

Understanding the Value of a Social Media Impression

Ad:Tech Singapore
June 2011



nielsen
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nielsen
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The importance of Valuing Earned vs. Paid Media

Marketers
are moving



FROM

A broadcast-based marketing relationship with consumers

TO

A relationship that more explicitly considers how traditional paid media drives 'earned media'

We Will Evaluate The Three Forms of Ad Execution Available on Facebook



1. Homepage Ads

PAID MEDIA EARNED MEDIA



2. Homepage Ads with Social Context



3. Organic impressions



How “BrandLift” Works

1 Ad Displayed to user

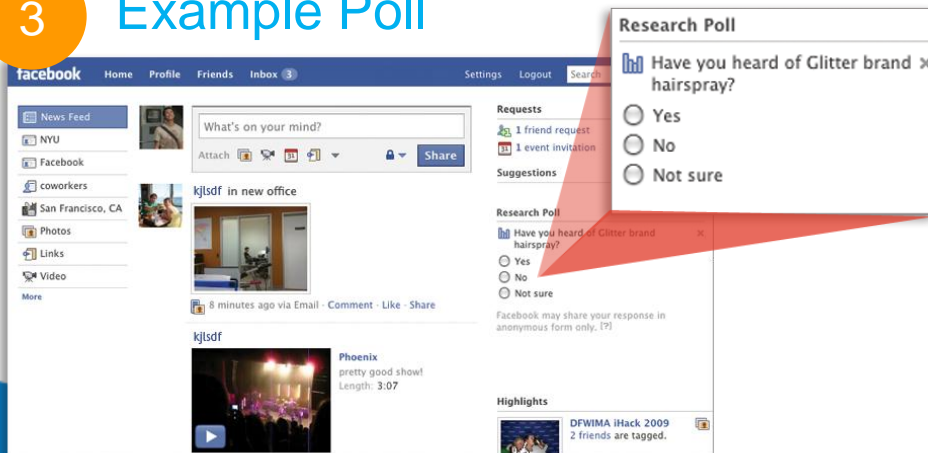


2

Automatic, randomized holdouts

Facebook’s ad systems automatically generate a small control group of users called a “holdout” who are identical to those targeted by your campaign, except that they were randomly selected to not see your ads.

3 Example Poll



4

Results

A comprehensive PowerPoint deliverable highlighting study results and brand effect metrics:

- 1.-Results for up to four standard brand attitude and usage questions via single-question surveys and two custom single/double question surveys
- 2.-Delivered within days of the end of the survey fielding
- 3.-In-depth presentation of findings

3 key metrics evaluated

1 Awareness

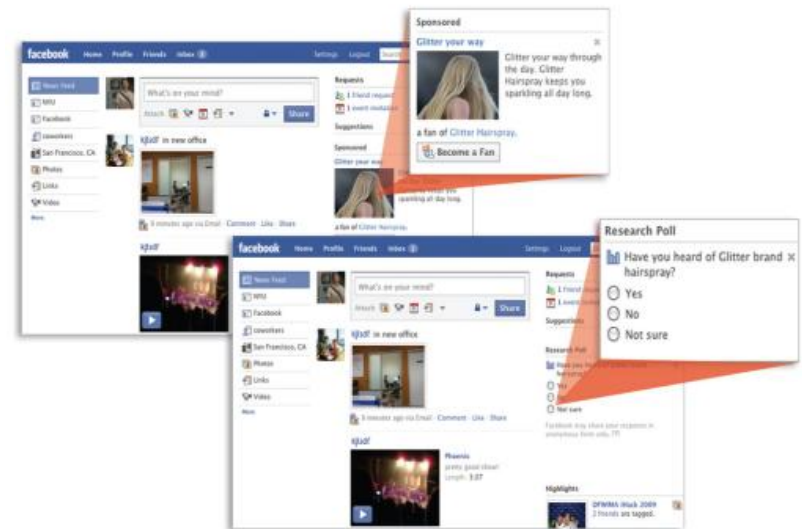
- “Have you heard of Glitter Hairspray?”

2 Message Awareness

- “Which of the following companies uses the slogan “Shine throughout the day”? *or*
- “Which of the following brands do you associate with the message ‘Shine throughout the day’?”

3 Purchase Intent

- “How likely are you to purchase a Glitter hair product this month? *or*
- “Would you be interested in trying the Glitter Mousse?”



- Survey collection 24 hours post exposure
- Minimum of 3,000 respondents
- Studies compared against a normative Nielsen database to determine overall effectiveness and awareness results.

BrandLift: A Continuous Measurement Service

- 6 months of research



- Consisting in surveys of over **800,000 Facebook users**
- And more than **125** individual Facebook advertising campaigns
- From **70 brand advertisers**



Understanding the Value of a Social Media Impression

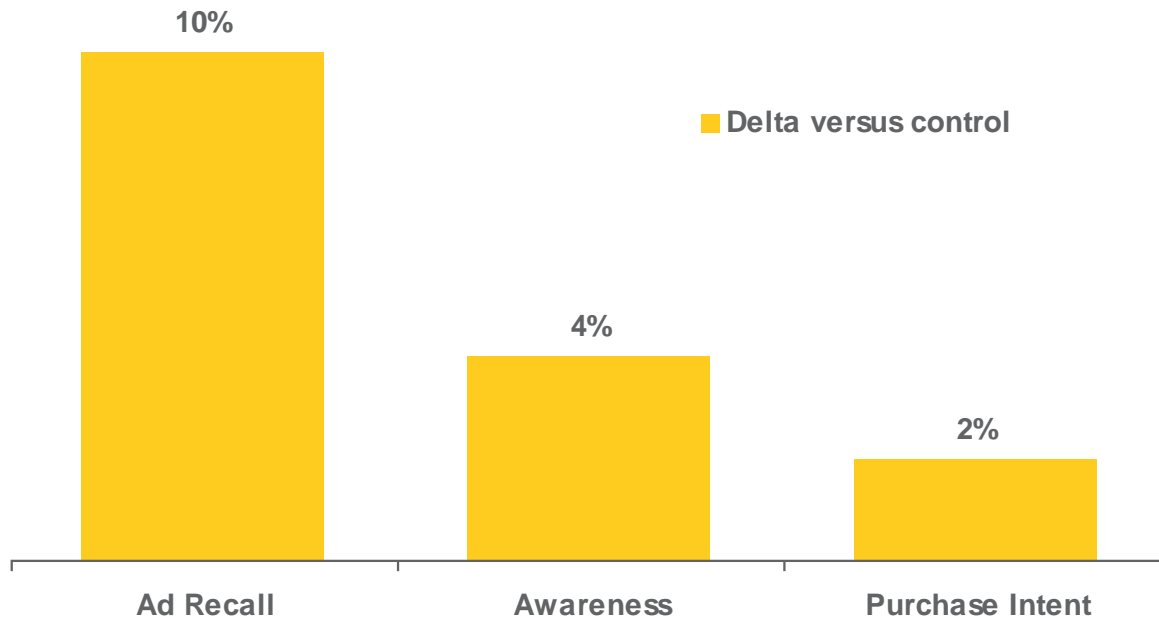
What Did We Unearth?

Findings based on

- 14 campaigns representative of more successful campaigns that included:
 - the “Become a Fan” engagement unit, and
 - advertisers from a range of categories (CPG, entertainment, retail...)
- Results were aggregated across the 14 campaigns:
 - To provide more generalised findings
 - To ensure the confidentiality of advertiser-specific results

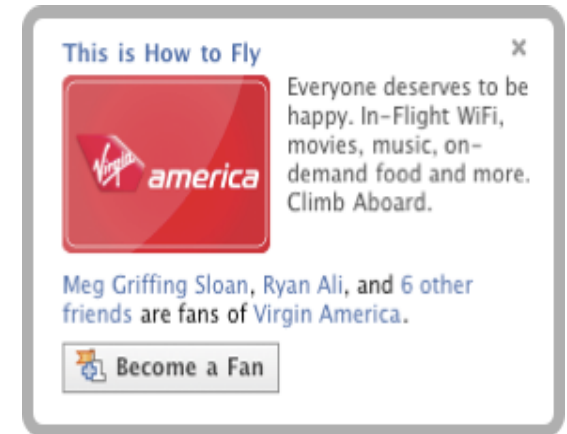
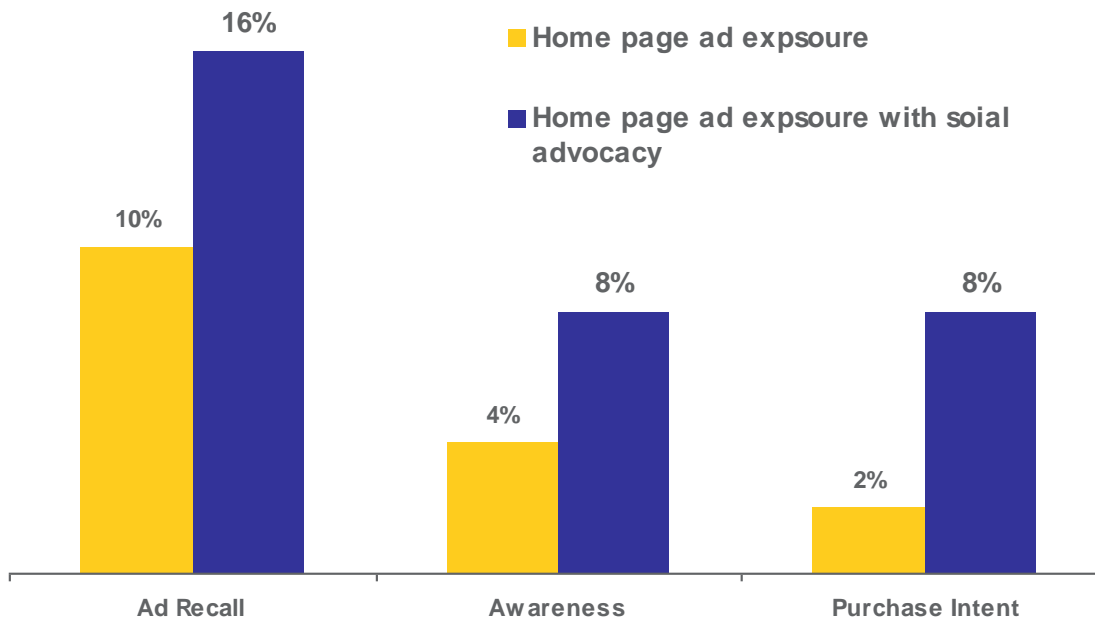
Impact of Paid Media Exposure on Facebook

Difference between control group and exposed



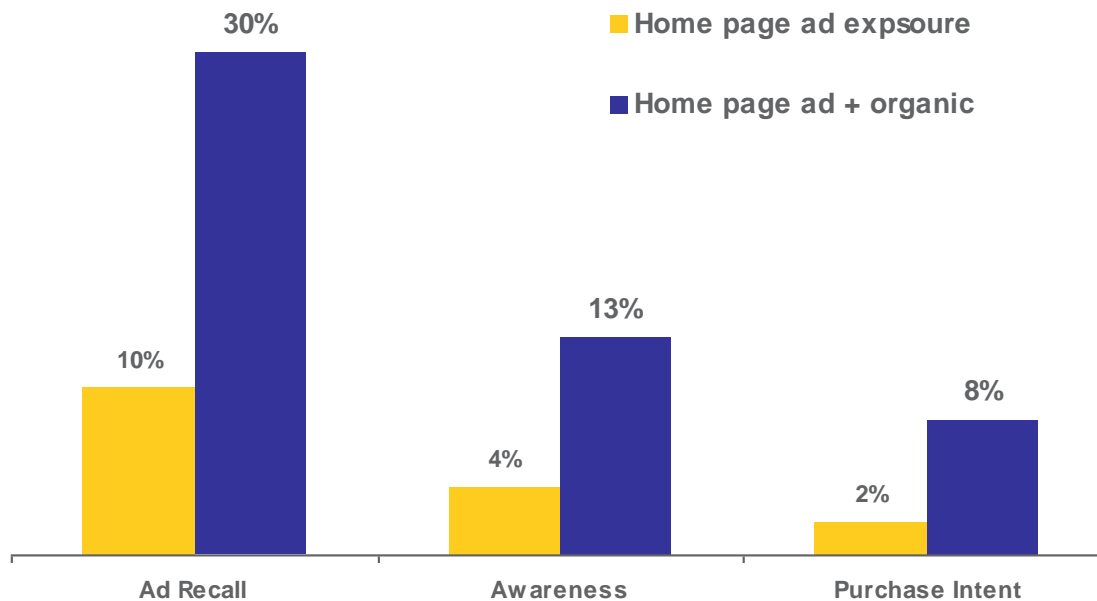
Homepage Paid Ads with Social Advocacy Improve Campaign Performance

Difference between control group and exposed



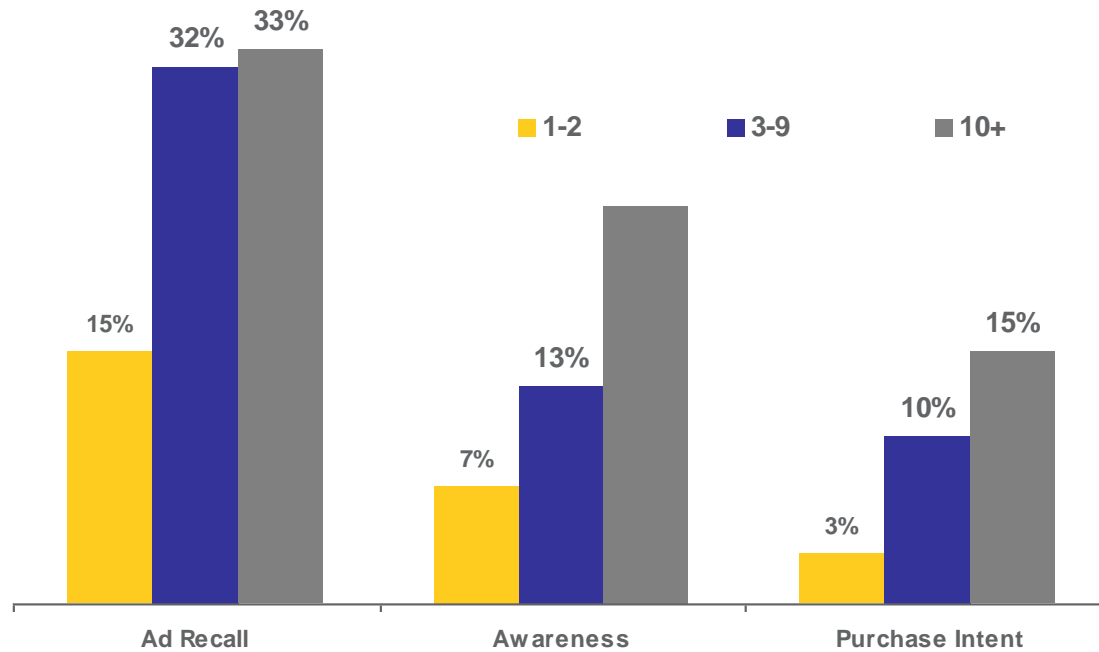
Marked Affect on Brand Metrics if There An Organic Element

Difference between control group and exposed



More Organic Exposure = Greater Impact

Difference between control group and exposed



How To Maximise Reach & Engagement

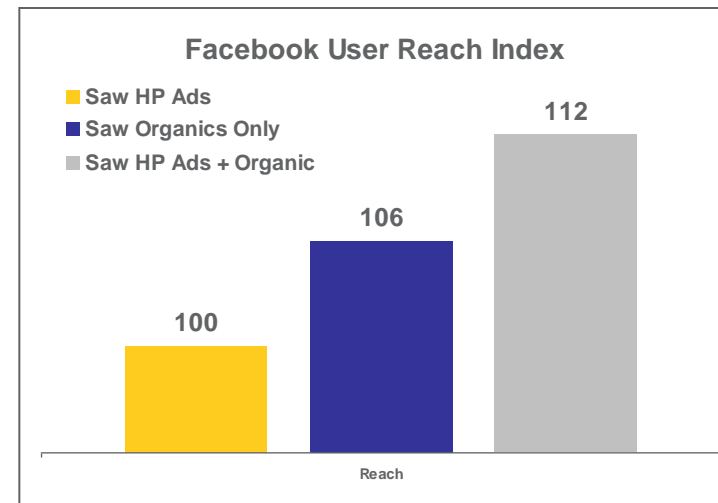
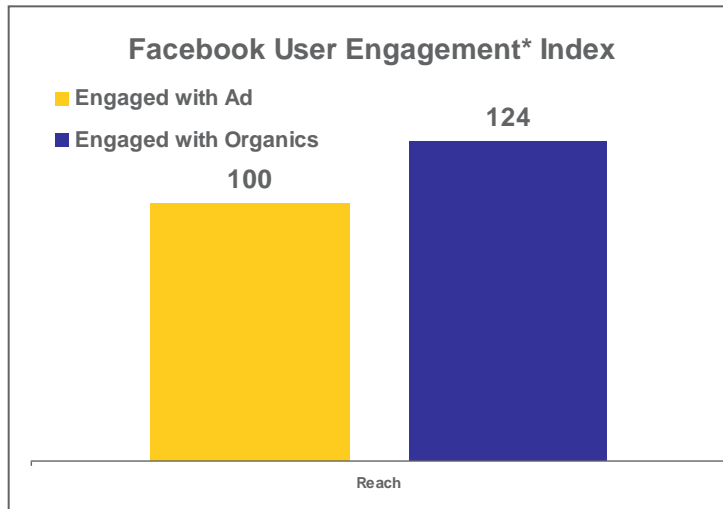
Step1 start with engaging Home Page Ad



Leads To



users interacting with ad unit in friends feed



Increased Reach

And Increased User Engagement

BUT...Organic impressions are difficult to scale

Organic Reach

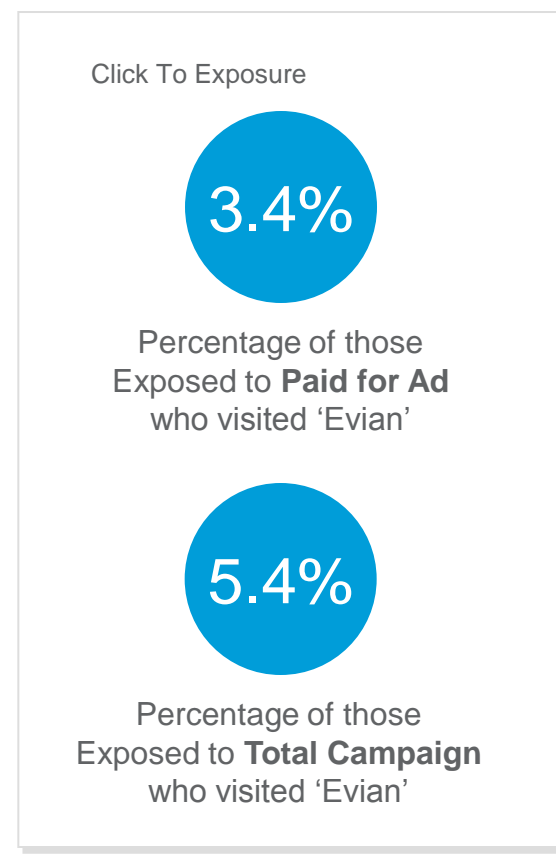
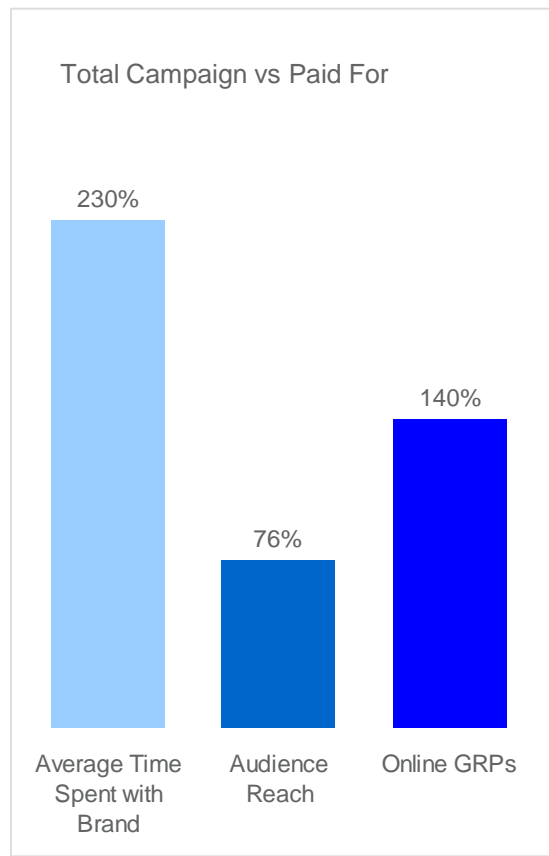
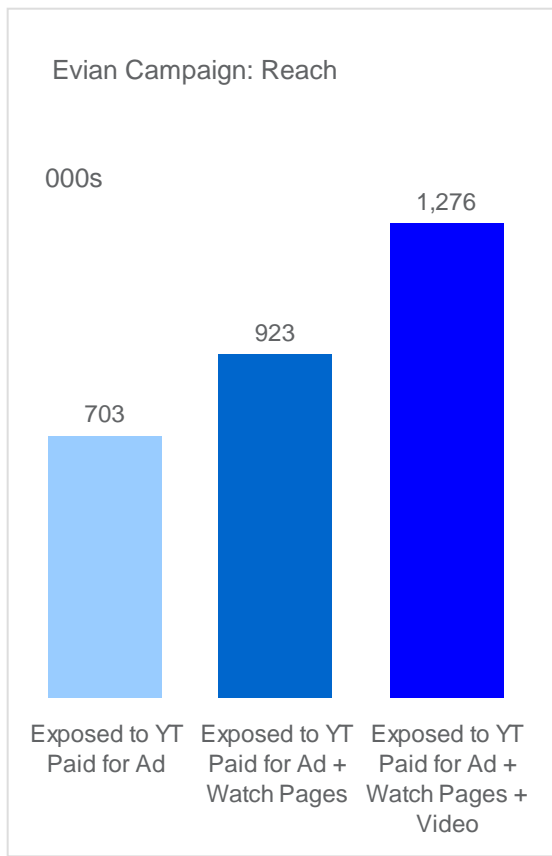


Total Campaign Reach

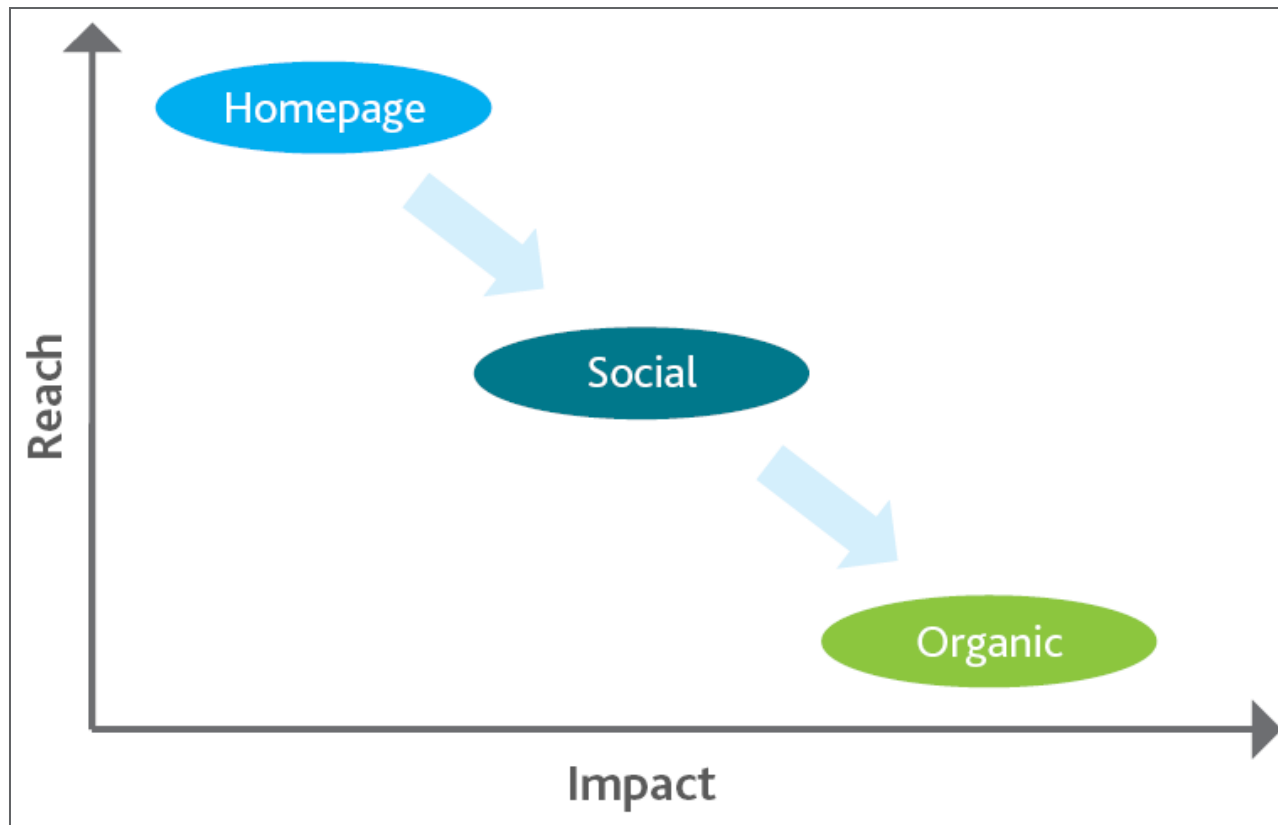
Paid Impressions Open Door, but Advertising Still Needs to Spark Engagement & Connection



To Amplify Reach & Deliver Brand Engagement



As Such You Need The “Right” Mixture of Paid + Earned + Self Created Media



Conclusion

- Buying social media is **different** than buying standard online media
- Critical to understand advertising **both in terms of**
 - Paid media and
 - How earned media & social advocacy contribute to campaigns
- Social advocacy and earned impressions can impact consumers **in 3 important ways**
 - By making them more likely to notice an ad (Ad recall)
 - To take away its message (Awareness)
 - To increase their interest in making purchase (Purchase intent)
- The next step is to expand this understanding to offline sales and long-term brand value
(and outside of Facebook)

Thank you!

