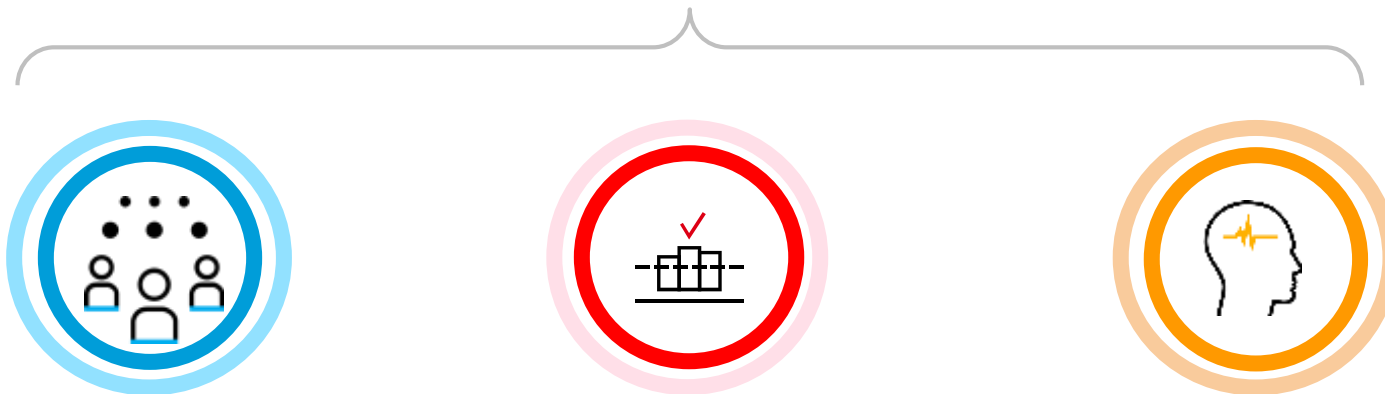




Pressing the BenchMARKS

Nina Giannakopoulou
Digital Ad Ratings Specialist, Nielsen
February 2019

ADVERTISERS QUESTIONS

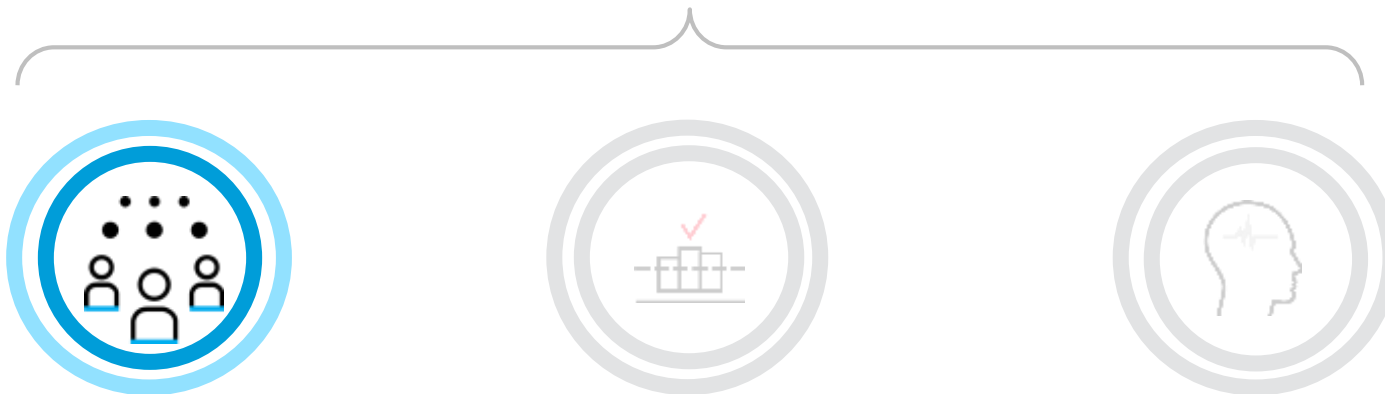


Do I **REACH** the targeted audience?

How does my campaign compare to
BENCHMARKS?

How can I **OPTIMIZE** my campaign?

ADVERTISERS QUESTIONS



Do I **REACH** the targeted audience?

How does my campaign compare to **BENCHMARKS**?

How can I **OPTIMIZE** my campaign?

NIELSEN'S ANSWER TO THE MARKET CHALLENGE:

DIGITAL AD RATINGS

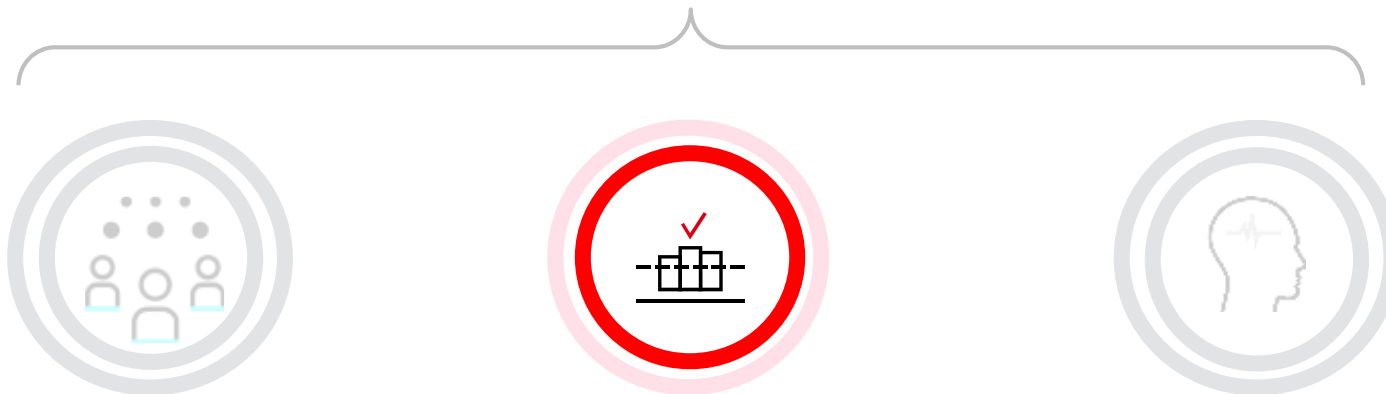
provides transparent and actionable audience measurement across digital screens



Digital Ad Ratings

*Audience demographics
Reach/frequency/GRPs
Viewability by demographic
with **Nielsen Qualified Ad Audience Solution***

ADVERTISERS QUESTIONS

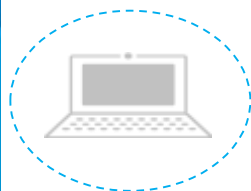


Do I **REACH** the targeted audience?

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DAR GREECE MEASUREMENT THROUGH Q3 2018



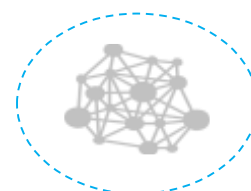
> 900

*Total campaigns
measured to date*



~ 90

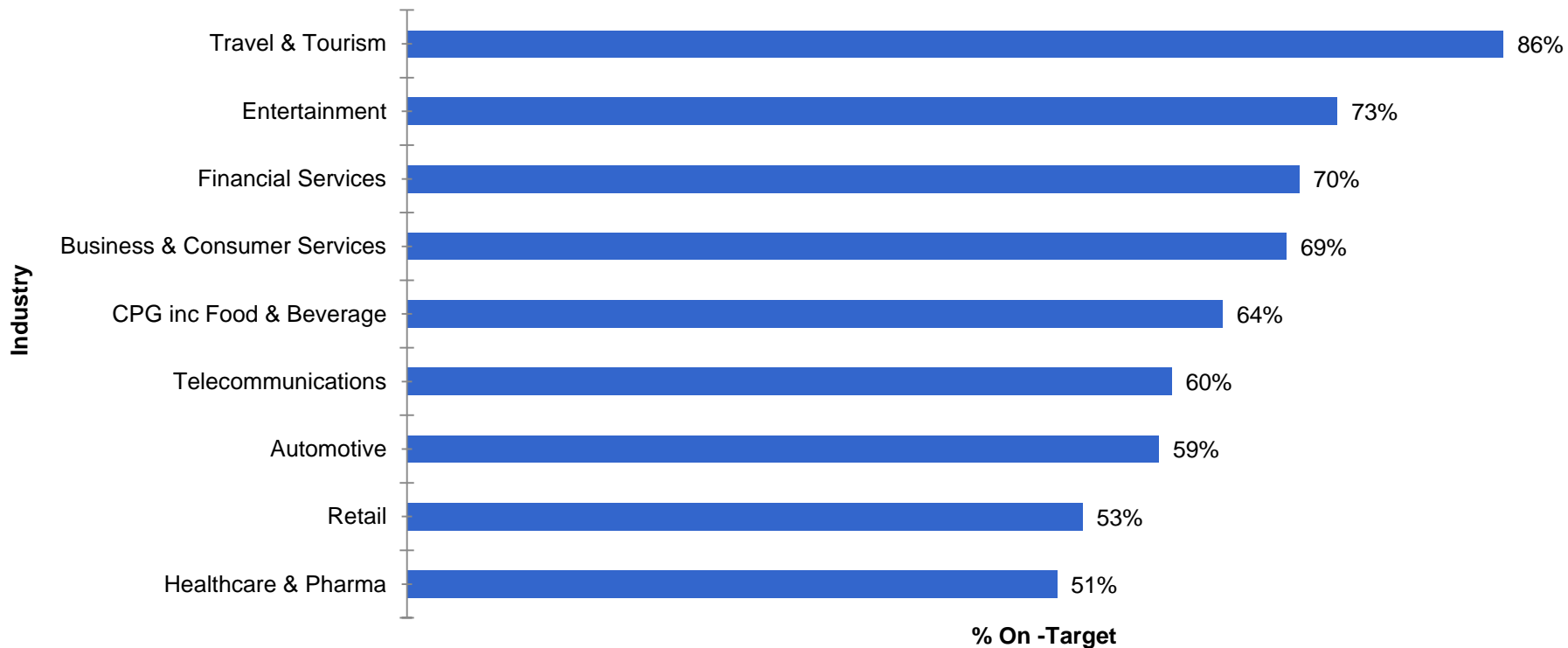
*Unique advertisers across
all major industries*





>300

*Major Websites & Ad
Platforms*

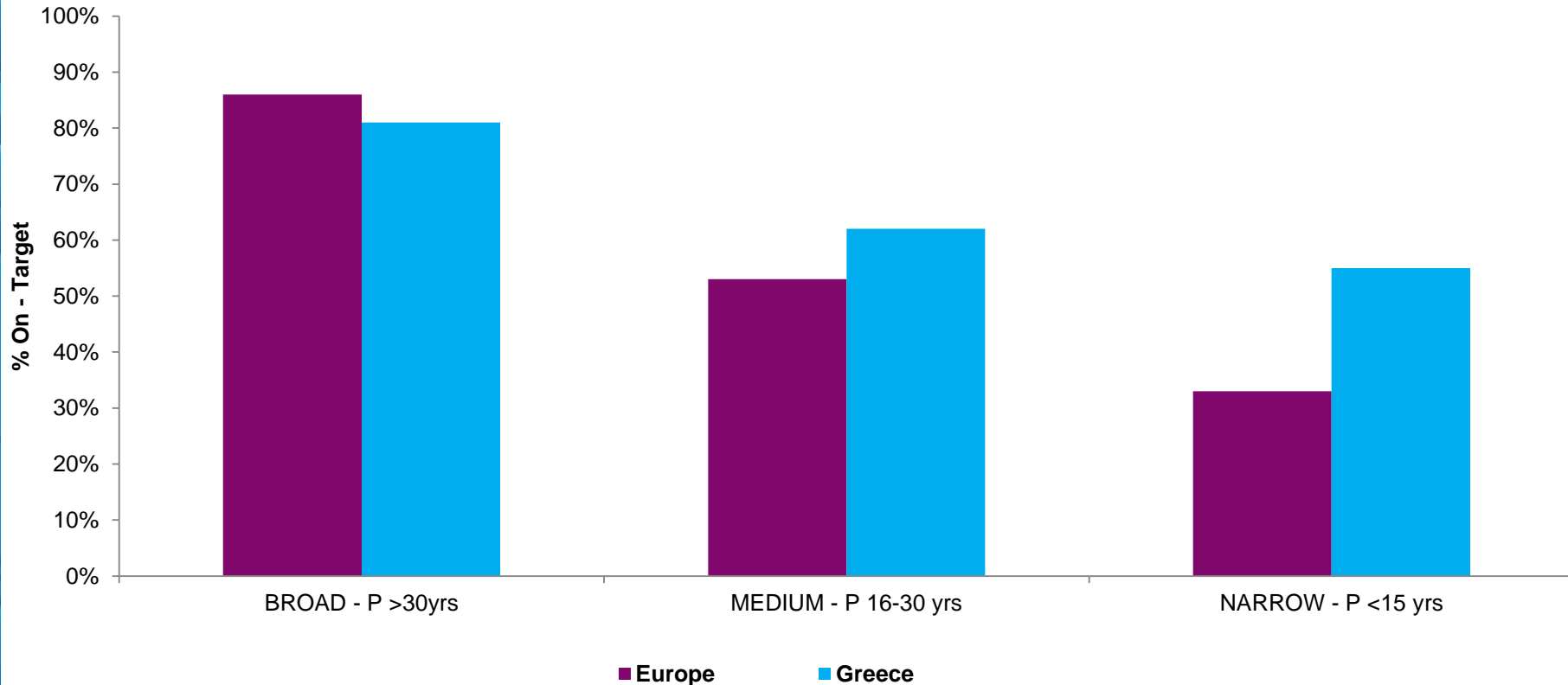
INDUSTRY BENCHMARKS GREECE



BENCHMARKS GREECE

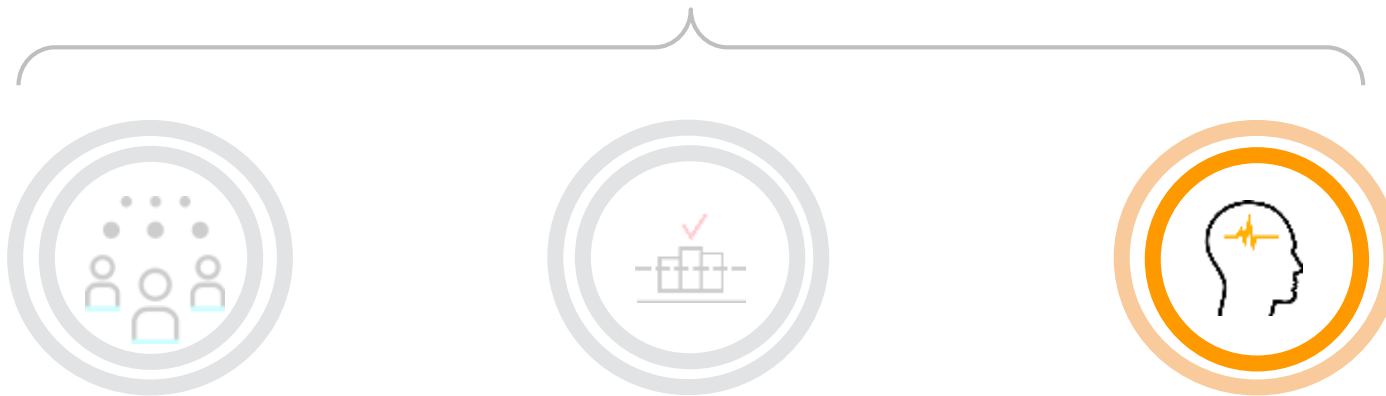
Age Gender	TOTAL DIGITAL	DESKTOP 	MOBILE 
	Persons		
13+	97%	97%	97%
13-34	56%	37%	72%
13-44	69%	64%	75%
18+	94%	95%	93%
18-34	45%	36%	49%
18-44	61%	58%	65%
18-54	80%	80%	80%
21-44	49%	47%	50%
21-54	73%	74%	71%
25+	84%	87%	79%
25-44	49%	49%	49%
25-54	66%	68%	64%
25-64	81%	84%	75%
30-64	73%	77%	70%
35-54	53%	55%	50%
35+	64%	70%	54%
35-64	71%	73%	67%

BENCHMARKS GREECE VS EUROPE



Source: Nielsen Digital Ad Ratings Europe, from 2011 through 09/30/2018 & Greece, from 7/01/2017 through 09/30/2018 – Excluding campaigns targeted to P2+
Sample Requirements: Industry = 30 site observations

ADVERTISERS QUESTIONS



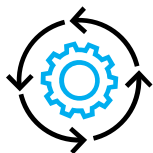
Do I **REACH** the targeted audience?

How does my campaign compare to **BENCHMARKS**?

How can I **OPTIMIZE** my campaign?

DIGITAL CONSUMER SURVEY METHODOLOGY

Data collection method



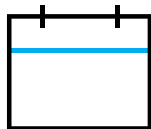
Online Interviewing, using structured questionnaire with length of 15 minutes

Eligible respondent



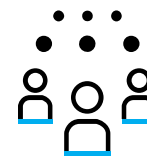
Internet users aged 13+ y.o. nationwide.

Fieldwork dates



Wave 2018: 9/07/2018-24/07/2018

Sample size

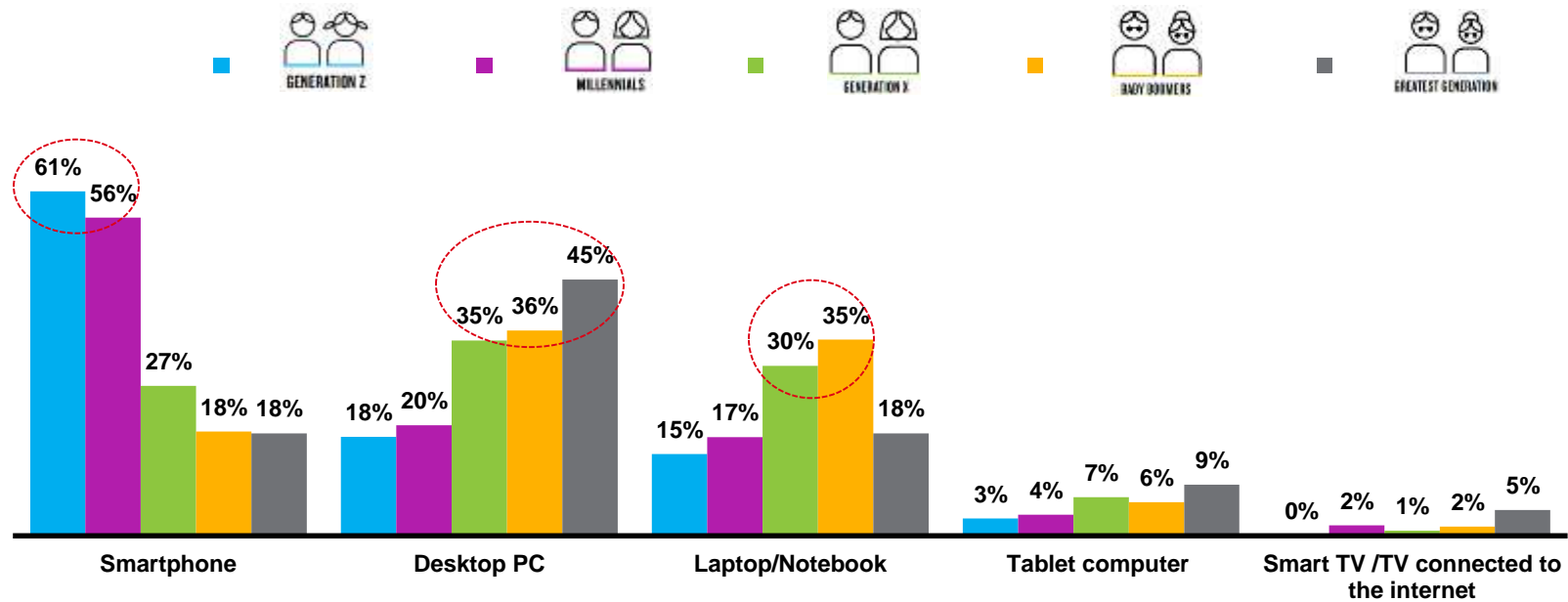


1100 interviews nationwide

(103 interviews to kids 13-17 y.o. & 997 interviews to adults 18+y.o.)

INTERNET ACCESS THROUGH DIFFERENT DEVICES – MOST OFTEN

For younger generations (Generation Z and Millennials) smartphones is the most common device for accessing the internet, while for older ones Desktop PC and Laptop/Notebook.

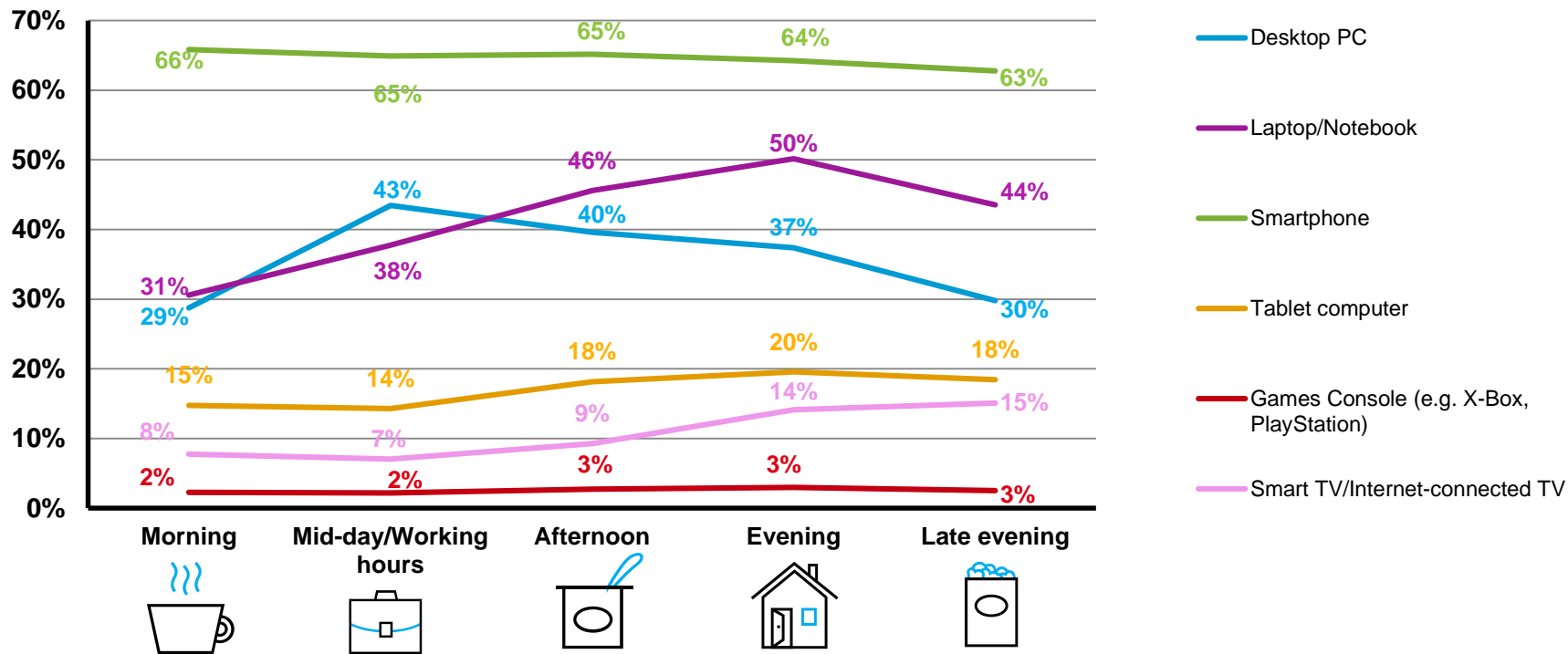


NET4b And which do you use most often to access the internet? Base: All respondents (n=1100)

***Results for Greatest generation are indicative due to extremely low base (n=22)*

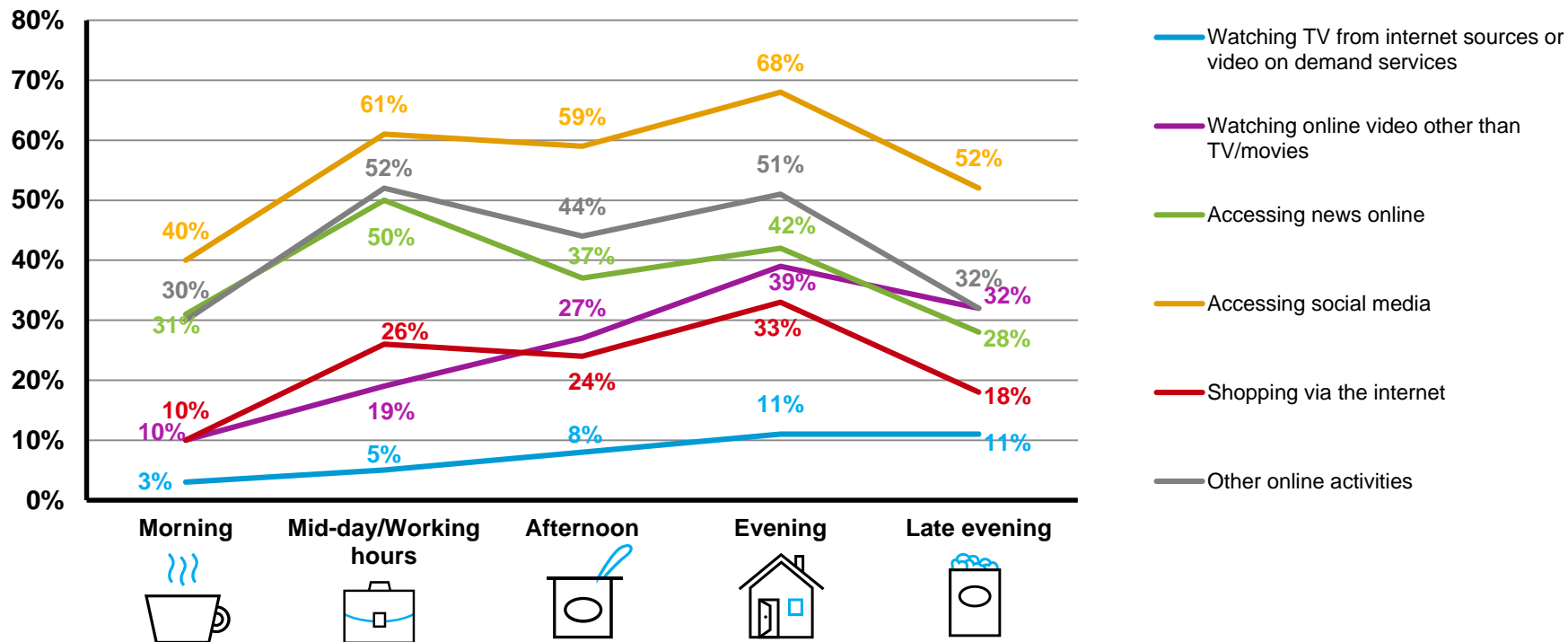
DEVICE USAGE THROUGHOUT THE DAY

Smartphones high usage is noticed once more, as it is the device that is used more throughout the day and is equally used at all time slots.



ONLINE ACTIVITIES THROUGHOUT THE DAY

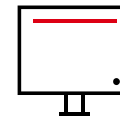
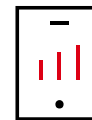
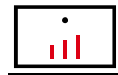
Accessing social media is the main online activity throughout the day. Online video (other than TV/movies) is an activity for evening hours (after 7pm)



TD1 Please select all activities that apply for different time slots during the day. If you don't do any of the activities at a certain time slot of the day please select "I am not doing any of the above activities at this time of day". **Base:** All respondents (n=1100)

PREFERRED DEVICES FOR ONLINE ACTIVITIES

- Different devices are used for different online activities...



	Smartphone	Laptop/Desktop	Tablet	TV screen
Social media	57%	49%	16%	1%
Emailing	52%	72%	17%	3%
Messaging	52%	52%	15%	2%
News	51%	63%	19%	7%
Searching and Browsing	40%	77%	14%	4%
Gaming	35%	50%	16%	6%
Professional Services	28%	68%	9%	1%
Shopping online	24%	72%	10%	2%
Watching Video/TV programs	24%	64%	12%	23%
Travel booking	20%	65%	8%	2%
Elearning Portals	14%	51%	6%	2%

- AD3 When you are online what screen do you prefer to use for each of these activities? **Base:** All respondents (n=1100)
- AD3 When you are online what screen do you prefer to use for each of these activities? **Base:** All respondents (n=1100)



KEY TAKEOUTS

DIGITAL MEASUREMENT CAN BE SIMPLE



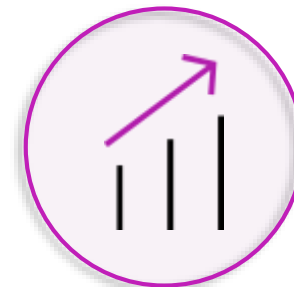
MEASURE

KNOW **WHO** YOU ARE
REACHING AND
WHERE YOU ARE
REACHING THEM



OPTIMIZE

WORK WITH PARTNERS
TO ANALYZE
PERFORMANCE AND
TAKE ACTION IN FLIGHT



IMPROVE

ESTABLISH A BASELINE AND
TRACK DIGITAL CAMPAIGN
PERFORMANCE TO **QUANTIFY**
SUCCESS AND SET GOALS

The background of the image is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a liquid surface. The waves are layered, creating a sense of depth and movement. In the center of the image, the word "nielsen" is written in a white, lowercase, serif font. Below the letters of the word, there is a horizontal line of eight white dots, each centered under a letter, serving as a decorative underline.

nielsen