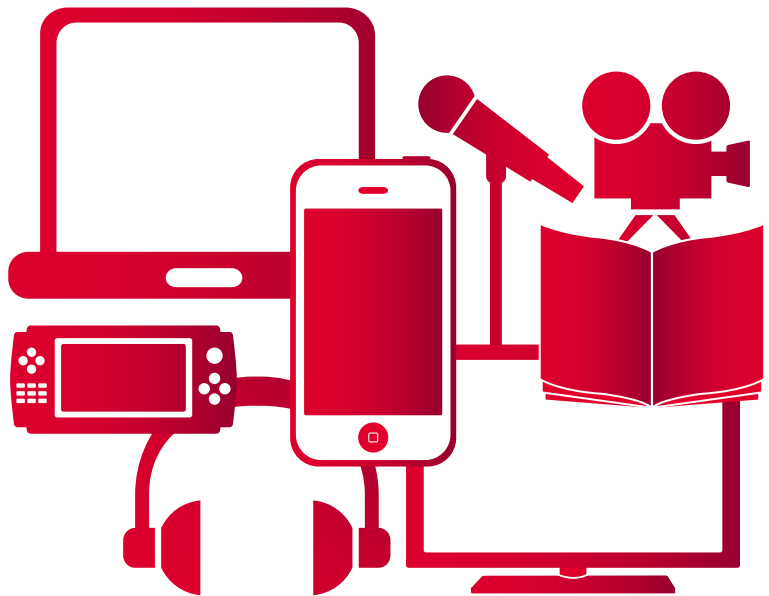


**I IAVAS**  
DIGITAL

**INSIGHT**

# **CROSS-MEDIA** **BEHAVIORAL** **MEASUREMENT**

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**I IAVAS**  
M E D I A

## LEAD CONTRIBUTORS

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**SHARON BERNSTEIN**

VP, Insights Director  
Media Contacts

[sharon.bernstein@us.mediacontacts.com](mailto:sharon.bernstein@us.mediacontacts.com)



**MARK EGAN**

SVP, Global Director New Business  
Havas Digital

[mark.egan@havasdigital.com](mailto:mark.egan@havasdigital.com)



**ROB GRIFFIN**

SVP, Global Director Product Development  
Havas Digital

[rob.griffin@havasdigital.com](mailto:rob.griffin@havasdigital.com)



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## WHAT IS CROSS-MEDIA BEHAVIORAL MEASUREMENT?

As an agency, we plan and measure media as it relates to our clients' job responsibilities. We tend to look at the success of the individual channels (e.g., TV, print, display, paid search, natural search, etc.), instead of taking into account the target consumer's media consumption and how media work together; the impact each channel has on each other. When we get the opportunity to look at holistic media response, it's often "after the fact," too late to impact future campaign strategy and quite laborious, matching various Excel spreadsheets and pivot tables together.

**Cross-media behavioral measurement** is the analysis of multiple media channels in concert to quantify the impact each channel has:

1. In driving Website behavior.
2. In influencing the spread of the brand's digital footprint (through social media).
3. On other media channels' performances, both online and offline.
4. On the influence of campaign goals (e.g., conversions, leads, etc) as it relates to total media exposure (as compared to individual channel performance).

There are two types of cross-media behavioral measurement:

- **Online:** measurement of how online channels work together to drive campaign performance.
  - Display's impact on paid search
  - Display's impact on natural search
  - Paid search's impact on natural search
  - Impact on Website behavior
  - Impact on conversion performance
  - Impact on e-mail response
- **Cross-channel:** measurement of how offline channels (e.g., radio, TV, print, OOH) work together to drive online campaign performance (e.g., TV's impact on paid search), as well as online behavior.
  - Impact on paid search
  - Impact on natural search
  - Impact on display
  - Impact on e-mail response
  - Impact on Website behavior
  - Impact on conversion performance



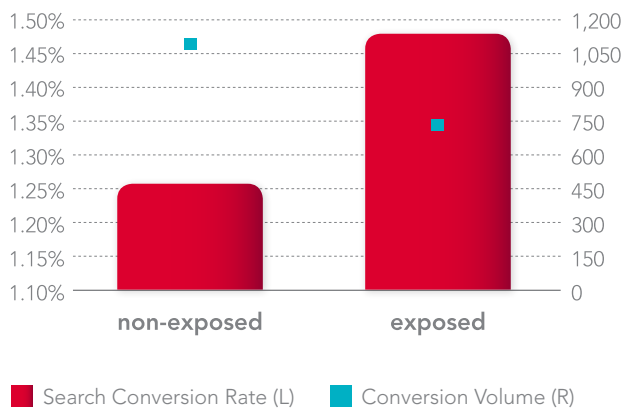
CASE STUDY

**DISPLAY'S IMPACT ON PAID SEARCH**

Depending on the industry, Havas Digital can see lifts of 50% or more in conversion when searchers are exposed to an online display campaign (Note: A display exposure is defined as seeing an impression within a 14-day window prior to a search click). Conversion can be defined as a purchase, download, registration, or how the target audience identifies themselves as a particular segment; all determined by the client's campaign and site goals.

As expected, direct response campaigns with specific offers typically have a higher impact on paid search conversion over display awareness campaigns, but that does not mean that the two are mutually exclusive. In fact both channels often work together to create a strong brand statement for the client.

For example, one of Havas Digital's retail banking clients promoted its checking account product online through a display and paid search campaign. The display campaign promoted the program, and offered a bonus for those that signed up online. Searchers who saw the display ads were close to 20% more likely to apply for an account than searchers who didn't see the display ads.



**KEY TAKEAWAY**

Display campaigns have a huge impact on search behavior! When planning both media, we need to ensure that we are buying keywords and phrases that appear in display ads, as well as make sure our clients' brands are appearing in top positions in search results when the display campaigns are running. Otherwise the advertiser will lose valuable qualified traffic to the competition.

## WHAT ARE THE BENEFITS OF CROSS-MEDIA BEHAVIORAL ANALYSIS? **2**

The two main benefits of cross-media behavioral measurement are **increasing total campaign performance** and **optimal channel planning and budget allocation**. Looking at how all of the brand's media channels work together will not only create budget efficiencies, but ultimately drive more conversions for the brand (read: higher sales!).

Measuring cross-media behavioral response is crucial to budget planning. Oftentimes, digital channels have a smaller share of budgets. Cross-media behavioral analysis can show how online channels drive the "last brand touch" before conversion, warranting higher spends.

There are a few simple **approaches to measuring** cross-channel campaign performance:

- Correlate offline reach and spend by channel and search (both paid and natural) clicks.
- Measure increases ("above average") and trends in Website traffic and activities.
- Analyzing paid search click thru rate (CTR).
  - Is there an increase in clicks, but not impressions, to indicate a more qualified audience?
  - Is there an increase in impressions to show greater share of search category?
- Trend social media buzz/mentions with channel spend.

Through various advanced analyses (this is just a sample list!), analyzing cross-media behavioral interaction can help drive channel planning:

- To determine which sites/search engines, placements/keywords, and/or creatives drive online response and engagement.
- To analyze TV show genre to determine if a particular type of show (e.g., news vs. sports vs reality) with a specific target audience drives a higher online response or more valuable conversions.
- To define the average time lag between offline exposure and online behavior.
- To identify different day parts or geographies driving response from a mass media push.
- To define what channel combinations drive consumers with the highest conversion value.
- To determine which tactics drive positive social media response, for increased brand trust.

We recommend looking at all possible combinations with the available data to see what works for your specific brand and campaign objectives.

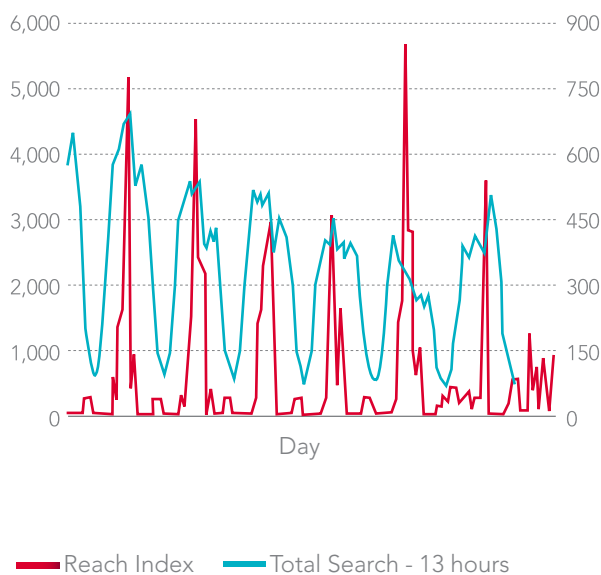


CASE STUDY

**DETERMINING TIME DELAY FROM TV EXPOSURE TO SEARCH ACTIVITY**

It is logical to suspect that offline media drives online activity because it's "typical" for a consumer to respond to a commercial or print ad by going directly to the point of purchase, or going online to the brand site or to a search engine for more information. But, to what extent does TV affect search and how does it actually help drive brand response?

Analyzing TV and search data (both paid and natural search) for one of Havas Digital's automotive clients showed that consumers exposed to a TV commercial during primetime were likely to search for the specific car model 13 hours later (presumably when they got to work the next day). Knowing the delay in activity helps the agency plan the search campaign accordingly to capture the response.



**KEY TAKEAWAY**

TV campaigns have a large impact on search behavior! Paid search budgets must be planned in accordance to the resulting behavior, releasing cost caps and prioritizing specific keywords and phrases that appear in TV ads. Also, make sure the client's brand is appearing in top positions in search results when the TV campaigns are running (so we don't lose valuable qualified traffic to the competitor brands). Align creative as well as landing pages with key messages from the TV campaign to reinforce brand messaging and increase natural search rankings.

## WHAT ARE THE CHALLENGES TO CROSS-MEDIA BEHAVIORAL ANALYSIS?

# 3

One of the biggest challenges to measuring cross-media behavioral interaction is having the data available for the analysis. Not only having the data, but having the data at the right granularity is critical for a successful study.

Depending on the objectives of the analysis, **the minimum data required includes:**

- Minute-by-minute (i.e., time-stamped) online media delivery and response data.
- TV GRPs by creative, by property, program by day, by hour.
- Radio TRPs by creative, by station by program, by day, by hour.
- Website home page visits by channel (e.g., direct entry, natural search, paid search, e-mail, etc) by day by hour.
- Website conversion volume and conversion value data by day.

It's also crucial to make sure you have data pre- and post-media campaign to create baselines and quantify the lift in activity driven by the campaign efforts.



# 4

## OUR SOLUTION TO CROSS-MEDIA BEHAVIORAL ANALYSIS

We use our proprietary campaign management system, **Artemis™**, for cross-media behavioral analysis. Artemis™ collects cookie level digital campaign data real-time from multiple sources (including ad servers, Web analytics tools), and has the flexibility to merge, fuse and extend data sets (including client data). Artemis™ also includes offline media data from Donovan Data Systems to determine efficiencies between channels for more effective media planning. The integration enables easy comparison of offline data points to parallel online metrics.



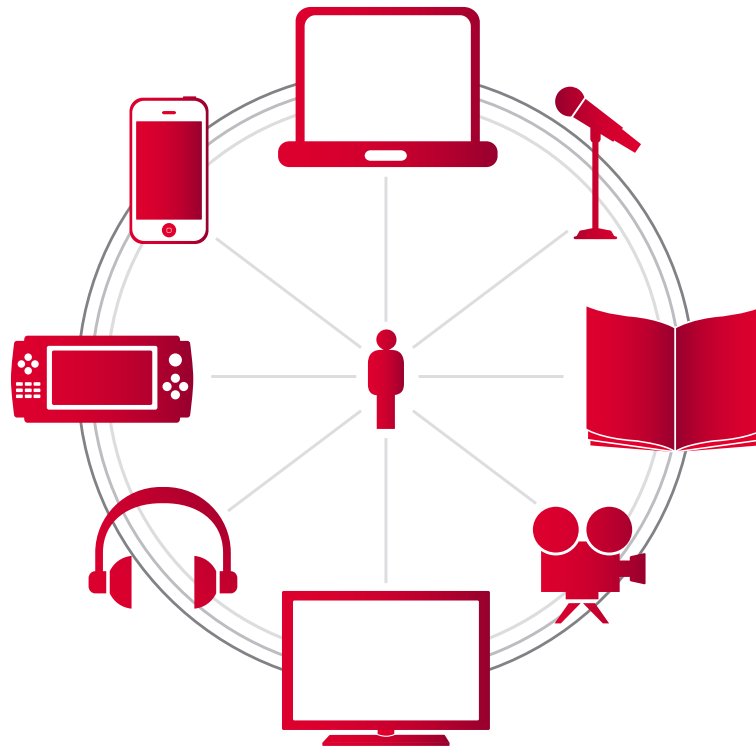
Because Artemis™ **includes cookie level data**, Havas Digital have the timestamp for each impression delivered, click received, and resulting activity recorded making cross-channel behavioral analysis simple and timely.



# 5

## CONCLUSION

When planning any media campaign, whether online or offline, it is essential that each channel works together to drive objectives while optimizing media spend, while capturing the most qualified target audience. It is also important to have tools in place, like Artemis™, to measure cross-media behavior for campaign optimization, as the detailed data in the proper format is readily available to determine how your media channels are working to drive business results.



# 6

## CONTACT DETAILS

We encourage you to contact us directly to discuss, in more details, any concerns you may have regarding this Havas Digital Insight issue. **We will be happy to assist you.**

- [sharon.bernstein@us.mediacontacts.com](mailto:sharon.bernstein@us.mediacontacts.com)
- [mark.egan@havasdigital.com](mailto:mark.egan@havasdigital.com)
- [rob.griffin@havasdigital.com](mailto:rob.griffin@havasdigital.com)

Or contact your **HAVAS DIGITAL LOCAL OFFICE:**

### HAVAS DIGITAL ARGENTINA

**ADDRESS** Humberto Primo 101, Capital Federal.  
C1103ACC, Ciudad Buenos Aires, Argentina.  
**OFFICE PHONE** +54 11 5777 7400  
**FAX** +54 11 5777 7401  
**COUNTRY MANAGER** Germán Abaroa  
**EMAIL** german.abaroa@ar.mediacontacts.com

### HAVAS DIGITAL AUSTRALIA

**ADDRESS 1** Level 16, Town Hall House.  
456 Kent Street, Sydney NSW 2000.  
**OFFICE PHONE** +61 2 8094 7517  
**FAX** +61 2 9283 9024

**ADDRESS 2** 113 York Street South,  
Melbourne VIC 3205.  
**OFFICE PHONE** +61 3 9693 8107  
**FAX** +61 3 9690 5706

**COUNTRY MANAGER** Nick Behr  
**EMAIL** nick.behr@au.mediacontacts.com

### HAVAS DIGITAL BELGIUM

**ADDRESS** Rue Maurice Charlent, 53.  
1160 Auderghem, Belgium.  
**OFFICE PHONE** +32 2 349 1560  
**FAX** +32 2 349 1570  
**COUNTRY MANAGER** Julie Tinant  
**EMAIL** julie.tinant@be.havasdigital.com

### HAVAS DIGITAL BRAZIL

**ADDRESS** Rua Luigi Galvani 42,  
11° Andar. Conj. 115. Brooklin 04575-020.  
São Paulo, Brazil.  
**OFFICE PHONE** +55 11 2889 5650  
**FAX** +55 11 5506 4753  
**COUNTRY MANAGER** André Zimmermann  
**EMAIL** andre.zimmermann@havasdigital.com

### HAVAS DIGITAL CANADA

**ADDRESS** 473 Adelaide Street West,  
Suite 300, Toronto. Ontario, M5V1T1.  
**OFFICE PHONE** +1 416 487 9393  
**FAX** +1 416 480 6666  
**COUNTRY MANAGER** Chris Williams  
**EMAIL** chris.williams@ca.mediacontacts.com

### HAVAS DIGITAL CHILE

**ADDRESS** Almirante Pastene 333,  
Floor 7, Of. 701.  
7500506 - Providencia, Santiago, Chile.  
**OFFICE PHONE** +56 2 714 8000  
**FAX** +56 9 865 3083  
**COUNTRY MANAGER** Gonzalo Parra  
**EMAIL** gonzalo.parra@havasdigital.com



## HAVAS DIGITAL CHINA

**ADDRESS 1** Room 8011-8012, 8/F,  
Novel Building No. 887, Huaihai Zhong Road.  
Shanghai, China, 200020.

**OFFICE PHONE** +86 21 6467 6368

**FAX** +86 21 6467 6369

**ADDRESS 2** Room 2001, 20/F, Tower B,  
Global Trade Center No.36, Dong San  
Huan Road, Dongcheng District.  
Beijing, China, 100013.

**OFFICE PHONE** +86 10 5923 2702

**FAX** +86 10 5825 6173

**COUNTRY MANAGER** Leon Lu

**EMAIL** leon.lu@cn.mediacontacts.com

## HAVAS DIGITAL COLOMBIA

**ADDRESS** Carrera 7, No. 71-21, Torre A,  
Piso 12. Edificio Avenida Chile.  
Bogotá, D.C. Colombia.

**OFFICE PHONE** +57 1 325 8341

**FAX** +57 1 317 3464

**COUNTRY MANAGER** David Posada

**EMAIL** david.posada@havasdigital.com

## HAVAS DIGITAL DENMARK

**ADDRESS** Jagtvej 169B, DK 2100.  
Copenhagen O Denmark.

**OFFICE PHONE** +45 7733 4300

**FAX** +45 7733 4433

**COUNTRY MANAGER** Soren Bronee

**EMAIL** soren.bronee@mediacontacts.com

## HAVAS DIGITAL ESTONIA

**ADDRESS** Maakri 19/21, 10145, Tallinn. Estonia

**OFFICE PHONE** +372 669 1000

**FAX** +372 669 1001

**COUNTRY MANAGER** Kaarel Oja

**EMAIL** kareel.oja@ee.mediacontacts.com

## HAVAS DIGITAL FINLAND

**ADDRESS** Arabiankatu 12, 00560 Helsinki. Finland

**OFFICE PHONE** +358 4 0746 1441

**COUNTRY MANAGER** Ismo Tenkanen

**EMAIL** ismo.tenkanen@mediacontacts.com

## HAVAS DIGITAL FRANCE

**ADDRESS** 11 Square Leon Blum,  
Puteaux Cedex, F92806 France.

**OFFICE PHONE** +33 1 46 93 33 33

**FAX** +33 1 46 93 35 37

**COUNTRY MANAGER** Pascal Dasseux

**EMAIL** pascal.dasseux@havasdigital.com

## HAVAS DIGITAL GERMANY

**ADDRESS** Hedderichstrasse 49.  
60594 Frankfurt, Germany.

**OFFICE PHONE** +49 69 603 292 410

**FAX** +49 69 603 292 470

**COUNTRY MANAGER** Joerg Manthey

**EMAIL** joerg.manthey@de.mediacontacts.com

## HAVAS DIGITAL HONG KONG

**ADDRESS** 32 Floor, Chinachem Building.  
Exchange Square, 338 Kings Rd, Northpoint.  
Hong Kong, China.

**OFFICE PHONE** +852 2590 1814

**FAX** +852 2516 5411

**COUNTRY MANAGER** Jason Kwong

**EMAIL** jason.kwong@hk.mediacontacts.com

## HAVAS DIGITAL HUNGARY

**ADDRESS** 1117 Budapest, Alíz u.1  
(hrsz.3990/5) Office Garden Building  
5th Floor (Szerémi; u-Hengermalom  
u.corner) Hungary.

**OFFICE PHONE** +36 1 799 1820

**FAX** +36 1 799 1821

**COUNTRY MANAGER** Ágnes Kovács

**EMAIL** agnes.kovacs@havasdigital.com

## HAVAS DIGITAL INDIA

**ADDRESS 1** 5th Floor, Tower A, Building 9, Dlf Cyber City, Phase III. Gurgaon-122 002 India  
**OFFICE PHONE** +91 11 398 444 00/11  
**FAX** +91 222 491 5766

**ADDRESS 2** Brady Glady's Plaza, Unit 1, 2nd Floor. Senapati Bapat Marg, Lower Parel, Mumbai - 400 013 India.  
**OFFICE PHONE** +91 22 300 364 00/33

**ADDRESS 3** 6-3-899/I, Second Floor, R.V.'s Kamala Castle. Somajiguda, Hyderabad - 500 082 India.  
**OFFICE PHONE** +91 40 66417880/ 81

**COUNTRY MANAGER** Rajeev Balasubrahmanyam  
**EMAIL** rajeev.bala@sg.mediacontacts.com

## HAVAS DIGITAL ITALY

**ADDRESS** Via San Vito, 7. 20123, Milano. Italy  
**OFFICE PHONE** +39 02 6744 3201  
**FAX** +39 02 6744 3222  
**COUNTRY MANAGER** Cosimo Ferrara  
**EMAIL** cosimo.ferrara@it.mediacontacts.com

## HAVAS DIGITAL LATVIA

**ADDRESS** Kr. Barona Street 36-9. LV 1011 Riga, Latvia.  
**OFFICE PHONE** +371 67 504585  
**FAX** +371 6728 5666  
**COUNTRY MANAGER** Jevgenijs Kazanins  
**EMAIL** jevgenijs.kazanins@mediacontacts.lv

## HAVAS DIGITAL LITHUANIA

**ADDRESS** Savanoriu ave. 1 03116 Vilnius. Lithuania  
**OFFICE PHONE** +370 5 213 23 54  
**FAX** +370 5 213 11 25  
**COUNTRY MANAGER** Vytautas Kubilius  
**EMAIL** vytautas.kubilius@lt.mediacontacts.com

## HAVAS DIGITAL MALAYSIA

**ADDRESS** 3A-22 & 3A-22A, Janlan Pju 8/3, Perdana Business Centre, Damansara Perdana. 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia  
**OFFICE PHONE** +603 7728 4134  
**FAX** +603 7728 5067  
**COUNTRY MANAGER** Dinesh Sandhu  
**EMAIL** dinesh.sandhu@mediacontacts.com

## HAVAS DIGITAL MEXICO

**ADDRESS** Prolongación Paseo de la Reforma 1015, Torre A, Piso 24. Col. Desarrollo Santa Fé. 01376 México DF.  
**OFFICE PHONE** +52 55 9177 6081  
**FAX** +52 55 9177 6005  
**COUNTRY MANAGER** Arnaldo Hernández  
**EMAIL** arnaldo.hernandez@havasdigital.com

## HAVAS DIGITAL NETHERLANDS

**ADDRESS** Burg. A. Colijnweg 2. 1182 AL Amstelveen, Netherlands.  
**OFFICE PHONE** +31 (0) 20 408 90 00  
**FAX** +31 (0) 20 408 90 01  
**COUNTRY MANAGER** Bjorn Brouwer  
**EMAIL** bjorn.brouwer@mediacontacts.com

## HAVAS DIGITAL PERU

**ADDRESS** Av. Victor Andrés Belaunde 147, Torre Real Uno, Oficina 902. Centro Empresarial San Isidro, Lima - Perú.  
**OFFICE PHONE** +511 611 8800  
**FAX** +511 611 8803  
**COUNTRY MANAGER** Gonzalo Parra  
**EMAIL** gonzalo.parra@mediacontacts.com

## HAVAS DIGITAL PHILIPPINES

**ADDRESS** Yehey.com 38/F Discovery Center. 25 ADB Avenue Ortigas Complex, Pasig City, Philippines.  
**OFFICE PHONE** +632 910 6387  
**FAX** +632 910 6420  
**COUNTRY MANAGER** Eduardo Mapa  
**EMAIL** eduardo.mapa@ph.mediacontacts.com

### HAVAS DIGITAL POLAND

**ADDRESS** Marynarska 15 str,  
02-674 Warszawa, Poland  
**OFFICE PHONE** +48 22 843 66 60  
**FAX** +48 22 843 66 61  
**COUNTRY MANAGER** Robert Bernaciak  
**EMAIL** robert.bernaciak@mediacontacts.com

### HAVAS DIGITAL PORTUGAL

**ADDRESS** Avenida Duque de Ávila, 46 - 5ª Av.  
1050-083 Lisboa, Portugal.  
**OFFICE PHONE** +351 21 791 3388  
**FAX** + 351 21 791 3340  
**COUNTRY MANAGER** José Frade  
**EMAIL** jose.frade@mediacontacts.com

### HAVAS DIGITAL SINGAPORE

**ADDRESS** 137 Amoy Street, #02-02  
Far East Square, Singapore 0499065  
**OFFICE PHONE** +65 6645 4700  
**FAX** +65 6645 4701  
**COUNTRY MANAGER** Gautam Dutt  
**EMAIL** gautam.dutt@sg.mediacontacts.co

### HAVAS DIGITAL SPAIN

**ADDRESS 1** Avda. General Perón, 38, 14ª.  
28020 Madrid, Spain.  
**OFFICE PHONE** +34 91 456 90 50  
**FAX** +34 91 770 15 86

**ADDRESS 2** Dr. Fleming, 17.  
08017 Barcelona, Spain.  
**OFFICE PHONE** +34 93 205 87 71  
**FAX** +34 93 414 72 13

**ADDRESS 4** C/ Roger de Lauria, 19-4c.  
46002 Valencia, Spain.  
**OFFICE PHONE** +34 96 353 08 74  
**FAX** +34 96 353 08 74

**COUNTRY MANAGER** Javier Navarro  
**EMAIL** javier.navarro@havasdigital.com

### HAVAS DIGITAL THAILAND

**ADDRESS** Jasmine City Bldg, 19th Fl.,  
2 Sukhumvit 23 Klongtoey\_nue, Wattana,  
Bangkok 10110 - Thailand.  
**OFFICE PHONE** +66 2 259 9030  
**FAX** +66 2 259 9499  
**COUNTRY MANAGER** Rajeev Balasubrahmanyam  
**EMAIL** rajeev.bala@sg.mediacontacts.com

### HAVAS DIGITAL UAE

**ADDRESS** Dubai Media City, CNN Building.  
Number 2, Office 511, 5th floor.  
PO Box 21448 Dubai, UAE.  
**OFFICE PHONE** +971 4366 4100  
**FAX** +971 4391 8001  
**COUNTRY MANAGER** Joe Hanoun  
**EMAIL** joe.hanoun@mediacontacts.com

### HAVAS DIGITAL UK

**ADDRESS** 11 Great Newport Street,  
WC2H 7JA London, UK.  
**OFFICE PHONE** +44 (0) 20 7393 9000  
**FAX** +44 (0) 20 7393 2525  
**COUNTRY MANAGER** John McLoughlin  
**EMAIL** john.mcloughlin@mediacontacts.com

### HAVAS DIGITAL USA

**ADDRESS 1** 101 Huntington Avenue,  
16th Floor. Boston MA 02199 USA.  
**OFFICE PHONE** +1 617 425 4100  
**FAX** +1 617 425 4101

**ADDRESS 2** 195 Broadway, 12th Floor.  
New York, NY 10007.  
**OFFICE PHONE** +1 646 587 5000  
**FAX** +1 646 587 5005

**ADDRESS 3** 5301 Blue Lagoon Drive,  
Suite 850, Miami, FL 33126.  
**OFFICE PHONE** +1 305 377 1907  
**FAX** +1 305 377 1906

**ADDRESS 4** 36 East Grand, 5th Floor.  
Chicago, IL 60611.  
**OFFICE PHONE** +1 312 337 4400  
**FAX** +1 312 337 3898

**COUNTRY MANAGER** Ed Montes  
**EMAIL** edward.montes@mediacontacts.com

**HAVAS**  
DIGITAL  
[www.havasdigital.com](http://www.havasdigital.com)

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MEDIA