

Big-Picture Planning:

Understanding Value in a Multi-Screen World

April 2018



A Note from Brad Smallwood

TV and Facebook — it's complicated. Twenty years ago, video meant one of three things: a 15-second, a 30-second or a 60-second spot on television. It meant gathering around on the couch for your favorite show and talking about it the next morning at work or school.

“Video” — something that was once so clear — has become a broad umbrella term that doesn't completely capture the breadth or the reality of how consumers watch, interact with and communicate through sight, sound and motion.

People are doing so much more than watching video on a television set. And thanks to mobile, they're in charge and watching in more places than ever: at home, at work and during all the moments in between. These consumer shifts have made it harder and harder to make marketing decisions in today's cross-channel world.

I know the value and impact that advertising can make when done right, and so do our clients today. So, how do we answer when asked how to best use Facebook's platforms alongside a robust television strategy? Well, it's complicated.

As an industry, we need to build consistent measures across TV and digital to measure business outcomes. Until we do, it's difficult for us to make sensible comparisons to other video formats.

With this research, our goal was to help marketers understand how to drive the most impact on Facebook when the primary tactic is actually television. After all, consumers don't make purchases or find new tools and services in a vacuum. We know we are often one touchpoint among many that drives a conversion, and our platforms aren't always at the center of a media plan — nor should they always be.

Both TV and digital video should be measured against real business outcomes. To do that, it's going to require buying video using the same principles across channels (i.e. people-based measurement). Unfortunately, that ability hasn't evolved quickly enough.

So much work is needed as an industry to improve our understanding of how to best reach people and measure across devices. I wish I could say the following research provides all the answers. It doesn't. It is, however, an incremental step forward in understanding the role Facebook plays within the broader media environment.

We'll continue working to give our partners and agencies the best information possible to achieve their business outcomes. And we'll continue pushing the entire industry to do the same.

— **Brad Smallwood**, Vice President of
Marketing Science at Facebook

4	Opening
	Executive Summary
	Introduction
6	Attention in the Context of TV and Facebook
11	How TV and Facebook Drive Effectiveness
	Driving brand outcomes on TV
	Driving brand outcomes with TV and Facebook
14	TV and Facebook Planning Strategies
	Goal 1: Additional Reach
	Goal 2: Additional Frequency
	Reach people with mobile video
	Tactics for TV and Facebook planning strategies
	Creative planning
	Measuring TV and Facebook in an imperfect world
	Viewability is not a metric for equivalency
	New models of cross-channel measurement and planning
26	The Future of TV and Facebook
	Approach for TV traditionalists
	Approach for cross-platform adaptors
	Approach from cross-platform champions
28	Conclusion

Executive Summary

The following report is based on over 2 years of research from Facebook's Marketing Science team and other advertising industry bodies. As linear television watching declines, the ability to magnify reach through other channels becomes increasingly important for marketers.

The key elements of this report include:

- An examination of consumer attention on TV ads and the role of mobile
- How digital advertising and specifically Facebook can be used to get more out of TV campaigns
- Specific tactics for planning TV and Facebook campaigns together
- Strategies for measuring TV and Facebook with currently available tools and the growing importance of people-based measurement

Introduction

When it comes to the advertising industry, agencies have a sophisticated view of how things change and trends evolve. Working with hundreds of clients and thousands of campaigns every year, agencies are uniquely positioned to see consumer behaviors and how they drive ad effectiveness. As a result, agencies are often the first to discern between a passing phase in the industry and a permanent shift.

This big-picture view allows agencies to proactively evolve their organizational structures to adapt to new models. One example: Media fragmentation and the rise of mobile video have gone from being up-and-coming trends to agencies' new normal, something they need to adapt to and plan against.

Throughout 2017, we've watched some agencies consolidate resources and expertise, moving from siloed TV and digital teams to merged video planning and buying teams. This organizational shift recognizes a truth about people: It doesn't matter to them how the media was bought, it only matters how people experience the content. From the formation of new video neutral teams comes a new set of questions:

- How does a cross-media campaign drive effectiveness?
- How do I plan video in a device-agnostic world?
- How do I measure cross-media campaigns when there isn't a single currency?

At Facebook, these conversations are forcing us to think about how Facebook could and should be planned as a complement to other media, specifically relative to other video media. No longer is it enough to know how to plan a Facebook campaign on its own. The complexity of the how and where people engage with content means that we need to understand both their consumption behavior across media channels and Facebook's role within that broader landscape. This paper will examine how Facebook works in a cross-channel world, specifically in combination with TV. It represents the culmination of research conducted, gathered and synthesized over the past two years and it demonstrates how we've begun to answer these hard questions in partnership with clients and partners in the industry.

This report starts with an examination of consumer attention on TV and the role of mobile. From there we explore how TV and Facebook advertising can work together, as well as how planning and measurement have to change to drive better results. Lastly, we'll look at how we see Facebook fitting into all of this.

This research isn't about how to plan Facebook campaigns optimally; rather, this research puts TV at the center and asks bigger questions about Facebook's role as a medium complementary to TV. Our studies reveal a lot about consumer attention and the implications for how agencies can think about planning media across platforms. This is just the beginning. From here, as an advertising industry, we can work together to test our findings with rigor and use the trends we're seeing from learnings to create best practices.

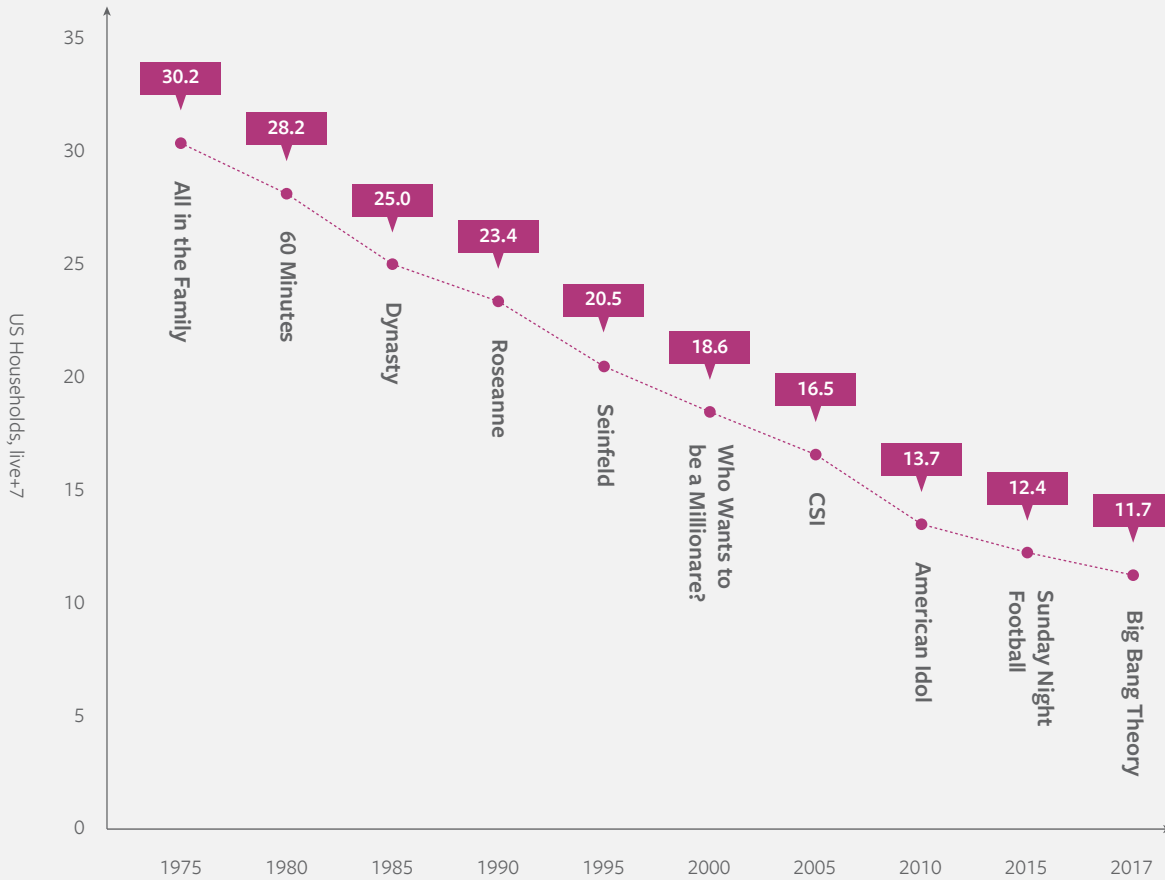
Attention in the Context of TV and Facebook

Media fragmentation has become an accepted fact in the advertising industry. People choose between devices, channels within a device and even methods of consuming on a device (e.g. streaming or linear).

However, we're learning that it's not just media that has fragmented, it's also attention. Even though people still watch 40+ hours of TV per week, we've gone from a world where the average home had few channel choices to one today where the average home has over 200 channels.¹ And just because the screen is on doesn't mean people's eyes are focused on the screen.

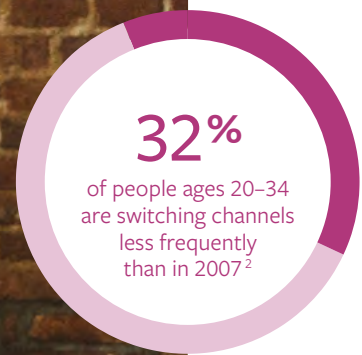
¹ Nielsen Total Audience Report, Sep 2016.

Primetime #1 program viewership is declining



By understanding how attention is fragmenting, we get a more accurate picture of what cross-device media consumption looks like. Understanding attention or “eyes on screen” is key to building a robust media plan built around the consumer.

Graph: Nielsen Television Index National Ranking Report, Prime Time and Nielsen Custom Analysis



More people are turning to mobile instead of channel surfing.

Cross-channel media measurement primarily looks at ad exposures across devices during a campaign. But understanding simultaneous cross-device consumption is just as important for getting a realistic picture of a campaign. An in-home study commissioned by Facebook showed that 94% of participants kept a smartphone on hand while watching TV, making mobile nearly as common a TV companion as a remote control.³

In fact, having a smartphone in hand actually changes the way TV viewers use their remotes. In another study by Facebook and Annalect in Germany,⁴ people who used their phones while watching TV switched channels less frequently. Regardless of if they were watching a TV program or ads, when participants decided to look at their phones, their mobile phones got their full attention.

There is some variation in people's behaviors of how phones are used when watching TV programs versus watching ads on TV. In an eye-tracking study Facebook conducted in the US with Tobii Pro, only about half (56%) of 15-second TV ads were watched for more than two seconds. The primary source of distractions during ads was other devices. This aligns with research from the Center for Research Excellence and Nielsen, which found that second-screen usage goes up 50% during TV commercials. To confirm this finding, we looked at Facebook usage of people who noted in their status that they were watching the premiere of a popular television show in the US compared to those who claimed they hadn't watched it. The data showed spikes of Facebook usage during every commercial break from the group that said they were watching, and no usage spikes amongst those that hadn't.

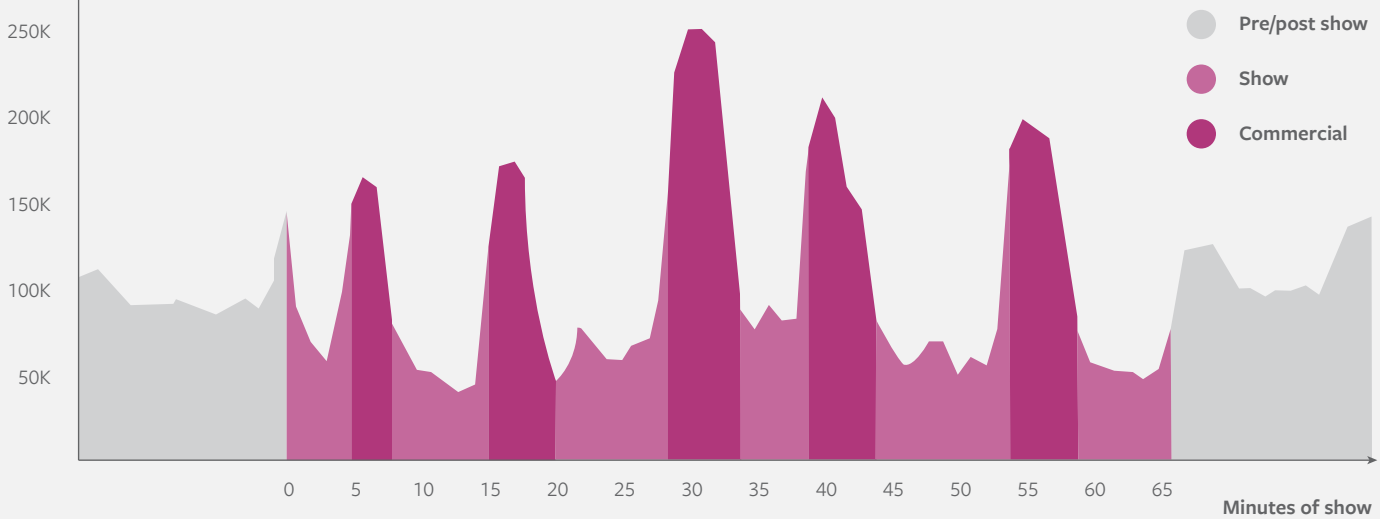
² TV Scope/AGF, 2017.

³ "TV Watching in the Digital Age: Consumer Attention and Engagement" by Tobii Pro Insight (Facebook-commissioned study of 100 people ages 18-50 in the US), Mar 2017.

⁴ "Eyetracking study" by Annalect (Facebook-commissioned study of 55 people ages 14-49 in Germany), Jun 2016.

People connect on Facebook while they watch TV

For those watching the premiere of a popular TV show, Facebook activity peaked during every commercial break.



Graph: Facebook data, Sep 2016.

In the same way that attention varies across ads and content, attention also changes depending on whether the consumer is watching the content alone or with others. The Center for Research Excellence and Nielsen found solo viewers are more likely to look away from TV ads within the first three seconds than those viewing in a group.⁵ Understanding with whom somebody watches TV gives greater insight into how his or her attention is being divided. Conversations on Facebook about cable shows suggest people are more likely watching those in social settings compared to conversations about shows that stream online, which more people appear to watch solo. It's easier to binge-watch a show if you don't have to wait for another person.

Research has shown that cross-platform doesn't just mean that people consume content on more devices, it means that they're using more devices while they consume content on TV. This multi-screening behavior, combined with changing methods of viewing, further fragments attention and changes how a campaign builds effectiveness.

⁵ Council for Research Excellence, "[What is it to watch TV? Part II](#)," September 8, 2016.

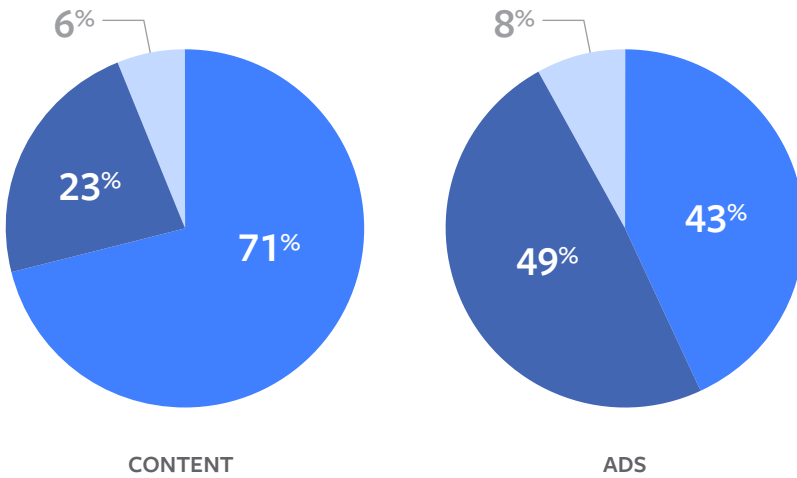


Attention changes when viewers watch alone vs with others

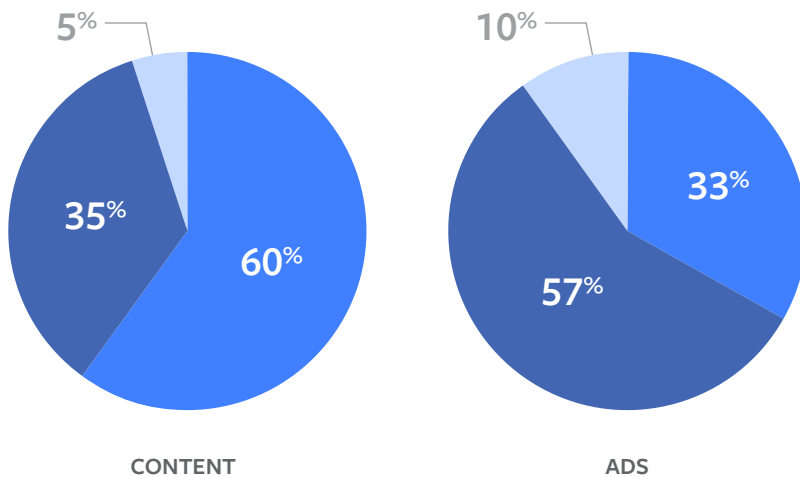
Attention patterns as percentage of total time

- Watching TV
- Using a second screen (at least one person)
- Other

Solo viewing



Co-viewing



Graph: Council for Research Excellence, "What is it to watch TV? Part II," September 8, 2016.

How TV and Facebook Drive Effectiveness

Cross-media effectiveness has been measured in one form or another for years, but how platforms work separately and together to drive effectiveness at the individual level is still fairly nascent. Using our understanding of attention, we will look at its impact on TV effectiveness, the effectiveness of Facebook and the two platforms combined.

Driving brand outcomes on TV

TV has been the dominant advertising channel for advertisers for many decades. We know that it works; however, little research has been done on how it works at an individual level. In 2016, a group of TV networks and agencies came together to understand what factors drove brand recall the most.

They found that age, multitasking, state of mind and ad relevancy impacted brand recall the most, with large differences in recall driven by the age of the person: 44% of 35–54 year olds recalled the ad, while only 29% of 16–34 year olds recalled the ad.⁶ The finding is similar to data on our platform, which shows that consumer characteristics drive an outcome,⁷ making reaching the right people on the right platform imperative for effectiveness.

The study also looked at factors that negatively impacted brand recall. Fast-forwarding through the ad had the largest negative effect, followed by digital second-screening, which reduced brand recall by almost 50%. While more testing is needed, the industry is learning that the same TV plan used 10 years ago wouldn't have the same impact today. Understanding attention fragmentation tells us why.



Making a brand memorable

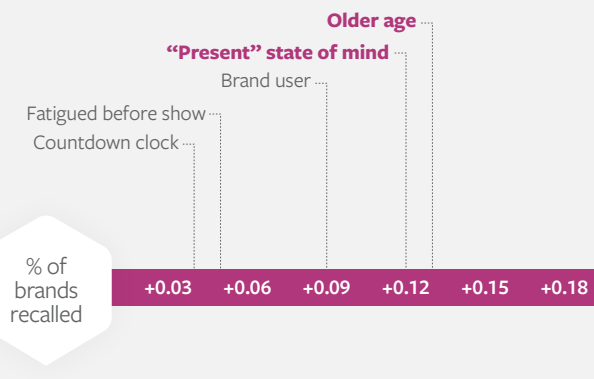
A person fast forwarding through an ad is only slightly worse than digital multi-tasking in reducing brand recall.

⁶ Council for Research Excellence, "What is it to watch TV? Part II," Sep 8, 2016.

⁷ N. Bhargava, D. Chapsky, B. Gordon, F. Zetzmeyer "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook"TM (joint white paper published by Facebook and Northwestern University using data from 12 US advertising lift studies at Facebook), July 14, 2016.

Drivers of brand recall

After ad delivery — multi-tasking, age, state of mind and ad relevancy impact brand recall the most.



Graph: Council for Research Excellence, "What is it to watch TV? Part II," Sep 8, 2016.

Driving brand outcomes with TV and Facebook

We've seen that using Facebook with TV leads to better results, but how does what we know about people's attention spans inform why that happens. Facebook can supplement TV in two ways:

- 1. Additional Reach:** Reach people you can't reach via TV (those who stream content online, record shows and skip commercials or simply don't watch much TV).
- 2. Additional Frequency:** Prime your TV audience before a show and remind them after on Facebook.

The strategies outlined in the next section focus specifically on the best ways to enhance your TV plan with Facebook, as opposed to the best ways to use Facebook on its own. The Advertising Research Foundation calls this the Kicker Effect and it is key to combating people's attention fragmentation. If you only have one type of media in any given campaign, it isn't as strong as having the "surround

sound" of your message on multiple platforms. Adding digital to TV produces a kicker effect of 60% higher ROI.⁸ Facebook worked with third-party research firms to study this further.

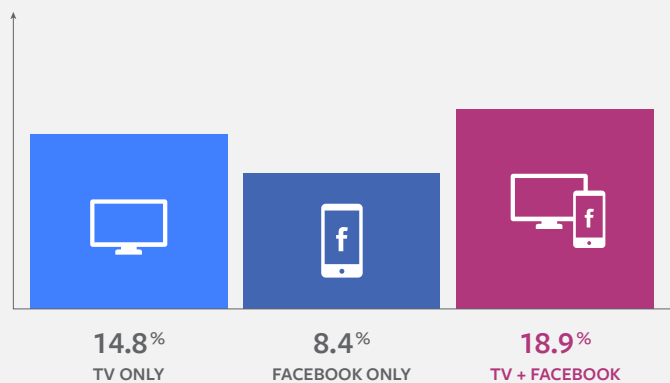
Facebook commissioned Kantar Millward Brown and GfK to test the impact of TV and Facebook campaigns to drive sales of consumer packaged goods in Europe. The studies showed that by coordinating TV and Facebook and Instagram video campaigns, advertisers were able to produce a combined effect greater than the sum of the results of the separate media spends.⁹ A Nielsen meta-analysis of 29 campaigns across TV and Facebook showed that dual exposure leads to the highest lift in ad recall and is 21% less expensive than TV-only campaigns.

⁸ C. Bacon, M. Garcia-Garcia, J. Snyder, H. Stipp "How Advertising Works, 2017," Advertising Research Foundation, Jan 25, 2017.

⁹ Kantar Worldpanel Consumer Mix Model (CMM) meta-analysis" (Facebook-commissioned study of 13 UK campaigns on media effectiveness across TV and Facebook), 2017. Spend data: Facebook and Instagram data, UK only, Jul 2015–Sep 2016. Ebiqity (for TV spend), UK only, Jul 2015–Sep 2016.

Average ad recall lift

Together, TV and Facebook can help drive a greater increase in brand metrics



Graph: Nielsen TBE + CE Meta Analysis, Commissioned by Facebook, Nov 2017.

Percentage of lift observations statistically significant at an 80% confidence level.

TV and Facebook Planning Strategies

Thinking about why Facebook and TV work better together, we can look at how each of these objectives lead to more efficient campaigns and the tactics to execute them.

The main growth goals for advertising — additional reach and additional frequency — remain the same. The difference is that changing behaviors in consumer attention open up opportunities for corresponding strategies to be more effective. It's now possible to create more efficient campaigns that capitalize on cross-channel behaviors. Which is especially important in a world where 1 in 3 young households no longer has a cable or satellite TV subscription.¹⁰

¹⁰ Hearts and Science, Forces of Change, Issue 1, "The Unreachables" Sep 2017
hearts-science.com/wp-content/uploads/2017/10/HeartsScience-ebook-Final.pdf

GOAL 1:

Additional Reach

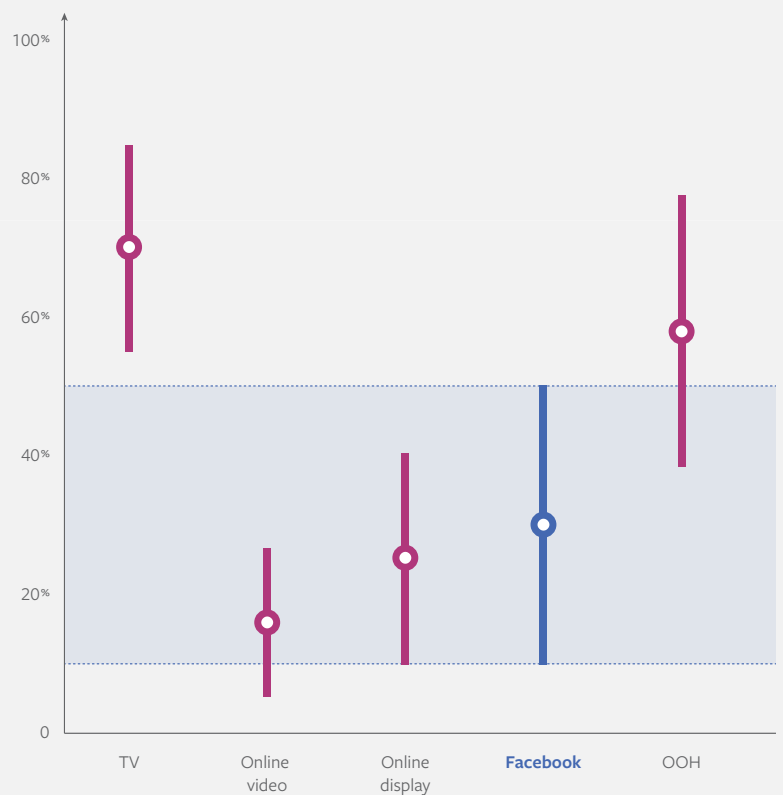
Reaching an entire audience can no longer be done through a single device. Facebook commissioned Millward Brown to run a study in Australia that examined the device-level reach for a standard multi-platform campaign. No single platform could be credited with 100% reach. This problem becomes exacerbated as audience consumption shifts. Because even though TV is still the majority of video consumption for Millennials,¹¹ according to Nielsen, they consume 47% less TV than people over the age of 35.¹² There are some audiences that TV can't reach, this is such a prevalent issue that Hearts & Science has dubbed these audiences “Unreachables.”¹³

The Millward Brown study revealed that when television advertising had a lower weight, Facebook played a critical role in delivering overall video reach to the target audiences, exclusively providing 30% of the reach. Simulation testing based on the impact and parameters for this campaign showed that reducing TV advertising by up to 30% of GRP weight would have little impact on the brand measure. Increasing Facebook advertising to more efficiently reach lighter TV viewers would have maximized brand impact.

While Facebook can reach new audiences, there is a question of whether those audiences have the same value as those reached via TV. In 2016, Facebook measured the sales of 13 UK TV and Facebook campaigns using Kantar World Panel and Nielsen TAR. Layering demographic and shopper data over reach showed that, for those campaigns, Facebook reached fewer heavy TV viewers and more light and non-TV viewers. Despite differences in TV viewership, there was no difference in the makeup of brand or category buyers in each segment. The category buyers reached on Facebook were just as valuable to an advertiser as the buyers reached on TV.¹⁴

Campaign reach: range and average

Facebook is the 1st reach driver for online channels in Australia



*CrossMedia studies from 2013–2015

**Only those channels with >10% reach within the campaign and channels with 10+ studies are included
Average Reach (data point) and average Reach range (line) by media channel. Australia CrossMedia Database.

¹¹ Millennials on Millennials: A look at viewing behavior, distraction and social media stars.” Nielsen, Mar 3, 2017.

¹² Google-commissioned Nielsen study, total minutes spent per person among persons 18–34 and 35+ for total TV on a monthly basis, live + 7, total day, Apr 2016.

¹³ Hearts and Science, Forces of Change, Issue 1, “The Unreachables” Sep 2017 hearts-science.com/wp-content/uploads/2017/10/HeartsScience-ebook-Final.pdf

¹⁴ Kantar Worldpanel Consumer Mix Model (CMM) meta-analysis” (Facebook-commissioned study of 13 UK campaigns on media effectiveness across TV and Facebook), 2017. Spend data: Facebook and Instagram data, UK only, Jul 2015–Sep 2016. Ebiquty (for TV spend), UK only, Jul 2015–Sep 2016

GOAL 2:

Additional Frequency



Primetime TV in the US can cost

50%

more than other day parts¹⁴

The established tactic of buying primetime TV to build impressions no longer works as efficiently as it did decades ago. While the evening is still when people watch programs, live TV isn't the only medium, due to increased choices, such as online streaming and DVRs. A recent study in North America revealed that mobile video is watched everywhere, including at home.¹⁶

Linear primetime TV shows no longer have dominate audience reach, yet they retain costly premium CPMs. Facebook and Simulmedia studied primetime campaigns and found primetime TV in the US costs approximately 50% more than other dayparts, but doesn't provide sufficient returns to justify the incremental cost.¹⁶ By eliminating all primetime TV spots in the study, reach was reduced by only 15% and frequency was reduced by only 30%. That decreased reach could be found on digital at a significantly lower price.

The lower cost, large-scale reach of Facebook would enable video agnostic planners and buyers to build the same frequency and reach that people are used

to on primetime TV with greater efficiency. In one case reported by AdAge, a digital strategist looked at the cost of one Super Bowl ad and compared it to what he could reach on Facebook. **He found that he could reach 5 million people every day for the 11 months on Facebook and had the flexibility of multiple formats, as opposed to the single exposure across 11 million viewers that the Super Bowl delivered.¹⁷**

While these strategies for building digital into a TV plan have existed for a while, advertisers and agencies are still early in applying rigorous testing to understand which to use when to drive the best business outcomes. We've invested in the tools and the tactics needed to apply these strategies, and now greater testing is needed in market.

¹⁵ "Media Attitudes" by Lieberman Research Worldwide (Facebook-commissioned study of 1,500 people ages 18-64 in the US and Canada), Mar 2017. "Mobile video" was defined as video viewed on a smartphone.

¹⁶ Simulmedia and Facebook Analysis of 5 campaigns, Jun-Aug 2016.

¹⁷ Todd Lombardo, "[This is what happened when we tried to spend a \\$5 million super bowl budget on Facebook](#)," AdAge, Feb 1, 2017.

Reach people with mobile video

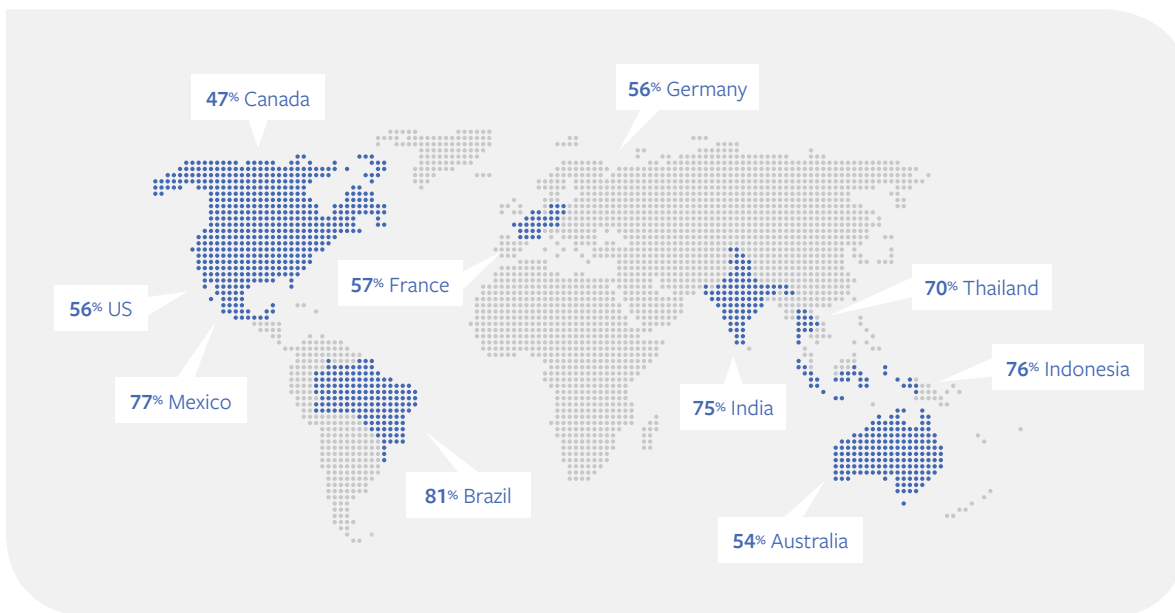
People in the US and Canada watch mobile video everywhere — including at home



In my home (living room, bedroom, other room)	84%	85%
At work	38%	36%
During my commute	29%	28%
Public location (e.g. bar, restaurant, gym)	44%	45%
Friend/family member's house	50%	49%
Outdoors (e.g. park, beach, forest)	36%	35%

Graph: "Media Attitudes" by Lieberman Research Worldwide (Facebook-commissioned study of 1,500 people ages 18–64 in the US and Canada), Mar 2017. "Mobile video" was defined as video viewed on a smartphone.

Percent of Mobile-Dominant Viewers* surveyed who say they watch online video on a smartphone for more than 1 hour per day



*Defined as the 38% of people surveyed who said smartphones are the device they use most (versus laptops, desktops, tablets, TVs, gaming consoles and VR headsets) to watch online videos.

Graph: "The Value of Video" by Nielsen (Facebook-commissioned study of 22,000 people ages 18–64 across AU, BR, CA, FR, DE, ID, IN, MX, TH and US who watch online videos), Apr 2017. The study included 2,000 respondents per market except for US and CA, where the sample sizes were 3,400 and 2,500, respectively.

Tactics for TV and Facebook planning strategies

- 1. Buy based on audience and reach**, instead of GRPs which can give different audience, frequencies and results for the same cost. Use tools that let you target complementary audiences, like heavy, medium and light TV viewers on digital.
- 2. Minimize excess frequency** through platforms that allow for frequency capping in combination with TV.
- 3. Test new audience buying and optimization options on TV.** Companies like Adobe and TubeMogul, Simulmedia, VideoAmp, and Videology are trying to make TV ad buying “programmatic.” They’re not perfect, but they’re working towards audience-first planning. Even traditional networks, like NBC, are moving in this direction.¹⁸
- 4. Consider marginal cost per incremental effective reach point.** This can be affected by factors such as demographic details as well as the scale of the campaign. Don’t just look at reach on its own — think about how reach is built and the cost of each additional person reached on one platform versus another.

¹⁸ Kelly Liyakasa, “NBCUniversal Will Make \$1 Billion in Audience Guarantees This Upfront Season,” AdExchanger, Mar 2, 2017.

Creative planning



Feed-proofing ads can help reduce costs and ensure campaign success



Beyond having a TV and Facebook media-planning strategy, a cross-platform creative strategy is necessary for success. Without the right ad creative for each platform, a campaign will not be able to maximize business value.

While a built-for-television ad can work in feed environments, consider creating television ads that will work in the feed environment at the start of campaign development.

This will help to reduce the cost of incremental digital production budget and set your digital campaigns up for success. Feed-proofing ads can be hard. The Marketing Science and Creative Shop teams at Facebook partnered to outline the behaviors of consumers and the impact on creative production in [“Why Creativity Matters More in the Age of Mobile.”](#)

Measuring TV and Facebook in an imperfect world

$$\text{GRP} = \text{Reach (\% Points)} \times \text{Frequency}$$

$$\text{GRP} = 100 \times \frac{\# \text{ People who have seen the ad}}{\text{Total \# people in the target}} \times \frac{\# \text{ Impressions}}{\# \text{ People who have seen the ad}}$$

$$\text{GRP} = 100 \times \frac{100 \times \# \text{ Impressions}}{\text{Total \# people in the target}}$$

Regardless of whether your strategy is to use Facebook to drive additional reach or frequency to your TV campaigns, measuring the relative value of the two platforms is difficult with current measurement tools. Fragmentation of media and attention contribute to double counting and attribution issues between platforms.

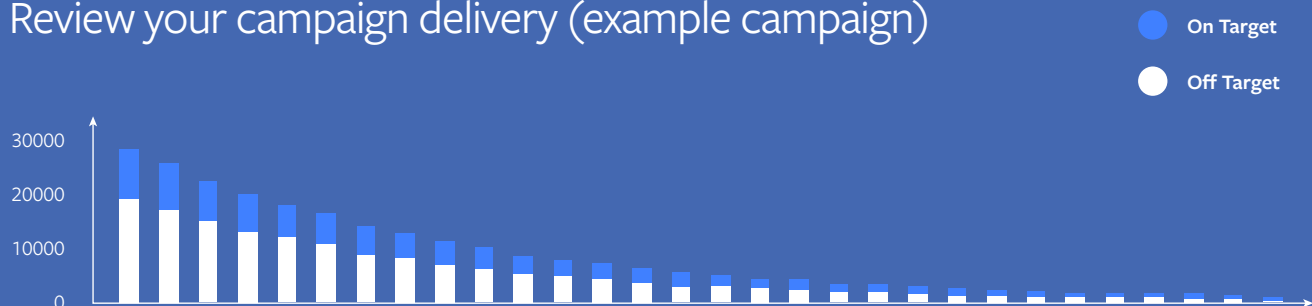
Metrics can't be siloed. TV has been measured using reach and GRPs/TRPs for decades, but the formula, or more importantly, the assumptions that underlie the formula, are rarely considered. For example, GRPs look at average frequency and not the median frequency per individual. This, combined with TV's

inability to target frequency of exposure at the individual level leads to the assumption that additional impressions increase reach and not frequency. This forces the reach vs. GRP curve to have diminishing returns. Assuming a diminishing return between reach and GRPs across platforms leads to suboptimal planning. You get a locally maximal plan, but not the globally optimal solution.

The benefit to the system is that it is predictable. It has decades of data points and third-party measurement products, allowing some advertisers to feel like they can predict revenue based on GRPs.

Graph: Simulmedia + FB Analysis of 5 Campaigns. Jun-Aug 2016. All advertisers may not see the same results.

Review your campaign delivery (example campaign)



Digital has a different problem: There is too much granularity in much online tracking. Cookies track at the individual device exposure level, but cross-device consumer behaviors make it impossible to understand exposure at the individual consumer level with cookies alone. A [study](#) conducted by Datalicious and Facebook in Australia found that each person had on average 3 unique cookie identifiers, overestimating reach and underestimating frequency.¹⁹ Attribution across digital channels becomes difficult with the attribution methodology changing the outcome (e.g., last-click measurement, multi-touch attribution, etc.).

The industry needs metrics and methodologies that can be used on TV and Facebook that measure the effectiveness and ROI of each platform for a single campaign. Most solutions measure individual parts,²⁰ but not how they fit together. Using the same rubric for value across media doesn't make sense unless you're measuring each with the same methodology. Solutions like Nielsen's Total Audience Ratings (TAR) and Digital Ad Ratings (DAR) start to solve this problem for reach, using the same methodology and measuring the same outcome. However, understanding reach is only one piece needed to make decisions.

People-based measurement is one way to look at equivalency across channels. These new people-based measurement solutions give the accountability that we need to test out the TV and digital strategies outlined above, allowing us to be confident in how we're measuring across platform and ensuring that regardless of where somebody is exposed the outcomes that we measure are consistent.

A study conducted by Datalicious and Facebook in Australia found that each person had on average **3 unique cookie identifiers**, overestimating reach and underestimating frequency.

¹⁹ Datalicious MTA study (commissioned by Facebook), results averaged across 3 ad campaigns on Facebook conducted in Australia, Oct-Dec 2016.

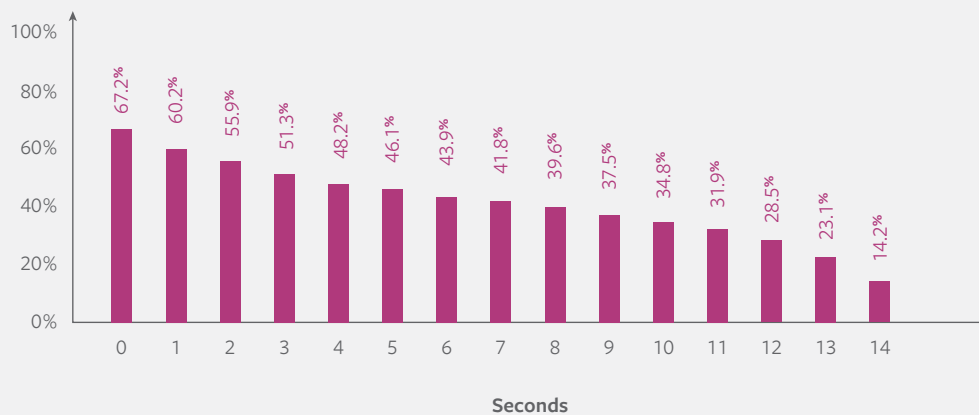
²⁰ Jeanine Poggi, "TV Business Targets Digital Viewership Claims with Proposed Measurement Standard," AdAge, Apr 26, 2016.



Viewability is not a metric for equivalency

Attention erosion of a 15-second ad spot (N=1060)

~56% of people in the study watched 15-second TV ads for more than 2 seconds; ~75% of distractions are other devices



Top distractions during TV ads:

- Smartphone: 58%
- Tablet: 11%
- Laptop: 7%
- Other People: 5%
- Chores: 3%
- Other (Desktop Computer, Printed Material, Pets, etc.): 15%

The complexity of measurement has led the MRC viewability standard to rise in popularity as a digital equivalency metric. There is one large issue with using it to equate TV and Facebook: TV ad viewability isn't currently captured.

When we apply the continuous 2-second view standard to TV, we see that only 56% of 15-second TV ads are "viewable,"²¹ but we know TV works. And from [work that has been published by Oracle Data Cloud and Facebook](#) we know that these under 2-second views are generating real value in digital, value that a 2-second threshold does not capture.²²

In the case of the MRC standard, it is undervaluing both TV and digital and given the consumption differences likely undervaluing them in different ways, failing to achieve its goal of being a metric for equivalency.

Graph: See source 21.

²¹ "TV Attention" by TobiiPro, (Facebook-commissioned study of 100 participants), Aug 2017.

²² "Video Viewability and Sales Lift Research" by Oracle Data Cloud, (Facebook-commissioned study of 14 campaigns from CPG advertisers), Sep 2017.

“Breaking out the various components of a client’s digital spend has been a challenge in the past. Facebook’s Marketing Mix Modeling data pipeline allowed us to break out Facebook as an individual channel in our models and show Dr. Oetker how Facebook contributed to sales.”

— **Leith Higdon**, Director of Insights & Analytics,
IPG Mediabrands



New models of cross-channel measurement and planning

As existing methods fail to fully capture effectiveness, efficiency and a clear idea of how TV and Facebook work together, we and the advertising industry are trying to overcome this measurement challenge. There are solutions that help advertisers address the measurement gaps of some historical systems.

“How do I measure cross-media sales impact of my campaign?”

At the broadest level:

With Marketing Mix Models (MMM), a widespread measurement tool for advertisers and agencies, Facebook provides a data pipeline to help attribute offline sales to different devices. While this doesn't tell you about the channel interactions, it does use a single source to determine outcomes.

However, the challenge with MMM is that the results are very dependent on the inputs. In the case of most campaigns, the heavy TV weights will show the success of TV and without explicit experimentation in the media weights, the answer you get will be consistent, but not necessarily optimal.



At the market level:

Facebook is developing a Matched Market Lift testing product to make selecting comparable markets and geo-testing easier. Facebook uses its data set and your sales data to find a weighted combination of DMAs that most closely resemble your test markets. After you run your campaign you'll be able to see lift by DMA and compare performance across TV and Facebook. This methodology enables lift measurement for advertisers that don't have person level outcome data or those wanting to compare performance across any media that can be bought based on geo targeting.

At the user level:

This question is a challenge particularly for CPG advertisers. Facebook has partnered with Nielsen Catalina,²³ GfK²⁴ and Kantar World Panel²⁵ to measure the cross-media sales impact of linear television and Facebook campaigns.

“How do I measure the crossmedia brand impact of my campaign?”

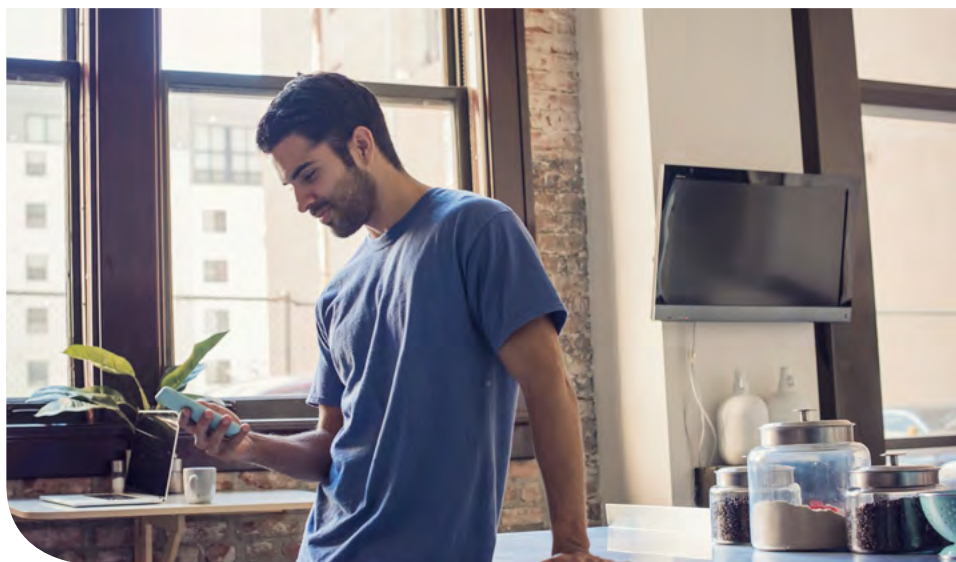
Nielsen offers the Nielsen Total Brand Effect²⁶ as a third-party brand measurement solution to measure TV and Facebook. Facebook will also release a first-party solution called Cross-Platform Brand Lift in 2018. These solutions use “opportunity to see” questions to capture TV exposure, but have the advantage of a single source of outcome data, helping to delineate the relative effect of each platform and their relative efficiency.

In order to contextualize lift results, we recommend running a Total Audience Ratings (TAR) study alongside a cross-platform study.²⁷ With a TAR study, advertisers can compare how many impressions were on target on TV and Facebook, respectively, to determine overlap and average cost per incremental person reached.

“We proved that Facebook video ads are a natural complement to TV campaigns. We experienced better brand results among people who saw ads on both versus just TV or Facebook alone. We saw the ‘better together’ impact firsthand. Facebook and TV are powerful individually, but deliver a stronger message to our audience when used in tandem.”

— **Ajay Kapoor**

VP, Digital Transformation & Strategy, SharkNinja



²³ As of Feb 2018 Nielsen Catalina Solutions Cross-Media Sales Effect is available in the US only.


²⁴ As of Feb 2018 GfK Media Mix Evaluator is available in Germany, Italy, the Netherlands, Poland.

²⁵ As of Feb 2018, Kantar World Panel cross-media tracking is available in UK, France, Portugal, Spain, Mexico, Brazil, India, Thailand, Vietnam, Taiwan, Philippines, South Korea.

²⁶ As of Feb 2018 Nielsen Total Brand Effect is available in the US and UK.

²⁷ As of Feb 2018, TAR is available in the US, UK, Italy, France, Philippines, Thailand and Mexico.

The Future of TV and Facebook



At Facebook, we are building tools that will take into account the realities of TV behavior and that can be applied to different types of campaigns. There isn't one solution for everyone, and that puts the onus on us to ensure that we are working with you to build cross-platform solutions that work across all of your clients. As clients' needs change, we need you to tell us which products prove the most helpful and which ones you'd like to see us refine further.

3 cross-platform mindsets

Agencies are adapting at very different paces to this ongoing fight for people's attention. Some marketers are ready to embrace experimentation and a test-and-learn mentality, while others are more conservative in their approach. Here are three stages where an agency or its clients may be in adjusting to a cross-platform media approach.

1. TV Traditionalists

For those who know that TV no longer delivers the same results, but face an organization that isn't ready to shift away from buying TV ad spots, look for solutions that mimic the old systems in the new world. Facebook offers Target Rating Point (TRP) buying, giving marketers the ability to plan and buy Nielsen-verified TRPs on Facebook, allowing them to extend their campaigns on TV, and making it easier for them to reach people where they are spending their time.

2. Cross-platform Adaptors

For those who understand the gaps in their TV plans and are looking for solutions that explicitly target those gaps, Facebook offers targeting capabilities that find people based on their TV viewing habits. Reaching light TV viewers on Facebook rounds out marketing plans and ensures full coverage.

3. Cross-platform Champions

For agencies where change has occurred, custom integrations can give planners the flexibility to plan campaigns across platforms with a single tool. While these are harder to implement, they give agencies the granularity to optimize their TV campaigns using Facebook. To empower their planning teams, and provide clients with an expanded view of cross-channel reach, IPG Media Brands worked to augment their existing cross-channel planning tool with data available via Facebook's reach and frequency data pipeline.

By integrating Facebook reach and frequency data along with predicted impression cost information, IPG Media Brands planning teams have been able to expand their understanding of an individual platform's impact on unique reach. This integration has also allowed IPG Media Brands to develop a variety of cross-media planning scenarios for their clients and show the complementary (and unique reach benefit) that Facebook and Instagram can provide when coupled with media such as TV.



Conclusion

With attention fragmentation and a deeper understanding of how TV is watched today, we have strong hypotheses on how as an advertising industry we need to change what we've been doing. Research shows that multi-screening and in-home distractions are a reality, one that advertisers tend to ignore when it comes to TV, but fixate on when thinking about digital. And even though TV attention in reality doesn't look the way it used to, we know that partially-viewed TV commercials are still having impact.

This means we need to stop using metrics that undervalue partial views and focus on the lack of people-based measurement and buying across platforms to give us true parity.



The desire to combine TV and digital for additional reach or additional frequency isn't new. But the tools that we are building to execute these plans and measure their effectiveness are new. Having a person-level understanding of TV consumption allows digital platforms to supplement TV plans, making the video plans of today as effective as the TV plans of the past, and in some cases more efficient.

While Facebook and other technology companies build more tools to meet the new needs of agencies, there are two immediate steps for implementing the ideas of this paper today:

- For every media plan, require a hypothesis of de-duplicated reach and a clear understanding of the frequency distribution
- For every campaign, ensure measurement is in place to verify and prove out the ROI by platform, and that the outcome is measured consistently across all platforms

Once aligned on these two criteria, our industry can quickly test out our hypotheses and learn if the tools we are building work.

We know that clients are at very different stages of their journey, and we recognize the complexity of this new world. By partnering together, we can build the innovative tools that accurately capture and measure the evolving ways people view TV content, and build better advertising as a result.

Want to learn more?

Watch our videos

[Marketing Leaders from Facebook Marketing Science and IPG Mediabrands
Canada Discuss the Value of Planning TV and Facebook Campaigns Together](#)

[TV + Facebook — Measuring Value in a Multi-Screen World](#)

[Moving Pictures: The Persuasive Power of Video](#)

[How Combining TV and Facebook Advertising Yields Higher Results](#)

Discover additional studies and insights

[TV + Facebook — Turn Up the Volume on Your Media Campaigns](#)

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Incrementality Measurement](#)

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Testing Strategy](#)