

PREPARED FOR:

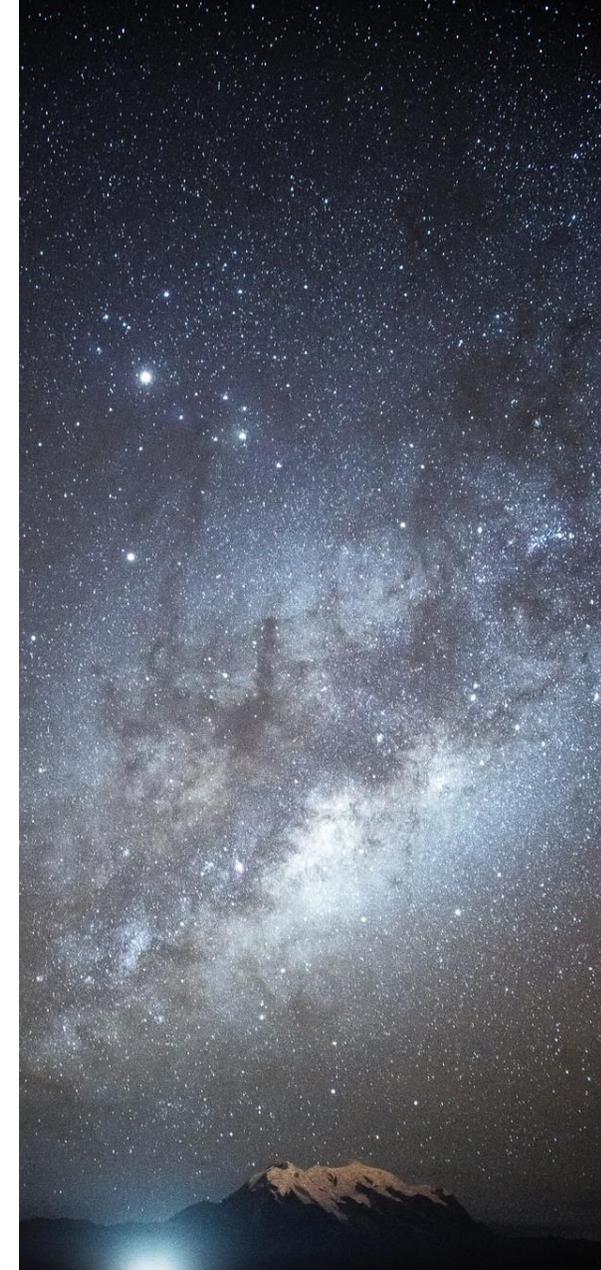


# CONSTANT EVOLUTION IN MARKETING TECHNOLOGY

- ADVANCED TV
- VIDEO
- DISPLAY

# AGENDA:

- 1** WHO IS EMX & ENGINE INSIGHTS
- 2** WHY WE DEVELOPED A COOKIE-LESS MEASUREMENT SOLUTION
- 3** FIRST LOOK AT THE BVOD WHITE PAPER
- 4** QUESTIONS
- 5** COMPETITION



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**EMX**  
AN ENGINE COMPANY

WHO IS:

**EMX**  
AN ENGINE COMPANY

&

**ENGINE**  
INSIGHTS

# WHO IS EMX

While recognized as an independent solutions provider for the digital media landscape, EMX also serves as the technology and programmatic division for its parent company, **ENGINE** — a global, data-driven marketing company.

As CMOs have become more reliant on MarTech to meet their increasingly digital KPIs, **EMX has focused on combining Advanced Ad Tech solutions with Traditional Brand Study Methodology to create, a better more reliable in-depth brand measurement solution that is applicable to ALL media.**



**Top Quality Direct & Curated Inventory**



**Innovative Consumer Targeting**



**Proprietary & Patented Technology Stack**



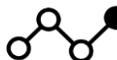
**Comprehensive Account Management**



**Cross-Channel Execution**



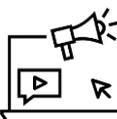
**Innovative Media Strategies**



**Full Journey Sequencing**



**Consumer Insight, Research + Targeting**



**High-Impact Tactics & Products**

# WE EXIST TO HELP **FUTURE** PROOF YOUR BUSINESS

The future should bring opportunity, not fear. It is crucial to differentiate from your competitors and increase your advantage by capitalizing on change and maintaining an understanding of an evolving audience.

**Grow your business by marrying traditional research methodologies and behavioral data with modern analytics that get to the heart of the consumer.**

**In a fast-changing world, ENGINE helps our clients both outperform in the present and continue to win in the future.**

## OUR EXPANDED OFFERINGS WILL HELP YOU...



Get a complete view of your customer to positively impact the moments that matter along their journey



Identify, reach, engage, and retain your most valued audience by understanding their beliefs and behaviors



Leverage our unique One ENGINE ecosystem of marketing services — from content creation to media buying — to attack business problems from different marketing viewpoints, turning research solutions into activation to drive business outcomes

## WHY ENGINE INSIGHTS?

- Agile, integrated solutions
- Deep research and analytics with and industry expertise
- Continuous collaboration
- Unique perspectives and thought leadership from across the ENGINE marketing ecosystem
- Culturally relevant insights
- Quick answers, real-time insights
- High-touch dedication by senior executives
- Global reach, local support
- Integrated data capabilities that connect belief and behavior to drive business outcomes
- Research knowledge rooted in endgame marketing perspectives

WE HELP CLIENTS  
OUTPERFORM  
THE COMPETITION

Grew customer  
satisfaction by  
**+40%**

Boost customer  
loyalty by  
**+38%**

**\$7M**

increase in revenue  
per quarter

**+138%**

increase in customer  
acquisition through  
digital channels

2

  
AN ENGINE COMPANY

**SO WHY DID WE  
DEVELOP A COOKIE-  
LESS MEASUREMENT  
SOLUTION IN THE  
FIRST PLACE?**

# WHY THE NEED:



## Lack of affordable brand measurement solutions:

1. Restrictive study costs, \$10K - \$15K per study
2. Substantial media budget requirements (\$40K - \$50K per campaign)
3. Unachievable for most small to medium brands



## Lack of commitment to the number of respondents

1. No commitment to the # of respondents per study, potentially means no statistical relevance with the data
2. This is due to cookie match rates being as low as 0.04% across standard brand lift study solutions



## Campaign Effectiveness Study

1. **Affordable** - \$25K minimum media spend requirement, study completely added value (\$10K worth of added value)
2. **Commitment** - EMX **Guarantees a minimum 400 respondents** per study which provides more than enough statistical relevance. We are able to do this thanks to our cookie-less matching solution, this solution allows us to achieve **match rates of up to 4.5%** against cookie based match rates of 0.04%.
3. **Customizability** - Our studies are built completely from the ground up for each and every client using ENGINE Insights, we offer up to **10 completely customizable questions** for the brand as well as our 5 standard CES questions, that allows us to create benchmarks and provide **actionable insights** on how the campaign performed against actual brand metrics. (Ad Recall, Message Recall, Brand Recall, Uplift in consideration, brand sentiment, how other channels performed and more.
4. **Methodology** - In today's digital world very few media campaigns ever run with a siloed approach, in most cases there will always be a multi media channel strategy running, Facebook, Youtube, Linear TV, BVOD and more. So we adapted the old school methodology to measure how **all channels have performed in collaboration with each other** and compare like for like.
5. **Brand Metrics** - Rather than using VCR, CTR, Reach and Frequency as brand performance metrics, brands finally have a way to measure their Video, Mobile, Display and for the **First Time CTV** activity using true brand metrics and benchmarks without any of the historical limitations. You wouldn't run a performance display campaign without using cookie / pixel tracking so why run a CTV or Video Brand campaign without a CES measurement solution to provide actionable insights at no additional costs to the client.



## Lack of customizability

1. With brand lift add-on solutions that Google and Facebook offer comes zero customizability, they are all 1-2 question based studies that are template based.
2. Not all brands want to know the same thing about their brand campaign, so why not let them decide on what they want to find out about their activity VS limiting them to a hand full of options.



## Lack of brand metric benchmarks & Methodology

1. Brand campaigns are still measured the same way now as they were 8 years ago, CTR, VCR, Reach & Frequency
2. Brand lift studies still follow the same old school methodology, exposed vs controlled. Which unfortunately doesn't provide any actionable insights, only that the users that recalled seeing the ad had a higher consideration than those that did not.

# BVOD WHITE PAPER:

3

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# Why a Benchmark?

1<sup>st</sup> time ever we have ad recall for BVOD



## ***Impact of the Messaging***

The benchmark helps the market better understand the impact of messaging



## ***Bridging the Gap***

It helps to bridge the gap between Creative and Media, making for more effective distribution of ad spend and channel selection.



## ***Greater Transparency***

Creates greater transparency between marketing teams and agencies with regards to output and performance.



## ***Improving Communication***

Will improve how brands speak to their consumers, creating a better customer experience and overall brand satisfaction.

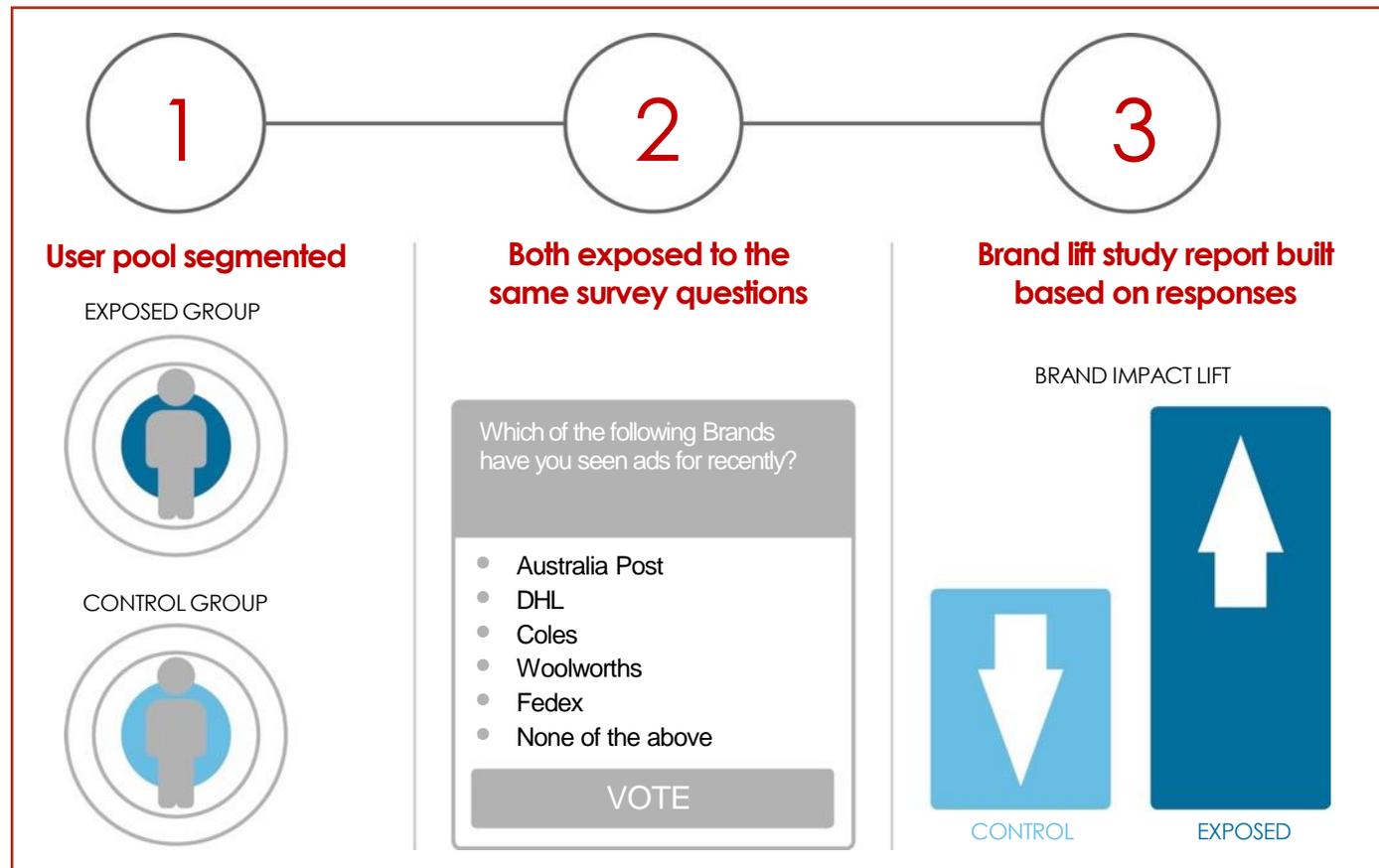
# HOW IT WORKS:

## IN SUMMARY

- Panel based survey is used to measure digital advertising effectiveness, using a controlled group as the base line for brand impact, we measure against users that we know have seen your digital advertising (exposed group).
- 10 questions that are key in identifying a positive or negative outcome of the campaign combined with client bespoke questions.
- High degree of accuracy that all exposed users have seen your digital ads through our marketing technology solution we are able to identify whether our activity has increased brands awareness, driven engagement / increased consideration within your target audience and what impact it has made.
- Survey are delivered via our online opt in panel audience (which has access to over 800k AU users) and by using our proprietary cookie less matching technology.

## BENCHMARK DATABASE

- We have completed 49 campaigns across a variety of industries and have over 20,000 respondents to leverage for our normative database and is growing.



# ESTABLISHING A **BASELINE**

## 1. TOP OF MIND

What is the brand that comes top of mind to the customer in the specific category (broken down by location, age & gender)

**16%** On average 16% of the brands that have been recognized as top of mind are the brands that we have done the work for, highlighting the need to expand saliency & message cut through.

Found 30% of the population didn't know any brands within the categories further suggesting the need to accelerate presence.

## 2. EXPOSURE

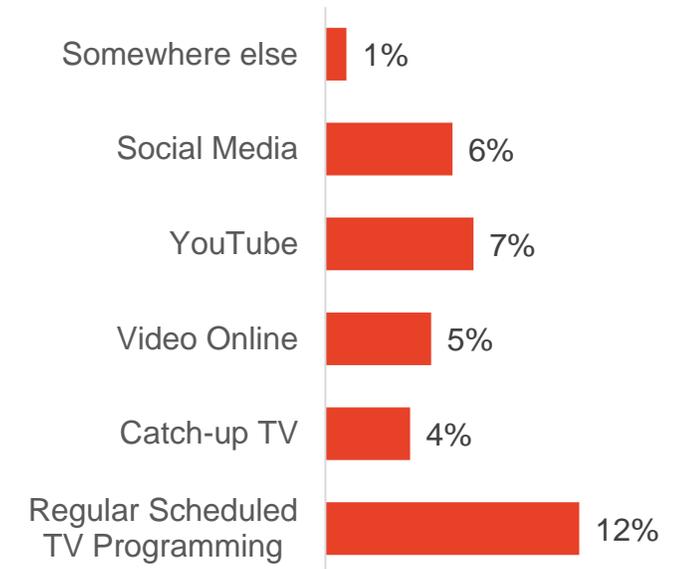
Establishing whether consumers have seen specific brand ads within the category is critical to create our 2<sup>nd</sup> baseline.

**24%** On average 24% have seen ads on the brands and reinforces the need to stand out in a fragmented and diverse availability of media channels to attract consumers mind and heart most effectively.

Found that 51% of the consumers haven't seen any brand advertising within the category.

## 3. CHANNEL

Determining where a consumer has recalled seeing the ad is the final baseline.



The bulk of ads have been seen though regular scheduled TV programming, YouTube and Video Online



A control group of users who act as the comparison basis for consideration, ad recall, brand recall, message recall from other forms of media that they might have been exposed too. These respondents have not been exposures to the EMX BVOD advertising but but have been exposed to the brand advertising through other channels (seen and not seen the add).

## CONTROL GROUP



Exposed group of users are those that we know have been exposed to EMX BVOD advertising. This is achieved as a result of leveraging our unique marketing technology

## EXPOSED GROUP

# BRAND CONSIDERATION

Having been exposed, how likely are you to consider using the brand in the future?

	EXPOSED GROUP	CONTROLLED GROUP
PURCHASED ANY [BRAND] PRODUCTS	11%	11%
LOOKED AT [BRAND] WEBSITE / SOCIAL	14%	20%
MENTIONED AD TO FRIENDS/FAMILY ETC	21%	16%
COMPARED PRICES FOR [BRAND] TO OTHERS	12%	14%
RECOMMENDED THE [BRAND]	11%	8%
SOMETHING ELSE	18%	20%
NONE OF THE ABOVE	44%	43%

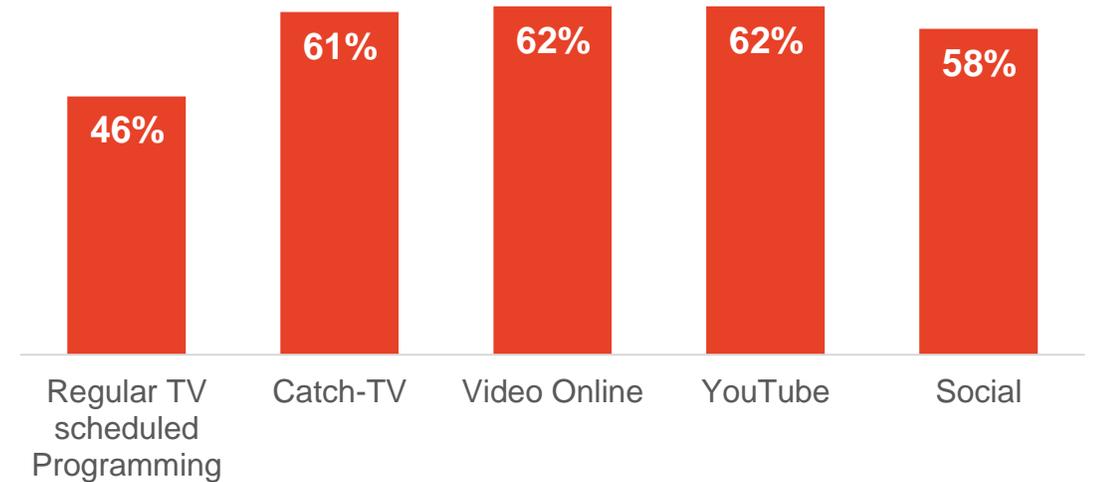
- Comparing the exposed with the controlled group, the exposed group is on par with the exception of driving exposure to family and friends and colleagues. When exploring creative, is there a need to drive a call-to-action e.g. getting individuals to visit brand website / social media etc.
- On average male consumers have a 66% higher tendency to look at brand websites / social media compared to their female counterparts and generally more cautious about recommending the brands
- This gets the brand into the consideration set and important for us to evaluate the movement of how the brand moves up the brand funnel to top of mind, favorite and where consumers spend most of their money. The first step is to get the brand in the consideration set.

# AD FORMAT IMPACT

## How does the ad make a consumer feel about the brand?

1. Watching Video online & YouTube is where we get the most favorable impact on getting into the consideration set and feeling more favorable to the brand.
2. Exposed group of BVOD is seeing greater favorable impact compared to the control group
3. Amongst the exposed group; creative has been adjusted for the target audience with the impact of the various creatives being adjusted in real time.
4. More control of who is being exposed to the ad across digital (YouTube, catch-up, Social etc), and knowing where ad-recall is more favorable with the right creative.

Where consumers felt that seeing the advertising was more favourable?

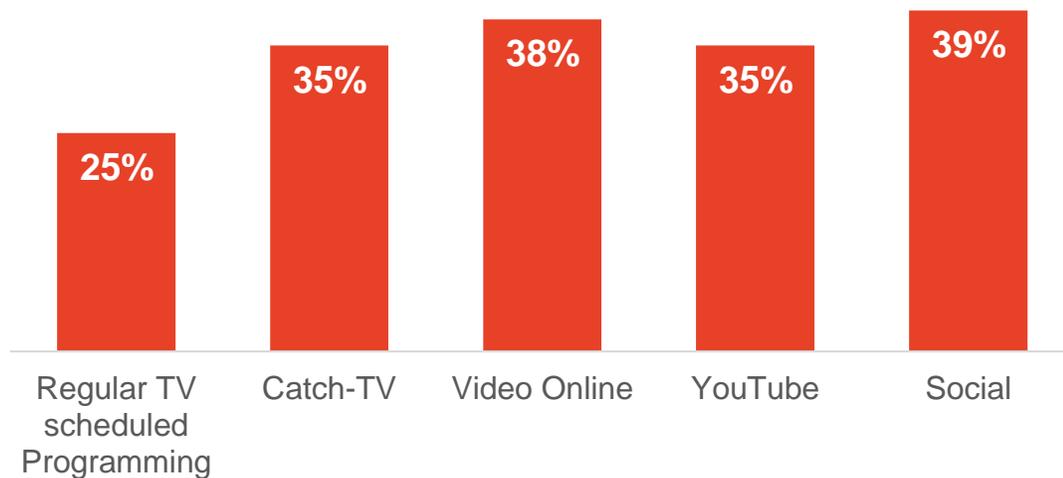


	EXPOSED GROUP	CONTROLLED GROUP
FEEL MORE FAVOURABLE TOWARDS [BRAND]	46%	39%
NO CHANGE TO THE WAY I FEEL ABOUT [BRAND]	54%	58%
FEEL LESS FAVOURABLE TOWARDS [BRAND]	0%	3%

# LIKELIHOOD TO PURCHASE

## Likely to consider the brand on the next purchase?

Catch up across networks is more effective than linear programming as you have more control of who to target



	EXPOSED GROUP	CONTROLLED GROUP
MUCH MORE LIKELY TO CONSIDER [BRAND]	26%	25%
SLIGHTLY MORE LIKELY TO CONSIDER [BRAND]	25%	36%
NO CHANGE IN MY CONSIDERATION OF [BRAND]	45%	35%
SLIGHTLY LESS LIKELY TO CONSIDER [BRAND]	1%	2%
MUCH LESS LIKELY TO CONSIDER [BRAND]	3%	1%

# LEARNINGS

- 1.** Greater control in the targeting, engagement and measurement as a result of BVOD and digital.
- 2.** The normative database allows for real time creative evaluation and adjustment
- 3.** A positive uplift in ad recall doesn't have a direct correlation in brand recall or uplift. Required us to provide insights into sentiment & perception to improve saliency
- 4.** Allows marketers to work towards a more effective business and brand outcome rather than media metrics.



### ***More Comprehensive Coverage***

Incorporating Linear TV exposure into our campaign effectiveness and will be in market in July 2021. Allows us to provide a more comprehensive view and measure the impact of those actually exposed to advertising.

### ***Greater Precision Targeting***

Launching a cookie less digital audiences that combined with our technology platform increased effectiveness of audiences on average by 16%. All this within a privacy world with IP addresses and will cover Social, YouTube etc

### ***Broader Measurement***

Longer term is the incorporation of other digital advertising channels and connecting these to physical purchases through the incorporation of 1<sup>st</sup> and 2<sup>nd</sup> party data.





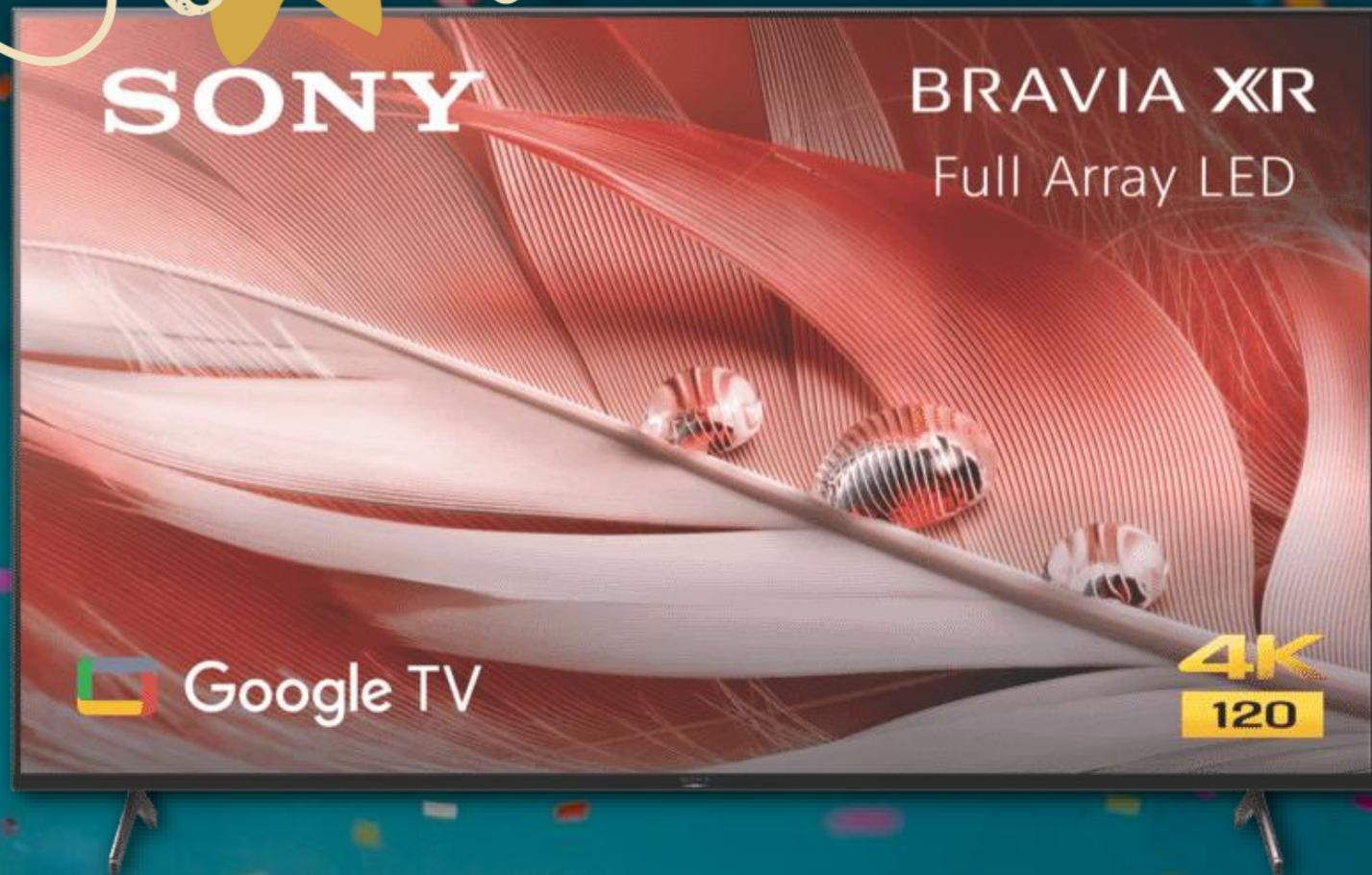
# QUESTIONS?

# COMPETITION Time!

The **first 5** active campaign briefs we receive off the back of this webinar will go into a competition to win a brand new 65inch Sony TV!

Terms and Conditions:

- Minimum spend requirement per entry \$25K
- Campaign has to run this calendar year 2021
- 1 entry per agency



# THANK YOU



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