

100%

# THE **PROVEN BUSINESS** EFFICIENCY OF THE PRESS

**ACPM** x **Ekimetrics.**

45%

# #DemainLaPresse **L'EFFICACITÉ**



2021



## INTERPROFESSIONAL ORGANISATION

which aims at controlling and certifying the **Circulation** of the Press and the **Audience** figures of different websites, online radio stations, podcasts, display ads and various magazine and newspaper brands.

# #DemainLaPresse

# Ekimetrics.

## EUROPEAN LEADER IN MARKETING ROI CALCULATION

We help companies steer their **data opportunity**, **build data capabilities**, and deploy **actionable solutions**, to power up **marketing** and **operational performance**, as well as (re)energizing **business models**



15

YEARS  
EXPERIENCE  
IN DATA SCIENCE

+ 240

DATA SCIENTISTS  
WORLDWIDE

+ 350

CLIENTS

+ 50

COUNTRIES  
WHERE WE LEAD  
PROJECTS

# EKIMETRICS, AN EXPERIENCE AND UNIQUE EXPERTISE IN CALCULATING MARKETING ROI

+ 20%

efficiency gains through Marketing Mix  
Optimisation approaches

300 M€

of annual earnings validated by our clients

95 %

client retention rate

20:1

average revenue generated following  
the adoption of our recommendations vs  
project cost

15 years

multi-sector experience



WE INNOVATE AND  
DEFINE TOMORROW'S  
TOOLS AND BEST  
PRACTICES



# 360 METHODOLOGY MARKETING MIX MODELLING

## STATISTICAL APPROACH

to **control** for all marketing levers and **measure their impact** on volume/value sales

## GLOBAL AND HOLISTIC APPROACH

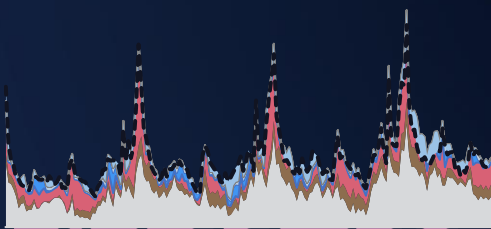
Including all internal & external factors to **contextualise the results**



# MEASURE TO BETTER PREDICT AND OPTIMISE ONE'S PERFORMANCE

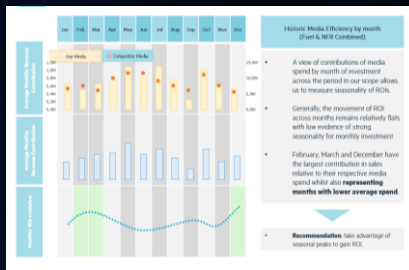
1

MEASURE



2

ANALYSE



3

OPTIMISE



## AGENDA



**THE FIRST ECONOMETRICAL STUDY IN EUROPE**  
measuring the business efficiency level of the Press



**A LARGE SPECTRUM OF EFFICIENCY**  
Automotive, Cosmetics, Luxury, Fast Moving Consumer Goods,  
Telecommunications



**5 WAYS**  
to maximise media ROI through the utilisation of the Press





## PROJECT OBJECTIVES

- **Measure the efficiency** of the Press on volume/value sales (ROI) and deepdive on the **channel's specificity across five industries**
- Share the key strengths associated to the Press and a couple of best practices to optimise its efficiency
- Disclose **emblematic use cases on the activation of the Press in a plurimedia strategy**



## STUDY AUDIT



Validation








Validation of the sectorial benchmark constitution



## STUDY SCOPE

Results based on Ekimetrics database which focuses on five key sectors:

	<b>Automotive</b> <i>Private vehicles (entry-level, mid-market &amp; high-end)</i>	8 brands 40 models
	<b>Cosmetics</b> <i>Fragrances, personal care and make-up sold in specialised retailers</i>	20 brands 20 models
	<b>Luxury</b> <i>Jewellery, watch-making, ready to wear &amp; high-end leather goods</i>	6 brands 10 models
	<b>Fast Moving Consumer Goods (FMCG)</b> <i>Food and beverage brands sold in super/hypermarkets</i>	15 brands 19 models
	<b>Telecommunications</b> <i>Telecommunications operators, B2B &amp; B2C</i>	5 brands 39 models

**54 brands / 128 models / >500 advertising campaigns**

All advertisers included in this study meet the following criteria

- Econometrical modeling carried out across the lower part of the purchasing funnel (sales, acquisition, lead)
- At least 3 media campaigns including Press across the January 2015 – December 2020 period

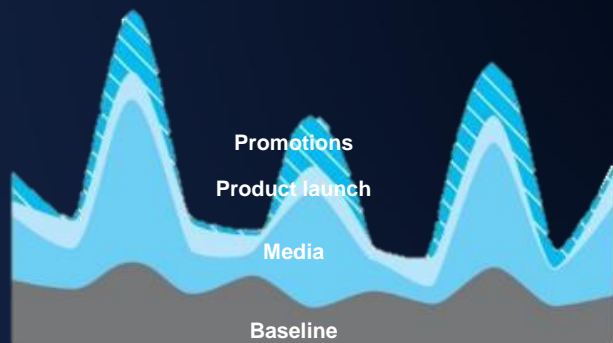


# FIRST KEY INDICATOR: CONTRIBUTION

## MEDIA CONTRIBUTION

Additional sales generated by media activation

Illustration: decomposition of a brand's volume sales

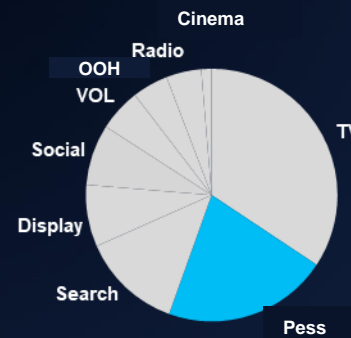


## MEDIA LEVERS' CONTRIBUTION

Weight (in %) of each media lever on the sales generated by the total media activation

$$\text{PRESS CONTRIBUTION} = \frac{\text{Additional sales generated by the Press (in €)}}{\text{Additional sales generated by the total media activation (in €)}}$$

Illustration of the decomposition of the total media contribution



## FIRST KEY INDICATOR: RETURN ON INVESTMENT

### RETURN ON INVESTMENT (ROI)

Performance metric to evaluate the level of efficiency of an investment

$$\text{ROI} = \frac{\text{Contribution in €}}{\text{Investment in € (net)}}$$

An ROI of 1,5 corresponds to 1€  
invested and 1,5€ generated in  
additional sales

## MEASURE THE SHORT AND LONG TERM IMPACTS

Media  
contribution to  
sales



- **Short term ROI:** takes into account the impact measured within 4 months following the media activation
- **Long term ROI:** takes into account the long term impact of media activations (anything measured beyond 4 months)
- **Total ROI:** calculation of short and long term impact of media activations

$$\text{Short term ROI} \times \text{Long term multiplier} = \text{Total ROI}$$



## FIRST GLOBAL STUDY ON PRESS

Traditional (paper) Press & digital Press

**GLOBAL VISION OF PRESS AS A LEVER**





**2. A LARGE SPECTRUM OF EFFICIENCY:**  
**AUTOMOTIVE, COSMETICS, LUXURY, FAST MOVING CONSUMER GOODS, TELECOMMUNICATIONS**





## AUTOMOTIVE

# DOES THE PRESS SHOWCASE A SHORT TERM EFFICIENCY?

# YES

Press has a strong impact in the long term, yet it plays a starring role on the short term business performance.

The lever remains indispensable to use for new product launch campaigns and to communicate on dealership open days



## AUTOMOTIVE

# PRESS: ON THE PODIUM OF THE MOST CONTRIBUTING LEVELS

PRESS IS THE **SECOND MOST CONTRIBUTING LEVER**  
TO SALES RIGHT AFTER TV

### PRESS EFFICIENCY LEVEL

Short term ROI

2,5

X

Long term multiplier

1,5

=

Total ROI

3,9

3,9€ of  
additional sales  
for each euro  
invested

## AUTOMOTIVE PRESS, A LEVER TO ENGAGE A CUSTOMER BASE

PRESS PROVES ITS **EFFECTIVENESS** IN COMMUNICATING ON  
**NEW PRODUCT LAUNCHES** AND DURING « **OPEN DAYS** »  
OPERATIONS

Up to  
**x 2**

ROI from traditional paper  
Press during dealership  
promotional campaigns

## LUXURY & COSMETICS DOES PRESS IMPACT BRAND IMAGE?

# YES,

Press plays an important role in building  
the brand

# AND

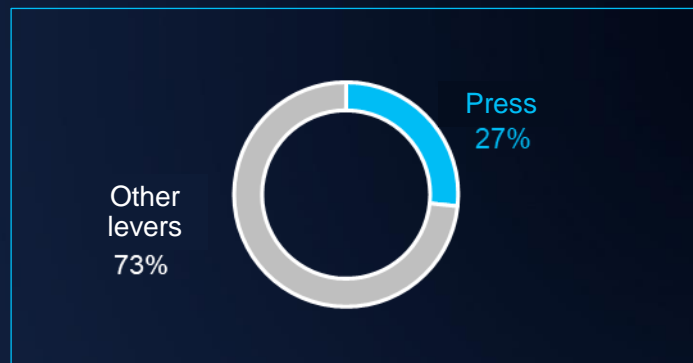
Boosting the sales



## COSMETICS

# PRESS: A STRONG CONTRIBUTOR TO SALES

### TOTAL CONTRIBUTION (long & short term) TO SALES GENERATED BY MEDIA



### PRESS EFFICIENCY LEVEL

Total ROI

1,5

1,5€ of additional sales for each euro invested

*Long term multiplier equals to 1,8 on paper Press*

## COSMETICS

### PRESS: POWERFUL ON BOTH VOLUME AND VALUE KPIs

#### VOLUME EFFECT

**x 2**

On sales generated  
by Press campaigns  
offering a sample

#### ACQUISITION EFFECT

Using samples helps broaden the  
customer base

## LUXURY

# PRESS: A MEDIA LEVER WITH PROVEN EFFICIENCY AND RECORD CONTRIBUTIONS

TOTAL CONTRIBUTION (SHORT AND LONG TERM) TO SALES GENERATED BY MEDIA

The Press achieves record contribution levels



## PRESS EFFICIENCY

A media that demonstrates a stronger long-term effect than in other sectors

ROI short term

3,2

X

LT Multiplier

1,9

=

Total ROI

6

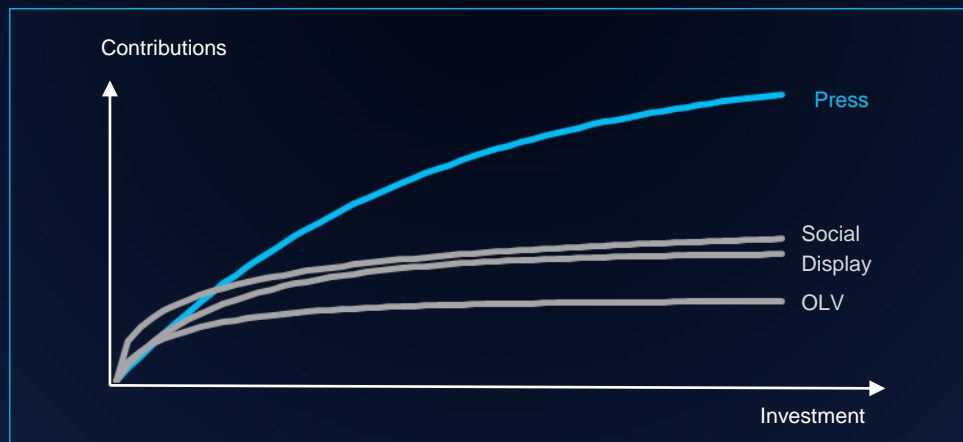
6€ of additional sales for each euro invested

## LUXURY

# PRESS: A MEDIA LEVER WITH VERY HIGH SATURATION THRESHOLDS

An utmost lever for Luxury advertisers, the **Press** continues to generate volume even at high levels of investment

### USE CASE





## LUXURY

# THE PRESS: KEY TO BUILDING THE BRAND'S BASELINE

Beyond impacting the sales directly, **Press helps to boost both the consideration for the brand as well as the traffic** (online or in store).

In summary, Press demonstrates a certain power in activating the different stages of the purchasing funnel.

### USE CASE

**Press is the lever that contributes the most to the brand image,**  
followed by Social Media.

These levers, together, represent 50% of the media impact on brand building KPIs

## LUXURY

# PRESS: PERFORMING WELL ACROSS DIFFERENT MEDIA ACTIVATIONS

Press proves its efficiency in both « **product** »  
as well as « **branding** » media campaigns.

### USE CASE



## CONSUMER GOODS IS THE PRESS EFFECTIVE IN BOOSTING SALES OF FMCG BRANDS?

# YES

Press is the biggest contributor to media sales, right after TV. Its ROI is 24% higher than the other media levers on average



## CONSUMER GOODS

# PRESS: A MEDIA LEVER KEY TO ACTIVATE IN A HIGHLY COMPETITIVE SECTOR

Press is the most efficient media, just behind TV and Online Video.

### PRESS EFFICIENCY

Short term ROI

1,4

X

LT Multiplier

1,6

=

Total ROI

2,3

2,3€ generated in additional sales for each euro invested

### PRESS EFFICIENCY VS OTHER MEDIA LEVERS



## CONSUMER GOODS

# PRESS: A LEVER THAT DEMONSTRATES STRONG SYNERGIES WITH OTHER MEDIA LEVERS

Up to  
**+5% uplift**  
**on campaign ROI**  
when Press and POS are activated  
simultaneously

## TELECOMMUNICATIONS IS PRESS UNDERUSED IN THIS SECTOR?

# YES

The Press shows a weaker investment weight than in other sectors despite strong contributions to sales and high ROIs



## TELECOMMUNICATIONS

# PRESS: A LEVER WITH RECORD HIGH ROIs IN THE TELCO SECTOR

### PRESS CONTRIBUTION

**3<sup>rd</sup> media lever**

contributing the most  
to sales generated by media

### PRESS EFFICIENCY

Short term ROI

**9,8**

**X**

LT Multiplier

**1,5**

**=**

Total ROI

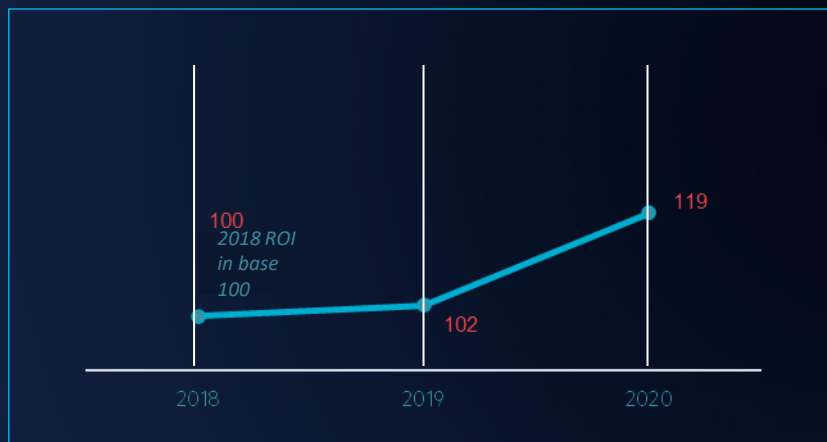
**14,3**

14,3€ generated  
in additional  
sales, for each  
euro invested

# TELECOMMUNICATIONS

## THE PRESS: UNVEILED EFFICIENCY

SHORT TERM ROI EVOLUTION - PAPER PRESS



USE CASE

A strong increase of sales contribution and ROI  
over the last 2 years  
with higher investment levels





### 3. 5 WAYS TO MAXIMIZE MEDIA ROI THANKS TO THE PRESS

## THE PRESS: A MEDIA LEVER...



... WITH A KEY ROLE IN THE ADVERTISING MIX



... WITH A WELL-BALANCED POWER IN THE SHORT AND LONG-TERM

A very strong short-term strike force driven by the digital Press and a longer term impact powered by the LT multiplier associated to the paper Press (a dual essential effect for developing sales and brand building)



... WITH SYNERGIC FORCES

In a multimedia **context**, the Press **boosts other media levers**. In parallel, it also **benefits from synergies coming from other media levers**



... WITH A STRONG TARGETING POWER

Powerful in strengthening **links with the customer base**

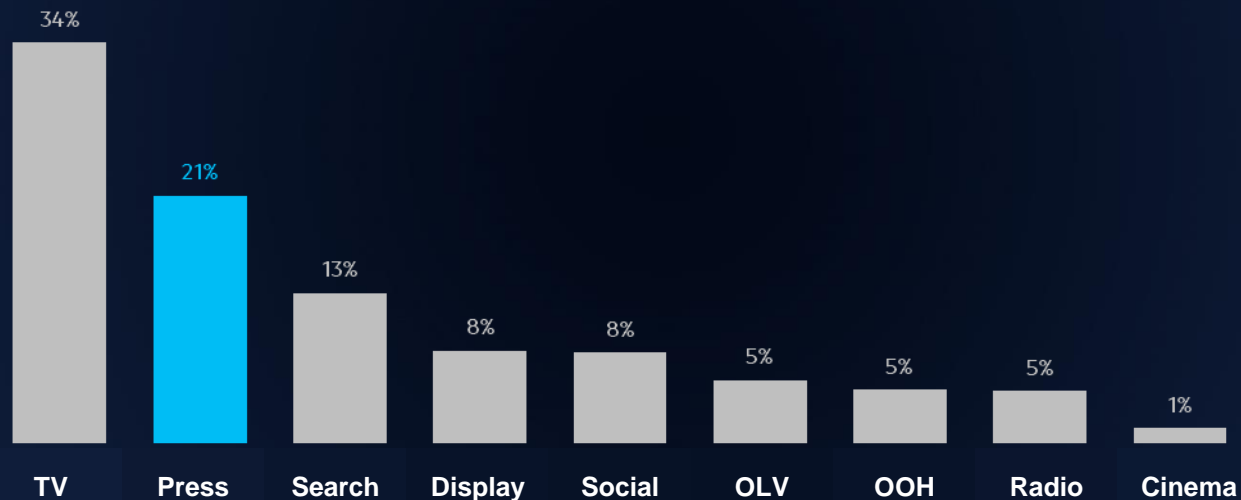


... EFFECTIVE AT ALL LEVELS OF INVESTMENT

- With a very high saturation threshold observed
- And decent results measured on poorly invested campaigns (smaller advertisers)

## THE PRESS: A MEDIA LEVER WITH A KEY ROLE IN THE ADVERTISING MIX

(Short-term) contributions to additional sales generated of each media lever



The Press is the second most contributing media lever

## THE PRESS: A MEDIA LEVER ...



... WITH A KEY ROLE IN THE ADVERTISING MIX



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# THE PRESS: A MEDIA LEVER WITH A WELL-BALANCED POWER IN THE SHORT AND LONG-TERM

## PAPER PRESS

$$\begin{array}{l} \text{Short term ROI} \\ 3,6 \end{array} \times \begin{array}{l} \text{LT Multiplier} \\ 1,75 \end{array} = \begin{array}{l} \text{Total ROI} \\ 6,2 \end{array}$$

## DIGITAL PRESS

$$\begin{array}{l} \text{Short term ROI} \\ 4,2 \end{array} \times \begin{array}{l} \text{LT Multiplier} \\ 1,1 \end{array} = \begin{array}{l} \text{Total ROI} \\ 4,6 \end{array}$$

## CONSOLIDATED PRESS

Total ROI  
**5,7**

5,7€ generated in additional sales, for each euro invested

A very strong short-term strike force driven by the digital Press and a longer-term impact powered by the LT multiplier associated to paper Press (a dual essential effect for developing sales and brand building)

## THE PRESS: A MEDIA LEVER ...



... WITH A KEY ROLE IN THE ADVERTISING MIX



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# THE PRESS: A MEDIA LEVER WITH SYNERGISTIC FORCES

## Acts as a catalyst

Efficiency gains when the paper Press is activated...

Press → Radio	+8%
Press → Cinema	+8%
Press → Social	+6%
Press → TV	+5%
Press → Search	+5%
Press → Affiliation	+2%

Efficiency gains **ON** the paper Press when is activated...

Social → Press	+8%
TV → Press	+3%
Radio → Press	+2%
Search → Press	+2%

... And benefits, at the same time, from the activation of other media levers

# THE PRESS: A MEDIA LEVER WITH SYNERGIC FORCES THAT PUSHES ADVERTISING ON GOOGLE



**+10K€**

Supplementary budget for paper  
Press



**+12 000**

Clicks earned on Google  
Adwords (SEA) ads



## THE PRESS: A MEDIA LEVER ...



... WITH A KEY ROLE IN THE ADVERTISING MIX



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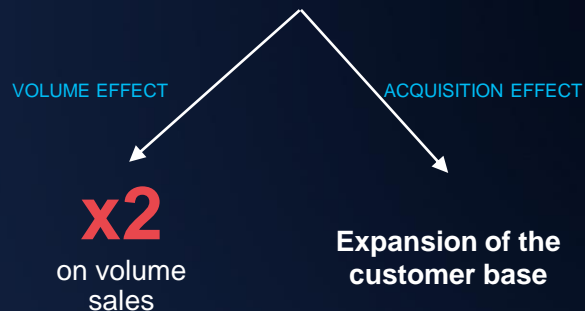


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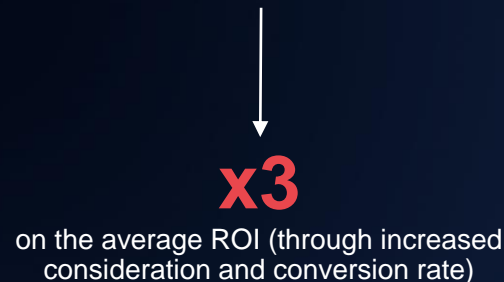
# THE PRESS: A MEDIA LEVER WITH A STRONG TARGETING POWER

## SAMPLING TO STRENGTHEN THE DIFFERENT STAGES OF THE PURCHASING FUNNEL



*Cosmetics sector (26 campaigns)*

## COUPONING TO INCREASE THE EFFECTIVENESS OF CAMPAIGNS



*Entertainment & Leisure sector (6 campaigns)*

# THE PRESS: A MEDIA LEVER WITH A STRONG TARGETING POWER

## REGIONAL PRESS TO BOOST LOCAL PARTNERSHIPS



**+50%**

On the first  
campaign ROI

**+90%**

On the second  
campaign ROI

*Entertainment & Leisure and Automotive sectors (10 campaigns)*

## THE PRESS: A MEDIA LEVER ...



... WITH A KEY ROLE IN THE ADVERTISING MIX



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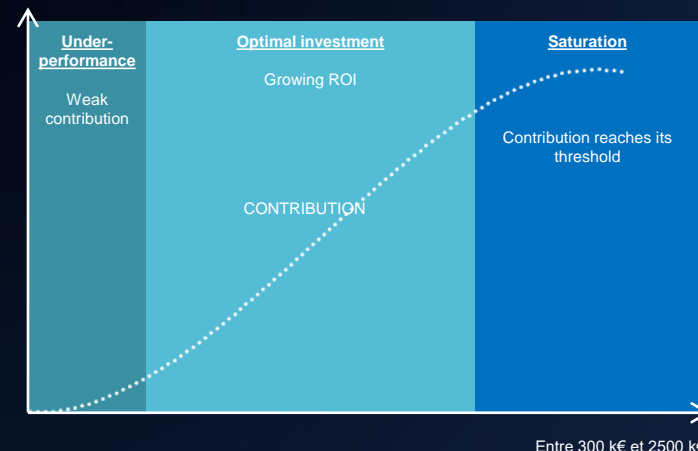
# THE PRESS: EFFECTIVE AT ALL LEVELS OF INVESTMENT

## MEDIA LEVEL WITH HIGH POTENTIAL FOR MAJOR ADVERTISERS:

A contribution that grows continuously for annual net investments set between 1 and 1.5 M€ \*

## RELEVANT MEDIA LEVER FOR SMALL ACTORS:

A media that proves its effectiveness with annual investments starting from 50 k€



Press investment level: thresholds depending on the size of the advertiser

## PRESS EFFICIENCY

### WHAT YOU MUST REMEMBER ON PRESS

- **Second biggest contributor** to sales within media levers
- **1€ invested = 5,7€ of additional sales** on average across 5 key sectors
- **Short and long term** efficiency
- **Proven synergy effects** with other media levers which boost the overall campaign ROI
- Suitable for **all types of advertisers** showcasing different investment levels



# #DemainLaPresse

**ACPM x Ekimetrics.**

ACPM

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<https://www.demainlapresse.fr/demainlapresse-lefficacite/>