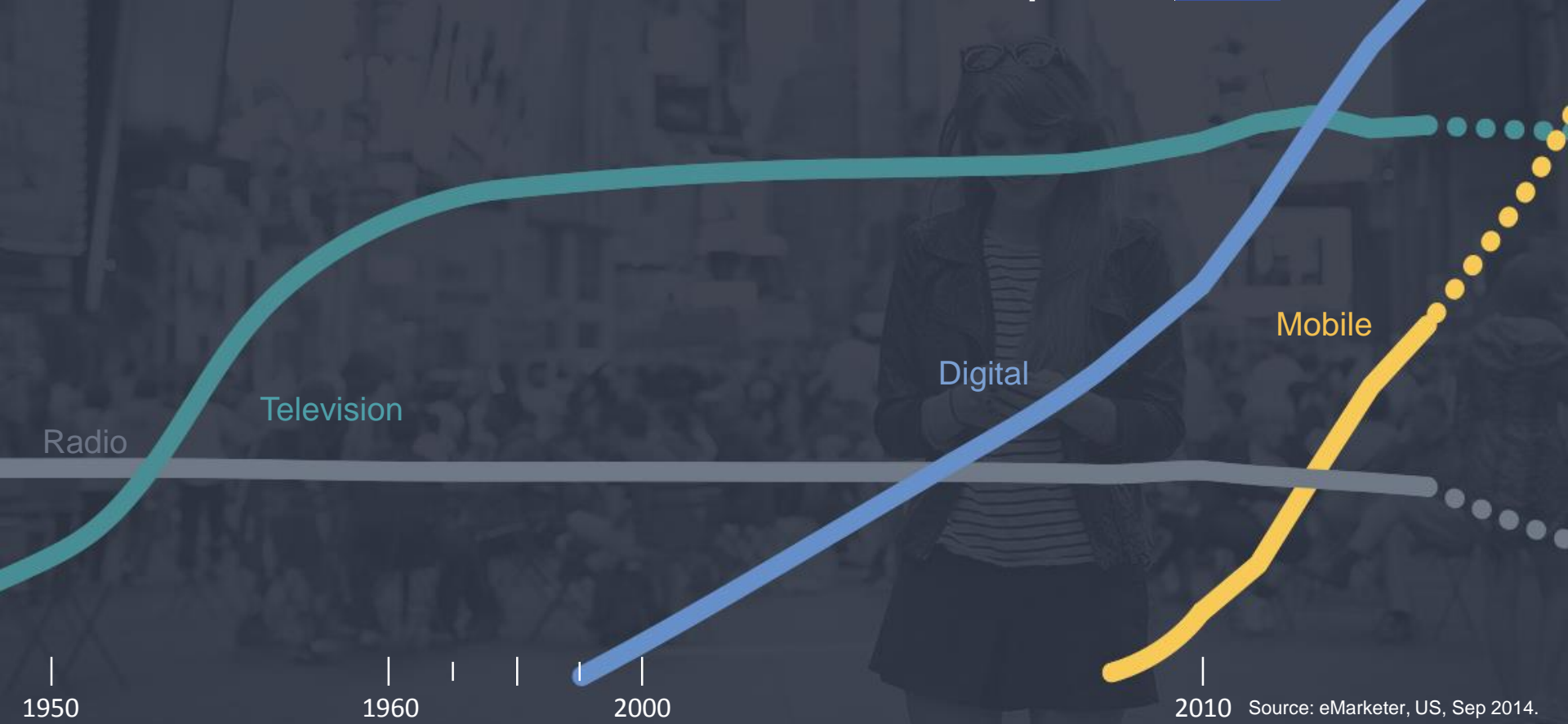




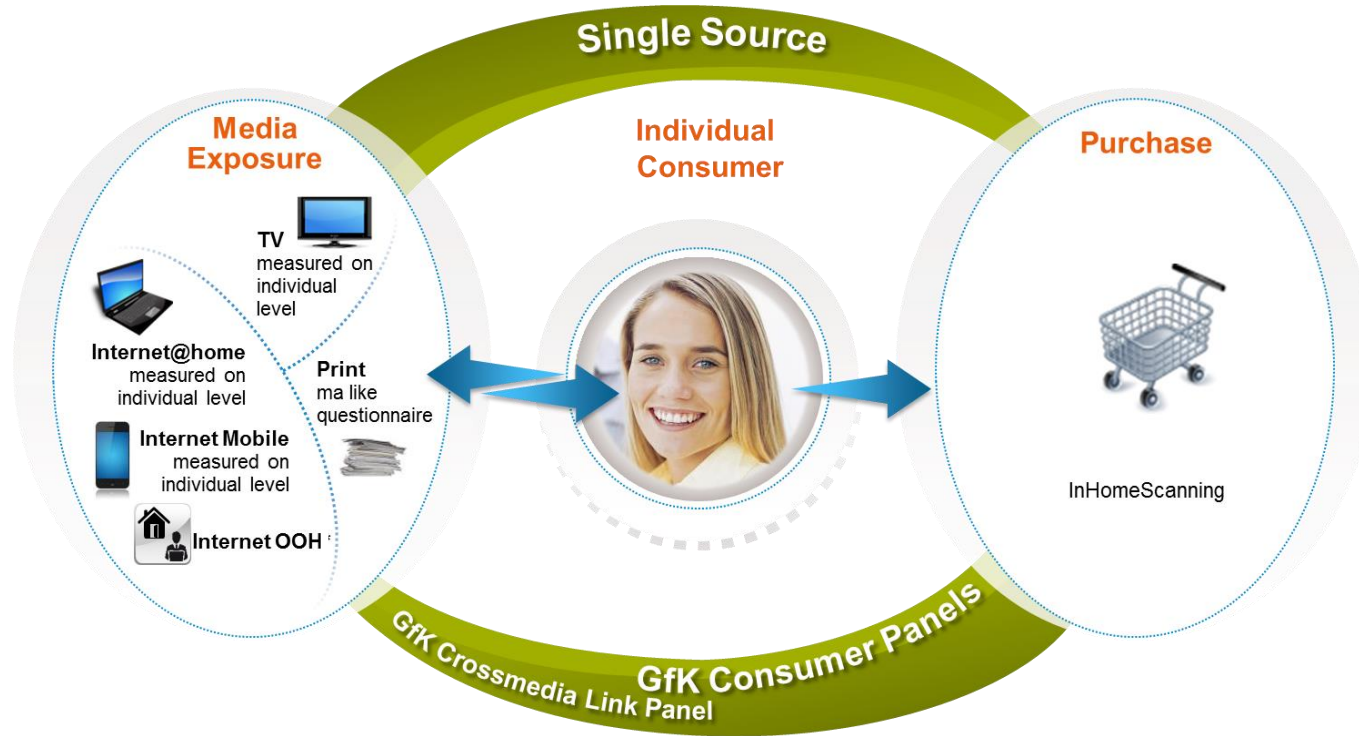
# Facebook and GfK – the Data Link

# Media crossover in terms of time spent



Source: eMarketer, US, Sep 2014.

# GfK Crossmedia Link Panel allows for Evaluation of cross-media Campaigns by linking Media Exposure to Product Purchase



# Connecting FB ad data and GXL by Data Link



GfK sends hashed FBIDs of its panelists to TPP



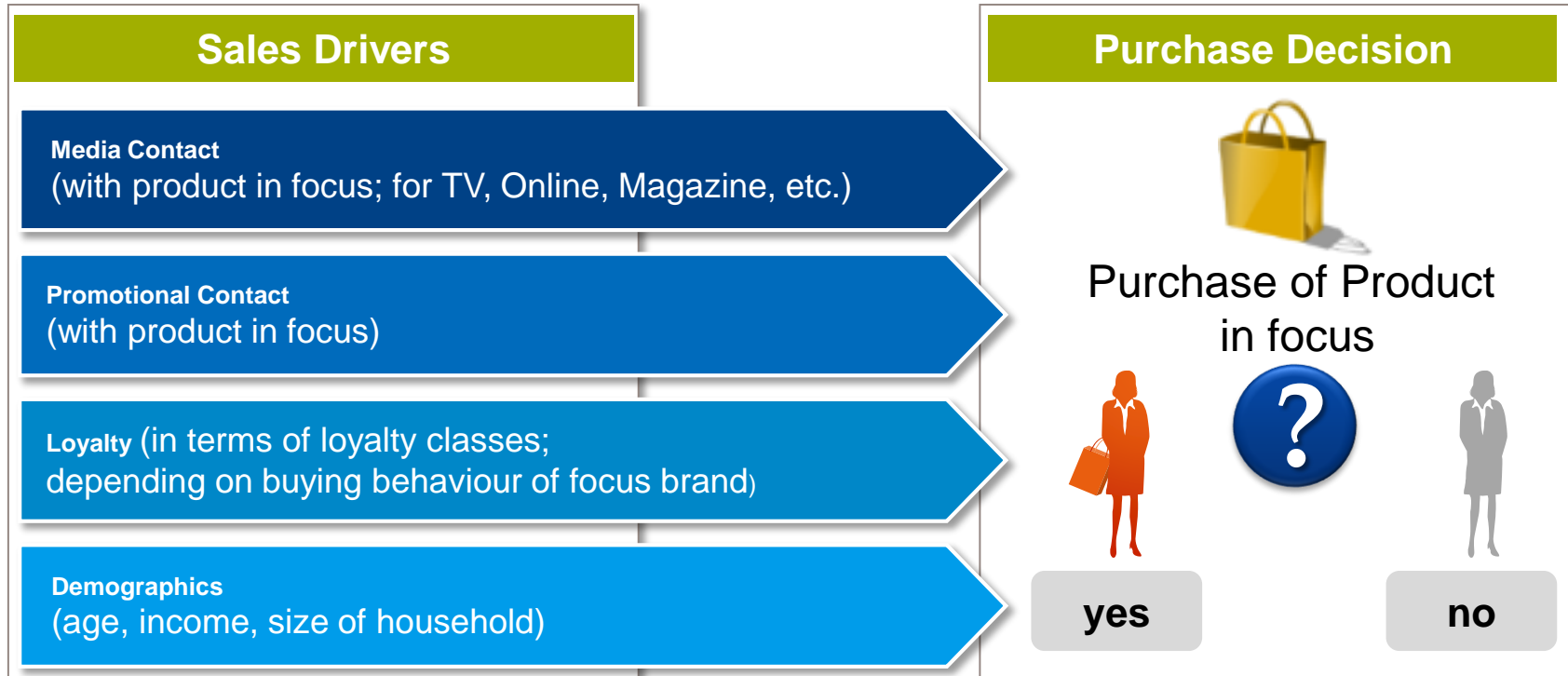
FB sends hashed, anonymised data on ad impressions

GfK receives only data for its panelists

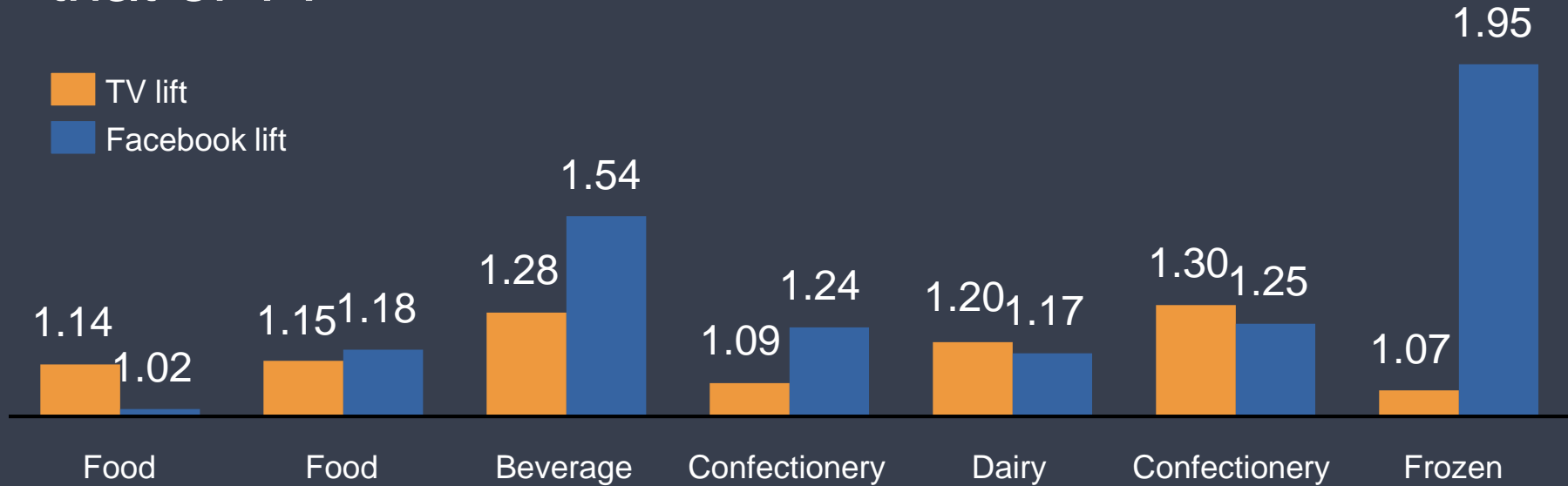
# The Marketing Mix Evaluator is a Media Impact Modeling based on Logistic Regression Methodology.



## Logistic Regression – Schematic Illustration



# Facebook has a comparable effect to that of TV



## Uplift factor

a lift of 1.00 implies the medium had no impact on sales; a lift of 1.20 implies that a person reached by the medium was 20% more likely to purchase the product after controlling for all other relevant variables (promotion, loyalty, demographics)

# Facebook is driving comparable person-level impacts to TV – on short term



1.12



1.26



## Uplift factor

a lift of 1.00 implies the medium had no impact on sales; a lift of 1.20 implies that a person reached by the medium was 20% more likely to purchase the product after controlling for all other relevant variables (promotion, loyalty, demographics)