

Technical Partner



NEXTPLORA
**BRAND + MEDIA
MEETING**
7 MARZO 2024

Media Partner



Navigating the Media Maze with cross-media data

*How to solve the media fragmentation dilemma to
achieve budget performance and brand uplift*

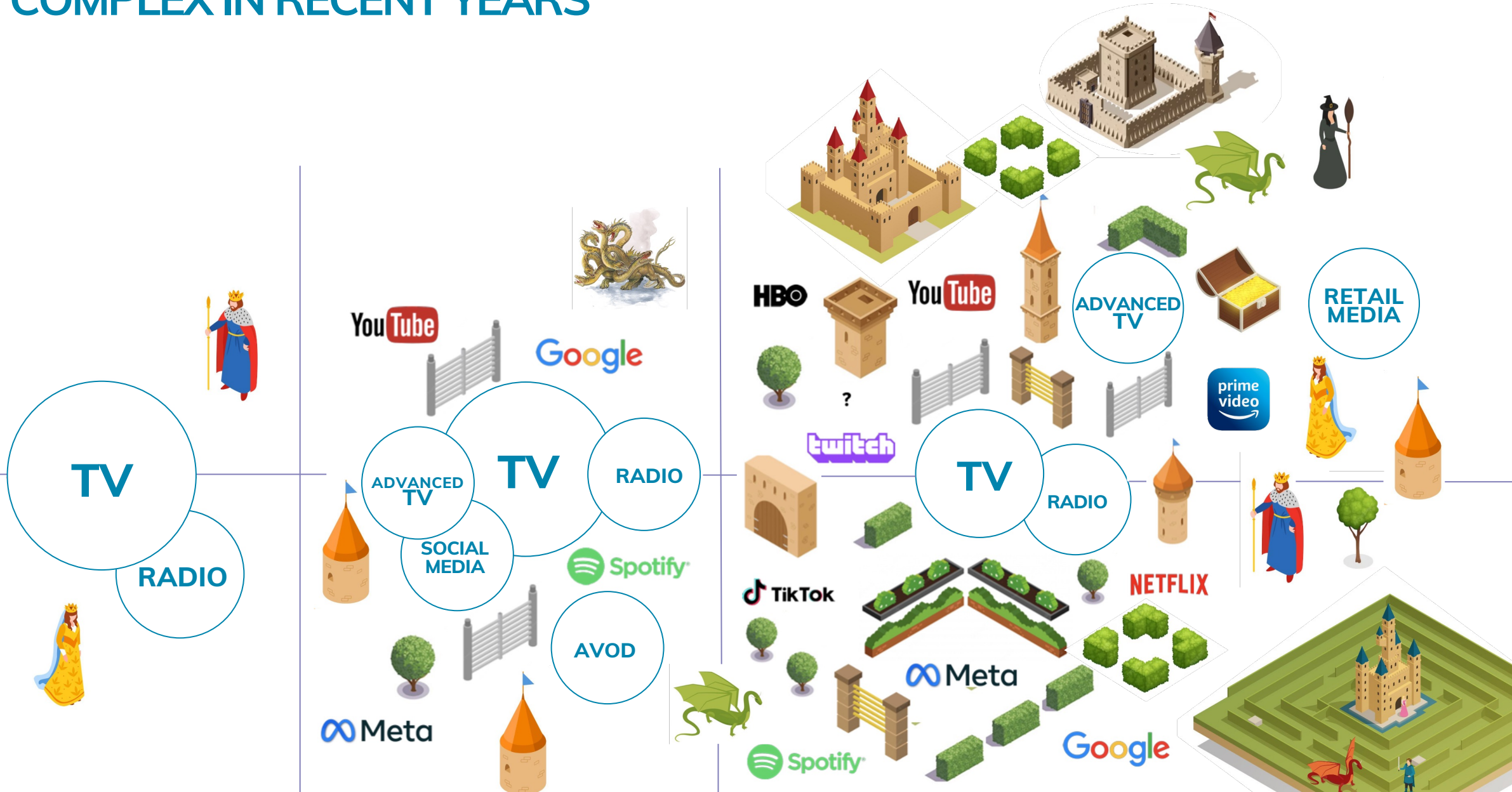


DIEGO SEMPRÚN
Chief Revenue &
Operations Officer
FLUZO



MEDIA (AND ADVERTISING) LANDSCAPE HAS BECOME EXTREMELY COMPLEX IN RECENT YEARS

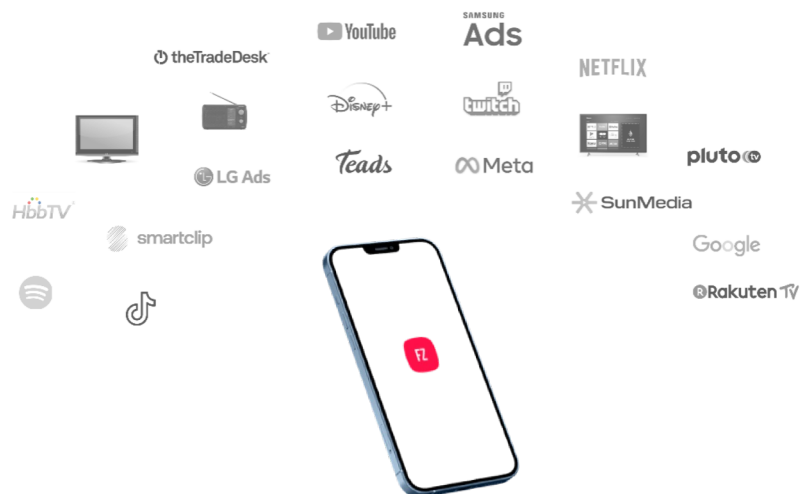
FZ





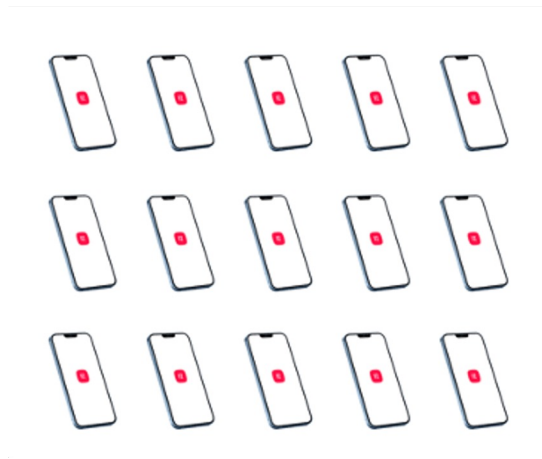
CROSS-MEDIA DATA IS CRUCIAL FOR TURNING THESE CHALLENGES INTO OPPORTUNITIES

FZ



100% cross-media

Using audiomatching technology (ACR), we produce a single metric to assess the impact of all media.



Single-source panel

Technology is deployed in smartphones of fixed panelists (single-source) to enable combining exposure data with other.

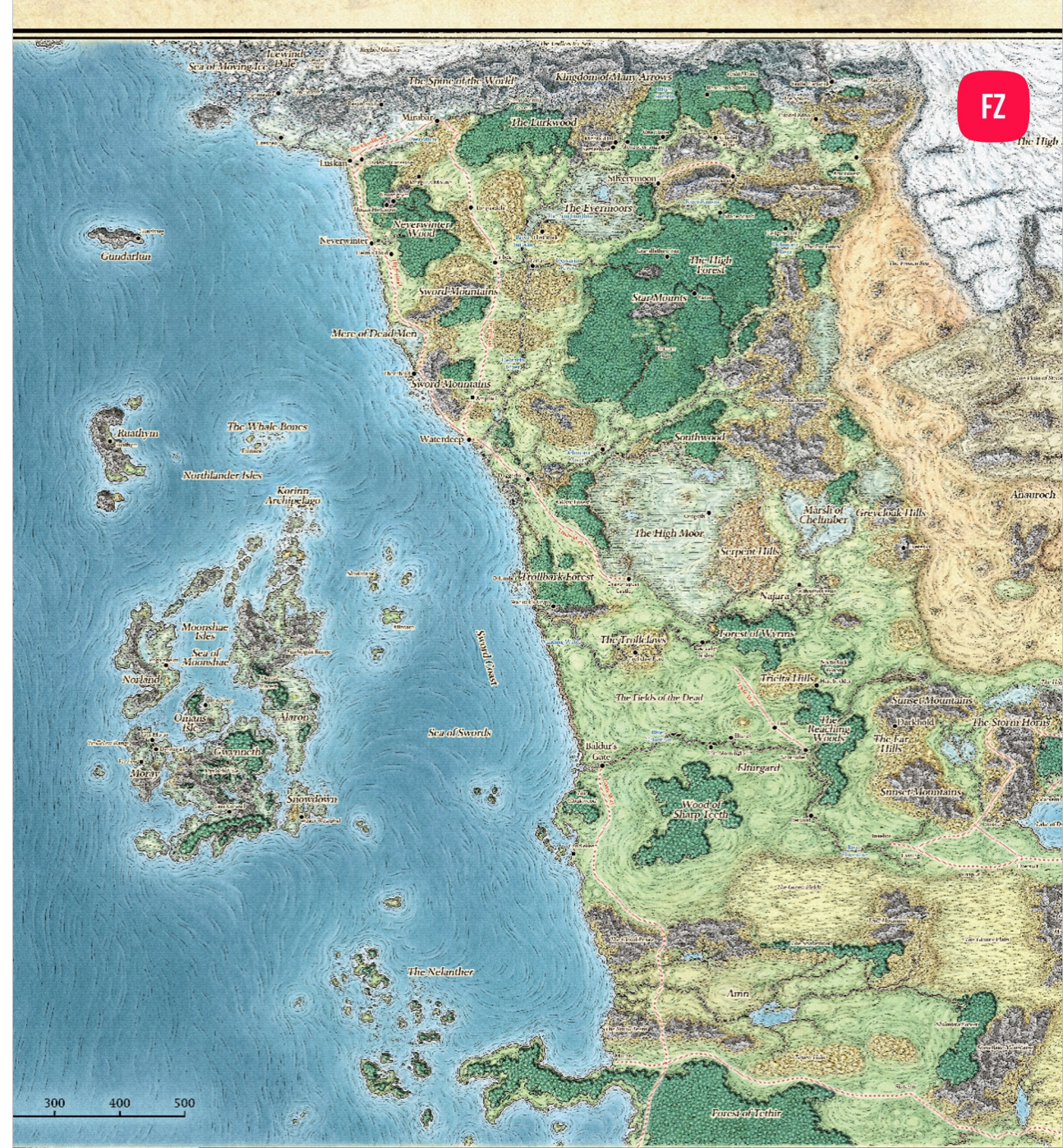


Tailored to today's ad consumption

Continuous 24/7 measurement inside and outside the home, with no device or consumption type restrictions.



 Faerûn map is the first and possibly most fundamental tool to make your way in this environment.





MORE MATURE TARGETS, LESS LIKELY TO GO TO THE STORE, WERE HEAVILY IMPACTED, WHILE THE YOUNGER ONES FELL BELOW AVERAGE



		TOTAL REACH	FREQUENCY VISITED IKEA*
TOTAL		88%	15
BY AGE	18-24	77%	8
	35-54	87%	12
	55-64	99%	20

		TOTAL REACH	FREQUENCY VISITED IKEA*
BY LIVING SITUATION	LIVES ALONE	93%	18
	LIVES IN A COUPLE	92%	16
	COUPLE WITH CHILDREN	88%	14
	MONOPARENT	93%	15

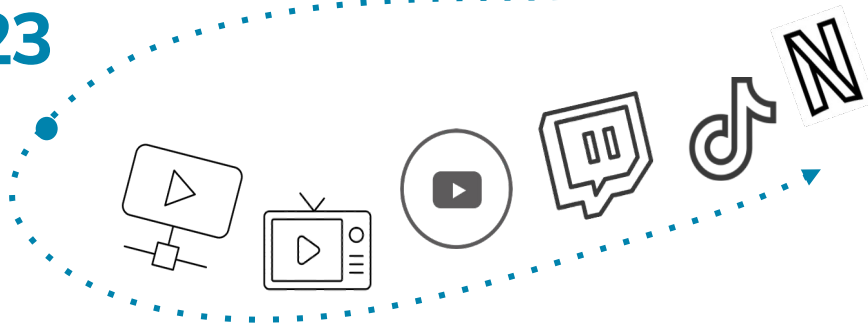
*Panelists who visited an IKEA outlet in the last month

ARMED WITH THE DATA, IKEA MADE GRADUAL DECISIONS TO ADJUST THEIR DIGITAL MIX

2022



2023

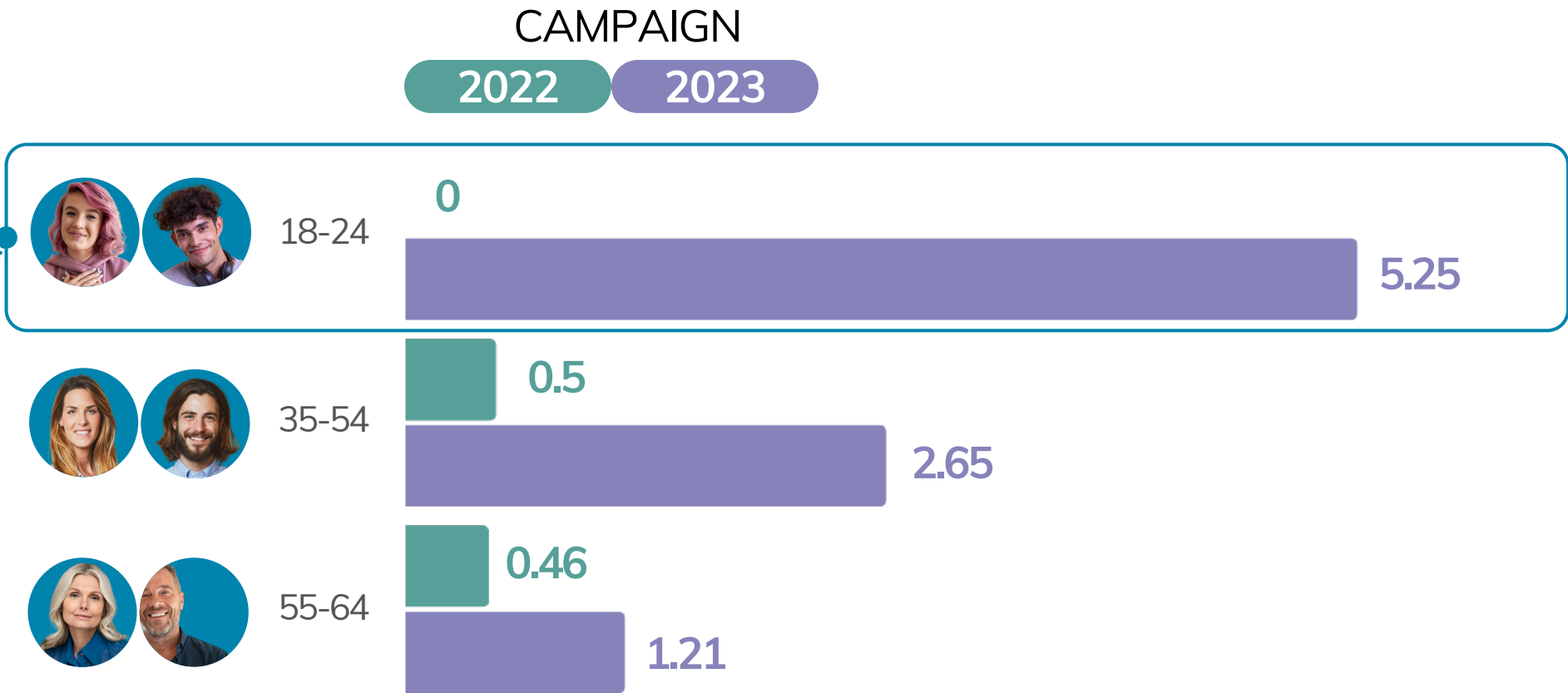


FZ

NOTE: The campaign also included display environments on Google that were untaggable for measurement.



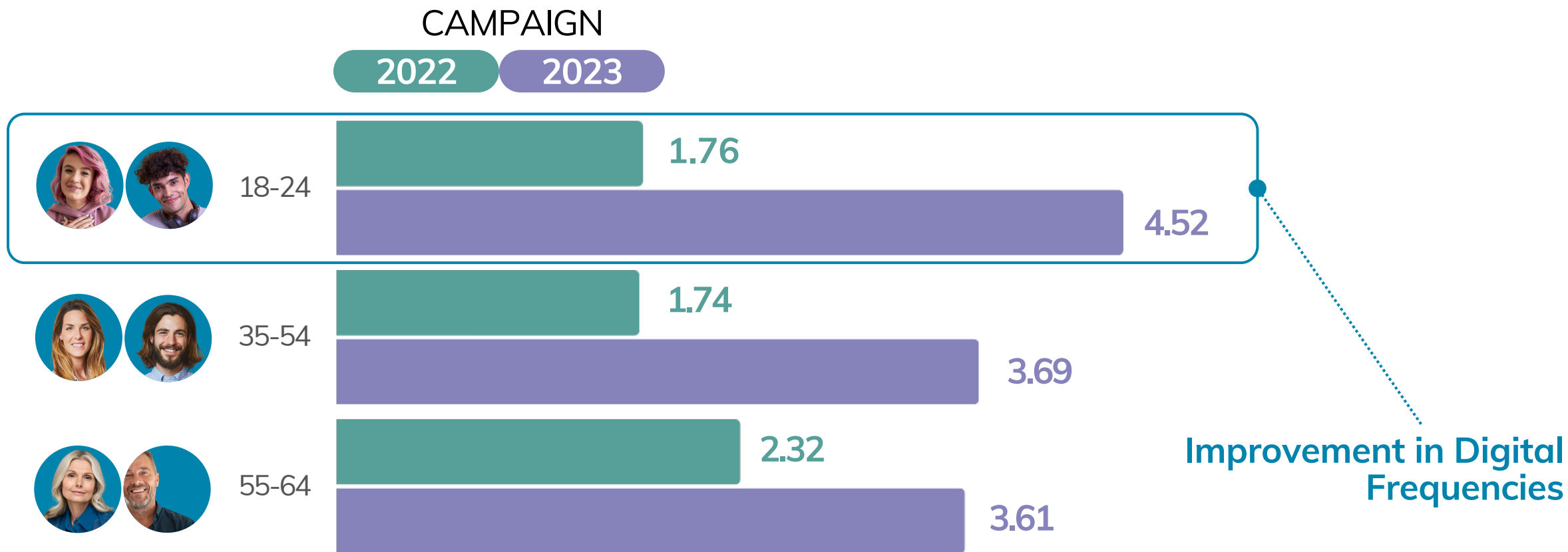
DIGITAL BOOSTED ITS INCREMENTAL CONTRIBUTION AMONG YOUNGER AUDIENCES



Incremental contribution
of Digital over TV.



...SIGNIFICANTLY INCREASING ITS FREQUENCIES AS WELL!



2.

How Nissan upgraded
Advanced TV and VOL
measurement to maximize
its impact



EXTE



🔮 X-ray vision ring allows its
wearer to see through media
consumption in every direction.



AT FIRST GLANCE, DIGITAL COMPLEMENTS LINEAR TV, BOOSTING THE CAMPAIGN REACH ON TARGET



TOTAL
REACH

67%

REACH
TV

64.7%

REACH
EXTE

8.5%

INCREMENTAL
OVER TV

2.7%

TOTAL
FREQUENCY

4.2

FREQUENCY
TV

4.1

FREQUENCY
EXTE

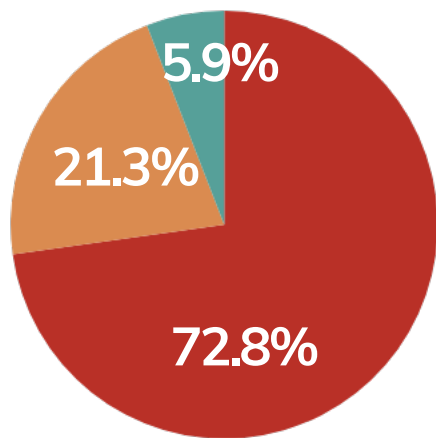
2

EXTE

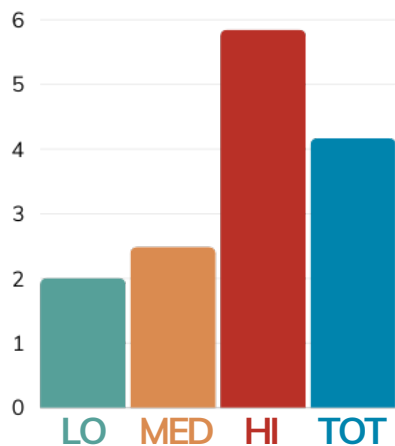




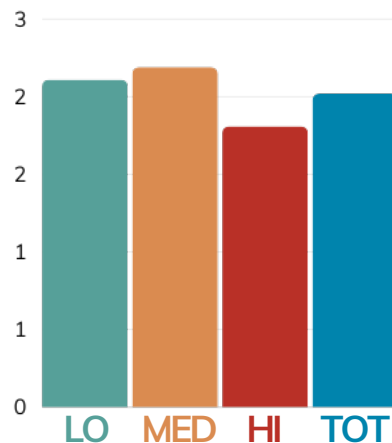
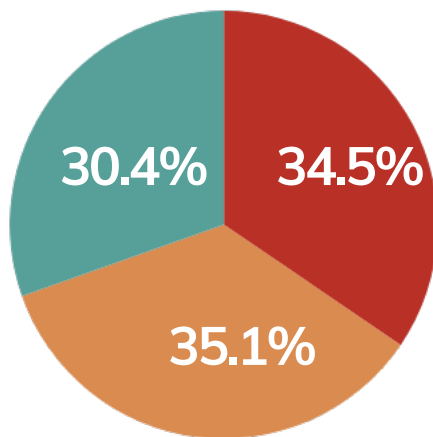
BEYOND THE AVERAGE, WE FIND THAT TV IMPACTS AND FREQUENCIES ARE HEAVILY CONCENTRATED ON SOME PROFILES



Frequency by type of viewer



EXTE



+5pt

INCREMENTAL
REACH OF EXTE ON
LOW TV VIEWERS

+26%

OF THE LOW TV VIEWERS
REACHED BY EXTE ARE
NON TV VIEWERS

+15%

REQUIRED ADDITIONAL
TV BUDGET TO REACH
EXTE INCREMENTAL



EXPOSURE TO THE CAMPAIGN HELPED TO IMPROVE BRAND ITEMS

ADVERTISING
AWARENESS

+5pt

PROMPTED
RECALL

+4.8pt

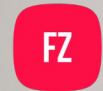
BRAND
SPONTANEOUS RECALL

+36.6pt

PURCHASE
INTENT

+3.4pt

EXTE



3.

New media and
fragmented audiences:
Evaluate and leverage new
opportunities



Beholders are avid consumers of
content across multiple platforms,
devices and channels.



ColaCao

KING'S LEAGUE STORMED INTO THE INDUSTRY LIKE A TORNADO

FZ

- A mix of football, e-Sports, and reality shows
- Old football legends alongside the most influential content creators;
- Simultaneously broadcast on various Twitch, YouTube, TikTok channels... and TV





CONFIRMED: THE CHAMPIONSHIP WAS THE HIGHLIGHT CONTENT OF THE SEASON

	CUMULATED REACH	AVERAGE MATCH REACH	CONSUMPTION LENGTH
TOTAL	9%	1.6%	35'



18-24

25%	5%	29'
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N IDILIA WAS ABLE TO FIND OUT WHAT IBAI BROUGHT TO THE TABLE AND HOW HE FIT INTO THEIR ENTIRE CAMPAIGN

TOTAL REACH

1.2%

TOTAL REACH 18-24

1.6%

TOTAL REACH 25-34

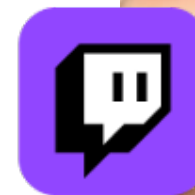
35'

TOTAL REACH MEN 18-24

7.4%

TOTAL REACH MEN 25-34

4.9%



COMPANIES IN ITALY ALREADY OPTIMISING THEIR ADVERTISING INVESTMENTS WITH MEDIA EFFECT

L'ORÉAL

prime video

Media World

- 1922 -
Bauli

STELLANTIS

eeessity

Henkel

axerve

Italia
Zuccheri

Whirlpool
CORPORATION

PERFETTI
van Melle

SAMSUNG

Haier

IBERIA

GranTerre

PittaRosso

eni

unieuro

coop

COTY
SINCE 1904

Q8

ISDIN
LOVE YOUR SKIN

PUBLICIS
GROUPE

CAFFÈ
BORBONE

Rai Pubblicità

Loacker

Initiative

GRUPPO MEDIASET
PUBLITALIA '80

SELEX

NETFLIX

GRAZIE!