

Optimizing In-Flight Spend With People-Based Measurement



Performance Media Group is one of the fastest-growing digital media agencies in Germany. Their work with banking, insurance, telco and travel clients includes everything from strategic media consulting to hands-on implementation and optimization. With more than 150 Atlas-tracked campaigns to-date, they're our biggest media agency partner in the country.

Performance Media used Atlas to measure a digital brand awareness campaign for a large retail client with more than 200 physical locations and a high-reach online presence.



Real value in real time

Atlas' people-based, cross-everything measurement solutions identified crucial, off-target publisher results that helped our client make in-flight adjustments and **reduce campaign cost-per-GRP by 20%**.

What did we measure?



The keyword for this campaign was *optimization*. Performance Media used Atlas' people-based, cross-everything measurement data to adjust placements in real-time across a seven-week window, improving the client's cost-per-GRP (Gross Rating Point) in the process.

The retailer's goal was **boosting awareness among women 25-35 with high-impact videos and large display ads**. With Atlas, Performance Media identified large discrepancies in targeting accuracy when compared against expectations. For example, some publishers were only 21% on-target at the start of the campaign.

Using Atlas' measurement insights, the team at Performance Media made a series of in-flight adjustments to optimize value for their client. These changes included: cancelling specific placements with underperforming publishers, shifting budgets to placements with higher accuracy and renegotiating directly with publishers to improve inventory quality for better targeting.

Performance Media integrated the Atlas API with their in-house media planning system, Memoria, to monitor placement-level performance in real time.

What is GRP?

Gross Rating Point is a common metric used to gauge ad saturation. It's calculated like this:

$$\begin{aligned} & \text{On-Target Delivery \%} \\ & \quad \times \\ & \text{Per-Person Ad Frequency} \\ & \quad = \\ & \text{GRP Score} \end{aligned}$$

In theory, a higher GRP score means a campaign is delivering audience impressions with greater impact.

There are three ways to move the needle on GRP:

1. Improve accuracy
2. Increase ad frequency
3. Do both

In this case, Performance Media Group optimized cost-per-GRP by focusing on option #1: accuracy. When Atlas observed specific placements targeting below average, the agency cancelled some bookings and moved budget to more efficient media, thereby reducing the cost of each GRP point in the campaign.

Key Findings



Performance Media's optimizations delivered **34% more on-target impressions for the remainder of the campaign**, leading to higher reach and visibility with the target audience



Ultimately, Performance Media's changes **reduced the average cost-per-GRP by 20%**