MULTI-SCREEN IS NOW!
Synchronised Campaign Planning and Delivery with Deichmann
MULTI-SCREEN – ALREADY REALITY IN PEOPLE’S LIVING ROOMS
Multi-Screen Studies

Basic Study: Catch Me If You Can!
- Basic study on multi-screen use in Germany
- User typology
- Device combinations
- Reasons for shift in attention

In-Depth Analysis: A Peek Into The Living Room
- Ethnographic multi-screen study
- Technical measurement of the attention distribution in multi-screen situations

Advertising Impact Study: Deichmann
- Examination of advertising impact in multi-screen situations
- Campaign with synchronised delivery of Online and TV advertising
WHAT WE ALREADY KNOW …
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Basic Study 2013: Catch Me If You Can!
Five Most Important Facts on Multi-Screen Use

1. Multi-screen use is a practised media reality
2. Screens are used in any combination
3. There is NO first screen
4. Multi-screen situations are generally independent of content
5. Email portals are the main starting points for multi-screen situations
Examination of advertising impact in multi-screen situations

Campaign with synchronised delivery of Online and TV advertising

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A Peek Into The Living Room Confirms: Multi-Screen Is Now!

1. Attention is almost distributed equally for TV and online.
2. Media use in the multi-screen mode is highly frequented: The gaze changes between the various devices about 2 times per minute.
3. Higher online use during advertising: With the start of the TV commercial break, users focus more on digital devices.
4. There are (almost) no TV advertising contacts without multi-screen use. 95% of multi-screen reception for TV; 5% exclusive viewing of the TV screen during the presentation of advertising.
5. Multi-screen use is practised media reality: Proven once again on the basis of measured data.
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**Advertising Impact Study: Deichmann**
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Case Study
Deichmann
» United Internet Media and Plan.Net jointly realised the delivery of the online campaign - synchronised with the TV campaign, the contact measurement across all devices and the impact study during the campaign.

» On the basis of profile targeting and a micro-segmentation, the ScreenPlanning 2.0 concept by Plan.Net provided target group information that made it possible to deliver the online campaign to users with a high probability of TV contact.

» With its email portals of GMX and WEB.DE, United Internet Media has a broad basis of registered users. In addition, the United Internet Media True Multi-Screen Targeting and the contact dosing across all end-user devices enables the delivery and tracking of one person’s digital advertising contacts on a number of devices.

» This allows realising and proving a visible effectiveness and branding effect within the scope of a multi-screen campaign.
Synchronised Campaign Planning of TV & Online

» Profile targeting, also based on panel data in combination with micro-segmentation that is supported by agf / GfK data

» Use probabilities per TV commercial placement and qualified profile

» Delivery of online campaign to profiles with specific threshold value regarding probability of TV use

ScreenPlanning 2.0
Concept

True Multi-Screen Targeting & Contact Dosing Across End-User Devices

» True Multi-Screen Targeting: Stationary and mobile profiles are combined using a pseudonymised key (unique key).

» This enables a contact dosing across end-user devices, which allows establishing the number of stationary and mobile contacts with which a user should be addressed.
August 2014, CW34: Three campaigns by Deichmann delivered parallel with multi-screen ads (Children, Family and Trendy Men)

Up to 20 minutes after the start of the booked commercial breaks on TV, persons with a high probability of watching TV were addressed online through all devices (desktop, smartphone and tablet) with multi-screen advertising media.

The campaign consisted of branding advertising media (MaxiADs, 2:1 mobile Ads, partly also UAP) and were delivered on the pages of United Internet Media GmbH. This displayed a total of approx. 3.1 million ad impressions to about 1.6 million unique users.

It was possible to generate detailed findings through evaluation of traffic data and an on-site survey.
Children
Family
Trendy Men
Two Methodical Approaches

Survey:

» Survey time period: 18/08/2014 to 24/08/2014
» Method: Onsite survey on GMX and WEB.DE
» Sample size: 2,653 respondents, of which 879 were multi-screeners (used laptop/tablet/smartphone at least frequently while watching TV)

Tracking:

» Integrated tracking of all advertising media and website contacts (spotlights) from 18/08/2014 to 24/08/2014
» Completely anonymised assignment of contacts and website data across all devices through Unified ID
» Population: Users of the United Internet sites who had contact with the campaign and/or the website Deichmann.com during the test time period
Results
Distinctly Higher Click Rates After Multi-Screen Delivery

Click rate for MaxiADs on logout placement
Index: Basis = 100

Legend: The click rate of MaxiAD on the logout placement of the “Trendy Men” campaign increases by 75% when the advertising on the Internet was delivered in synchronisation with the TV campaign.
Multi-Screen Ads Increase Conversion

Conversion on the deichmann.com website
Index: “Without Multi-Screen Contact” = 100

Legend: In the first hours after advertising contact, users with multi-screen contact had a 54% higher frequency of actually making a purchase at deichmann.com than those without multi-screen contact.

* Visitors to Deichmann.com, who saw online advertising media during the test time period
Basis: Deichmann multi-screen campaigns CW34 2014; 525 commercial placements
Source: Plan.Net Insights / Mediaplus Strategic Insights / United Internet Media Market Research
Large Formats Have Best Conversion

Conversion according to advertising media format, time lag of 1 hour
Index: “Conversion without Multi-Screen Contact” = 100

Legend: When a customer of deichmann.com has seen the TV advertising and a MaxiAD, the actual purchase occurs almost four times more frequently than without multi-screen contact.
Multi-Screen Advertising Contacts Increase Brand Awareness and Ad Recall

Aided brand awareness in %

- No Contact: 85.0%
- Only TV Contact: 88.5%
- Multi-Screen Contact: 89.5%

Unaided ad recall in %

- No Contact: 27.7%
- Only TV Contact: 34.4%
- Multi-Screen Contact: 37.1%

Basis: 879 surveyed multi-screeners (use laptop/smartphone at least frequently while watching TV);

“With which of the shops and stores for shoes are you familiar?” / „Think about the shops and stores for shoes...
For which stores from this area have you recently seen, read or heard advertising?”

Source: Plan.Net Insights / Mediaplus Strategic Insights / United Internet Media Market Research
Advertising Recall Is Media-Specific

Media-aided advertising recall in %

<table>
<thead>
<tr>
<th>Contact Type</th>
<th>Internet</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Contact</td>
<td>34,4</td>
<td>42,0</td>
</tr>
<tr>
<td>Only TV Contact</td>
<td>34,8</td>
<td>51,9</td>
</tr>
<tr>
<td>Multi-Screen</td>
<td>45,8</td>
<td>56,2</td>
</tr>
</tbody>
</table>

Motif recall for Internet/smartphone or TV in %

<table>
<thead>
<tr>
<th>Contact Type</th>
<th>Internet / Smartphone</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Contact</td>
<td>22,9</td>
<td>23,0</td>
</tr>
<tr>
<td>Only TV Contact</td>
<td>35,8</td>
<td>37,8</td>
</tr>
<tr>
<td>Multi-Screen</td>
<td>38,8</td>
<td>36,0</td>
</tr>
</tbody>
</table>

Basis: 503 surveyed multi-screeners (use laptop/smartphone at least frequently while watching TV) who recall the Deichmann advertising; “You stated that you have seen, read or heard advertising for Deichmann. Where did you see, read or hear advertising for Deichmann?”

774 surveyed multi-screeners (use laptop/smartphone at least frequently while watching TV) who are familiar with Deichmann

“We will now show you a commercial. Please indicate whether you have seen it recently.”

Source: Plan.Net Insights / Mediaplus Strategic Insights / United Internet Media Market Research
Almost 50% Increase of First Choice Through Multi-Screen!

First choice
In %

<table>
<thead>
<tr>
<th>Contact Type</th>
<th>In %</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Contact</td>
<td>29,0</td>
</tr>
<tr>
<td>Only TV Contact</td>
<td>39,6</td>
</tr>
<tr>
<td>Multi-Screen Contact</td>
<td>43,0</td>
</tr>
</tbody>
</table>

Basis: 774 surveyed multi-screeners (use laptop/smartphone at least frequently while watching TV) who are familiar with Deichmann;

"Which of these shops and stores would be your first choice when buying shoes for yourself?"

Source: Plan.Net Insights / Mediaplus Strategic Insights / United Internet Media Market Research
Effectiveness and Branding Impact Through Synchronised Campaign Planning

» Relevant potentials can be addressed by presenting synchronised online ads to users who are very likely to just have had contact with the TV campaign.

» The click rates are distinctly higher than the directly comparable non-synchronised values.

» Persons with multi-screen contact convert distinctly better (buy more frequently) than persons who come directly to the website.

» Above all, it was possible to visibly strengthen brand values such as brand awareness, ad recall and first choice through the in-depth online contact.
Thank you very much for your attention!

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