



**YOU CAN'T IMPROVE  
WHAT YOU DON'T MEASURE.**

## ARE YOU GETTING THE MOST OUT OF YOUR MEDIA PLAN?

At **Neathawk360**, we understand that measuring something just for the sake of measuring isn't helpful and can, in fact, even be harmful if optimizations are made against a metric that doesn't matter. That's why we don't use a standard set of key performance indicators (KPIs) across all campaigns. Instead, we work collaboratively with our clients and their partners to **create a customized measurement plan based on business objectives** that can be unique to each campaign.

## TO ENSURE WE MEASURE ALL ASPECTS OF A CAMPAIGN, WE GROUP ALL KPIs INTO 3 CATEGORIES:

### ACQUISITION

These are KPIs related to how well the campaign is acquiring the audience for the campaign. Common KPIs in this category include impressions delivered against plan, website sessions and branded searches (from Google organic searches).

### ENGAGEMENT

These are KPIs related to the specific behaviors we'd like the audience to perform in order to have the best experience with the campaign. KPIs here are very dependent on the business objectives of the campaign, as well as the conversion environment the media directs people to. Some examples are video views, social media engagement, page scroll depth and event attendance.

### OUTCOMES

The final category of KPIs might include survey metrics like lift in unaided awareness, or measures that have a direct tie to dollars and ROI for our clients. These could be revenue generated, calls generated, store visits or increase in average basket size.

The approved measurement plan becomes our blueprint for reporting and optimizing campaign performance. From that, we can ask the right questions.

For example: How do the behavior and outcomes KPIs intersect? Or how much do we need to increase performance on the acquisition KPIs to get one additional outcome conversion?

By aligning the metrics with your business objectives, we can ensure that the answers to these questions provide valuable insights for our clients.

After campaigns launch, we provide regular progress and campaign summary reports to our clients, based on their key metrics. Those reports and other internal ndp analyses help the media, digital marketing and analytics teams uncover efficiencies and apply optimizations that can be made in real time or used to inform future campaigns.

In addition to measuring performance with standard data sources, we have been able to employ multi-touch attribution (MTA) measurement, analyzing how all digital media channels (paid and nonpaid) and television work together to drive conversions.

We've used these insights from MTA to truly understand the value each channel provides, enhancing every click in a consumer's journey. This increased understanding lets us improve performance and find savings with display frequency capping or a shift in our TV daypart mix.

## NDP MEDIA – MULTI-TOUCH ATTRIBUTION EXAMPLES

Some of our learnings from MTA measurement of a TV and digital campaign for one of our clients included:

**Recency** (how long it has been since someone has seen an ad) had a significant effect on conversions

- ◆ Implication: Our strategy of using multiple touchpoints and our flighting strategy of alternating/overlapping media provides presence throughout the year allowing for recency at the time of need.

**Time lag** from the first-time people see a message for this client to taking any action was typically 15+ days

- ◆ Implication: We need to be in the market with messaging consistently to ensure recency through the entire journey.

**Placement/Keyword** (where someone saw the ad) also had a significant effect on conversions

- ◆ Implication: With few exceptions, we planned and used the right digital media partners, television daypart mix and programming

**Frequency** (the number of times someone sees a message) is not as important to the audience

- ◆ Implication: After a certain number of times a person sees an ad, the impact dies off. Therefore, we are capping/limiting the number of times there are opportunities to be exposed to the messages.

Mapping of digital touchpoints showed their implied “value” based on the conversion funnel.

Frequency caps were implemented across each digital media partner, based on KPIs, resulting in greater reach and significant savings.

MTA was able to model the effect television advertisements had on online behaviors such as: Starting a live chat, video starts, video completions, facility finder searches, first-time site visitors and e-mail signups.

Over the course of the year, overall television conversion rates increased by 13.7%, and CPC decreased by 12.5%.

Across all markets, early morning television programming was the top-performing TV daypart, with a 4% increase in conversion rate. Local news was the top-performing program type.

Conversion rates were also tracked by TV creative, allowing us to determine which spots were delivering more engagement.

**Company-wide ROI that year was 7:1 with digital ROI at 11:1, and our media team delivered close to \$2.1 million in savings and added value.**

---

To learn how our measurement plans can be used to optimize your media mix or to hear more about our media planning and buying services, contact Amy Baril at [abaril@ndp.agency](mailto:abaril@ndp.agency) or **804.783.8140 x326**

---

## About Neathawk360

Neathawk360 is the media solutions division of NDP, a creative and media agency headquartered in Richmond, Virginia, with team members across the country. Founded in 1984, NDP believes in making a difference through creativity that inspires, that changes behavior, that changes our world.

The agency is proud to partner with clients like the Virginia Lottery, DMV, The Virginia State Police, Universal Fibers, VCU Health and The Jefferson Hotel, along with many others to bring their brands to life. For more information, visit [www.ndp.agency](http://www.ndp.agency).