

## February 21, 2013 Webinar – Questions and Answers

February 21, 2013 AMM held its first webinar of the year. Speaker Glenn Hansen, President and CEO of BPA Worldwide gave an outstanding presentation on the “Importance of BPA’s Brand Audit”. There were a few questions toward the end of the presentation and Glenn wanted make sure that everyone’s questions were answered.

**Q1:** What percent of your clients now require that publishers be audited? Is this increasing?

**A1:** About 50% of our brands currently require a third party audit. As procurement continues to take on a greater role, while publishing partners are looking for "efficiencies," this is becoming more and more relevant. Having a third party audit for peace of mind is definitely a growing need.

**Q2:** What is the benefit of reporting net uniques versus gross? Since the net will be much smaller than the gross won't that be a harder sell for media owners?

**A2:** I do not believe so. Knowing the rate of cross channel consumption is important to the media owner to most effectively monetize audience. Buyers are concerned with overlap in audience across channels. In some cases they wish to achieve exposure at a “not to exceed” rate. In other words, one user should not see the advertisement more than three times in an issue period. Personally I find the rate too low on occasion as there needs to be a level of repetitiveness to get attention and share of mind. But generally the rate is sound. Knowing the overlap, a sales person can maximize advertising for the greatest efficiency.

Knowing who the super users are and what they consume should be used to suggest audience of the greatest value to the buyer and perhaps worthy of a higher price point or content dedicated to that user with the appropriate advertising messages.

It is useful to know for content creation. One could make the argument that it is not good if multiple channels are putting out the same content to a highly overlapped audience. You risk losing their interest if what they are provided with is repetitive and not engaging.

Knowledge is power.

**Q3:** Do we now have a better opportunity with the brand audit to move the many non-audited medical journals (especially those that just rent lists for circ but may have more direct control of digital assets/audience) into the BPA fold?

**A3:** Yes, I think so. We will undertake an effort to identify these journals and bring them into membership. Previously we have not targeted this group with a dedicated brand audit message. Thanks for the idea.

**Q4:** So dup vs undup is tracked by cookies across channels?

**A4:** Yes and no. Tracking is more at following what they are doing rather than identifying who they are. This latter step is typically done through a registration process where user name and password are required for digital content. The registration database is centralized and one can see the multiple channels that one has registered to use, i.e. print, the web site, a webinar or whitepaper download and subscription to an email newsletter product, etc.

The user gets a cookie as part of that registration and with each separate login the system readily identifies the user and can begin to feed consumption data.