HOW SURVATA'S PRIVACY MOVES ACTUALLY BOOST MEASUREMENT ACCURACY

INTRODUCTION

There are two ways for advertisers and their tech partners to respond to the growth of privacy safeguards such as Chrome's planned deprecation of 3rd-party cookie support and Apple's planned changes to IDFA.

On the one hand, advertising platforms can resist the arrival of privacy safeguards by using workarounds that are ultimately short-lived. When adtech companies purport to use something like "passive, probabilistic technology to construct cookieless privacy-safe identity on the edge," you can be sure they are using fingerprinting in a futile cat-and-mouse game that will leave you switching adtech partners every 6-12 months.

On the other hand, advertising platforms can welcome privacy safeguards as exciting opportunities to develop new, better products for customers. At Survata, we have dived head-first into the vast pool of opportunities created by new privacy safeguards. We are excited to share some of the ways brand outcome measurement will actually be *more accurate* as a result. One of these developments—household-level intercept— will happen in the coming weeks and months, and is the subject of this whitepaper.

What these changes mean for you

Most of the campaigns measured by Survata include a mix of living room exposures (connected TV, linear TV, addressable TV, FEP/VOD) and personal device exposures (desktop, mobile). Historically, Survata has measured the former by intercepting consumers from any member of the exposed household. In the coming weeks, Survata will start intercepting consumers for all ad impressions at the household level. What does this mean for advertisers?

- **Reduction of control contamination**
  When consumers who are exposed to a campaign are included in the control group for a study—perhaps on a different device, or the same device browser with a different cookie—the contamination of the control group results in a biased measure of brand lift. With household-level intercept, most sources of control contamination are eliminated.

- **Increased exposed collection means earlier reads, more accuracy, more power**
  By intercepting consumers at the household level, Survata will be able to identify more truly exposed consumers—across both devices and browser sessions. This increase in sample means brand lift reads earlier in the campaign. It also means an increase in statistical power—that is, when a tactic is driving brand lift at a statistically significant level, we are more likely to detect it.

- **Apples-to-apples comparison of TV and non-TV tactics**
The status quo—intercepting or recruiting consumers at the household-level for some media tactics and at the person-level for others—raises questions about the comparability of TV and non-TV tactics. They currently have a different likelihood of contamination of the exposed and control groups, which creates structural bias. By harmonizing data collection methodologies for TV and non-TV, you can confidently compare tactics across channels.

FAQ

Q: Will the transition to household-level intercept lead to contamination of the exposed group?
A: There will be some non-exposed respondents intercepted. There are *two things to keep in mind*:

1. Survata uses other signals, such as household size and the distribution of impressions across shared or non-shared devices within the household, to measure at the person level by accounting for variation in exposure likelihood within each household.

2. The increases in signal and accuracy from reduction of control contamination (which is always bad), and from increased true exposed collection more than outweigh the effect of contamination of the exposed group.

Q: Will the transition to household-level intercept impact the questionnaire?
A: We will include a household size question that enables us to account for variation in exposure likelihood within each household.

Q: Will the transition to household-level intercept impact norms?
A: No. Survata uses real-time norms that dynamically adjust to changes in the composition of control and exposed, whether resulting from past changes such as Safari ITP or the current change in IDFA availability in iOS.