



CESP publishes the audit of Nielsen Digital Ad Ratings solution

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CESP conducted an audit of Digital Ad Ratings, Nielsen's solution for measuring the audience of digital advertising campaigns, marketed in France by Mediametrie since 2013. The objective of the audit was to bring transparency regarding the methodology implemented by Nielsen.

THE AUDIT METHODOLOGY OF CESP

CESP evaluated the different steps of the audience measurement solution. Specifically, Nielsen shared the results for each step of 8 randomly selected campaigns among the 201 active campaigns during the audit period, mid-February 2017.

MAIN LESSONS LEARNED FROM THE CESP AUDIT

CESP considers as satisfactory:

- The richness of the approach chosen by Nielsen in its models to correct both attribution and reach errors, accompanied by numerous validation steps.
- The choice of Facebook as a third-party partner, given the average reach of people who have been exposed to the campaign and have a Facebook cookie (55% on average), and the possible deduplication between devices this allows.
- The principle of using a model based on, among others factors, panels of Internet users to correct Facebook profiles.

CESP reminds that the profile error correction model is executed directly at Facebook headquarters and the corrected data are passed on to Nielsen servers. CESP did not access the cross-validation results regarding the choice of the modelling approach.

Furthermore, CESP recommends Nielsen to:

- Continue to maintain the level of quality of the nine Internet panels used in the third-party data correction models. The model used to correct Facebook profiles is subject to the quality of these panels¹.
- Use another source for the calculation of mobile adjustment factors, taking into account CESP's reservations about ICM survey quality. Nielsen will examine the possibility of using Mediametrie's mobile and tablet panels to inform the profile correction model for mobile devices.

Lastly, CESP observes that the Nielsen tag does not natively perform some ad verification functionalities, such as viewability. Some non-viewable impressions may be included in the campaign measurement.

¹ Please note that Médiamétrie//NetRatings panel is continuously monitored by CESP. Among the other eight computer-based Internet measurement panels used, four are controlled: in Italy by Audiweb; in Germany by TV AGF; in Australia by IAB; in the United States by MRC.



METHODOLOGY

The Nielsen Digital Ad Ratings solution is based on the following sources:

- Measurement of all campaign impressions at the site and placement level through the Nielsen tag.
- Access to demographic data (gender and age) through the Facebook partnership. This data is used to provide the campaign's demographic profile based on people who have been exposed to the advertising campaign who have a Facebook account, whatever the device used.
- Additional, computer-based Internet measurement panels, including the Médiamétrie//NetRatings sub-panel RDD HOME.
- An additional survey conducted by ICM among a sample of 2500 individuals who have an Internet access.

These last two sources are used to correct potential profile errors in the Facebook data. They are also used to extrapolate results to the entire campaign universe, and not be limited only to the Internet users exposed to the campaign who have a Facebook cookie.

About CESP

CESP (Centre d'Étude des Supports de Publicité) is a non-profit organization created in 1957, regrouping the different stakeholders of the French media industry: media owners and their sales houses as well as media agencies and advertisers. CESP conducts two main types of missions: audits in France (for all media currency studies) and abroad, and consultancy missions locally and internationally. Eighteen permanent staff work at CESP and are supported by a high profile Scientific Committee of 16 professionals from the academic and media industry fields, involved in all audits carried out by CESP.

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