



# 創市際雙週刊 第一一五期

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## 產業新知

### 3 產業新知－數據品管與認證一步到位

## IX Survey 市調解析

### 30 市調解析－Brand Lift Survey篇

# 產業新知

Data's Future 2018 域動數據趨勢論壇—  
數據品管與認證一步到位



**Victor 鄭軍雄**

**comScore**

**北亞區副總裁**



**數據品管認證  
一步到位**





# Why Independent 3<sup>rd</sup> Party Verification is Essential?

**Victor Cheng**

**Vice President, North Asia, comScore**



# Agenda

- **Independent 3<sup>rd</sup> party and international industry bodies**
- **Our challenge today**
- **What you need to know about Ad Verification?**

# Who are we?

**comScore** is a global leader in cross platform measurement that precisely measures audiences, brands and consumer behaviour everywhere.



# Massive, Unparalleled Data Sources

Provide the foundation for comScore products, enable precision & scale

OPT-IN  
PANEL



**~2 Million**  
Person  
Global Panel

CENSUS  
NETWORK



**1.8 Trillion**  
Global Digital  
Interactions/Month

PARTNER  
DEMO DATA

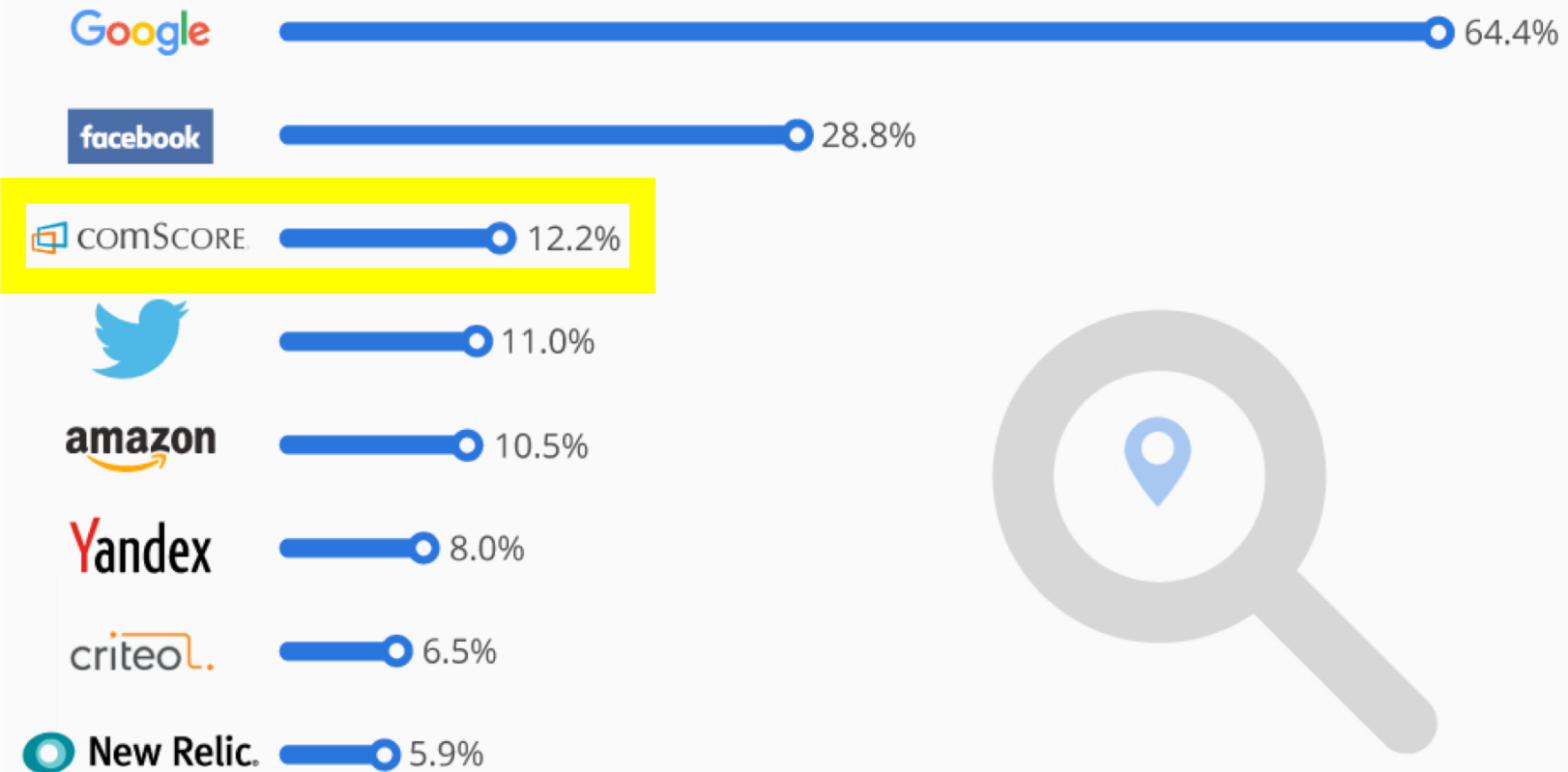


**1.6 Billion**  
Demographic  
Profiles

# 3<sup>rd</sup> Largest Commercial Crawler Dec17

## They Know What You Clicked Last Summer

Percentage of global page loads tracked by the following companies



# Independent verification ~~=~~ 3 party data?

1st vs. 2nd vs. 3rd party data



First-party data is data a company collects directly from its customers

Second-party data is similar to first-party data, except the original company is sharing its data directly with a second-party

Third-party data is data that is collected from customers by a company that isn't directly involved in the transaction

# International Industry Bodies



*Interactive Advertising Bureau – Non-profit making organization formed by media and tech companies covering all buying, selling, delivering and optimizing sides. Mission is to help grow the digital ad industry through setting **industry standard, sharing best practices and educating the market.***



*Media Rating Council – Another non-profit marketing organization which mission is to assure audience measurement services are **valid, reliable and effective via accreditation for measurement bodies.***

# IAB Standards for Viewability



## Display:

**Standard:** 50% of ad in view for at least 1 second

**Large:** 30% of ad in view for at least 1 second

## Video:

50% of ad in view for at least 2 consecutive seconds

## Mobile:

**Display:** 50% of ad in view for at least 1 second

**Video:** 50% of ad in view for at least 2 consecutive seconds



# Accredited Measurement Company



DESKTOP



MOBILE App

MOBILE Browser

VIEWABILITY



INVALID TRAFFIC  
(SOPHISTICATED &  
GENERAL)



AUDIENCE  
(AGE, GENDER,  
ETHNICITY, UV, GRP)



MRC-accredited



Under reviewed



Accredited by  
Media  
Rating Council®

# Agenda

- Independent 3<sup>rd</sup> party and international industry bodies
- **Our challenge today**
- What you need to know about Ad Verification?

# Shining a light in digital's dark corners



HOME INTL ▼ NEWS MARKETS INVESTING TECH MAKE IT VIDEO SHOWS MORE

SUBSCRIBE ▸ PRO LIVE TV WATCHLIST



## Businesses could lose \$16.4 billion to online advertising fraud in 2017: Report

Lucy Handley | Published 12:56 PM ET Wed, 15 March 2017 | Updated 11:44 AM ET Thu, 13 April 2017

Accenture Interactive

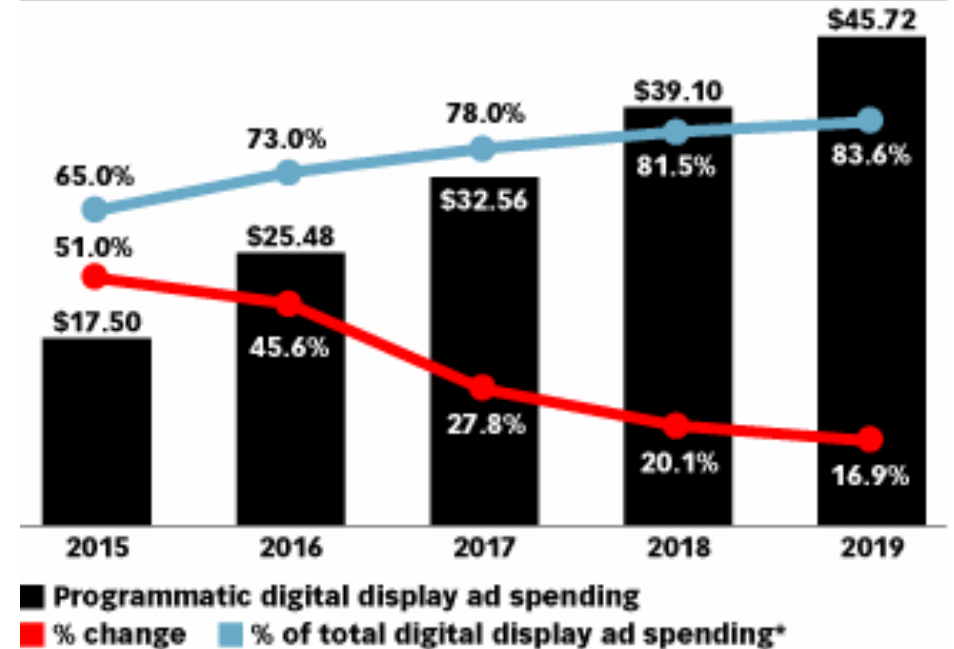


# Prohibited growth of programmatic buy

## eMarketer Releases New US Programmatic Ad Spending Figures

By 2019, 83.6% of US digital display ad dollars will transact programmatically

**US Programmatic Digital Display Ad Spending, 2015-2019**  
billions, % change and % of total digital display ad spending\*



*Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; \*includes banners, rich media, sponsorship, video and other*  
Source: eMarketer, Oct 2017

231119

www.eMarketer.com



...Regardless of how much we respect the people from whom we buy our media, we need an objective, impartial judge to perform the measurement. **Too many players are self reporting, and incredibly, we as clients, are still tolerating it**, accepting excuses like “we have a walled garden” or “technology won’t allow it.”

This is like letting a fox guard the henhouse. It's a bad idea putting someone in charge of a job where there's a conflict of interest...

- Marc Pritchard, Chief Brand Officer, P&G



借但

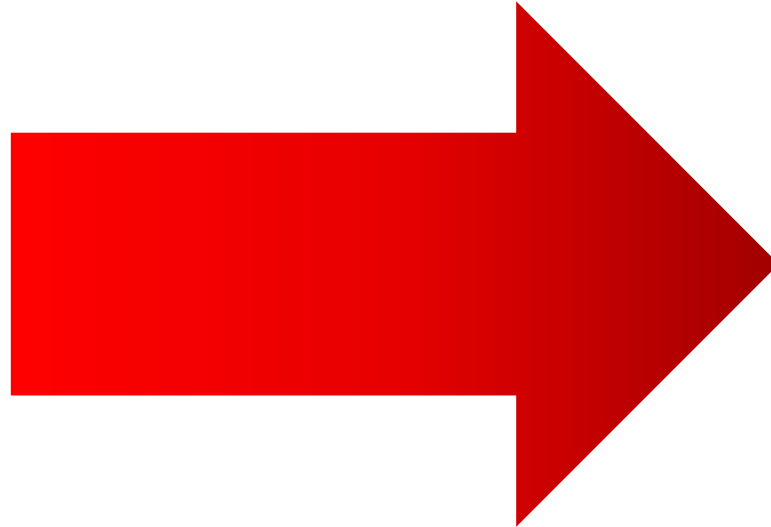
# Agenda

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# iab. Guideline to Ad Verification

*“Ad Verification is a service that offers technology to ensure (buyers) that ads appear on intended sites and reach the target audience.”*

- Site Context
- Geo-Targeting
- Ad Placement
- Competitive Separation
- Fraud Detection



Viewability 

Invalid traffic 

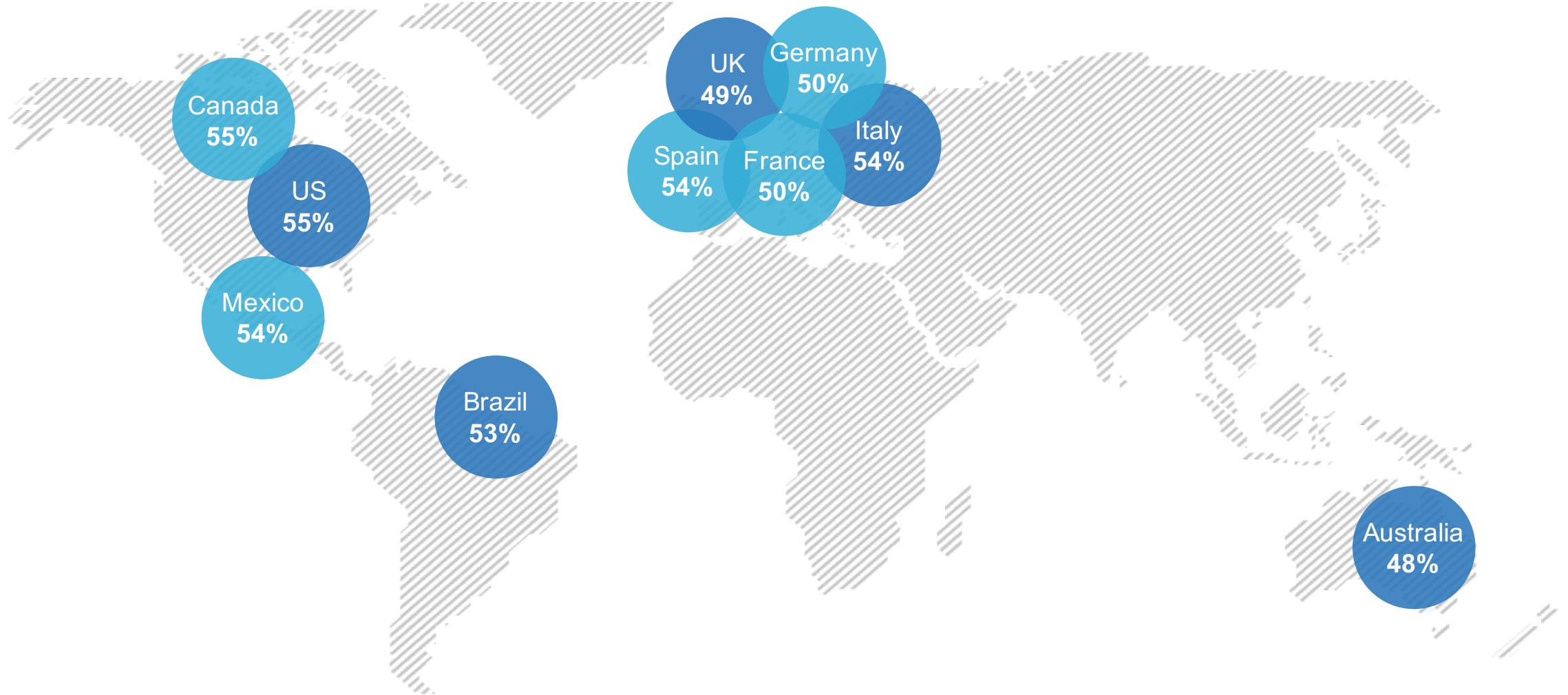
Brand safety 

Geography 



# About Viewability

# Viewability: Picture this... Nearly half of your ads **may not** have the opportunity to be seen

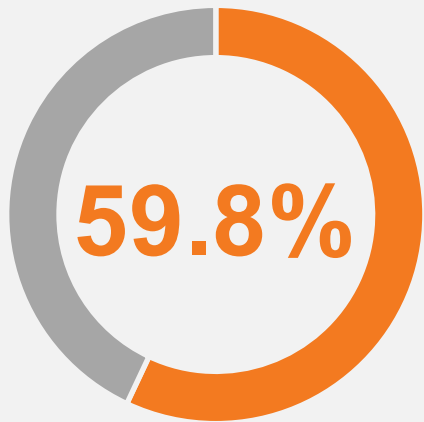


# Viewability rates are **somewhat** more problematic with programmatic

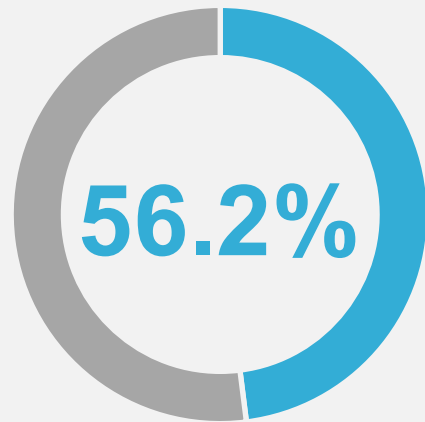


## Viewability rates

Desktop display



Direct

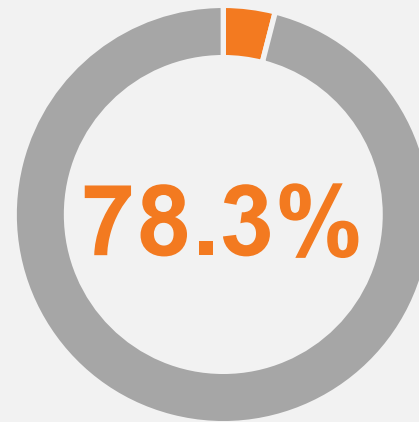


Programmatic

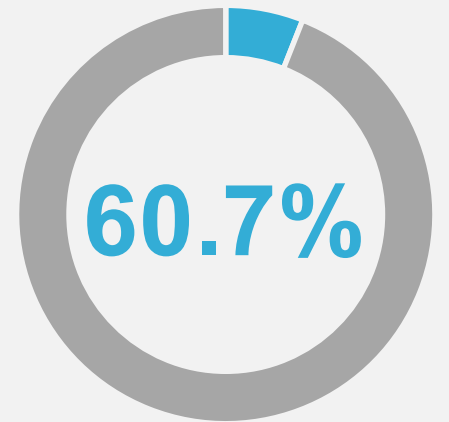


## Video rates

Desktop display



Direct



Programmatic

# Ads on Premium Publishers more likely to be viewable, driven by a lower incidence of IVT



% viewable

50%

Premium  
Publishers

45%

Non-Premium  
Publishers



% invalid traffic

2.2%

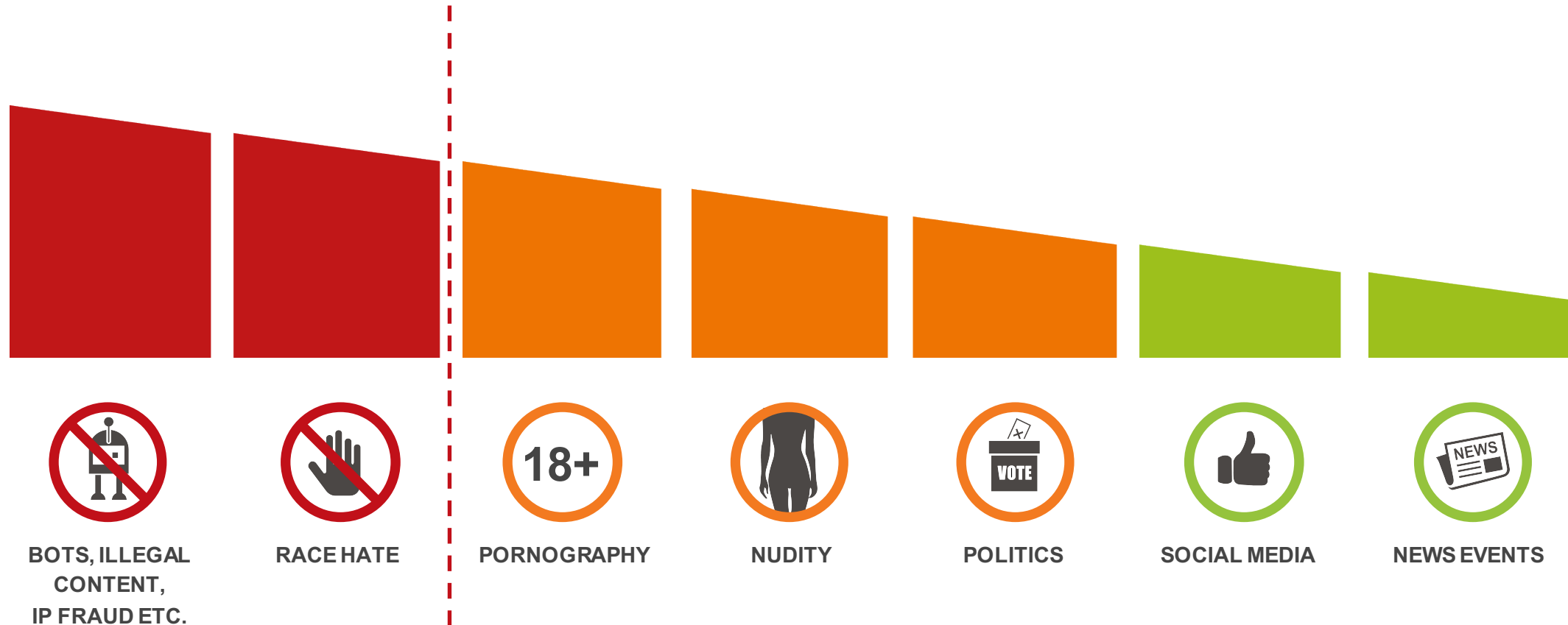
Premium  
Publishers

3.5%

Non-Premium  
Publishers

# About Brand Safety

# Brand Safety: What is harmful varies from client to client



蘋果新聞 | 壹NEXT | 飲食男女 | Ketchuper | ecjobs 青雲路 | TOMONEWS | 蘋果VR | 海外樓盤 | DELUXE

今日蘋果 | 動新聞 | 娛樂頻道 | 即時新聞 | 周刊 | 動Live | 足動世歪 | EasyPaMa | 沙士15年 | 健康蘋台 | 多頻道 | 昔日

ecjobs 青雲路

7月7日醒你  
九型人格求職術「職場」  
下午3時至5時 @ 灣仔The

免費講座

兩岸國際 2015年04月13 北京驚現神秘玩命車禍 逆線法拉利撞毀林寶 56,118

北京驚現神秘玩命車禍  
逆線法拉利撞毀林寶

目擊者指車禍後

北京驚現神秘的玩命車禍，前晚奧運場館旁樂考隧道，一輛紅色法拉利逆線撞綠林寶堅尼，車身嚴重損毀，警方稱僅一人傷。網民認為疑點重重，聯想起當年中共高層令計劃兒子令谷喪命的神秘法拉利車禍。而幾乎同時，四環高架橋路面發現兩具扭曲變形的屍體，有人質疑兩件事故有關。

「一公里的隔離帶都被推平了，綠車騎在隔離帶上幾乎全毀，紅車（京N-NR458）的車門全掉了。很奇怪紅法拉利是逆向行駛。」網友「christy果兒」前晚十時許路過大屯路隧道北沙灘段，拍下了意外後的景象，滿地碎片，隧道牆壁受損，內側鋼架等被扯出，她形容當時七、八個年輕人在場：「指着我們大喊不讓拍照！」

7/1-8/31盛夏樂遊 新安禮得  
線上投保 超有禮  
汽/機車強制險、旅平險  
立即投保 馬上參加GO!

尚獎好禮 2選1  
機票補助金  
SOGO 禮券  
瞭解更多

SWAROVSKI

即時新聞 < 1 2 3 >

09:26pm 【海航高層跌死】美國背景神秘 傳同王岐山有密切關係 4,372

09:23pm 【中美貿易戰】中方會晤6日凌晨先出擊？外交部表態了 14,280

# comScore Activation™

https://hk.news.appledaily.com/international/daily/article/20150413/19110494

```
Brand Safety
"brandprotection":{
  "rating":{
    "pg13":1

"nonstandardcontent":{
  "accidents":1,
  "negative_news":1
```

```
Topical Nodes
{
  "weight":100,
  "name":"ferrari vehicles",
{
  "weight":60,
  "name":"rear-wheel-drive vehicles",
{
  "weight":60,
  "name":"car classifications",
{
  "weight":49,
  "name":"ferrari",
{
  "weight":45,
  "name":"automobiles",
{
  "weight":41,
  "name":"sports racing cars"
```

```
Contextual Categories
"category":{
{
  "weight":100,
  "name":"Automotive"},
{
  "weight":100,
  "name":"News"},
{
  "weight":100,
  "name":"Automotive::Performance Vehicles"},
```





In today's digital landscape, you need the most accurate data to reach the **RIGHT PERSON** in the **RIGHT PLACE** with the **RIGHT MESSAGE**.

- *Understand your data providers and their verification vendor*
- *Work more or even just work with quality platform*
- *Define your campaign KPIs and do care about your campaign*
- *Make it an industry move*



# Thank You

**Victor Cheng**

**Vice President, North Asia, comScore**

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[www.comscore.com](http://www.comscore.com)



[@comScoreAPAC](https://twitter.com/comScoreAPAC)



[www.linkedin.com/company/comscore](http://www.linkedin.com/company/comscore)



[www.facebook.com/comscoreinc](https://www.facebook.com/comscoreinc)



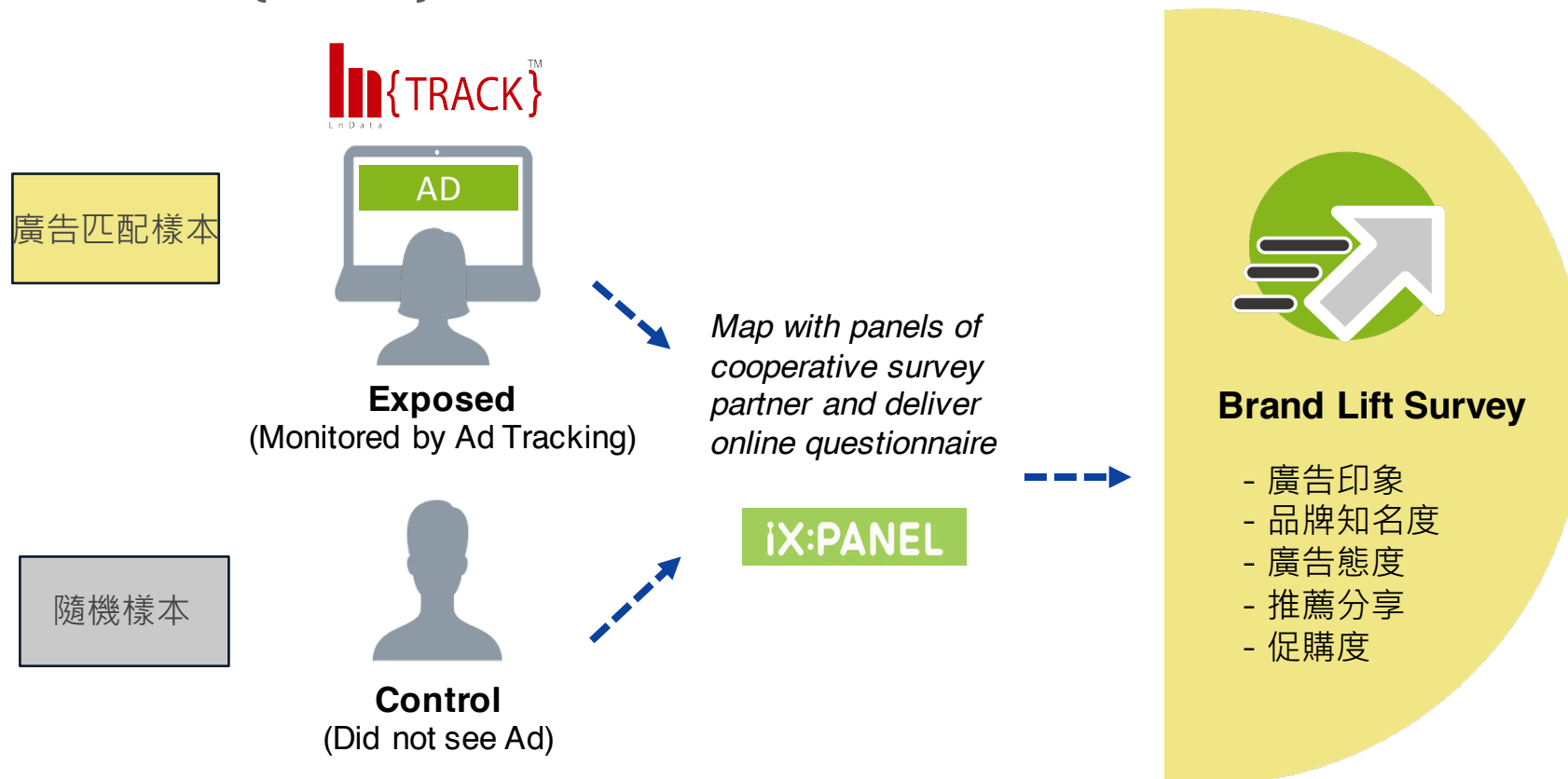
# IX 市調解析

## Brand Lift Survey篇

# 創市際 x LnData Brand Lift Survey 成果分享

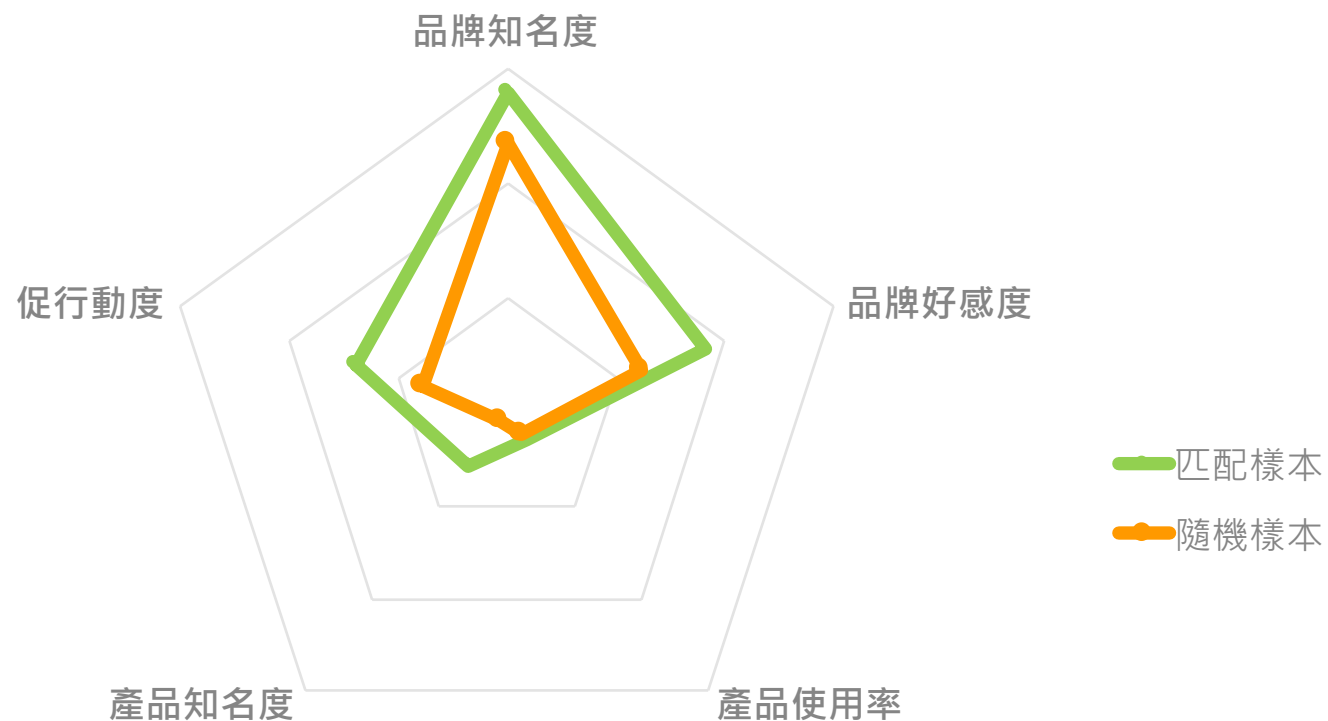
數位廣告量每年持續成長，廣告主與媒體代理商在意的廣告成效卻不容易被測量，為瞭解數位廣告實際投放效果，創市際偕同 LnData 為品牌網路廣告進行了品牌提升調查(Brand Lift Survey)，該品牌廣告走期結束後於 2018 年 5 月 17 日至 24 日，針對透過 Ln{Track} 第三方網路廣告監測機制，實際監測到的廣告受眾以及透過 iX:Panel 隨機抽樣未被監測到看過廣告的廣告投放 TA，進行品牌提升調查，總計回收 552 份問卷。

## 從 iX:Panel 中匹配 Ln{Track} 監測投放廣告



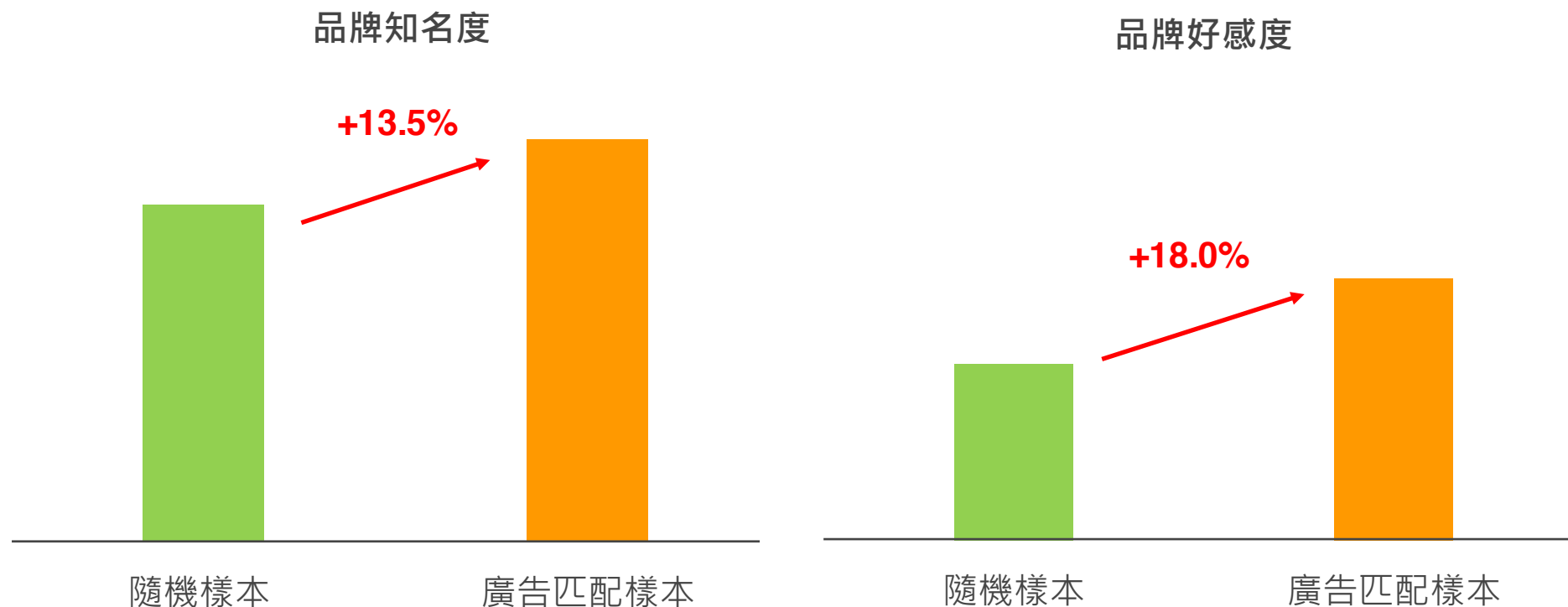
本調查執行方式為從 iX:Panel 中匹配出實際被 Ln{Track} 監測有被投放廣告者為匹配樣本，未被監測者為隨機樣本，邀請填寫線上調查問卷。隨機樣本配合廣告投放 TA，隨機抽樣相同條件者，並控制兩組樣本數量一致。

## 廣告匹配樣本在各方指標都有較好的表現



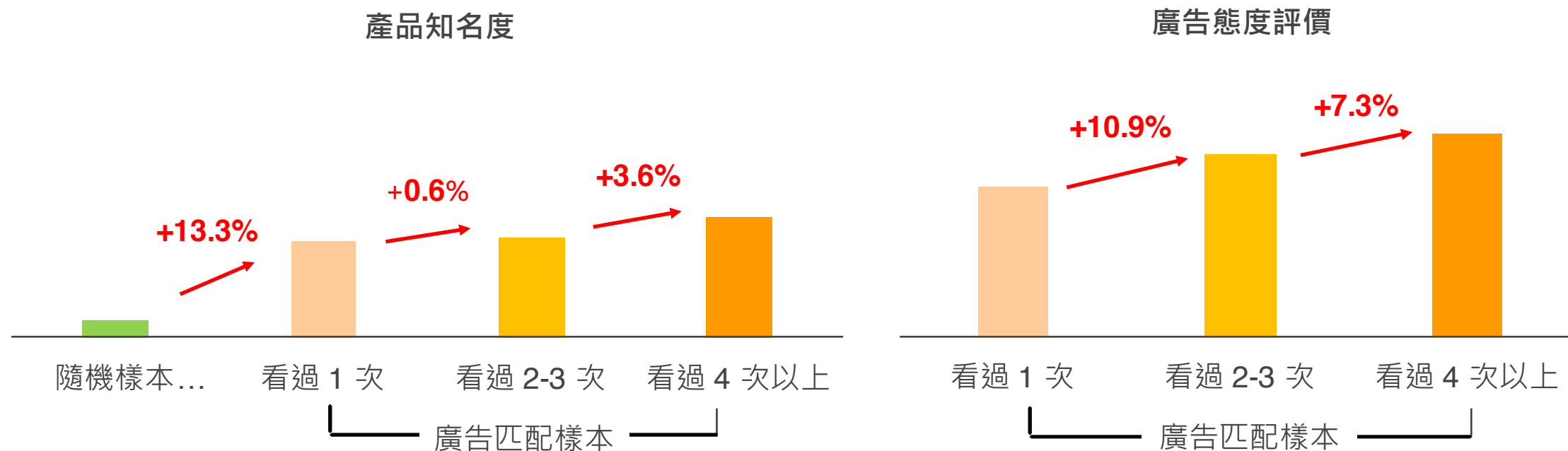
Brand Lift Survey 涵蓋品牌、產品與廣告效果等指標，前兩指標是匹配與隨機樣本的共同指標，而廣告效果則僅有匹配樣本可填答。品牌指標包含知名度與好感度、產品指標則是知名度和使用率。整體而言可以看出有認知看過廣告的匹配樣本，其在品牌和產品的各指標都有較高的評價；數值較相近的指標為產品使用率，是否為使用者在看過廣告上無太大差異。

## 廣告匹配樣本有較高的品牌知名度及品牌好感度



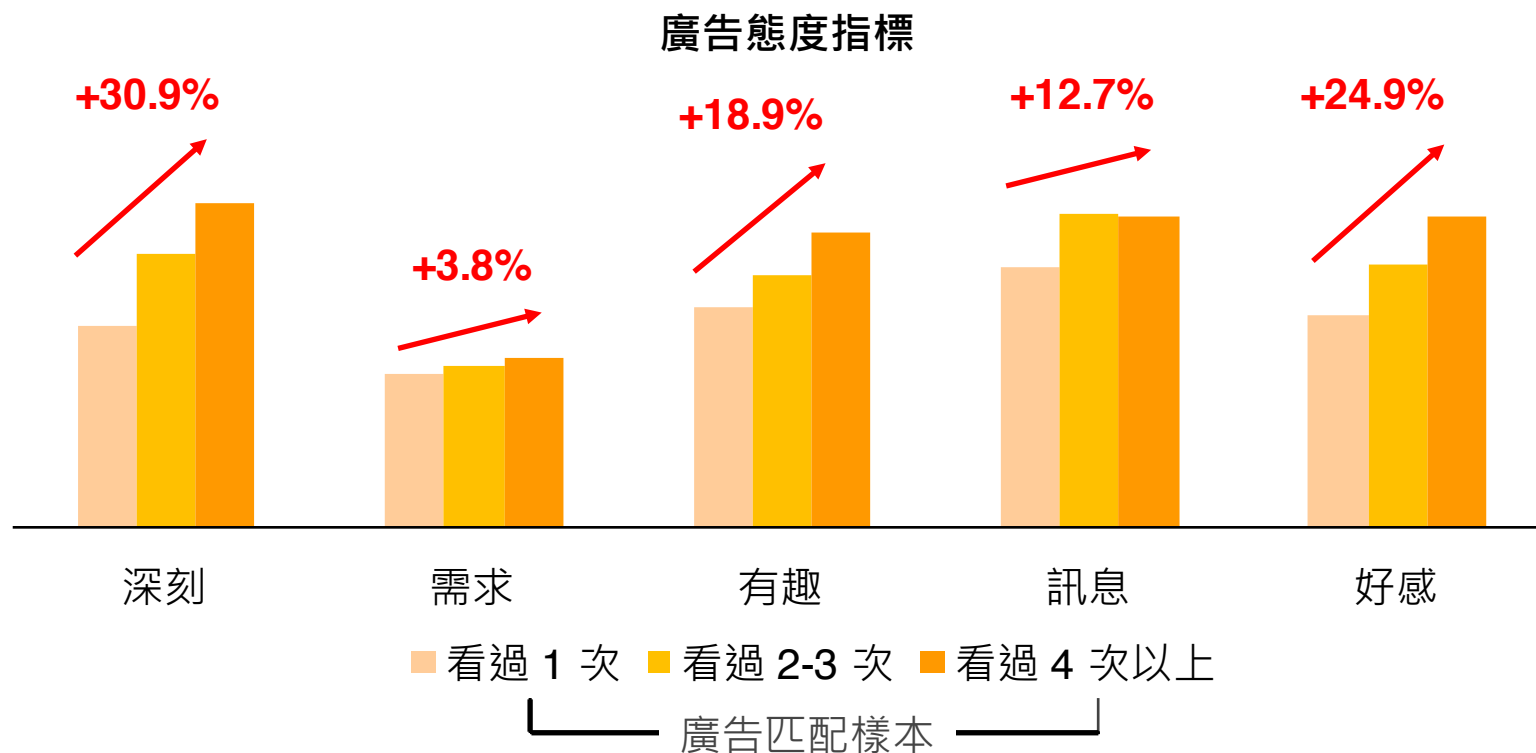
觀察廣告匹配樣本與隨機樣本兩群體間對於品牌指標的表現，廣告匹配樣本在品牌知名度較無廣告認知的隨機樣本成長 **13.5%**，品牌好感度則是提升 **18.0%**。

## 產品知名度與廣告態度評價隨觀看次數提升而增加



除了可以透過廣告認知比較各指標的差異，亦可透過監測資料辨識觀看廣告次數，本次將廣告觀看次數分為看過 1 次、看過 2-3 次及看過 4 次以上。產品知名度看過 1 次較隨機樣本提升了 13.3%，觀看次數與產品知名度成正比。廣告態度評價也與觀看次數成正比，看過 2-3 次者較看過 1 次上升 10.9%，看過 4 次以上則比看過 2-3 次提升 7.3%。

## 「印象深刻」指標隨觀看次數增加有最高幅度成長



廣告態度評價分為五個指標，分別是：深刻、需求、有趣、訊息與好感。從廣告觀看次數觀察各指標表現，觀看越多次在印象「深刻」的評價提升比例最高，其餘如「好感」與「有趣」也是正比成長。然而對於產品「需求」、「訊息」理解方面，因為與觀看次數的關聯性較低，則無明顯提升。



## 小結

Brand Lift Survey 的實行方式相當多種，除了使用回憶法(Recall)方式、單以問卷進行廣告前、後測調查，也能透過監測技術匹配於廣告投放中或後進行調查，結合大數據應用檢測廣告效果。

透過 LnData 監測與 iX:Panel 樣本匹配進行調查，即是透過大數據方法應用於廣告效果的評估，精準找出廣告投放受眾和其相關資訊，若廣告觸及、匹配樣本數量夠多，可進行更詳細的族群分類，如：點擊狀況、完整看完廣告與否等，並透過分析更進一步洞察廣告成效。

本期專題由 LnData 共同提供，關於本專題內容有任何需求或疑問可參考官網資訊 (<http://www.lndata.com/>) 或來信詢問 [service@lndata.com](mailto:service@lndata.com)



## 附錄：廣告監測與調查機制說明

### 第三方即時網路廣告監測系統 – Ln{Track}



Ln{Track} - 由第三方數據科技公司 LnData 所開發之產品，  
透過第三方角度即時監測網路廣告成效，  
協助客戶評估廣告成效與媒體/受眾投遞精準度。

Ln{Track} 會於廣告投遞時蒐集廣告受眾資訊，  
並透過調查樣本比對機制，提供合作調查夥伴透過監測技術所  
蒐集到的廣告受眾，進而執行 BLS 專案。

### 台灣大型線上調查樣本庫 – iX: PANEL



iX: PANEL - 由創市際市場研究顧問公司 InsightXplorer 營運，  
擁有台灣最具代表性之大型線上調查樣本庫，  
目前共有超過 36 萬名線上調查會員\*。

透過廣告監測之調查樣本比對機制，  
創市際將邀請監測機制搜集之廣告受眾名單與未看過廣告  
之對照受眾，於 IX Survey 平台進行 BLS 專案調查問卷，  
洞察廣告之投遞效果。

\*\* IX Panel: InsightXplorer Panel Profile, 2018.06

## 研究設計

研究方法：

線上調查(IX Survey線上研究整合系統)

研究對象：

樣本來源為創市際 iX:Panel 大型樣本群，針對 Ln{Track} 監測有被投放廣告者及與廣告投放TA 相同條件之網友進行隨機抽樣。

研究期間：

2018/05/17 ~ 2018/05/24

有效樣本數：N=552

在95%的信心水準下，抽樣誤差約正負4.17%。

		個數	百分比
樣本身份	匹配樣本	267	48.4%
	隨機樣本	285	51.6%
廣告認知	廣告匹配樣本	108	19.6%
	合格隨機樣本	210	38.0%
廣告收看次數	1次	105	39.3%
	2-3次	113	42.3%
	4次以上	49	18.4%



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- ▶ 若需引用本雙週刊相關數據，或有任何問題，歡迎來信詢問。

m [marcom@ixresearch.com](mailto:marcom@ixresearch.com)