



# Multi-Platform Measurement in a Brave New Digital World

**comScore Power Half-Hour** | June 13, 2013

**Jodi McDermott**  
**Vice President Product Management – Digital Analytix**

# Agenda

**Who Is comScore**

**Industry Trends**

**Business Challenges**

**Innovative Solutions**

**Questions?**

**comScore is a leading internet technology company that provides Analytics for a Digital World™**



**NASDAQ**

**SCOR**



**Clients**

2,100+ Worldwide



**Employees**

1,000+



**Headquarters**

Reston, Virginia, USA



**Global Coverage**

Measurement from 172 Countries; 44 Markets Reported



**Local Presence**

32 Locations in 23 Countries



**Big Data**

Over 1.5 Trillion Digital Interactions Captured Monthly



# Enabling insights from data to take actions

for Marketers, Agencies, Publishers, Enterprises and Network Operators

## Analytics for a Digital World™

Audience  
Analytics

Advertising  
Analytics

Digital Business  
Analytics

Mobile Operator  
Analytics

Insight-Focused Applications

Multi-Platform

Measurement Technology

Syndicated, SaaS, Software

Scalable, Big Data Architecture



**comScore Data**  
Global Panel & Census Network

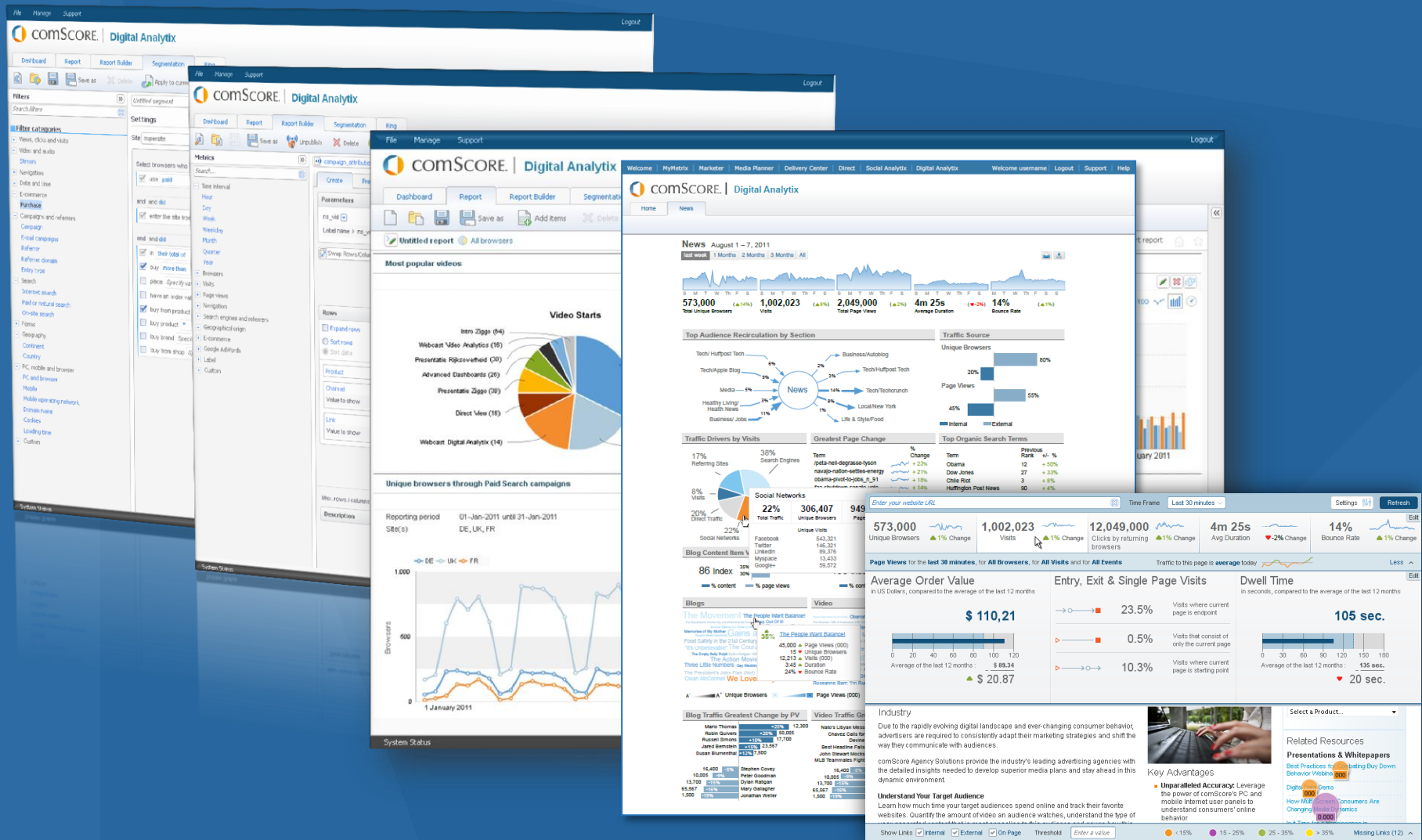
**Customer Data**

Web, Mobile, Video, CRM, etc.



# Introducing Digital Analytix®

The big data platform that maximizes the value of all your digital investments



# The New Normal – Multi-Device Content Consumption

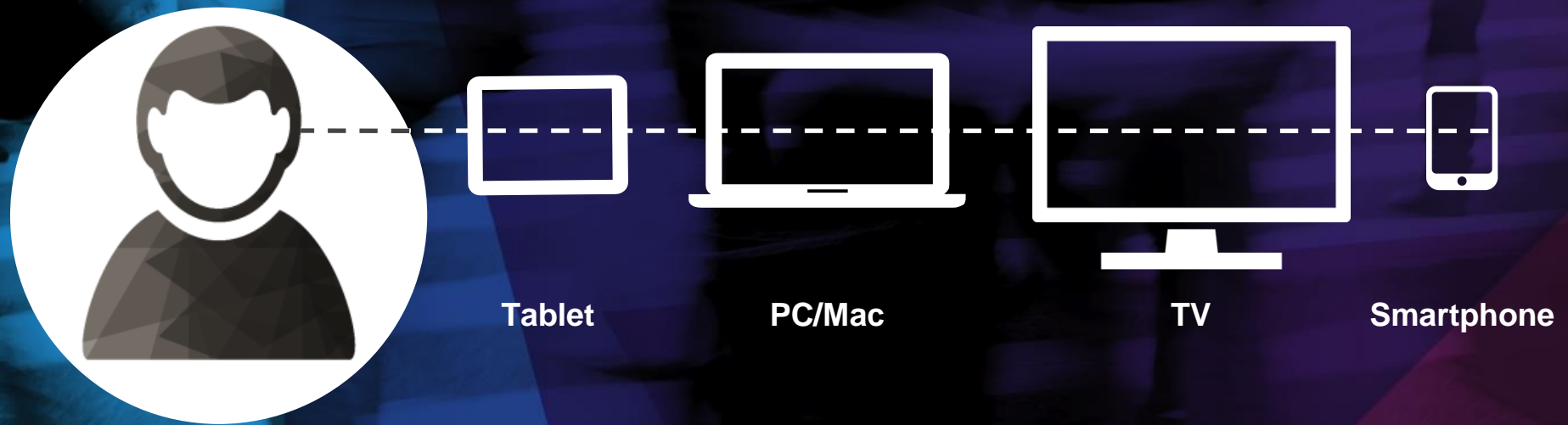
# Digital consumption used to be simple...



PC/Mac

... not anymore

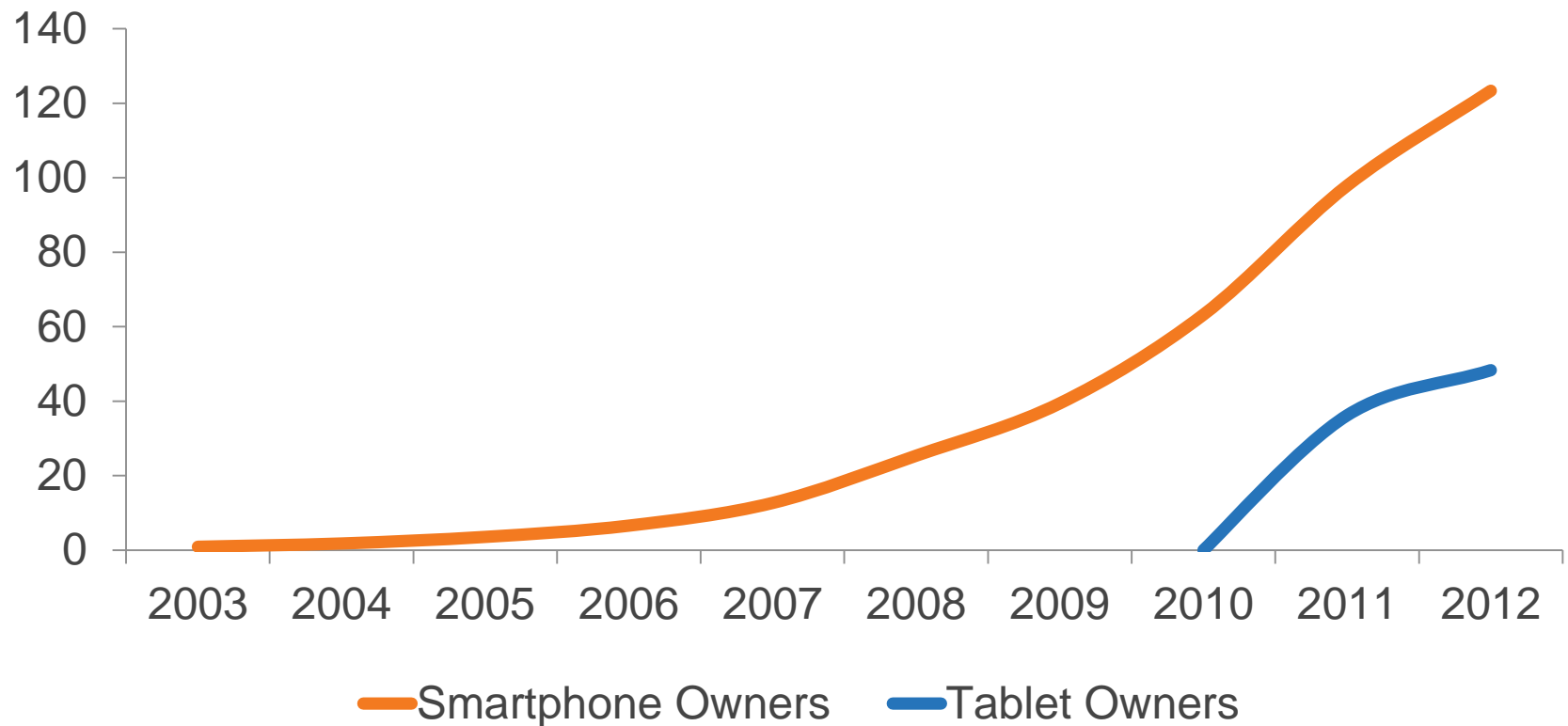
Today, new platforms are being adopted at increasingly higher rates



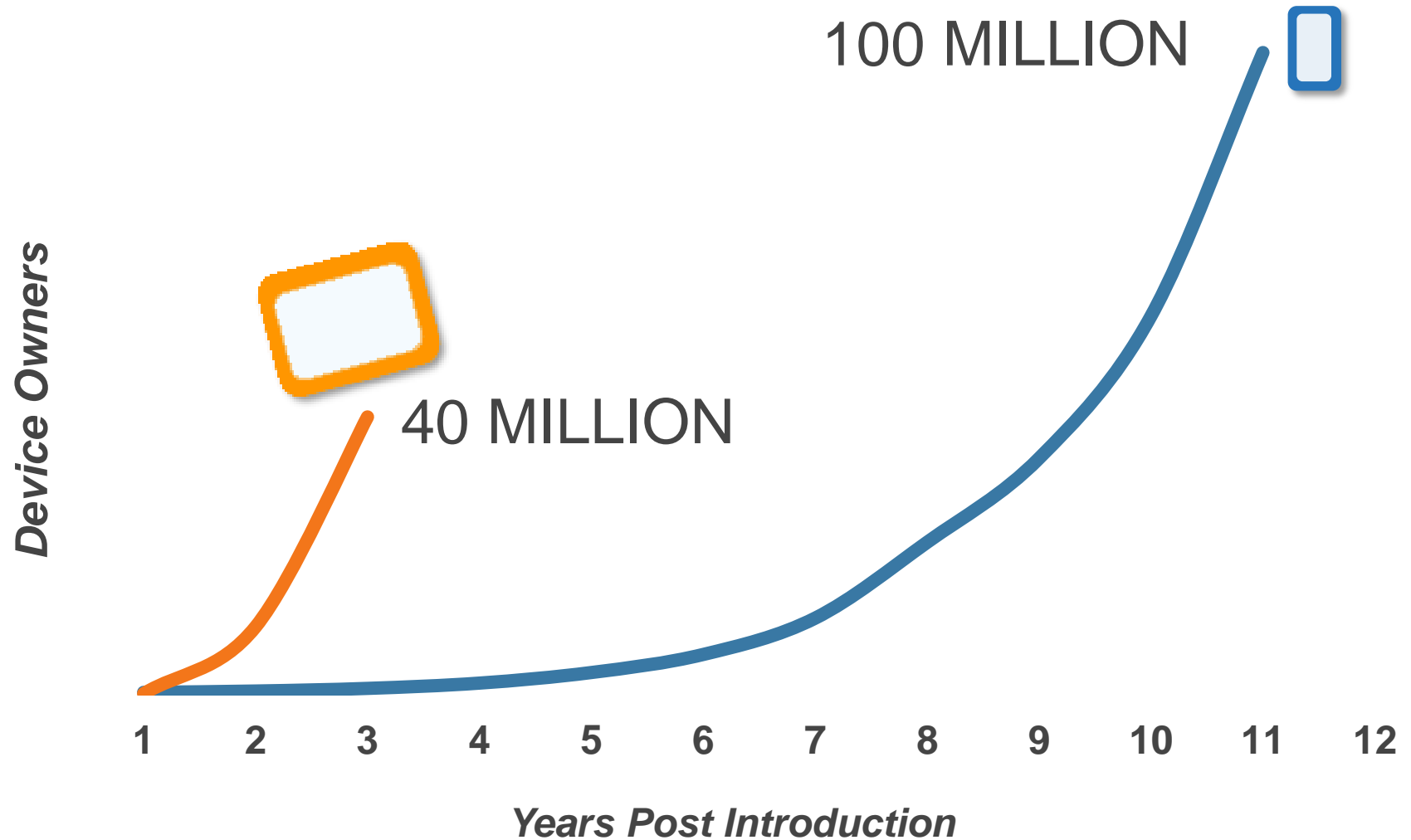


# Smartphones Adoption Over **120 Million**

## Tablet Adoption at **50 Million**



## Tablet Ownership Growing at an Unprecedented Pace



## And adoption of technology is accelerating

radio

38 yrs

tv

14 yrs

internet

4 yrs

facebook

3.6 yrs

iphone

2.8 yrs

android

2.2 yrs

google+

88 days

ipad

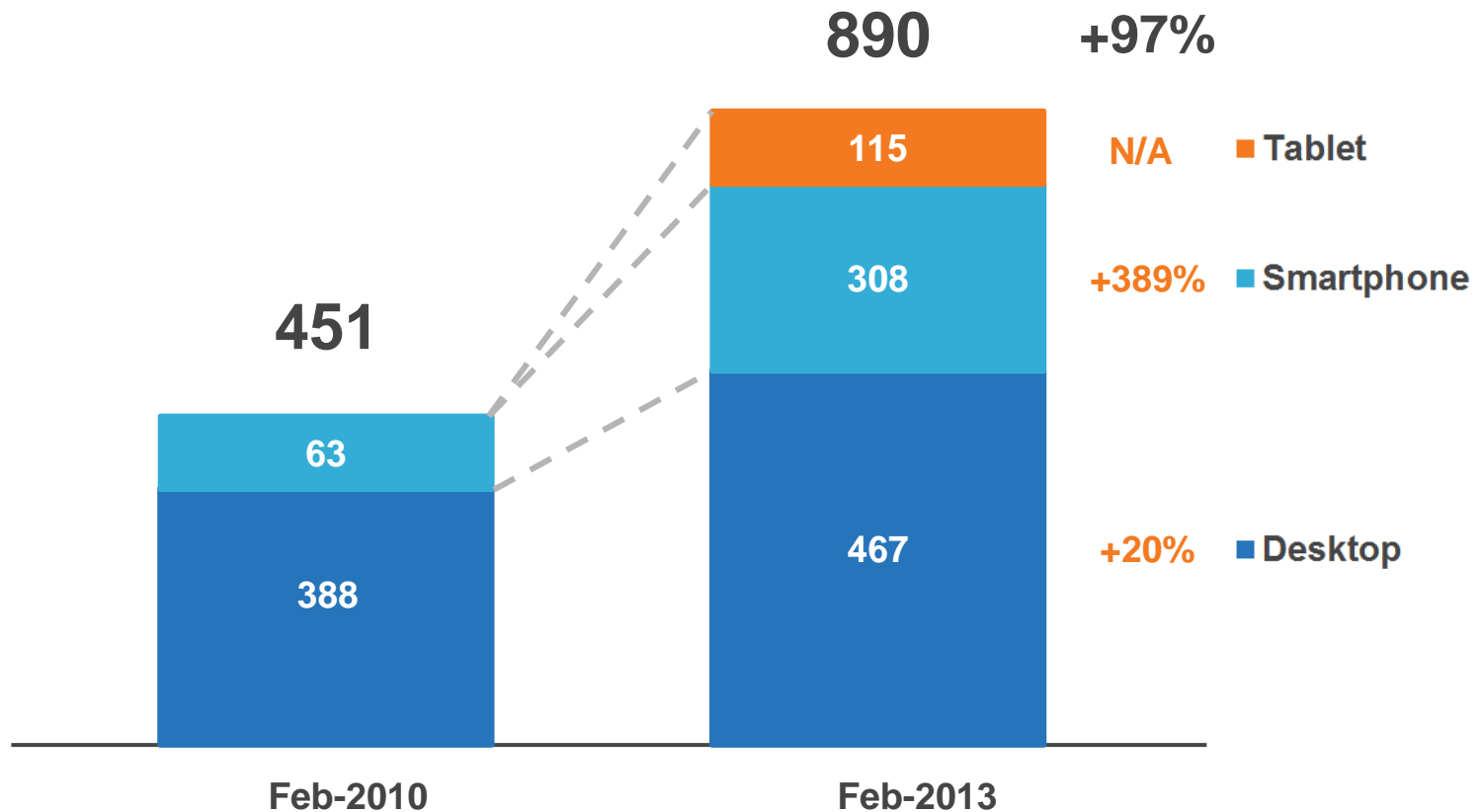
80 days

time to reach  
50 million  
global users

# It's a 'Brave New Digital World': Multi-platform Internet usage has led to digital media consumption nearly doubling in the past 3 years

## Total U.S. Internet Usage in Minutes (Billions) by Platform: Desktop, Smartphone and Tablet

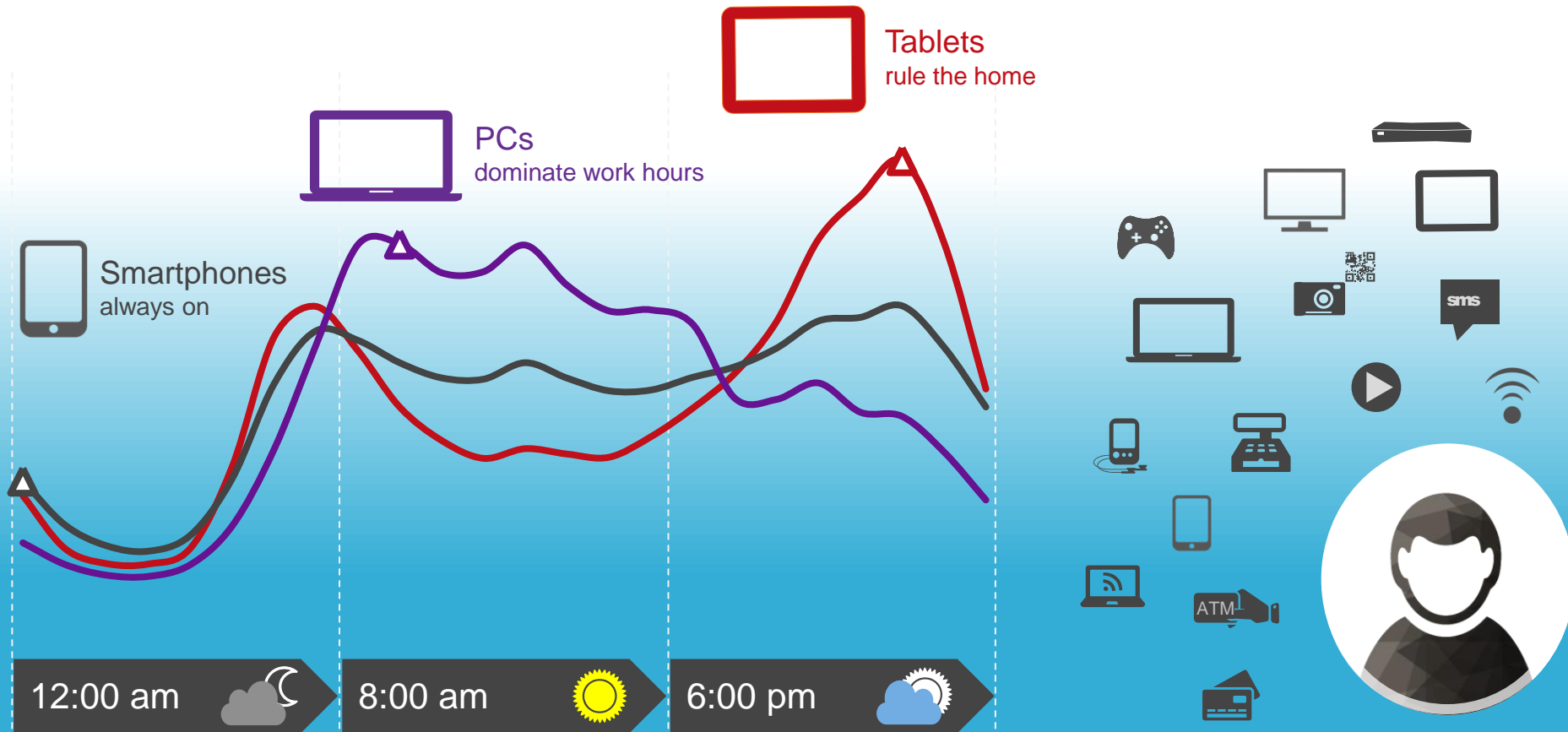
Source: comScore Media Metrix Multi-Platform, U.S., February 2013



# What This Means for Traditional Web Analytics

Current Analytics Assumes: Browsers only use a single device.

*In Reality: Browsers own & use multiple devices.*



This means that with standard web analytics, you are...

**overcounting**

My site has one bazillion customers!

**undercounting**

My users spend less than 1 minute per day.

**miscounting**

My site converts only 10% of browsers.

Today we're bringing Multi-Platform to the enterprise



Digital Analytix®

**MULTI-PLATFORM**





# Multi-Platform Product Comparison

## *How Are They Different?*

comSCORE.

### **Digital Analytix** Multi-Platform

#### **Digital Analytics**

- **Unique browsers**
- **Unification relies on identifiers within your data**
- **Raw, unaggregated data**
- **All countries**
- **Access to only your sites' data**

comSCORE.

### **Media Metrix®** Multi-Platform

#### **Audience Measurement**

- **Unique persons**
- **Unification uses identifiers from all websites and traffic**
- **Monthly and weekly projections**
- **Certain markets only**
- **Can see other sites' data**

# Why Multi-Platform?

Smarter answers to new questions



**OLD:** How many users accessed my website content?

**NEW:** How many of my users consume content across multiple devices?

**OLD:** How much money did I make on my website?

**NEW:** Are multi-platform users more valuable than single-platform users?



**OLD:** What are the engagement metrics for my website?

**NEW:** Does multi-device content consumption increase loyalty?

# Smarter engagement



**1 Mobile Browser:**  
Spends 10 minutes  
Views 2 articles



**1 Tablet Browser:**  
Spends 20 minutes  
Views 4 articles

## Standard Analytics:

2 browsers  
Avg. **15** minutes  
Avg. **3** articles

## Multi-Platform Analytics:

1 browser  
Avg. **30** minutes  
Avg. **6** articles

# Smarter conversion

A user opens your email at work



The same user comes home and orders your product.



Standard Analytics  
50% conversion

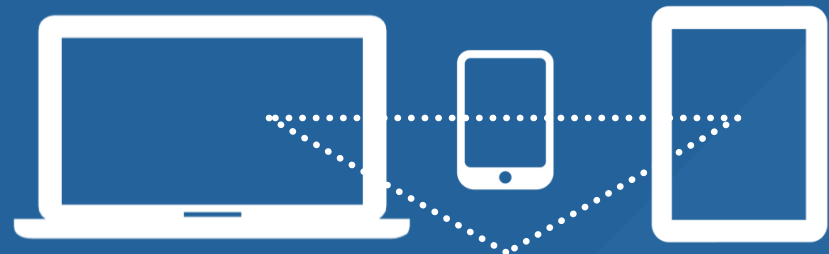
Multi-Platform Analytics  
100% conversion

comScore's Browser Unification methodology detects *standard browsers* that have accessed your content across multiple devices.

**All usage data associated to matched browsers is consolidated into a single *unified browser* in the Multi-Platform dataset.**

### **EXAMPLE**

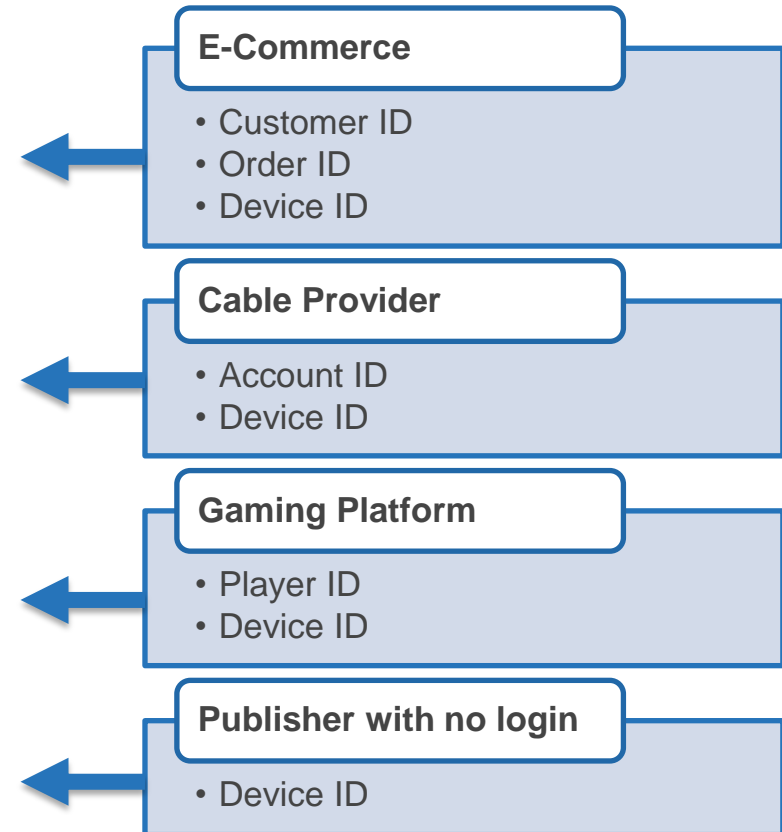
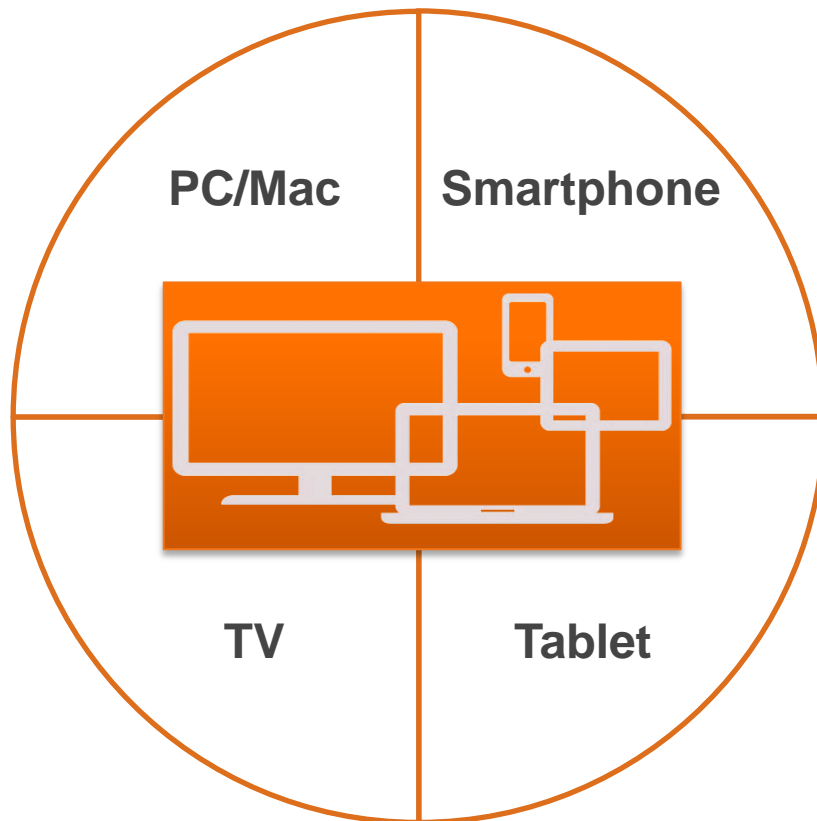
*One browser logs in with the same username on 3 devices.*



*USERNAME\_XYZ*

# Common Unification Scenarios

## How Browsers Become Unified



# Bringing Multi-Platform Insight to the Enterprise

## Leading Broadband, TV and Mobile Phone Provider

- Needed multi-platform view of consumer engagement across screens
- Unified data across set-top box, web and mobile app experiences
- Provided understanding of consumer behavior needed to optimize and build new experiences that meet or exceed customer expectations



**Web data**

**Mobile**

**Apps**

**Set-top box**

# Digital Analytix Fundamentals

**Raw Data Architecture**

**Live Segmentation**

**Unlimited Custom Variables**

**MS Office Integration**

**MVT & Email Integrations**

**Multi-Platform**

**Audience Demographics**

**Streaming Measurement**

**Advertising Viewability**

**Campaign Attribution**

**APIs**

**Virtual Sites**

**Report Builder & Analysis**

**Dashboards**

**Vertical Solutions**

**Scalable Platform**

**Lower TCO**

**comScore DNA**



# Questions?

## For more information:

- Visit [www.comscore.com/DigitalAnalytixMP](http://www.comscore.com/DigitalAnalytixMP)
- Email [learnmore@comscore.com](mailto:learnmore@comscore.com)
- Contact your comScore Representative



[www.comscore.com](http://www.comscore.com)



[www.facebook.com/comscoreinc](http://www.facebook.com/comscoreinc)



[@comScore](https://twitter.com/comScore)