



Learning Where to Focus Your Media Spend

Savanta: Quirks
Mar 2020



Measuring Digital Ad Performance in a Cookie-Less World

Savanta: Quirks
Mar 2020

Savanta is
the new name
in research and
insight.

We inform and inspire better decision making.

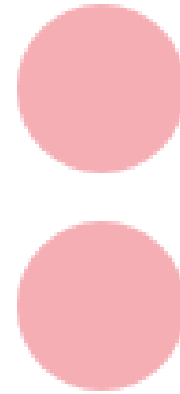


Savanta is the intelligence business.

Savanta was born when eight best-in-class agencies, all specialists in their fields, joined forces to offer big agency benefits, while retaining a refreshingly *boutique* mindset.

The result? A full range of integrated intelligence services at global scale, married to deep sector, issue and methodological expertise, delivered with an entrepreneurial spirit and client-first mindset.

All to help our clients. **Make Better Decisions.**

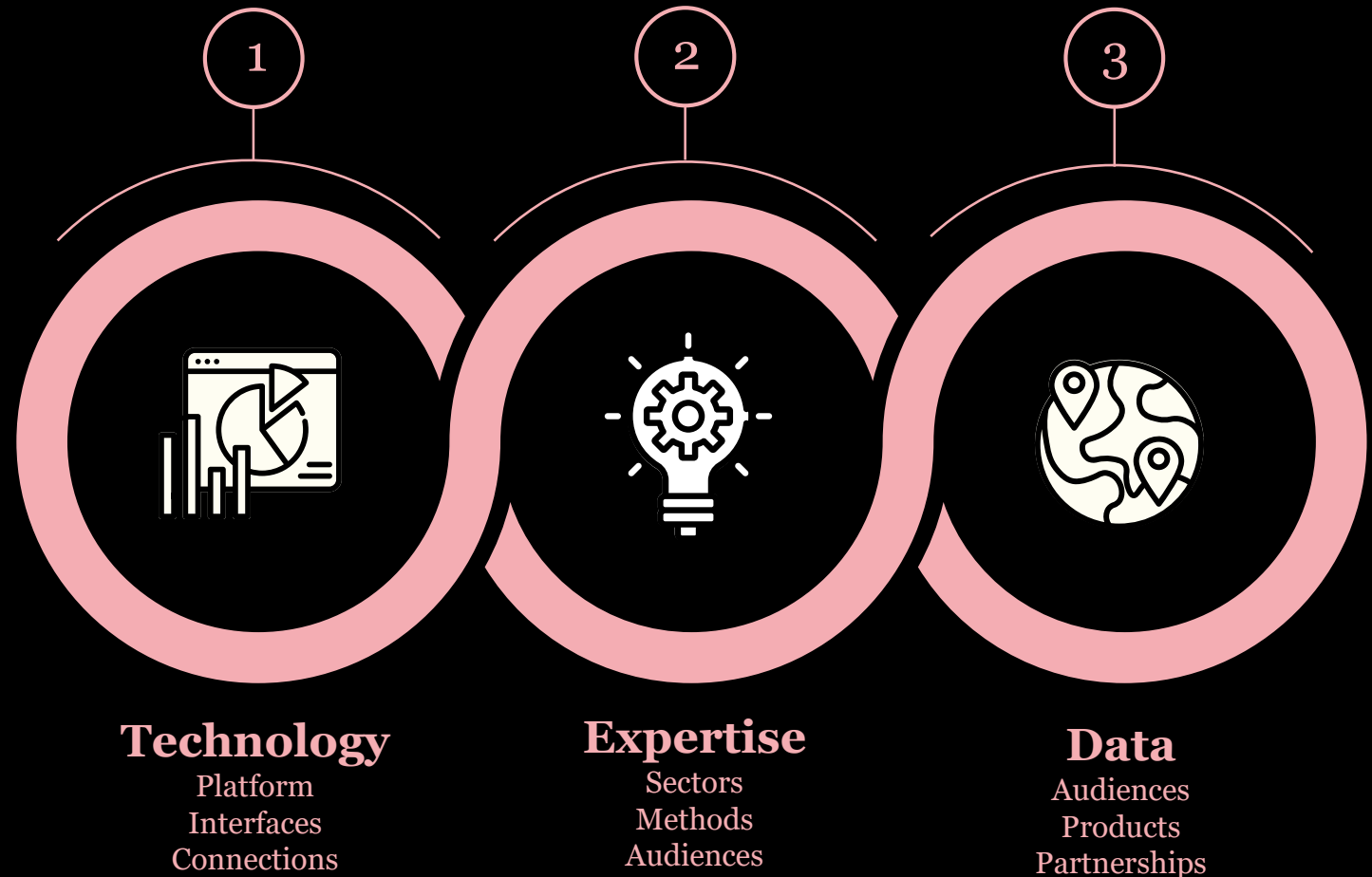


WEALTH-X



The Savanta Proposition

The coming together of 3 core elements, underpinned by a great consultative service and international scale, allows Savanta to provide clients with the very best data and insights solutions needed to make a lasting improvements to our clients' commercial performance.



Three complementary & tailored service offerings

01

Data Collection & Analysis

- ✓ Flexible, fast, high-service, cost-effective, fully managed global data collection
- ✓ End-to-end in-house programming & data processing
- ✓ Global audience access
- ✓ Survey design & programming
- ✓ Data tabulation, coding,
- ✓ Visualisation & analytics

02

Research & Insight

- ✓ Collaborative approach lead by experienced research professionals
- ✓ Design, execution, analysis and delivery of full-service, methodology agnostic research
- ✓ Customized methodologies built around business and research objectives

03

Strategy & Consulting

- ✓ A consultative approach to deliver against your specific challenges & opportunities globally
- ✓ Led by practice area experts with commercial nous and deep industry and global understanding
- ✓ Delivering strategy and consulting to help clients win the battle for attention, customers & profits

●
● **Need For Change**



BEST PRODUCTS ~

Don't sell my data! We finally have a law for that

You're going to have to jump through some hoops, but you can ask companies to access, delete and stop selling your data using the new California Consumer Privacy Act - even if you don't live in California.

Apple has a new way to crack down on ads tracking you in Safari

And it's proposing the plan as a standard all browsers should embrace.



Stephen Shankland May 22, 2019 11:29 AM PDT

AD TECH & MAR TECH

Google Kills the Cookie, Leaving Digital Media Companies Craving a New Way Forward

The industry is racing against a 2-year countdown

By Ronan Shields | January 17, 2020

PREMIUM

Google to 'phase out' third-party cookies in Chrome, but not for two years

The browser battles are about privacy more than marketshare

By Dieter Bohn | @backlon | Jan 14, 2020, 11:00am EST



SHARE

Democracy Dies in Darkness
Consumer Tech

The New York Times What Does California's New Data Privacy Law Mean? Nobody Agrees

The statute was meant to standardize how companies disclose their consumer data-mining practices. So far, not so much.

Why every website wants you to accept its cookies

Cookies alerts are supposed to improve our privacy online. But are they?

By Emily Stewart | emily.stewart@vox.com | Dec 10, 2019, 8:00am EST



SHARE

OPEN

If you've visited a new website on your phone or computer over the past 18 months or so.

The Year To Come In Online Data And Identity

by James Hercher // Tuesday, December 31st, 2019 - 1:51 am

Share:

2019 brought a tsunami of change to data-driven advertising. And those changes have overflowed into other part of businesses and the economy, as regulators scrutinize the world of digital advertising.

Facebook gave the boot to third-party data suppliers. And in 2020, it says it will make good on a long-held promise to revoke its advertising ID, bringing to an end an era of targeting and measurement across the open web.

and the potential anti-tracking upgrades to Google Chrome are data-driven online advertising perhaps as much as GDPR. California's new consumer privacy law, which comes into effect in January.



Data And Identity, 2020

Consumers know they are being tracked



88%

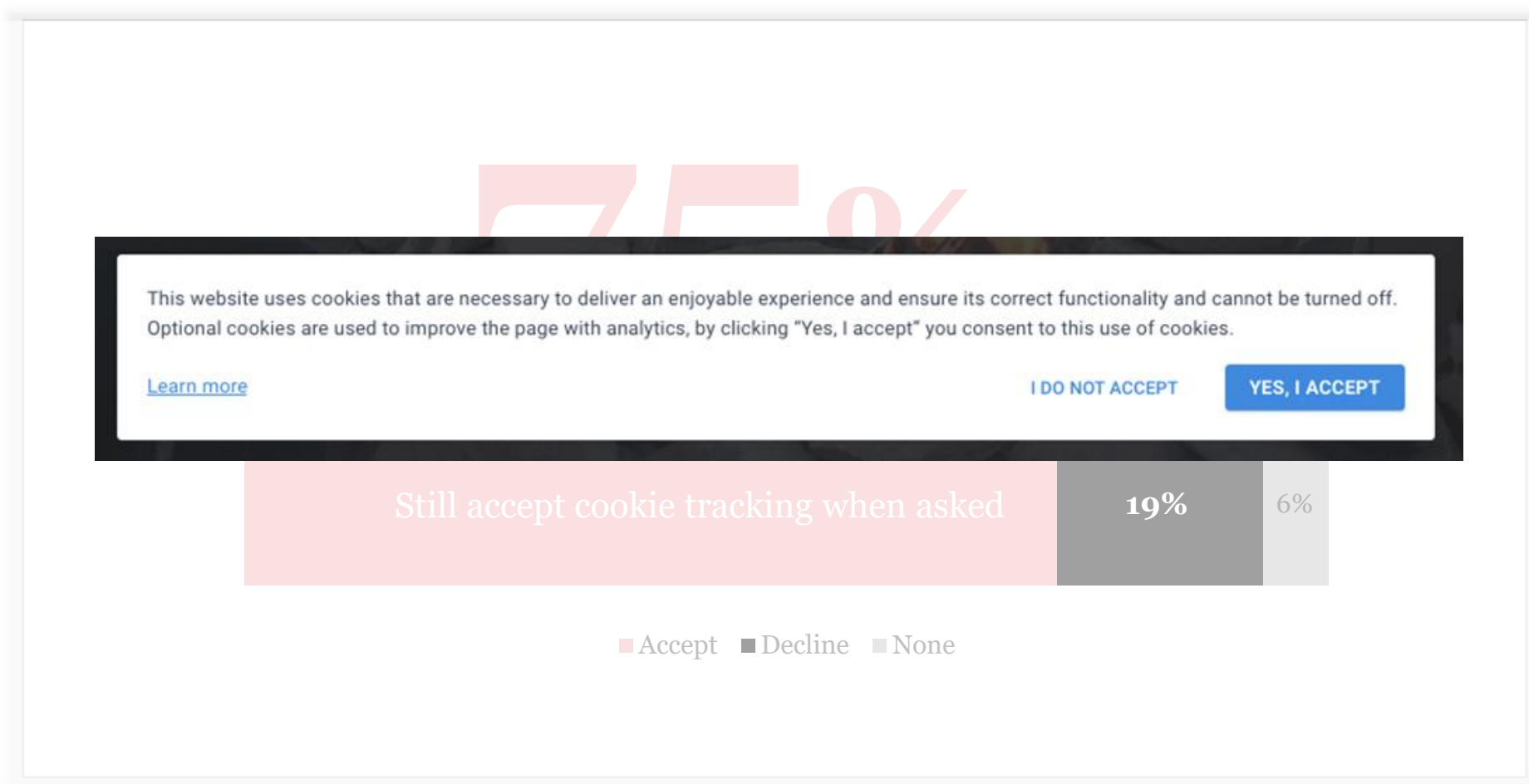
of consumers have noticed sites asking for permission to use cookies for tracking

7%

5%

■ Yes ■ No ■ Maybe

And most still accept cookie tracking





Our Approach



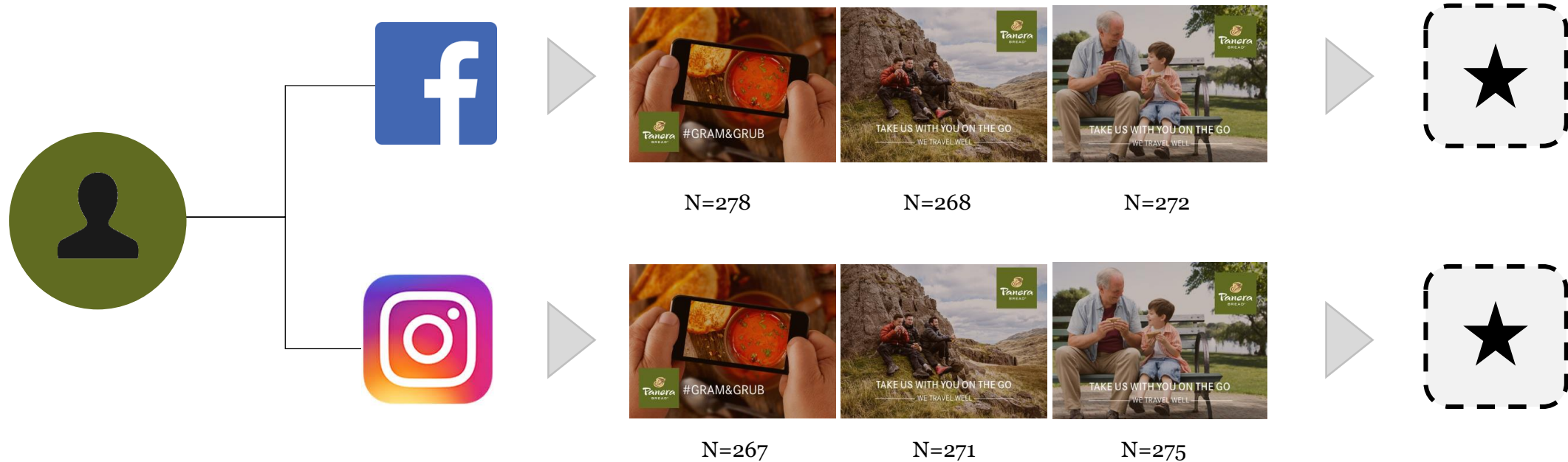
**In our pilot study,
Panera was our
hypothetical client
interested in finding
out 2 things:**

- 1** Understand which concept the brand should move forward with in their digital campaign
- 2** Understand which social platform performs best across the campaign
(Facebook vs Instagram)

Concepts



Methodology



Based on their social media usage, Panera customers are assigned to one of the two sites of client's interest

Respondents are then allocated to one of the three concepts in a monadic test

Both Digital and Traditional Metrics are measured for each concept

● LIVE ● DEMO

AA surveys.savanta.com

Savanta:

Which of the following social media platforms do you use **once a week or more?**

Select all that apply.

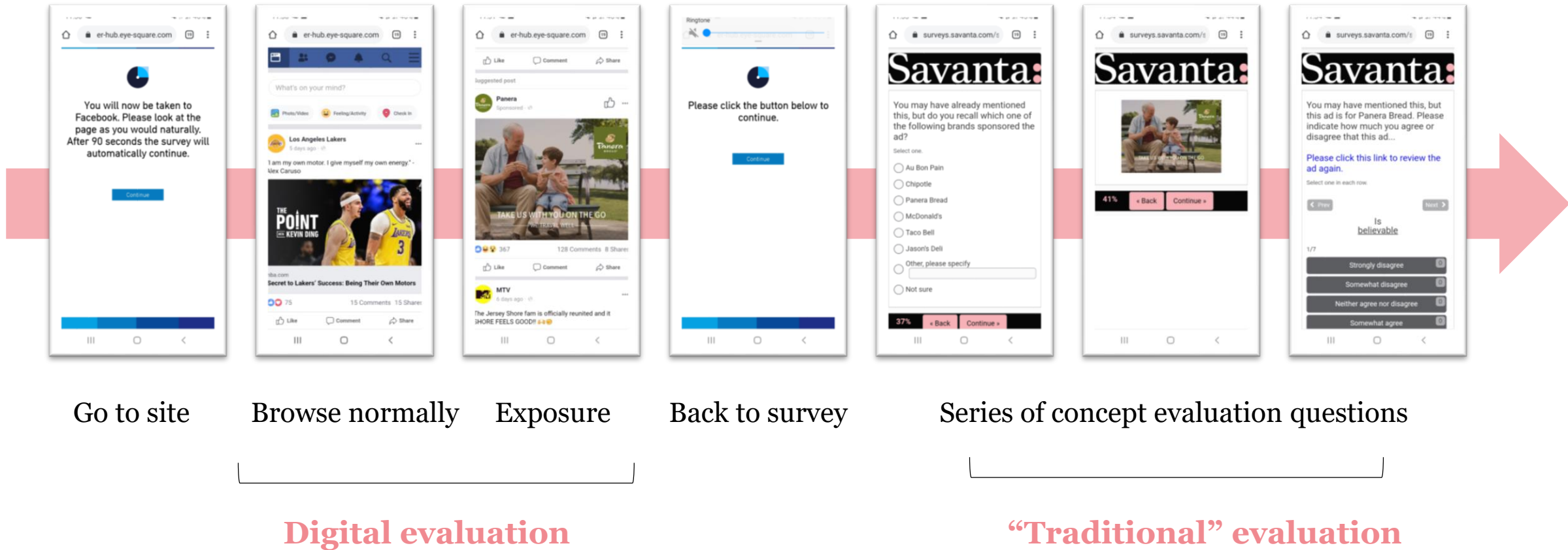
- ☐ Tumblr
- ☐ Snapchat
- ☐ YouTube
- ☐ Instagram
- ☐ Pinterest
- ☐ Twitter
- ☐ Facebook
- ☐ TikTok
- ☐ I do not use any of these platforms

15% Continue »

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Survey Process

Once they screen into the survey & get assigned to cell:



- **Let's first look at our**
- **more traditional**
- **metrics...**

We see that the **On The Go: Park** creative is the best performing creative when it comes to traditional metrics

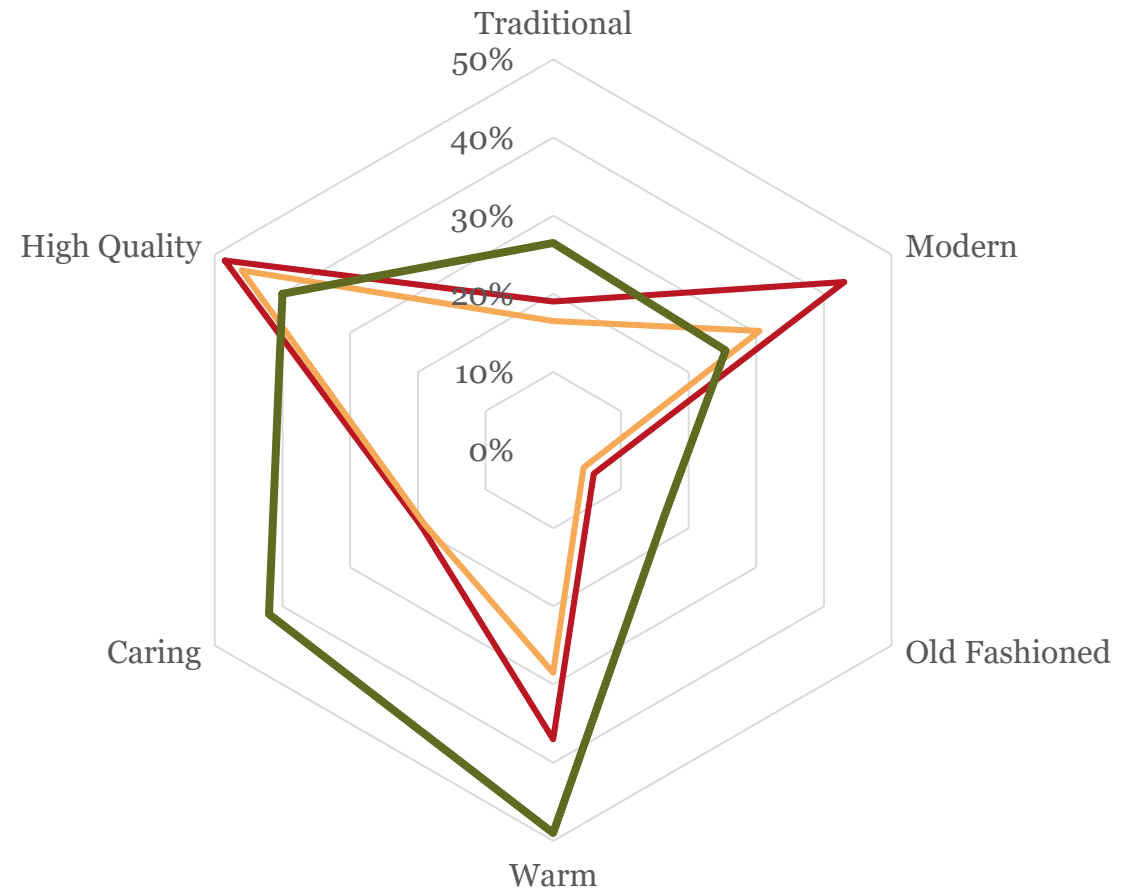
One thing to note is that all concepts have healthy evaluation metrics and the stakeholder team could move forward with any

“Traditional” Metrics



When we look at the concepts across brand personality attributes, we start to see some separation among the group

Brand Personality Metrics



However, traditional metrics don't give clarity into the best platform for campaign optimization

“Traditional” Metrics



Clear	78%	79%	81%	81%	88%	86%
Believable	77%	79%	74%	76%	84%	83%
Feel good	68%	68%	76%	73%	76%	80%
Likely to visit	67%	73%	76%	77%	78%	78%
Relevant	63%	66%	69%	66%	74%	72%
Attention	73%	70%	70%	74%	68%	68%
Different	57%	58%	62%	65%	59%	61%
Newsworthy	63%	62%	56%	59%	58%	61%

Brand Personality



Traditional	17%	21%	18%	15%	28%	25%
Modern	40%	46%	30%	31%	24%	27%
Old fashioned	6%	6%	4%	5%	18%	15%
Warm	37%	37%	30%	27%	49%	49%
Caring	20%	19%	20%	18%	39%	45%
High quality	50%	47%	44%	48%	39%	41%

- **Now let's take a look at**
- **our digital metrics...**

All Interactions*

In our digital evaluation we see a different story emerging with Instagram outperforming Facebook and more variability in the creatives' performance



Facebook

6%



13%



6%



Instagram

14%



15%

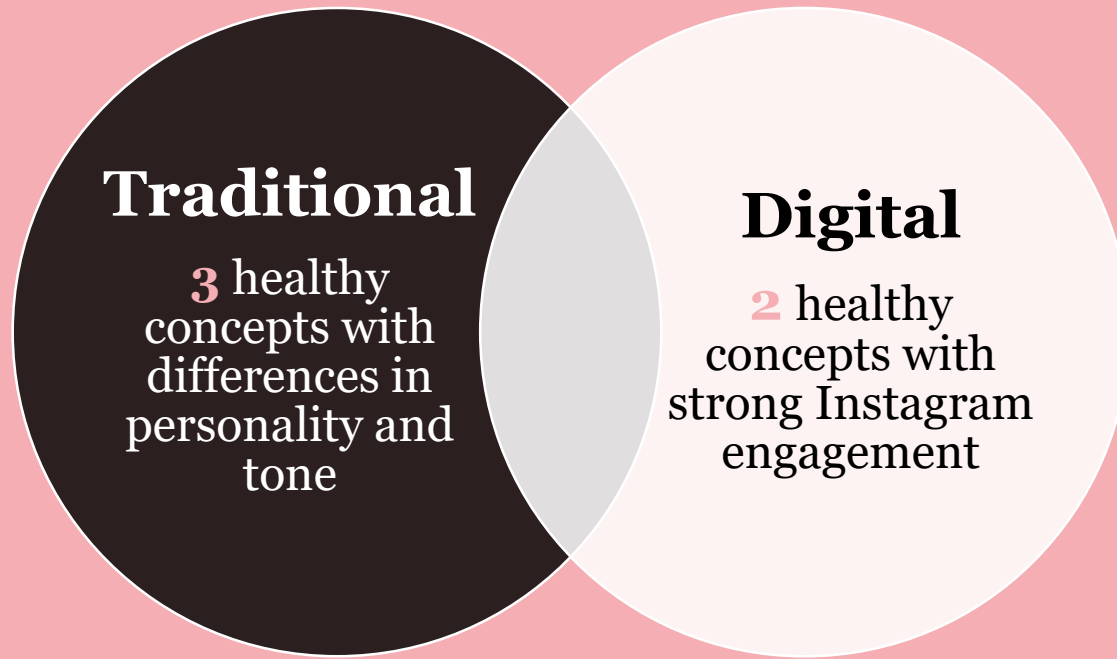


8%



* Interactions include shares, comments, likes, image clicks, etc.

● ● **Recapping our test so far!**



Savanta: Digital Ad Performance

Each Pathway only tells half the story.

Our Digital Ad Performance product helps expand our thinking on how to test concepts and create a more successful strategy

●
● **Questions?**



Thank You



Kyle Gollins

VP, Client Development

Kyle.Gollins@savanta.com



Daniel Garcia

Senior Consultant

Daniel.Garcia@savanta.com

Savanta:
Make better decisions

