Publitalia’80: addressable planning across screens for fluid adv experiences and effective measurement
A PROGRESSIVE GROWTH OF MEDIASET CTV ECOSYSTEM

2017
- Live: Display Formats On Fta Linear Channels

2018
- On Demand: Video Formats Around On Demand Content

2019
- Live: Dynamic Ad Insertion LINEAR Spot Replacement

2020
- Acquisition of BEINTOO Mobile Data Company
- Attribution model: Drive to Store/ Drive to Site

2021
- Access from the widget gallery
MEDIASET INFINITY CONNECTED TV: A GROWING PRESENCE IN ITALIAN FAMILIES
BRANDS AND CAMPAIGNS: TRUST RENEWED YEAR AFTER YEAR
Cross screen DMP that collects first, second, and third-party data for a granular knowledge of our viewers and users preferences.
Audience profiling
GRANULAR PROFILING TO BOOST ADDRESSABLE CAMPAIGNS

- IP ADDRESS
- VIEWING BEHAVIOUR
- AUDIENCE & INTEREST TARGETING
- 2nd PARTY DATA
- GEOTARGETING/DEVICE PROFILING
- SOCIODEMO TARGETING
- AUDIENCE & INTEREST TARGETING
Incremental Reach & Additional Frequency
ADDRESSABLE CAMPAIGN TO BALANCE REACH & FREQUENCY OF LINEAR TV CAMPAIGNS

LINEAR TV CAMPAIGN

ADDRESSABLE TV CAMPAIGN

EXPOSED

NOT EXPOSED

ADDITIONAL FREQUENCY

INCREMENTAL REACH
CROSS SCREEN CAMPAIGNS
TO EXTEND THE AUDIENCE ON ALL DEVICE

ADDRESSABLE TV CAMPAIGN
SECOND SCREEN CAMPAIGN

EXPOSED
NOT EXPOSED

ADDITIONAL FREQUENCY
INCREMENTAL REACH
Innovative measurements
Attribution models to measure effectiveness and impact of addressable Smart TV campaigns in terms of visits in store and on website.
ATRIBUTION MODEL:
HOW WE DEFINE THE NUMBER OF DEVICES ANALYSED

Goal: DRIVE TO STORE

Goal: DRIVE TO SITE

%UPLIFT
between the Visit Rates of the two analysis groups
(Exposed vs Control Group)
ATTRIBUTION MODEL: EXPOSED GROUP VS CONTROL GROUP

Exposed Group

Control Group

LINEAR TV SPOT

LINEAR TV SPOT

LINEAR TV SPOT
## Attribution Model: Drive to Store: Main KPI

<table>
<thead>
<tr>
<th>VISIT RATE</th>
<th>UPLIFT</th>
<th>Next 7 days</th>
<th>Distance From the POI</th>
<th>Dwell Time in the POI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.6%</td>
<td>+18%</td>
<td>Highest Impacts Within the Next 7 Days</td>
<td>+10 Km.</td>
<td>+60 min.</td>
</tr>
</tbody>
</table>

**Visit Rate**
- Percentage number of visits to the brand website

**Uplift**
- Percentage increase between the Visit Rates of the two analysis groups

**Next 7 days**
- The impact of the advertising campaign decreases as the number of days after the last exposure increases

**Distance From the POI**
- The 56% of people who have been exposed to the ad campaign are at least 10km away from brand’s stores

**Dwell Time in the POI**
- About 30% of the visitors have recorded a dwell time greater than 60 minutes inside the brand’s stores
## ATTRACTION MODEL: DRIVE TO SITE: MAIN KPI

<table>
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<tr>
<th>VISIT RATE</th>
<th>UPLIFT</th>
<th>PAGE VIEWS PER DEVICE</th>
<th>HOURLY LAG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage number of visits to the brand website</td>
<td>Percentage increase between the Visit Rates of the two analysis groups</td>
<td>The exposed group records a higher number of page views on the brand’s website rather than the control group</td>
<td>The time lag analysis reveals how the visits on brand’s website are strongly related to the Smart TV view</td>
</tr>
</tbody>
</table>

- **VISIT RATE:** 22.8%
- **UPLIFT:** +21%
- **PAGE VIEWS PER DEVICE:** +20%
- **HOURLY LAG:** 0-3
“The journey of a thousand miles begins with a single step”
(Lao Tzu)

Silvia Broggi
Thank you