THE PROVEN BUSINESS
EFFICIENCY OF THE PRESS

ACPM x Ekimetrics.

#DemainLaPresse
L’EFFICACITÉ

2021
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.
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.
**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
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

TV
Print
OOH
OLV
Display
Search
Sponsorship
Social
Reward
Influencers
CRM
PR

SALES

Market trend
Weather
Events / Holidays
Product Innovation
Price & Promo
Distribution
Implementation synergies
Competitors’ media
Competitors’ price & promo
Competitors’ distribution
Competitors’ innovation
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
1. The first econometric study in Europe measuring the business efficiency level of the press.
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.
Validation of the sectorial benchmark constitution
# STUDY SCOPE

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

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

**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

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

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

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

An ROI of 1.5 corresponds to 1€ invested and 1.5€ generated in additional sales.
MEASURE
THE SHORT AND LONG TERM IMPACTS

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

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

PRESS EFFICIENCY LEVEL

<table>
<thead>
<tr>
<th>Short term ROI</th>
<th>Long term multiplier</th>
<th>Total ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,5</td>
<td>1,5</td>
<td>3,9€</td>
</tr>
</tbody>
</table>

3,9€ of additional sales for each euro invested

2015 – Dec. 2020, 8 brands / 40 models / +135 campaigns, Automotive sector - France
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 \( \times 2 \) ROI from traditional paper Press during dealership promotional campaigns

2015 – Dec. 2020, 8 brands / 40 models / +135 campaigns, Automotive sector - France
YES,
Press plays an important role in building the brand
AND
Boosting the sales

LUXURY & COSMETICS
DOES PRESS IMPACT BRAND IMAGE?

2015 – Dec. 2020, 6 brands / 10 models / +60 campaigns,
Luxury (Jewellery, watch-making, ready to wear & high-end leather goods),
France

2015 – Dec. 2020, 20 brands / 20 models / +140 campaigns,
Cosmetics sector (Fragrances, personal care and make-up sold in specialised retailers), France
COSMETICS
PRESS: A STRONG CONTRIBUTOR TO SALES

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

- Press: 27%
- Other levers: 73%

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

2015 – Dec. 2020, 20 brands / 20 models / +140 campaigns, Cosmetics sector - France
COSMETICS
PRESS: POWERFUL ON BOTH VOLUME AND VALUE KPIs

VOLUME EFFECT

On sales generated by Press campaigns offering a sample

ACQUISITION EFFECT

Using samples helps broaden the customer base

2015 - Dec. 2020, 26 campaigns, fragrance & personal care brand, France
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 47%
Other media 53%

PRESS EFFICIENCY

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

ROI short term LT Multiplier Total ROI
3,2 X 1,9 = 6

6€ of additional sales for each euro invested

2015 - Dec. 2020, 6 brands / 10 models, Luxury sector, France
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.
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.
Press proves its efficiency in both «product» as well as «branding» media campaigns.

**USE CASE**

<table>
<thead>
<tr>
<th>Branding Campaign</th>
<th>Product Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>+40% In-store traffic (vs «product» campaign)</td>
<td>+25% on sales ROI (vs «branding» campaign)</td>
</tr>
</tbody>
</table>

Use case: Based on 1 to 5 players in the Luxury sector.
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.

2015 - Dec. 2020, 15 brands / 19 models / +90 campaigns,
Consumer Goods sector
(food and beverage brands sold in supermarkets), France
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

<table>
<thead>
<tr>
<th>Short term ROI</th>
<th>LT Multiplier</th>
<th>Total ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4</td>
<td>× 1.6</td>
<td>2.3</td>
</tr>
</tbody>
</table>

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

PRESS EFFICIENCY VS OTHER MEDIA LEVERS

TV & OLV
Press
Other medias

2015 - Dec. 2020, 15 brands / 19 models, Consumer Goods sector, France
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

2015 - Dec. 2020, 9 brands / 9 models, Consumer Goods sector, France
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

3rd media lever
contributing the most
to sales generated by media

PRESS EFFICIENCY

<table>
<thead>
<tr>
<th>Short term ROI</th>
<th>LT Multiplier</th>
<th>Total ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.8</td>
<td>X</td>
<td>14.3</td>
</tr>
</tbody>
</table>

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

2015 - Dec. 2020, 5 brands / 39 models, Telecommunications sector, France
A strong increase of sales contribution and ROI over the last 2 years with higher investment levels.

2015 - Dec. 2020, 5 brands / 39 models, Telecommunications sector, France
Use case: Based on 1 to 3 players in the Telecommunications sector
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

- TV: 34%
- Press: 21%
- Search: 13%
- Display: 8%
- Social: 8%
- OLV: 5%
- OOH: 5%
- Radio: 5%
- Cinema: 1%

The Press is the second most contributing media lever

2015 - Dec. 2020, average of the 5 sectors, France
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**THE PRESS: A MEDIA LEVER WITH A WELL-BALANCED POWER IN THE SHORT AND LONG-TERM**

**PAPER PRESS**

\[
\text{Short term ROI} \times \text{LT Multiplier} = \text{Total ROI}
\]

- **Short term ROI**: 3.6
- **LT Multiplier**: 1.75
- **Total ROI**: 6.2€

**DIGITAL PRESS**

\[
\text{Short term ROI} \times \text{LT Multiplier} = \text{Total ROI}
\]

- **Short term ROI**: 4.2
- **LT Multiplier**: 1.1
- **Total ROI**: 4.6€

**CONSOLIDATED PRESS**

- **Total ROI**: 5.7€

5.7€ generated in additional sales, for each euro invested.
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# The Press: A Media Lever with Synergistic Forces

## Acts as a Catalyst

Efficiency gains when the paper press is activated:

<table>
<thead>
<tr>
<th>From → To</th>
<th>Efficiency Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press → Radio</td>
<td>+8%</td>
</tr>
<tr>
<td>Press → Cinema</td>
<td>+8%</td>
</tr>
<tr>
<td>Press → Social</td>
<td>+6%</td>
</tr>
<tr>
<td>Press → TV</td>
<td>+5%</td>
</tr>
<tr>
<td>Press → Search</td>
<td>+5%</td>
</tr>
<tr>
<td>Press → Affiliation</td>
<td>+2%</td>
</tr>
</tbody>
</table>

Efficiency gains on the paper Press when is activated:

<table>
<thead>
<tr>
<th>From → To</th>
<th>Efficiency Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social → Press</td>
<td>+8%</td>
</tr>
<tr>
<td>TV → Press</td>
<td>+3%</td>
</tr>
<tr>
<td>Radio → Press</td>
<td>+2%</td>
</tr>
<tr>
<td>Search → Press</td>
<td>+2%</td>
</tr>
</tbody>
</table>

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

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2015 - Dec. 2020, 5 study sectors + Distribution, Financial Services, Entertainment and Leisure, Transport and hospitality, France
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

2016 - Sep 2019, 10 cross-sector brands, France / Germany / United Kingdom

Statistical modeling methodology to measure the impact of media levers on the generation of Google Adwords clicks
THE PRESS: A MEDIA LEVER ...

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THE PRESS: A MEDIA LEVER WITH A STRONG TARGETING POWER

SAMPLING
TO STRENGTHEN
THE DIFFERENT STAGES OF
THE PURCHASING FUNNEL

- VOLUME EFFECT
- ACQUISITION EFFECT

x2
on volume sales

Expansion of the customer base

COUPONING
TO INCREASE THE
EFFECTIVENESS OF
CAMPAIGNS

x3

on the average ROI (through increased consideration and conversion rate)

Cosmetics sector (26 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€

* Use case: 9 advertisers in the Automotive, Consumer Products, Luxury Goods and Telecommunications sectors
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