

Medición de eficacia publicitaria en la era móvil

Seminario de publicidad y comunicación digital IAB AEA

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REGIONAL MEASUREMENT LEAD, FACEBOOK IBERIA



Medición = optimización ROAS

$$\frac{\text{Impacto}}{\text{Inversión}} = \text{ROAS}$$

Medición = optimización ROAS

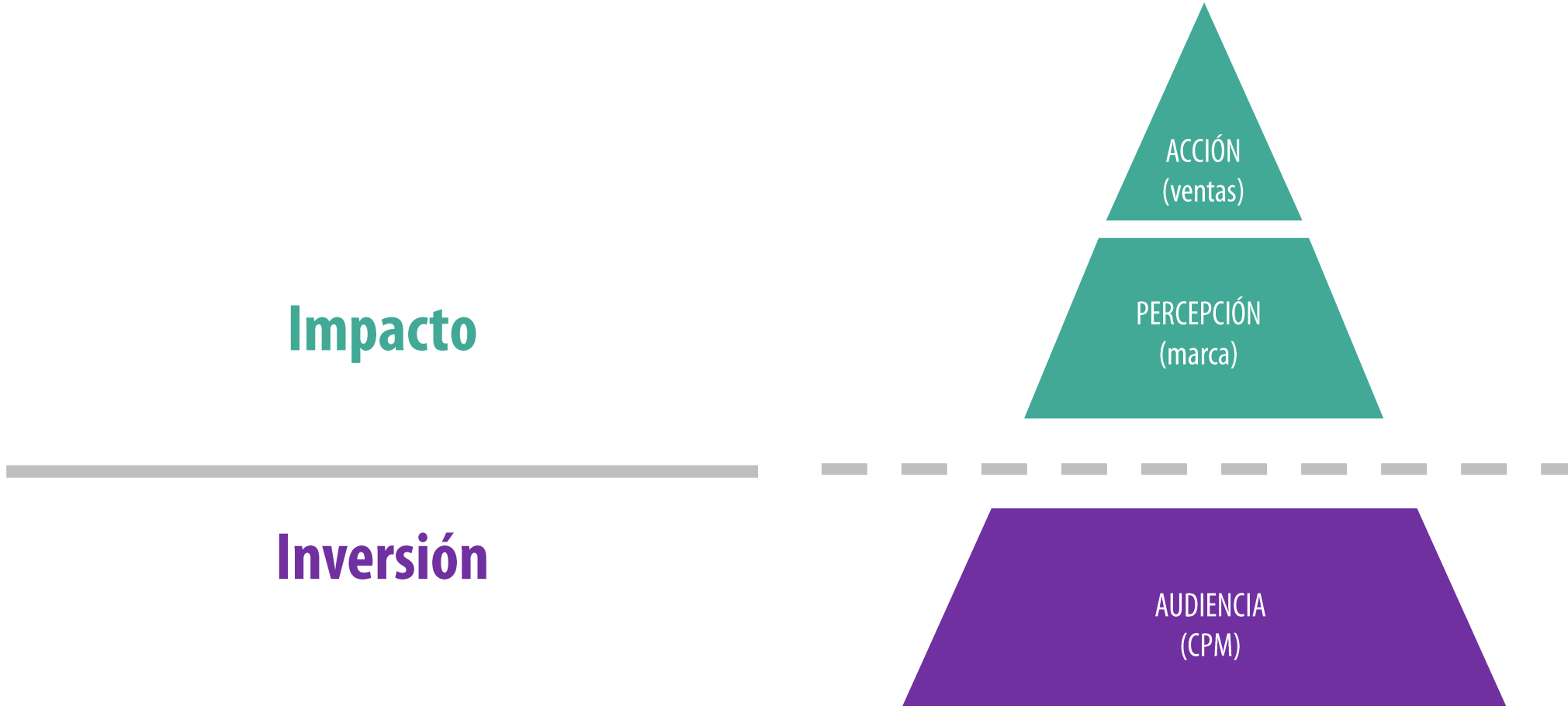
Impacto

ACCIÓN
(ventas)

PERCEPCIÓN
(marca)

Inversión

AUDIENCIA
(CPM)



Facebook es una plataforma que permite generar impacto a escala:

17 millones de usuarios diarios en España



23M

MAU



21M

MMAU



17M

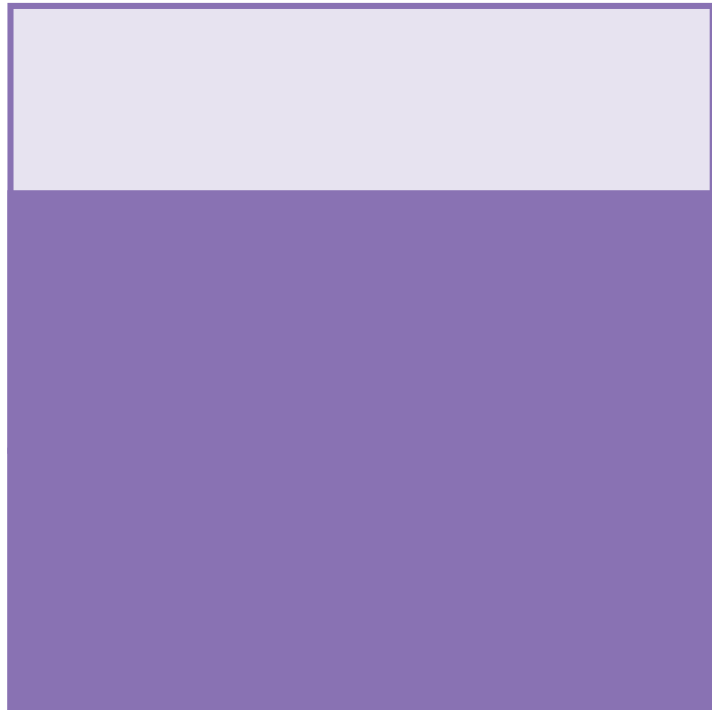
DAU



16M

MDAU

El balance entre cobertura masiva y opciones de segmentación permite incrementar eficiencia (CPM)

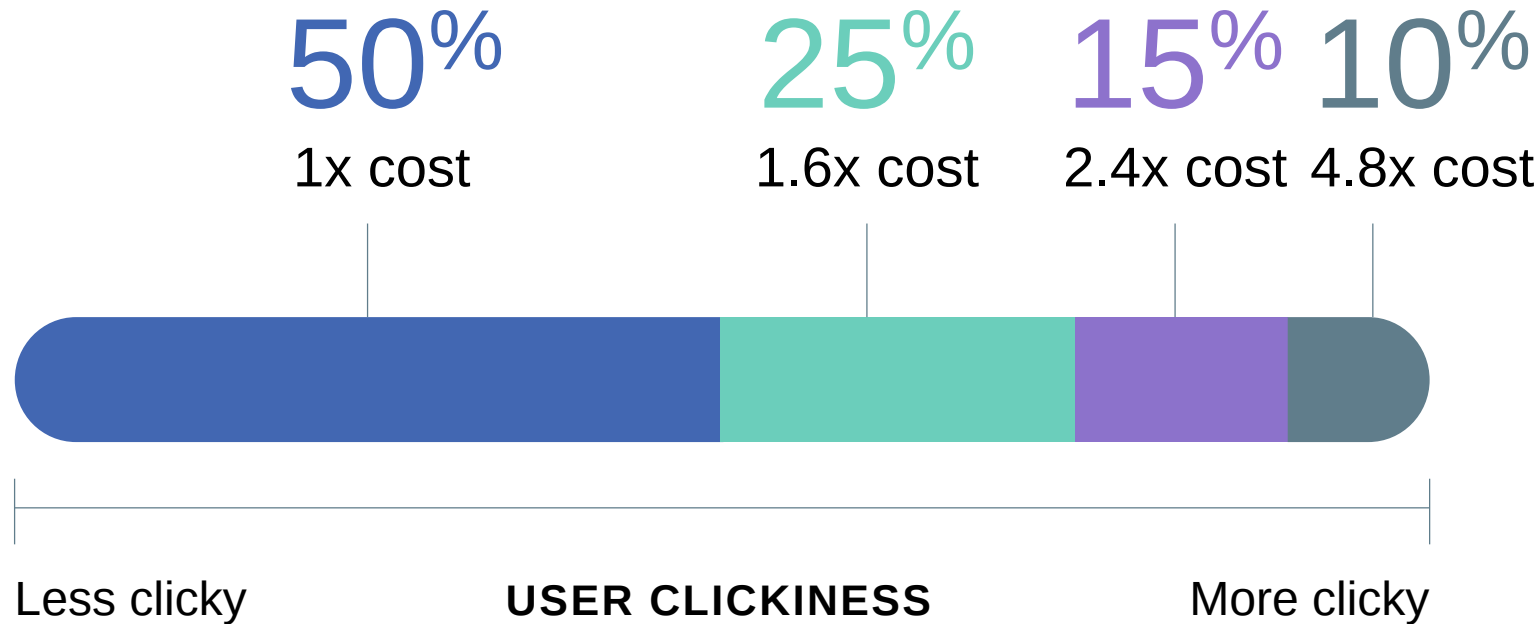


When you increase your reach the auction has to work harder, and your CPM will rise.

When you increase the available audience and keep the reach level static, the CPM will decrease.

Decreasing a CPM while retaining the same performance increases ROAS.

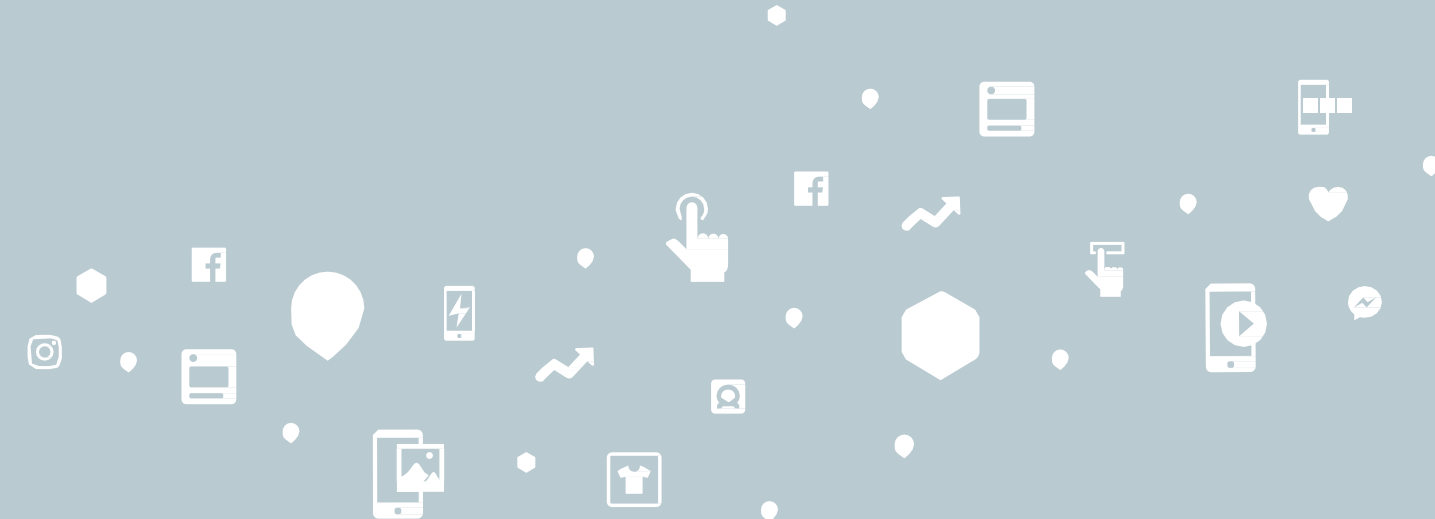
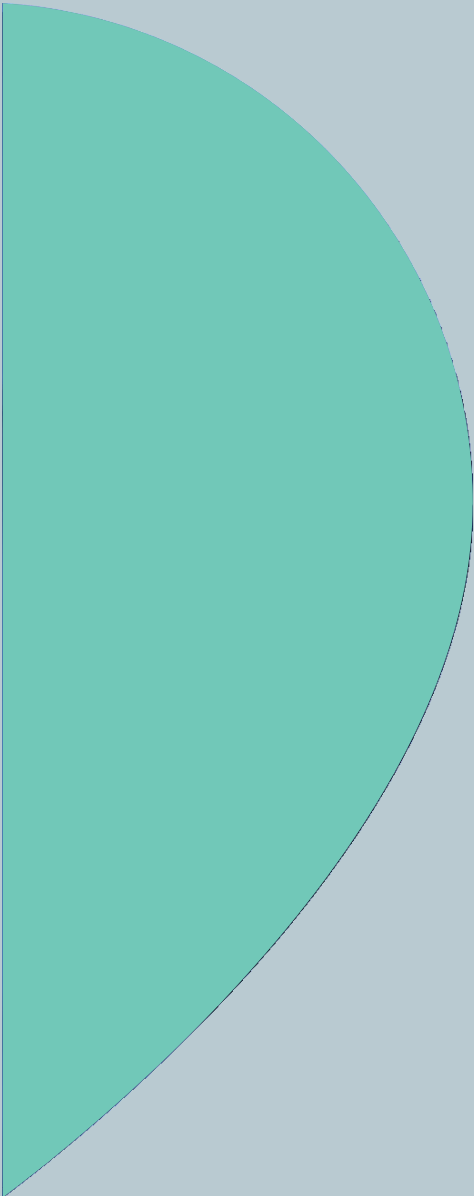
El criterio de optimización de campaña (cobertura vs “engagement”) es también un factor determinante de la eficiencia de la inversión



CLICKY USERS ARE

4.8x

more expensive
than the 50% of
users that are least
clicky



Midiendo impacto

Poder identificar y medir personas es esencial en el contexto actual de consumo multidispositivo

TV



Desktop



Mobile

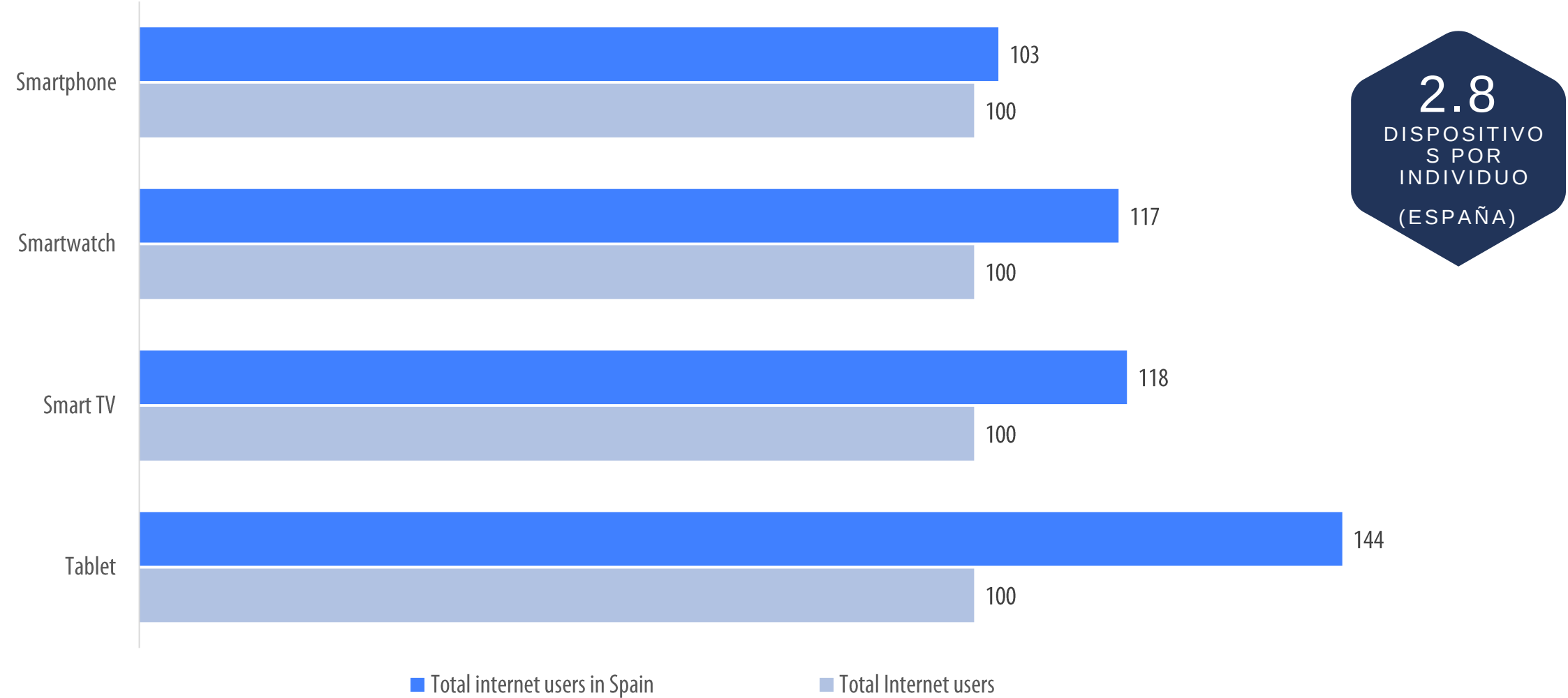


In-App



THE COMMON DENOMINATOR IS PEOPLE

España es uno de los países líderes a nivel global en adopción de tecnología



Medición basada en identidades reales (personas)

A C C U R A C Y

1.94B

monthly active
people

P E R S I S T E N C E

1.28B

daily active
people

S C A L E

1.15B

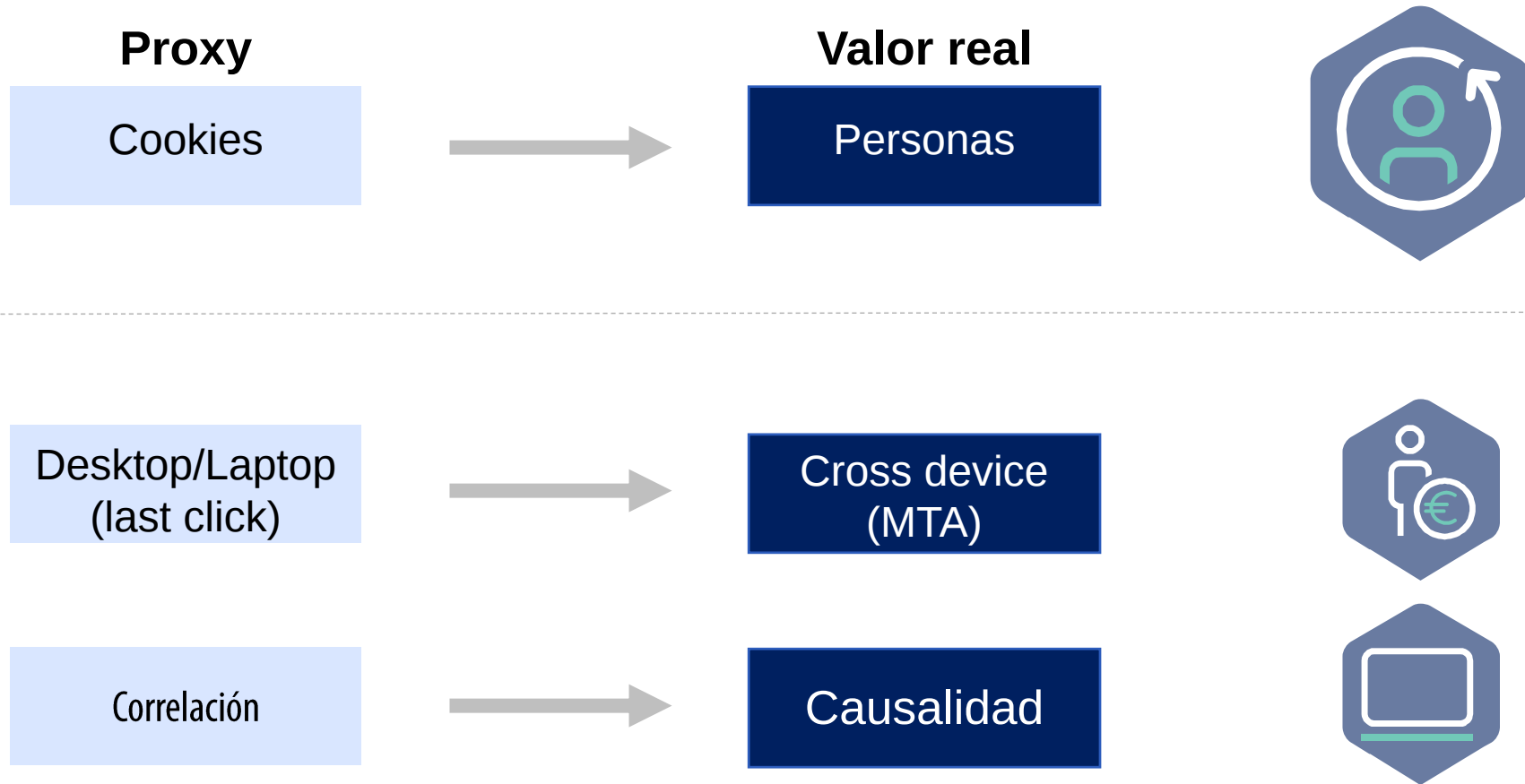
people using
2+ devices

D E P T H

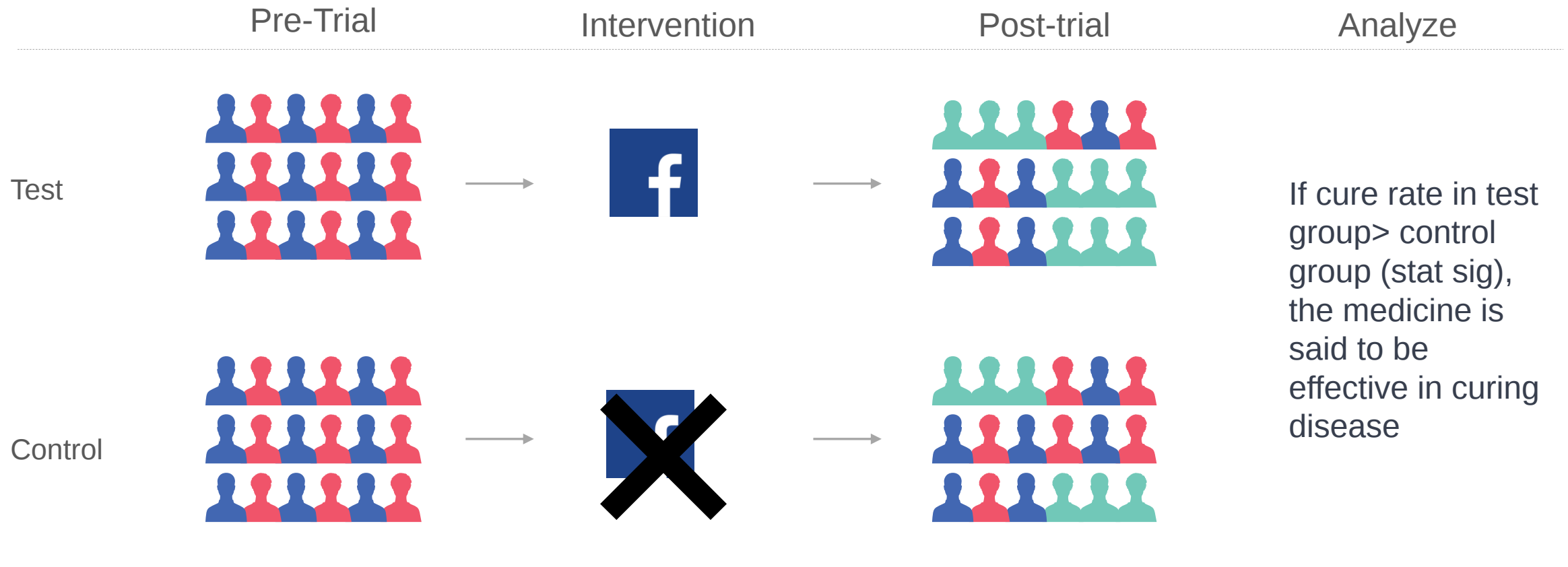
Granular and measurable demographic data



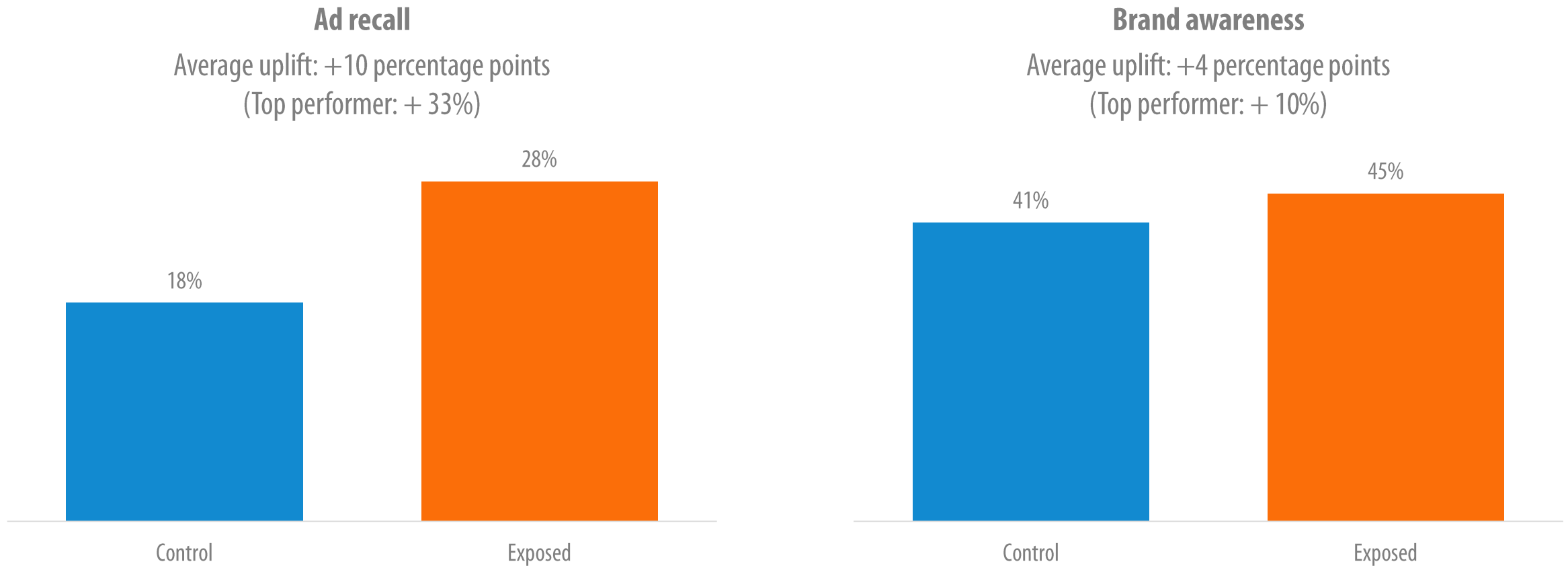
Es necesario adaptar métricas y metodologías para desarrollar sistemas de medición que aporten valor en la toma de decisiones



Diseño experimental para poder aislar impacto “neto” en recuerdo de campaña (causalidad)



Nielsen brand effect: avg. lift on ad recall: +10p

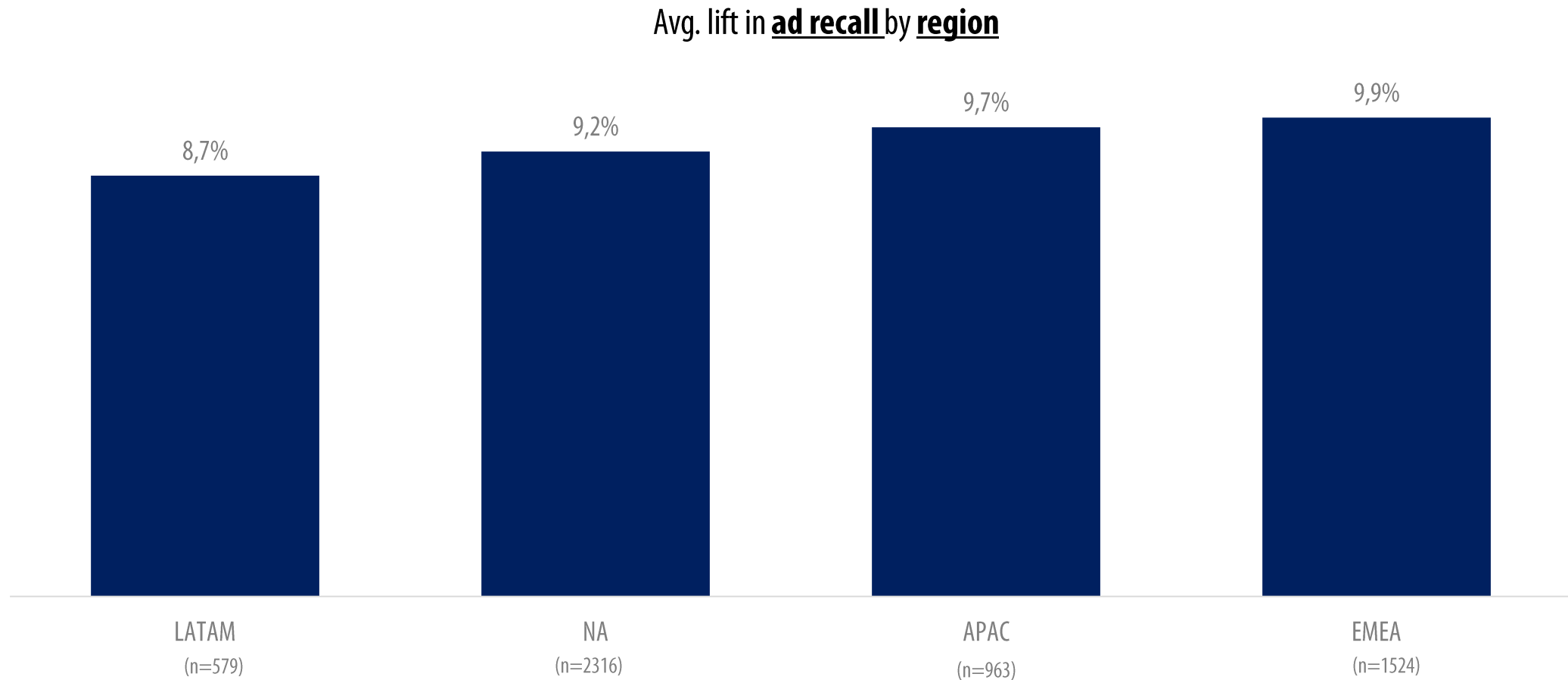


Ad recall: Do you recall seeing an ad for <brand> online or on a mobile device in the last 7 days?

Brand awareness: Have you heard of <brand>?

Source: All Nielsen Brand Effect studies on Facebook and Instagram between January 2016 and January 2017; n=114 for ad recall and n=38 for brand awareness.

5382 estudios de impacto en métricas de branding desarrollados en el último año, más de cinco millones de entrevistas realizadas

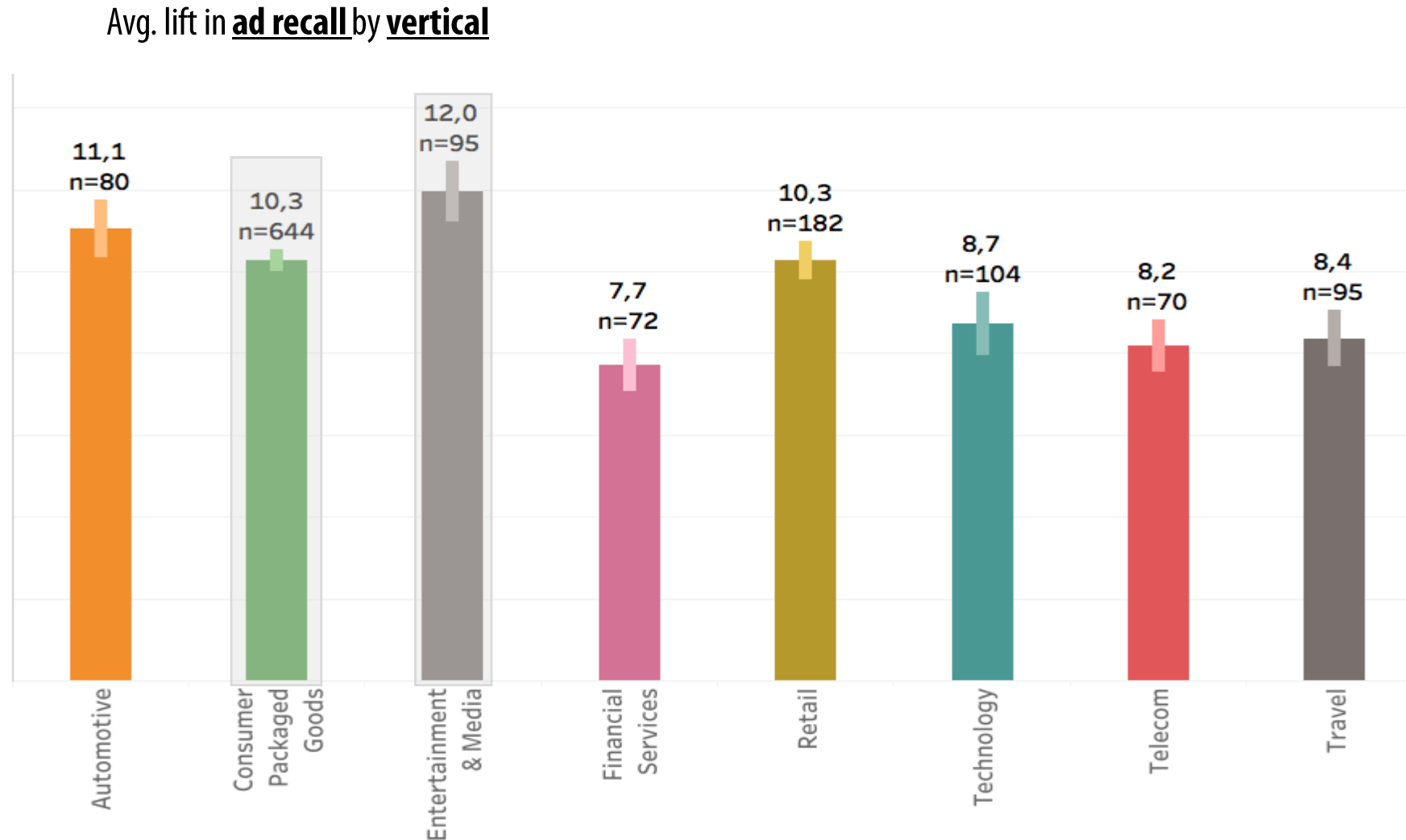


Ad recall: Do you recall seeing an ad for <brand> online or on a mobile device in the last 7 days?

Source: All FB brand lit studies in EMEA ifrom Sept 2016 to August 2017

Data: Avg. lift (exposed vs non exposed to FB)

La desagregación de datos por distintos verticales permite comparar estrategias e identificar “best practices”



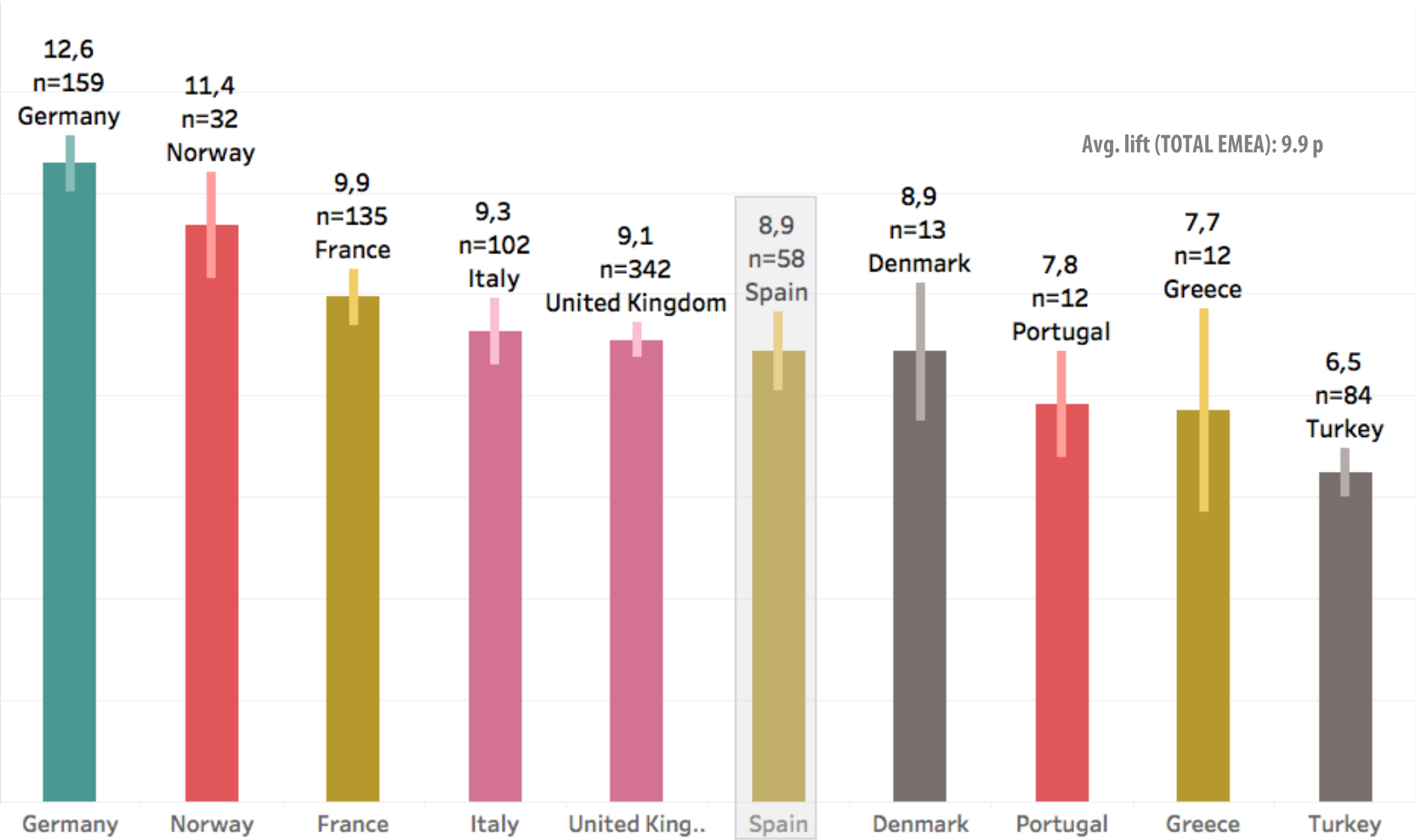
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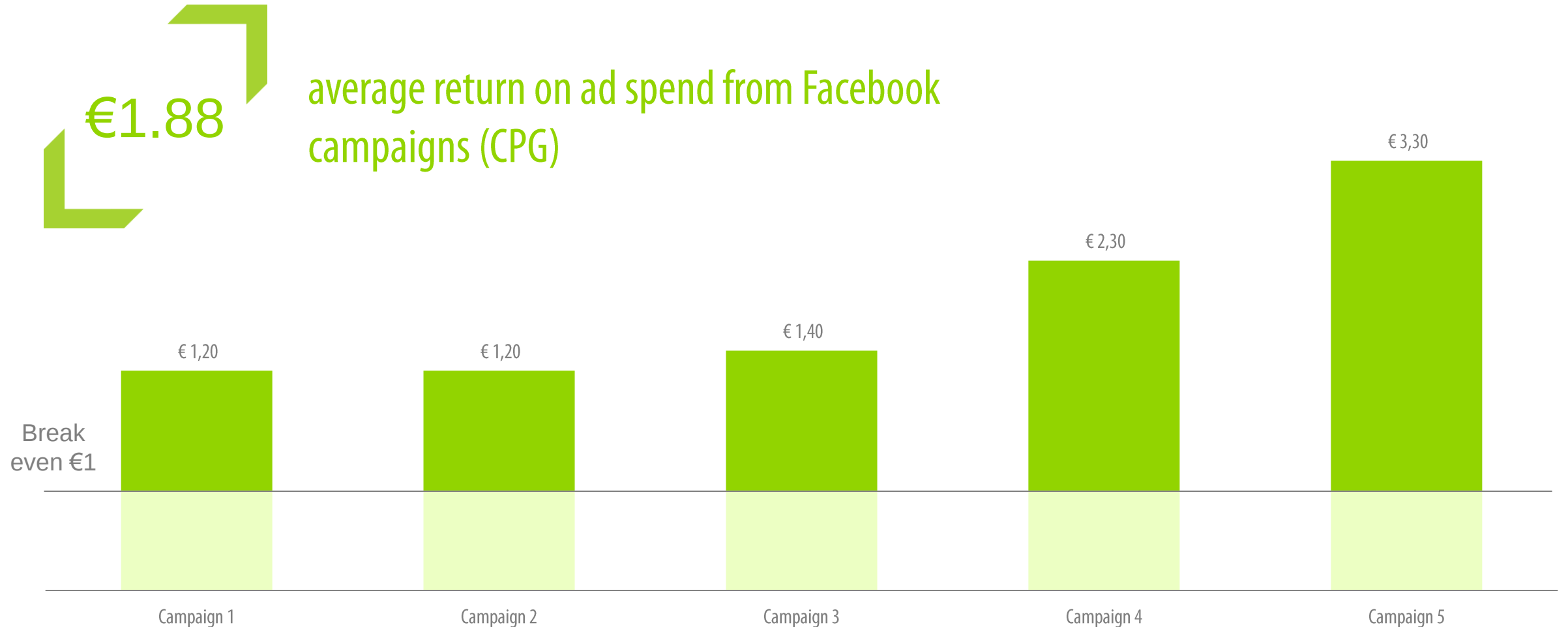
El incremento “neto” que está generando FB+IG en España está algo por debajo del promedio en EMEA (oportunidad!)

Avg. lift in ad recall by country (EMEA)

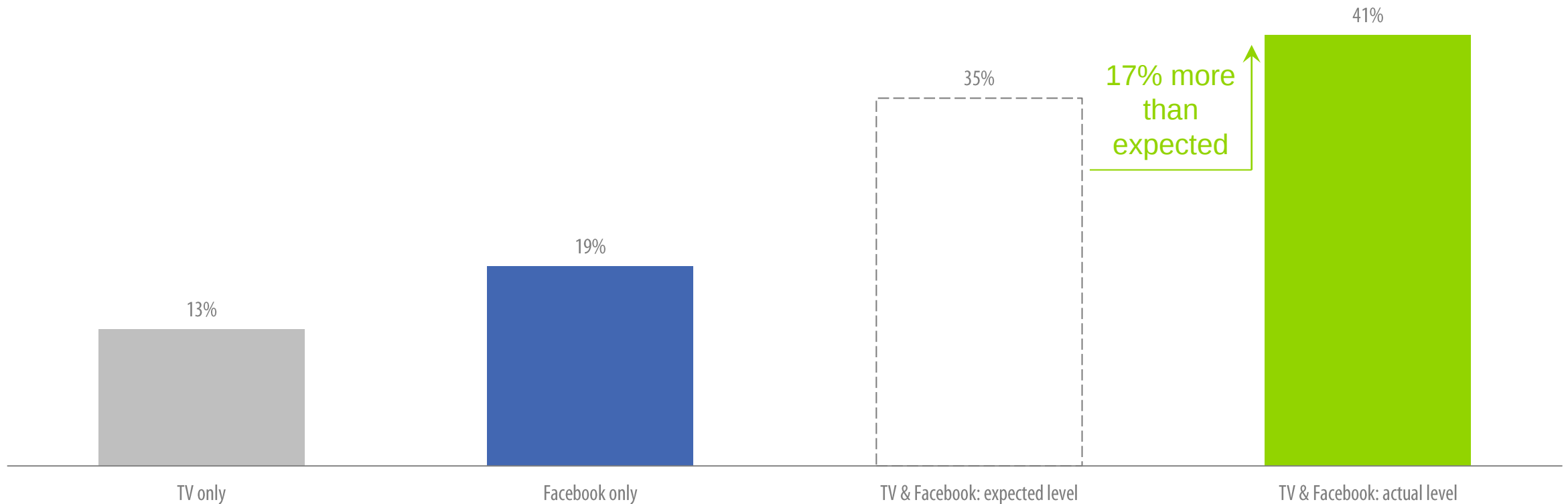


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Las campañas que hemos medido con Kantar Worldpanel en España reflejan un buen resultado en términos de ROAS (contribución a ventas)



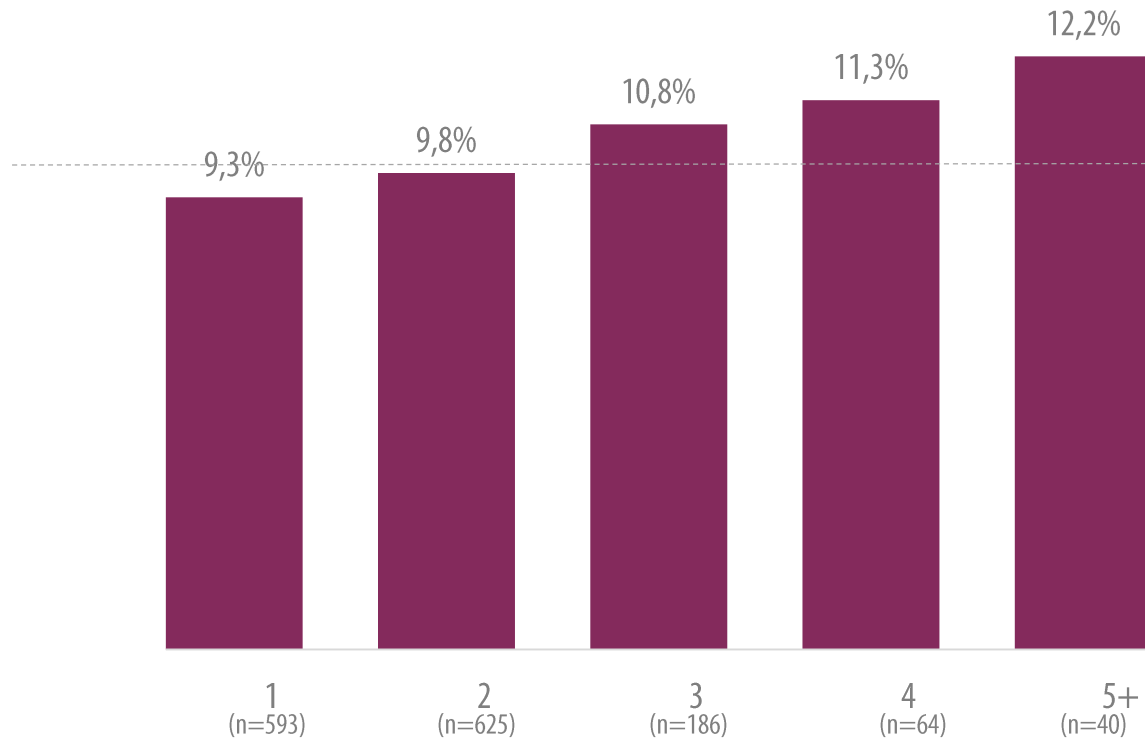
Facebook y TV generan sinergias efectivas para incrementar la probabilidad de compra



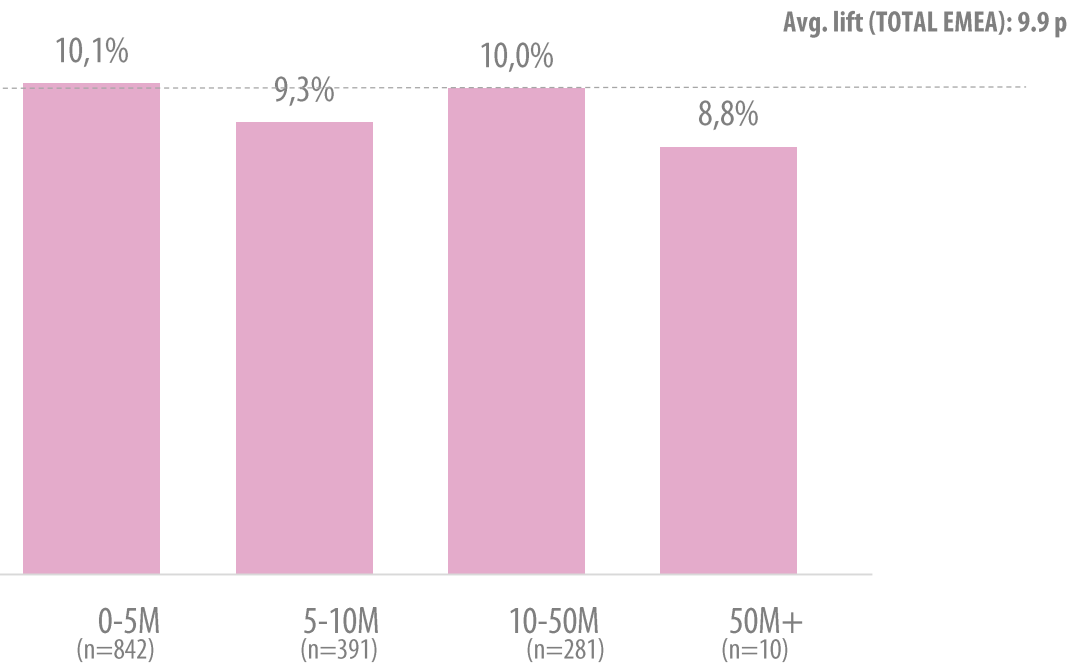
Source: All Kantar Worldpanel Consumer Mix Model studies on Facebook in Spain between 2016-2017 2015; n=5 campaigns.
Metric used is a derived likelihood to purchase.

La frecuencia es un factor discriminante de potencial de impacto

Avg. lift in **ad recall** by weekly **frequency**
(Total EMEA)



Avg. lift in **ad recall** by **reach level**
(Total EMEA)



Ad recall: Do you recall seeing an ad for <brand> online or on a mobile device in the last 7 days?

Source: All FB brand lit studies in EMEA ifrom Sept 2016 to August 2017

Data: Avg. lift (exposed vs non exposed to FB)

THERE'S NO SINGLE RECIPE FOR



Mobile video best practice

Capture attention
quickly

01

Incorporate brand identity early
(within the first 3 seconds)

02

Show the brand for over half the ad's
duration

03

Make the video as short as it can
be, as long as it needs to be

04

Feature the message upfront for
those who don't watch the whole ad



Build for both feeds

Feed-proofed video generates greater breakthrough than non-optimised video.

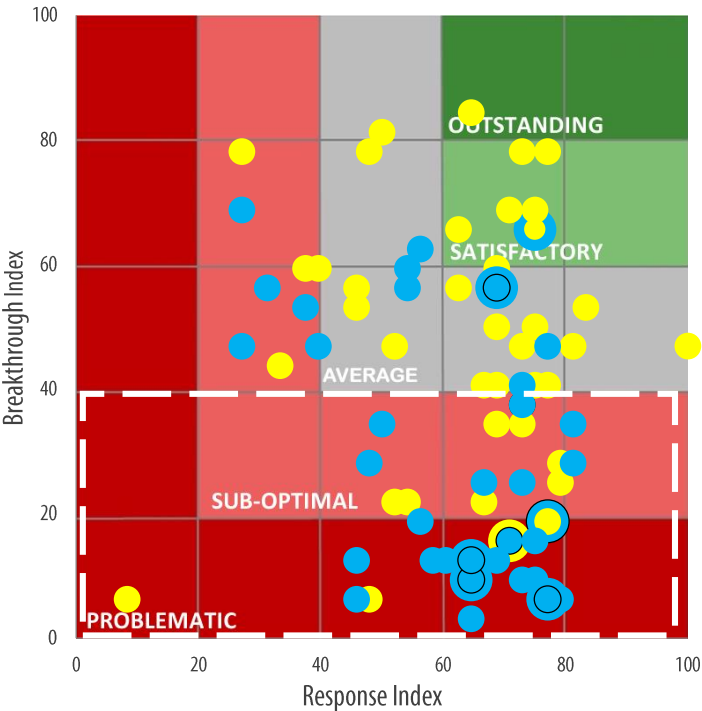
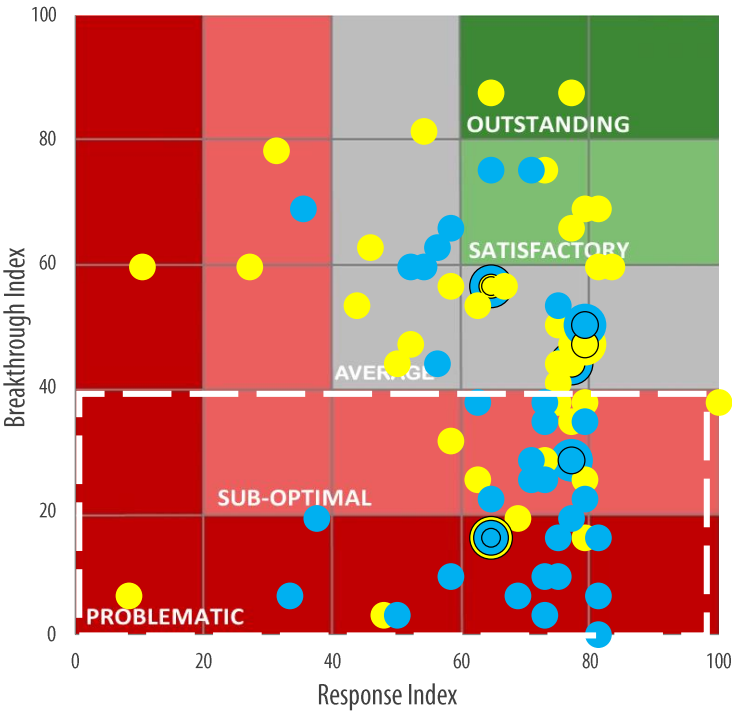


Performance on Facebook



Performance on Instagram

Non-optimised ads are 2X more likely to struggle to breakthrough than feed-proofed ads are.



Facebook-commissioned MetrixLab study of 80 (UK) mobile videos ads on Facebook and Instagram; 2017.
Breakthrough is an aggregate measure of brand and message recall, ad recognition and view metrics (watched completely and average view time).
Response is an aggregate measure of enjoyment, relevance, credibility, brand fit, easy to understand

Build for both feeds

Feed-proofed video generates greater breakthrough than non-optimised video.

However, this doesn't mean TV adverts are 'bad'.

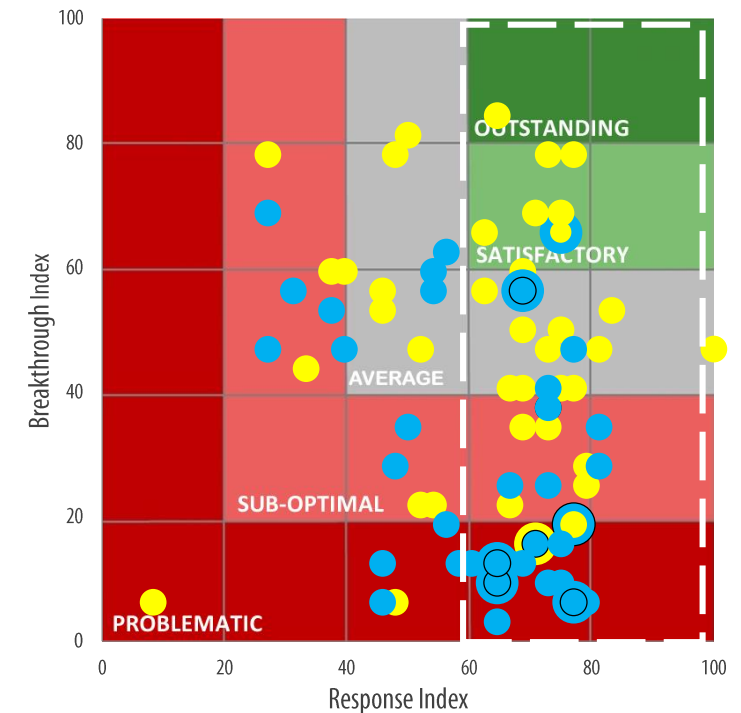
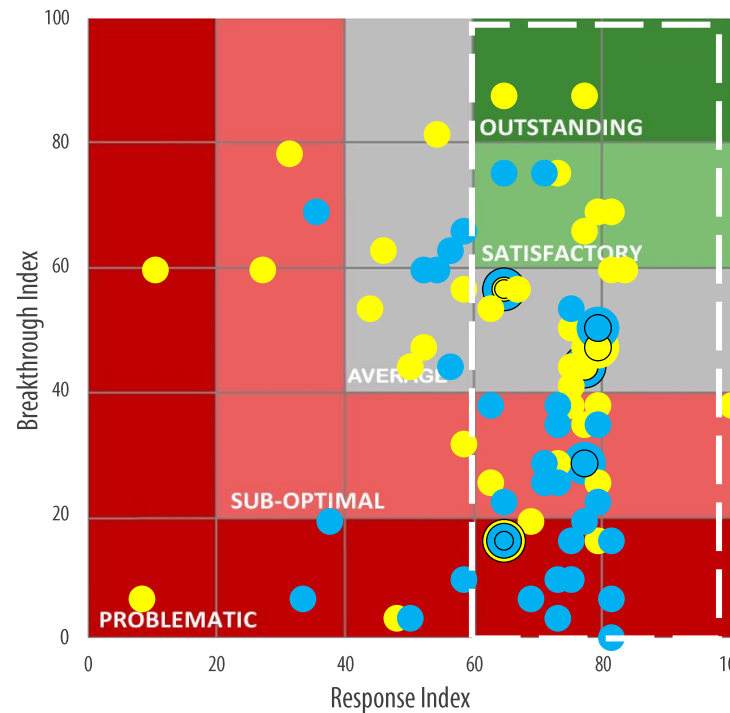


Performance on Facebook



Performance on Instagram

When analysing response, which is measured on a prompted view basis, the non-optimised ads perform similarly to the feed-proofed ads



● Feed-proofed video

● Non-optimised video

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Breakthrough is an aggregate measure of brand and message recall, ad recognition and view metrics (watched completely and average view time).

Response is an aggregate measure of enjoyment, relevance, credibility, brand fit, easy to understand

METRIXLAB
a Macromill Group company





Mobile native content 6 sec



450,000 views
800k comments



zachking



APPLE

Art direction & framing

15 sec



AFRICA BRAZIL

HEINZ

Motion design & framing

8 sec



MCCANN

LYSOL

Compression

3 sec

Suggested Video



Lysol

Sponsored • 

No one protects like a mother.



If I had more time,
I would have
written a
shorter
letter.

-Winston Churchill



Insights.fb.com

White paper

facebook IQ
insights.fb.com

Reach Matters: Driving Business Results at Scale

June 2016



facebook IQ
insights.fb.com

Why Creativity Matters More in the Age of Mobile

February 2017



Thank you