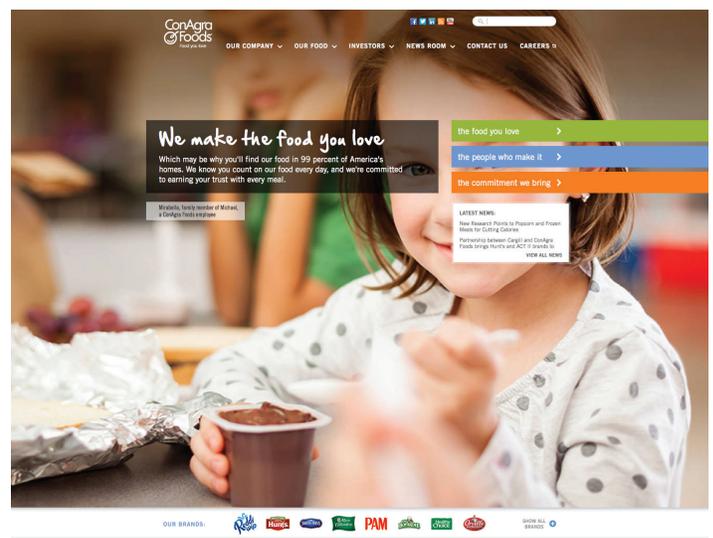




validated Campaign Essentials™: *A ConAgra Foods Case Study*

Proving and Improving the Effectiveness of Digital Advertising



The challenge

The goal of online advertising is – and has always been – to get the right message to the right person, increasing brand favorability and ultimately driving sales volume. However, before the technology existed to measure whether or not an ad was viewable, marketers and agencies had no choice but to fly blind when it came to understanding whether ads had the opportunity to have an impact.

Viewability and audience measurement have changed the online advertising game, and advertisers now have the tools needed to understand sources of waste and optimize against poor-performing delivery.

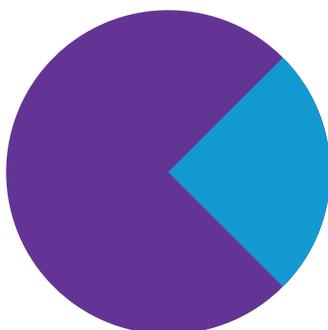
Today's access to data brings new challenges around how best to optimize, improve and monitor delivery – a process which requires adaptability and agility of not only the advertiser but its agency and publisher partners alike.

The following case study from ConAgra Foods, one of North America's largest packaged food companies, explores how ConAgra Foods worked with advertising partners to transform its approach to online advertising, resulting in improved campaign performance and ROI.

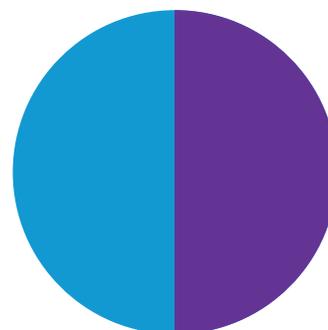
The approach

ConAgra Foods runs digital campaigns for some of the most recognizable consumer brands in the world, including Chef Boyardee®, Hebrew National®, Orville Redenbacher's®, PAM®, Reddi-wip® and Slim Jim®. In order to drive both brand-level metrics and sales volume for these products, ConAgra Foods makes measurement a priority to ensure that it gets the right message to the right audience.

A baseline evaluation of ConAgra Foods campaign performance done using **comScore validated Campaign Essentials™ (vCE®)** provided some startling insights. For the campaigns measured, only 25% of delivered impressions hit the intended demo-target, and only 50% of impressions were delivered in-view.



IN-TARGET
OUT OF TARGET



IN-VIEW
NOT IN-VIEW

With these results, ConAgra Foods realized it needed to change the dialogue with its partners.

“When we started using vCE to monitor our campaigns and our performance against our goals, we knew we needed to make viewability a mandate rather than just using it as a monitoring tool.”

HEATHER DUMFORD, GLOBAL MARKETING DIRECTOR, MEDIA, CONAGRA FOODS

ConAgra Foods changed its media buying strategy, negotiating for guaranteed viewability and audience delivery rates in order to improve its campaign performance.

IN-MARKET

ConAgra Foods makes its media buys through its agency, Spark Communications. Spark Communications negotiates based on validated delivery guarantees for display – meaning the ads were delivered in-view, in the right geography and free of non-human traffic – and in-target audience guarantees for video. During the upfront negotiation process, Spark Communications works with each publisher partner to set delivery expectations, ultimately using comScore vCE reporting as the neutral metric of accountability.

Typically, guarantees for display ads range from 80-100% validated impressions, while guarantees for video ads usually fall within the 90-100% in-target range. ConAgra Foods is willing to pay a higher CPM to hit these validation and audience delivery rates as it believes in aligning price with value.

“When we first started talking to our agencies and publishers about viewability, it was a difficult conversation to have. But as the industry has evolved, our partners have come to understand the importance of measuring viewability - and they want to solve this problem as much as we do.”

HEATHER DUMFORD, GLOBAL MARKETING DIRECTOR, MEDIA, CONAGRA FOODS

IN-FLIGHT

While the campaign is in flight, Spark Communications works with the publishers directly to maintain delivery metrics within the rates guaranteed by the terms of the media buy. To facilitate delivery optimizations, publishers are given access to their data through the vCE partner permissioning feature. This empowers publishers to make changes to ensure the quality of their delivery and to meet the audience and viewability guarantees throughout the campaign.

POST-CAMPAIGN

After the campaign, ConAgra Foods uses its vCE data to reconcile and bill accordingly. In addition, the vCE data - along with online survey data - is used as an input into its market mix modeling systems. With these tools, ConAgra Foods is able to measure the changes in key branding and equity metrics, as well as the incremental sales volume driven per impression, to understand the ROI generated by its campaigns. Insights gleaned from this analysis can help improve future campaign planning and execution.

The results

BRAND LIFT

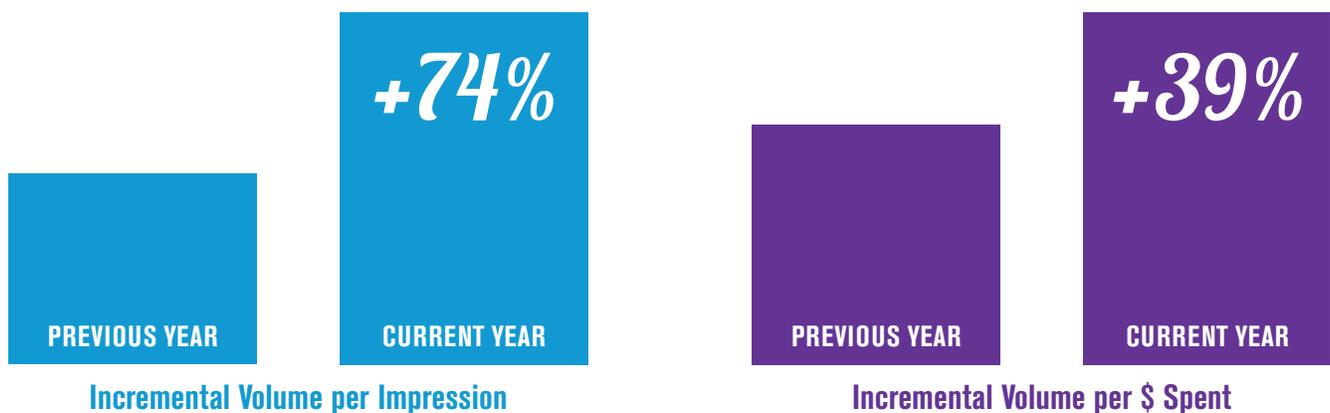
Through increasing the validated and in-target rates for advertising campaigns, ConAgra Foods was able to achieve notable increases in key performance indicators. For the campaigns evaluated, ConAgra Foods saw increases in attribute awareness lift of up to 70% and increases of purchase intent lift of up to 30%.



ROI AND EFFICIENCY

ConAgra Foods also achieved greater sales volume ROI and efficiency through these validated and in-target rate guarantees.

In an analysis of a key display campaign, ConAgra Foods found that viewability led to significant increases in two key ROI metrics: incremental sales volume per impression and incremental sales volume per dollar spent. ConAgra Foods compared these metrics calculated for both gross impressions and viewable impressions, and found that incremental volume increased by 74% for in-view impressions, while incremental volume per dollar increased by 39%.



Given the marketing effectiveness and efficiency that this advanced delivery has provided, ConAgra Foods is committed to working with its agency and publisher partners to continue to evaluate the validation and audience delivery of its online ad campaigns in the future.

“Ad validation and audience measurement is critical to our advertising functions, and the quality of the data we get from our marketing mix models is only as good as the quality of data we put into it. comScore vCE gives us the trusted data we need to confidently transact with our partners.”

HEATHER DUMFORD, GLOBAL MARKETING DIRECTOR, MEDIA, CONAGRA FOODS

To learn more about the comScore approach to advertising effectiveness measurement, please contact your sales representative directly or email learnmore@comscore.com

www.comscore.com

COMSCORE SOLUTIONS FOR MEDIA BUYERS & SELLERS



comScore validated Campaign Essentials™ (vCE®) is a holistic ad and audience delivery validation solution that provides deep campaign insights, in-flight reporting and daily alerting.

- Used by media buyers and sellers
- Enables in-flight campaign management and optimization
- Evaluates audience delivery, viewability, brand safety, geographic delivery, engagement and non-human traffic
- Reports data by publisher, placement and creative
- Enables increased campaign effectiveness and decreased waste



comScore validated Media Essentials™ (vME™) is a comprehensive measurement solution that evaluates ad inventory across a site or network of sites for strategic pricing and packaging.

- Used exclusively by media sellers
- Measures ad inventory across a site or network of sites
- Evaluates audience, viewability, engagement, geographic delivery and non-human traffic
- Reports data by ad slot, site section and creative size
- Enables increased revenue by maximizing high-value inventory