# Branding & Digital Reputation

LM AI for Marketing & Communication  a.a. 2026-27

LUMSA UNIVERSITÀ


Key Media Metrics
CPM
CPC
CTR
GRP
Reach
Frequency
Media plan
Budget
Target
KPIs

# Where are we?

# Brand Building Process

1. **Define** and **position** the brand (Vision, Mission, Values, Brand Personality and Brand Value Proposition)
2. **Express** the brand
3. **Build awareness and reputation** for the brand
4. **Measure** the brand

# Brand Building Process

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# 6-step brand choreography

1. Find a winning **brand value proposition**: the brand promise
2. Identify the **buyer personas**
3. Study the **customer journey** of the personas
4. Identify the brand **touchpoints** for each phase of the customer journey
5. Plan the right message on **Paid, Owned & Earned media**
6. Develop a **total customer experience strategy** (not just communication: all stages of the customer journey must be consistent with the brand promise, from the product to customer service, etc.)

# POE media: let's recap

## PAID MEDIA

**ATL**:
- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
  - Display
  - Search
  - Social network

**BTL**: sponsorships, events, influencer marketing

## OWNED MEDIA

Website
App
Blog
Social network
Direct response/CRM

Point of sale, merchandising, Packaging
Branded spaces

## EARNED MEDIA

PR:
- Press (+digital) articles

UGC
- reviews
- recommendations
- Social, Blogs
- WOM

In our communication plan we will use all our **owned media**

...And we try to get
as many **earned media** as possible.
**Earned media are free**. And they are **the most effective**, because people trust them

...And we buy media **to attract new customers, to create awareness and image**.

# Paid media are mostly used in the first part of the customer journey

| CUSTOMER JOURNEY STEP | COMMUNICATIONS OBJECTIVE | MEDIA & TOUCHPOINTS | | |
|---|---|---|---|---|
| | | PAID MEDIA | OWNED MEDIA | EARNED MEDIA |
| NEEDS/WANTS | BRAND AWARENESS | ADVERTISING (TV, RADIO, PRINT, OOH, CINEMA, WEB, SOCIAL), EVENTS, SPONSORISHIP, ADVERTORIALS | | PR: PRESS & TV ARTICLES |
| CONSIDERS/EXAMINES | BRAND IMAGE | ADVERTISING TV, WEB VIDEO, SPONSORSHIP | | WOM, BLOG, REVIEWS |
| BUY | INFORMATION | PRESS, BROCHURE | WEBSITE, SOCIAL, POINTS OF SALES, PACKAGING | |
| | ACTION | PAID SEARCH (GOOGLE) | DIRECT RESPONSE, POINTS OF SALES | |
| | TRUST | | POINT OF SALES, DIRECT MAILING | REVIEWS |
| IS ENGAGED/INTERACTS | CONNECTION | | DIRECT, SOCIAL MEDIA | |
| IS LOYAL/ADVOCATES | | | WEBSITE, SOCIAL MEDIA, POS | |

# Paid Media

- **Advertising ATL (Above-the-line)**
  - TV
  - Print
  - Radio
  - OOH (Out Of Home)
  - Cinema
  - Internet (display and native: social and search)
- **BTL (Below-the-line)**
  - Events
  - Sponsorships/Product Placement/Influencer Marketing
  - Unconventional (Ambient, Guerrilla Marketing, etc.)

# Paid Media ATL= Advertising

Advertising is a marketing tactic involving paying for space to promote a product, a service, or a cause.

From https://www.shopify.com/encyclopedia/advertising

# Media planning

If we want an **effective advertising campaign**, not only do we need to create **relevant and impactful advertising content**, but we also have to **reach our target audience and deliver the message in such a way that it is noticed and remembered**

# Media planning

**This means:**

1. **Select the right media**
2. Define how much **space and time is needed** to have our target audience understand the message (30” TV commercial or 15”? A full page in a newspaper or a banner?)

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1. **Select the right media**
2. Define how much **space and time is needed** to have our target audience understand the message (30" TV commercial or 15"? A full page in a newspaper or a banner?)
3. Define **how many times** we need to **repeat** the message so that it is **remembered** (3 times? 10 times?)
4. And at the same time, we have to **spend as little as possible** (or get the maximum effectiveness from the available budget)

# To do this,
# we need to know the ATL media and how to plan them

# Knowing each advertising media

To effectively **plan media** we have to know:

1. **Potential reach** of our **target audience**
2. **How audience is measured**, and if these surveys are reliable
3. **Expressive capability** and role in the customer journey
4. Technical **constraints**
5. **Cost** (and **who sells** the media vehicles)

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# How do we measure the reach?

How can we «translate» this capability?

**Which is the currency?**



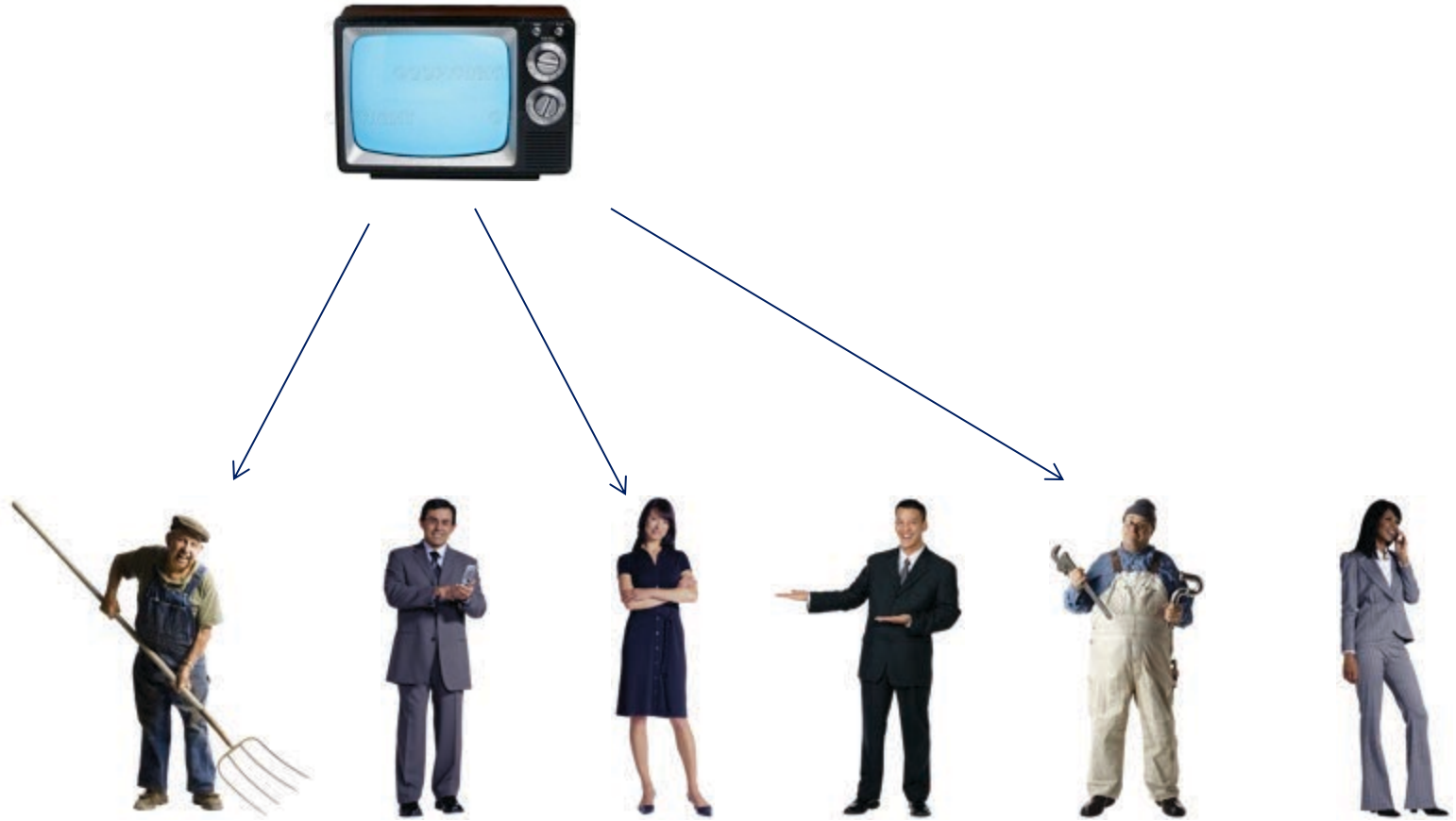
# Key planning metrics

# Target audience

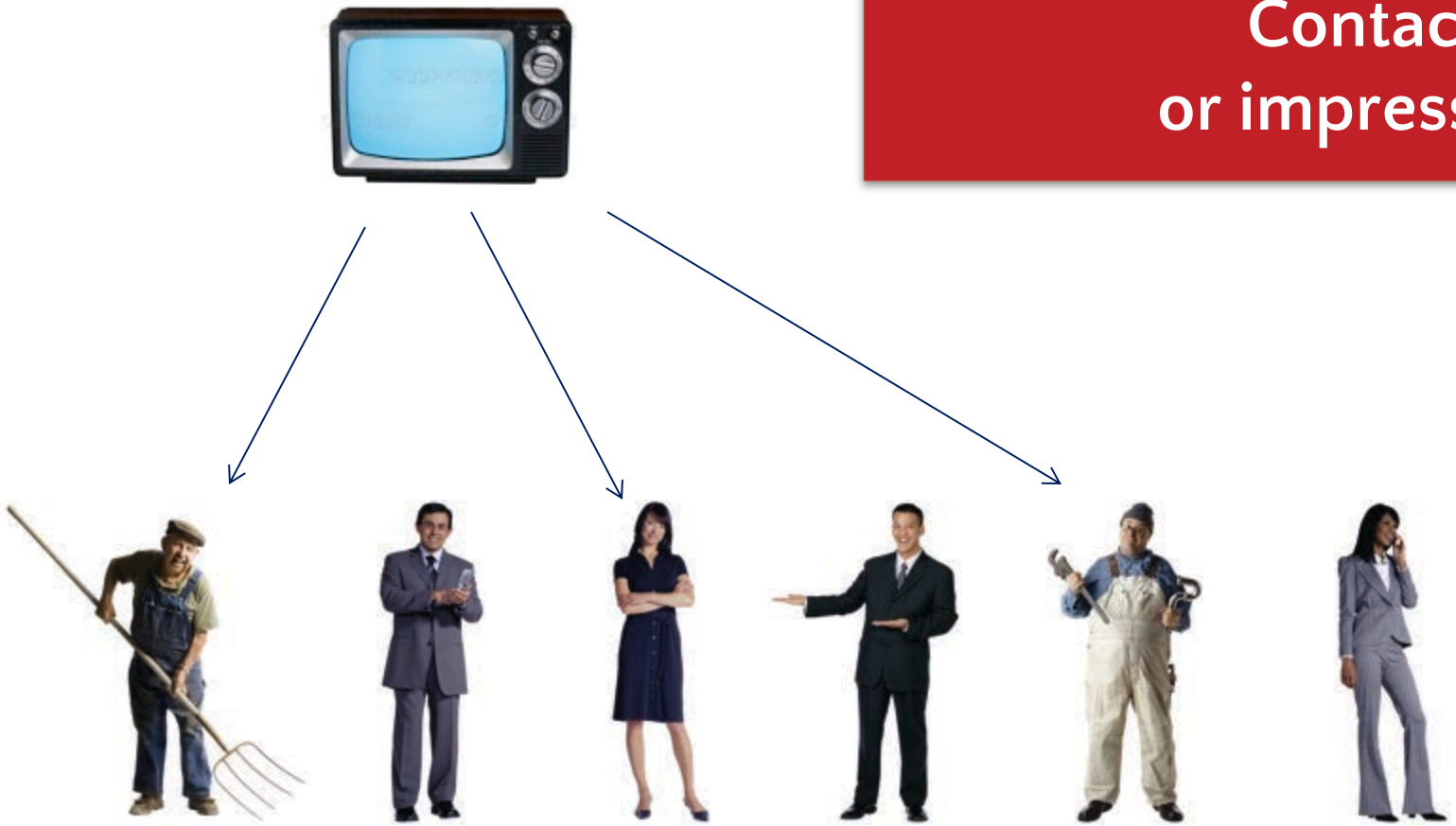


# Let’s imagine planning a TV campaign

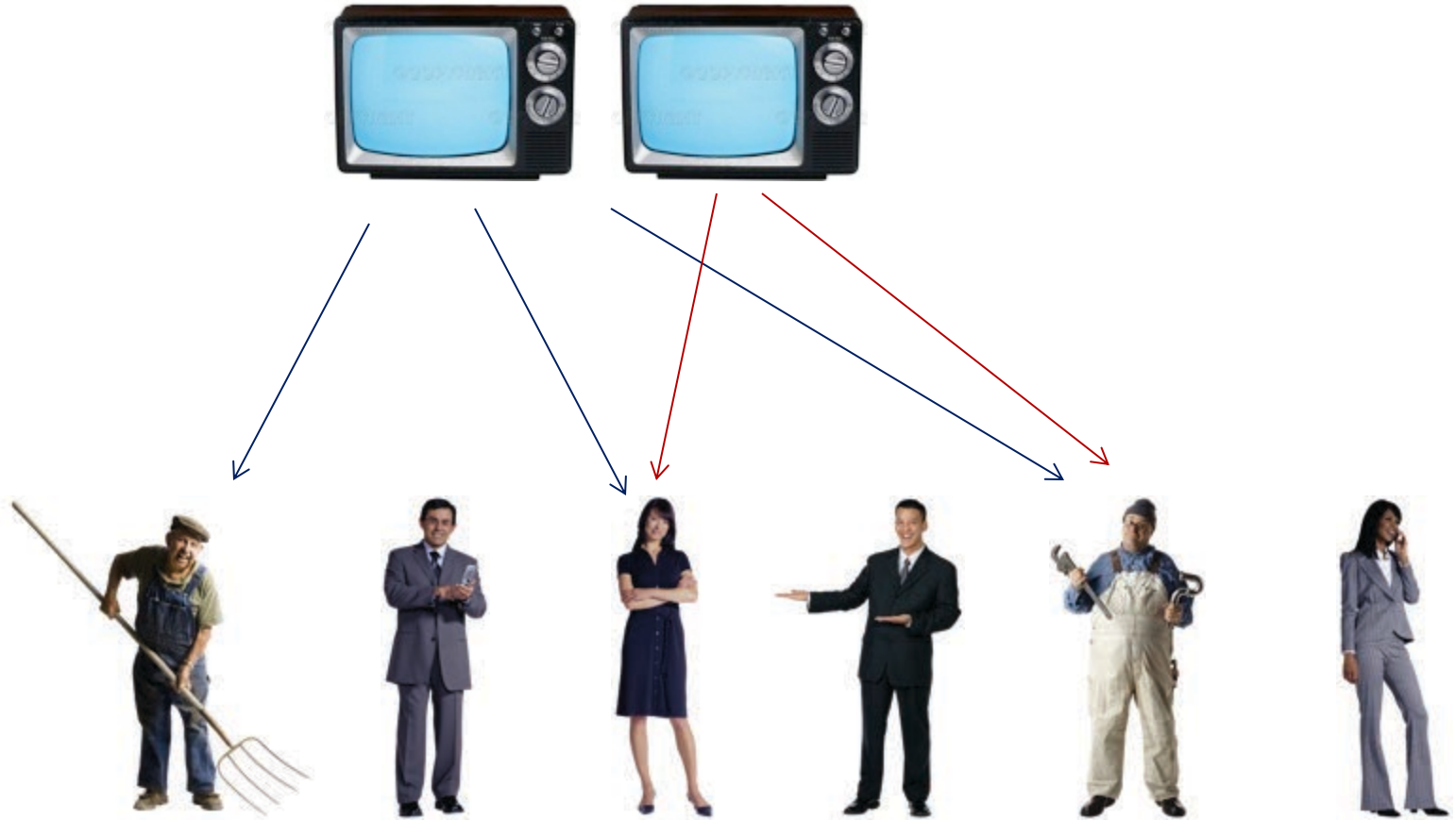
# What are these?



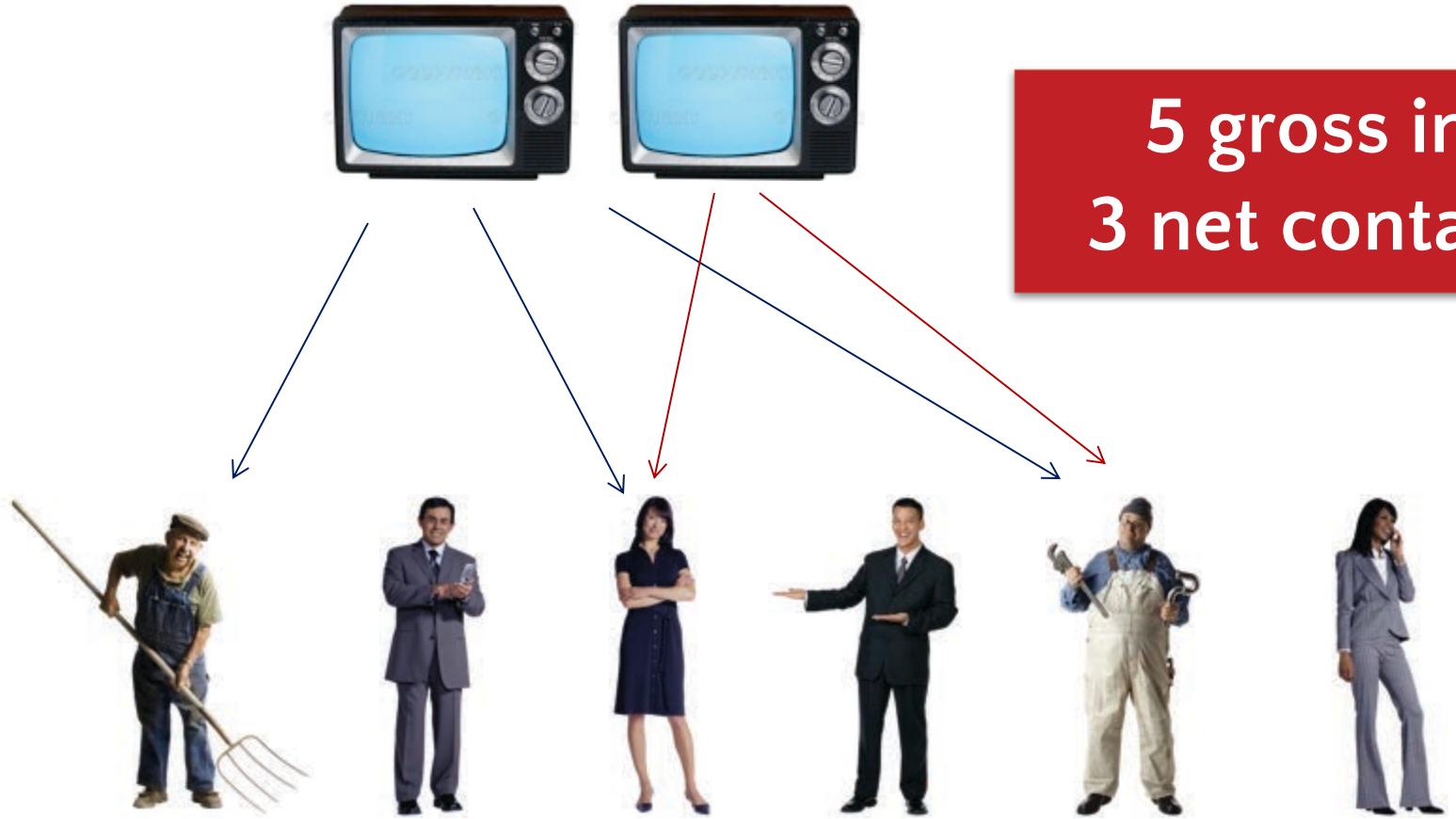
# Contacts or impressions



# Now how many impressions?



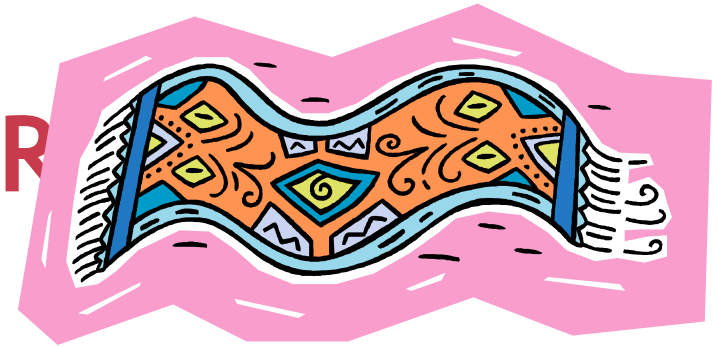
# Gross impressions and Net Contacts



**5 gross impressions**
**3 net contacts (people)**

# REACH

# It is also called COVER or PENETRATION



**Reach** refers to the number or percentage (%) of people in the target audience who are exposed to the medium (or the whole campaign) where the message appears

# When the reach is expressed in numbers = net contacts

# But reach = 30 is NOT equal to 30%

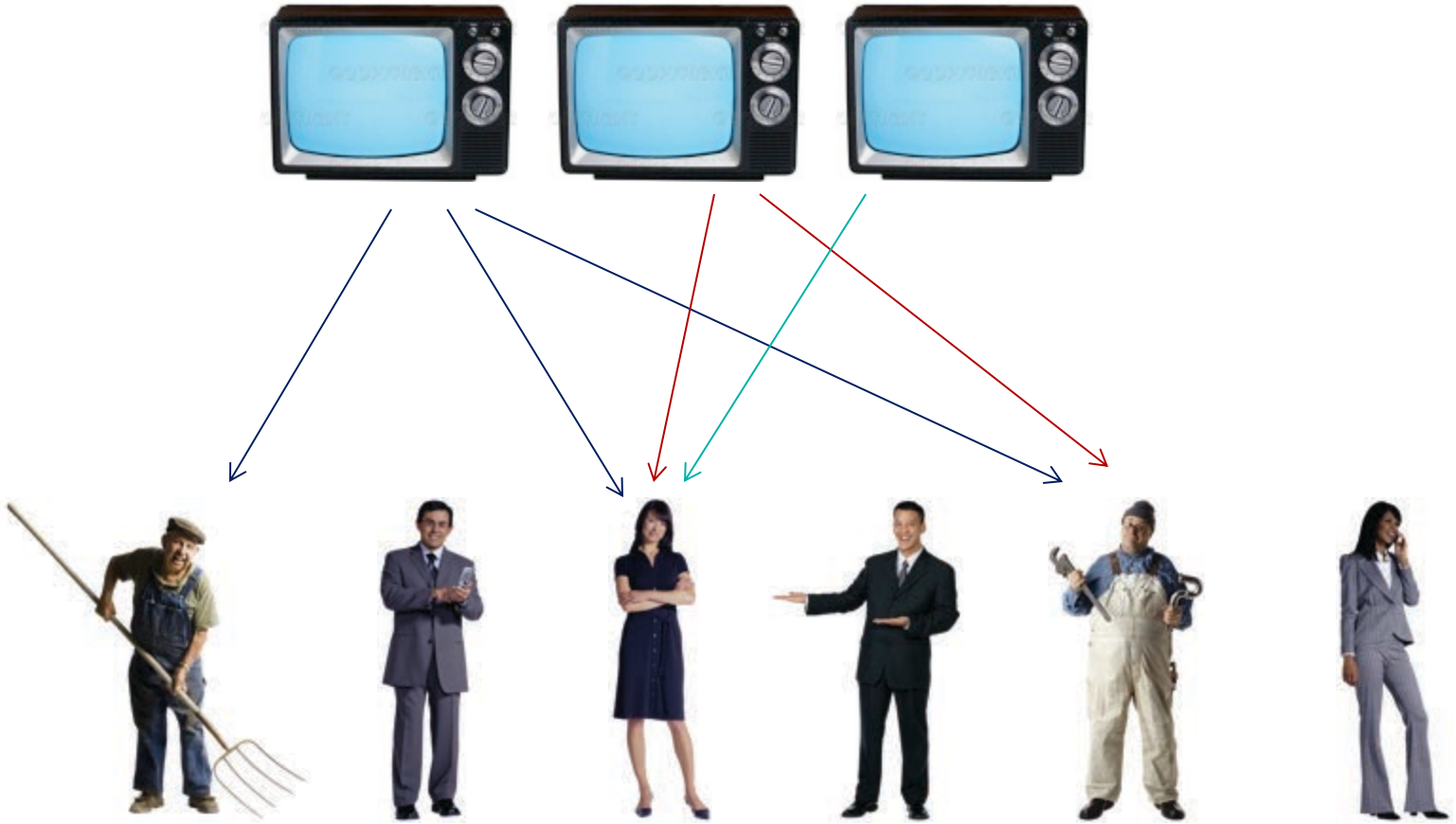
# If the target is 1,000,000 people:
# 30% = 300,000 people
# NOT 30 heads

# Reach

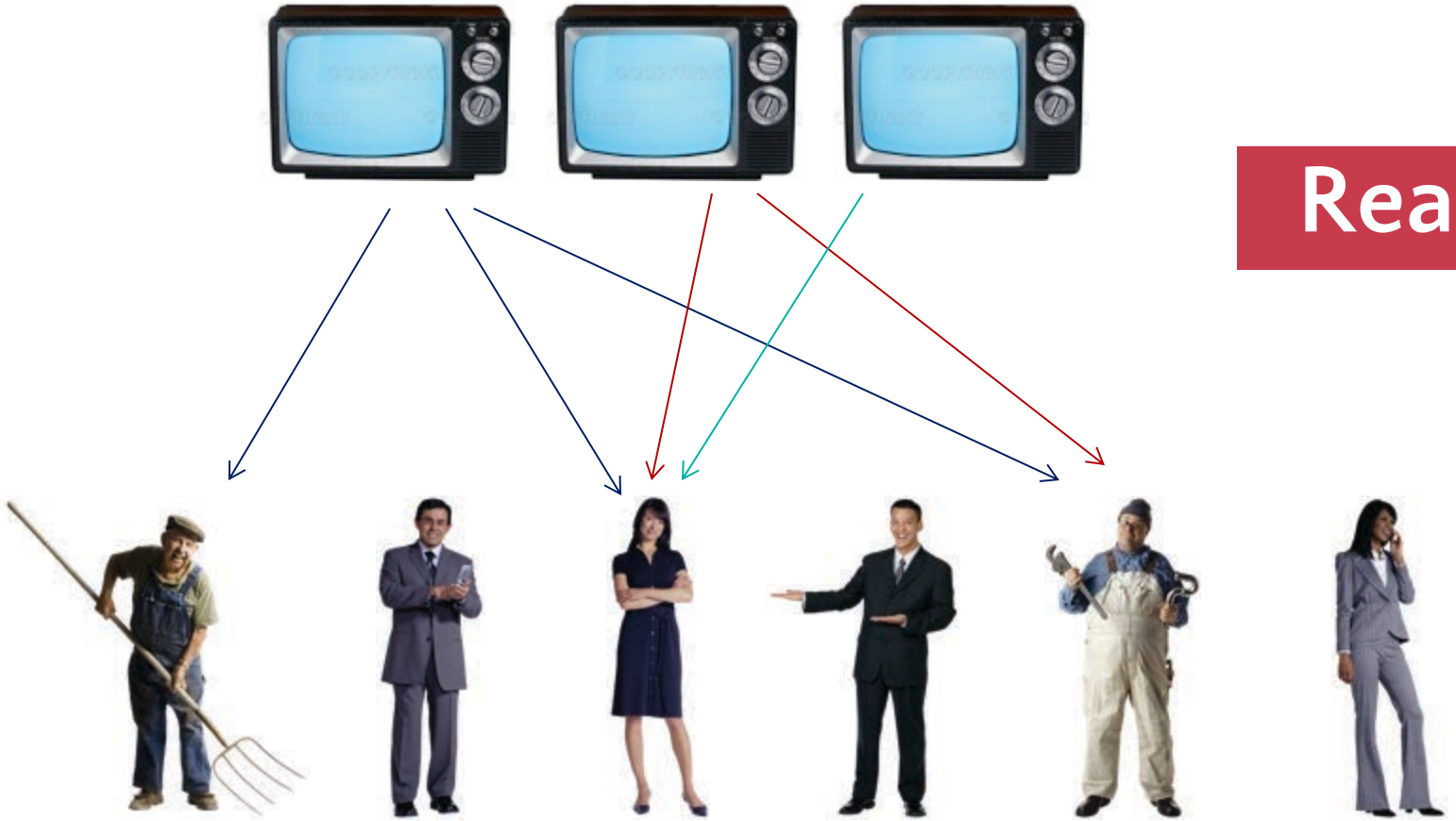
**The higher the reach, the better**

# What’s the maximum reach% possible?

# From impressions to reach%

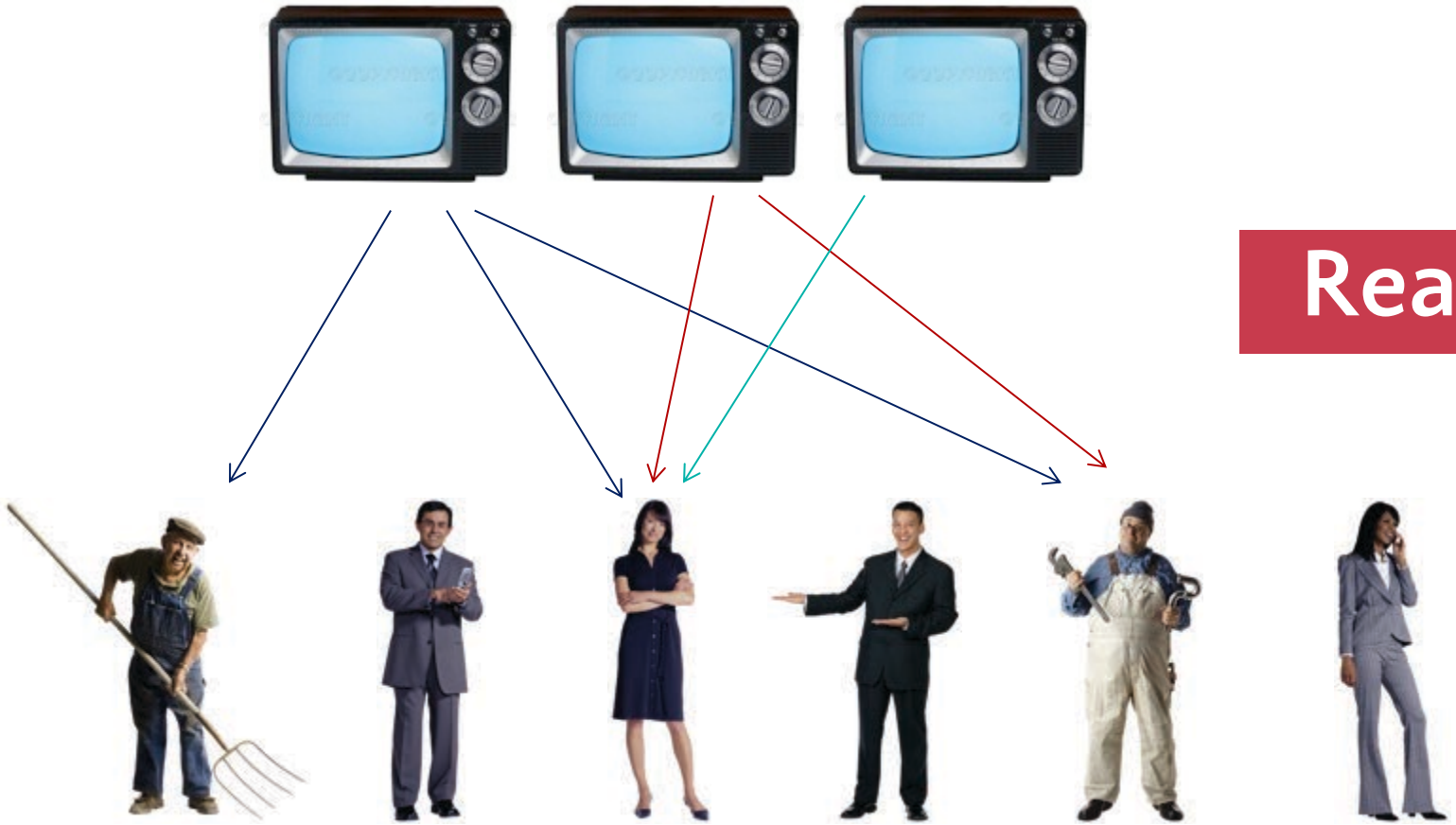


# From impressions to reach%



**Reach%?**

# Calculation: from impressions to reach%



**Reach%?**

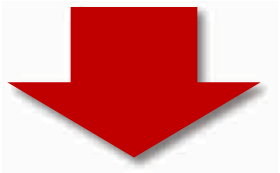
**Net contacts / target x 100 = 3/6 x 100 = 50%**

# Let’s try with some examples

# Try and calculate

Target audience: **100**

People who saw the message: **20**



**What is the reach%?**

# Try and calculate

Target audience: **100**

People who saw the message: **20**



**What is the reach%?**

**20%**

# Try and calculate

Target audience: **200**

People who saw the message: **20**



**What is the reach%?**

# Try and calculate

Target audience: **200**

People who saw the message: **20**



**What is the reach%?**

**10%**

# Try and calculate

Target audience: **10**

People who saw the message: **5**



**What is the reach%?**

# Try and calculate

Target audience: **10**

People who saw the message: **5**



**What is the reach%?**

**50%**

# RATING POINTS

# Understanding rating points

Rating, especially in the USA, is used as the baseline measure for all media concepts.

**One rating point equals 1 percent of a particular target group**

**It is the same as 1% reach**

# Try and calculate

Target audience: **100**

1 commercial on TV that **reaches 50 people** in the target audience



**What's the reach%?**

# Try and calculate

Target audience: **100**

1 commercial on TV that **reaches 50 people** in the target audience



**What's the reach%?**

**50%**

# Try and calculate

Target audience: **100**

1 commercial on TV that **reaches 50 people** in the target audience



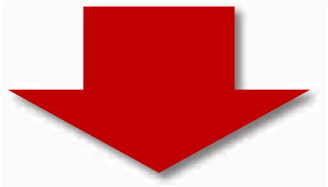
**How many Rating Points?**

**50**

# FREQUENCY

# Frequency

If **reach is the percentage of the target** universe **reached** one or more times by a medium, **frequency is the average number of times those persons are reached**



We need to **repeat the message** in order to have it **remembered**

# Do you think the higher the frequency, the better?

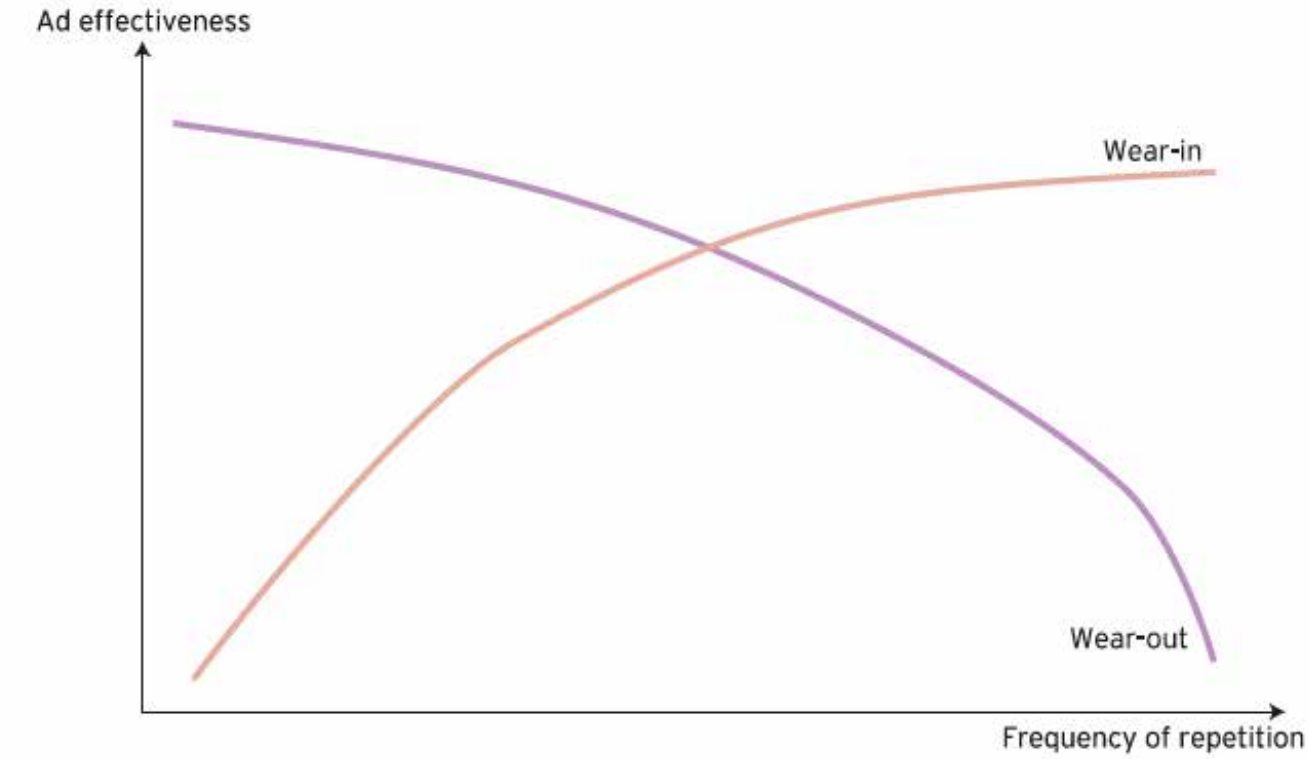


# Frequency is expensive. And too many repetitions annoy people

# How does a consumer respond to frequent exposures?

Research shows that **advertising repetition initially increases learning**, but may **lead to boredom and irritation later**.

According to the **two-factor model**, an **inverted-U relationship** exists between the level of exposure on the one hand, and advertising effectiveness (cognitive responses, attitudes, purchase) on the other



# How does a consumer respond to frequent exposures?

**Wear-in and wear-out effects** explain the nature of this relationship.

At **low levels of exposure**, consumers develop rather **negative responses** (e.g. counter-arguments) due to the **novelty of the stimulus**.

**After a few exposures**, the reaction becomes **more positive**. This is referred to as **wear-in.**

**More frequent exposures again** lead to more **negative responses**, such as irritation, a phenomenon called **wear-out**.

# But how much frequency is too much?

# We tried to use neuromarketing research to discover it…



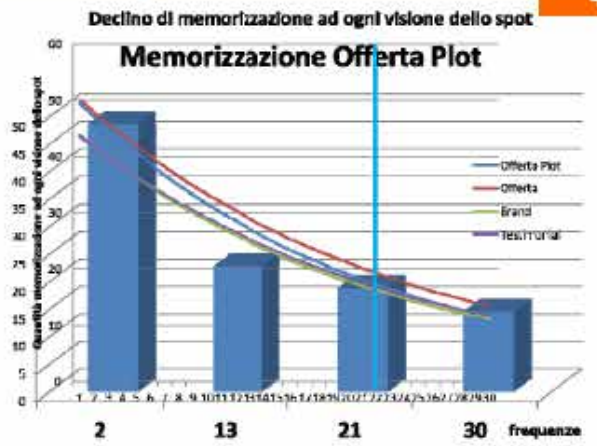
# Neuromarketing results (TIM Commercial)

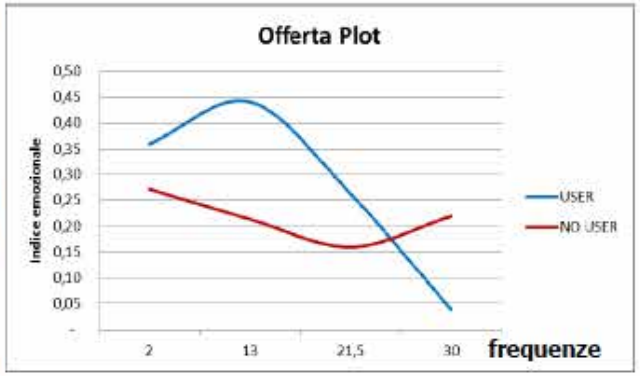
GfK Group | 26190-1 NeuroAd Test Campagna Commerciale TIM | Flight 2 - 19 Dicembre 2011

## Risultati relativi all'evoluzione della percezione di Pugnali

4

- Lo spot «Pugnali» ha generato un trasferimento del 90% della memorizzazione **dopo 22 esposizioni per**
  - ✓ **tutto il gruppo analizzato**
  - ✓ **gruppo USER e gruppo NO USER.**
- Gli USER presentano una progressiva riduzione dell'emozione positiva che **dopo 22 esposizioni cade verso la stanchezza**
- I NO USER **continuano ad avere una emozione positiva anche dopo la 22a esposizione**
- Le persone con un grado di cultura elevato (SISTEMICI, laurea, età media 36) rispetto ai diplomati e più anziani (IPERVISIVI, diplomati, età media 42)
  - ✓ apprezzano leggermente di meno lo spot
  - ✓ si stancano emotivamente prima dello spot
- Entrambe le categorie (diplomati, laureati) **assorbono il 90% della memorizzazione** possibile per lo spot **dopo 21-22 esposizioni.**
- Le frequenze ottimali di uno spot **possono essere stimate con solo due misure (una pre e una post a + 8gg)**



# What we have learned:

Those who knew the brand (**TIM users**) learned more quickly and **got tired earlier**, while **non-users** (the **target group**) **needed more frequency** (even after 22 or more exposures, there were still favorable emotions)

# So how can we choose the right frequency?

# How to define the optimal frequency level

How to decide the **optimal frequency level**? How many times do we need to repeat the message?

It is inevitably linked to the **advertising objective**, the **type of message** used, **media clutter**, the product category, the **competition** level, the **target group** and the **media** used.

# How to define the optimal frequency level

Let's look at some examples:

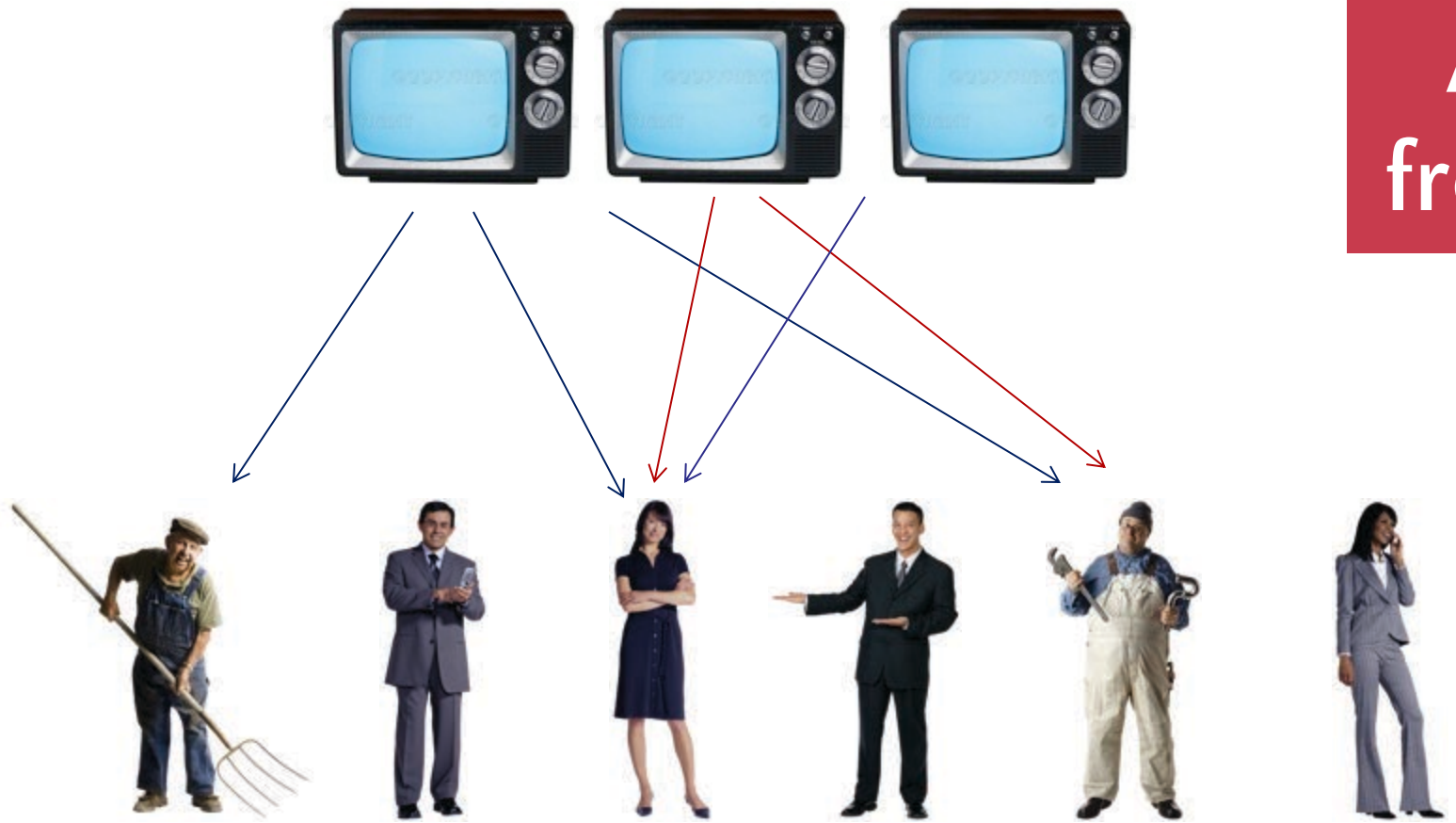
- ❑ New product/service?
- ❑ Very interesting product/service?
- ❑ New advertising campaign?
- ❑ Very impactful creativity?
- ❑ Young and "quick to grab messages" target audience?
- ❑ Crowded media?

# Average frequency

**AVERAGE FREQUENCY**

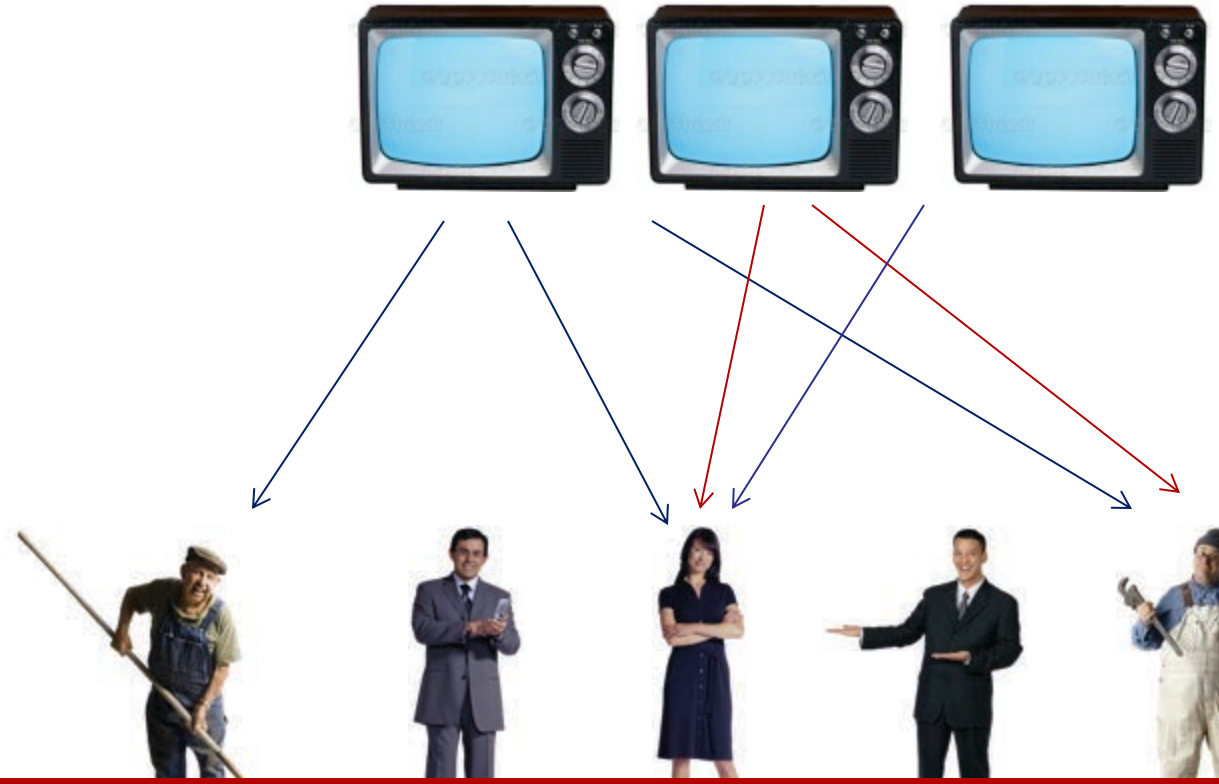
reports the **average number of times a person is exposed** to an advertising schedule

# How to calculate average frequency



**Average frequency?**

# How to calculate average frequency



Average frequency?

Gross impressions/Net contacts = 6/3 = 2

**Average frequency** is calculated on the **people who are exposed to the media** (NOT the target group)!

# What do we call the people (in target) who are exposed to the media?



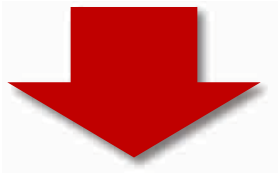
# Let’s try with some examples

# Try and calculate

Target audience: **100**

Gross impressions: 400

People who saw the message: **50**



**What is the average frequency?**

# Try and calculate

Target audience: **100**

Gross impressions: 400

People who saw the message: **50**



**What is the average frequency?**

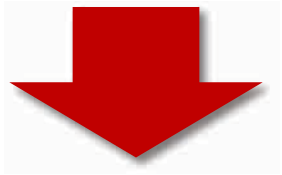
**8**

# Try and calculate

Target audience: **400**

Gross impressions: 400

People who saw the message: **50**



**What is the average frequency?**

# Try and calculate

Target audience: **400**

Gross impressions: 400

People who saw the message: **50**



**What is the average frequency?**

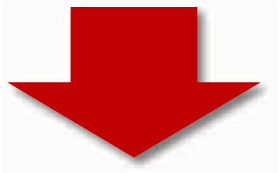
**8**

# Try and calculate

Net contacts: **100**

Gross impressions: 400

Target Audience: **500**



**What is the average frequency?**

# Try and calculate

Net contacts: **100**

Gross impressions: 400

Target Audience: **500**



**What is the average frequency?**

**4**

# Rating Points and frequency…

# Rating Points

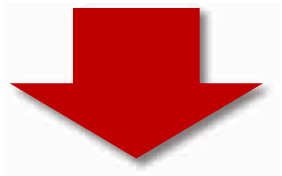
1 rating point = 1 point of Reach%

**50% Reach = 50 Rating Points**

# Try and calculate

I want to publish an ad in the Corriere della Sera newspaper, which has a **reach of 5%** of my target group.

How many **Rating Points** do I get with **1 ad**?

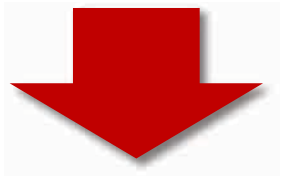


**Rating Points?**

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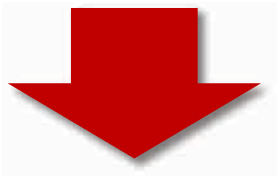


**Reach 5% = 5 Rating Points**

# Try and calculate

I want to publish an ad in the Corriere della Sera newspaper, which has a **reach of 5%** of my target group.

How many **Rating Points** do I get with **5 ads**?

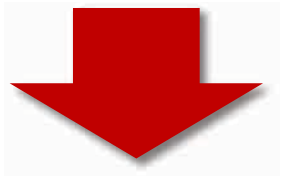


**Rating Points?**

# Try and calculate

I want to publish an ad in the Corriere della Sera newspaper, which has a **reach of 5%** of my target group.

How many **Rating Points** do I get with **5 ads**?



**5 Rating Points every ad**

**5 x 5 = 25**

**BUT NOT 25% reach!!!**

# We can add up rating points BUT NOT the reach%!

# GRPs (Gross Rating Points) or TRPs (Target Rating Points)

# GRPs

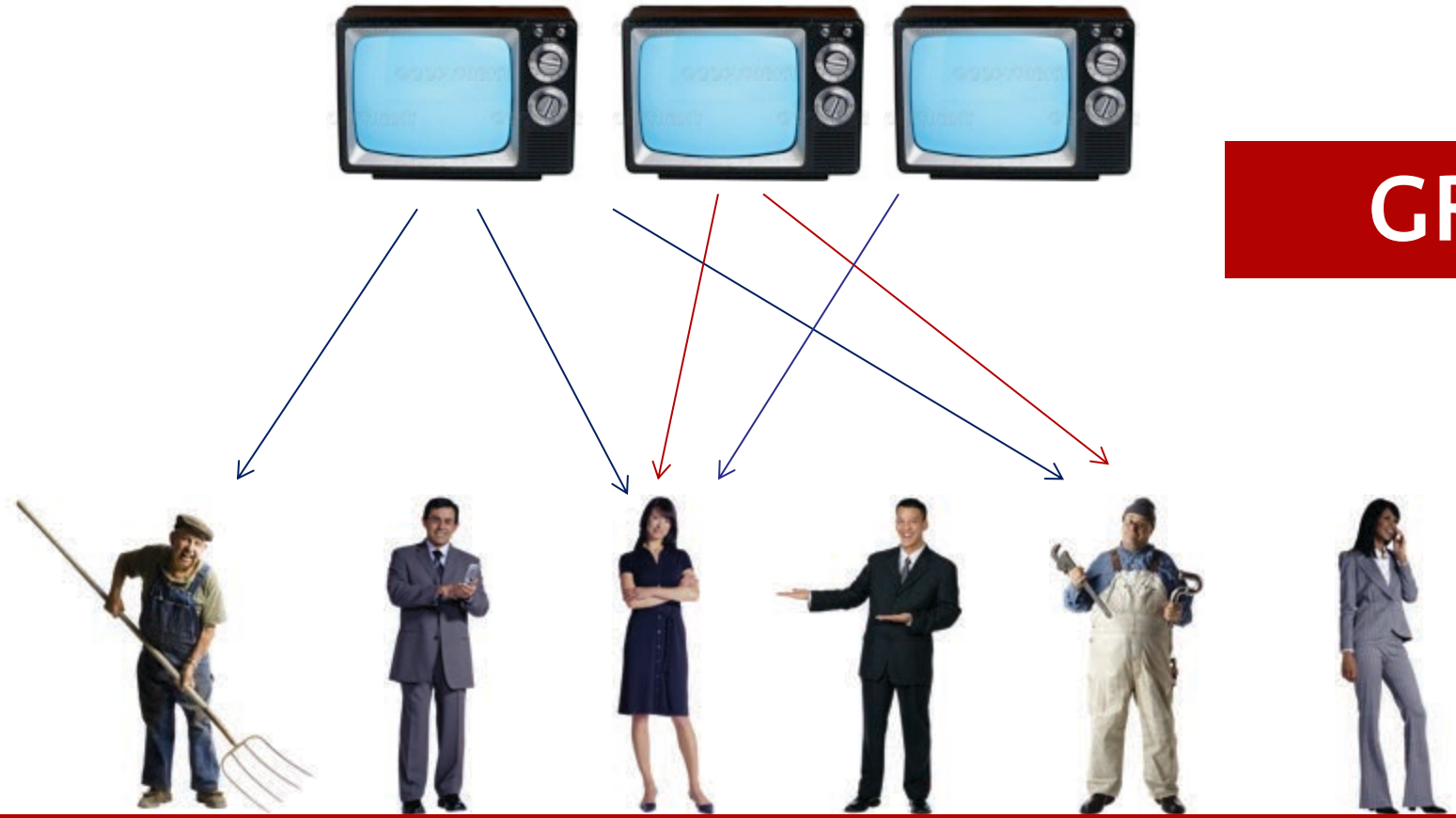
We can define GRPs as the **units of the advertising "pressure"**

They are the result of

**Reach% (x100) x Average Frequency**

# They are also called TRPs (Target Rating Points)

# GRPs: Gross Rating Points



**GRPs?**

**Reach% (x100) x Ave. Frequency = 50 x 2 = 100**

# GRPs

**If the frequency is 1**
**GRPs = ?**

# GRPs

If the frequency is 1
GRPs = ?

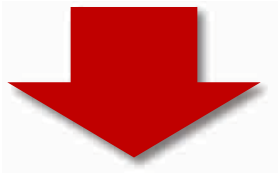


Reach% without the %

# Example

**Target** audience: **100** people

I buy an **advertisement** in a newspaper that is **read by 20 people in target**

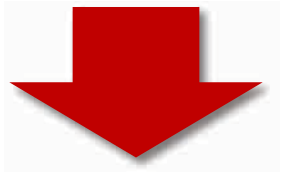


**What reach% do I get?**

# Example

**Target** audience: **100** people

I buy an **advertisement** in a newspaper that is **read by 20 people in target**



**What reach% do I get?**

**20%**



**How many GRPs?**

# Example

**Target** audience: **100** people

I buy an **advertisement** in a newspaper that is **read by 20 people in target**



**What reach% do I get?**

**20%**



**How many GRPs? 20**

# GRPs: another way to calculate them

It's really an easy way to calculate GRPs, since we usually don't know the duplication of exposure (and so the net contacts)

GROSS IMPRESSIONS x 100 / TARGET =

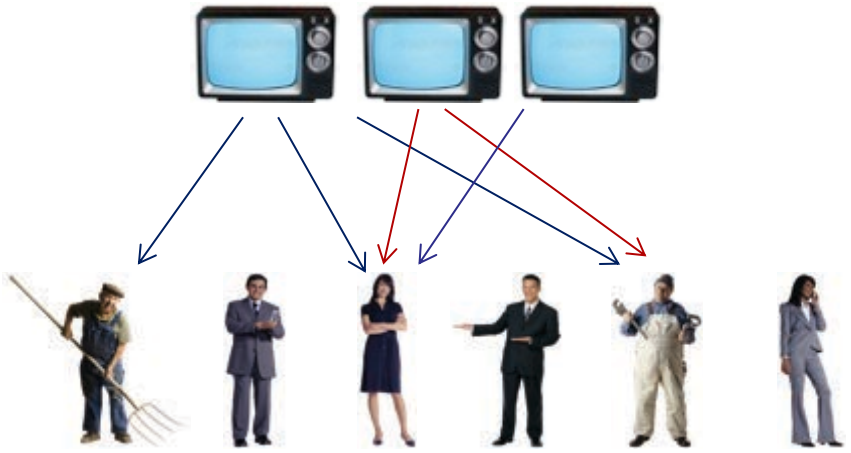
(net contacts x average frequency x 100) / target =

(net contacts / target x 100) x average frequency =

REACH% (x100) X AVERAGE FREQUENCY

6 x 100 / 6 = 100

50% x 2 x 100 = 100



# Another easy way to calculate GRPs is...

# Adding up all the rating points (the reach%) of each media vehicle

# GRPs: adding up all the rating points

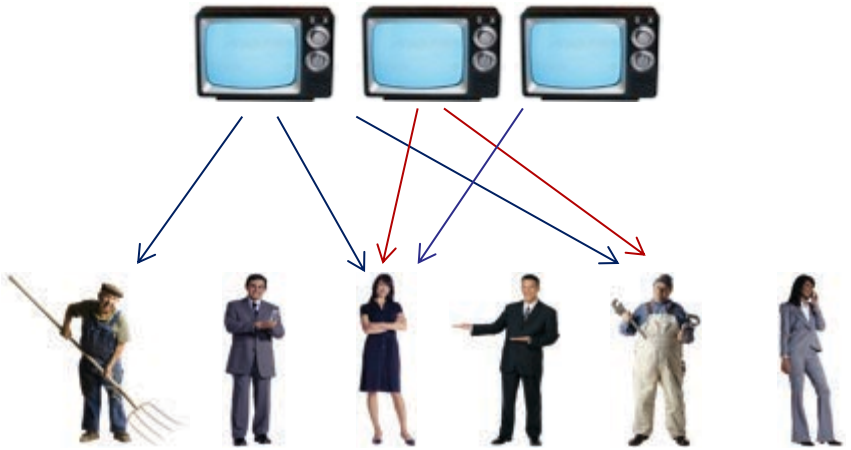
## Adding up all the rating points (reach%) of each ad

1st spot = 50% reach = 50 (rating points)

2nd spot = 33% reach = 33 (rating points)

3rd spot = 17% reach = 17 (rating points)

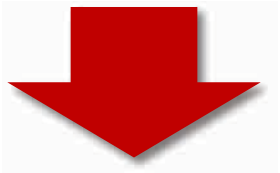
Total = 100 GRPs (**GROSS** rating points)



# Let’s see if you understood

**Target audience: 200** people

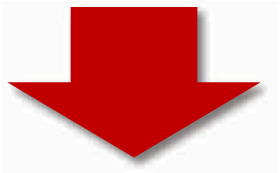
**1** advertisement in La Repubblica that **is read by 20 people** in target



**What is the REACH%?**

**Target audience: 200** people

**1** advertisement in La Repubblica that **is read by 20 people** in target

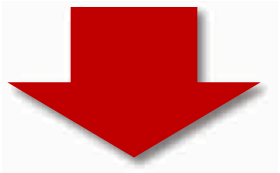


**What is the REACH%?**

**10%**

**Target audience: 200** people

**1** advertisement in La Repubblica that **is read by 20 people** in target



**What is the REACH%?**

**10%**

**How many GRPs?**

**Target audience: 200** people

**1** advertisement in La Repubblica that **is read by 20 people** in target



**What is the REACH%?**

**10%**

**How many GRPs?**

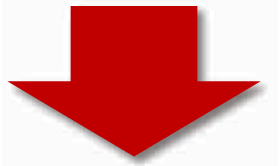
**10**

# A more complex media plan

**Target audience: 100** people

**1** advertisement in Il Messaggero that **is read by 10 people** in target +

**1** advertisement in Corriere della Sera that **is read by 20 people** in target



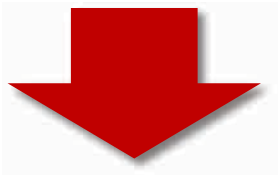
**What is the REACH%?**

# A more complex media plan

**Target audience: 100** people

**1** advertisement in Il Messaggero that **is read by 10 people** in target +

**1** advertisement in Corriere della Sera that **is read by 20 people** in target



**What is the REACH%?**
**I CANNOT KNOW.**
**I don't know the duplication of exposure**

# A more complex media plan

**Target audience: 100** people

**1** advertisement in Il Messaggero that **is read by 10 people** in target +

**1** advertisement in Corriere della Sera that **is read by 20 people** in target



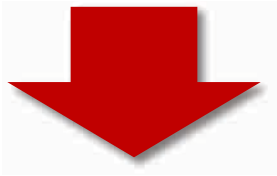
**How many GRPs?**

# A more complex media plan

**Target audience: 100** people

**1** advertisement in Il Messaggero that **is read by 10 people** in target +

**1** advertisement in Corriere della Sera that **is read by 20 people** in target



**I can calculate GRPs:**

**10 + 20 = 30**

# So, how can we calculate net contacts and reach%?

# With specific software used by media agencies

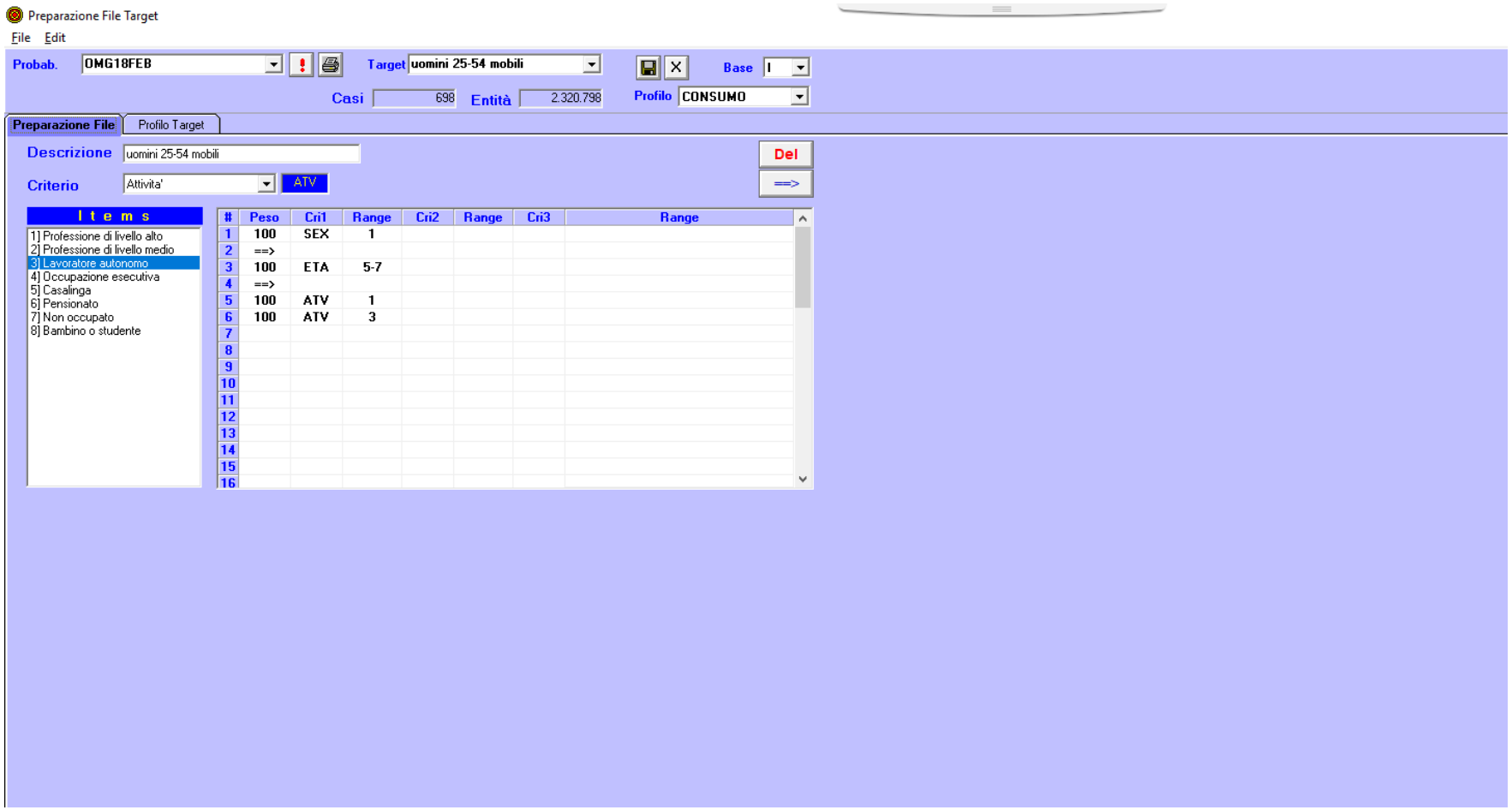
# Media agencies

**Media agencies** are specialized in media strategy, planning and buying

They use **special software** (**Kubik** or **Galileo / Supernova** by Memis) that processes data from media audience surveys and **calculates exposure duplications**

**This way we can estimate net contacts and reach%.**

# 1. We start with target audience definition using media audience surveys' segmentation variables



# Target audience definition examples




| | |
|---|---|
| Target Base: | Regioni. Lazio |
| Target Group: | M 25-64 ROMA cl. Media->Sup |
| Target Weight: | All people |
| Size: | 1.085 (624) = 21,1% |

# 2. Then we get the in-target audience ranking

Cover: net contacts

Reach%

TRPs

AUDIPRESS 2018/2 CARTA e/o REPLICA (elab.Galileo su | AUDIPRESS CR 2018/2 Media Data

Ranker2

Target Base: All people
Target Group: M 25-64 ROMA
Target Weight: All people
Size: 1.187 (681) = 2,2%

| | Carrier | Quantity | Cover | Frequen. | OTS | Cvr.% | TRP | TGI |
|---|---|---|---|---|---|---|---|---|
| | **Integr. Index Coefficients:** | | | | | **0,2** | **0,4** | **0,4** |
| 1 | IL MESSAGGERO | 1 | 247 | 1 | 247 | 20,8 | 20,8 | 1.035 |
| 2 | CORRIERE DELLO SPORT STADIO | 1 | 214 | 1 | 214 | 18,0 | 18,0 | 675 |
| 3 | LEGGO | 1 | 147 | 1 | 147 | 12,4 | 12,4 | 1.184 |
| 4 | LA REPUBBLICA | 1 | 128 | 1 | 128 | 10,7 | 10,7 | 302 |
| 5 | CORRIERE DELLA SERA | 1 | 74 | 1 | 74 | 6,3 | 6,3 | 163 |
| 6 | IL FATTO QUOTIDIANO | 1 | 37 | 1 | 37 | 3,1 | 3,1 | 453 |
| 7 | IL SOLE 24 ORE | 1 | 30 | 1 | 30 | 2,5 | 2,5 | 182 |
| 8 | TUTTOSPORT | 1 | 21 | 1 | 21 | 1,7 | 1,7 | 123 |
| 9 | IL GIORNALE | 1 | 19 | 1 | 19 | 1,6 | 1,6 | 240 |
| 10 | LIBERO | 1 | 12 | 1 | 12 | 1,0 | 1,0 | 304 |
| 11 | LA STAMPA | 1 | 12 | 1 | 12 | 1,0 | 1,0 | 50 |
| 12 | AVVENIRE | 1 | 8 | 1 | 8 | 0,7 | 0,7 | 150 |
| 13 | ITALIA OGGI | 1 | 6 | 1 | 6 | 0,5 | 0,5 | 234 |
| 14 | IL MATTINO | 1 | 4 | 1 | 4 | 0,3 | 0,3 | 30 |
| 15 | CORRIERE DELL' UMBRIA VT RI SI | 1 | 2 | 1 | 2 | 0,1 | 0,1 | 26 |

All people | M 25-64 ROMA | M 25-64 ROMA cl. Med...

# TRP = Target Rating Point, same thing as GRP

# E.g. TV ranking by coverage

GRPs

File Edit Marca Help

JobInfo | Piani

Graduatoria | Analisi Veicoli | VEICOLI ORDINATI PER GRP'S DESC

| # | Nome Veicolo | I | 1/2/U | Polit | tID | cID | Cos Lordo | Sco St. | Lor. destag. | Sconti | Suppl. | Netto | Net net | Contatti | Grp's | Cos Grp | CxG NetNet | CPM | Aff |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | UN P80 STRISCIA NOTIZIA | | | MIP | | | 950.000,00 | | 950.000,00 | | | 950.000,00 | 807.500,00 | 2.449 | 105,52 | 9.003 | 7.652 | 387,9 | |
| 2 | UN P80 STRISCIA NOTIZIA | | | MIP | | | 950.000,00 | | 950.000,00 | | | 950.000,00 | 807.500,00 | 2.431 | 104,76 | 9.068 | 7.708 | 390,7 | |
| 3 | UN P80 STRISCIA NOTIZIA | | | MIP | | | 950.000,00 | | 950.000,00 | | | 950.000,00 | 807.500,00 | 2.431 | 104,76 | 9.068 | 7.708 | 390,7 | |
| 4 | R1 SANREMO 2 /FB | | | FBR | | | 1.902.000,00 | | 1.902.000,00 | | | 1.902.000,00 | 1.616.700,00 | 1.812 | 78,07 | 24.363 | 20.709 | 1049,8 | |
| 5 | R1 SANREMO 4 /FB | | | FBR | | | 1.752.000,00 | | 1.752.000,00 | | | 1.752.000,00 | 1.489.200,00 | 1.788 | 77,03 | 22.743 | 19.332 | 980,0 | |
| 6 | R1 SANREMO 3 /FB | | | FBR | | | 1.830.000,00 | | 1.830.000,00 | | | 1.830.000,00 | 1.555.500,00 | 1.773 | 76,38 | 23.960 | 20.366 | 1032,4 | |
| 7 | R1 SANREMO 5 /FB | | | FBR | | | 1.632.000,00 | | 1.632.000,00 | | | 1.632.000,00 | 1.387.200,00 | 1.748 | 75,32 | 21.667 | 18.417 | 933,6 | |
| 8 | UN P80 AVANTI UN ALTRO FLASH | | | MIP | | | 450.000,00 | | 450.000,00 | | | 450.000,00 | 382.500,00 | 1.521 | 65,53 | 6.867 | 5.837 | 295,9 | |
| 9 | UN P80 AVANTI UN ALTRO | | | MIP | | | 830.000,00 | | 830.000,00 | | | 830.000,00 | 705.500,00 | 1.521 | 65,53 | 12.665 | 10.765 | 545,7 | |
| 10 | UN P80 AVANTI UN ALTRO | | | MIP | | | 830.000,00 | | 830.000,00 | | | 830.000,00 | 705.500,00 | 1.521 | 65,53 | 12.665 | 10.765 | 545,7 | |
| 11 | UN P80 AVANTI UN ALTRO FLASH | | | MIP | | | 450.000,00 | | 450.000,00 | | | 450.000,00 | 382.500,00 | 1.521 | 65,53 | 6.867 | 5.837 | 295,9 | |
| 12 | UN P80 AVANTI UN ALTRO FLASH | | | MIP | | | 450.000,00 | | 450.000,00 | | | 450.000,00 | 382.500,00 | 1.521 | 65,53 | 6.867 | 5.837 | 295,9 | |
| 13 | UN P80 AVANTI UN ALTRO | | | MIP | | | 830.000,00 | | 830.000,00 | | | 830.000,00 | 705.500,00 | 1.521 | 65,53 | 12.665 | 10.765 | 545,7 | |
| 14 | UN P80 AVANTI UN ALTRO | | | MIP | | | 830.000,00 | | 830.000,00 | | | 830.000,00 | 705.500,00 | 1.521 | 65,53 | 12.665 | 10.765 | 545,7 | |
| 15 | UN P80 AVANTI UN ALTRO FLASH | | | MIP | | | 450.000,00 | | 450.000,00 | | | 450.000,00 | 382.500,00 | 1.521 | 65,53 | 6.867 | 5.837 | 295,9 | |
| 16 | R1 SANREMO 6 /FB | | | FBR | | | 1.050.000,00 | | 1.050.000,00 | | | 1.050.000,00 | 892.500,00 | 1.512 | 65,17 | 16.113 | 13.696 | 694,3 | |
| 17 | R1 SANREMO 1 /FB | | | FBR | | | 1.866.000,00 | | 1.866.000,00 | | | 1.866.000,00 | 1.586.100,00 | 1.427 | 61,49 | 30.349 | 25.796 | 1307,7 | |
| 18 | UN P80 METEO 2030 C5 | | | MIP | P | N | 470.000,00 | | 470.000,00 | | | 470.000,00 | 399.500,00 | 1.425 | 61,40 | 7.655 | 6.507 | 329,8 | |
| 19 | UN P80 METEO 2030 C5 | | | MIP | P | N | 470.000,00 | | 470.000,00 | | | 470.000,00 | 399.500,00 | 1.425 | 61,40 | 7.655 | 6.507 | 329,8 | |
| 20 | UN P80 METEO 2030 C5 | | | MIP | P | N | 470.000,00 | | 470.000,00 | | | 470.000,00 | 399.500,00 | 1.425 | 61,40 | 7.655 | 6.507 | 329,8 | |
| 21 | UN P80 METEO 2030 C5 | | | MIP | P | N | 470.000,00 | | 470.000,00 | | | 470.000,00 | 399.500,00 | 1.425 | 61,40 | 7.655 | 6.507 | 329,8 | |
| 22 | UN P80 QUESTA SERA | | | MIP | P | | 260.000,00 | | 260.000,00 | | | 260.000,00 | 221.000,00 | 1.338 | 57,65 | 4.510 | 3.833 | 194,3 | |
| 23 | UN P80 QUESTA SERA | | | MIP | P | | 260.000,00 | | 260.000,00 | | | 260.000,00 | 221.000,00 | 1.338 | 57,65 | 4.510 | 3.833 | 194,3 | |
| 24 | UN P80 QUESTA SERA | | | MIP | P | | 260.000,00 | | 260.000,00 | | | 260.000,00 | 221.000,00 | 1.338 | 57,65 | 4.510 | 3.833 | 194,3 | |
| 25 | UN P80 QUESTA SERA | | | MIP | P | | 260.000,00 | | 260.000,00 | | | 260.000,00 | 221.000,00 | 1.338 | 57,65 | 4.510 | 3.833 | 194,3 | |
| 26 | R1 SANREMO 7 /FB | | | FBR | | | 868.800,00 | | 868.800,00 | | | 868.800,00 | 738.480,00 | 1.232 | 53,07 | 16.370 | 13.914 | 705,4 | |
| 27 | UN P80 PRIMA FILA C5 LA5 | | | MIP | P | | 250.000,00 | | 250.000,00 | | | 250.000,00 | 212.500,00 | 1.202 | 51,81 | 4.825 | 4.101 | 207,9 | |
| 28 | UN P80 PRIMA FILA C5 LA5 | | | MIP | P | | 240.000,00 | | 240.000,00 | | | 240.000,00 | 204.000,00 | 1.132 | 48,78 | 4.920 | 4.182 | 212,0 | |
| 29 | UN P80 PRIMA FILA C5 LA5 | | | MIP | P | | 215.000,00 | | 215.000,00 | | | 215.000,00 | 182.750,00 | 1.035 | 44,61 | 4.820 | 4.097 | 207,7 | |
| 30 | R1 SANREMO 8 /FB | | | FBR | | | 438.000,00 | | 438.000,00 | | | 438.000,00 | 372.300,00 | 1.034 | 44,55 | 9.831 | 8.356 | 423,6 | |
| 31 | R1 SANREMO RAISERA /FB | | | FBR | | | 1.230.000,00 | | 1.230.000,00 | | | 1.230.000,00 | 1.045.500,00 | 910 | 39,22 | 31.362 | 26.658 | 1351,4 | |
| 32 | UN P80 TOP MORNING NEWS - A | | | T80 | P | N | 210.700,00 | | 210.700,00 | | | 210.700,00 | 179.095,00 | 883 | 38,06 | 5.536 | 4.706 | 238,6 | |
| 33 | UN P80 TOP MORNING NEWS - A | | | T80 | P | N | 210.700,00 | | 210.700,00 | | | 210.700,00 | 179.095,00 | 883 | 38,06 | 5.536 | 4.706 | 238,6 | |
| 34 | UN P80 TOP MORNING NEWS - A | | | T80 | P | N | 210.700,00 | | 210.700,00 | | | 210.700,00 | 179.095,00 | 883 | 38,06 | 5.536 | 4.706 | 238,6 | |
| 35 | UN P80 TOP MORNING NEWS - A | | | T80 | P | N | 210.700,00 | | 210.700,00 | | | 210.700,00 | 179.095,00 | 883 | 38,06 | 5.536 | 4.706 | 238,6 | |
| 36 | UN P80 COMICS I1 BV | | | MIP | | | 100.000,00 | | 100.000,00 | | | 100.000,00 | 85.000,00 | 840 | 36,19 | 2.763 | 2.349 | 119,1 | |
| 37 | UN P80 COMICS I1 BV | | | MIP | | | 100.000,00 | | 100.000,00 | | | 100.000,00 | 85.000,00 | 840 | 36,19 | 2.763 | 2.349 | 119,1 | |
| 38 | UN P80 COMICS I1 BV | | | MIP | | | 100.000,00 | | 100.000,00 | | | 100.000,00 | 85.000,00 | 840 | 36,19 | 2.763 | 2.349 | 119,1 | |
| 39 | UN P80 COMICS I1 BV | | | MIP | | | 100.000,00 | | 100.000,00 | | | 100.000,00 | 85.000,00 | 840 | 36,19 | 2.763 | 2.349 | 119,1 | |
| 40 | UN P80 PROGETTO YOUNG WOMAN | | | MIP | | | 940.000,00 | | 940.000,00 | | | 940.000,00 | 799.000,00 | 814 | 35,05 | 26.817 | 22.794 | 1155,5 | |
| 41 | R1 TG1 SERA SPEC SANREMO /FB | | | FBR | | | 822.000,00 | | 822.000,00 | | | 822.000,00 | 698.700,00 | 771 | 33,21 | 24.749 | 21.036 | 1066,4 | |
| 42 | UN P80 METEO ST. APERTO I1 BV | | | MIP | P | N | 127.000,00 | | 127.000,00 | | | 127.000,00 | 107.950,00 | 763 | 32,88 | 3.862 | 3.283 | 166,4 | |
| 43 | UN P80 METEO ST. APERTO I1 BV | | | MIP | P | N | 127.000,00 | | 127.000,00 | | | 127.000,00 | 107.950,00 | 763 | 32,88 | 3.862 | 3.283 | 166,4 | |
| 44 | UN P80 METEO ST. APERTO I1 BV | | | MIP | P | N | 127.000,00 | | 127.000,00 | | | 127.000,00 | 107.950,00 | 763 | 32,88 | 3.862 | 3.283 | 166,4 | |
| 45 | UN P80 METEO ST. APERTO I1 BV | | | MIP | P | N | 127.000,00 | | 127.000,00 | | | 127.000,00 | 107.950,00 | 763 | 32,88 | 3.862 | 3.283 | 166,4 | |

Periodo Sconti Stagionali: 04/02/2018 – 03/03/2018

Secondi: 30 | Max veicoli: 0

Analisi Piani

# Then we choose a combination of media vehicles and we have the plan results

Quantity of different planned ads = 18

Average frequency = 4

Reach% = 59.9%

TRPs = 260.1

Ranker2

Target Base: All people
Target Group: M 25-64 ROMA cl. Media->Sup
Target Weight: All people
Size: 1.085 (624) = 2,0%

| | Carrier | | Quantity | Cover | Frequen. | OTS | Cvr.% | TRP | TGI | Cvr. max | Cover 1+ | Cover 3+ | Integr. Index |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Integr. Index Coefficients: | | | | | | 0,2 | | 0,4 | 0,4 | | | |
| 1 | | Total | 18 | 649 | 4 | 2.821 | 59,9 | 260,1 | 378 | 816 | 649 | 424 | 73 |
| 2 | | IL MESSAGGER | 5 | 383 | 3 | 1.173 | 35,3 | 108,1 | 991 | 527 | 383 | 232 | 71 |
| 3 | | LEGGO | 5 | 246 | 3 | 706 | 22,7 | 65,1 | 1.159 | 392 | 246 | 127 | 66 |
| 4 | Plan 1 | CORRIERE DELL | 3 | 255 | 2 | 564 | 23,5 | 52,0 | 543 | 412 | 255 | 117 | 46 |
| 5 | | LA REPUBBLICA | 2 | 162 | 1 | 239 | 15,0 | 22,1 | 291 | 328 | 162 | 0 | 31 |
| 6 | | CORRIERE DELL | 1 | 74 | 1 | 74 | 6,8 | 6,8 | 178 | 261 | 74 | 0 | 21 |
| 7 | | IL FATTO QUO | 2 | 48 | 1 | 65 | 4,5 | 6,0 | 435 | 140 | 48 | 0 | 23 |

There may be discrepancies due to rounding

# GRPs are the most important metrics in advertising planning (together with the budget)

# All TV and radio plans are measured in GRPs

# We track our competitors' GRPs to calculate Share of Voice and forecast their strategy

**CONCORRENZA TV MERCATO TELEFONIA 2013**
**MONITORAGGIO GRP REALI PER SETTIMANA**
**AGGIORNAMENTO AL 4 MAGGIO 2013**

08/05/13

| Aziendal: Classe di Prodotto | TOTALE GRP | S.o.V. | GEN 30-dic 05-gen | 06-gen 12-gen | 13-gen 19-gen | 20-gen 26-gen | 27-gen 02-feb | FEB 03-feb 09-feb | 10-feb 16-feb | 17-feb 23-feb | 24-feb 02-mar | MAR 03-mar 09-mar | 10-mar 16-mar | 17-mar 23-mar | 24-mar 30-mar | APR 31-mar 06-apr | 07-apr 13-apr | 14-apr 20-apr | 21-apr 27-apr | MAG 28-apr 04-mag | 05-mag 11-mag | 12-mag 18-mag | 19-mag 25-mag | 26-mag 01-giu | GIU 02-giu 08-giu | 09-giu 15-giu | 16-giu 22-giu | 23-giu 29-giu | 30-giu 06-lug | 07-lug 13-lug |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTALE TIM | 8.476 | 15% | 1 | 6 | 682 | 824 | 701 | 8 | 874 | 961 | 762 | 774 | 643 | 500 | | 7 | 13 | 354 | 533 | 831 | | | | | | | | | | |
| GRP norm. N° | 7.340 | | 1 | 5 | 680 | 695 | 572 | 6 | 776 | 794 | 626 | 673 | 539 | 385 | | 4 | 8 | 290 | 472 | 815 | | | | | | | | | | |
| Week >100 Grp | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grp/Week | 703 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTALE VODAFONE | 8.674 | 15% | 161 | 13 | | | | 44 | 569 | 1.080 | 1.013 | 1.101 | 765 | 804 | 425 | | | 833 | 1.039 | 829 | | | | | | | | | | |
| GRP norm. N° | 8.129 | | 107 | 8 | | | | 24 | 572 | 1.223 | 1.013 | 976 | 644 | 634 | 299 | | | 833 | 1.039 | 759 | | | | | | | | | | |
| Week >100 Grp | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grp/Week | 862 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTALE H3G | 2.718 | 5% | 211 | | | | | | | 535 | 1.024 | 762 | 185 | | | | | | | | | | | | | | | | | |
| GRP norm. N° | 2.418 | | 185 | | | | | | | 535 | 911 | 625 | 163 | | | | | | | | | | | | | | | | | |
| Week >100 Grp | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grp/Week | 679 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTALE WIND | 11.800 | 21% | | 247 | 241 | 201 | 929 | 837 | 877 | 1.025 | 939 | 863 | 798 | 837 | 784 | 734 | 842 | 847 | 792 | 5 | | | | | | | | | | |
| GRP norm. N° | 9.554 | | | 148 | 145 | 120 | 796 | 661 | 685 | 869 | 733 | 670 | 703 | 749 | 632 | 600 | 720 | 668 | 640 | 14 | | | | | | | | | | |
| Week >100 Grp | 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grp/Week | 737 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTALE TELECOM | 4.450 | 8% | 1 | 7 | 630 | 623 | 8 | 8 | 9 | 7 | 10 | 8 | 9 | 6 | 6 | 624 | 602 | 1.034 | 858 | | | | | | | | | | | |
| GRP norm. N° | 4.273 | | 1 | 5 | 581 | 494 | 7 | 6 | 8 | 6 | 10 | 6 | 6 | 6 | 6 | 656 | 465 | 1.298 | 714 | | | | | | | | | | | |
| Week >100 Grp | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grp/Week | 729 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

# And you can also use them to plan social media



# And with Google Ads you can also measure reach & frequency of your campaigns: https://youtu.be/EZ9tYKDSdbY?si=es3b2Q5lbzS0xIe1

2'27''



# Let’s go to menti.com…



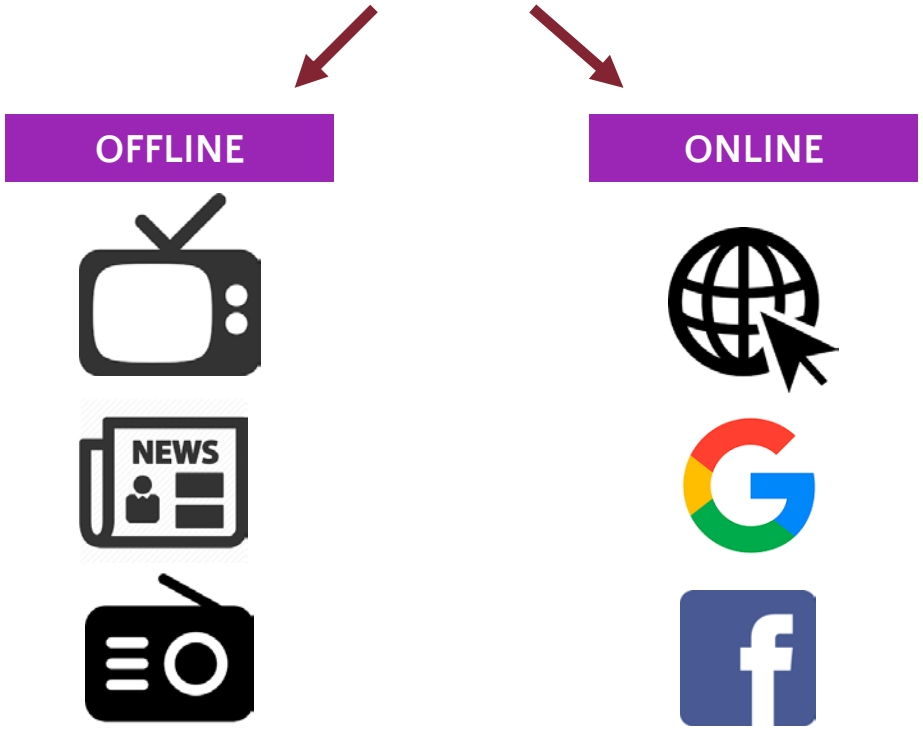
# Break...



# Let’s see some metrics related to media buying

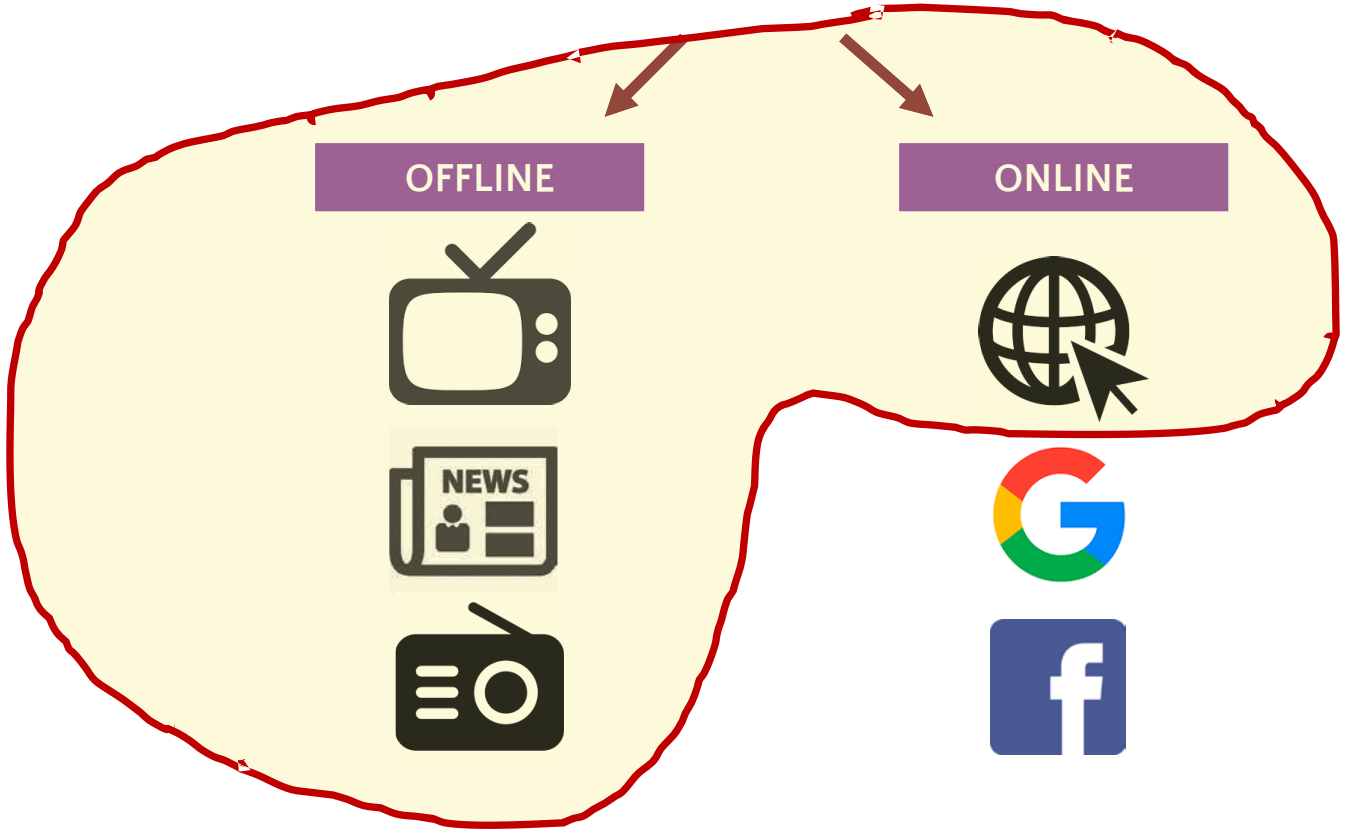
# How do we buy media?

We must distinguish between media



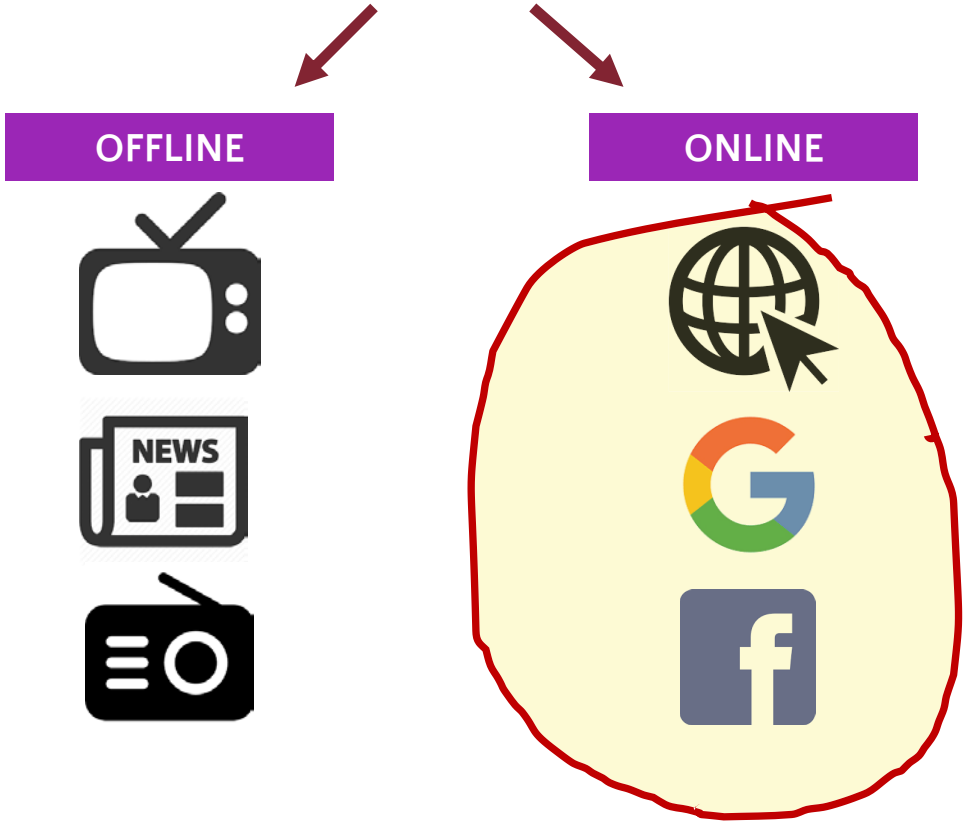
# How do we buy media?

Sometimes we have a **rate card**, usually for **offline media** and **online display advertising,** and we try to negotiate a **discount**



# Biddable media

With **Google Ads, Social Networks and Programmatic advertising**, we buy by bidding in an **auction**. There are **no fixed prices or discounts**



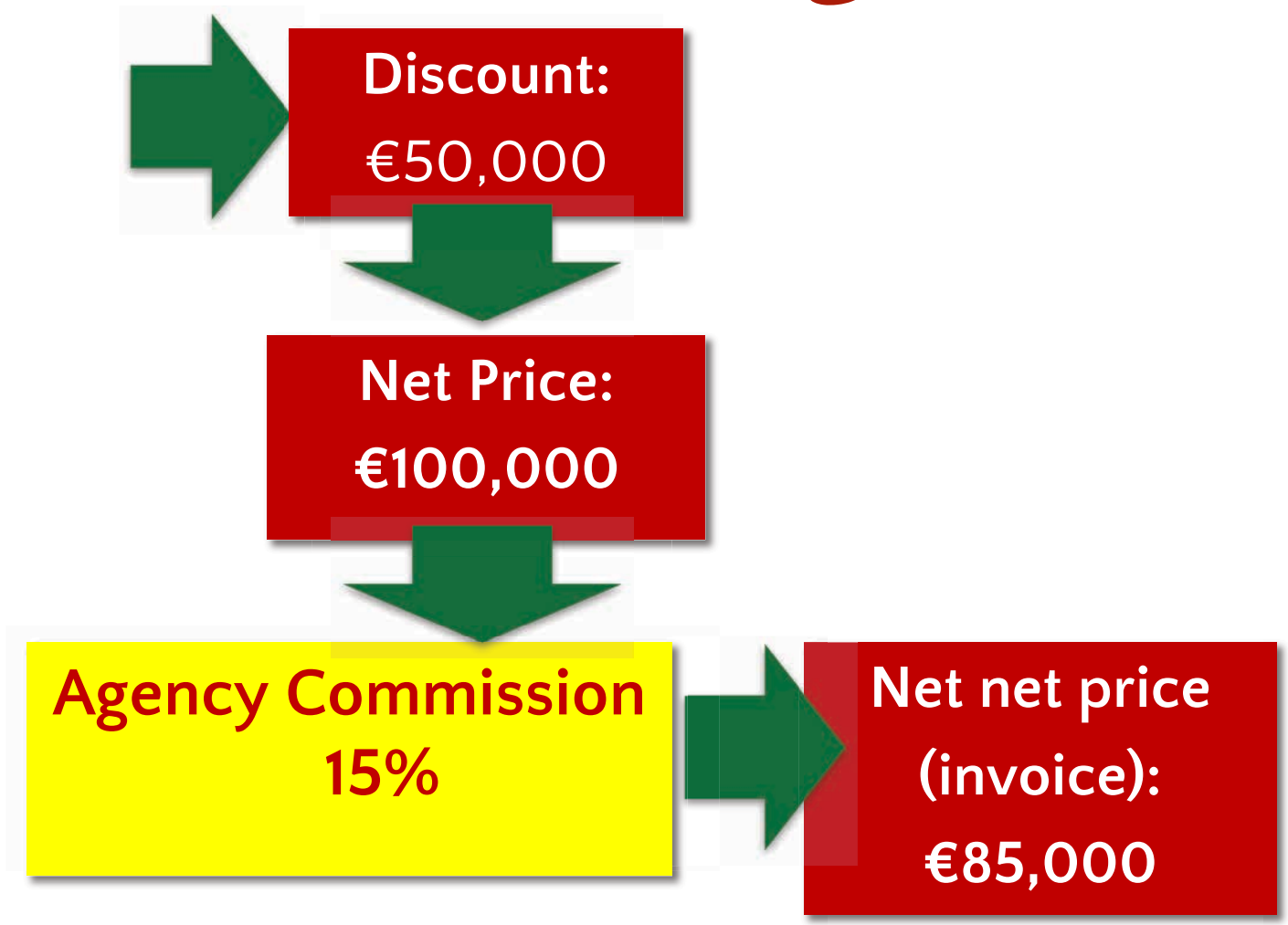
# How do we buy media in Italy?

# Media buying: net and “net net”

negotiation

Rate card:

€150,000



# Net and net net prices apply only to Italian media. So check!

**Net price** is the price calculated after the negotiation (rate card – discount)

**Net net price** is the price of the invoice (net price minus the 15% agency commission).

# What's the net net price?

The **rate card** for a full-page ad in the Corriere della Sera newspaper is **€200,000.**

**If I get a 50% discount**

**What's the net net price?**



# What's the net net price?

The **rate card** for a full-page ad in the Corriere della Sera newspaper is **€200,000.**

**If I get a 50% discount: €100,000 (net price)**

**The net net price: €100,000 × 0.85 = €85,000**

# Media efficiency: costs versus rating points

To **compare media vehicles**, we can use the ratio between cost and GRPs, which is called:

**C/GRP** (Cost/GRP) or **CPG**

# What's the C/GRP?

My **TV plan** costs **€2,000,000** and I got **1,000 GRPs**



# C/GRP: an example

My **TV plan** costs **€2,000,000** and I got **1,000 GRPs**

**C/GRP (CPG)** = €2,000,000 / 1,000 = **€2,000**

# Let’s recap!

Mentimeter

Let's recap the media planning KPIs

# Online media metrics

# Online key planning metrics

We have talked about impressions, net contacts, reach, frequency, GRPs... and now what happens when we plan our online advertising?

# The logic is still the same, but online we have something else to consider…

# IMPRESSIONS

# We also find “impressions” on the web

Internet **impressions** represent *potential* exposures to our ad on a web page.



# Web impressions

We count an **impression** when a **web page is loaded by a browser**

Nobody can guarantee that it's a person and not a robot

Nobody can say if the message is really seen by that person

# When do we consider an ad seen?

1’30
”

# INDUSTRY VIEWABILITY STANDARDS

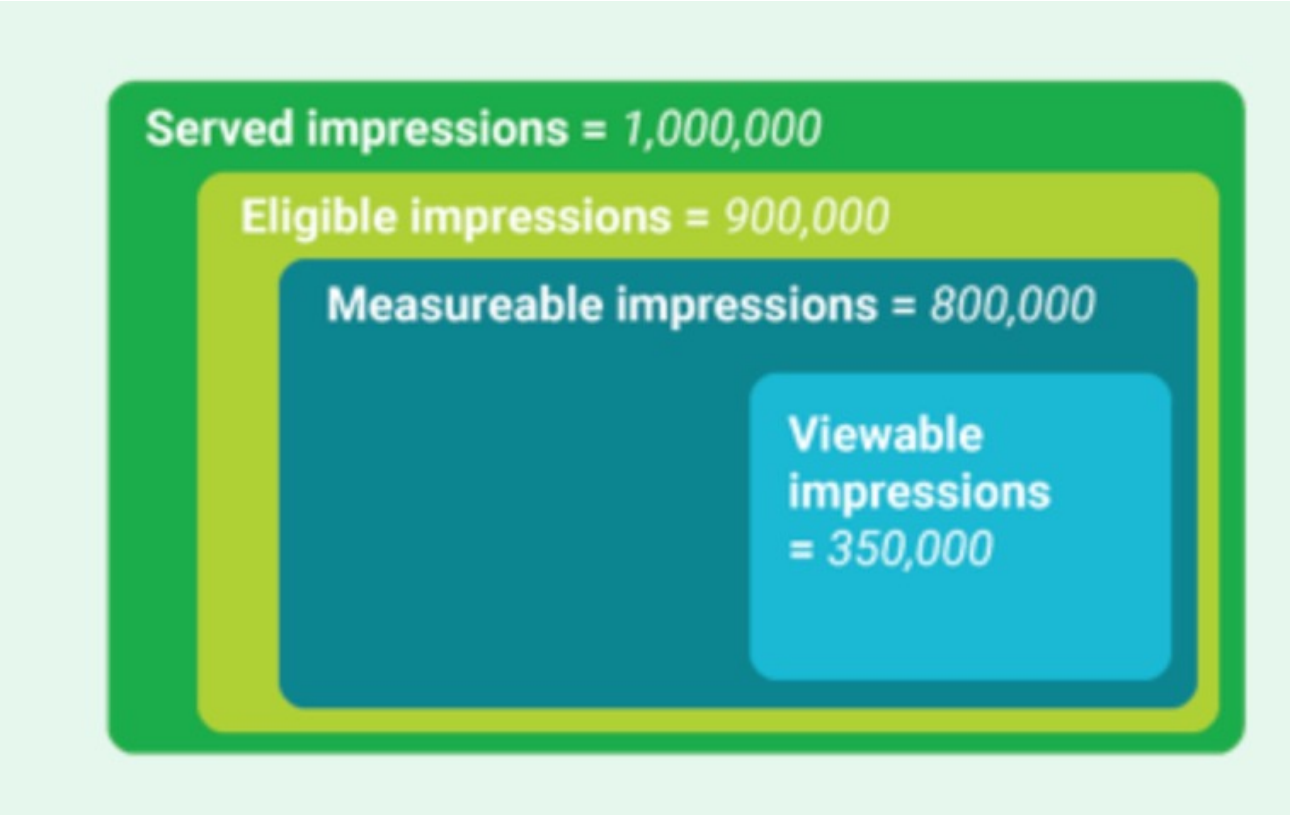


# Viewability

The **Interactive Advertising Bureau (IAB)** defines a **"viewable" impression**:

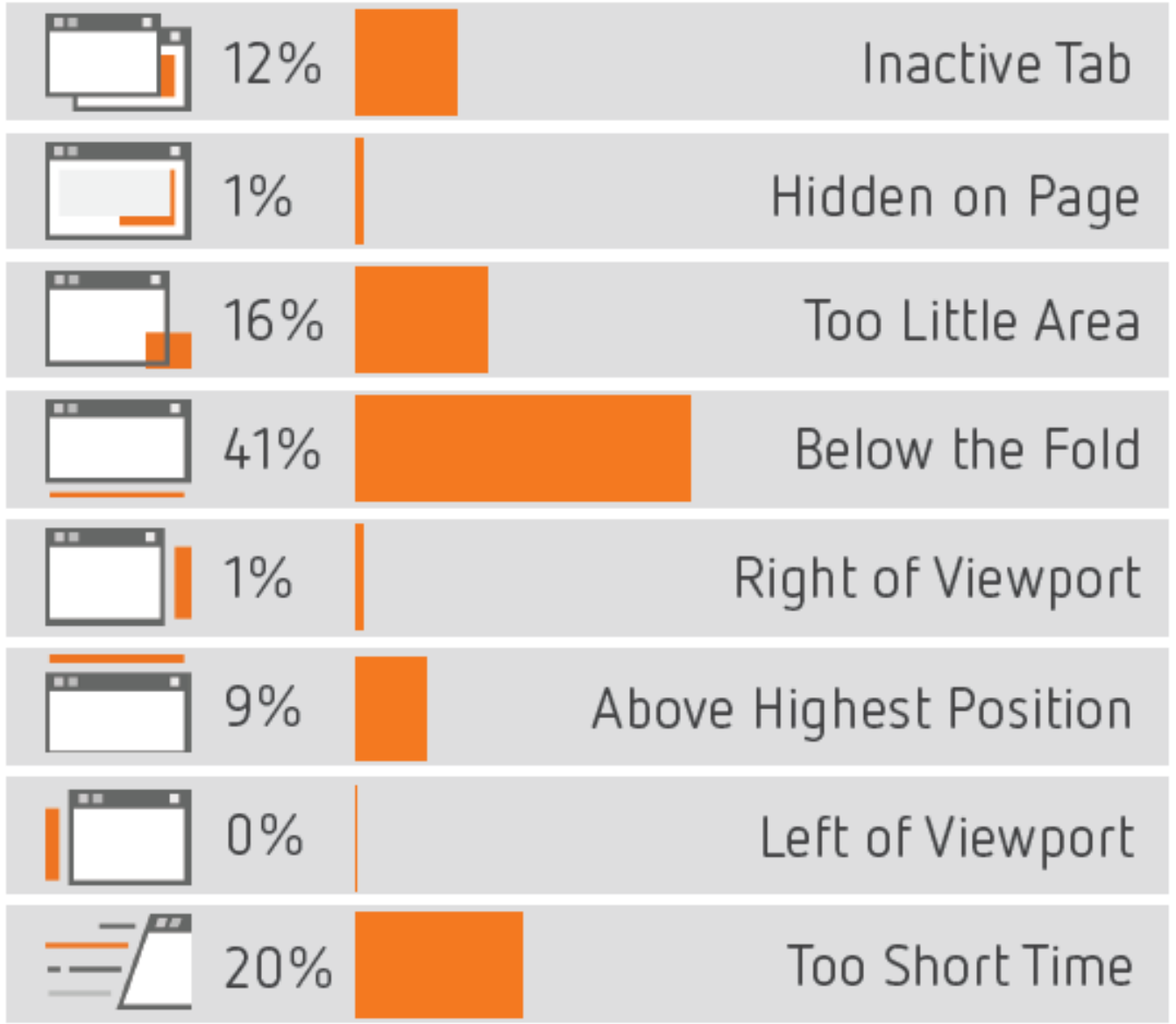
- For **display ads,** as one that is visible with at least **50% of its pixels for** at least **1 second**
- For **video ads,** the standard is **50% of pixels visible** for at least **2 seconds**
- For **large display ads**: **30% of the pixels** for at least **1 second**

# So, don’t think that all the impressions you buy are viewable!



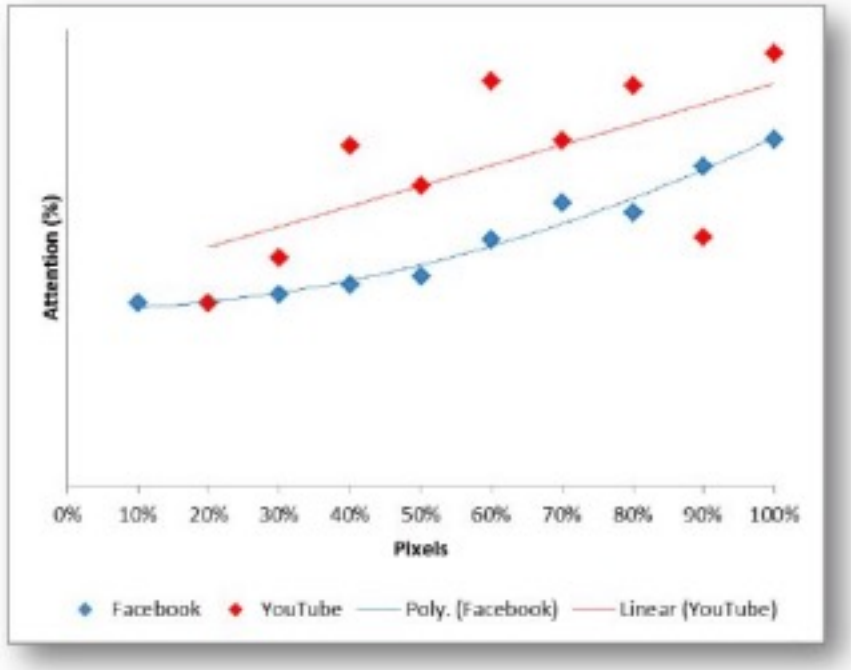

[Viewability and active view (Google)]

# Reasons for Non-Viewability (Display)




Meetrics: Viewability Benchmark Record Q2/2021

# The size of the ad is more important than the time of exposure

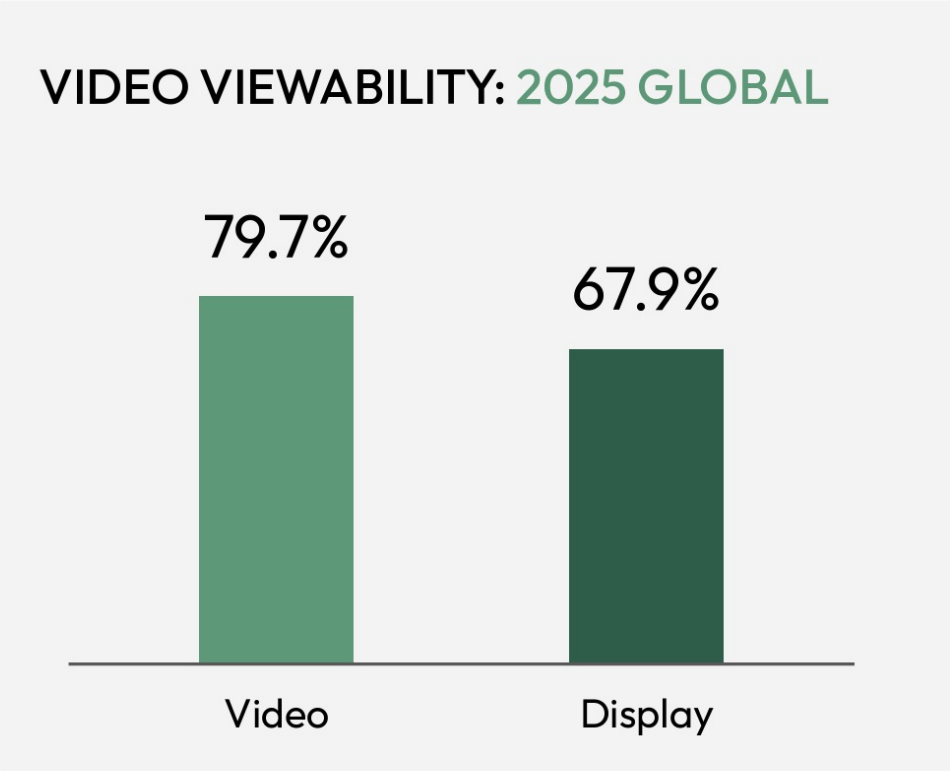



Attention increases with pixels (like coverage).

So anything below 100% means diminished attention (and sales).

https://www.adnews.com.au/news/is-the-mrc-viewability-standard-short-changing-brands

# Video ads have a higher viewability than display ads




Video's advantage is amplified by the shift to attention-based measurement.

Viewability is necessary for attention, as an ad must be seen to register.

IAS

MEDIA QUALITY REPORT: 21ST EDITION 12

# How can we determine how many impressions to buy based on reach & frequency?

# Today we typically buy impressions online

How can we define **how many impressions to buy based on the concepts of reach% and frequency**?

1. We need to **estimate the number of people in our target** audience
2. Then we **set the objective of reach and average frequency** in a time frame (e.g. 80% reach and a frequency of 4 in 2 weeks)
3. **Gross impressions = target x reach% x ave. frequency**
4. E.g. 2,000,000 x 80% x 4 = 6,400,000 impressions in 2 weeks

If we want to **create awareness** we need to set an **objective in terms of average frequency**

# VISITORS

# Visitors

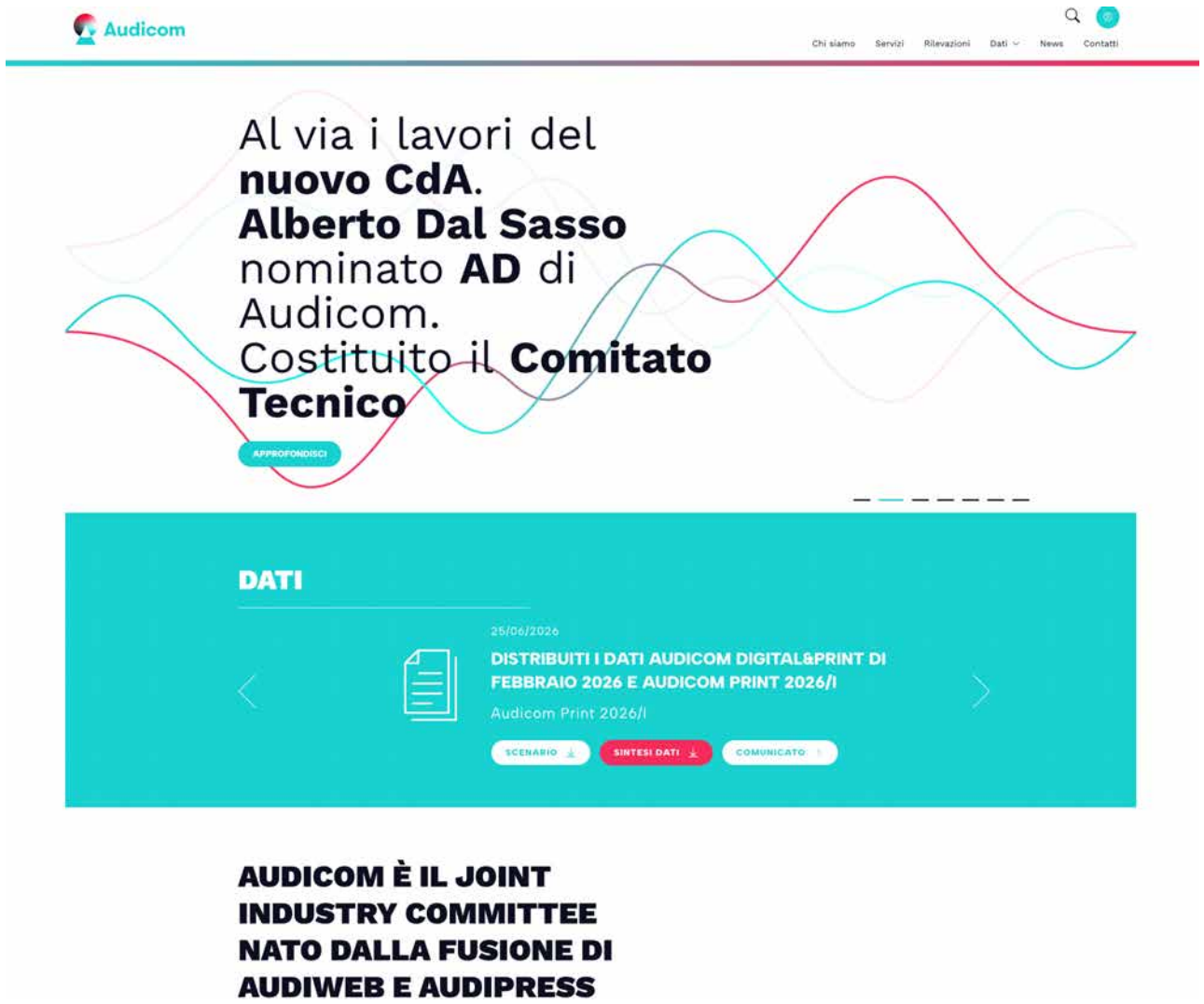
**VISITORS** refer to the **total number of devices** that arrive at a website, some of which **may have visited the site more than once**.

Visitor behavior on a site varies: some stay only very briefly, while others may navigate around the site examining its content, so it's important to consider the "**time per person**"

**UNIQUE VISITORS** (or **UNIQUE AUDIENCE**) are the ones who visit the website **counting each device only once** during the reporting period.

# Available data depends on the media research

# In Italy we have Audicom.net



## DIGITAL AUDIENCE JULY 2026 – WEBSITE & MOBILE APP DATA (TEXT)

**Data: Mobile (smartphone and/or tablet), Desktop. Base: aged 2+ for Mobile (smartphone and/or tablet) and Computer; aged 18-74 for MOBILE**
Source: Audicom

| AVERAGE DAY DATA (browser + app) | TOTAL DIGITAL AUDIENCE aged 2+ | COMPUTER aged 2+ | MOBILE aged 18-74 |
|---|---|---|---|
| Unique users average day (000s) | **37,077** | 8,608 | 35,387 |
| Reference population average day (%) | **63.6** | 14.8 | 83.0 |
| Time per person average day (hh:mm:ss) | **2:43:36** | 1:11:06 | 2:34:07 |
| **MONTHLY DATA (browser + app)** | **TOTAL DIGITAL AUDIENCE aged 2+** | **COMPUTER aged 2+** | **MOBILE aged 18-74** |
| Unique users month (000s) | **43,737** | 21,384 | 41,121 |
| Reference population month (%) | **75.0** | 36.7 | 96.5 |
| Time per person month (hh:mm:ss) | **71:39:22** | 14:47:20 | 68:31:30 |

# In Italy, Audicom measures the internet audience

- **Unique audience** (**net contacts**)
- **Total digital audience** (**gross impressions**)
- **Total page views**
- **Time** per person

# Some data regarding daily audience

DIGITAL AUDIENCE JULY 2026 - COMBINED AUDIENCE DATA (WEBSITE / MOBILE APP & VIDEO)

Data: MOBILE (smartphone and/or tablet) + DESKTOP

The media seller

The publisher

The media vehicle

Unique audience per day

Time spent per day

| Custom Property | Parent | BRAND | DIGITAL AUDIENCE: DAY | | | DIGITAL AUDIENCE: MONTH | | |
|---|---|---|---|---|---|---|---|---|
| | | | UNIQUE USERS Total perimeter | UNIQUE USERS Organic perimeter - NO TAL | TIME SPENT PER PERSON (mm:ss) | UNIQUE USERS | UNIQUE USERS Organic perimeter - NO TAL | TIME SPENT PER PERSON (mm:ss) |
| | 3BMeteo | 3BMeteo | 3.230.587 | 3.230.587 | 01:34 | 15.513.224 | 15.513.224 | 10:07 |
| 24 ORE System | | | 1.891.212 | 1.891.212 | 05:25 | 16.897.428 | 16.897.428 | 18:49 |
| | Il Sole 24 ORE | Il Sole 24 ORE | 460.154 | 460.154 | 02:06 | 6.693.885 | 6.693.885 | 04:28 |
| Ciaopeople Advertising | | | 1.400.629 | 1.400.629 | 02:35 | 14.774.631 | 14.774.631 | 07:36 |
| | Ciaopeople | | 1.400.629 | 1.400.629 | 02:35 | 14.774.631 | 14.774.631 | 07:36 |
| | | Cookist | 206.124 | 206.124 | 02:43 | 3.987.804 | 3.987.804 | 04:21 |
| | | Fanpage | 1.040.564 | 1.040.564 | 02:19 | 13.276.526 | 13.276.526 | 05:38 |
| | | Geopop | 161.424 | 161.424 | 02:41 | 3.468.979 | 3.468.979 | 03:52 |
| | | Ohga | 117.313 | 117.313 | 01:48 | 2.622.508 | 2.622.508 | 02:30 |
| Il Fatto Quotidiano | | | 1.831.789 | 1.831.789 | 01:59 | 14.830.971 | 14.830.971 | 07:36 |
| | SEIF - Società Editoriale Il Fatto | Il Fatto Quotidiano | 1.831.789 | 1.831.789 | 01:59 | 14.830.971 | 14.830.971 | 07:36 |
| Manzoni Advertising | | | 6.909.293 | 6.755.201 | 03:24 | 28.708.382 | 28.422.552 | 25:26 |
| | GEDI Gruppo Editoriale | | 2.817.844 | 2.630.160 | 04:26 | 21.514.952 | 20.776.558 | 18:01 |
| | | La Repubblica | 2.646.250 | 2.453.526 | 04:18 | 21.097.563 | 20.321.833 | 16:44 |
| | | Limes | 11.539 | 11.539 | 01:55 | 259.781 | 259.781 | 02:38 |
| | | M2o | 12.961 | 12.961 | 13:10 | 114.044 | 114.044 | 46:23 |
| | | Radio Capital | 15.192 | 15.192 | 09:45 | 301.767 | 301.767 | 15:12 |
| | | Radio Deejay | 70.719 | 70.719 | 07:58 | 818.784 | 818.784 | 21:19 |

**NO TAL** stands for No Traffic Assignment Letter, meaning traffic excluding audience aggregations attributed to a publisher through agreements with third parties.

# But the distinctive feature of the internet is interactivity

# CLICKS

# Clicks and CTR

When there's a **click on an ad or a link**, it takes the user to a page on the website.

**CTR (click-through rate) is** the ratio between

$$CTR = \frac{CLICKS}{IMPRESSIONS} X\,100$$

**It's a measure of our ad's ability to provoke interest**

# What's the CTR?

My **ad** got **1,000,000 impressions** and **5,000 clicks**



# CTR: an example

My **ad** got **1,000,000 impressions** and **5,000 clicks**

**Click-through rate** = 5,000 / 1,000,000 = 0.005 x 100 = **0.5%**

# What's the CTR?

My **ad** got **100,000 impressions** and **1,000 clicks**

# CTR: an example

My **ad** got **100,000 impressions** and **1,000 clicks**

**Click-through rate** = 1,000 / 100,000 = 0.01 x 100 = **1%**

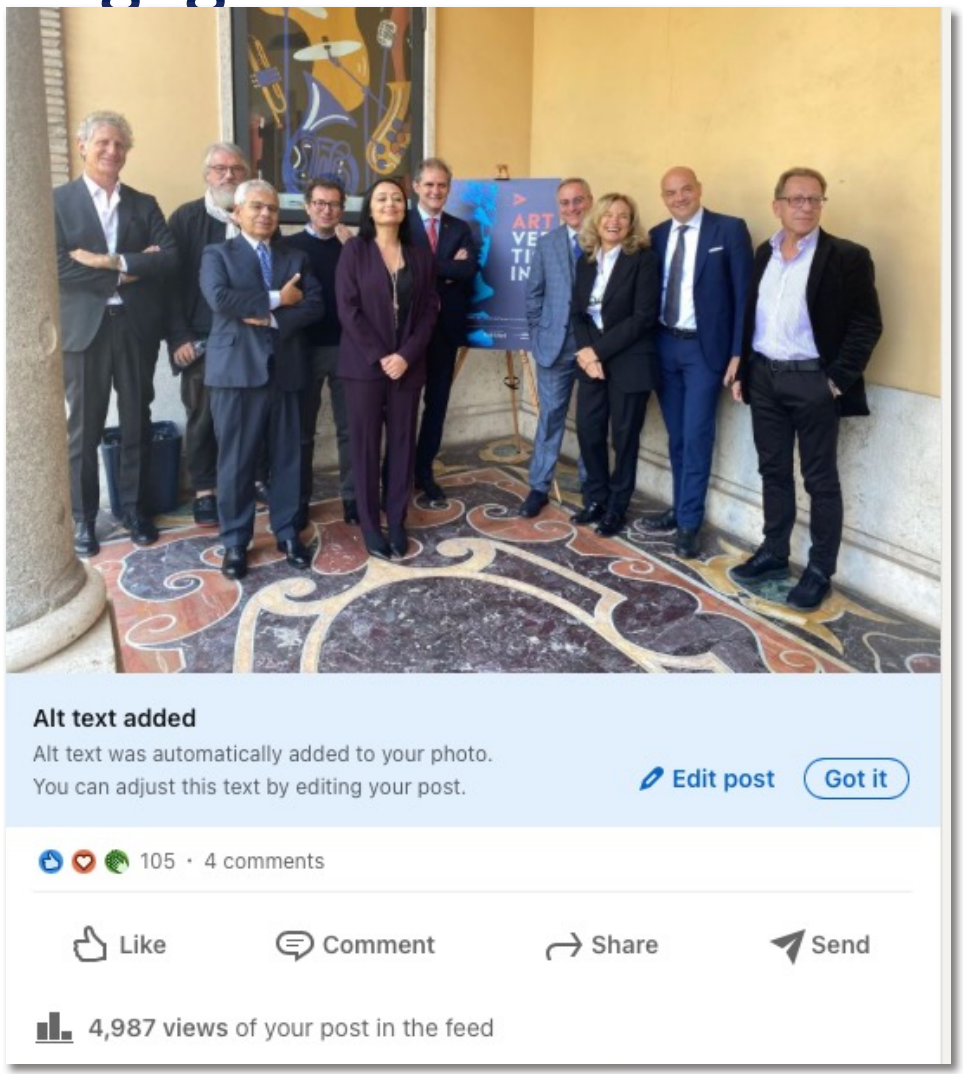
# Engagement rate

# Engagement rate

**Engagement rate is** the ratio between

$$\text{Engagement Rate} = \frac{\text{LIKES + COMMENTS}}{\text{VIEWS (IMPRESSIONS)}} \times 100$$

# Engagement rate: an example




My post got **4,987 views** (impressions) with **105 likes** + **4 comments**.

**Engagement rate =** (105 + 4) / 4,987 x 100

**2.19%**

# What's the engagement rate?

My **post** got **10,000 views, 20 comments and 80 likes**



# Engagement rate: an example

My **post** got **10,000 views, 20 comments and 80 likes**

**Engagement Rate** = (20 + 80) / 10,000 = 0.01 x 100 = **1%**

# Conversion rate

# Conversion rate: measure of success

**Conversion rate is** the ratio between

$$\text{Conversion Rate} = \frac{\text{ACTIONS}}{\text{VISITORS}} \times 100$$

(number of clicks)

# What's the conversion rate?

My **ad** got **1,000,000 impressions, 100,000 clicks and 100 products sold**



# Conversion rate: an example

My **ad** got **1,000,000 impressions, 100,000 clicks and 100 products sold**

**CTR** = 100,000 / 1,000,000 = 0.1 x 100 = **10%**

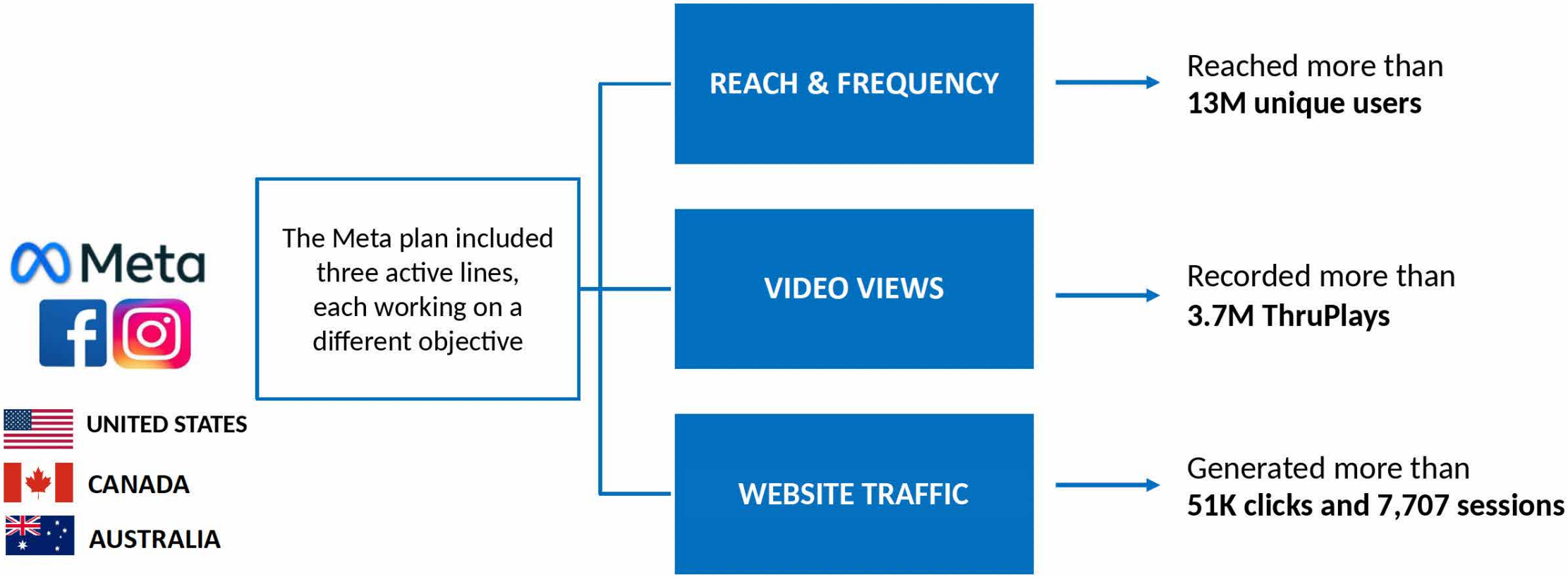
**Conversion Rate** = 100 / 100,000 = 0.001 x 100 = **0.1%**

But this is a simplification.
In reality, the people who click on an ad don’t automatically become visitors!

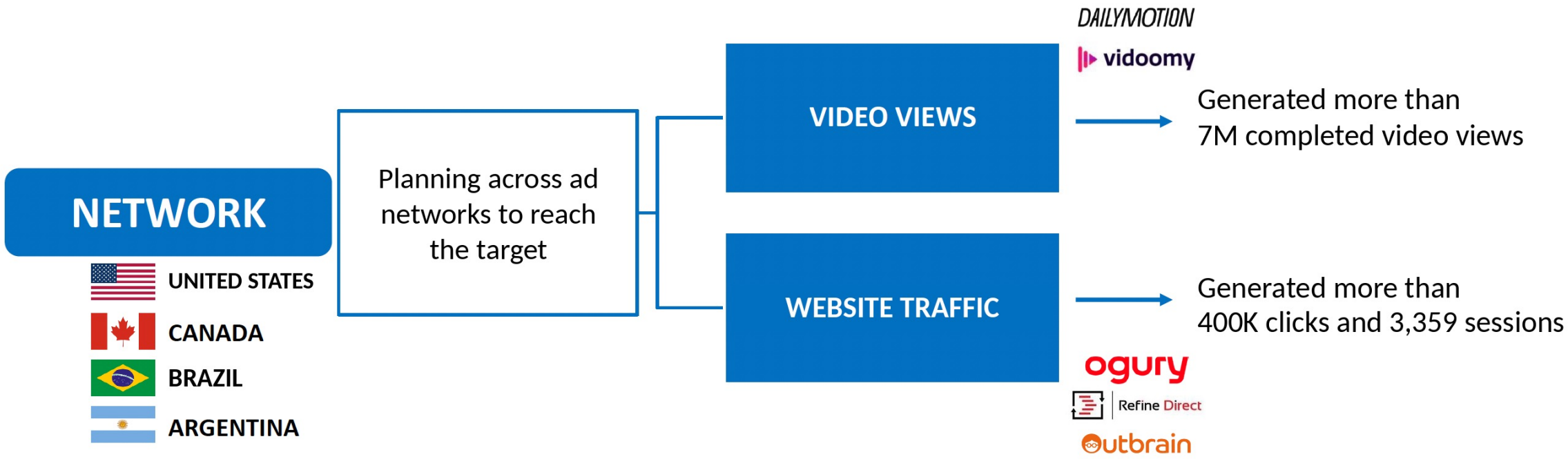
# Example: results of an international Meta campaign (Facebook + Instagram)

| | Impressions | Clicks | CTR% | Reach |
|---|---|---|---|---|
|  UNITED STATES | 16,783,496 | 12,962 | 0.08% | 4,431,492 |
|  CANADA | 18,435,638 | 17,839 | 0.10% | 3,464,223 |
|  AUSTRALIA | 4,455,711 | 3,826 | 0.09% | 1,265,768 |

# Of the 51,000 clicks obtained, only 7,707 were tracked as visitors on our website (number of sessions)



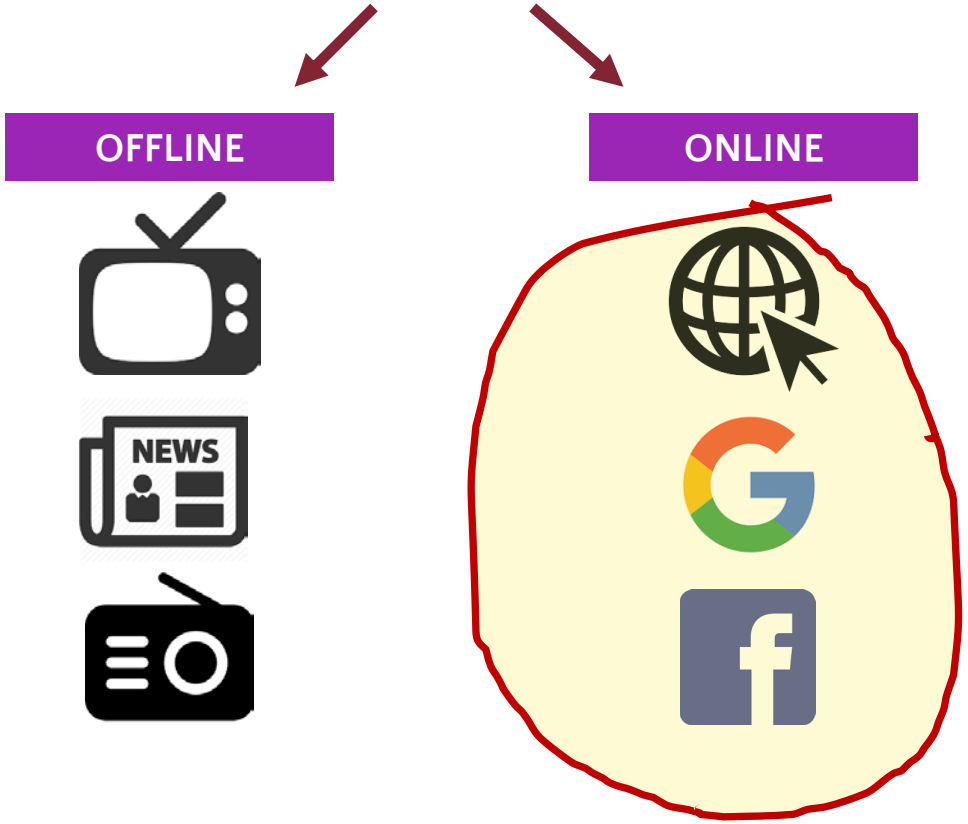
# With display advertising, the gap is much wider: 400,000 clicks and 3,359 visitors



# Let’s see some metrics related to online media buying

# Biddable media

With **Google Ads, Social Networks and Programmatic advertising**, we buy by bidding in an **auction**. There are no fixed prices or discounts



# How do we buy media online?

# How do we buy internet advertising?

**CPM**

**Cost per thousand impressions**

**CPC or PPC**

**Cost per Click** (or Pay Per Click)

**CPA**

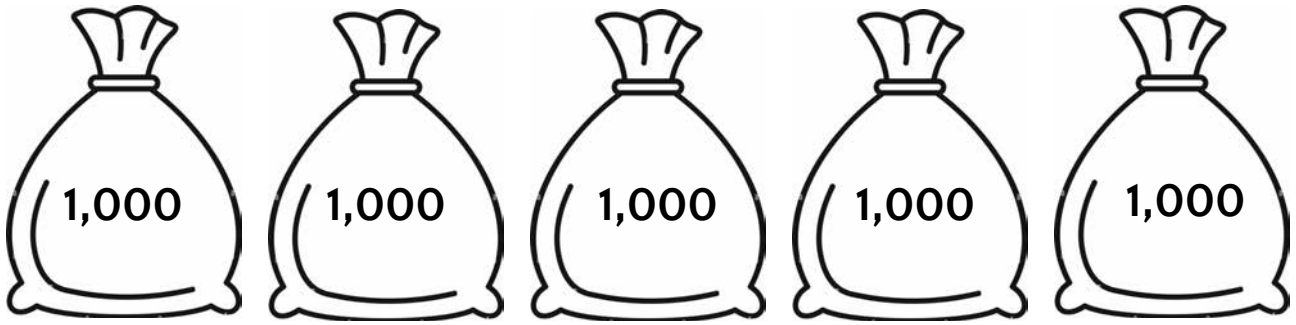
**Cost per acquisition** (pay-for-acquisition only if you're sure that the ad caused the behavioral change...)

**CPV**

**Cost per view** (video)

# CPM

CPM = Cost per Thousand Impressions




We have to DIVIDE impressions by 1,000 to calculate the "thousands" and then apply the price

# What's the cost of my media plan?

I want to buy **200,000 impressions** for my digital advertising campaign, at an **€8 CPM**



# CPM: an example

I want to buy **200,000 impressions** for my digital advertising campaign, at an **€8 CPM**

**200,000 impressions / 1,000 = 200 thousand impressions**

**200 thousand impressions x €8 CPM = €1,600**

# What's the cost of my media plan?

I want to buy **200,000 clicks** for my Google Search campaign, at a **€2 CPC**



# CPC: an example

I want to buy **200,000 clicks** for my Google Search campaign, at a **€2 CPC**

**200,000 clicks x €2 CPC = €400,000**

## CPM

CPM stands for cost per thousand Impressions (the M is the Roman numeral abbreviation for 1,000.) CPM is one of the most common ways of buying digital media. You essentially pay for every time your ad loads on a page or in an app. It's a simple way to buy, but is coming under increasing scrutiny because the client is charged for the impression whether or not a consumer actually sees it. If, for example, the ad appears below the browser window and the user never scrolls down, the advertiser still pays.

## CPC

CPC stands for cost per click advertising. Here the advertiser pays when a click is made on an ad. Some advertisers prefer to buy CPC versus CPM because they believe they only pay when someone is interested enough in the message to want more info. Some CPC programs are very effective, but there is a potential for fraud if a company deliberately uses bots or some other technique to drive clicks not initiated by a real person.

## CPL

CPL is short for cost per lead, meaning that the advertiser pays when a lead form is completed and submitted. CPL is common in B2B marketing, where it is unlikely that someone will make a purchase immediately. It can be a very effective way to buy, though there is some risk of fraud if bots are programmed to fill in leads automatically.

## CPA or CPS

Cost per acquisition or cost per sale. Here the advertiser pays only if a purchase is made. This is relatively low-risk way to buy media because the advertiser only pays when revenue is driven. But many media companies won't sell media this way because they must assume all of the risk in the ad buy. If no one buys, they make no money.

## CPI

In mobile app marketing, CPI refers to media programs where the advertiser pays for every installed app. Lots of app marketing is purchased CPI, because it is a fast way to drive installs. But the quality of installs driven varies by media vendor. Some CPI vendors are extremely reputable, and work hard to find users that will likely use an app. Others use incentives like giving a user free "gold" for a game in exchange for their downloading an app. These "incentivized installs" tend to be of low quality. In addition, there are also very disreputable companies that drive installs with bots.




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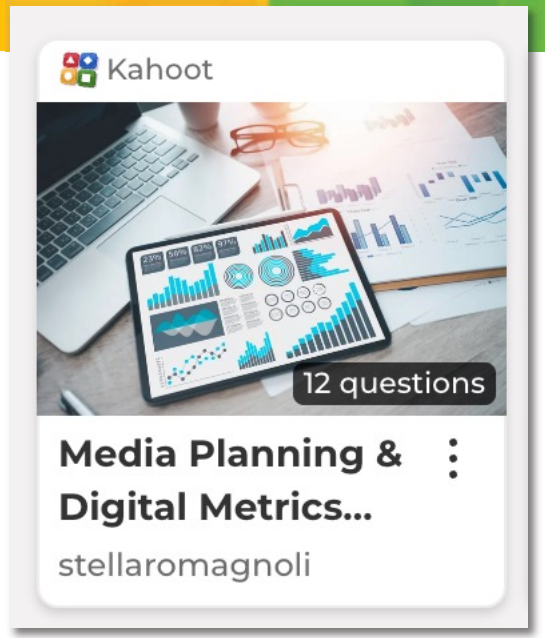
# So far…

**Key media planning metrics**

- Gross impressions and net contacts
- Reach%
- Frequency
- GRPs (or TRPs)
- C/GRP
- Online media metrics: impressions and viewability
- Visitors
- Clicks and CTR
- Engagement rate and conversion rate
- CPM, CPC, CPA, CPV

# And now let's play with a prize!
# There are 12 questions: if you make 2 or fewer mistakes, you get 1 point to add to the final written test



# Sources

- Marketing Communications. A European Perspective, P. De Pelsmacker, M. Geuens and J. Van Den Bergh – 6th edition, Pearson 2017 – ch. 7.
- The Media Handbook – Helen Katz – 2017
- Media Planning & Buying in the 21st Century – Ronald Geskey – 2017