

# Mobile Monday – 12<sup>th</sup> May, 2008

Shan Henderson - Head of Mobile Advertising, Vodafone UK

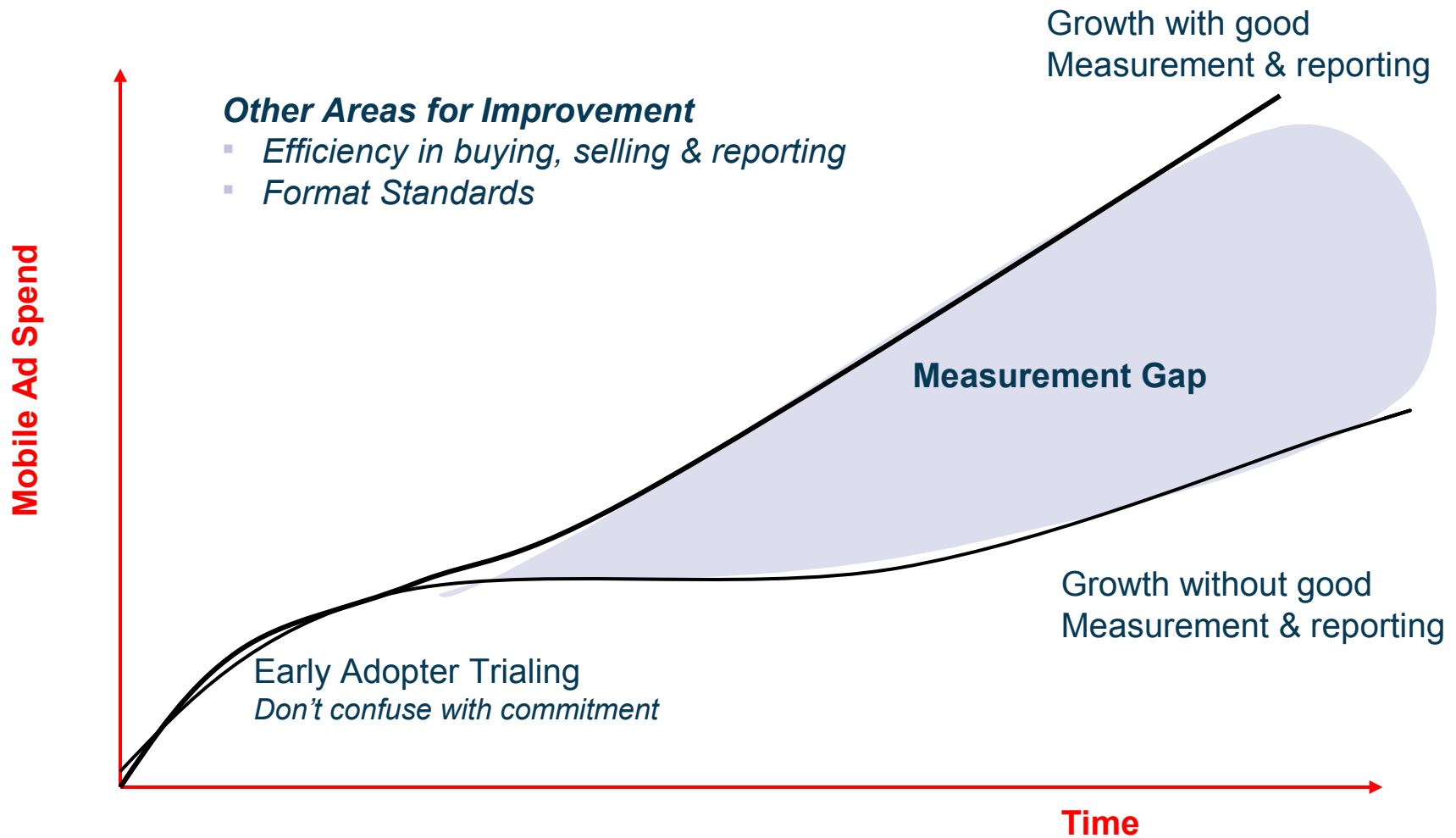


## The metrics that matter

- Impressions, unique users, clicks (not the full story)
- Audience – Age, Gender, Postcode, Handset
- Reach, Frequency
- Location, session length, behaviour



# Money follows measurement in media



## GSMA Metrics Study

- The GSMA's metrics working group's objective is to make it easier to plan and measure mobile media consumption with the intention of driving the growth of mobile as a medium, especially for advertising
- UK feasibility study for cross-operator metrics complete
- ABC Electronic engaged to audit metrics delivery
- Key stakeholders supportive – media owners, agencies, advertisers
- Proof of Concept phase on target for completion in 2008
- Significant interest from operators in additional markets



# GSMA Metrics Study - Priority areas of collaborative action

## Mobile Ad Guidelines

- Guidelines why and how to use mobile ad channels
- Generic best practice
- Channel format specifications

## Measurement & Metrics

- Key metrics definitions
- Media planning capability
- Trusted currency
- UK proof of concept

## Technical Standards

- Technical requirements & architecture
- Ad serving interfaces
- Mobile Phone capabilities
- Measurement

## Mobile Ad Charter

- Responsible ad practices
- Content standards
- Consumer consent



## Measurement & Metrics

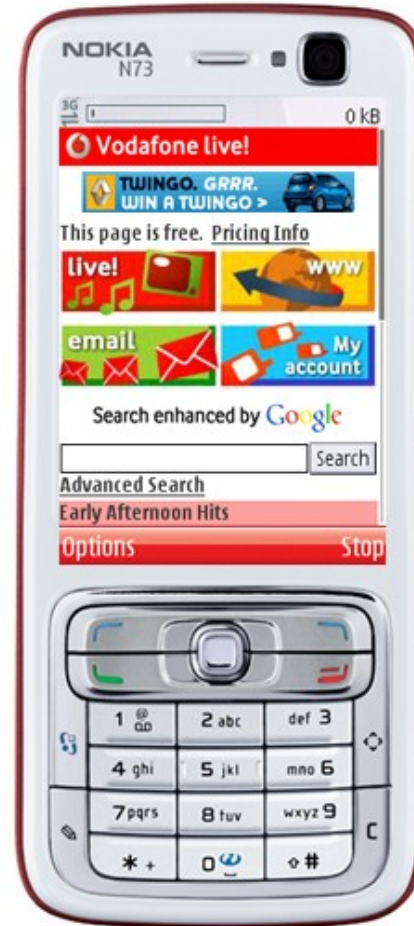
### GSMA Mobile Ad Enablers project – UK proof of concept

- Overall objective – make it easy to plan and measure mobile media
- Metrics definitions driven by needs of advertising industry stakeholders
- Mobile's unique opportunity to measure census-level data
- Independent aggregation and audit to build trust and confidence in mobile
- Initial focus on Mobile Web, full range of mobile channels to follow
- Integrate mobile measurement across existing media measurement
- Single set of definitions and principles that scale across multiple markets
- Allow for appropriate flexibility in local market execution



# Renault Research 2007

- In September 2007, Yahoo! conducted the first study to measure the brand impact of a mobile campaign on the Vodafone live! platform.
- Using the Renault Twingo campaign, we surveyed those exposed to the campaign and a matched control sample, to understand differences in:
  - Brand awareness
  - Brand favourability
  - Purchase intent



## Renault Research 2007 (2)

- Results indicate:
- A strong increase in brand awareness as a result of exposure to the campaign on Vodafone live!
  - Exposure to the campaign led to a 20 percentage point improvement (on non-exposed baseline awareness levels of 37%).
- Favourability and Purchase Intent showed a directional increase, but failed to meet statistical significance, suggesting that these metrics are more difficult to move

