

GfK NOP Media partners with TNS Worldpanel and nurago...

Contributed by GfK NOP
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Â to help agencies and advertisers measure ROI of marketing campaigns.

Google to support funding of pilot studies.

GfK NOP Media today announced the launch of the Media Efficiency Panel. This new panel is an important innovation for advertisers and agencies to measure the ROI of their media campaigns.

Importantly, this will be the first panel in the UK which combines online and offline media consumption with consumer sales data from a single source. This allows marketers to compare the efficiency of online and offline channels in driving sales.

The panel will consist of 10,000 households.

It is anchored on the existing TNS Worldpanel service which will provide FMCG retail sales data at household level (panellists scan and report their offline purchases when coming home from shopping).

Software from leading provider of innovative technical solutions nurago will measure online media consumption - logging what URLs they have visited and what online advertising they have been exposed to.

The service will measure their TV, Radio and Print consumption via a regular media questionnaire.

Gary Roddy, Research Director at GfK NOP Media said

"We are excited to bring the Media Efficiency Panel to the market. For the first time, the UK marketing industry will have real empirical data linking internet advertising directly to sales and the ability to compare this with other above-the-line advertising. We believe this will help marketing budget decisions to be made in a much more informed way.

â€œThe Media Efficiency Panel is a powerful complement to existing industry tools like UKOM, providing clients with great data to enable accurate campaign ROI evaluation."

For the launch of the panel, Google will fund a limited number of pilot studies for FMCG firms and their agencies.

Shuvo Saha, Head of Googleâ€™s FMCG business said

"We believe this is an important development in the measurement of media effectiveness, and we are keen to learn with our advertiser and agency partners about the real effects of internet advertising in the context of the full media mix. We hope the availability of some campaign evaluation studies will encourage them to use the panel and start to learn."

The UK is the second country to use the Media Efficiency Panel after a successful launch in Germany in 2008. The German panel has already been used extensively by large FMCG firms such as Procter & Gamble, Nestl  and Johnson & Johnson.

The Media Efficiency Panel gives GfK NOP Media the capacity to record both the purchase of a product and its associated Internet usage (that is, the exposure to the advertisement) from a single source. Â

GfK NOP Media use statistical techniques to calculate the probability of consumers buying a given product as a direct result of online and offline advertising.

The survey findings identify the return on advertising generated in proportion to the cost. Â

Beyond this, the Media Efficiency Panel records the total Internet usage of panel members aged 16+ and allows identification of buyer-based target groups for strategic online campaign planning purposes.

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About GfK NOP Media

GfK NOP Media offers a comprehensive range of media research services to deliver innovative, technology-driven research solutions to media owners, content providers, agencies and advertisers.

With more than 20 specialised media researchers, supported by the operations divisions of one of the UKâ€™s largest custom research companies, and drawing on the research expertise and methods of GfK Group - the market leader in quantitative media research in Europe - our clients include many of the biggest names in media in the UK today.

www.gfknop.com

The GfK Group

The GfK Group provides the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions.

It offers a comprehensive range of information and consultancy services in the three business sectors of Custom Research, Retail and Technology and Media. As the no. 4 market research organization worldwide, the GfK Group operates in more than 100 countries and employs over 10,000 staff.

In 2008, sales amounted to EUR 1.2 billion.

London – 30 November 2009.