Buyers guide

TV Attribution

How to choose the right solution for your clients

Adalyser®

Developed for our business - now used throughout the world

Adalyser was launched in 2011 following OneSoon's own experience of media planning and analysis. We understand TV attribution and have over the years seen a number of attribution models with fundamental problems. This document highlights why the Adalyser platform is right for you and your clients.

TV is changing fast. The demands of traditional TV advertisers and new to TV digital first brands are forcing a seismic change in the industry.

New to TV digital first brands have grown and matured having access to a wide range of marketing tools providing control and more importantly measurability.

As these brands grow and migrate to TV they are looking for platforms that provide the metrics they are accustomed to in the digital space.

Providing measurability and control will be the key to unlock these digital first budgets and traditional TV advertisers demanding equivalent metrics to digital.

The Adalyser platform provides everything you need in order to transform your agency.

However not all platforms are equal. The purpose of this guide is to help you understand how to evaluate and choose the right provider for your agency.

"Advertisers are no longer content with great creative and the delivery of an audience – what matters now is how they measure outcomes"

Cath Crow
Head of Response Trading at Sky

sky media

Seamless, accurate data integration

There is little point in providing world class attribution models, metric suites and reporting engines if the data on which is it based is inaccurate and or laborious and time consuming to load.

The Adalyser platform has an unparalleled suite of data integrations to ensure your spot and response transmission data is consumed automatically.

Loading in spot data manually is an incredibly time consuming and error prone task. The Adalyser automated data feeds remove the need for clients to provide spot transmission data or response traffic.

Spot service

Adalyser integrates with BARB, MediaOcean and Caria.

The Adalyser Spot Service automatically merges data from these providers in order to provide an accurate, next data view of your broadcast spots and audiences.

Simply supply your clock numbers and CPTs and our automated spot feed will price and populate your spot data overnight. All that remains is for you to login, analyse and optimise.

When choosing a TV attribution solution you must ensure it provides an automated spot load function.

Adalyser also provides automated capture of broadcast VOD impressions.

Response tracking

Adalyser provides automated collection features for website traffic and mobile app interactions.

Adalyser provides cookie and cookieless asynchronous solutions to automate the load of website traffic.

As an increasing number of mobile app providers are using TV to grow their audience it is crucial this response is captured.

Adalyser integrates with Adjust, Branch and AppsFlyer to ensure mobile integrations are captured and loaded into your Adalyser campaign automatically.

Attribution - not all models are created equal

Accurate attribution is the key to providing meaningful insightful metrics.

Unlike digital, linear TV has no direct link between the broadcast spot and the driven response. As a result TV attribution models are more complicated and need to factor in real world challenges such as baselines and overlapping spots.

Baselines

Traffic to a website is highly susceptible to random fluctuations in visits.

In the diagram below we see a spot peak (dashed line) followed by a series of noise peaks (shaded blue area).

Your attribution model may be including these random peaks in attributed numbers, especially if you have a long response window or are using data with minute level resolution.

This can be a significant problem for spots that produce little or no direct response. The noise fluctuations are therefore significant in size and may over inflate the figures for the spot.

The cumulative effect of this across a single channel may mean that it looks like good value for money when in fact response is poor or non-existent.

Time since spot (sec)
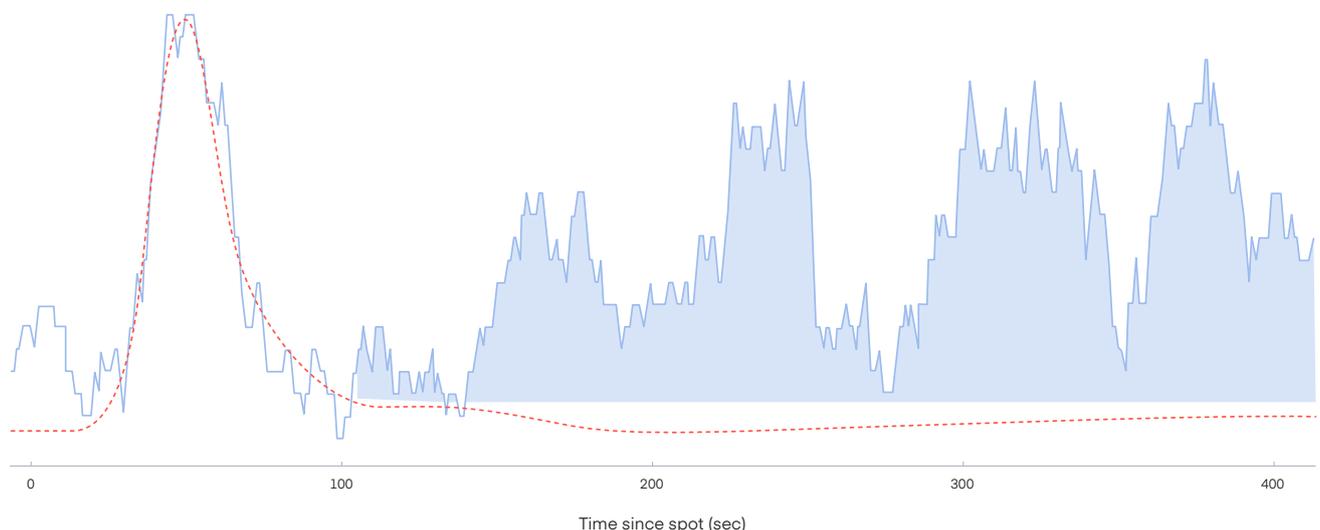
Data Granularity

If your attribution model is using spot or response data with minute level resolution then your model will not be able to resolve spot clashes accurately.
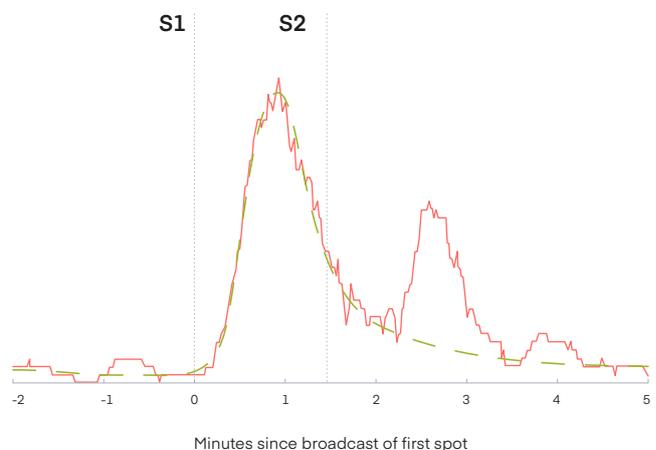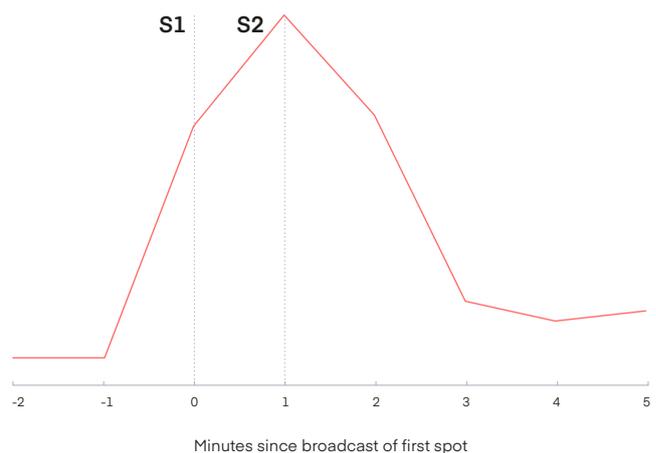
The diagram opposite shows the same response data for a clash between two spots using minute (top) and second (bottom) level resolution.

When data accurate to the minute is used the responses from the two spots merge into a single peak hiding the fact that there is a dip in traffic between the spots. The result is an over attribution of responses to S2.

The level of inaccuracy is compounded if spot broadcast times are not recorded to the second.

Depending on the type of inaccuracy the spot time could be incorrect by up to a minute of the actual broadcast time causing response peaks to be missed or more importantly peaks occurring before the broadcast time.

Adalyser uses spot and response data accurate to the second. It is collected automatically with our tracking tags and allows us to resolve individual peaks during spots clash to ensure the responses are attributed accurately.

S1   S2

-2   -1   0   1   2   3   4   5

Minutes since broadcast of first spot

S1   S2

-2   -1   0   1   2   3   4   5

Minutes since broadcast of first spot

Accurate attribution

Response behaviour is not fixed so why model it using a fixed response curve?

Peak position and shape of the response curve can change subtly between spots due to factors such as time of day, channel and random human behaviour.

The diagram below illustrates this point. It shows different response curves based on channel and time of day and it's clear no fixed response curve fits all.

Our attribution model does not attempt to apply one type of response curve to all spots.

For each campaign Adalyser will produce a dictionary of response curves each modelling response behaviour for a specific channel, programme or time of day.

This response dictionary is then used to isolate baseline traffic and spot driven traffic.

This along with Adalyser baseline technology ensures that our models do not over attribute.
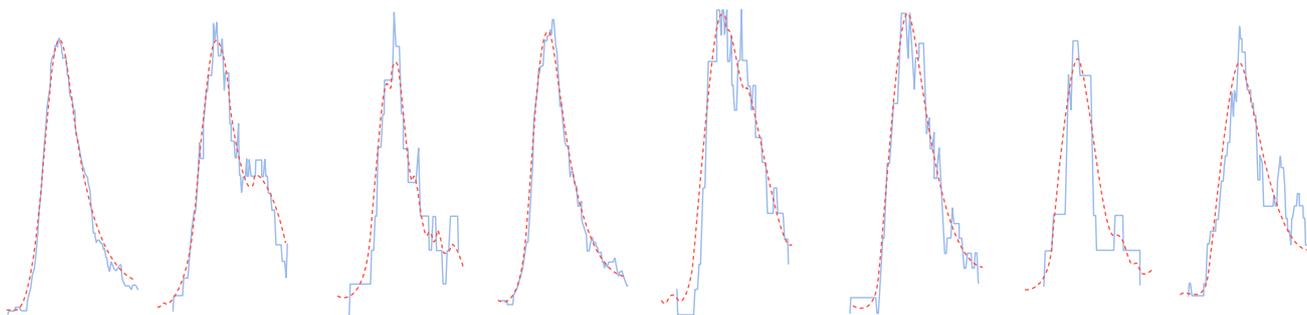
Assuming all device types are equal

Due to the second screen effect direct response is more likely to originate from mobile devices.

It is often more convenient for someone to grab their phone or tablet to quickly checkout a website rather than use a desktop device. Phones are usually with the person, so when the spot is aired they can respond immediately.

The Desktop vs Mobile Responses diagram shows the responses to a spot for both mobile and desktop /laptop devices. The number of responses from mobile devices is much greater than desktop devices.
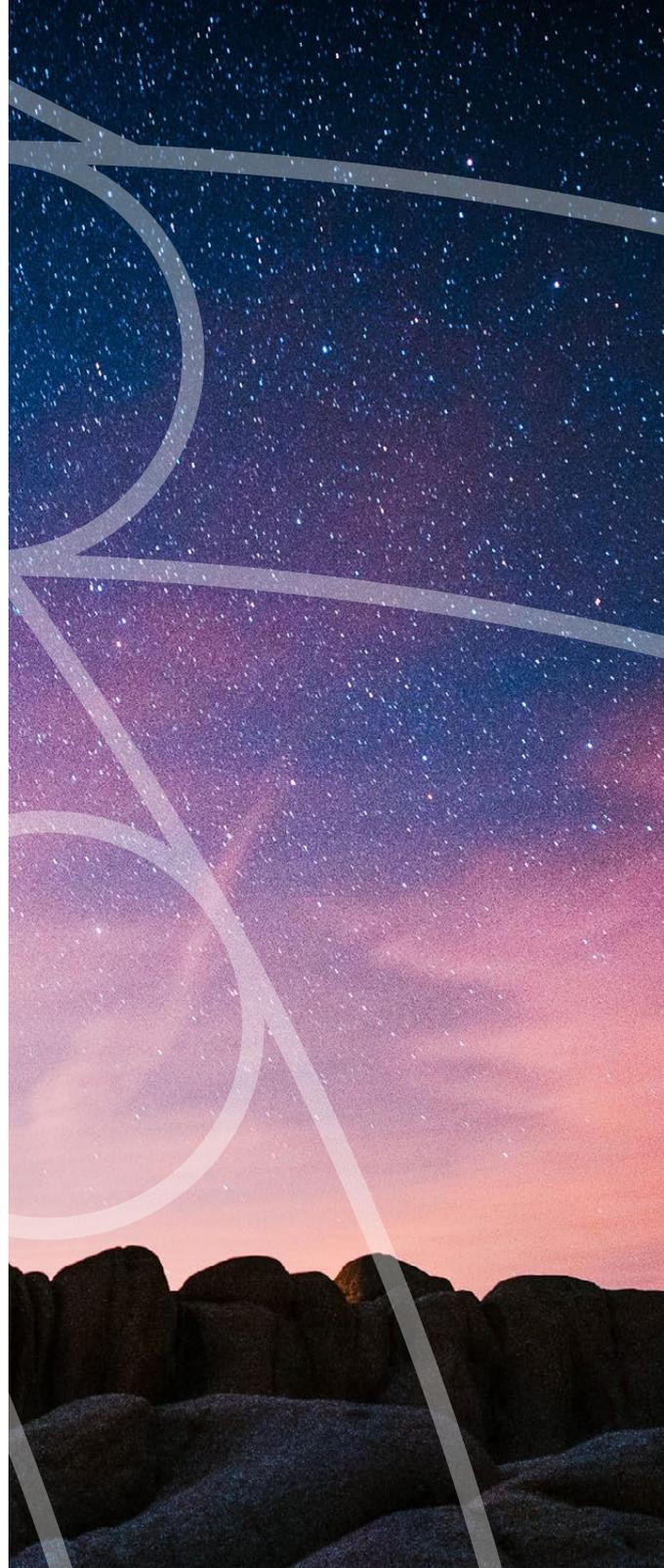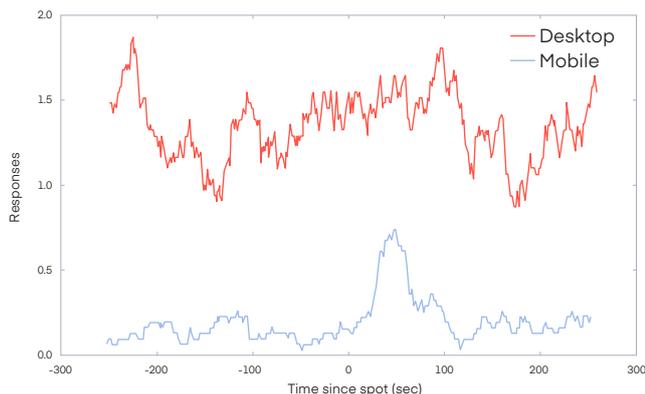
If different device types are not treated independently then their signal can get lost in the baseline.

Desktop Vs mobile responses
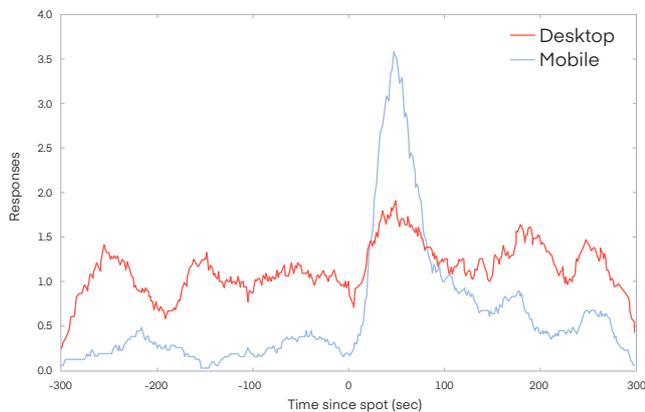
The 'All vs Mobile Responses' diagram shows the effect of this.

All Vs mobile responses

The Landscape

As a UK based agency with UK clients it is important to ensure that the solution you choose can deliver on the promises especially when those promises are made based on the landscape in other territories.

What does this mean?

One example is the idea that linear, on demand and addressable TV are traded and optimised as one seamless block of inventory across multiple broadcasters.

Some solution providers like to give the impression that they are, and that they can be integrated, traded, optimised, managed and reported as one through their platform.

The UK is a long way from this

Even if you were just looking at buying spots with ITV, it's fragmented.

For example, if you want to buy spots on ITV2 broadcasts you will deal with one group of people, and if you are buying on ITV Hub you will be dealing with another group of people.

There's no way to look at how your creative is being pivoted across those two platforms, and there's no real way to measure both.

So, the idea that there is a magic wand that delivers one solution where linear, VOD and addressable TV can be managed seamlessly is simply misleading.

In some markets, such as the USA, this kind of integration may be closer to being achievable.

But the reality in the UK is that each of these forms of TV are still in many respects separate and distinct mediums.
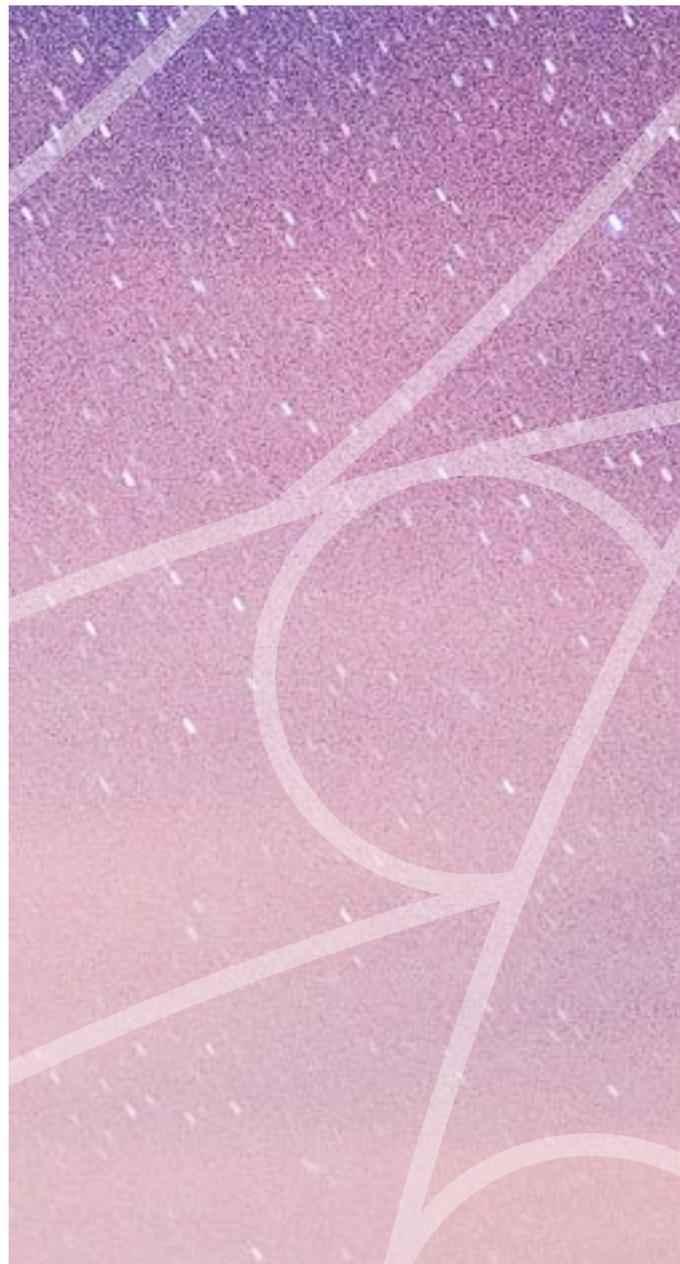
Support - it's mission critical

There is nothing worse than a campaign going live without any ability to track the results or optimise. Adalyser provides a team of UK based support analysts available to answer any query or resolve any issue with your campaign setup.

How to identify great support upfront?

On Site Training

To ensure you and your clients get the most out of the platform of choice, make sure you and your key people are offered on-site training.

Ongoing Training

Ensure how-to training videos are available and client specific webinars.

Data Feeds & Campaign Setup

Ensure your solution provides hands on support as to the best way of setting up the campaign and for configuring the data feeds.

Dedicated Account Manager

Almost every platform will promise a dedicated support manager.

Ensure they have intimate knowledge of your campaign and are familiar with the objectives of the campaign, which metrics should be tracked and how the campaign has been setup up and what data feeds should be configured.

Ensure your account manager will be a consistent first point of contact for any queries or issues.

Paying for a service you don't use.

Very few advertisers are always on TV. Some advertisers run specific campaigns at specific times, others may want to test TV for a short period, before committing to a larger investment.

Having a flexible pricing model is key to ensure you're not paying for a service which is not being used.

Contract Length

Some solution providers insist on subscriptions that are sold on a minimum 12-month rolling contract.

The issue is that this fixed 12-month contract doesn't reflect the advertiser's needs as most advertisers are on TV for short bursts at key times of the year.

These advertisers require access to analytics whilst they are on TV, but it is hard to justify why they should pay for 'dead time' – sometimes long periods when they are not on TV.

Pricing Tiers

Some solution providers isolate various features within the solution so that important features only become available by purchasing an upgrade.

This can be very frustrating for advertisers when they are asked to pay more money for a feature that they think should be in the core solution.

This could include features and options that allow you to generate specific reports or to access deeper levels of data.

If a solution provider structures their pricing model in this way, the result is that the cost of attribution ends up being higher than it should be.

It also causes frustration when features that should be standard are paid for options and advertisers can be trapped with automated rolling renewals.

The ideal pricing model will deliver a flexible and fair payment structure which aligns with the time your advertisers are on TV.

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The complete TV advertising platform

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