

Improving ROI

How platforms work together :

Attribution

Innovation

We asked two questions about attribution :

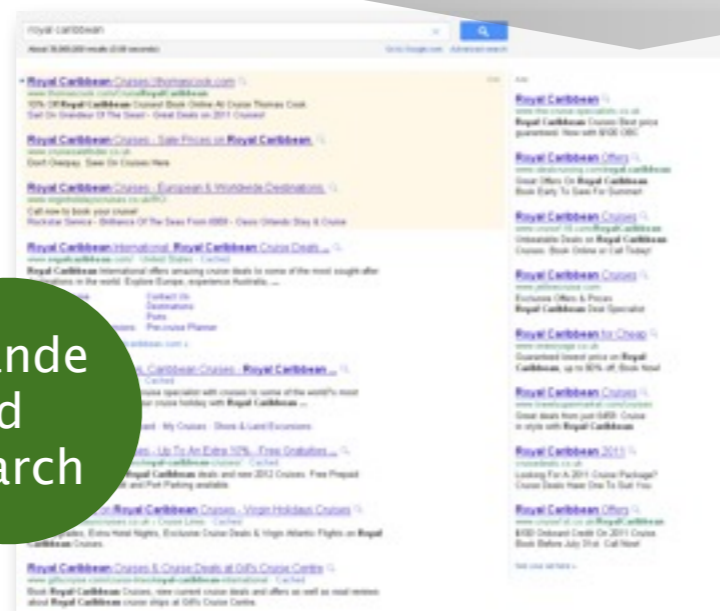
The Telegraph

Online | Newspapers | Apps

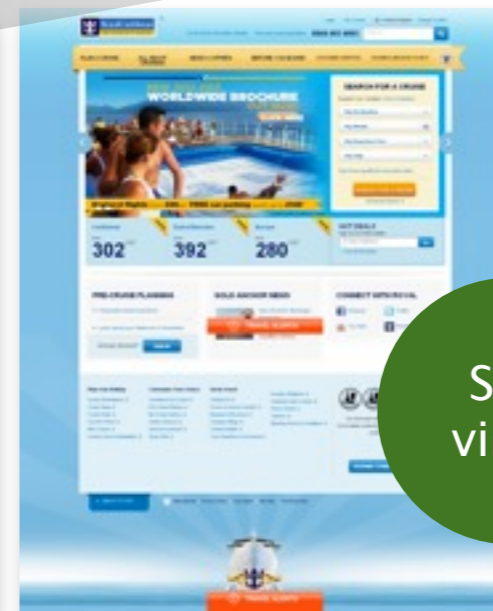
The 'last click' site gets the credit, but what online action can be credited to online advertising campaigns?

What effect does adding online advertising to a newspaper campaign have in terms of creating more online action?

How did we find out?



Brand search



Site visits

60+ campaigns

How a print ad drives online action

The Telegraph

Online | Newspapers | Apps



+1.7 million people

+4% online actions



TELEGRAPH WORKS
PRINT + NET

nielsen

How an online ad drives online action

The Telegraph

Online | Newspapers | Apps

+800,000 people

+29% online actions



TELEGRAPH WORKS
PRINT + NET

nielsen

How a print ad and an online ad drives online action

The Telegraph

Online | Newspapers | Apps



vs. benchmark level, using Telegraph in print and digital gives you...

+13% average uplift in total online actions



TELEGRAPH WORKS
PRINT + NET

nielsen

Example: Print works

Over the course of the 3 month test period, results for a leading mobile & tablet PC manufacturer...



0.1

actions per user

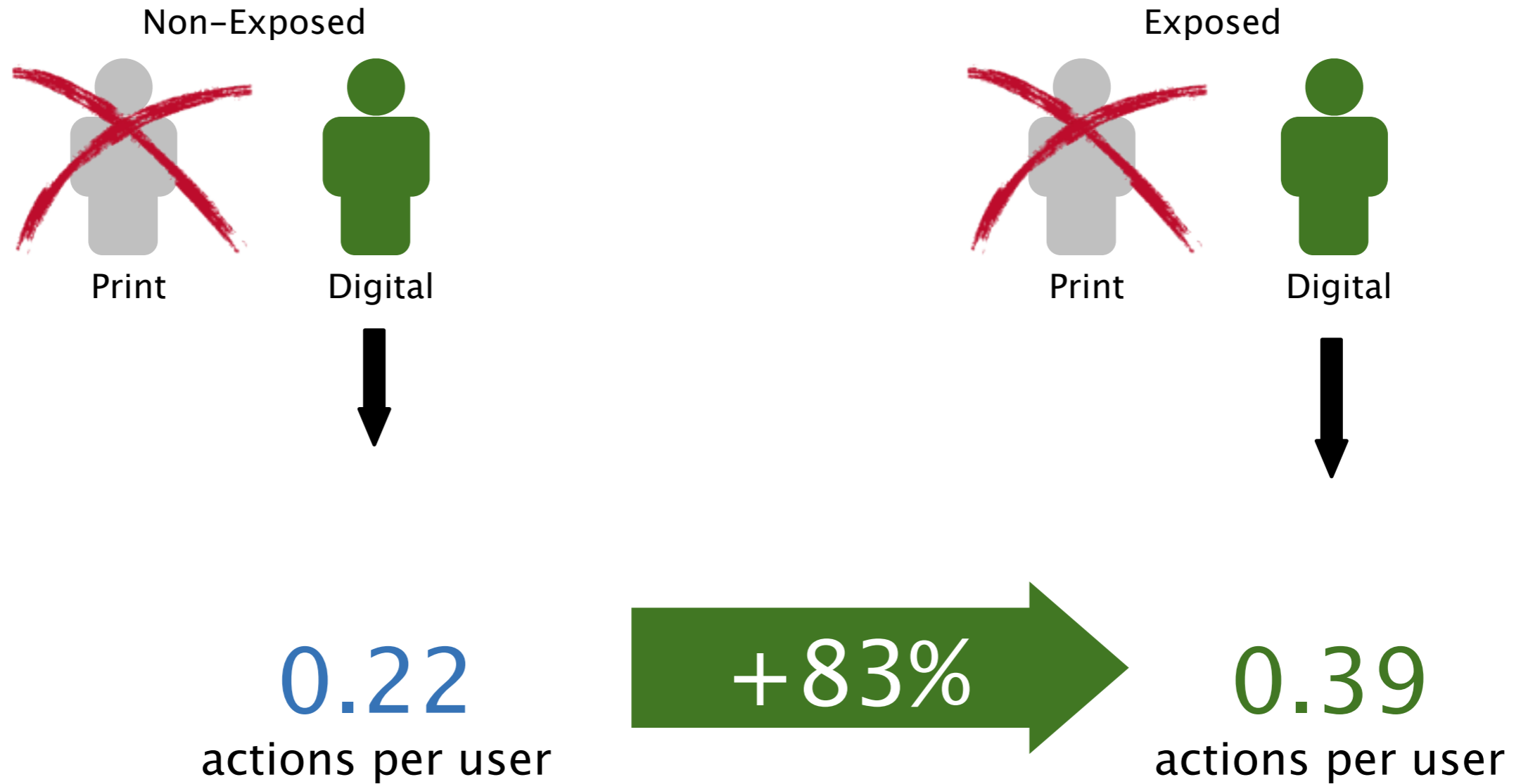
+36%

0.14

actions per user

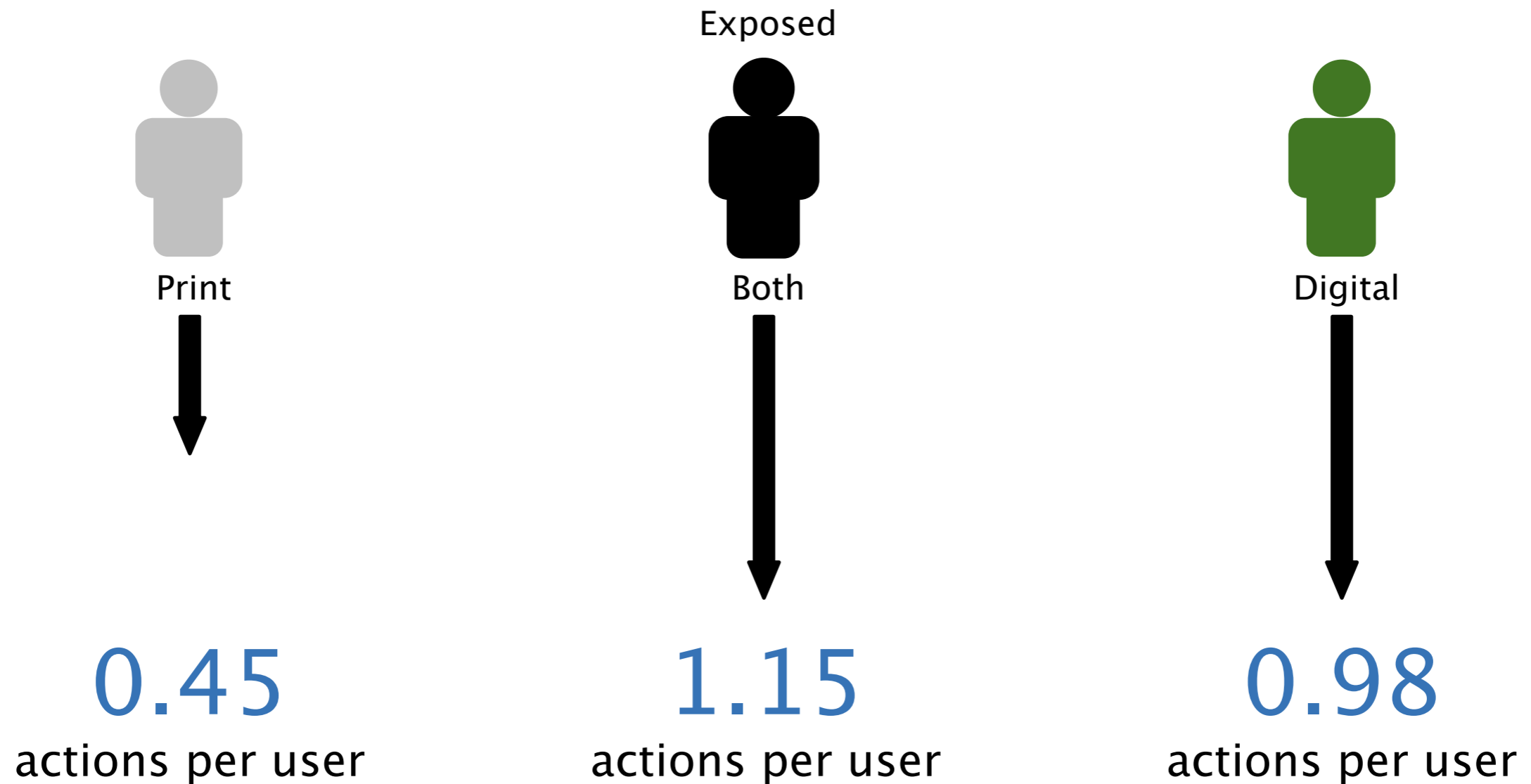
Example: Digital works

Over the course of the 3 month test period,
results for a leading travel company ...



And finally...

Overall, the study demonstrates that across 61 campaigns, the most responsive users were those seeing the campaign across both print AND digital



1
Advertising across the Telegraph portfolio showed a direct effect on online action leading to an average 13% uplift in site visits and branded search.

2
On its own, a digital campaign generates an average of 29% more online actions compared to a non-exposed group.

3
The most responsive consumers in terms of online action are those who have been exposed to a campaign across both print and online.