



OMNICHANNEL CAMPAIGNS: WHICH CHANNEL IS THE MOST PROFITABLE?

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THE QUIRKS EVENT

11th FEBRUARY 2020, LONDON

MEDIACOM

respondi



MediaCom are a global media agency.

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MEDIACOM

RWI

Booth
510

RESPONDI

CLOSE TO PEOPLE

PANEL



Quality



Coverage

DATA



Quantitative



Qualitative



Behavioural

ANALYTICS



Automated



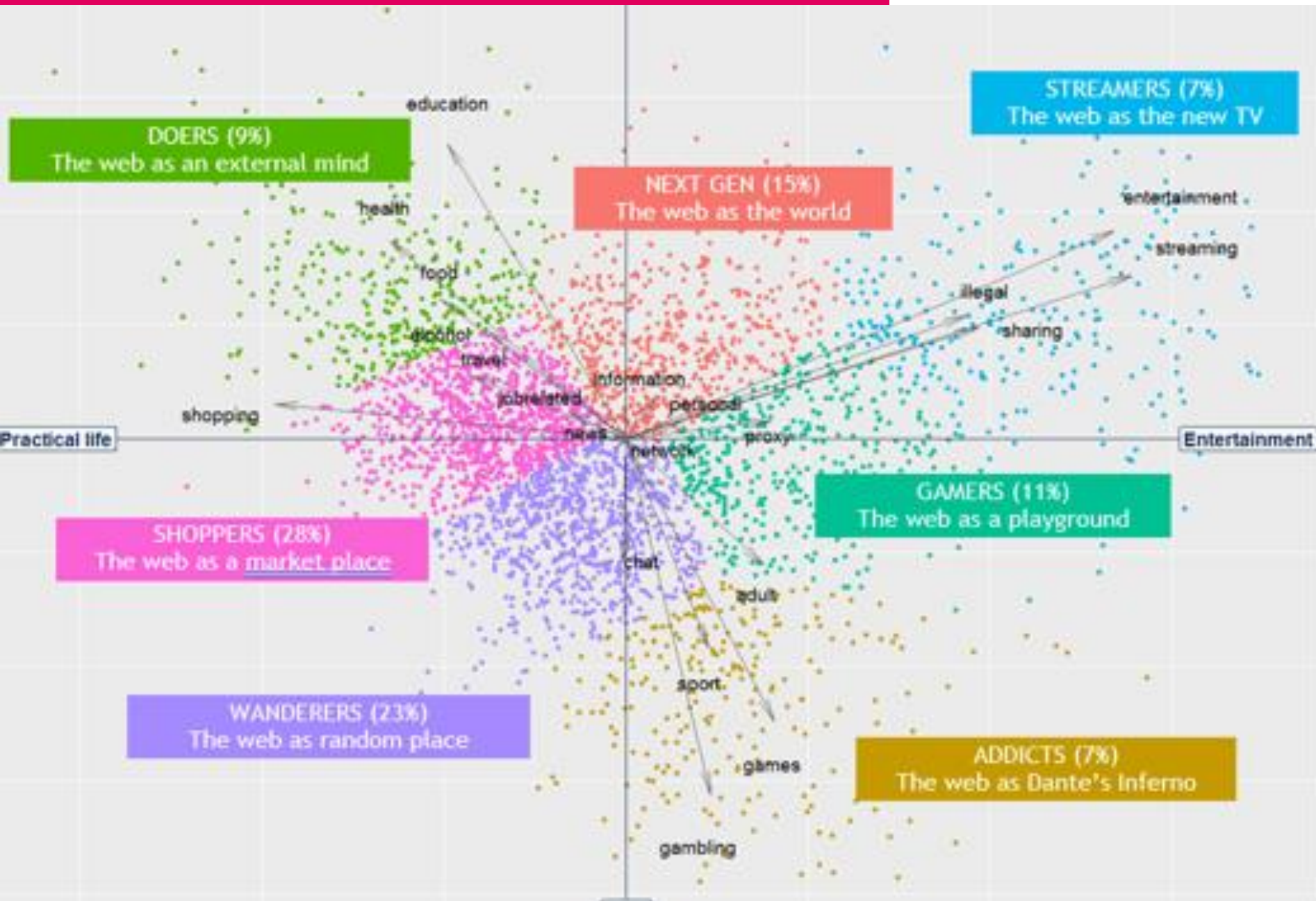
Advanced

AWARD-WINNING
METHODS, ANALYTICS AND QUALITY

HOW DO WE COLLECT PASSIVE DATA?



WHAT DO WE KNOW ABOUT HOW CONSUMERS BROWSE THE WEB?



WE ARE ABLE TO UNDERSTAND TOUCHPOINTS AMONG DIFFERENT AUDIENCES

2020



WE CAN ANALYSE ANY SEASONAL EFFECTS AND NUANCES

- Shopping websites more visited in *November, December and January* and during the weekend **(+10% on average)**
- Travel websites in *March April, May and January* and in the evening **(+5% on average)**
- Health related websites from *January to March*

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a blue and white checkered shirt. The laptop screen is visible on the left, showing a blurred interface. The background is a soft-focus office environment with a desk and a plant.

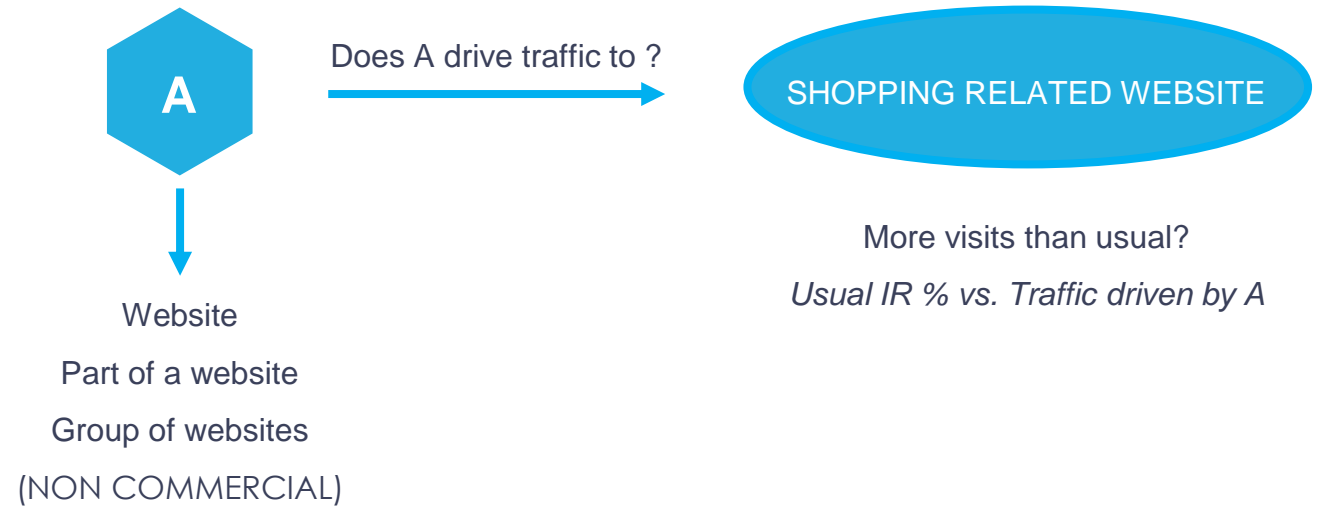
60 % HAVE EXHIBITED BUYING SIGNALS.

BUT ONLY 1 % OF THE VISITS INCLUDE A PURCHASE.

A man with a beard is sitting at a light-colored wooden desk, looking at a tablet. He is wearing a grey sweater. The tablet screen shows a webpage with a video player and several articles. To the right of the tablet is a white cup of black coffee on a saucer. The background is slightly blurred, showing a desk with papers and a pen. The overall scene is a professional or creative workspace.

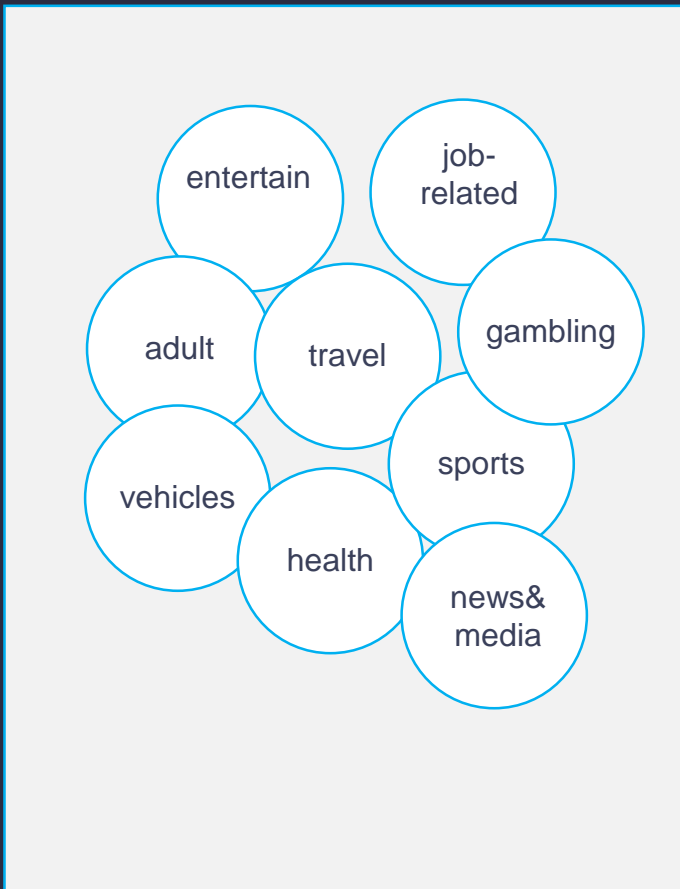
**HOW CAN WE
IMPROVE
RELEVANCE IN
ONLINE
ADVERTISING?**

WE CAN SEE HOW VISITATION LINKS TO BUYING SIGNALS

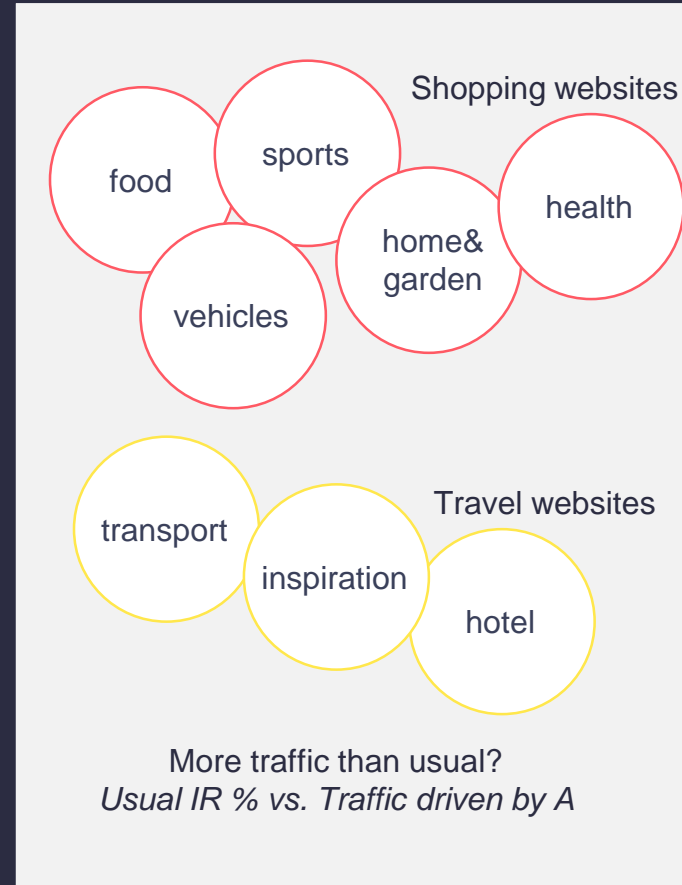


WHAT DOES THIS MEAN FOR MEDIA/BRANDS?
MEDIA AGENCIES AND BRANDS NEED TO UNDERSTAND THE ONLINE CUSTOMER JOURNEY TO INFORM MEDIA PLANNING, BUYING AND STRATEGY.

WE CAN UNPICK AN INDIVIDUAL WEB JOURNEY FROM A TO B

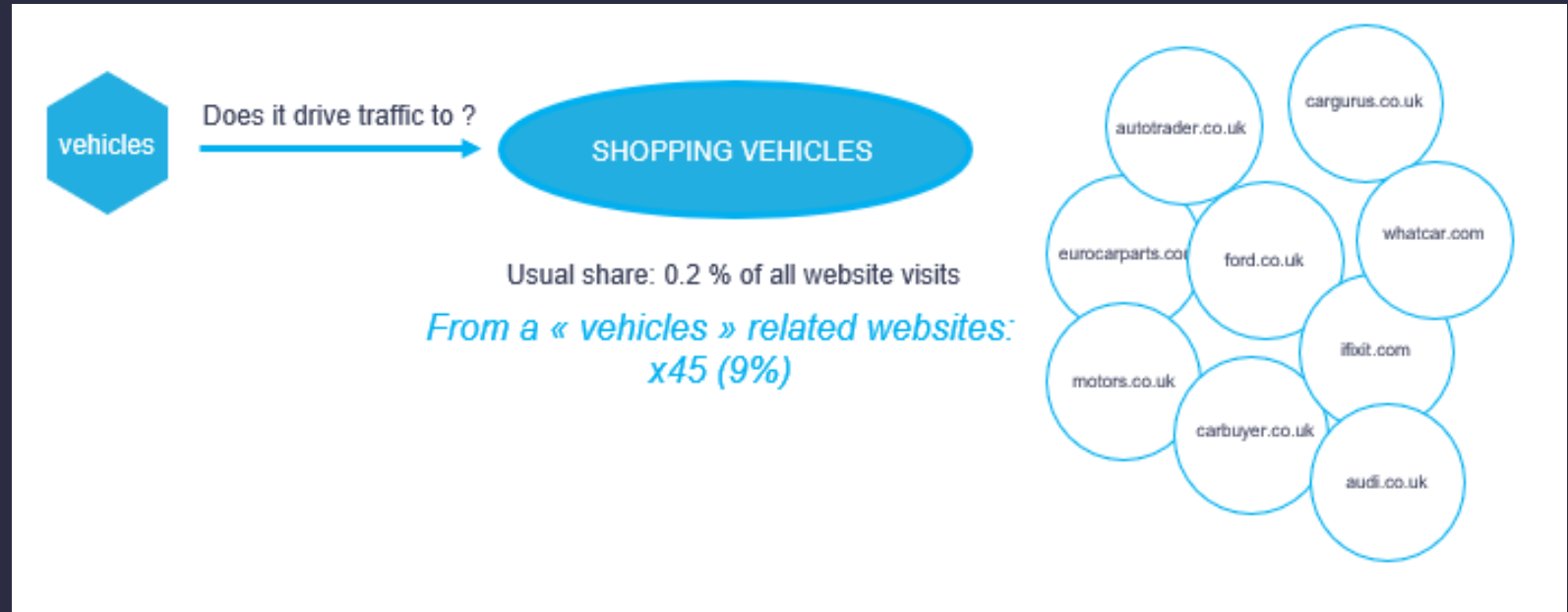


Does it drive traffic to?



WHAT DOES THIS MEAN FOR MEDIA/BRANDS?
KNOWING WHERE CONSUMERS AND END THEIR JOURNEY ALLOWS BRANDS TO ADVERTISING IN RELEVANT CONTEXTS.

SOME JOURNEYS ARE OBVIOUS...

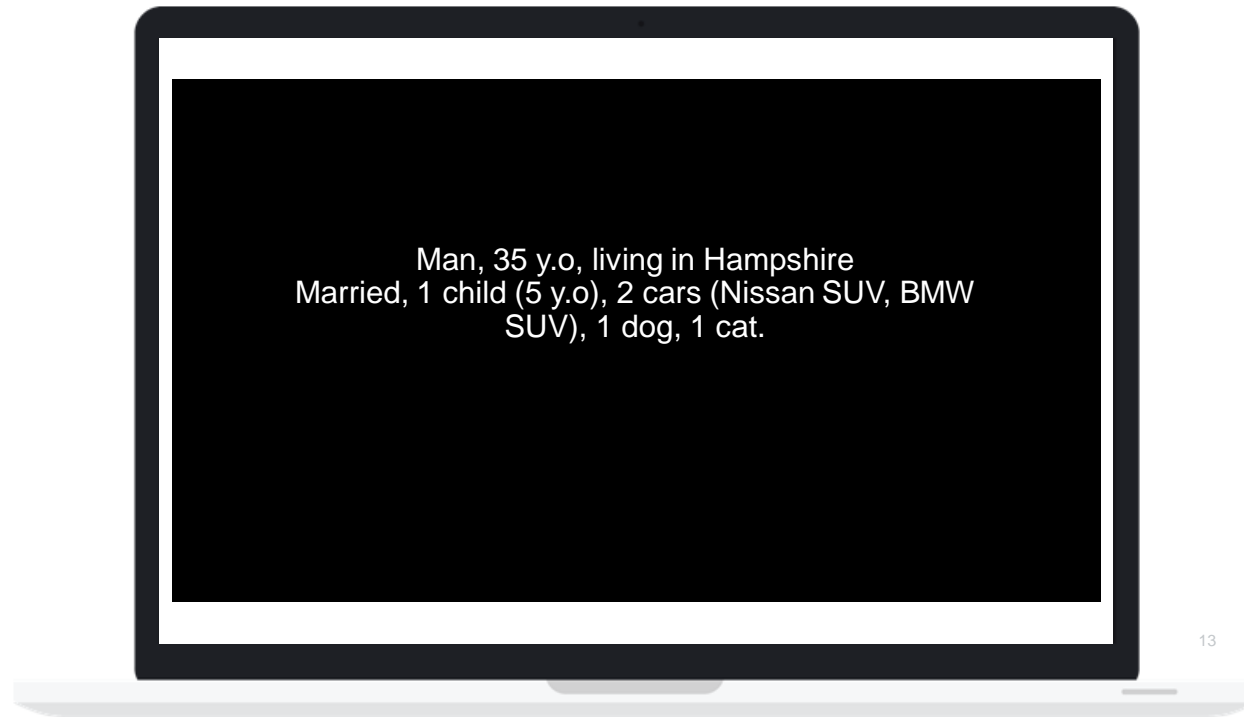


WHAT DOES THIS MEAN FOR MEDIA/BRANDS?



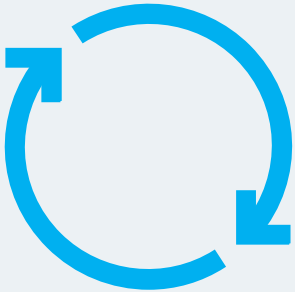
THERE IS RELEVANCE AROUND IN ADVERTISING IN RELEVANT CONTEXTS & RELATED CATEGORIES

HERE IS AN EXAMPLE OF A STRAIGHTFORWARD JOURNEY (WE CALL THESE MONOGRAPHS)



THERE ARE SOME CATEGORIES THAT DON'T DEVIATE

NO EFFECT FOR SOME CATEGORIES



FULL WEB SESSION WITHIN THE CATEGORY

ADULT: 38 % (x 23)



SHOPPING: 27 % (x 2)



GAMBLING: 25 % (x 11)



JOB_RELATED: 22 % (x 54)

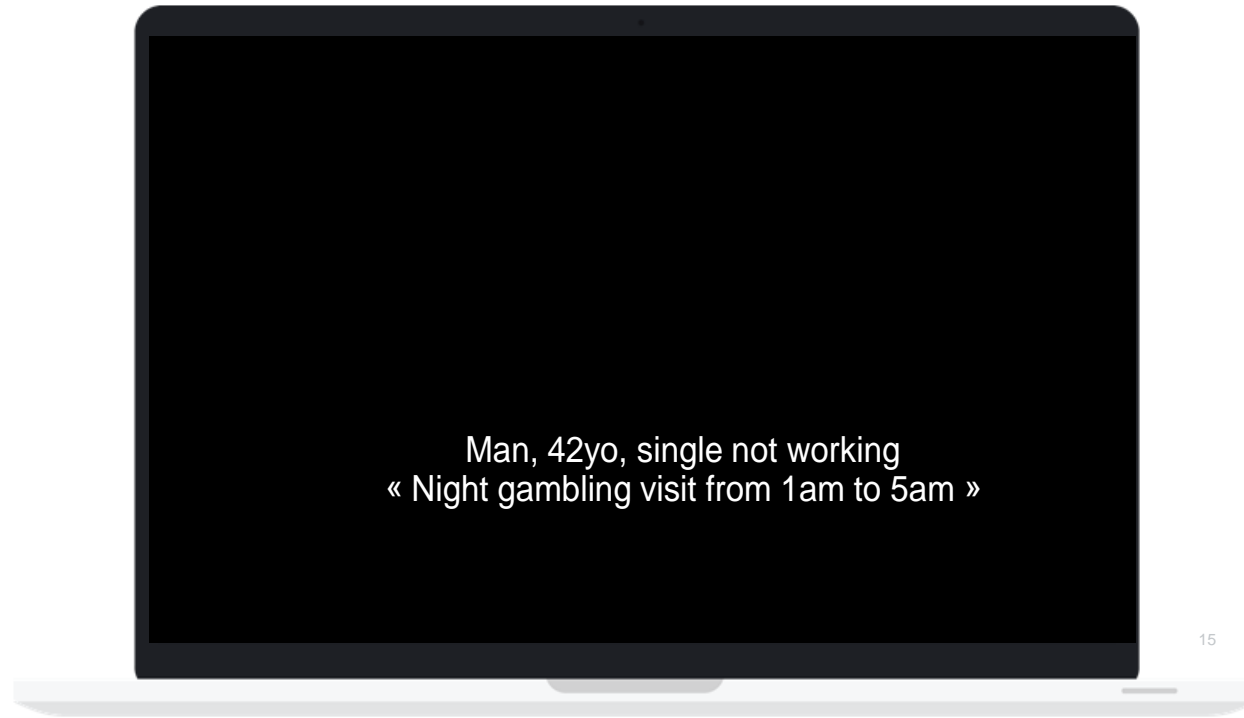
% of the visits followed by a visit on the same category (x vs usual share)



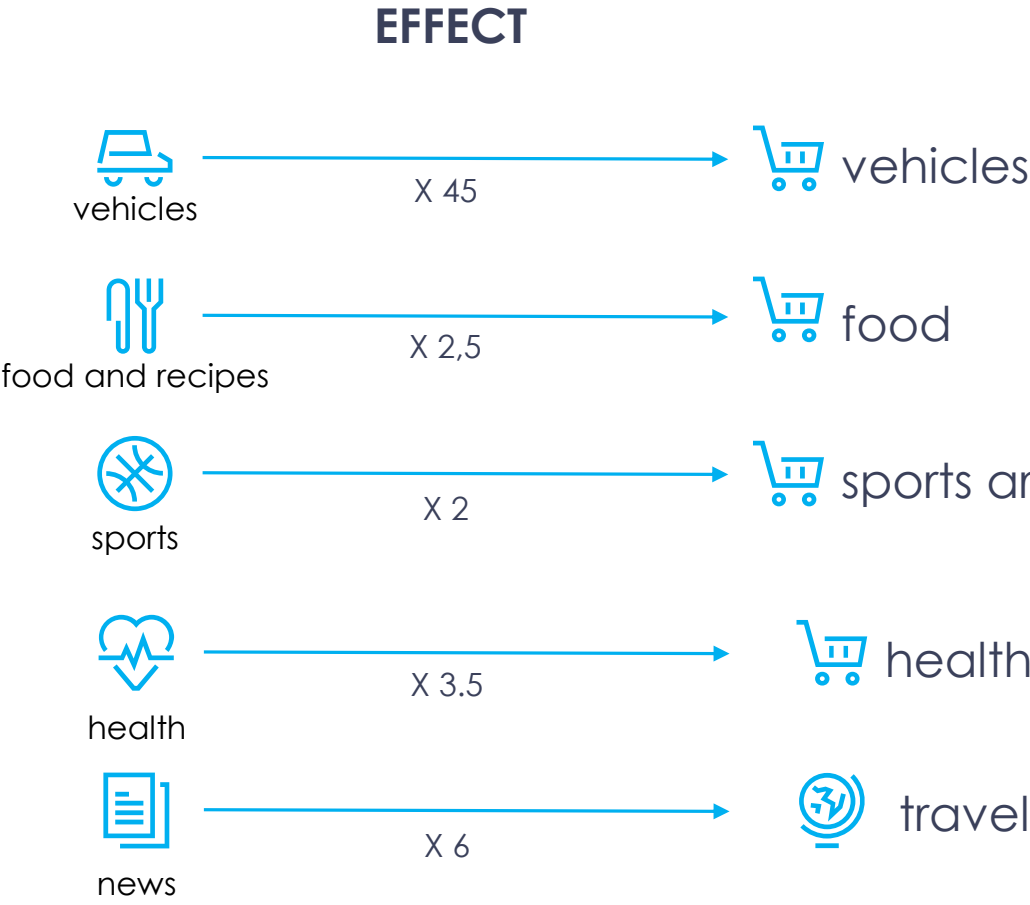
WHAT DOES THIS MEAN FOR MEDIA/BRANDS?

THERE ARE SOME CATEGORIES/CONTEXTS WHERE CONSUMERS DO NOT DEVIATE – FOCUS ON OTHER AREAS TO ADVERTISE.

AND HERE IS AN EXAMPLE OF THIS NO SLIPSTREAM EFFECT



SOME CATEGORIES ARE MORE LIKELY TO LEAD TO SEARCH AND RESPONDENTS EXHIBITING BUYING SIGNALS

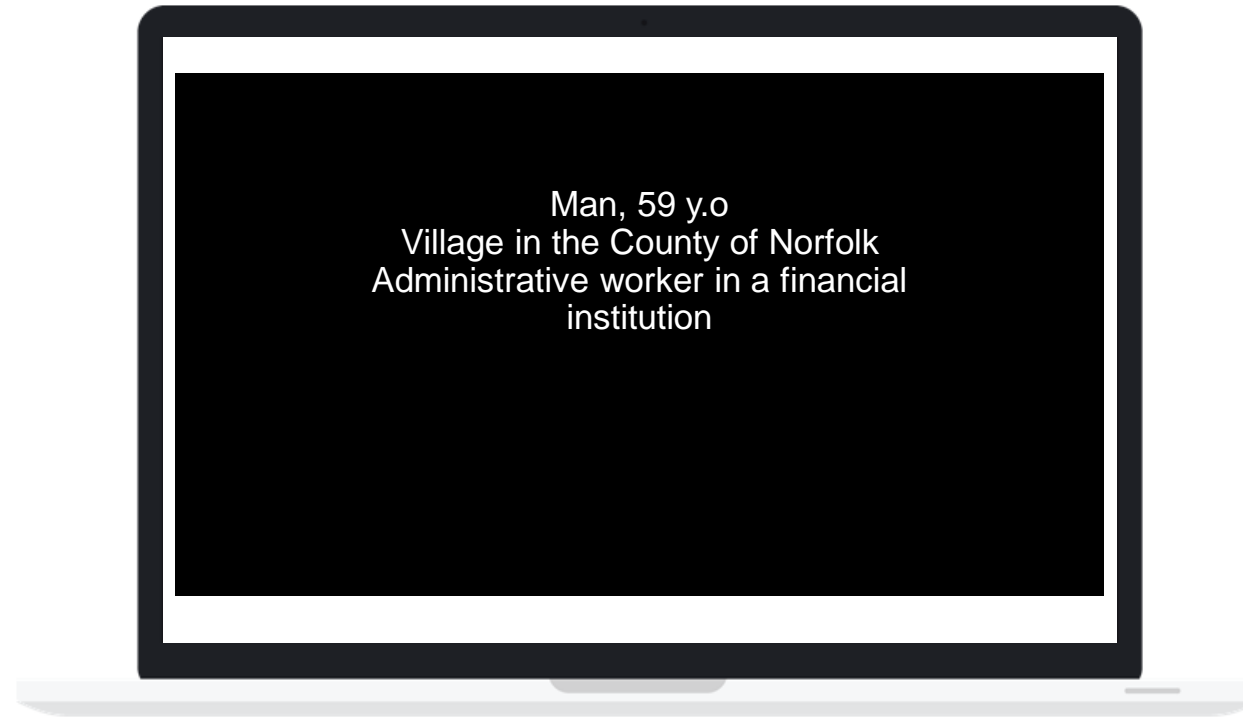


TOP CONVERTING WEBSITES FOR OUR PANELISTS

- Auto EXPRESS | WHICH MOBILITY CAR | NEWS & REVIEWS ON MOTABILITY CARS
- GREAT BRITISH CHEFS | goodfood | allrecipes!
- ODDSPORTAL.COM
- healthline
- The Telegraph

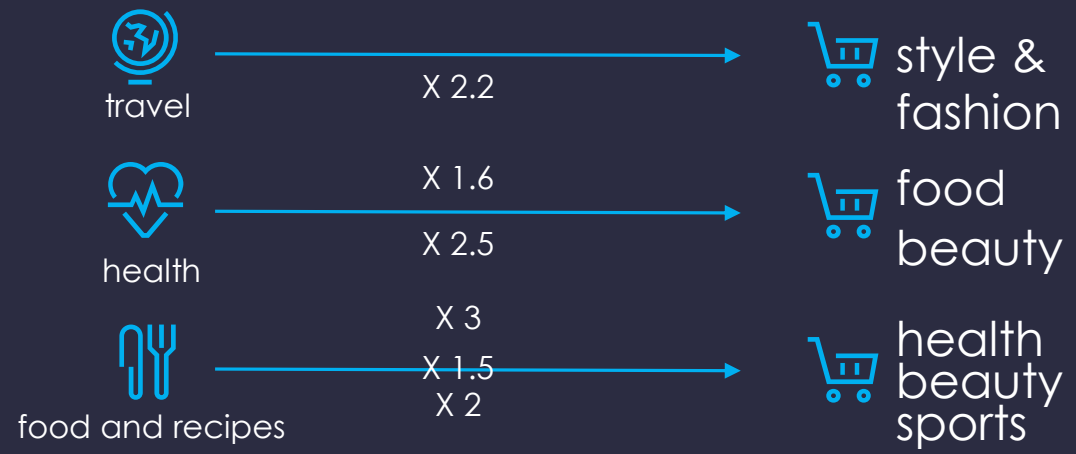
WHAT DOES THIS MEAN FOR MEDIA/BRANDS?
 ADVERTISING IN RELEVANT CONTEXTS OR WEBSITES THAT LEAD TO CONSUMERS BROWSING FOR RELEVANT CONTENT IS IMPORTANT, ESPECIALLY FOR BRANDS A CONSUMER CAN EASILY BE LED TO.

HERE WE CAN SEE HOW RELEVANT SEARCH CAN LEAD TO BUYING SIGNALS



ALTHOUGH, THERE ARE ALSO SOME UNEXPECTED CATEGORIES

EFFECT



TOP CONVERTING WEBSITES FOR OUR PANELISTS

trainline TUI

healthline

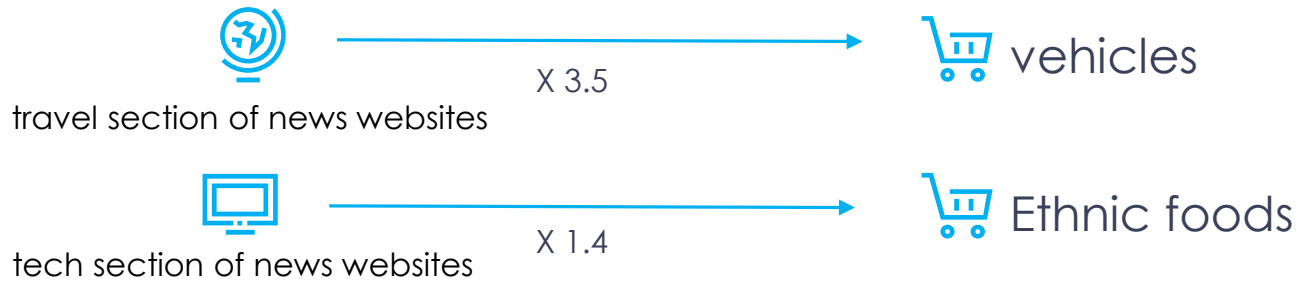
GREAT BRITISH CHEFS

WHAT DOES THIS MEAN FOR MEDIA/BRANDS?

BRANDS NEED TO FOCUS ON THE UNTAPPED CONTEXTS AS WELL AS RELEVANT CONTEXTS. UNDERSTANDING WHERE A CONSUMER STARTS THEIR JOURNEY AND THE TANGENTS THEY GO ON CAN HELP BRANDS TO ENSURE THEY ADVERTISE IN BOTH THE KNOWN AND UNKNOWN CONTEXTS.

AND SOME EVEN MORE UNEXPECTED ONES

EFFECT



TOP CONVERTING WEBSITES FOR OUR PANELISTS

The Guardian

The Guardian



WHAT DOES THIS MEAN FOR MEDIA/BRANDS?

BRANDS NEED TO UNDERSTAND PASSION POINTS AND THE RELATIONSHIP THESE HAVE WITH A CATEGORY. TAP INTO THE RELEVANT MINDSET TOO, NOT JUST A RELEVANT SPACE.

HERE IS AN EXAMPLE OF HOW SEARCH CAN LEAD TO UNRELATED BUYING SIGNALS



**WHAT CHANNELS ARE
BEST FOR BRANDS?**



SEARCH ENGINES HAVE A SLIGHTLY STRONGER ROLE GENERATING BUYING SIGNALS




WHAT DOES THIS MEAN FOR MEDIA/BRANDS?

BRANDS SHOULD USE
CHANNELS EFFECTIVELY FOR
WHAT THEY ARE BEST AT

UNSURPRISINGLY INSTAGRAM DRIVES BUYING SIGNALS TO FASHION, BEAUTY & FOOD



 **WHAT DOES THIS MEAN FOR MEDIA/BRANDS?**
BRANDS NEED TO BE CAREFUL TO CONSIDER AT WHAT STAGE IN THE PURCHASE DIFFERENT CHANNELS ARE EFFECTIVE (AND ENSURING THE MESSAGING IN THESE CHANNELS REFLECTS THIS STAGE).

CONTEXTUAL VIEWING LEADS TO RELATED BUYING SIGNALS...

YOUTUBE CATEGORIES



X 20



X 2



X 4



X 2

SHOPPING RELATED WEBSITE



Vehicles



Fashion



Beauty



Travel



WHAT DOES THIS MEAN FOR MEDIA/BRANDS?

THIS KNOWLEDGE CAN HELP TO INFORM BRANDS IN CERTAIN CATEGORIES OF WHERE TO ADVERTISE AND WHAT MEDIA/CHANNEL TO USE ON THEIR MEDIA PLAN

KEY POINTS TO TAKEAWAY

WHAT DOES THIS MEAN FOR A CONSUMER?

- Commercial traffic is only a small part of the overall internet traffic (1 % of the visits end with buying signals): **it is important to be relevant**
- When the **consumer is already engaged**, it is **easier to build intention to purchase**



WHAT DOES THIS MEAN FOR BRANDS/MEDIA?

Advertising in **relevant contexts around related content** is important - tapping into when consumers are in the mindset

However, knowing the **untapped contexts and unexpected journeys** allows for advertising in **both the unknown and known contexts**

