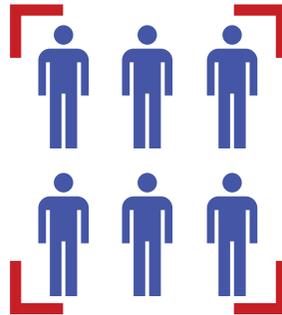
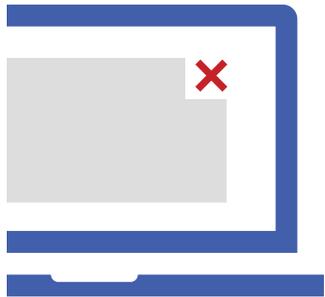




Intelligence Applied

Your digital campaign fell flat. Now what?



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Reaching the desired audience is always a bit of a challenge, particularly in an ever-changing media landscape. How can you improve your digital performance without shifting strategy?



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Phil Maves

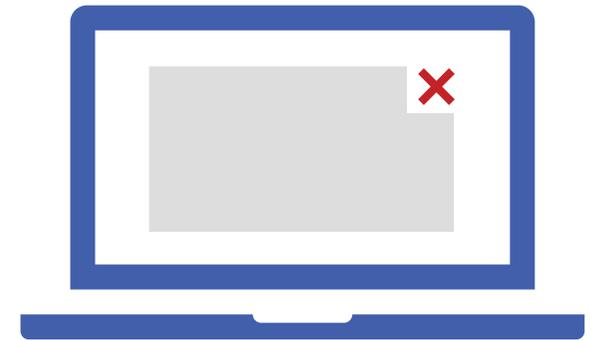
Director, Audience Delivery

Today marketers are hard pressed to uncover a winning formula for advertising success. Hyper-connected consumers are increasingly savvy and demanding of the brands with which they interact, so marketers must become more audience-centric in their approach to advertising. To further complicate matters, when we look at online behavior across multiple consumer groups every demographic is different, making it more difficult to reach some consumers than others. All this makes perfect campaign delivery an ongoing challenge.

Consider this - the best product in the world, with the best ad in the world, won't sell as expected if it isn't seen by a receptive audience. So maybe the fault of a failed campaign lies not with the creative, the brand, or product, but with the media plan.

So, where do you go from here? How can you ensure your message reaches the most profitable consumer segment in an efficient and timely manner?

At TNS, we were consistently hearing clients bemoaning the fact that online ad targeting was just too broad. It's a blunt instrument, trying to deliver surgeon-like levels of precision. Clients began to question the cost-effectiveness of the digital part of their overall marketing strategy.



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Better audience targeting is the future. Literally.

We knew in our heart there had to be a better way to target audiences online. Our research instincts told us that the right building blocks were there, but as yet hadn't been put together in the most intelligent, useful way. Old school media planning and buying were being forced onto a more nuanced, sophisticated platform. A stab in the dark based on best guesses and broad patterns.

So we set out to find a better way to reach more receptive audiences. We invested in 10,000 consumer interviews to understand individual buying behaviour across 13 of the most popular consumer categories in the US. We asked people about the brands they bought and their preferences in order to identify specific groups. By contrasting preferences and behaviours, we were able to identify those people who will buy less of the brand in the future. We put these people to one side. We also ignored those who are going to carry on buying the brand but with the same frequency and the same quantity. We ignored them because we believe the real value of intelligent online targeting is the ability to identify

buyers capable of delivering incremental growth. This audience profile data is generated using TNS ConversionModel, which identifies consumers likely to spend more with a brand in the future. It's those last three words that make all the difference – 'in the future'. We were targeting by mindset and intention rather than by interest or current behaviour. We also identified people who weren't currently buying the brand in question, but who would consider buying it in the future – another clear growth opportunity.

Now you're probably thinking how can a study of just 10,000 people be scaled for a mass audience with any degree of accuracy? This research, remember, took place in the US, where a typical online ad campaign would have to seek out tens of millions of willing consumers. The answer is to use lookalikes. To deliver valuable, precise audiences at scale, look-alike models were created by combining our future-facing consumer data with online and purchase behavior.

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Custom built for clients using existing data

As an alternative to the 13 market categories, the new targeting method also allows brands the flexibility to use their existing segmentation, sourced from custom-for-client research, as the seed for digital media. This allows brands to target any high-value audience uncovered through their bespoke research surveys.

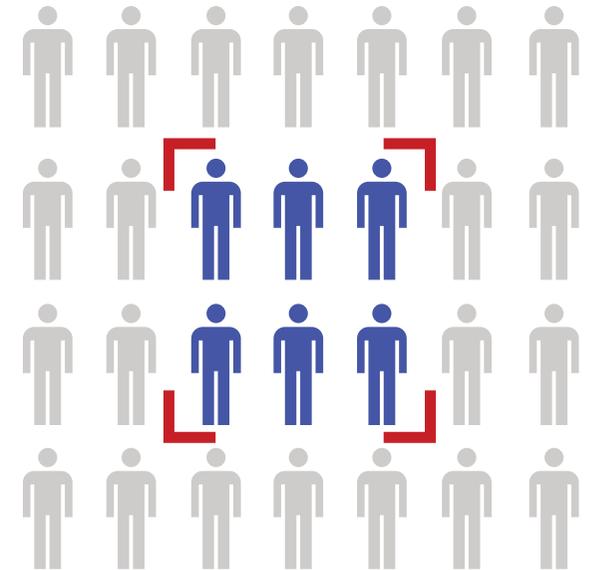
How it works

- We zero in on those who would buy more of a brand or category in the future, ignoring those who would buy the same amount or less.
- Look-alike models are created by combining the data with online and purchase behaviour to find similar people across the internet.
- Millions of look-alike consumers are targeted directly by the brand's digital campaign (online video, social, mobile, etc.)

Research directly driving growth

The research that powers the pioneering targeting method has been validated to be highly predictive. It has delivered strong campaign results for marketers across key performance indicators, from brand lift metrics to direct sales.

We believe this is currently the only audience targeting solution that links historic and predictive market research directly to digital media buying. It uses research insight to drive growth, enabling clients to make confident decisions about their online marketing spend. It's efficient, insightful and delivers scale. Is this what online advertising has been waiting for?



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About Intelligence Applied

Intelligence Applied is the home of the latest thinking from TNS, where we discuss the issues impacting our clients, explore what makes people tick and spotlight how these insights can create opportunities for business growth.

Please visit www.tnsglobal.com/intelligence-applied for more information.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and customer strategies, based on long established expertise and market leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

TNS is part of Kantar, the data investment management division of WPP and one of the world's largest insight, information and consultancy groups.

Please visit www.tnsglobal.com for more information.

Get in touch

If you would like to talk to us about anything you have read in this report, please get in touch via enquiries@tnsglobal.com or via Twitter [@tns_global](https://twitter.com/tns_global)

About the author



Phil Maves, Director of Audience delivery, is responsible for TNS' Digital Segment Targeting, helping brands target their research segments and drive growth, directly through digital media buys.

Prior to joining TNS, Phil managed client strategy at digital agency Path Interactive, worked as an independent marketing consultant, and spent 6 years in Google's direct sales organisation, as an account strategist for clients' search and display advertising efforts, and a training leader around YouTube's monetisation rollout.

To find out more about Digital Segment Targeting, contact Phil at phil.maves@tnsglobal.com