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THE IMPACT OF

ADVERTISING ON SEARCH

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Ultimate challenge

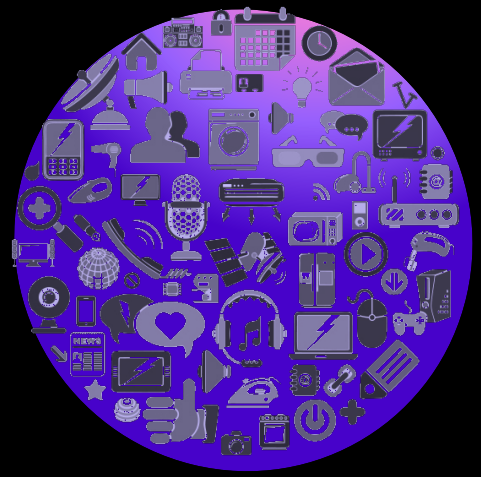
Success of media channels is often considered in a **silo**

Indirect effects or **synergies** are rarely fully considered

How much does advertising boosts search ?

Boost factor

Scale of this project



34
Categories

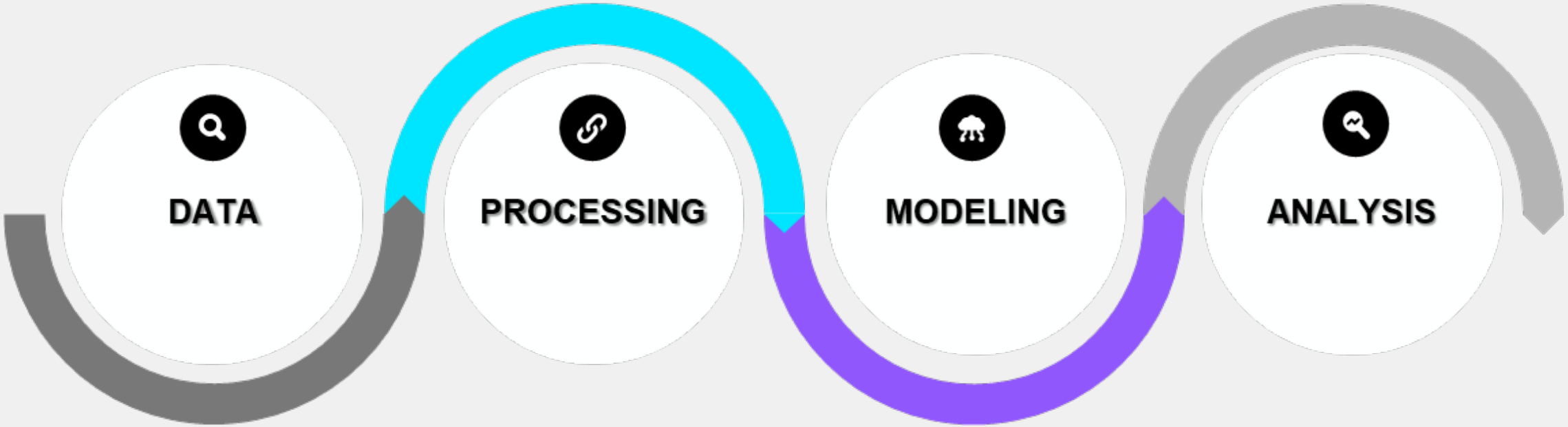
155
Brands

1.4 billion
Media Pressure

Base : >1 mio annual budget, >1% SOS and search and search sensitive

Base : TV, OLV, Radio, OOH, Magazines, Newspapers & Display

The chosen approach



Search
Media pressure

Transform
Fuse
Normalize

Adstock
Lag effect
External factor
Category trend

Contribution
Response curve

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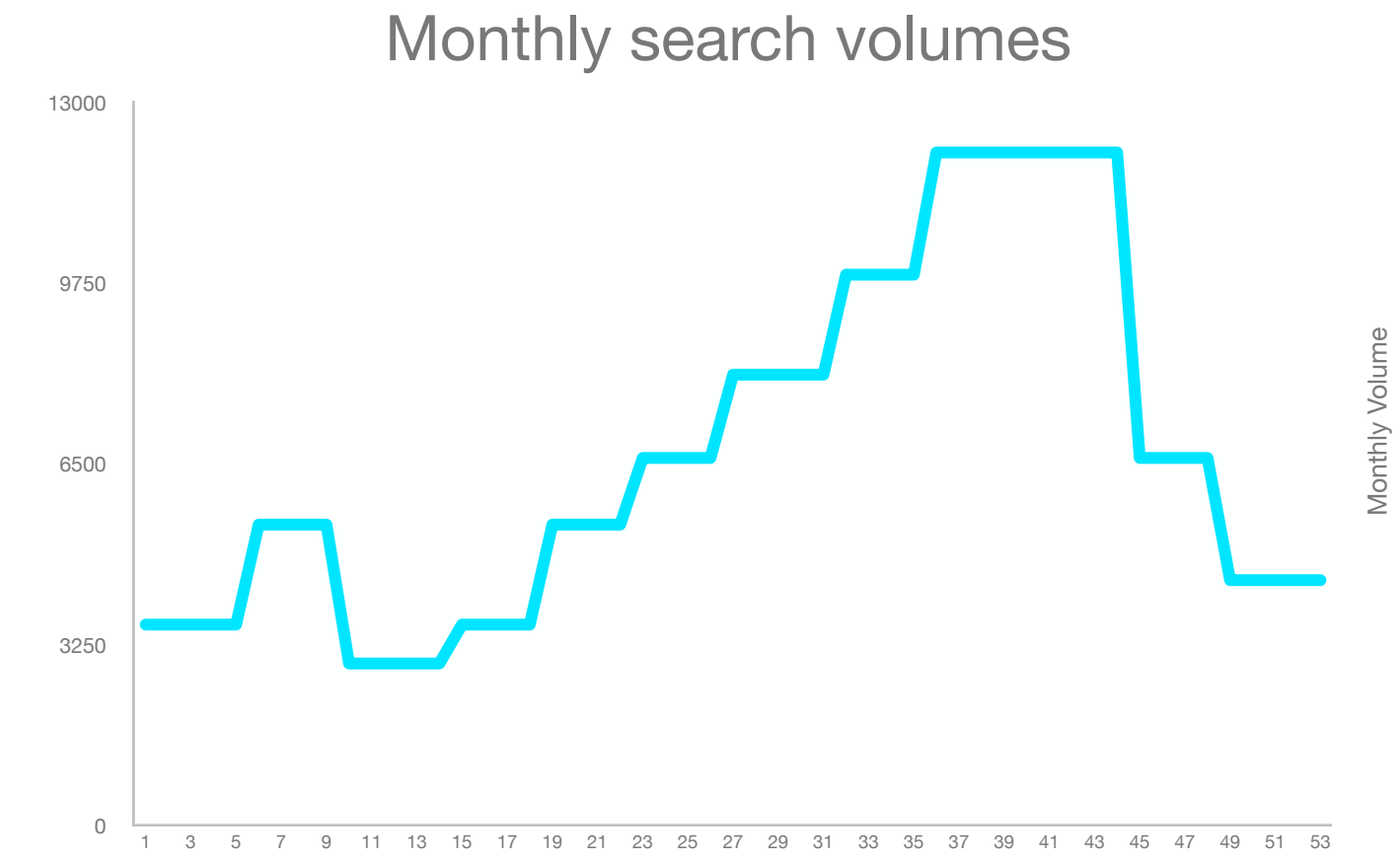
Transform



Google Ads

Monthly

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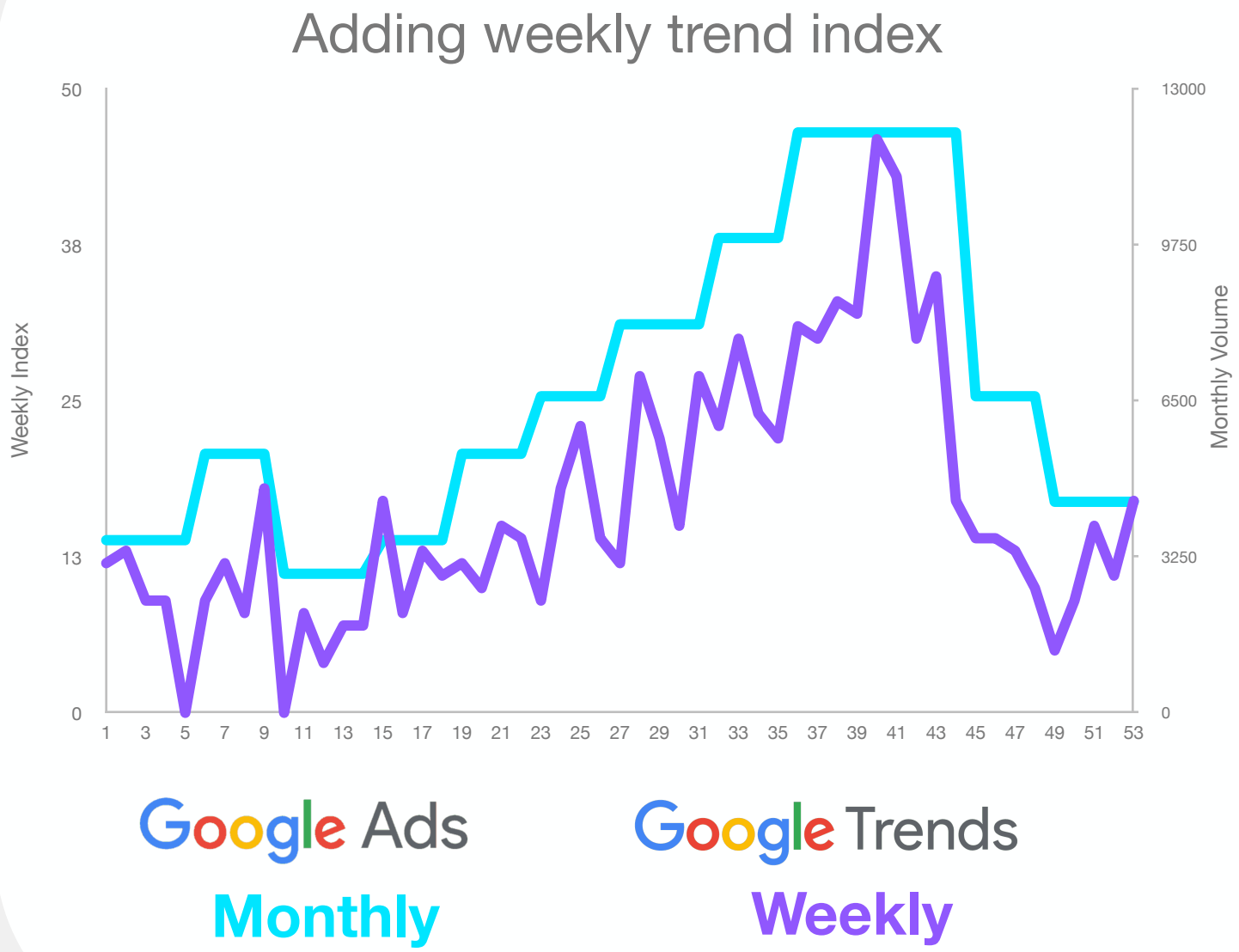
Transform



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Transform

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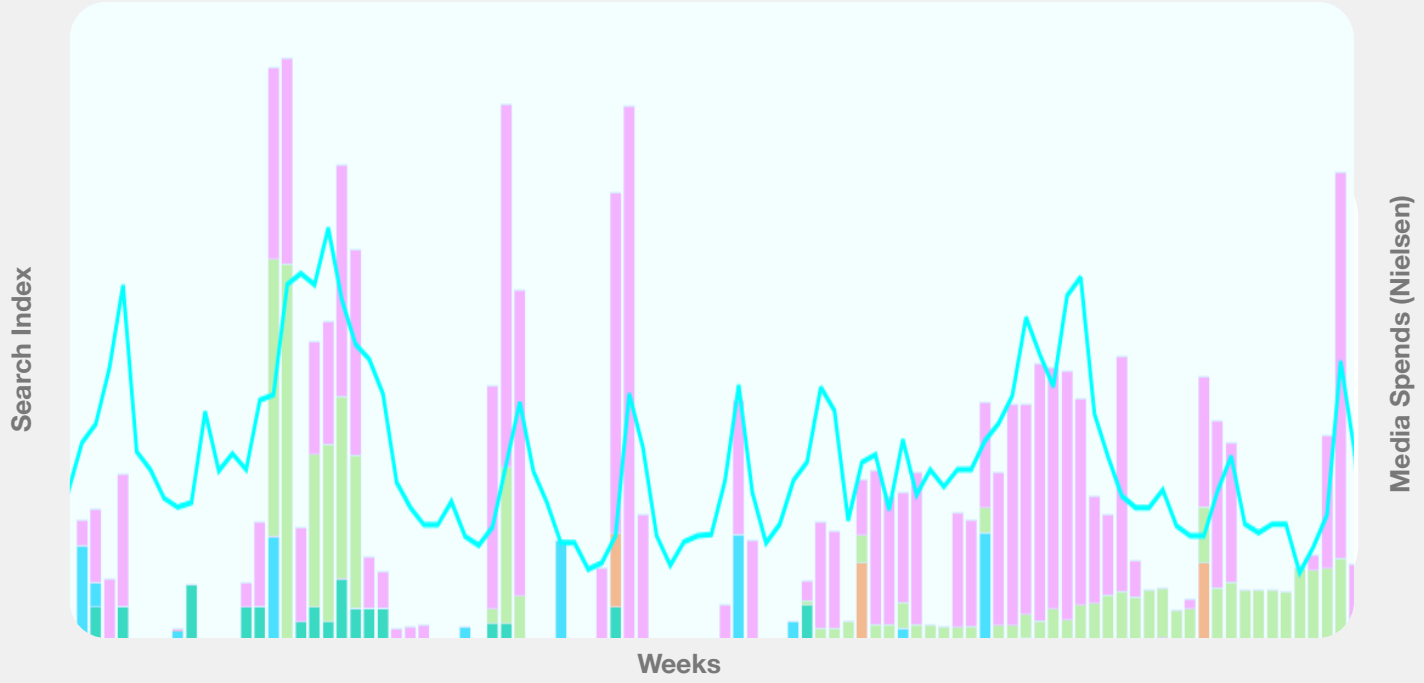
Fuse



Google Trends + Ads

+ nielsen

32.000

7

Scope search volume 2023

700 mio

Average impact of Advertising

20%

Boost factor

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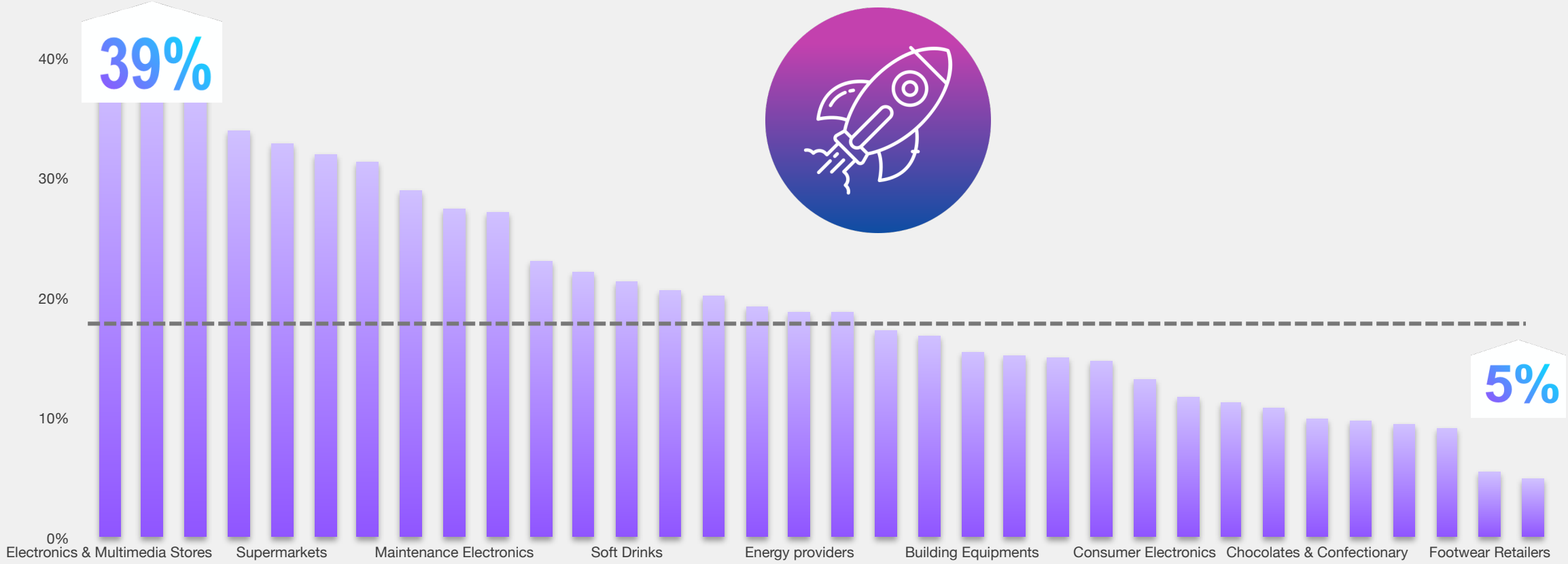
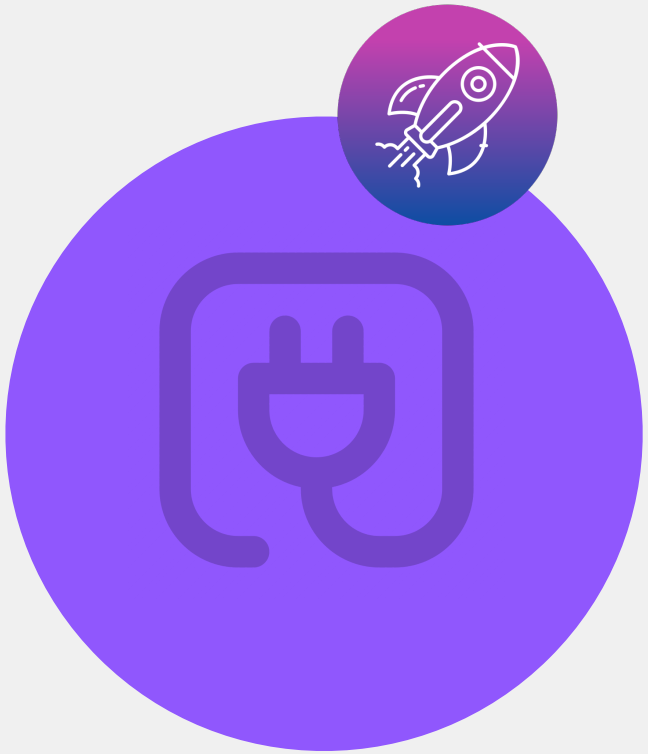
Boost factor varies between 5 and 39% depending on the category

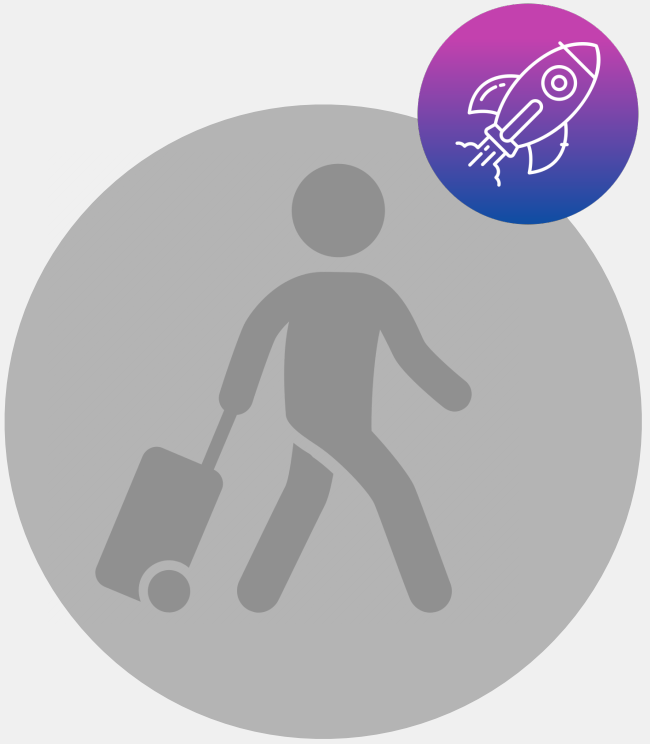


Top 3 categories: electro/multimedia stores, garden/ outdoor boutiques and day/weekend trips



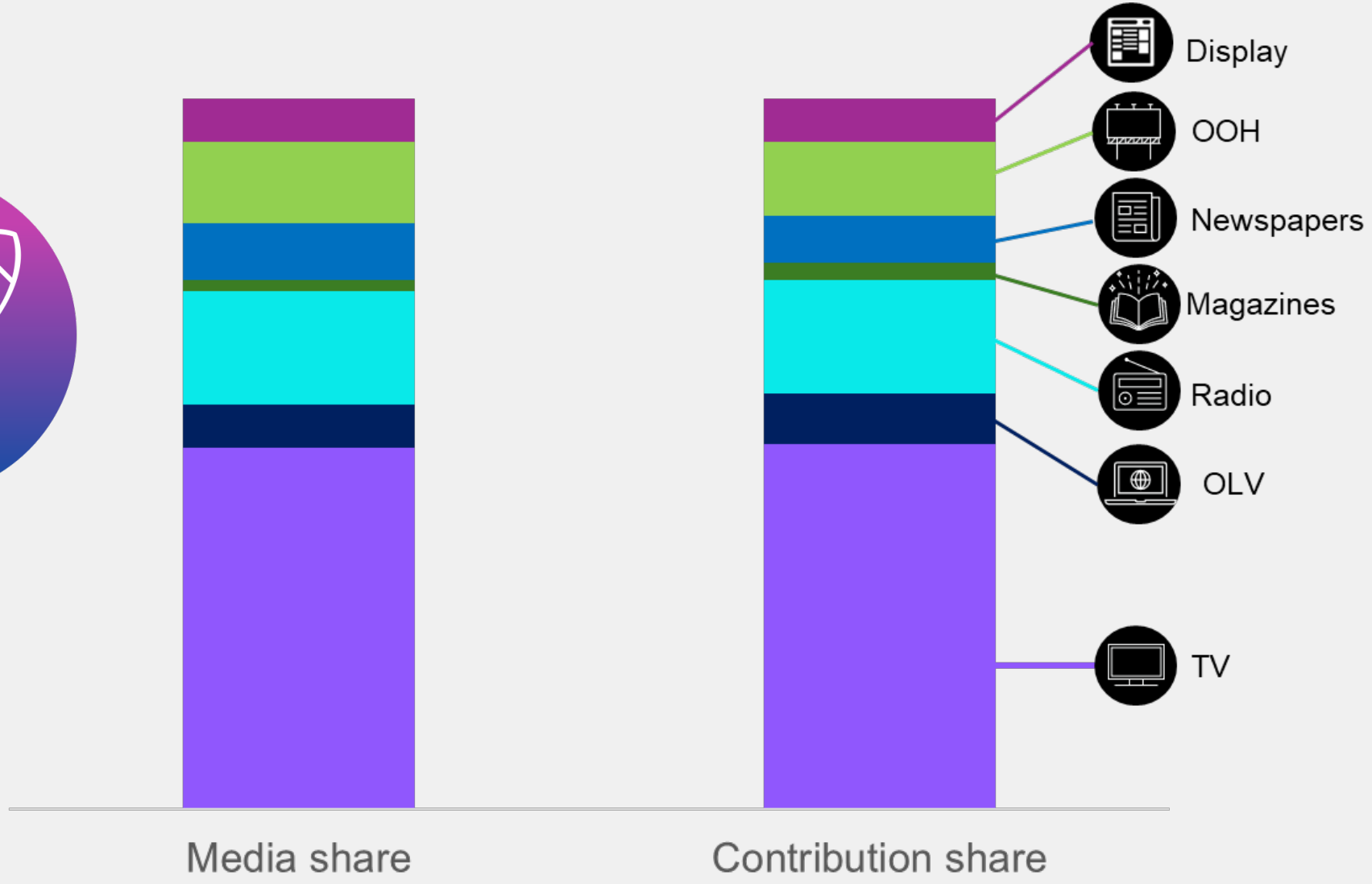
Electro & Multimedia stores

Outdoor & Garden boutiques

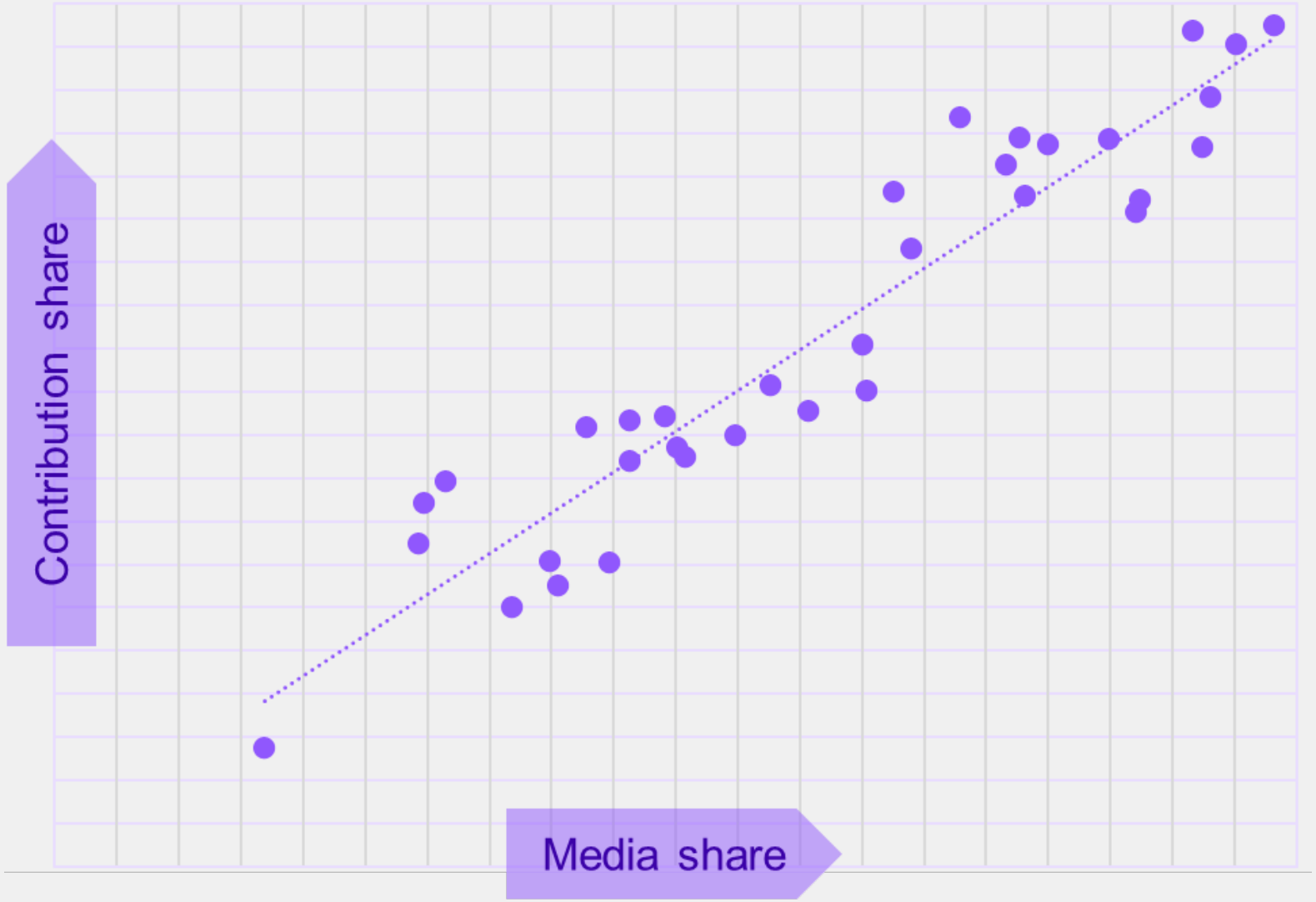


Day & Weekend trips

Media channel boost effect : on average, media convert their media share in search boost share (contribution)

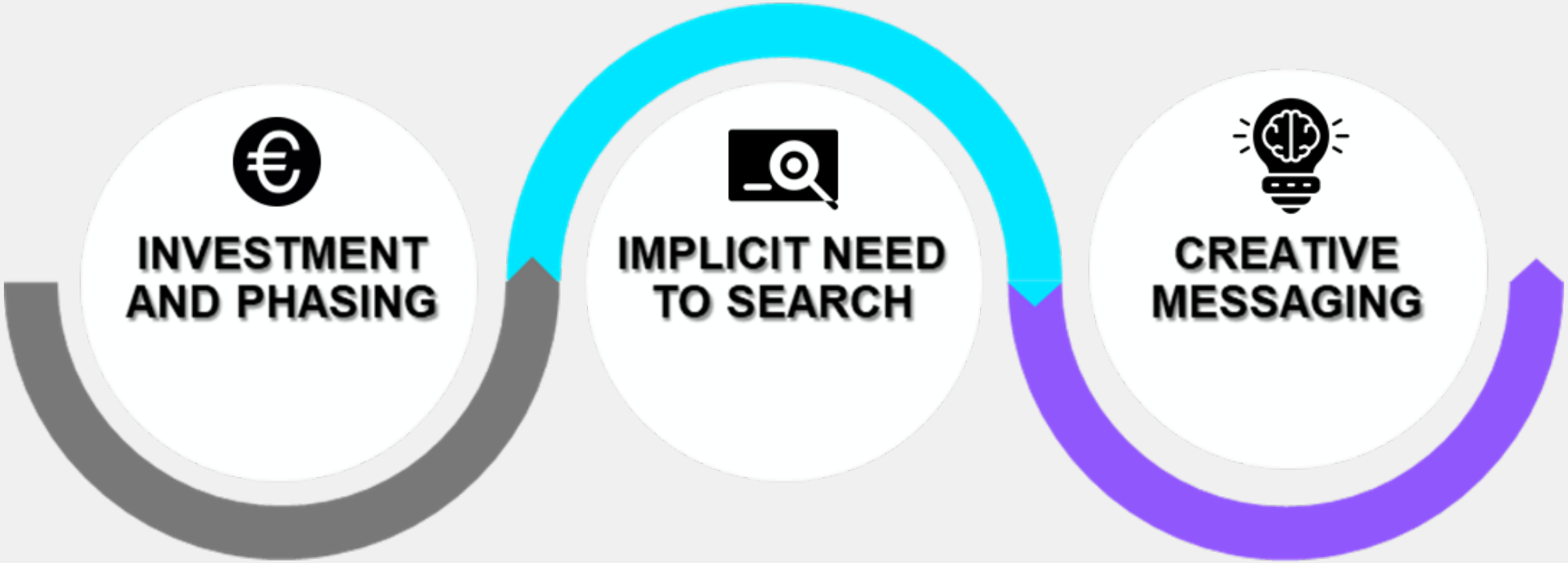


But categories differ - above trend line better conversion of media share into contribution share



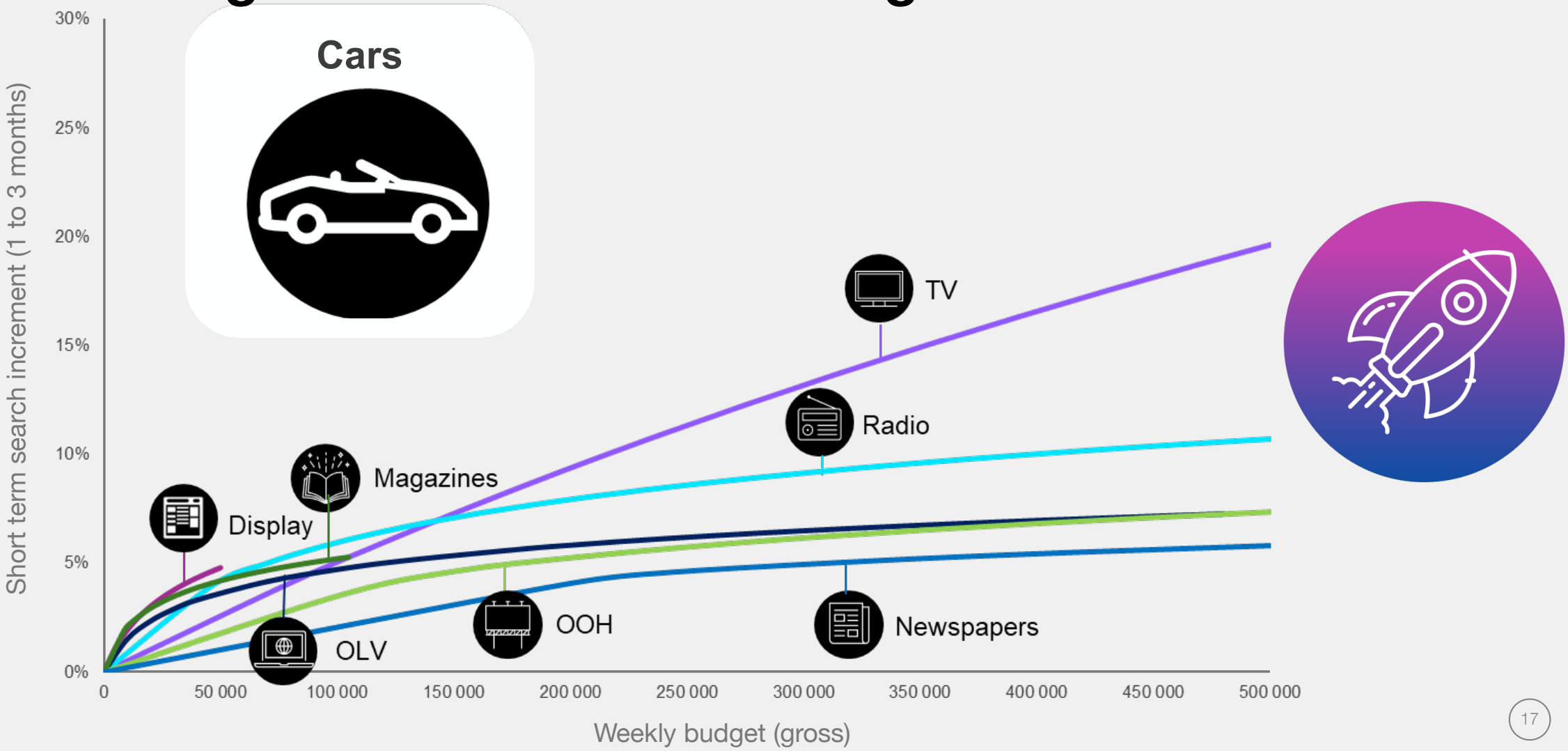
Example for TV

A broad range in Boost Factor! So, what is driving the differences in scoring?

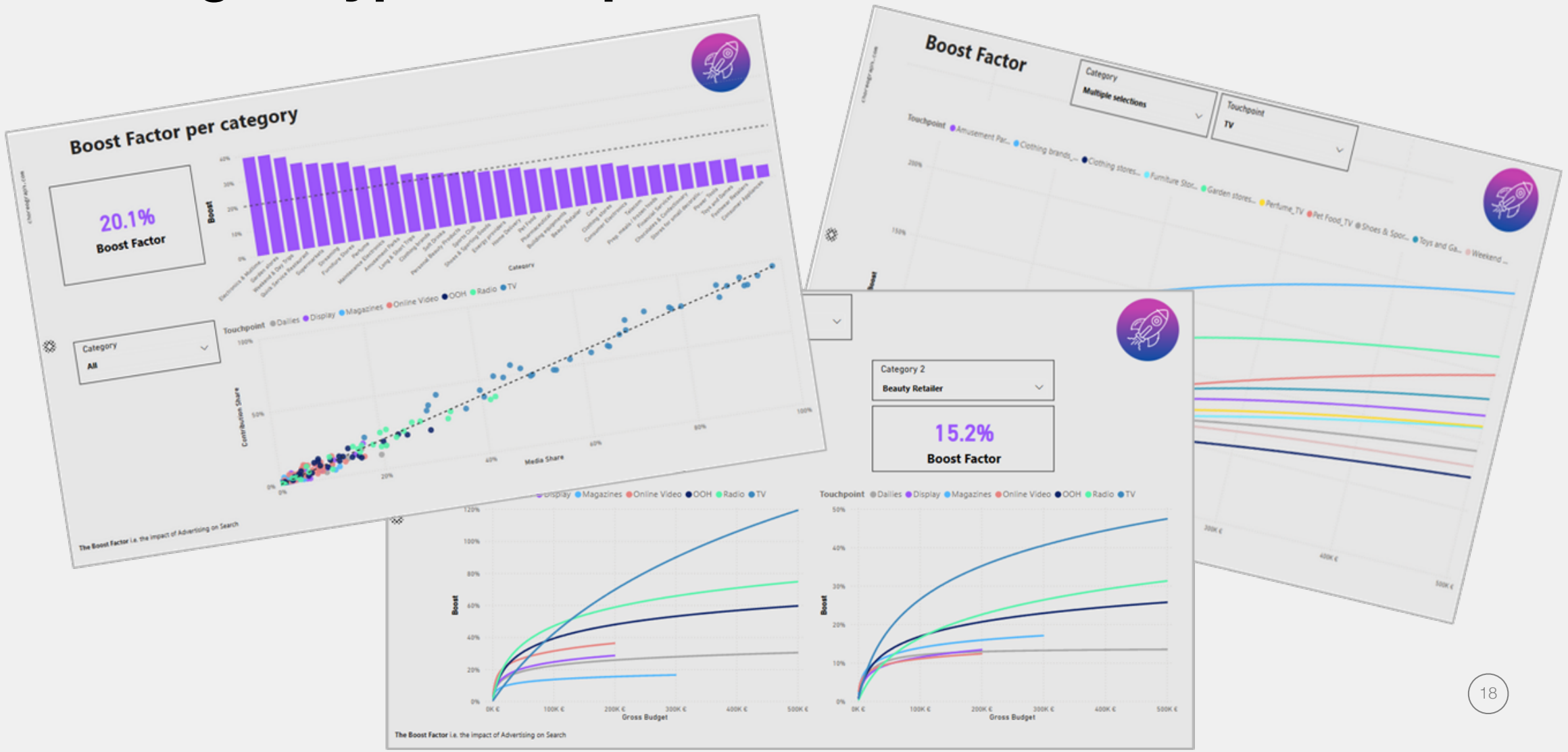



Response curve

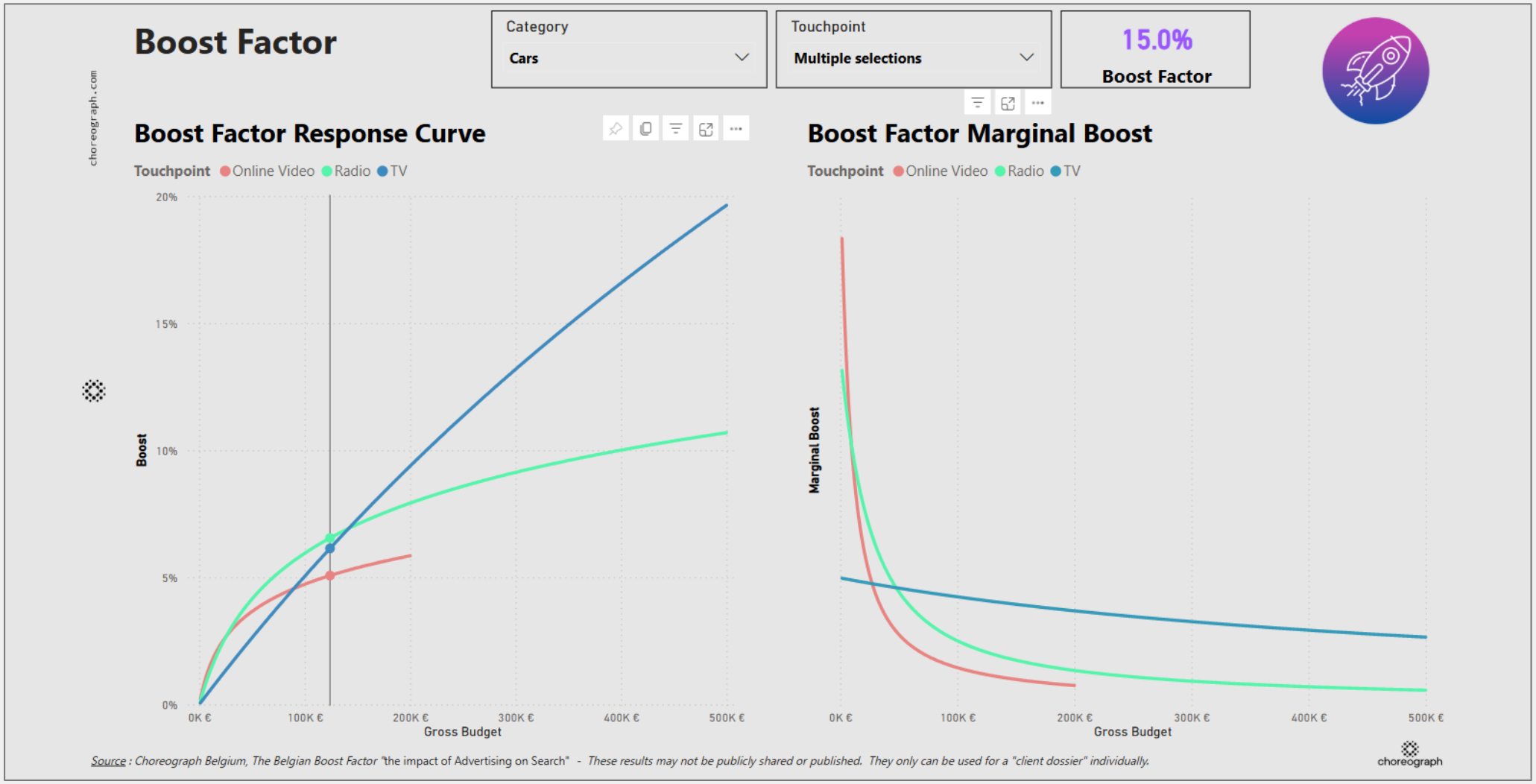
Response curves compare impact on search per media and budget level for on an average active week



All this information is put available via a dashboard enabling all types comparisons and simulations!



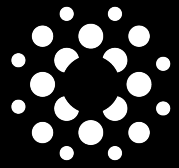
The marginal boost determines where one media can take over form another



Huge interest and overwhelming reactions

Why is this project eligible for an AMMA ?

1. Breadth and depth is unseen
2. Unique to our opinion in sheer scale
3. Home-grown project, honouring our own Belgian talent
4. Answers all questions: what, why and how?
5. Huge interest and used by several sales houses
6. Webinars, press and socials



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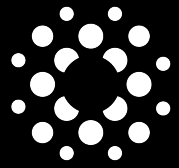
Are you still watching?

Continue watching

Back



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