



Benefits of Impressions-Based Buying: All Media Design Group Achieved Faster, More Accurate, and Cost-Effective Campaigns

Overview:

All Media Design Group partnered with Spectrum Reach in adopting Comscore as the preferred measurement provider in implementing an impressions-based buying strategy.

The Situation:

According to Rich Thomas, VP & General Manager for All Media Design Group, “The shift to Comscore and impressions is an ongoing transition to a new currency. Any change, especially in media, can be difficult at first, but the industry is clearly headed towards impressions-based buying and audience measurement instead of ratings.”

Comscore’s television measurement is based on passive measurement from 75+ million TVs so it is stable, reliable and predictable. Advertisers can move beyond age and gender and look at audience metrics based on a client’s targeted consumer profile allowing both the buy-side and sell-side to truly value niche audiences. Comscore measures detailed household attributes like income, education, home ownership, ethnicity, auto intenders and standard demographics to improve media effectiveness and efficiencies.

The Challenge:

Traditional television viewing has become fragmented. The ability to accurately target specific audiences has become more difficult and rating points have become less effective at measuring the success of a campaign or providing future insights.

Source: Association of National Advertisers, ‘Audience-Based Buying Is Taking Over: Here’s How Advertisers Can Successfully Adapt, 7/21

89%

of marketers agree that “Over the next 3 years, I believe the industry will significantly shift from traditional buying (GRPs) to an audience-based TV buying approach.”

62%

agree that “Audience-based buying can increase sales.”

The Outcome:

Impressions-Based Buying allows advertisers to look at the media landscape with a more thorough, detailed look at audiences for smarter and cost-effective media planning and buying. It also allows for better audience estimates and faster, more accurate post performance that reflects how viewers are watching.

Unexpected Enhancements: Fewer Zero's

“Comscore increases the volume or pool of impressions in your media buys and gives value to nearly all programming...eliminating those zero cells.”

Traditional television measurement relies on a panel or sample of respondents for measurement that reports some programming produced zero audience which potentially leads to erroneous conclusions on audience size or demographics.



Rich On Next Steps:

“From an agency standpoint, we must continue to explain the Comscore shift to clients – why we’re changing the model and arm them with the information to explain to leadership. Spectrum Reach has been proactive in providing this information, and the evolution continues to be a topic that is worthy of discussion(s).”

Rich Thomas

VP & General Manager | All Media Design Group