

Market Research and DNT

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Back story

1850's: Early social survey research

1920's Daniel Starch advertising recognition tests

1930s: Mass Observation everyday life in UK/Gallup survey poll

1950s: Nielsen ad performance measures

1970s: CATI computer assisted telephone interviewing

1980s: CAPI computer assisted personal interviewing

1990s: Online panel data collection

2000s: Passive data collection

Founded in 1948, ESOMAR, The World Association of Research Professionals, gathers together nearly 5000 individuals and companies in over 120 countries worldwide on both the provider and client side as well as in public bodies and academic institutions.

Some key research areas

1. Concept, usage and attitude

2. Business to business

3. Market measurement

4. Social research

5. Political and pre-election polling

6. Media measurement: TV, print, radio, outdoor, online

Key clients: manufacturing 45%, media 15%, public sector 9%

No return path to individual, no sales or marketing

ICC/ESOMAR Code definition of market, social and opinion research

The systematic gathering and interpretation of information about individuals or organisations using the statistical and analytical methods and techniques of the applied sciences to gain insight or support decision-making.

The identity of respondents will not be revealed to the user of the information without explicit consent and no sales approach will be made to them as a direct result of their having provided information.

Codes and self regulation

1948 First Code of marketing and social research, ESOMAR

1977 ICC/ESOMAR International Code, regular updates & guidelines

Over 60 national associations adopt/endorse ICC/ESOMAR code

ESOMAR disciplinary procedures over 4900 members worldwide

Proportion of complaints vs. number of interviews: = 0.003 %

Identifying information confidential unless waived by respondent
(mirrored in academic and statistical codes)

No misrepresentation, sales or marketing under guise of research
(mirrored in DAA, int./national advertising, sales, marketing codes)

Legislation

DNC legislation: research out of scope

DP Directive: exemptions for statistical, scientific & historical research

Draft GDPR Art 83 consent waiver stat, scientific historical research if silo identifiers

Albrecht amendments: similar but excludes children & sensitive data

CoE: exemptions for statistics or scientific research, if no risk to privacy

COPPA: no data collection of under 13s without parental consent

Cookie E Privacy: consent defined differently in 27 EU member states

Unfair collection DNT

Key W3C issues

1. Opted in panel members might inadvertently switch DNT on

2. Tags & cookies for audience measurement & ad placement

3. Cookies to serve invitation to join sample via intercept sampling

MR in practice: audience measurement: TV, print, radio, outdoor, online
Measure frequency that the same user sees a piece of content

WHAT: Outdoor audience measurement

WHY

Simplify out of home media planning & buying via audience measurement

HOW

Combine opted in panel data & passing traffic counts to estimate visibility and exposure of an individual ad display (reach and frequency) by demographic

IMPACT ON USER

None, reports are aggregated statistical reports

WHAT: Online audience measurement

WHY

Simplify online media planning & buying via audience measurement

HOW

Combine opted in panel data & passing traffic counts to estimate visibility and exposure of an individual ad display (reach and frequency) by demographic

IMPACT ON USER

None, reports are aggregated statistical reports

MR in practice: aggregated statistical reporting

Welcome
MyMetrix
Search Planner
Media Planner
Delivery Center
Direct
Social Analytix
AdEffx
Digital Analytix
Welcome
Support
Learn
Permission Manager
Logout

MyMetrix

Search

Media Metrix
Segment Metrix
Reach Frequency
Plan Metrix
Ad Metrix
MediaBuilder
qSearch
Video Metrix
Mobile
GSMA
Multi-Screen
More

Key Measures
Demographic Profile

Learn
Save
Print
Download
Send
Edit
Run Report

		Total Internet		MSN						
Target Audience	Target Audience (000)	% Composition Unique Visitors	Target Audience (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)
Persons - Age										
Persons: 6+	221,346	99.9	119,986	54.2	100.0	100	100	29,666	10,954	7,8
Persons: 15+	189,457	85.5	114,622	60.5	95.5	112	101	29,038	10,812	7,7
Persons: 18+	178,797	80.7	109,453	61.2	91.2	113	105	28,306	10,688	7,6
Persons: 21+	168,617	76.1	103,946	61.6	86.6	114	110	27,506	10,553	7,5
Persons: 35+	118,610	53.6	73,618	62.1	61.3	115	137	21,415	8,847	6,4
Persons: 50+	64,209	29.0	40,339	62.8	33.6	116	163	12,158	5,377	3,7
Persons: 55+	47,790	21.6	30,181	63.2	25.1	117	170	9,067	4,145	2,7
Persons: 2-11	21,681	9.8	3,145	14.5	2.6	27	82	341	74	
Persons: 2-17	42,689	19.3	10,584	24.8	8.8	46	43	1,387	267	2
Persons: 6-11	21,541	9.7	3,094	14.4	2.6	27	62	315	72	
Persons: 6-14	31,880	14.4	5,364	16.0	4.5	34	48	628	141	

Legend

Displaying 2 - 12 of 148

US data from August 2012 moving forward incorporates three significant enumeration and methodological enhancements. To learn more, please access this link.

Admin Tools
Notifications
Impersonation [click]
Ready For You
List Manager
Preferences

MR in practice: aggregated statistical reporting

Welcome
MyMetrix
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Social Analytix
AdEffx
Digital Analytix
Welcome
Support
Learn
Permission Manager
Logout

comSCORE. | MyMetrix
Search

Media Metrix
Segment Metrix
Reach Frequency
Plan Metrix
Ad Metrix
MediaBuilder
qSearch
Video Metrix
Mobile
GSMA
Multi-Screen
More

Key Measures

Learn
Save
Print
Download
Send
Edit
Run Report

	Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)	Total Visits (000)	Ave
	Total Internet : Total Audience	221,486	100.0	100.0	100	100	197,175	505,515	720,750	19,122,966	
	Top 100 Properties	N/A	N/A	N/A	...	...	...	...	...	...	
1	Google Sites	191,363	86.4	100.0	100	100	89,512	50,577	55,687	7,410,692	
2	Yahoo! Sites	184,935	83.5	100.0	100	100	54,808	35,409	31,526	3,876,988	
3	Microsoft Sites	168,889	76.3	100.0	100	100	50,379	24,577	19,321	3,070,550	
4	FACEBOOK.COM	149,602	67.5	100.0	100	100	60,617	54,822	81,202	5,309,215	
5	Amazon Sites	120,810	54.5	100.0	100	100	19,228	5,018	7,577	943,188	
6	AOL, Inc.	110,139	49.7	100.0	100	100	18,793	12,569	9,834	1,235,623	
7	Glam Media	109,734	49.5	100.0	100	100	17,171	1,736	2,149	476,735	
8	Ask Network	104,080	47.0	100.0	100	100	11,548	752	1,242	477,889	
9	Wikimedia Foundation Sites	85,847	38.8	100.0	100	100	11,224	1,495	1,386	494,393	
10	Apple Inc.	83,609	37.7	100.0	100	100	13,320	531	629	191,907	
11	Turner Digital	81,589	36.8	100.0	100	100	14,632	2,268	2,232	691,265	

Legend
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MR in practice: aggregated statistical reporting



Media Metrix

Segment Metrix

Reach Frequency

Plan Metrix

Ad Metrix

MediaBuilder

qSearch

Video Metrix

Mobile

GSMA

Multi-Screen

More



Key Measures

Learn Save Print Download Send Edit Run Report

	Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)	Total Visit (000)
[S] [U]	MSN Movies	13,910	6.3	100.0	100	100	1,411	179	400	
[G] [U]	MSN Movies Blog	981	0.4	100.0	100	100	43	1	1	
[S] [U]	MSN TV	13,524	6.1	100.0	100	100	1,629	99	167	
[G] [U]	MSN TV Blog	6,451	2.9	100.0	100	100	434	18	16	
[S] [U]	MSN Music	10,836	4.9	100.0	100	100	1,021	62	108	
[G] [U]	MSN Music Blog	1,305	0.6	100.0	100	100	56	3	2	
[S] [U]	MSN Photos - US	2,992	1.4	100.0	100	100	163	25	103	
[S] [U]	xinmsn Entertainment - Singapore	163	0.1	100.0	100	100	8	0	0	
[S] [U]	ProdigyMSN Entretenimiento	141	0.1	100.0	100	100	16	1	2	
[S]	Popular Searches - Entertainment	105	0.0	100.0	100	...	...	...	...	
[S]	The Bubble	42	0.0	100.0	100	...	...	...	...	
[S]	MSN Entertainment - Latam	36	0.0	100.0	100	...	...	...	...	
[S]	MSN Entertainment - India	30	0.0	100.0	100	...	...	...	...	



Legend

Displaying 278 - 289 of 680

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MR in practice: online research panels

- A group of selected individuals who have agreed to take part in market research surveys at regular specified intervals over an extended period of time.
- Screened meaning you can find 'hard to reach groups' as well as representative samples.
- Actively managed to ensure representative samples on the basis of 6 or more demographic criteria, limit frequency of participation with specific period
- Full notification, consent based including cross-site tracking. They receive small incentives to recognise participation (need contact details for fulfillment).
- Surveys often collect PII and data on purchasing, media consumption or life-style activities, online tracking collects rich data via identifier on browser.

MR in practice: online measurement: Measure frequency that the same user sees a piece of content

WHAT: Cross-site census measurement

WHY

Richer data to learn which topics interest site visitors that is not skewed to panel's interests, cuts out bots, workplace bias if cannot download MR software

HOW

Combine panel data & data collected from sites with MR tag to calibrate measures. Estimate exposure of individual ad display (reach and frequency) by demographic

IMPACT ON USER

None, reports are aggregated statistical reports

WHAT: De-duplicate booking units

WHY

Unify bookable units composed of two related sections from two sites sold as one unit, to avoid double counting

HOW

Data collected from sites with MR cookies used to de-duplicate

IMPACT ON USER

None, de-identify the cookie into unique identifier that cannot be backtracked within max 35 days.

MR in practice: audience measurement: Measure frequency that the same user sees a piece of content

WHAT: Cross-site measurement for content & advertising for auditing

WHY

Measure coverage & audience composition for publisher websites, their channels & sections

HOW

Cookies place on relevant sites to calibrate opt-in panel data. Data is retained as long as needed to check accuracy. *MRC auditing is up to 13 months.

IMPACT ON USER

None, aggregated statistical reports

WHAT: Online content placement testing content

WHY

To optimise content placement

HOW

Cookies place on relevant sites to see if/how user interacted with the web page, how long they were on the site, did they mouse over certain content.

IMPACT ON USER

None, aggregated statistical reports.

MR in practice: Recruiting people for representative survey sample

WHAT: Street recruitment for face to face interview

WHY

Need to have a representative sample eg woman in a certain age group that likes high-end clothes

HOW

Stop them in the mall and invite them to be interviewed. Inform them of purpose of interview and that data will be kept confidential. Separate identifiers from responses.

IMPACT ON USER

None, can refuse, and if agree, aggregated statistical reports

WHAT: Online intercept sampling

WHY

Need to have a representative sample in panel eg woman in a certain age group that likes high-end clothes

HOW

Place cookie on relevant sites to see if/how user interacted, if they fulfill certain criteria, serve them an invitation to be interviewed/join a panel with link to the privacy policy.

IMPACT ON USER

None, can refuse, and if agree, aggregated statistical reports.