



WINNING ON MEDIA METRICS

An R3 Report

MEASURE WHAT MATTERS

This report on Media Metrics is aimed at helping marketers define and capture the most effective media measurements for world-class media performance.

With so many sources providing an overwhelming volume of data, this updated report provides extra emphasis on 'measuring what matters.' For marketers, this means focusing on media metrics that really impact the bottom line, evaluating how well media budgets are invested, and assessing how well media agency teams are performing.

This report covers three areas:

1. Which Metrics?

Identifying key media metrics for online and offline media.

2. How to Use Media Metrics?

Using media metrics to measure and evaluate results.

3. Practical Applications

Case studies that highlight how brands can apply media metrics to their marketing budgets.



WHY MEDIA METRICS ARE IMPORTANT

1 Managing media metrics is a challenging task in a rapidly evolving and increasingly complex media landscape.

Measuring what matters will give marketers critical insight into how their media investment is impacting the bottom line. Aligning the right metrics will give marketers full insight into:

- Budget cost control
- Agency service quality
- Media buying competitiveness
- Media planning quality assurance
- Transaction transparency

2 Spending on paid media is quite often the largest single budget item for most consumer marketers.

Taking complete internal control of how and where your ad dollars are spent is critical for the CMO. Media budget allocation and tracking is simply too big to entrust to the media agency completely. Marketers that invest in internal talent and financial control systems linked directly to their media agency's reporting systems have a head start in effectiveness, efficiency and accountability.

3 Tracking media metrics keeps stakeholders focused.

Media metrics show what's working and what's not. This means advertisers must measure things not just because they are measurable, but because they will guide the organization to where improvements need to be made to maximize marketing ROI. As Performance-Related Incentives become an industry standard, agencies are incentivized to focus on measuring their contribution to the bottom line both directly and indirectly with metrics designed to capture and reward successful agency partnerships.

4 As the media supply chain grows longer, it becomes more opaque.

Media agencies employ ever more complex buying and negotiation strategies to deliver the price competitiveness that clients demand. This often happens at arm's length from the working teams, through their holding company buying groups and third-party vendors. Metrics must strip away the layers to give marketers clear and unambiguous media pricing and inventory quality assessment. Industry standard metrics should be applied in measuring ad fraud, ad cluster, and viewability.

5 Non-transparent media practices are now out in the open.

Slowly but surely, we are seeing greater levels of transparency. Rebate levels vary across markets and across media suppliers, but the guiding principle is to have metrics which fully capture rebate practices.

COST BASED METRICS



Year-on-year cost reporting of actual pricing is the most accurate gauge of agency performance in driving efficiency over time. External benchmarking can give valuable insight but is most effective for evaluating TV performance.

Metric	What does it measure	Value
Year-On-Year Cost Increases/ Decreases	<ul style="list-style-type: none"> Year-on-year change in real prices Actual \$ costs paid vs last year 	<ul style="list-style-type: none"> Most accurate benchmark Critical to establish 'cost unit' e.g. CPRP or % discount Can only measure like for like media
Costs VS External Benchmark	<ul style="list-style-type: none"> Compares costs paid to third-party data pool 	<ul style="list-style-type: none"> Valuable indicative cost base Pool relatively small but growing fast
Costs VS Market Rate	<ul style="list-style-type: none"> Actual costs paid vs agency estimate of average costs paid by other advertisers 	<ul style="list-style-type: none"> Agency favorite but almost impossible to verify Can give a useful general perspective
Costs VS Inflation	<ul style="list-style-type: none"> Similar approach to market rate Compares year-on-year actual costs vs theoretical inflation rate 	<ul style="list-style-type: none"> Baseline inflation usually taken from media vendor rate card changes or CCTV annual action results Useful but impossible to quantify
Costs VS Internal Agency Benchmark	<ul style="list-style-type: none"> Compares actual costs to average rates paid by agency 	<ul style="list-style-type: none"> Valuable benchmark but agencies very reluctant to share internal data Agency rates need to be verified by third-party
Saving VS Rate Card	<ul style="list-style-type: none"> Rates paid vs rate card cost 	<ul style="list-style-type: none"> Limited value - nobody pays rate card

DIGITAL METRICS



Metric	What does it measure	Value
Reach	<ul style="list-style-type: none"> The total number of people who see your ad 	<ul style="list-style-type: none"> Universal yardstick
Frequency	<ul style="list-style-type: none"> The average number of times that each person saw your ad 	<ul style="list-style-type: none"> Important indicator to ensure the audience is served the ads enough times to ensure the messaging sticks, but also not too many times for it to be irritating
Brand Lift/Ad Recall Lift	<ul style="list-style-type: none"> An estimate of the number of additional people who may remember seeing your ads, if asked, within two days (For select buying metrics only) 	<ul style="list-style-type: none"> Common indicator offered by publishers to help ascertain if the ads helped drive uplift in awareness/consideration

QUALITY BASED METRICS



Metric	What does it measure	Value
TV Spot Verification	<ul style="list-style-type: none"> Spot matching scheduled vs actual on air spots Captures spots appearing as planned vs missing or out of zone spots; also captures bonus spots 	<ul style="list-style-type: none"> Sets basic spot accuracy level vs benchmark Ensures missed spots are accurately compensated
GRP, Reach and Frequency Verification	<ul style="list-style-type: none"> Benchmarks planned vs actual GRPs, Reach and Frequency 	<ul style="list-style-type: none"> Sets accuracy level vs benchmark
Campaign Strike Rates	<ul style="list-style-type: none"> Measures number of campaigns achieving planned weight of GRPs, Reach and Frequency 	<ul style="list-style-type: none"> Measures consistency of tactical planning and scheduling across brand portfolio
TV Peak %	<ul style="list-style-type: none"> Benchmarks % of actual GRPs appearing in pre-determined prime time segment 	<ul style="list-style-type: none"> Indicates broad quality of schedule Ensures reach and frequency objectives are met
Position in Break	<ul style="list-style-type: none"> Benchmarks % of GRPs or spots (usually prime time) that appear in predetermined position in each ad break 	<ul style="list-style-type: none"> Subjective measure of audience attention Measured against benchmark Can apply to print positioning, OOH
Programme Selection	<ul style="list-style-type: none"> % of GRPs delivered in top rating programmes Usually Top 10 highest rating shows used as benchmark 	<ul style="list-style-type: none"> Subjective measure of audience attention Measured against benchmark Can apply to print positioning, OOH

CORE MEDIA METRICS (DIGITAL)



General Display Media (Banners, Search)

Metric	What does it measure	Value
Ad Impressions	<ul style="list-style-type: none"> Potential reach and delivery of campaign 	<ul style="list-style-type: none"> Universal yardstick much like GRP's
Click Through/ Click Rate	<ul style="list-style-type: none"> Ad response and delivery of campaign 	<ul style="list-style-type: none"> More importantly for CPC search campaigns, casual relationship to post click conversion discredited
Share of Voice	<ul style="list-style-type: none"> Proportion of available ad impressions delivered by advertiser versus other advertisers 	<ul style="list-style-type: none"> Higher 'SOV' carries a premium but excludes competitive set and reduces clutter
Hover Time	<ul style="list-style-type: none"> Typical duration someone keeps mouse on a display ad in single user session 	<ul style="list-style-type: none"> Strong indicator of user engagement with ad unit
Ad Unit Interactions	<ul style="list-style-type: none"> Tracks user initiated interaction with ad unit functionality 	<ul style="list-style-type: none"> Highly effective indicator of user engagement with ad unit
View Through	<ul style="list-style-type: none"> Tracks users who are exposed to ad unit without clicking 	<ul style="list-style-type: none"> Studies indicate this metric is more accurate at predicting conversions than click through's
Bounce Rate	<ul style="list-style-type: none"> Percentage of click through's that reach a land page without visiting a second page 	<ul style="list-style-type: none"> Indicates how effective landing page environment meets visitors' expectations
Session Time	<ul style="list-style-type: none"> Typical length in minutes of site visitors 	<ul style="list-style-type: none"> Length of session time indicates objective measure of site visitor engagement levels
Page Per Visit	<ul style="list-style-type: none"> Number of pages visited per user session 	<ul style="list-style-type: none"> Objective measure of site visitor engagement level

SOCIAL MEDIA METRICS



Metric	What does it measure	Value
Awareness Reach new consumers	Owned Thought leadership and educational content	Organic Impressions, likes, audience size, video views, SOV, Post photo/video view clicks, autoplay video views Paid Cost per thousand impressions (CPM), clicks, video views, cost per video view (CPV)
	Earned Brand/product mentions	
	Paid Influencer campaigns, boost content	
Consideration Generate demand	Owned Product and service information	Organic Comments, shares engagement rate, saves, link clicks, video thru-plays, CTR, website clicks, replay video views Paid Cost per click (CPC), click through rate (CTR), cost per lead (CPL), CPV
	Earned User-generated content, branded/campaign hashtag usage	
	Paid Targeted ads for brand and content	
Decision Drive conversion	Owned Customer stories, case studies, promotions and sales	Organic Link clicks, social traffic, page actions, social conversions Paid Web conversions, conversion rate, return on ad spend (RoAS)
	Earned Shared links	
	Paid Targeted ads for purchase/conversion	
Adoption Educate customers	Owned Product & instructional content, customer interactions	Organic Brand mentions, reply rate, reply time, avg. first reply and reply wait times, brand/product sentiment, average engagement Paid Web conversions, conversion rate, return on ad spend (RoAS)
	Earned Inbound messages, engagements	
	Paid Targeted ads for product and instructional content	
Advocacy Inspire evangelism	Owned Share and engage with user-generated content	Organic Post engagement rate, volume of UGC, % of impressions from specific authors Paid CPM, cost per video view (CPV)
	Earned Customer UGC and testimonials	
	Paid Boost customer/influencer posts	

VIDEO METRICS



Metric	What does it measure	Value
Video Count	<ul style="list-style-type: none"> How many people watched your video 	<ul style="list-style-type: none"> Views are accounted differently according to platforms and type of upload
Video Watch Time	<ul style="list-style-type: none"> How much of the video viewers watched 	<ul style="list-style-type: none"> The longer the watch time, the more likely your content is viewed as good quality
Audience Retention	<ul style="list-style-type: none"> How long your viewers watch your content before they move on 	<ul style="list-style-type: none"> It shows you at what point in the video viewers lose interest and drop-off
Average View Duration	<ul style="list-style-type: none"> This takes your total view count and divides it by your watch time 	<ul style="list-style-type: none"> This will give you a better idea of the ideal length of video for your audience, and which durations suit certain topics
Average % Completion	<ul style="list-style-type: none"> This metric shows what percentage of your videos your audience watch 	<ul style="list-style-type: none"> Keep in mind that these metrics also impact the way the platforms view your content
Video Play Rate	<ul style="list-style-type: none"> How many of those visiting the page actually watched the video 	<ul style="list-style-type: none"> This is a good indicator of the effectiveness of your call to action
Video Replays	<ul style="list-style-type: none"> Some videos are so good that viewers watch them again and again 	<ul style="list-style-type: none"> A great indicator that something specific in your video is particularly enjoyable to your audience
Channel/Subscriber Growth	<ul style="list-style-type: none"> How much your channel grows versus how many people stop following you or unsubscribe from your content 	<ul style="list-style-type: none"> This metric gives you a rounded view of how well your video strategy is meshing with your social media efforts
Engagement via Feedback	<ul style="list-style-type: none"> Any reaction, including likes, social shares, and comments, play a factor in your overall engagement metrics 	<ul style="list-style-type: none"> Remember that different platforms give different weights to different reactions
CTR/Conversion Rate	<ul style="list-style-type: none"> Proportion of people who had clicked through/converted after watching the video 	<ul style="list-style-type: none"> Factor to identify how effective the video was in persuading people to find out more/convert
Viewthrough Rate	<ul style="list-style-type: none"> What proportion of your video was viewed, normally segmented in 25%-50%-75%-100% increments 	<ul style="list-style-type: none"> Most important video engagement rate indicator
Completion Rate	<ul style="list-style-type: none"> Percentage of video ads that play through to end 	<ul style="list-style-type: none"> Universal metric easily benchmarked, not a comprehensive indicator of video ad efficacy
View	<ul style="list-style-type: none"> The most popular metric in digital video, however, definition changes depending on the platform 	<ul style="list-style-type: none"> Difficult for advertisers to assess the value of viewership on different platforms
CPCV	<ul style="list-style-type: none"> Cost per completed view 	<ul style="list-style-type: none"> Allows advertisers to pay based on only when a video ad has played to completion
Digital Campaign GRP	<ul style="list-style-type: none"> Cumulated ratings points for all digital ratings points for a given campaign and a specific target, applicable for video format only (similar concept to TV GRP) 	<ul style="list-style-type: none"> Useful to understand campaign impact
Duration Weighted Frequency	<ul style="list-style-type: none"> Average frequency the ad was viewed by unique audience (similar concept to TV frequency) 	<ul style="list-style-type: none"> Useful to understand if the campaign delivered on the frequency capping requirement

PERFORMANCE METRICS



Metric	What does it measure	Value
Impressions	<ul style="list-style-type: none"> Potential reach and delivery of campaign 	<ul style="list-style-type: none"> Universal digital ad currency
Click Through/Click Rate	<ul style="list-style-type: none"> Ad response and delivery of campaign 	<ul style="list-style-type: none"> More important for CPC search campaigns, causal relationship to post click conversion discredited
View Through	<ul style="list-style-type: none"> Via cookies, tracks users who are exposed to ad unit without clicking, and saw the ad all the way through 	<ul style="list-style-type: none"> Studies indicate this metric is more accurate at predicting conversions than click through's
Bounce Rate	<ul style="list-style-type: none"> Percentage of click through's that reach a landing page without visiting a second page 	<ul style="list-style-type: none"> Indicates how landing page environment meets visitors' expectations
Session Time	<ul style="list-style-type: none"> Typical length in minutes of site visits 	<ul style="list-style-type: none"> Length of session time indicates objective measure of site visitor engagement levels
Page Per Visit	<ul style="list-style-type: none"> Number of pages visited per user session 	<ul style="list-style-type: none"> Objective measure of visitor engagement level
Trackable Percent	<ul style="list-style-type: none"> Percentage of resources can be tracked by a 3rd party monitoring company 	<ul style="list-style-type: none"> Indicates the level of control on overall campaign performance
Ad Rank	<ul style="list-style-type: none"> Ad position on page relative to other ads (usually used for SEM) 	<ul style="list-style-type: none"> Important indicator in search as it determines the position of the ad on the Google search page Ad rank = Bid x Quality Score
Impression Share	<ul style="list-style-type: none"> Percentage of ad impressions vs total number of potential impressions 	<ul style="list-style-type: none"> Provides insights into how much more an advertiser can do with the current campaign
Lands	<ul style="list-style-type: none"> Number of people who had landed on the campaign website 	<ul style="list-style-type: none"> Indicates how effective your ads are in driving people to your website/landing page
Conversions	<ul style="list-style-type: none"> The number of times that users took a desired action during the reporting period, after seeing or clicking on an ad 	<ul style="list-style-type: none"> Indicates how effective your ads are in driving people to convert CPA, CPResponse, CPLLead are all also possible conversions
Conversion Rate (CR%)	<ul style="list-style-type: none"> The average number of conversions per ad interaction, shown as a percentage 	<ul style="list-style-type: none"> Strong indicator of ad effectiveness and areas for optimization
View Through Conversions	<ul style="list-style-type: none"> The number of conversions attributed to an impression but not clicked upon 	<ul style="list-style-type: none"> Still demonstrates the value of an ad though it did not lead directly to a conversion

PERFORMANCE METRICS (GA)



Metric	What does it measure	Value
Converting Paths	<ul style="list-style-type: none"> The total number of unique cookies with one or more last interaction conversions 	<ul style="list-style-type: none"> Strong indicator of ad effectiveness and areas for optimization
Leads	<ul style="list-style-type: none"> The number of leads attributed to your ads 	<ul style="list-style-type: none"> Indicates how effective your ads are in driving people to sign up
Page Views	<ul style="list-style-type: none"> A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code 	<ul style="list-style-type: none"> Assessment of how many people viewed your site(s) (a single user can clock multiple page views in one session)
Unique Pageviews	<ul style="list-style-type: none"> A unique pageview represents the number of sessions during which that page was viewed one or more times 	<ul style="list-style-type: none"> Assessment of how many unique individuals viewed your site

ECOMMERCE METRICS



Metric	What does it measure	Value
Adds To Cart	<ul style="list-style-type: none"> The number of add-to-cart events attributed to your ads 	<ul style="list-style-type: none"> Evaluation of how effective the ads were in driving purchase consideration
Average Order Value (AOV)	<ul style="list-style-type: none"> The monetary value of an average customer order on your site 	<ul style="list-style-type: none"> Evaluation of size of spend per order
Cost Per Acquisition (CPA)	<ul style="list-style-type: none"> How much it costs to gain a new customer or new order 	<ul style="list-style-type: none"> Important optimization metric that indicates cost of having to acquisition
Return On Adspend (ROAS)	<ul style="list-style-type: none"> Revenue per advertising dollar spent 	<ul style="list-style-type: none"> Evaluation of size of spend per order to ascertain if ad spend is effective relative to the cost it takes to drive the purchase (CPA)
Cart Abandonment Rate	<ul style="list-style-type: none"> The percent of customers that add an item to cart and then abandon the purchase 	<ul style="list-style-type: none"> Important to know for 2 reasons: to diagnose if there are any issues with check out/product pages that are leading to cart abandonments as well as to ascertain size of retargeting pool
Customer Lifetime Value (CLV)	<ul style="list-style-type: none"> The amount of revenue on average that you earn per person throughout their entire lifetime as a customer for your company 	<ul style="list-style-type: none"> The holy grail of marketing - to understand this number will be immensely helpful to understanding how much you need to spend on marketing and thereby learn how to improve CLV
Cost Income Ratio (CIR)	<ul style="list-style-type: none"> Which formula is $CIR = \text{ecomm ad spend} / \text{total online store sales}$ 	<ul style="list-style-type: none"> Understanding the attribution of spend relative to total sales to ensure that marketing spend is optimal and effective
Gross Merchandise Value (GMV)	<ul style="list-style-type: none"> Sales Price of Goods x Number of Goods Sold 	<ul style="list-style-type: none"> Total value of sales

AD VERIFICATION



Metric	Pixel Requirement	Time Requirement
Viewable Impressions - Display	<ul style="list-style-type: none"> Greater than or equal to 50% of the pixels (Density/Independent) in the advertisement were on an in-focus browser or a fully downloaded, opened, initialized application, on the viewable space of the device. 	<ul style="list-style-type: none"> The time the pixel requirement is met was greater than or equal to one continuous second, post ad render. This time requirement applies equally to News Feed and non-News Feed environments.
Viewable Impressions - Video	<ul style="list-style-type: none"> A Video Ad that meets the criteria of 50% of the ad's pixels on an in-focus browser or a fully downloaded, opened, initialized application, on the viewable space of the device can be counted as a Viewable Video Ad Impression. 	<ul style="list-style-type: none"> To qualify for counting as a Viewable Video Ad Impression, it is required that 2 continuous seconds of the video advertisement is played, meeting the same Pixel Requirement necessary for a Viewable Display Ad. This required time is not necessarily the first 2 seconds of the video ad; any unduplicated content of the ad comprising 2 continuous seconds qualifies in this regard.

Metric	What does it measure	Value
Average Viewable Duration	<ul style="list-style-type: none"> Based on one second granularity against pre-defined target audience, applicable for display and video on desktop and mobile, web and in app 	<ul style="list-style-type: none"> Valuable benchmark to understand the time audience spent on viewing the ad
Duration Weighting	<ul style="list-style-type: none"> How much time across all delivered viewable impressions was spent relative to the total creative unit length? Applicable for digital video ads on desktop, mobile in-app and mobile web 	<ul style="list-style-type: none"> A similar concept to TV rating points to understand digital video weight
Brand Risk/Safety	<ul style="list-style-type: none"> Impressions on pages that are flagged for posing various levels of harm to brand image and/or reputation through association 	<ul style="list-style-type: none"> Ensures that ads are served within brand safe content to protect a brand's online reputation
Ad Completion	<ul style="list-style-type: none"> % of viewable video ad impressions that remained in view through each quartile of ad play time 	<ul style="list-style-type: none"> Metrics that ensure that programmatic inventory bought is of quality and served to verified traffic
GIVT (General Invalid Traffic) Impression	<ul style="list-style-type: none"> The number of impressions that were proactively removed as general invalid traffic by traffic quality filtering 	<ul style="list-style-type: none"> Metrics that ensure that programmatic inventory bought is of quality and served to verified traffic
SIVT (Sophisticated Invalid Traffic)	<ul style="list-style-type: none"> Difficult to detect situations that require advanced analytics, multi-point corroboration/coordination, significant human intervention, etc., to analyze and identify Key examples of SIVT include: Bots and crawlers pretending to be legitimate users, hijacked devices and user sessions, invalid proxy traffic, adware and malware, cookie stuffing 	<ul style="list-style-type: none"> Metrics that ensure that programmatic inventory bought is of quality and served to verified traffic

MEDIA TRANSPARENCY



Recent industry studies have started to shed light on the practice of media volume rebates based on the volume spending of an agency or agency holding company. The practice has always been prevalent in developing markets and is now seen to be pretty widespread with Digital vendors leading the way. CMO's need to review their media contracts and working processes to ensure repayment of rebates is enshrined in black and white.

Metric	What does it measure	Value
Volume Rebate	<ul style="list-style-type: none"> The value of a rebate owed to an advertiser based on their level of spend 	<ul style="list-style-type: none"> It's a verified practice in many markets and can average 3% - 5% of typical global ad spending based on R3's proprietary industry database
Cash Rebate	<ul style="list-style-type: none"> The value of a rebate repaid to the advertiser in cash or deducted from invoice 	<ul style="list-style-type: none"> Cash is king
Inventory Rebate	<ul style="list-style-type: none"> The value of media space or inventory repaid to the advertiser 	<ul style="list-style-type: none"> The value of the rebate can be higher in real terms as no money is involved



SITE METRICS/SEO



Metric	What does it measure	Value
Dwell Time (average on page)	<ul style="list-style-type: none"> The amount of time that a searcher spends on a page from the search results before returning back to the Search Engine Results Pages (SERPs). 	<ul style="list-style-type: none"> Understanding how much time people are spending on your site
PageRank	<ul style="list-style-type: none"> PageRank (PR) is Google's main method of ranking web pages for placement on a SERP. PageRank refers to the system and the algorithmic method that Google uses to rank pages as well as the numerical value assigned to pages as a score. 	<ul style="list-style-type: none"> Understanding how your page fares against the Google algorithm and find where you can optimize and improve your page
Organic Conversion Rate	<ul style="list-style-type: none"> Conversion rate as a result of organic keywords 	<ul style="list-style-type: none"> Understand what kind of keywords people are searching which are leading people to your site
Organic Click Through Rate	<ul style="list-style-type: none"> Rate of which users are clicking through organic keywords 	<ul style="list-style-type: none"> Understand what kind of keywords people are searching which are leading people to your site
New Referral Domains	<ul style="list-style-type: none"> Referring domains are websites from which the target website or web page has one or more backlinks 	<ul style="list-style-type: none"> Pages without referring domains get no traffic from Google, while increased unique referring domains improves web traffic
Domain Rating	<ul style="list-style-type: none"> It's a ranking numeric metric developed by Ahrefs, which shows the strength of a websites backlink profile 	<ul style="list-style-type: none"> A high DR score can help improve chances of higher rank on SERPs
Organic Visibility (organic market share)	<ul style="list-style-type: none"> SEO Visibility is an indicator of how visible a website is in the organic search results when queries are entered into search engines 	<ul style="list-style-type: none"> Makes it possible to analyze problems and identify potential for optimization
Organic Traffic	<ul style="list-style-type: none"> Used for referring to the visitors that land on your website as a result of unpaid ("organic") search results 	<ul style="list-style-type: none"> Measure of how well your site will do without paid traffic
Organic Conversions	<ul style="list-style-type: none"> Used for referring to the visitors that land on your website and convert as a result of unpaid ("organic") search results 	<ul style="list-style-type: none"> Measure of how well your site will do without paid traffic
Number of Pages Indexed	<ul style="list-style-type: none"> Indexed pages are the pages of a website that a search engine has visited, analyzed and added to its database of web pages. Pages are indexed either because the website owner requested the search engine to index web pages or through the discovery of web pages by the search engine bot through links to those pages. 	<ul style="list-style-type: none"> Only indexed pages will show up in search results and drive organic traffic to your site
Page Speed	<ul style="list-style-type: none"> Page speed is a measurement of how fast the content on your page loads 	<ul style="list-style-type: none"> One of the signals used by Google's algorithm to rank pages and poor page speeds adversely affect page rank. Slow page speed also brings about negative experience for the end user.
Pages Per Visit	<ul style="list-style-type: none"> Measure of how many pieces of content (web pages) a particular user views on a single website 	<ul style="list-style-type: none"> Helps understand how users interact with the contents of your site
Crawl Errors	<ul style="list-style-type: none"> Crawl errors occur when a search engine tries to reach a page on your website but fails at it. Usually caused by site errors or URL errors. 	<ul style="list-style-type: none"> It causes less pages to get indexed by Google

Bounce Rate	<ul style="list-style-type: none"> A bounce is a single-page session on your site. Bounce rate is a single sessions divided by all sessions. 	<ul style="list-style-type: none"> If the success of your site depends on users viewing more than one page, then, yes, a high bounce rate is bad. On the other hand, if you have a single-page site like a blog, or offer other types of content for which single-page sessions are expected, then a high bounce rate is perfectly normal.
On-page optimization scores	<ul style="list-style-type: none"> Optimization score is an estimate of how well your website is set to perform 	<ul style="list-style-type: none"> Understand which areas of your site to fix and improve

MOBILE/APP METRICS



Metric	What does it measure	Value
Session Length	<ul style="list-style-type: none"> The number of times a given user has engaged with a particular app (from when a user opens an application and ends when they exit it) 	<ul style="list-style-type: none"> Understand how long users are interacting with your app and how engaging your app is.
Session Depth	<ul style="list-style-type: none"> Shows how close your users get to the target action (e.g. a purchase) 	<ul style="list-style-type: none"> Understand how long users are interacting with your app and how engaging your app is.
Average Screens Per Visit	<ul style="list-style-type: none"> Number of screens each person visits within a single session 	<ul style="list-style-type: none"> The quality of the user experience design and your app's ability to engage users
Daily and Monthly Active Users	<ul style="list-style-type: none"> Daily/monthly active users are those who launch your app often and perform actions in it 	<ul style="list-style-type: none"> DAUs and MAUs indicates the health of the app/site and should be considered as a key metric to gauge success of the app/site
Churn Rate	<ul style="list-style-type: none"> The app churn rate shows how many users abandon your app after using it a couple of times 	<ul style="list-style-type: none"> A high churn rate can signify that: <ul style="list-style-type: none"> - your app crashes or lags - there are few to no updates or no new content
Retention Rate	<ul style="list-style-type: none"> Shows how many users come back to your app after the first use 	<ul style="list-style-type: none"> Shows whether your app provides real value to users
Average Revenue Per User	<ul style="list-style-type: none"> In-app spend per user 	<ul style="list-style-type: none"> To understand how profitable the app is
Time To First Purchase	<ul style="list-style-type: none"> Average time taken for a user to make first purchase relative to installation of app 	<ul style="list-style-type: none"> Developers need to think of how to shorten the path to purchase/check out and improve conversion rates
User Lifetime Value	<ul style="list-style-type: none"> This metric shows how much revenue mobile app users has brought you since they first used your app 	<ul style="list-style-type: none"> Average Customer Lifetime value will allow you to determine how loyal user base you have and what you can do to target them in a more personalized and meaningful way
Conversion Rate	<ul style="list-style-type: none"> Number of conversions relative to app installs or app users 	<ul style="list-style-type: none"> While you may have thousands or even millions of users, it's the conversion rate that really matters if your revenue comes from selling goods or services through your app or if you earn money with in-app purchases or subscriptions
Cost Per Install	<ul style="list-style-type: none"> Marketing spend/number of app installs 	<ul style="list-style-type: none"> Important to understand how much you are paying to acquire new customers vis-à-vis how much revenue you gain from each customer

PRACTICAL APPLICATIONS

CASE STUDY

Reckitt Media Cost Benchmarking

Reckitt wanted to find out the cost effectiveness of their media spend for a region. They conducted an independent audit exercise to review TV and digital buying cost competitiveness, overall reach, frequency, and GRP delivery and KPI setting. Specific and reasonable KPIs were set for all markets based on benchmarks. The primary KPI set was efficiency metrics, e.g. CPRP, and the secondary KPIs set was effectiveness metrics, e.g. Prime Time GRP% and F2L2 Position in Break GRP%. With the robust KPI structure, Reckitt ensure delivery of media savings across region.

CASE STUDY

P&G Media Performance Benchmarking

It was imperative that P&G's agency delivered on their CPRP and airtime quality commitments across all markets and are held to account for their contractual agreements. P&G wanted a clear independent benchmark for media cost and performance, channel-by-channel and city-by-city, to make an accurate comparison. By consolidating commitments from the agency, developing a clear template for reporting and conducting analysis and reporting for each market, P&G uncovered further savings potential for TV stations and other efficiency improvements.

CASE STUDY

Samsung Media Audit

Samsung was concerned about transparency in programmatic buys in key markets. They wanted to achieve competitive cost and value of their agency's programmatic fees and an optimal agency resource plan. By conducting a detailed analysis on programmatic scope and fees based on benchmarks, Samsung improved cost, value and transparency of programmatic fees. This also resulted in better alignment between Samsung and their media agency.

CASE STUDY

Unilever Digital Performance Benchmarking

In a heavily saturated, slow growth category, Unilever's Hair Care & Styling category team was concerned over losing top of mind recall in the digital world. They wanted to perform an in-depth analysis of Unilever brands' and competitor's Paid, Owned and Earned channel strategy and performance. By conducting multiple rounds of data analysis supplemented by qualitative insights, the findings were leveraged to fine tune brand strategy and establish category level best practices across hair brands.

HOW R3 CAN HELP



Digital Benchmarking

R3's Digital Benchmarking is a data-driven analysis of your brand's digital performance against direct and indirect competitors as well as industry leaders.

The report uncovers brand-specific strengths, areas of improvement and opportunities to maximize the impact of digital marketing on your business.

The insights also serve as an objective reality check of where your brand stands in the digital landscape. Companies that benefit from Digital Benchmarking use the report to identify where they need to be and use it to strategize how to get there.

Benefits

COMPETITIVE INTELLIGENCE

Learn how your competitors are doing in the digital space and what you can learn from industry best practices. Understand what strategies are working for others.

INFORM STRATEGY

Drive efficiency and effectiveness in your digital investments.

MEASURE PERFORMANCE

Track your progress in digital marketing over time so that your internal teams and agency partners are held accountable to quantifiable business results.



Digital Audit

R3's Digital Audit is a comprehensive evaluation of your brand's digital marketing efficiency and effectiveness. It aims to uncover gaps to close to reduce inefficiency, and identify opportunities to improve the impact of digital marketing on your business.

Benefits

EVALUATE EFFICIENCY

of your media investments to measure and grow your marketing ROI.

DRIVE EFFECTIVENESS

across your channel selection, messaging strategies, and data usage.

PROMOTE TRANSPARENCY

in programmatic media buys by opening the black box of agency fees to ensure budget is optimized towards working media.



Media Efficiency Audit

A Media Efficiency Audit involves a thorough review of your spot compliance and actual GRPs using R3's proprietary software tool that works with independent media research. With more than 1 million spots from the previous year in our data pool, R3 has one of the largest independent pool of any auditor. Through a transparent process, we use this tool to review Agency Schedules and individually "color code" each spot to visually show the impact of a campaign.

Benefits

COST BENCHMARKING

of your media activity to assess your cost competitiveness against other marketers.

GREATER ASSURANCE

through third-party validation of your agency's media post-buy delivery, spot compliance, and actual GRPs versus plan.

OPTIMIZED PERFORMANCE

based on an action plan for improved media buying quality according to cost by channel, city, and timezone.



Media Effectiveness Audit

A Media Effectiveness Audit takes an in-depth look at your current practices with your Media Agency, marketing team and Media Owners to effectively enhance your media discipline. Our goal is to optimize working processes and benchmark and improve your agency performance. We investigate what worked and what could be optimized in order to provide actionable steps in driving tangible improvement.

Benefits

ENHANCED WORKING EFFECTIVENESS

between you and your media agencies.

INDEPENDENT BENCHMARKS & PLANNING METRICS

to measure the performance of your media agency.

OPTIMIZED MEDIA PLANNING

through best practice insights and analysis.

ABOUT R3

OUR REASON FOR BEING

In a word, we are about transformation. R3 was established in 2002 in response to an increasing need from marketers to enhance their return on marketing, media and agency investments, and to improve efficiency and effectiveness.

We want to help CMOs make marketing accountable.

OUR BACKGROUND

We've worked with more than one hundred companies on global, regional and local assignments to drive efficiency and effectiveness.

We have talent based in the US, Asia Pacific and Europe and partners in LATAM and Africa.

Through global work for Samsung, Coca-Cola, Johnson & Johnson, Visa, Unilever, and others, we have developed robust benchmarks and process targets for more than 70 countries.



WHAT WE DO

We are an independent transformation consultancy hired by CMOs to make their marketing more measurable and accountable to business impact.



HOW WE DO IT

- We invest in the best talent, bringing in senior leaders from marketing, agency and analytic backgrounds.
- We're independent. Because we're not your marketing team or agencies, we're empowered to be honest and transparent.
- We use external benchmarks. We have proprietary data pools to inform our in-depth analysis.
- Since 2002, we've interviewed more than 2,000 marketers about their agency relations.
- Since 2006, we've spoken to more than 80,000 consumers in China's top-twenty cities and continue to do so every three months.
- We have co-developed software to measure agency and media performance.
- Each month, we exclusively track over 500 agency new business wins, as well as 100's of deals in the marketing M&A space.
- We have insight into global best practice. We work with companies who want to do best-in-class marketing across diverse categories and geographies.
- We authored the book "Global CMO" about marketers leading Digital Transformation around the world.
- We maintain an ongoing database of media costs for key markets.

DRIVING TRANSFORMATION FOR MARKETERS AND THEIR AGENCIES

RETURN ON AGENCIES

We help marketers find, pay and keep the best possible agency relationships – covering Creative, Media, PR, Digital, Social, Performance, Event, Promotions and CRM.

We take the lead on improving the Integration process through proprietary software and consulting.

RETURN ON MEDIA

We offer professional analysis of the media process, planning and buying with proprietary benchmarks and tools to set and measure performance.

We conduct financial audits to validate and benchmark transparency.

RETURN ON INVESTMENT

Using a bespoke and proprietary methodology, we help benchmark and provide insights into how your digital strategies perform in your category and across categories.

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