World Federation of Advertisers

Advertisers driving change

Global Cross-Media Measurement

In pursuit of the advertiser North Star…

Advertisers think that cross-media measurement solutions should be:

Consistent & continuous: Solutions should be designed as 'always-on' data collection (not tag-based).

Full-lifecycle: Covering multiple campaign management use-cases, including planning, optimisation and post-campaign reporting.

Comprehensive: Covering all channels and formats with accuracy and scale (measuring all impressions, not just a sub-set).

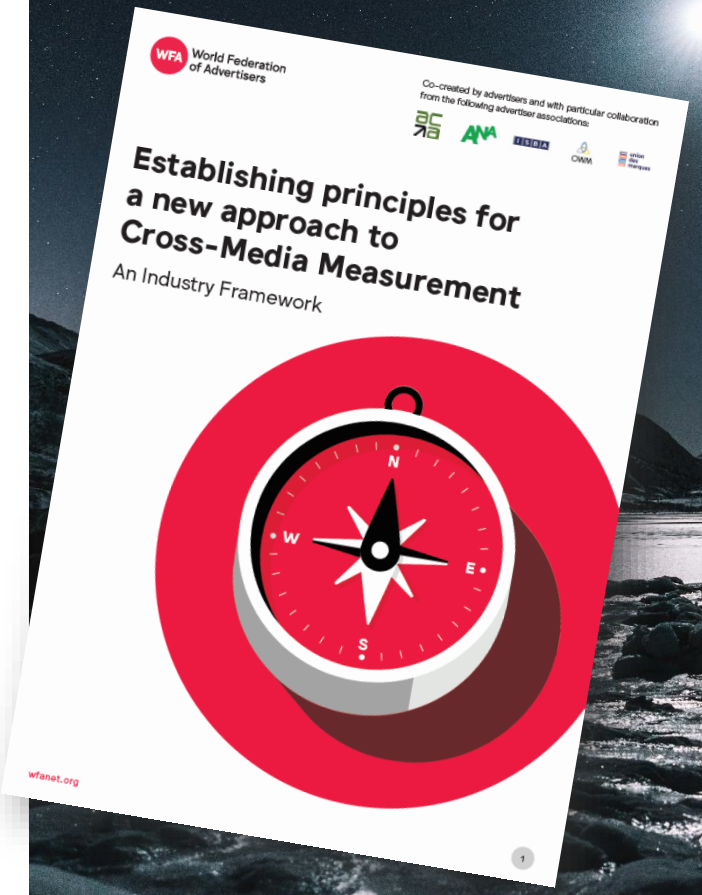
Full-funnel: Measuring Reach & Frequency as a priority but also other, more advanced measurements (i.e. outcomes not just outputs).

Fair & objective: Metrics should employ qualifiers such as viewability and direction and solutions should be thoroughly audited.

Private: Solutions should be highly privacy-preserving and should invasive techniques such as finger-printing.

Trusted & transparent: Solutions should be industry-owned, employ representative panels and should be comprehensively audited.

Advertising & Content: Solutions should measure ads and the content/context that ads appear within.



WFA's 'Halo' technical committee was formed to address this...

"P&G is proud to be at the forefront of this breakthrough initiative. We need complete, open, transparent and future-proofed cross media measurement to enable consumers to have a better viewing experience with less annoying repetition. And advertisers need to be confident that their media budgets are being invested effectively and efficiently, while media companies need to be rewarded for delivering high levels of reach and engagement."

Kanishka Das

Senior Director,
Global Media
Analytics & Insights

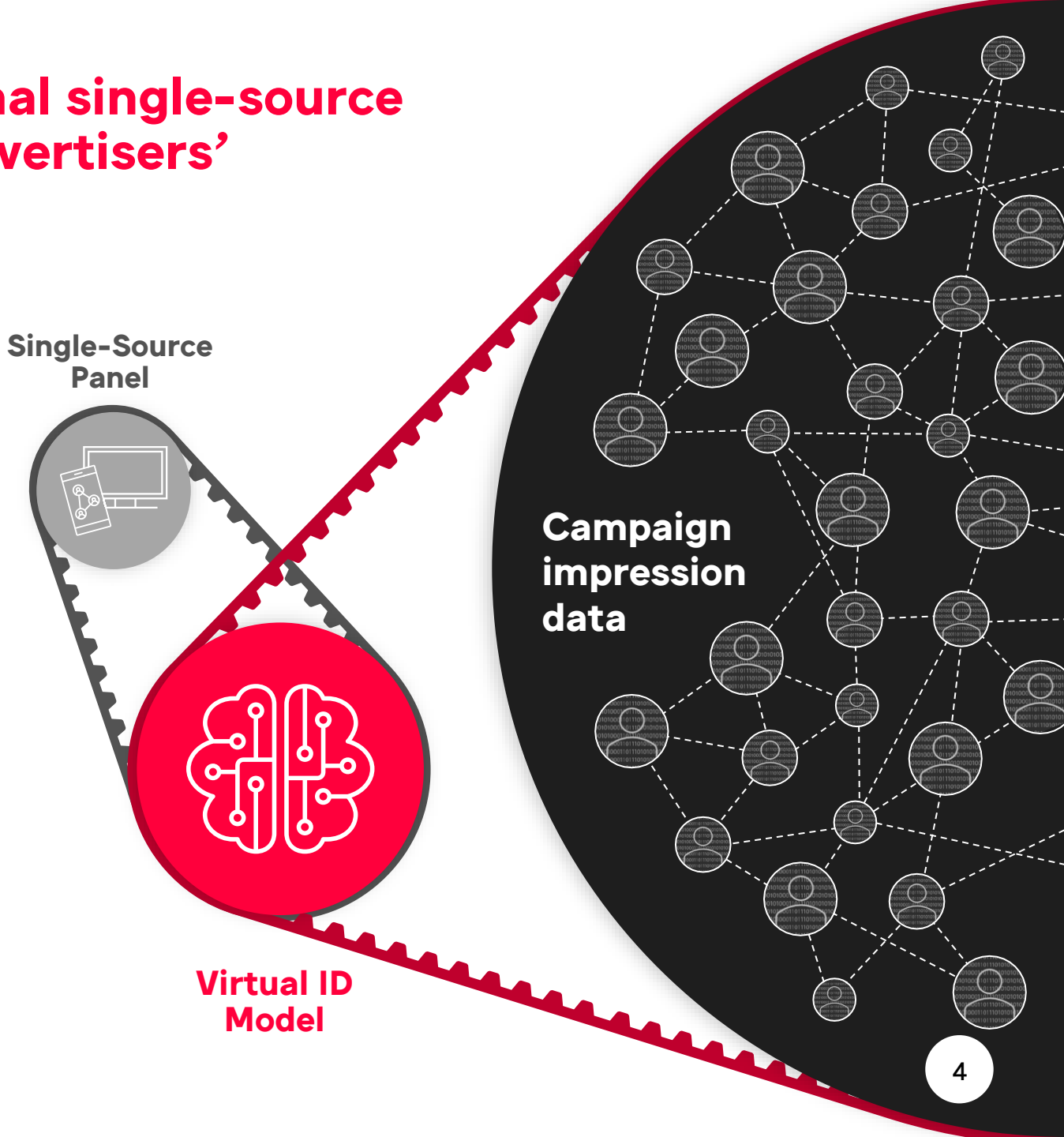
The Halo framework uses traditional single-source panel data to calibrate all of an advertisers' campaign impression data

In the framework a Single-Source Panel is used (i.e. the aggregation of multiple media consumption behaviours in one place), to calibrate a much larger dataset.

Practically, this means using a Virtual ID (VID) model, 'trained' upon the panel, to calibrate the census log file data (i.e. impression data) associated with an advertisers' campaign.

This means that the universe of campaign impressions are used, not a sample.

This hybrid approach ensures that the panel is the independent 'source of truth' for establishing demographics and overlap behaviour, while being complemented by scaled data provided by census logs, to get a complete view of campaign impact.



Applying Virtual IDs to count and de-duplicate

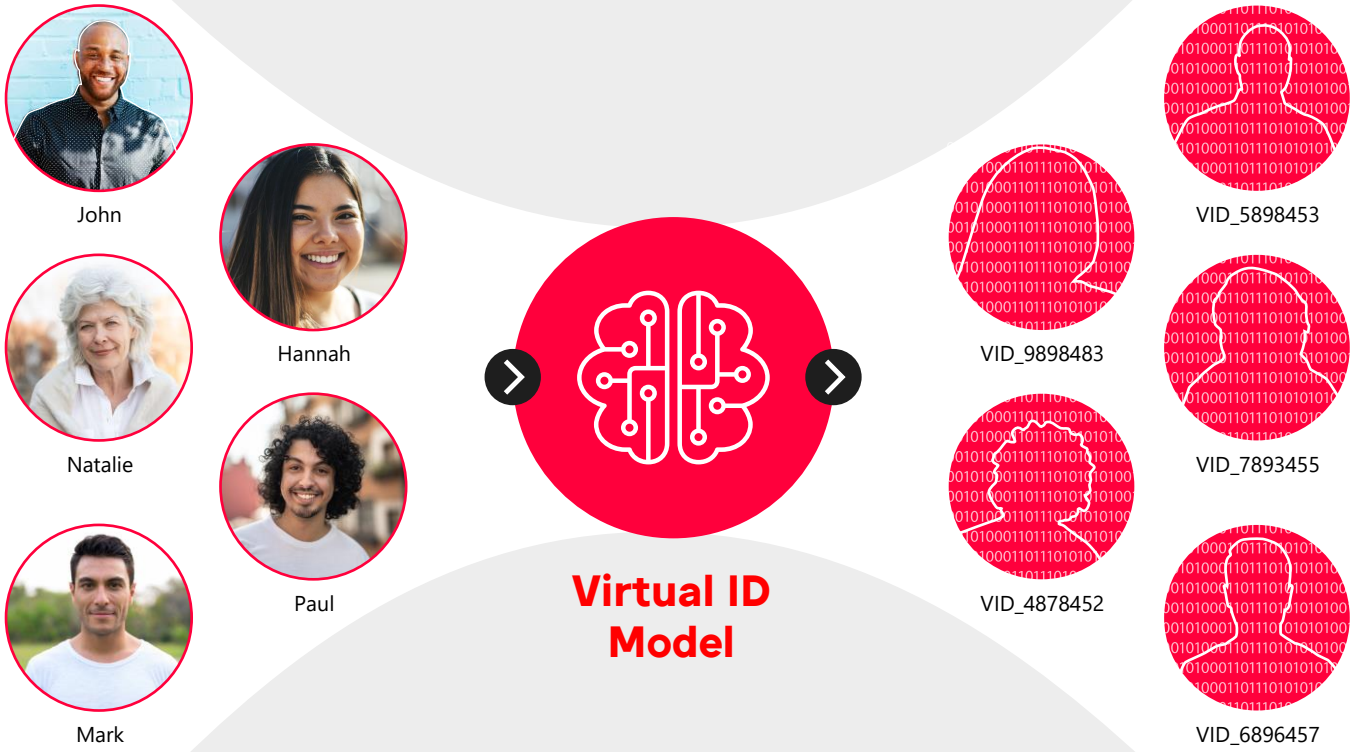
A VID Model maps existing user identifiers, profiles, and other impression data to a new, common Virtual Person ID. This is done through a probabilistic modeling process learned from observing the Single Source Panel.

Media owners assign VIDs to their impressions independently, but using a specific assignment model.

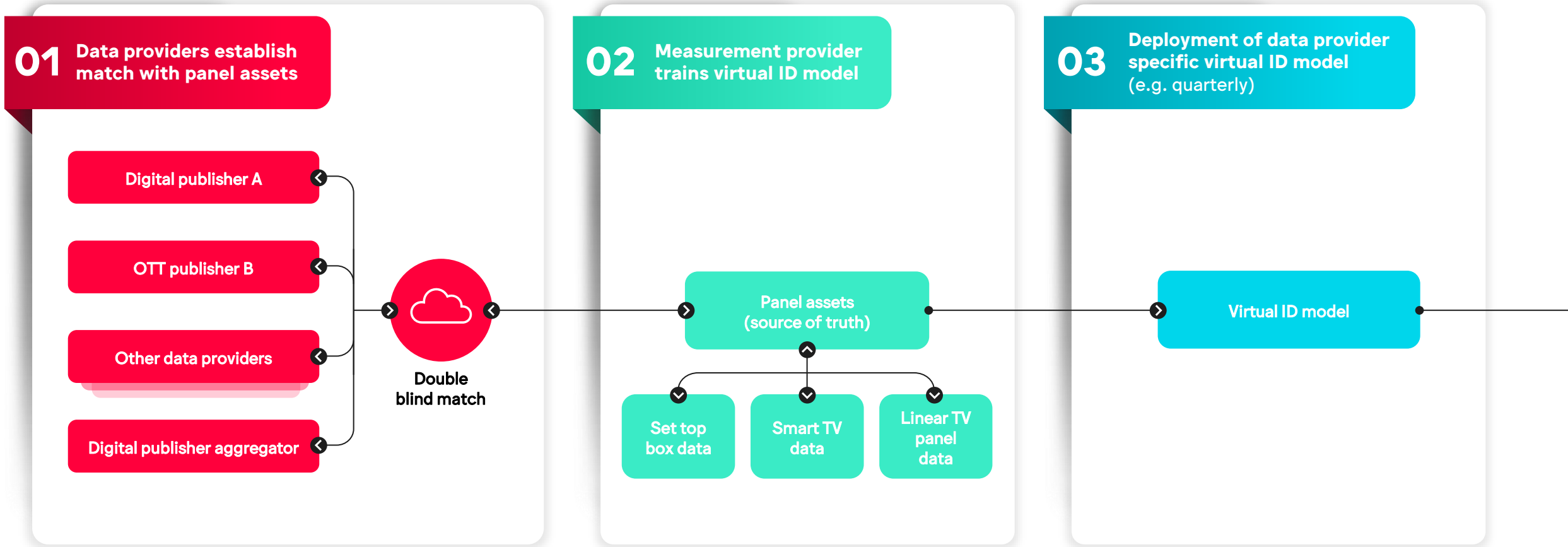
Practically speaking, VIDs are random numbers generated to correspond to a target population and, as such, are carefully mapped to the demographic make-up of a given country. VIDs do not correspond to any particular individual.

This means that there should be no more VIDs than there are people, with the same attention applied to gender, age and other audience characteristics.

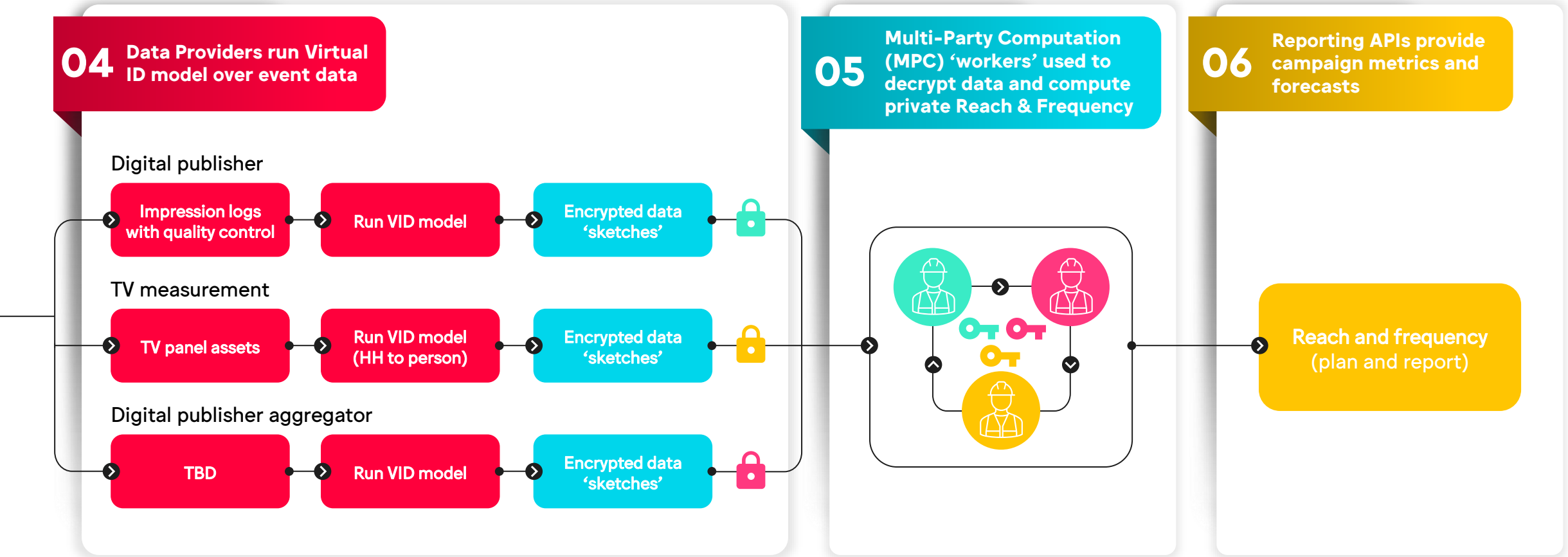
In summary, the VID model uses all data at its disposal to accurately assign TV and digital impressions to a lookalike. VIDs can be unduplicated and counted to provide a representation of campaign Reach and Frequency, but not before using privacy-preserving counting techniques, such as Multi-Party Computation (MPC).



Practically, this is a staged process with a VID model being 'trained' by the panel in the set-up phase...



During the live, measurement phase, the Virtual ID model is applied to all campaign impressions...



Why global advertisers advocate for this approach

Delivers highly **accurate and actionable** measurement in a way which is future-focused and privacy-safe;

Has the blessing of many **global players** (platforms and measurement companies);

Platforms are prepared to input their data and will be held to **highest standards** enshrined through audits;

It's a global framework and set of tools but would be **locally owned and governed**;

It's a **flexible system** which can support the metrics chosen by local stakeholders;

It's **entirely transparent** tech with no 'black boxes'.

"We need global, common components, which can then be lifted and dropped across markets. That's the key 'unlock' for how global and local can work together, to avoid replicating the same thing multiple times on cross-media measurement."

Sarah Mansfield

VP Global Media,
Unilever

Platforms are prepared to input their data into solutions based on the WFA's technological approach...

"The WFA has brought some of our industry's brightest minds together to solve advertiser challenges. This collaboration is a force for change that is prioritizing the development of a transparent, open system that preserves user privacy."

Nicola Mendelsohn

VP, Global Business Group

"We are committed to supporting measurement solutions that meet Marketer needs. The approach being led by the WFA, which is being piloted by Origin in the UK and ANA in the US, is a promising path to neutral, accurate and fair cross-media measurement, and we look forward to our ongoing collaboration with the industry as part of Halo."

Karen Sauder

President, Global Clients & Agency Solutions

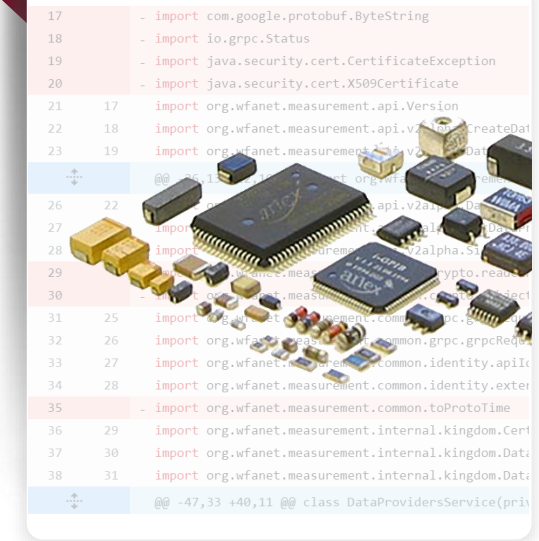
Open source software code has been written for the common components

Designed to support local markets seeking to deploy this framework

01 Global engineering team

Halo

02 Open-source software code for framework common components



03 Local stakeholder implementation programmes

ANA

ISBA

OWM

acma

"We've always known that for accountable UK cross media measurement to succeed, it will need to be as part of a global solution. Halo's drive for common components has turbocharged our local effort and, alongside the advertiser imperative, is the key to the progress we have made."

Phil Smith
Director General, ISBA

ISBA

What advertisers & national associations can expect from the Halo tech

'Always-on' (tagless) reports on reach and frequency, unduplicated between TV and digital;

A read across your whole campaign - all publishers and formats (video and display);

Opportunities to identify where frequency is excessive and to reallocate ad budgets;

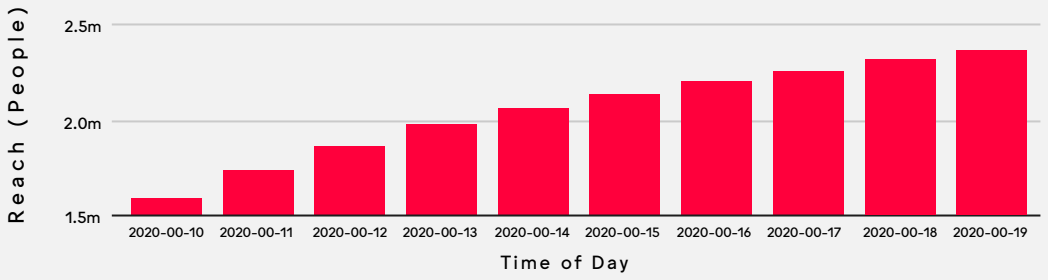
Improved media planning, with a full understanding of cross-media consumption;

Comparable reports across markets (where Halo is deployed);

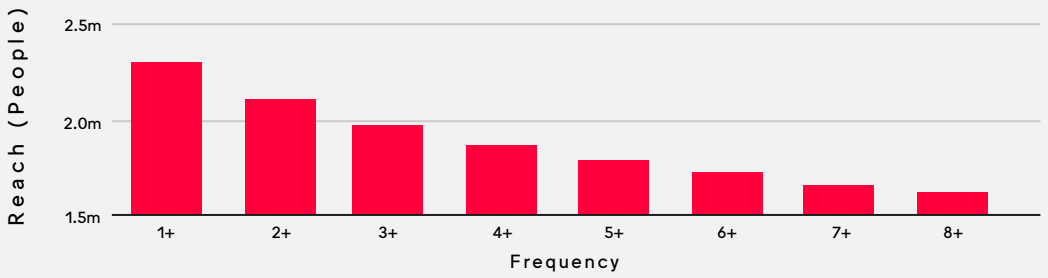
Improved MMMs through unduplicated cross-media impression data;

And in future, **measure cross-media outcomes** too (e.g. brand lift, sales lift, etc).

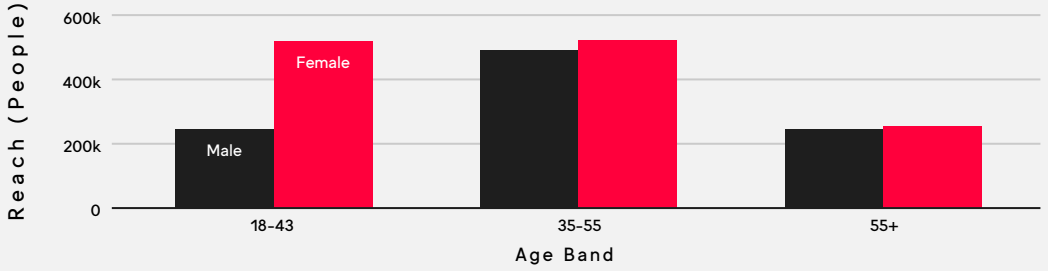
Cumulative Reach Over Time



Frequency Distribution



Demo Distribution



WFA

Next steps for WFA & Halo, and how to get involved

ANA (US) and ISBA/Origin (UK)
the first organisations to pilot the Halo tech.

ACA (Canada) and OWM (Germany) seek to implement the same framework.

WFA will play an on-going role to:

- facilitate the Halo collaboration;
- maintain and update the open-source codebase;
- develop 'playbooks' for local groups, including legal and contractual frameworks;
- provide tech support to local markets;
- Conduct research into how the Halo tech can support other measurements (beyond Reach and Frequency).

Any and all clients are welcome to get involved. And as an industry utility, any player with an interest in measurement should get in touch.

Contact Matt Green for further information.

"The key to unlocking progress on cross-media measurement is to come up with a reliable means of combining traditional, sampled panel data with scaled campaign impression data. The Virtual ID model is a now-proven concept that helps us solve this problem. PepsiCo is proud to be a driving force behind this industry solution, which will benefit large and small markets alike."

Atin Kulkarni

VP Global Media & Commercial Capabilities

Global/local Development Roadmap

Stage	Description	Timeline
Halo workstream set-up	Formation of 'common component' programme (now 'Halo'), governed by advertisers and advertiser associations, with objective of writing open-source software code as foundation of local Proofs Of Concept	Feb 2021
Initial software code releases	Halo team collaboration begins to yield fruit, with a number of releases for system components made available	H2 2021 onwards
Local ANA & Origin build/test phase	Beginning of UK/US code integration, development and testing of Halo code components	From early 2022 onwards
Halo 'Minimum Viable Product' (MVP)	Core components and code libraries of the measurement system released. Components include VID Model, Panellist Data Exchange and others needed to start integration with the local markets	Due to complete in March 2023
Halo global codebase maintenance	Maintenance, upgrades and development of global codebase to serve needs of local stakeholders	On-going
Halo legal & contractual frameworks	Legal, commercial, governance and contractual frameworks to serve needs of local stakeholders	Kicking-off Q2 2023 onwards
Halo R&D	Research and Development into how existing Halo technology can be evolved to measure other outputs (e.g. attention), and outcomes (e.g. brand lift, sales lift, attribution, etc), to satisfy advertiser needs.	Kicking-off H2 2023 onwards
International expansion	Local implementation playbook and tech support to other markets seeking to adopt Halo tech (e.g. ACA, Canada / OWM, Germany and others)	From 2024 onwards

Further resources

Industry Principles for Cross-Media Measurement

Original Technical Framework for Cross-Media Measurement

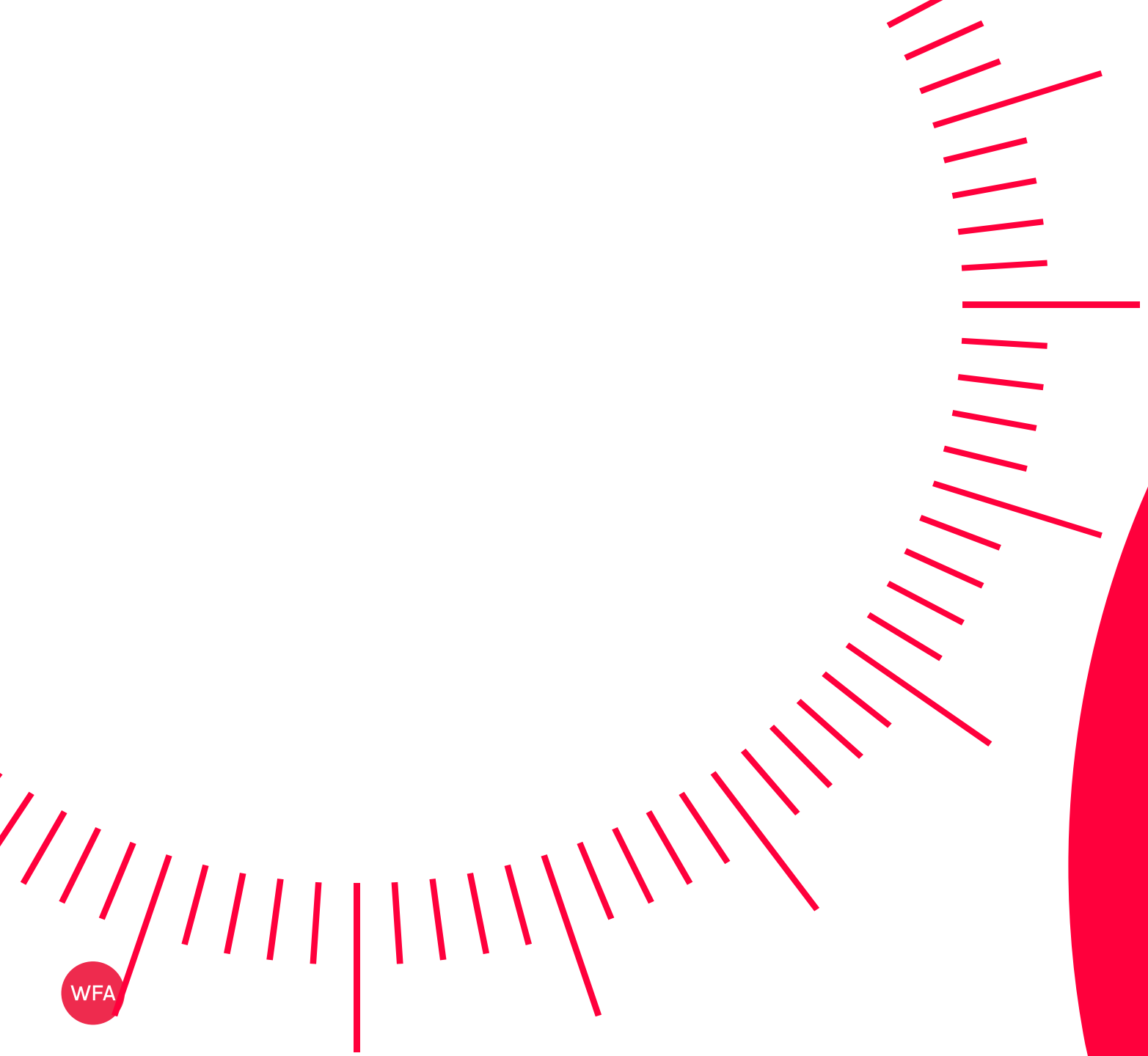
Open-source software code repository for WFA Measurement System

Origin (ISBA, UK) background and principles UK pilot cross-media measurement programme

'Progress Towards the Advertiser North Star' – Origin panel at Cannes Lions 2022

Origin consultation on a funding model for local cross-media measurement

ANA background on US pilot cross-media measurement programme



WFA World Federation of Advertisers

World Federation of Advertisers
London, Brussels, New York, Singapore

wfanet.org
info@wfanet.org
+32 2 502 57 40

twitter @wfamarketers

youtube.com/wfamarketers

linkedin.com/company/wfa