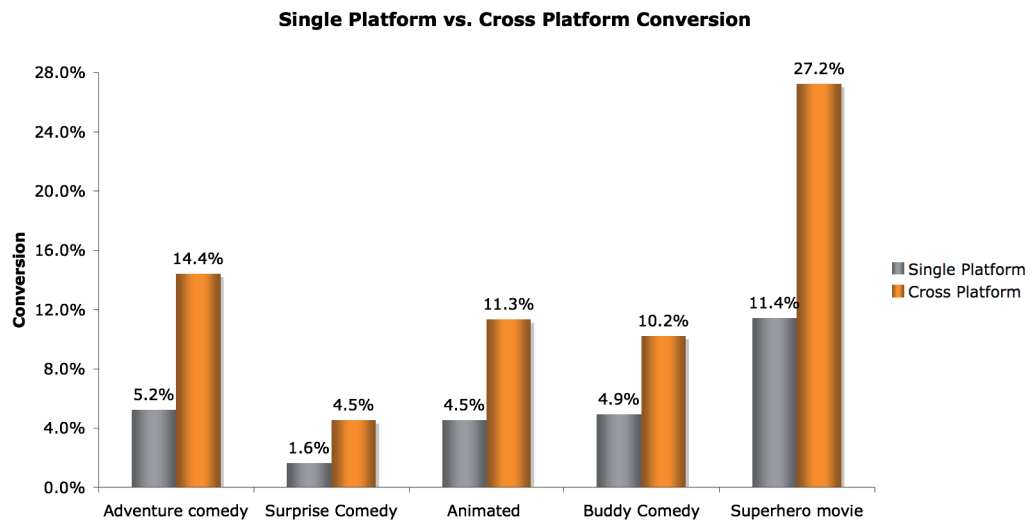
In all four of these cases, we find exposure across more than one platform was more effective.⁵

Some Movie Examples

Of the movie releases tracked by IMMI in 2007, five employed multi-platform campaigns that garnered enough impressions on each platform in isolation to allow for evaluation of the multi-platform impact.

⁵ In addition to promotion on “other” platforms, three of the cable shows also had a reasonably sized radio campaign. In one case (Cable Show 1), the conversion rate among panelists exposed to a combination of tv and radio ads (6.6%) is higher than the conversion rate among panelists exposed to ads on tv alone. In the second and third cases, the contribution of radio was quite weak. For Cable Show 2, the impact of radio on its own or in combination with other platforms was not statistically significant. For Cable Show 3, the conversion rate among panelists exposed to a combination of tv and radio ads (2.6%) is NOT higher than the conversion rate among panelists exposed to ads on tv alone; however, evaluation of the radio buy for this show suggests a real mismatch between the audience of the radio station and the ultimate audience for the show which would be a contributor to its reduced performance. The impact of targeting will be addressed later in the paper.

As with the television campaigns, IMMI data shows how many panel members who experienced the different ad combinations then attended the movie (conversion). There is a wide range of conversion due to factors like the genre of the movie, the presence (or absence) of stars in the cast, whether the film was a new story or a sequel...and the size of the ad campaign. In almost every case, however, and despite a the variety in content and circumstances of the movie, the conversion rate among panelists exposed to ads for multi-platform is higher than the conversion rate among panelists exposed to ads on a single platform...in some cases much higher.

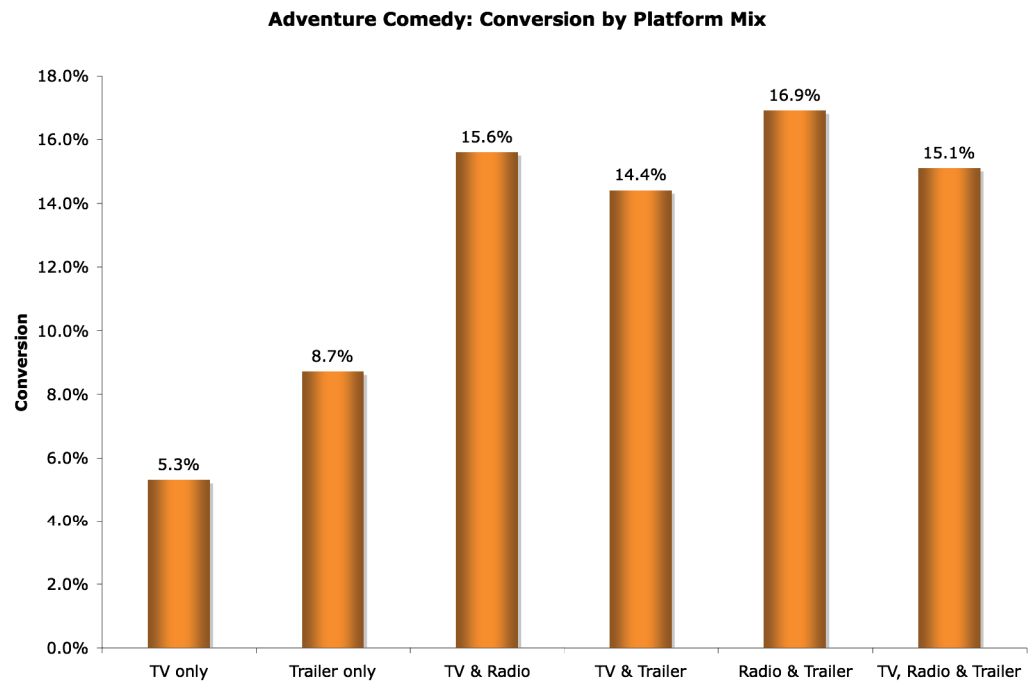


The positive effects of multi-platform advertising here are similar to what IMMI data reveal for television shows, and perhaps even more applicable to advertising in general since movies involve a buying decision by the consumer in a way that television does not. Multi-platform advertising was more effective at getting panel members to make the decision, leave home, and buy the movie ticket.

Because the movie campaigns varied in the nature of their particular advertising challenge, and in the way they used at least three different platforms, let's look at a breakdown for each movie individually.

Adventure comedy

This was the third installment of a very successful trilogy. A quick review of the conversion rates for the different platforms and platform mixes shows the power of multi-platform promotion for this movie.



N=1,864

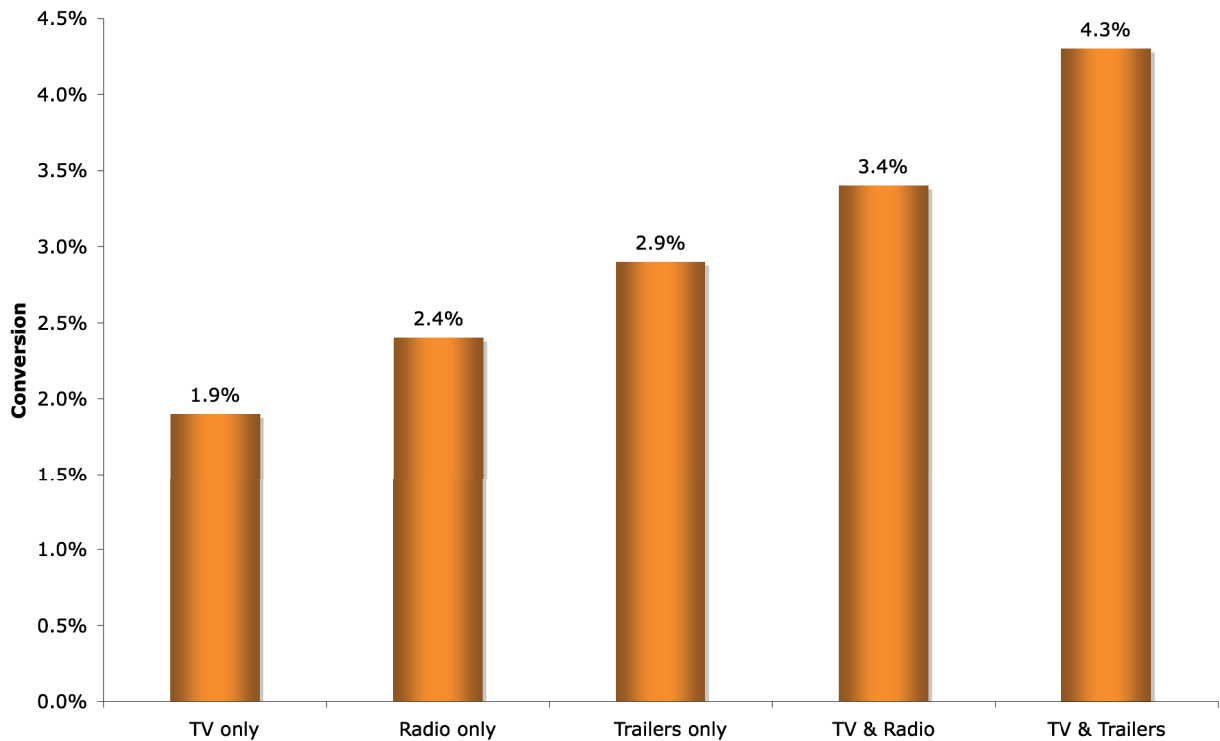
- Adding radio to TV nearly triples the conversion rates.
- TV and trailers together perform better than either alone.
- Radio and trailers perform better than trailers alone.

This movie was a highly anticipated sequel. Did that awareness affect conversion rates? Let's look at a movie that was un-anticipated.

Surprise Comedy

This movie performed very well at the box office with no big stars, no prequel, and very little advance buzz. What helped make this movie a success? Multi-platform advertising was very effective in marketing this film.

Surprise Comedy: Conversion by Platform Exposure



N= 1,803

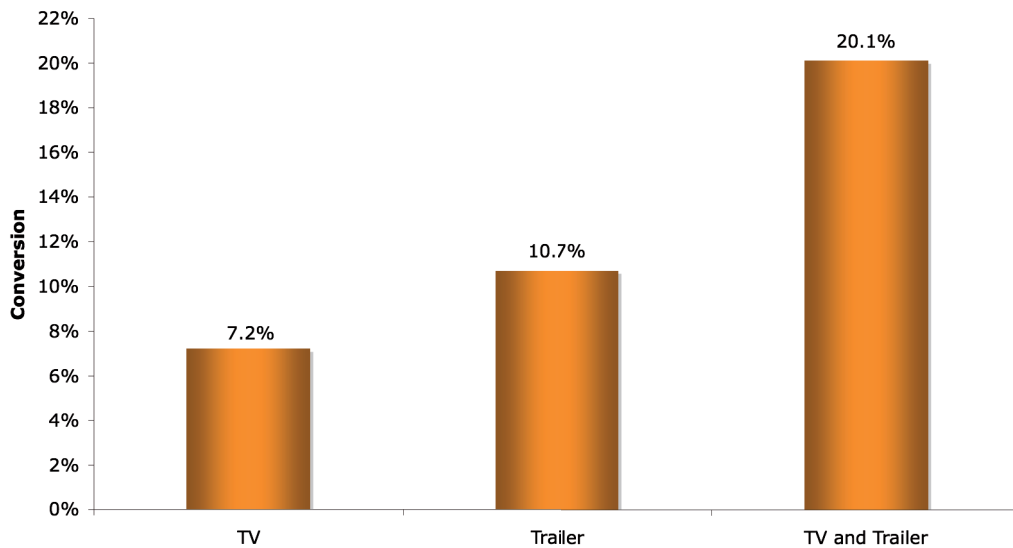
- Again the multi-platform exposure produces much higher conversion rates than any platform on its own, with TV and Trailers twice as effective as TV by itself.

Animated Movie

This animated feature was another successful summer release. The movie studio that marketed the film leveraged partnerships with a convenience store chain and a quick service restaurant to assist with the promotion. In addition to the movie studio's own campaign, the convenience store and the quick service restaurant used co-sponsored ads effectively on both television and radio.

The Animated Movie chart below demonstrates the impact of the cross-promotion strategy used by the movie studio for this campaign. The conversion rate created by the combination of platforms (20.1%) was striking, nearly three times as effective as the television ads alone (7.2%).

Animated Movie: Conversion by Platform Mix

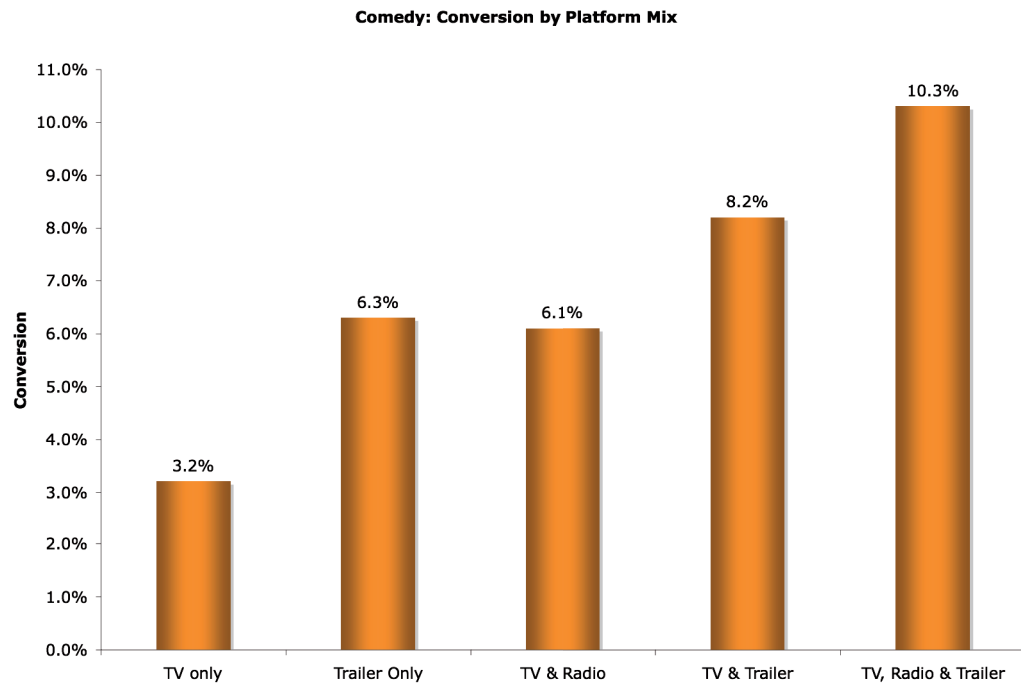


N=1,935

Buddy Comedy

The ad campaign for this mid-level hit, which was neither a sequel nor a hotly anticipated release, performed with the increased effectiveness we are beginning to associate with use of multiple TV, radio, and theatrical platforms.

- Radio and TV performed better than TV by itself.
- Trailers and TV performed better than either by themselves.

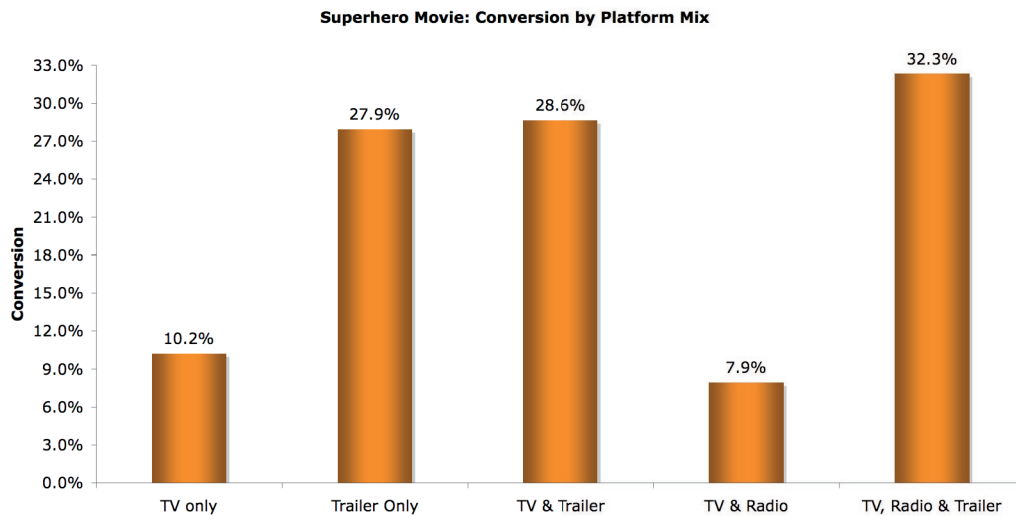


N=1,608

Superhero Movie

This is an atypical promotion situation compared to most movie releases: a highly anticipated release in a very well known franchise. A long-running trailer campaign, beginning with teaser trailers running months before the release, combined with a saturation TV campaign closer to the release date, reached virtually every panel member who went to the movie.

In this situation where awareness of the movie is very high, does multi-platform promotion still have an advantage over single platform? As expected the effect is less pronounced, but still exemplifies the positive effect of multi-platform advertising.



N=1,052

The movie had a very small radio campaign compared to TV and trailers, and the exposure to radio alone was not large enough to be included in the analysis.

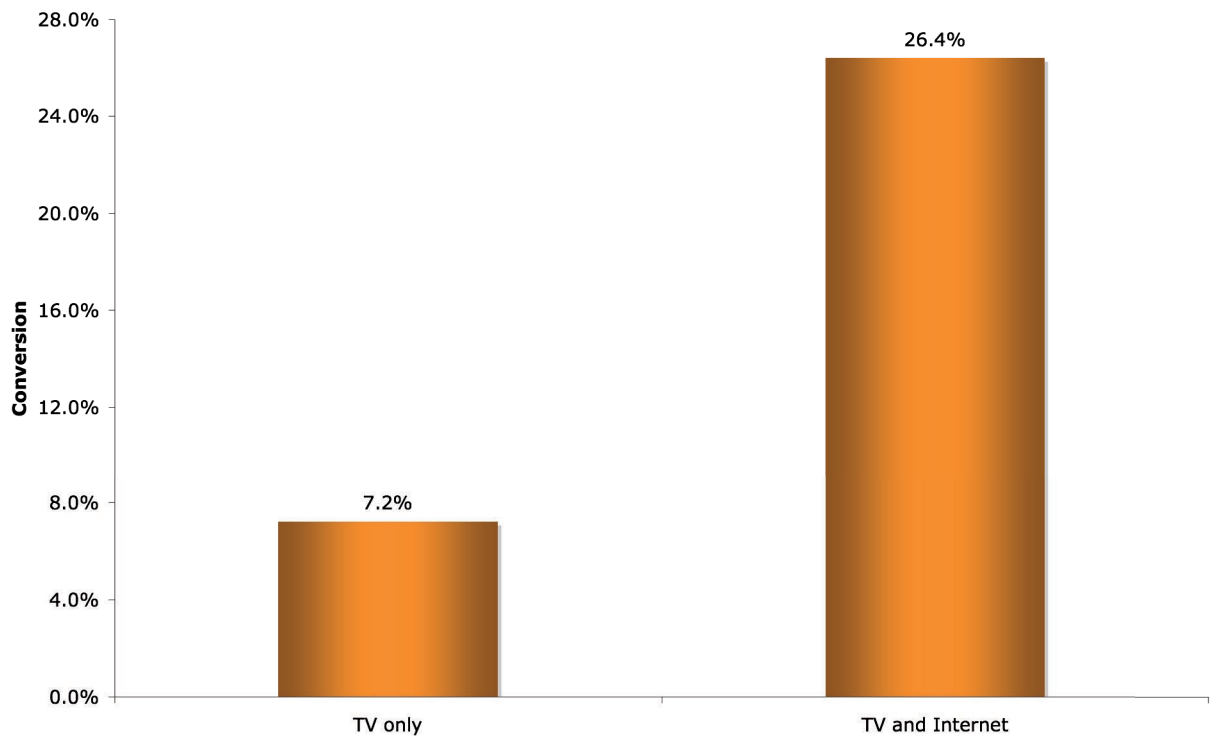
The huge trailer campaign blunted the effect of TV in multi-platform, but the small effect is still positive.

- Even with the wide awareness generated by the trailers, TV is able to add to the conversion.

Of Interest: DVD Release and Internet Promotion

Finally, we turn our attention to a DVD release of a movie based closely on a graphic novel. Just as the IMMI software can detect when a panel member attends a movie, it can also detect and infer when they watch a movie on DVD. It can also determine when a panel member visits a promotional website for a DVD (by detecting audio particular to the website). Thus we can uniquely track the behavior of panel members who experienced ads for the DVD release on TV and/or the Internet, and whether they then watched the DVD.

Graphic Novel DVD: Conversion by Platform Mix



N=876

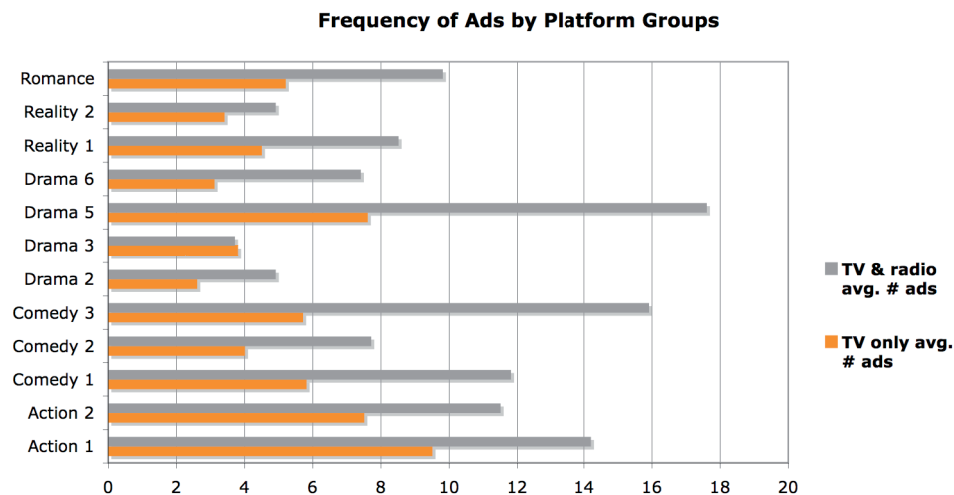
The results are incomplete but notable. Not enough panel members saw only the Internet promotion (without the TV) to report, so we cannot determine whether this is more of an Internet phenomenon than a multi-platform effect. We can say the improvement of multi-platform over TV alone matches all of our other results...it's the magnitude of the effect that needs more study.

Effect of Frequency on Multi-platform Promotion

The IMMI data illustrate that exposure to multi-platform advertising for movies and new and returning television shows consistently drive higher conversion rates single platform exposures. However, there are many reasons why advertising can work; before concluding that a specific platform the ad is experienced on is a driver of conversion, we conducted a series of regression tests to examine the contribution of other factors such as targeting, recency and frequency of exposure.

In keeping with common wisdom, many IMMI studies do show that frequency of exposure correlates strongly with higher conversion. In other words, the more ads the potential audience is exposed to, the higher the degree of probability they will engage in the target behavior. Because frequency of exposure is often recognized as the most potent driver in ad effectiveness, our first step was to determine whether the increased conversion observed in cases of multi-platform ad exposure could be attributed to increased frequency.

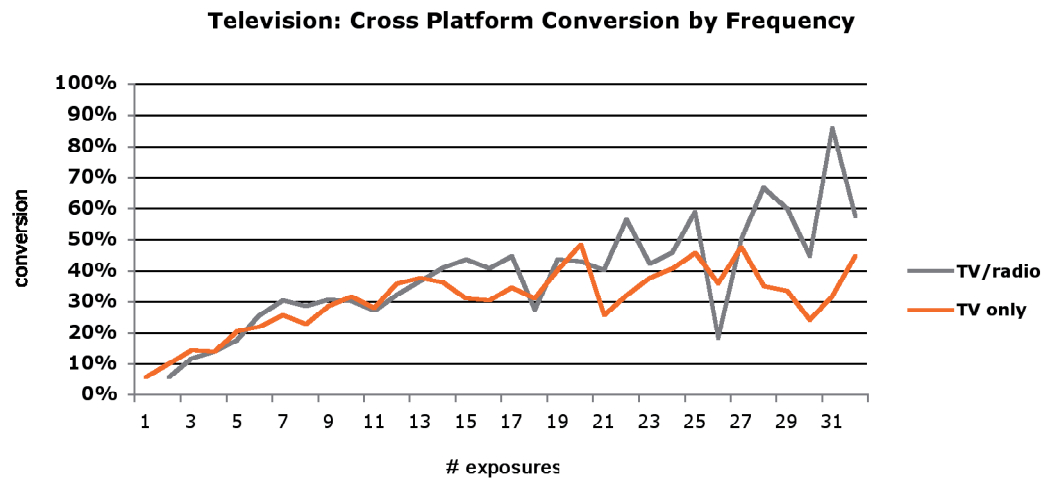
If an individual is exposed to an ad across multiple media, it is also reasonable to suspect they have also been exposed to more ads than individuals without multi-platform exposure. As the following tables suggest, the multi-platform campaigns under investigation did achieve higher frequencies of ad exposure. The orange bar represents the average number of TV ad exposures, and the grey bar represents the average number of TV and radio ad exposures.



N=1,163

However, when we compare groups of panelists exposed to the same number of ads on single vs. multiple platforms, does multi-platform exposure appear to increase the conversion rate even more? Yes.

Below is a chart using aggregate data from campaigns for the 13 television shows that shows conversion resulting from TV-only exposure and conversion as a result of multi-platform exposure. As we would expect, the conversion rates for both groups tend to increase with the number of exposures. However, we also see that multi-platform exposure drives an increasingly higher conversion rate (compared to TV-only) as frequency increases.



N=1,163

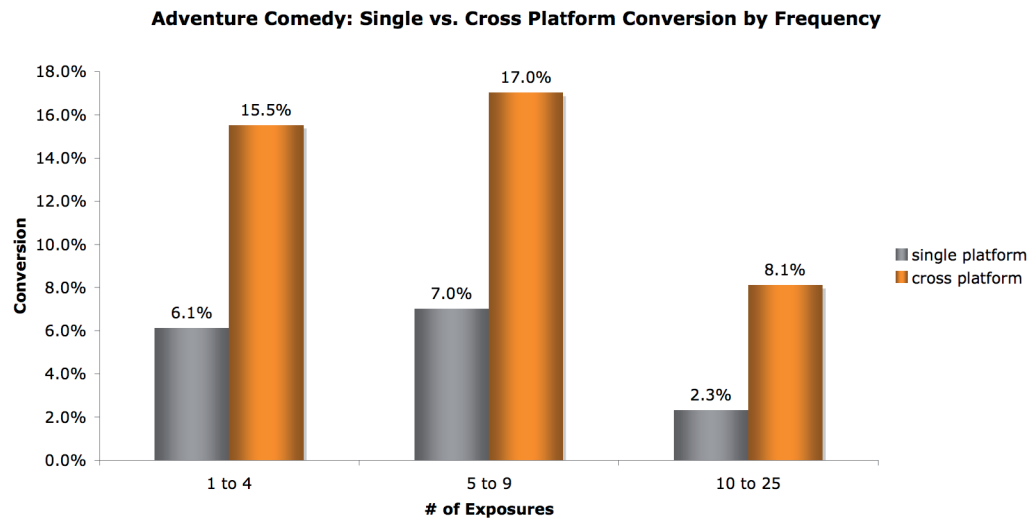
The multi-platform conversion advantage becomes evident after six ad impressions. For television-only the average conversion increases eight-tenths of one percent point for each additional exposure. When panelists are exposed to multiple platforms, the average conversion rises 1.3 percentage points for each additional exposure⁶.

- The effects of increased frequency alone cannot explain the increased conversion rates found with multi-platform ad exposure.

We see a similar result if we control the movie data for frequency as well.

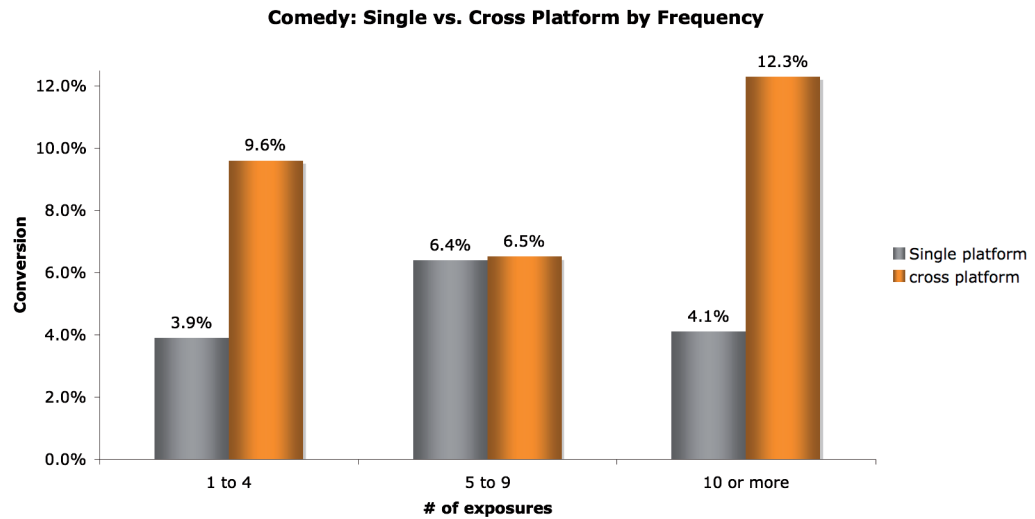
⁶ Note that it is certainly possible that panelists exposed to a large number of ads are heavy media consumers and are therefore more likely to be influenced by ad campaigns encouraging media consumption. There is a linearity of effect assumed by doing regression with a constant which we must accept. The power of the result is that given the same potential issue with both TV-only and multi-platform exposed, we find the non-TV venues appear to drive additional TV viewing. If the endogenous force of using TV to promote TV were the only element at play, we would not expect to see the increase in conversion among multi-platform exposed that we do. Rather, we would expect the two results to be similar. We address this issue further in a discussion of the power of trailers to promote movies to moviegoers later in the paper.

For the Adventure Comedy, conversion among panelists exposed to fewer than ten ads was more than double for panel members who saw ads on more than one platform. After ten exposures, the campaign reached a point of saturation and saw dramatic drops in the conversion rate for both groups. Even with this drop, however, the group exposed to ads on more than one platform continues to exhibit a higher level of conversion.



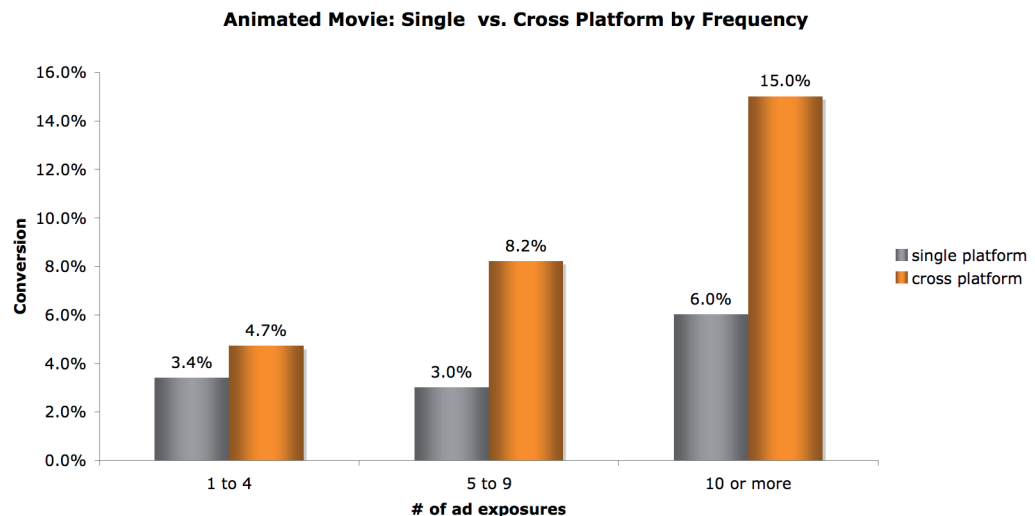
N=1,864

The Buddy Comedy's multi-platform approach achieved three times higher conversion when the frequency of ad exposure reached ten or more. Nonetheless, panelists who saw fewer than five ads also converted at a noticeably higher rate. Interestingly for this film, and unlike the other case studies, frequency levels of between five and nine ad exposures did not lead to a noticeable difference in conversion rates among the two panelist groups.



N=1,608; The difference in conversion between single and cross platform at five to nine exposures is not statistically significant at the 90% confidence level.

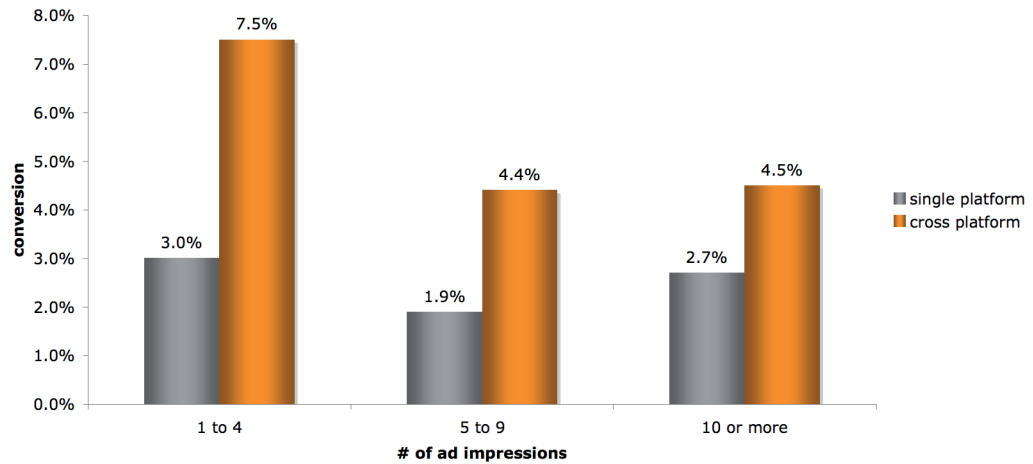
When panelists were exposed to five or more advertisements, the multi-platform advertising for the Animated Movie was more than two-and-a-half times as effective at converting panelists than single platform.



N=1,935; The difference in conversion between single and cross platform at one to four exposures is not statistically significant at the 90% confidence level.

For the Surprise Comedy, panelists exposed to nine or fewer impressions on multiple platforms were more than twice as likely to attend as those who saw ads on only one platform. At each grouping of frequencies one can see there is significant impact resulting from multi-platform exposures.

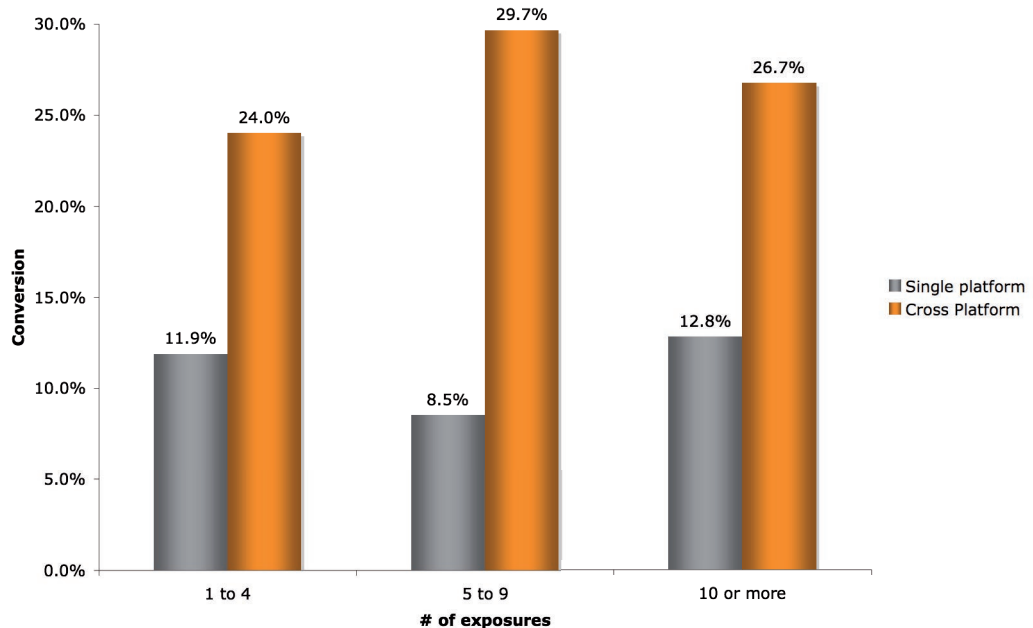
Surprise Comedy: Single vs. Cross Platform Conversion by Frequency



N=1,803

Looking at the Superhero movie, panelists were twice as likely to go see the movie when they were exposed to at least five ads across more than one platform. This effect was increased when exposure frequency reached between five and nine exposures. Panelists seeing between five and nine ads were more than three times as likely to attend as panelists exposed to the same number of ads on one platform.

Superhero Movie: Single vs. Cross Platform by Frequency



N=1,052

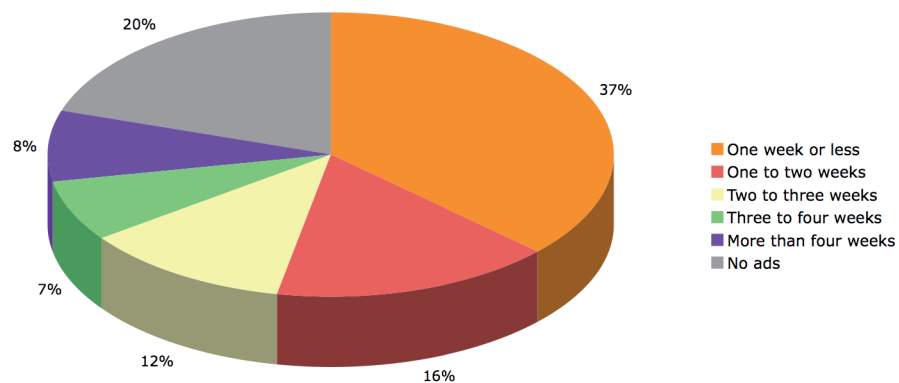
Given the variation in the nature of each movie (genre, new vs. sequel), we expect a variation in the impact of different levels of ad exposure frequency. Instead, *we find that multi-platform advertising yields consistently higher conversion rates than television-only advertising at similar exposure frequencies.*

Effect of Recency on Multi-platform Promotion

Like frequency, another key element of the impact of an ad is how close to the premier of a show or release of a movie an ad was seen. This is important in assessing the potency of multi-platform advertising because some platforms (particularly radio) are typically used in short bursts late in a campaign. When evaluating the impact of using multiple platforms it is important to tease out the role recency plays in effectiveness.

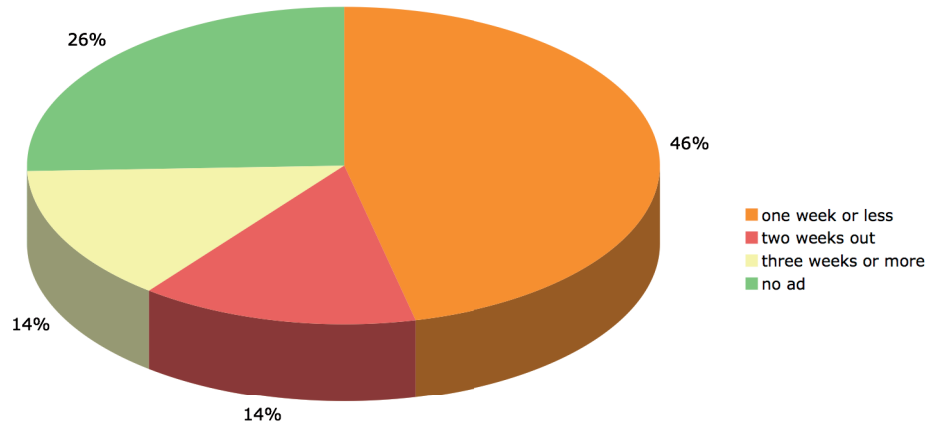
A quick review of some of the campaigns under evaluation reveals that recency of ad exposure is indeed a factor. The closer an ad is seen to a conversion event, the more likely it is to drive the target behavior. As the following charts suggest, the highest number of panelists who attend a movie are the ones who saw an ad in the week just before release.

Adventure Comedy: Attendees by Recency of Ad Exposure



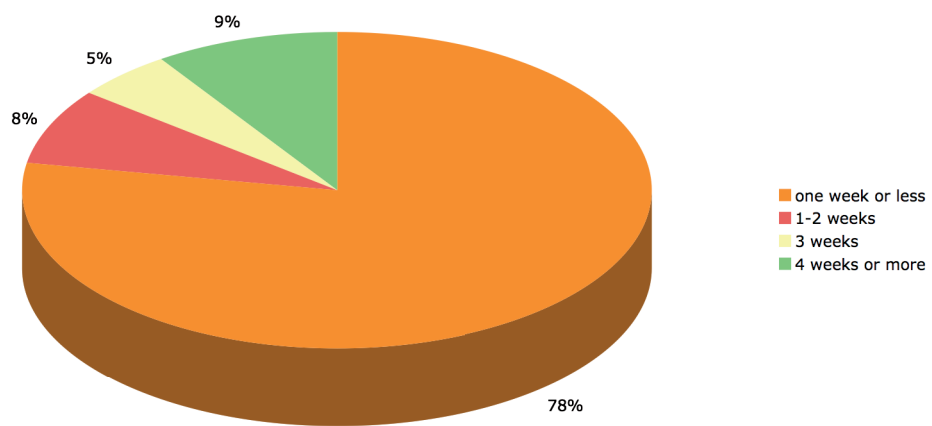
N=100

Surprise Comedy: Attendance by Recency of Ad Exposure



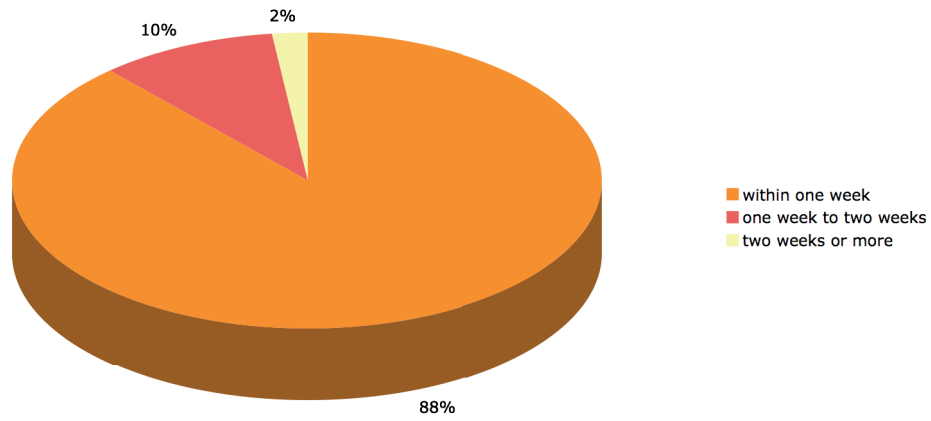
N=43

Animated Movie Attendance by Recency of Ad Exposure



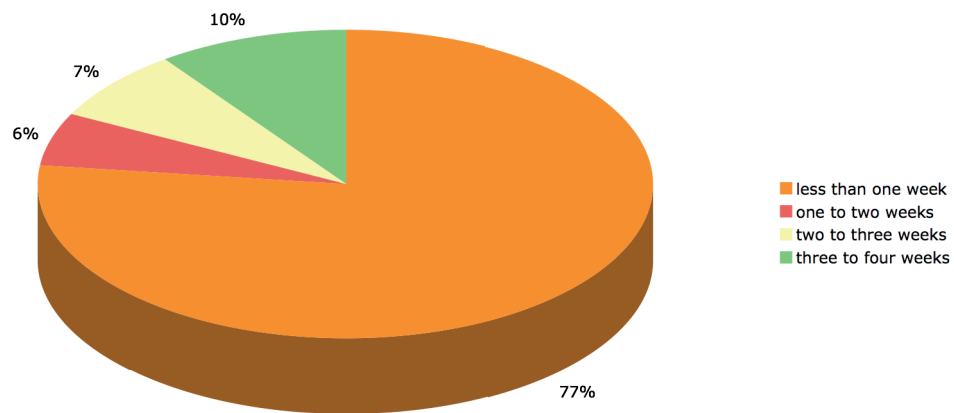
N=180

Buddy Comedy: Attendance by Recency of Ad Exposure



N=104

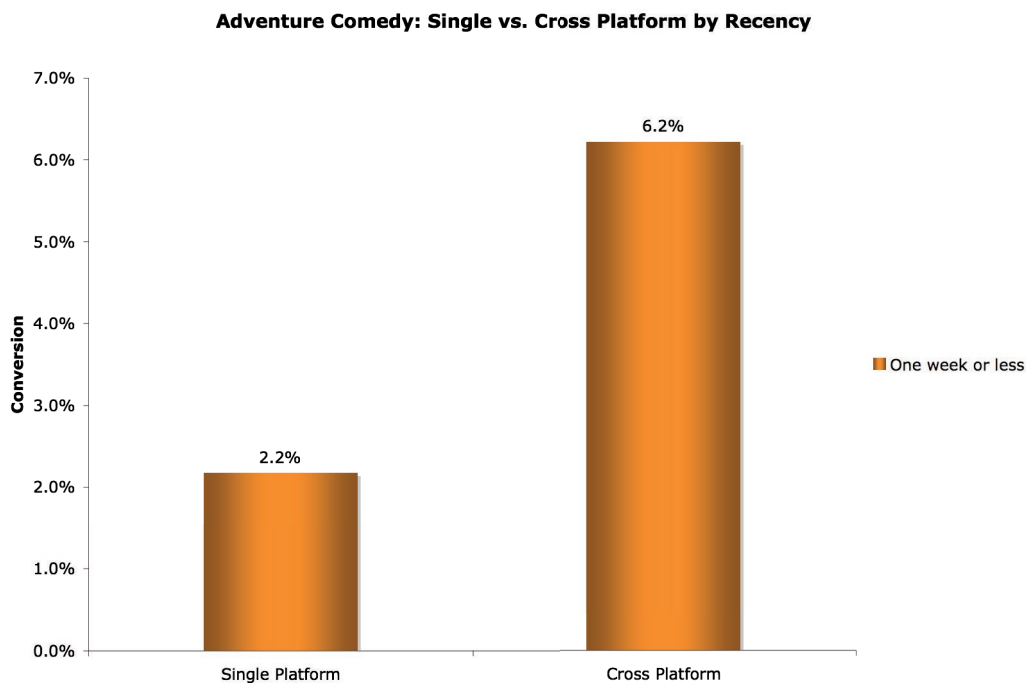
Superhero Movie: Attendance by Recency of Ad Exposure



N=178

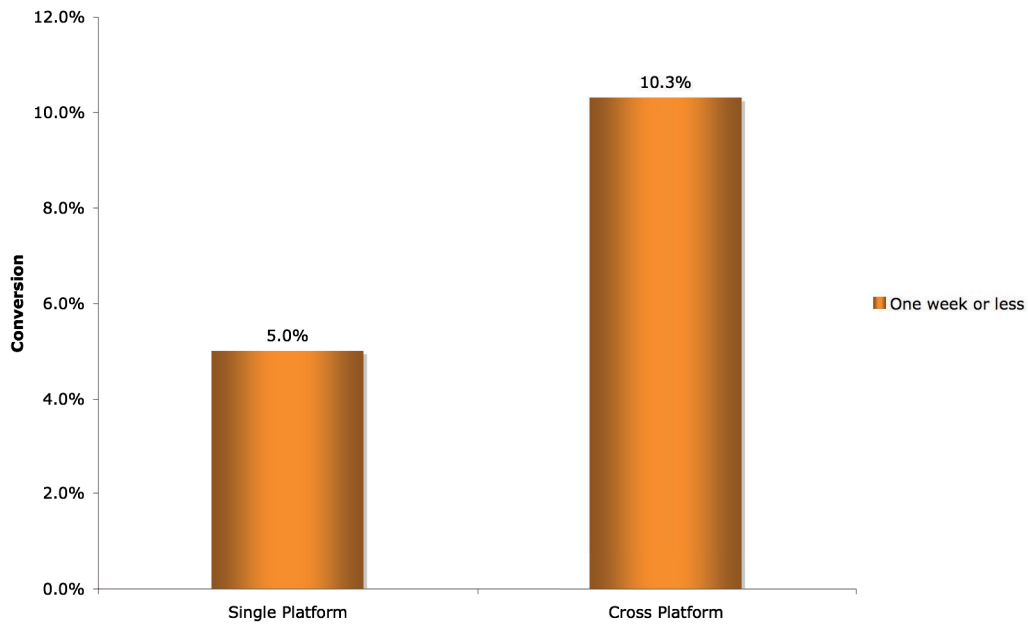
With the exception of the Adventure Comedy and Surprise Comedy, most movie attendees had seen an ad in the week prior to attending the film. Very clearly, recency plays a role in a movie ad's effectiveness. We need to be certain that the multi-platform performance cannot be attributed to recency of exposure alone.

In order to most effectively separate the impact of recency from the intrinsic impact of multiple platform campaigns, therefore, we re-examine our case studies to look at conversion rates of panelists by the timing of their last ad exposure. Results from the campaigns where we had enough cases to evaluate suggest that multi-platform campaigns still outperform single platform campaigns in terms of conversion.



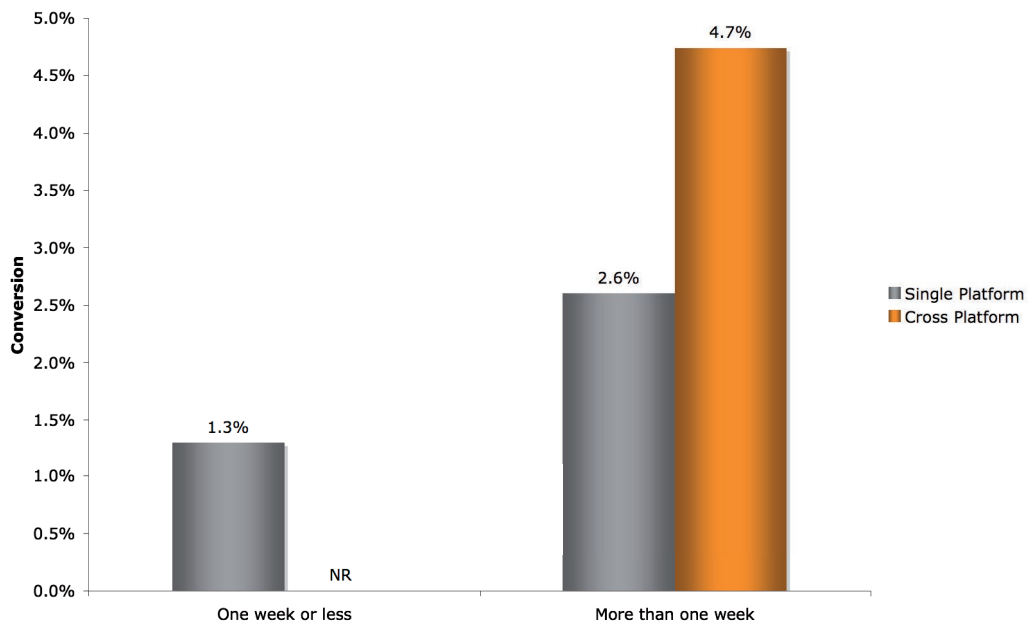
N= 1,864

Animated Movie: Single vs. Cross Platform by Recency



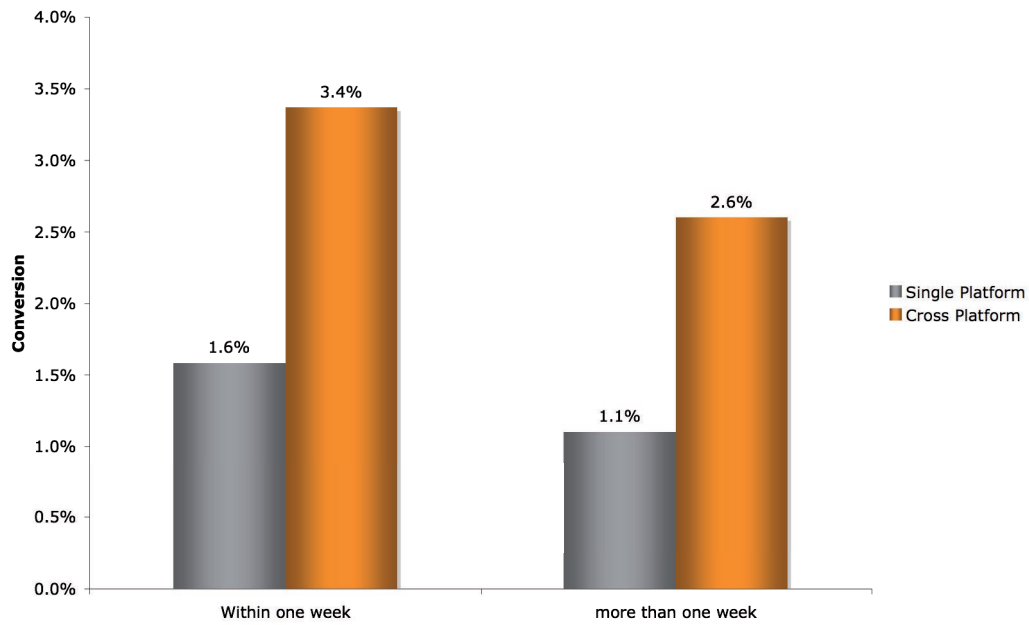
N= 1,935

Surprise Comedy: Single vs. Cross Platform by Recency



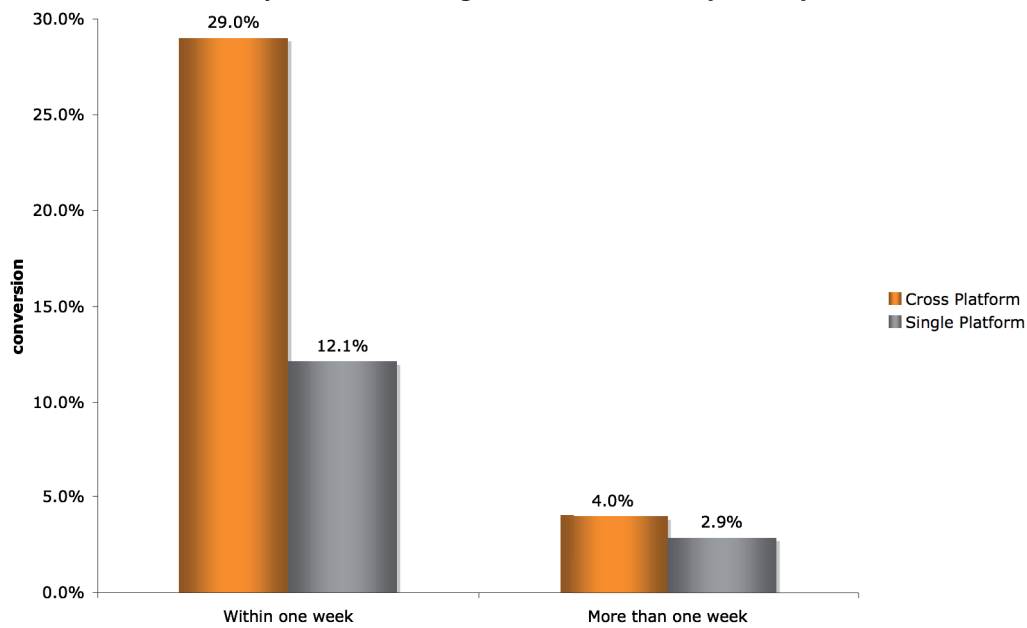
N= 1,803

Comedy: Single vs. Cross Platform by Recency



N= 1,608

Superhero Movie: Single vs. Cross Platform by Recency



N= 1,052

Once again, the potency of multi-platform advertising remains apparent when the value of a possible intervening variable is held constant. Having considered the impact on conversion of both frequency and recency, we now turn to an intrinsic difference of the platforms themselves: the narrowness of the audience they attract and, therefore, their potential to offer targeted ad exposures.

The Impact of Targeting on Multi-platform Campaigns

Some platforms, like the Internet and radio, can be effectively used to achieve a more targeted campaign. Certainly, movie trailers are highly targeted both for content affinity and behavior. Because it's reasonable to believe that better targeted campaigns should yield higher conversion rates, we would expect panelists seeing an ad on the Internet, or hearing one on the radio, to be more inclined to tune into the target program, go to see the target movie, or to purchase the target DVD.

It is also reasonable to believe these targeted individuals would likely be exposed to a mass medium like television. That these highly targeted individuals reached in smallish numbers through platforms like radio, specific websites, or in-theatre trailers are also reached by the high saturation medium of television could artificially inflate the perceived power of the combination of the two platforms. The exposure to television might be merely coincidental, and the multiple platform exposure could be an artifact of the nature of TV advertising that obscures the true driver of conversion.

Is this potentially better targeting, therefore, the real reason for a higher conversion rate by panel members exposed to multi-platform promotion? If this were the case, we should expect to see roughly the same conversion rate from exposure on a single, targeted platform as from exposure on that platform plus television within a campaign's targeted demographic segments. However, when we look at the conversion rates for the television shows studied, we find there is much higher conversion among the audience exposed to ads on radio plus TV than on radio alone across all cells for age, gender, race and income. There is no group with which the radio only appears dramatically more effective than the combined platform exposure.

Gender	Radio Only	TV & Radio
Male	2.8%	25.1%
Female	4.6%	32.0%

Age	Radio Only	TV & Radio
13-17	5.3%	17.7%
18-24	2.2%	18.4%
25-34	3.7%	27.8%
35-44	4.1%	28.6%
45-54	2.0%	30.0%

Race	Radio Only	TV & Radio
Asian	0.0%	20.6%
African American	0.0%	34.0%
Hispanic	4.5%	29.8%
Caucasian	5.6%	27.0%

Income	Radio Only	TV & Radio
Under \$20,000	0.0%	30.3%
\$20,000 to \$40,000	2.9%	23.7%
\$40,000 to \$60,000	4.7%	31.3%
\$60,000 to \$80,000	4.3%	27.2%
\$80,000 to \$100,000	0.0%	28.4%
Over \$100,000	4.3%	27.9%

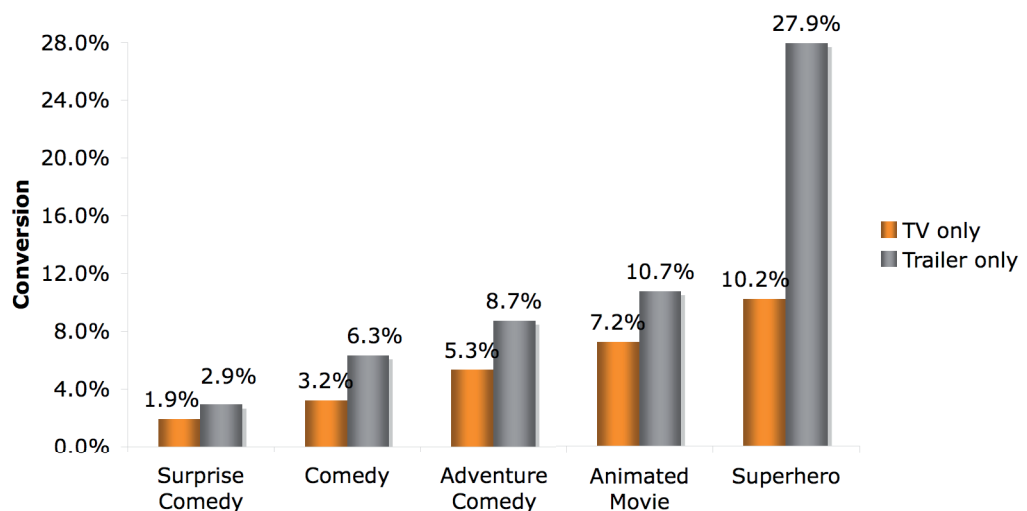
Education	Radio Only	TV & Radio
High School Graduate	3.1%	25.9%
Some College	3.6%	27.5%
College Graduate	3.2%	30.0%
Post Graduate	3.2%	27.6%

N=1,163

Admittedly, the use of television to promote television might be interfering with the result. Unlike other cases discussed so far in this paper where we were contrasting the power of TV plus something with the power of TV alone, we compare a non-TV medium to that, plus TV, in this table. Indeed, some might feel that it is striking that radio alone can drive any television viewing.

Another more potent example that shows that targeting isn't the whole explanation for multi-platform effectiveness can be found in the movie campaign studies. In-theatre trailers highly target moviegoers both for the behavior of going to movies as well as for affinity for the movie's content (trailers for action films are previewed in released action films, e.g.). The power of this targeting is evident when we examine the groups of panelists exposed only to one medium or the other.

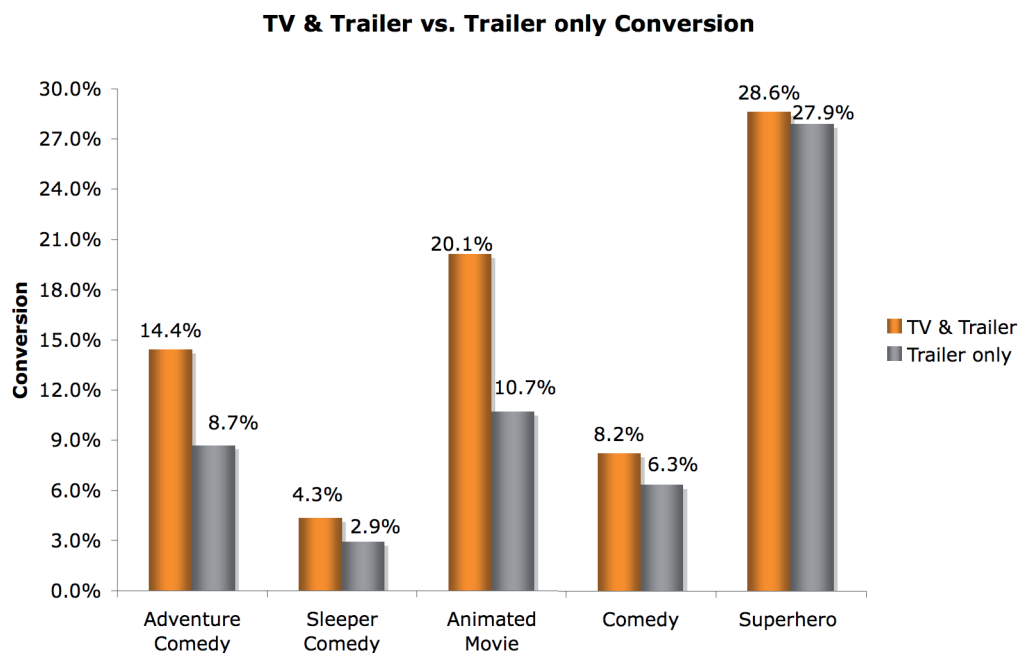
TV Only vs. Trailer Only Conversion



In each case, the rate of conversion among panelists exposed only to trailers was higher than the rate among panelists exposed only to television ads.

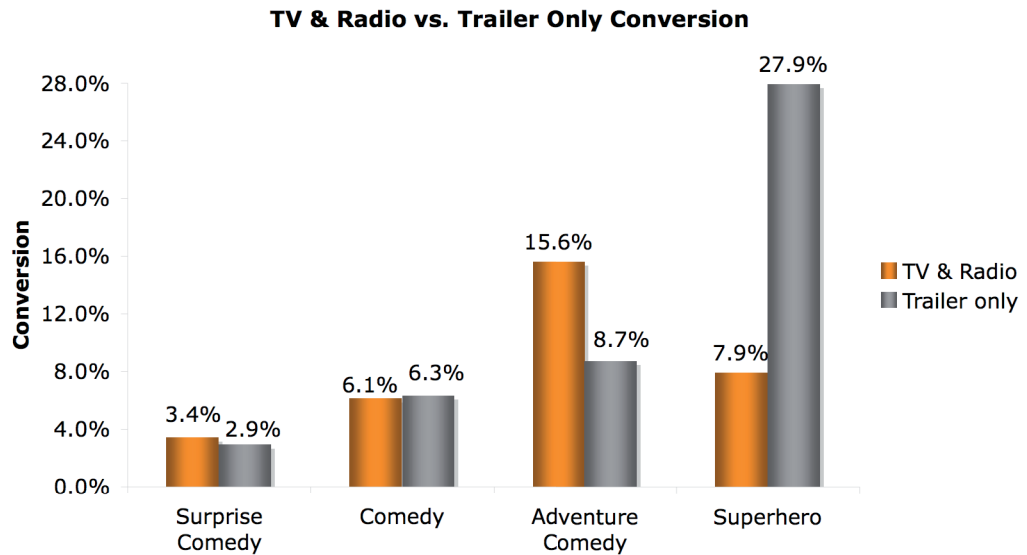
If the impact of multi-platform exposure is derived solely from effective targeting, therefore, we would expect to see conversion rates among those exposed to trailers to be higher than or close to conversion rates among those exposed to TV ads in addition to trailers.

As we have seen from data already presented in this paper, however, this does not appear to be the case. When comparing panelists exposed to only trailers, and those exposed to either radio or television in conjunction with trailers, those panelists exposed to advertising on multiple platforms always have a higher conversion rate⁷.



Indeed if you believe that trailers are a more highly targeted mechanism than radio, there is another, albeit limited, piece of evidence that suggests cases exist where conversion from multi-platform exposures is not driven by better targeting alone. Panelists exposed to television and radio ads for three of the four movie campaigns with a radio component were as or more likely to attend than those exposed only to the most highly targeted ad, a trailer.

⁷ There is, of course, a certain probability of conversion associated with an ad exposure, and increasing the number (and potentially type) of exposed can increase the probability of conversion.



- *The effectiveness of multi-platform advertising is not solely a function of demographic targeting.*

By comparing populations with ad exposure profiles that differed in one key element in addition to the range of platforms where exposure occurred, we were able to consistently show that no one key element could be argued to be the cause of the increase in conversion rate found among the group of panelists exposed to ads on more than one platform. Given the range of both television and movie content being reviewed and the strikingly consistent results for each of the studies included, we do conclude that multi-platform exposure is an important element to consider when building an ad campaign. It is indeed a real contributor to increased ad effectiveness⁸.

⁸ Note, that in this study, we are not offering comment on how the individual factors combine to maximize a campaign's impact or the extent that effective combination of factors is driving any of the conversion results. We were concerned solely with proving that exposure on more than one platform was a valid factor. Effective balancing of the different elements will be the subject of future exploration.

Conclusion and Future Directions

Increasingly, major advertisers are launching multiple platform campaigns and media companies are packaging their inventory to encourage this strategy and deliver on its promise. Given the impetus in the marketplace, both buyers and sellers of ad opportunities need to understand the value of thinking across multiple platforms. Traditionally, the value of a multi-platform campaign was seen in its increased reach among the potential audience. IMMI data shows that reach is increased, but in relatively small numbers. A potentially more important impact of a multi-platform campaign is its ability to convert individual consumers more effectively.

Through examination of case studies for 18 television shows, five movies and a DVD release, IMMI data show that multiple platform exposure has greater impact than single platform exposure. This is true even when conversion rates are controlled for frequency, recency of ad exposure, and the ability to focus on a specific target audience. In each case, the data showed that exposure on television-only drives less of the target behavior than exposure on another platform in addition to television. Because the result is consistent across the board, we conclude there is value in constructing multiple platform campaigns that goes beyond simply maximizing reach.

We have limited our inquiry in this paper to a subset of products (media), and look forward to expanding our ability to track conversion to consumption of other types of products in the near term.

For IMMI sales inquiries please contact:

Steve Walsh
Senior Vice President, Sales
917.620.0359 (mobile)
steve@immi.com

Press contact:

Steve Honig
The Honig Company
(818) 986-4300
steve@honigcompany.com