Cross Media Evaluator

The vast majority of leading companies - from traditional brands to innovative e-commerce start ups - rely on a combination of on- and offline marketing. Only an intelligent blend of proven classics - like TV and print - integrated with digital marketing promises the greatest possible reach with maximum performance.

However, the management and optimization of marketing portfolios presents a challenge for marketers. Offline campaigns are especially vulnerable to scattering loss. Therefore, precise measurement and prompt, thorough analysis of campaign impact are of the greatest importance.

With AdClear's Cross Media Evaluator, advertisers can precisely identify and optimize the effects of classical marketing efforts on online marketing channels. This provides completely new ways of budget control.

Techniques for optimization and determining operating figures traditionally used only for online channels can now also be used for offline activities (which often require significant budgets). Marketers can now apply the marketing optimization tools of the digital age to classical forms or advertising.

Advantages for the Advertiser

Precise analysis of the online effects of offline activities, based on advanced statistical analysis

Detailed effects analysis, categorized by online channels

Accurate control of offline channels (TV, Catalogue, Radio, Print, Out-of-Home)

Resulting in: a valuable basis for cross-media budget decisions.

Functionality

AdClear's Cross Media Tracking allows for the display and optimization of cross-media advertising campaigns. In order to achieve the highest possible bandwidth for the representation of offline activity, AdClear has developed distinct algorithms for the effects analysis of various offline media.

1. Measurement of TV and Radio Spots

AdClear's holistic tracking refines online tracking data using offline marketing data. To this end, AdClear uses the broadcast schedules provided by the advertiser. AdClear's algorithm calculates the effects of offline measures on online channels based on broadcast times and other data contained in the schedules. The algorithm compares the number of click-ins occurring in the period of time affected by the

spot with the average number of click-ins occurring without offline influence.

On this basis, AdClear calculates each offline measure's uplift. The statistical approach achieves high model quality by taking into account the time of day, day of the week, the effects of seasons and holidays, and other parameters. Even in the case of overlapping offline activities, the Evaluator's algorithm calculates each measure's proportional influence on online channels. The values are aggregated across the scope of the entire campaign and displayed within the campaign structure in AdClear's front end.

2. Measurement of Catalogue Mailings

For this special kind of offline advertising, AdClear provides a dedicated algorithm capable of processing data provided by the advertiser's CRM and inventory control systems. Based on this data, we can determine reliably which customers were present in a recipient pool prior to producing a conversion.

To achieve this, we perform a comparison to the catalogue distributor's recipient pool for every successful transaction. In the same way a catalogue customer's Customer Journey will exhibit a typology differing from that of an online customer, a catalogue customer's shopping cart will differ from that of an online customer. Based on this Customer Journey and CRM data,

Noise Level

15min

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15min

15min
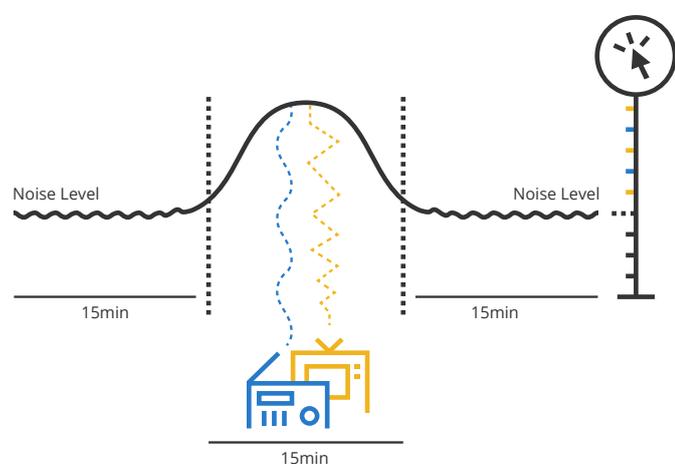
ADCLEAR

AdClear derives an algorithm to calculate the catalogue's impact probability.
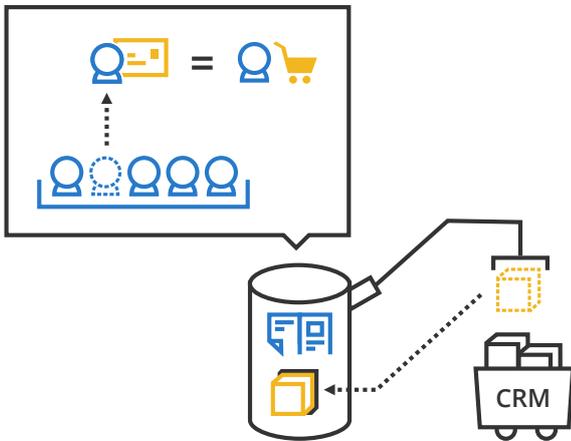
After implementation, AdClear's algorithm can calculate impact probability for each transaction, and split the attribution result into catalogue and online attribution. The resulting data is considered in subsequent data processing for attribution based on the selected attribution model.

This statistical approach guarantees exceptionally high model quality and analytical reliability.

For maximum precision of its data analysis, AdClear is also capable of processing survey data (originating, for example, from surveys conducted on the client's order confirmation pages).

Implementation Process

The advertiser should meet the following requirements for the analysis of offline campaigns:

1 Complete Tracking Data:

for the relevant time period (click-ins, page impressions and conversions). The data can be collected by AdClear or transmitted to us.

2 For TV or Radio Tracking:

A formatted broadcast schedule. In order to calculate impact, AdClear needs an accurate broadcast schedule. Where possible, the schedule should be supplied in a compatible format.

3 For Catalogue Tracking:

Provide data export from the advertiser's backend to supply AdClear with catalogue mailing dates, which we will use to differentiate between catalogue-affected and purely online customers.

Please get in touch if you require more product information or would like to arrange an individual appointment.