

# *Media insight: Trust and transparency*

## From contract management to campaign assessment

*PwC's integrated media insight services support advertisers, agencies and media owners by delivering trust and transparency across the advertising ecosystem*

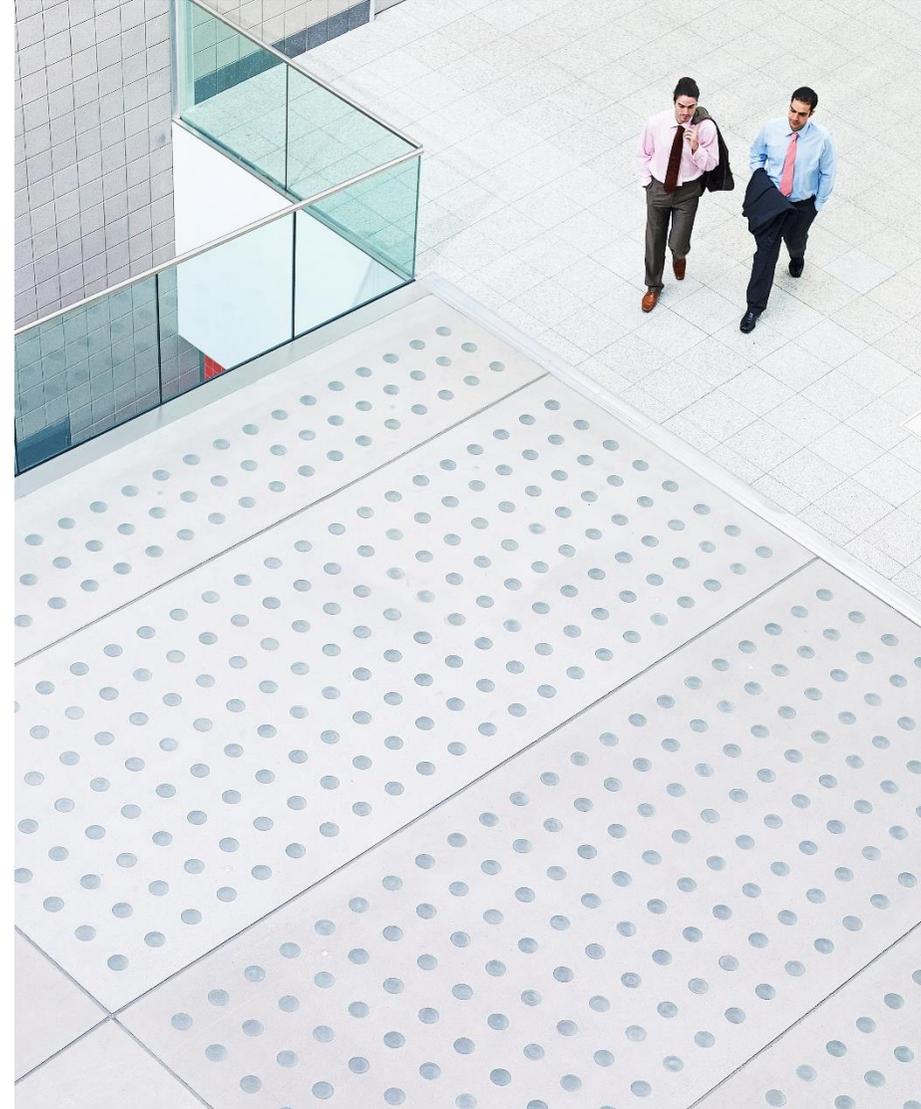
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# 1. Pitch and contract support

## What needs to be right from the start?

*PwC's ex-agency leaders and legal experts can support you in selecting your agency and negotiating contracts that are fair, reasonable and enforceable, reflecting industry and regulatory best practices.*

- **Selecting a media agency and agreeing a contract** is more complex than ever.
- **Pitch support services** include current state assessment, understanding your needs, drafting RFP, running selection exercises, and evaluating results.
- Contracts should cover performance as well as pricing, and **must be fair and reasonable** if they are to be enforceable.
- Advertisers should **expect price transparency**, in return for **paying agencies a fair fee**.
- Advertisers and media owners should seek **access rights to programmatic trading data** from agency trading desks, demand-side and supply-side platforms, and exchanges and networks.
- Key areas also include **data privacy, data confidentiality and IT security**.
- Contracts should set out methods for dispute resolution and arbitration, to **avoid costly litigation**.
- Companies should keep track of all media contracts for **periodic review and updating**.



## 2. Media assurance

### How can you demonstrate transparency?

*PwC is a neutral independent party committed to delivering trust and transparency across the advertising ecosystem.*

We have been performing media audits for 80+ years and our partner Sam Tomlinson has been personally delivering media assurance projects for 10+ years.

Our goal is a positive reset of client/agency relationships, based on trust and transparency, delivering benefits to all sides.

#### **Key benefits of our media assurance approach are:**

- **Access:** Agencies and ad-tech can be reluctant to open books and systems to boutique auditors, due to concerns about data security and independence. Our approach is non-confrontational and we are trusted by all sides.
- **Independent and objective:** We don't accept contingent fee arrangements because this impairs the auditor's judgement, shifts focus away from audit quality, and can prove unexpectedly expensive for clients. Professional auditors should not need to be incentivised to do their job!

- **Data security and confidentiality:** Our IT security certifications (ISO 27001, ISO 20000-1) and professional regulatory responsibilities give you confidence your commercially sensitive data won't be hacked or leaked. Our people are not wannabe traders so won't be joining an agency or media owner and taking your sensitive data with them.
- **Audit expertise and rigour:** We know and understand both media systems and finance systems, so can interrogate both systems with minimal disruption to agencies.
- **Forensic media assurance technology:** Our suite of tools can analyse data to identify unusual or high risk outliers for our auditors to investigate – a much superior approach to traditional sample testing.



### 3. Digital and programmatic

## How should you navigate the digital minefield?

*PwC's expertise in digital advertising and programmatic trading can help advertisers, agencies, ad-tech and media owners successfully navigate the digital minefield.*

- Digital ad spend is now worth approximately £150bn, with almost £10bn in the UK, as measured by PwC's semi-annual **digital ad spend study with the Internet Advertising Bureau**; and
- Programmatic advertising in the UK is now approximately £3bn, split evenly between real-time bidding and programmatic direct, with both growing at 15-20%.

#### **But:**

- It is estimated that nearly 50% of ads aren't viewed by a human;
- Of those, nearly 50% don't meet basic IAB viewability standards; and
- Reporting of digital campaign performance is often poor, of both the websites on which ads were published and the allocation of spend along the programmatic ecosystem.

#### **PwC can help through:**

- Leveraging PwC's **network of programmatic trading and ad tech specialists** to provide expert opinion on your programmatic approach and ad tech stack, and provide impartial advice on the right ad tech partner(s);
- Use of market-leading **ad fraud detection audit tools and technology**;

- Expertise in the **legal risks around data privacy (e.g. EU GDPR and ePrivacy) and the IT risks around data security**, supporting you with controls assessments to ensure your data is managed appropriately and securely at all times by third parties;
- Bringing **transparency to digital fees and processes** to confirm adherence to contract terms and/or maximise yield returns;
- Assurance that ad tech tools and protocols are robust and periodically updated to ensure **brand safety and viewability** standards are adhered to;
- **Assessments and reports on your in-house programmatic processes and controls**, to prove to business partners that your algorithms and data processing are robust and secure; and
- Assessment of **campaign effectiveness** (section 4).



## 4. Campaign assessment: Trust analytics and market mix modelling

Did your campaign reach the right audience and deliver real value?

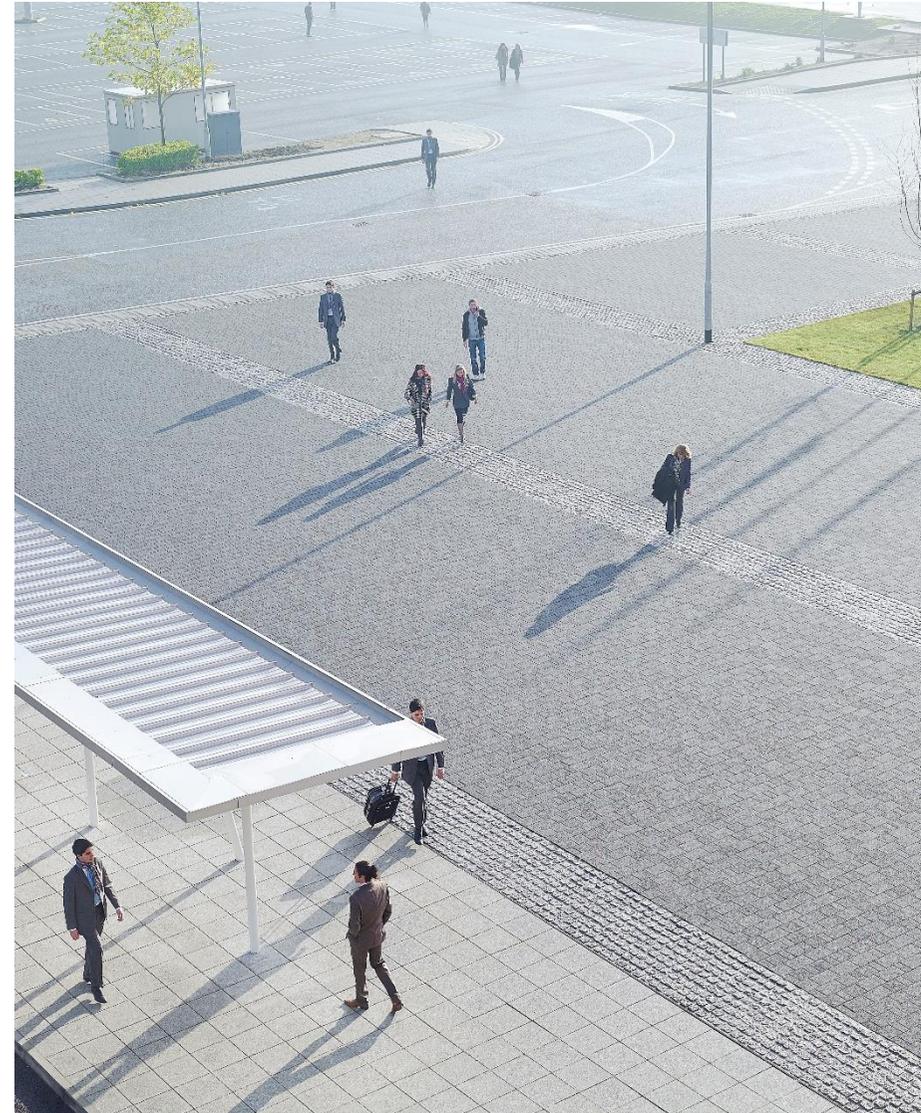
*Advertisers don't actually want to buy media – They want to buy performance.*

*Media owners don't actually want to sell media – They want to sell an audience.*

*Agencies don't want to compete on price – They want to be rewarded for campaign effectiveness.*

As a neutral independent party, PwC can be trusted to provide unbiased reports on audience data and campaign effectiveness. We have developed pioneering methodologies and tools for these purposes, including:

- **Multi-platform audience measurement:** *Halo For Audiences* is the world's first truly global solution for multi-platform audience measurement and cross-platform reach/frequency campaign planning;
- **Trust analytics:** A ground-breaking methodology for using publicly available earned media to measure trust, which has been proven to be an important lead indicator of consumer behaviour and hence sales. We can quantify and track brand performance against peer groups in near real-time, providing assessment of campaign performance and insight into how to improve the return on future campaigns; and
- **Market mix modelling:** Our next-generation approach successfully incorporates both digital and traditional media and longer term changes in consumer preferences. Our robust time series techniques, demand system models and approaches to treatment and control groups separate out the external influences that can drive sales success e.g. macro-economic conditions, competitor reactions, packaging changes, and discounting. This enables deeper assessments of campaign effectiveness and insight into future optimisation opportunities across the full suite of products and media.



# Why us?

PwC's integrated media insight services support advertisers, agencies and media owners. Our team includes marketers, researchers, statisticians, lawyers, auditors, ad-tech specialists and ex-agency leaders. **We are a neutral independent party committed to delivering trust and transparency across the advertising ecosystem.**



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