

Age Skews in Your Live Web Branding Research? Understanding Pageview Composition Vs Unique Composition . . .

When looking at Audience Composition analysis for large publishers it's common to see substantial age skews between Unique Visitor data and Pageview data. Why? Because, in general, older people visit more webpages.

What this means is that, when looking at demographic composition of each visitor singularly (each with a weight of 1), we see a different picture than when we look at each visitor based on how many pages they visit on a given website. The latter metric representing the audience composition based on who would most likely to be reached by a campaign on that site.

So what? So, when comparing demographic data of a branding study respondent pool (those reached by the campaign) don't be surprised if it more closely mirrors your Pageview Composition than your Unique Composition.

Let's explore further – Syndicated website audience data providers use panels and metering software to estimate their audience information. In some cases, the Web property definitions and groupings are subjective. In addition, the information may be subject to weighting or may not exclude certain subjects (such as teenagers) and cannot take into account behavioral and demographic ad targeting systems.

Live Web data collection in the footprint of a media plan, however, is subject to inventory availability and, quite importantly, frequency achievement. Repeat site visitors, who tend to be the driver of media plan frequency building, may introduce substantial variation to the publishers audience composition figures found in syndicated research tools, particularly if the composition is to unique users rather than page view-based audience data.

Survey Respondents Compare Best to Pageview Audiences - Adults, 55+

Publisher	DL* M'Norms	Synd** Uniques	Synd*** Pageview
AOL	38.4%	21.6%	40.6%
Everyday Health	46.9%	32.6%	53.9%
MSN	40.2%	19.6%	29.5%
WebMd	31.9%	17.8%	24.2%
CNN	31.5%	18.3%	25.3%
CNNMoney	46.0%	21.5%	37.1%
NYTimes	36.0%	19.3%	34.5%
WSJ	34.8%	21.6%	29.9%

* Dynamic Logic MarketNorms Overall : Age 55+
 ** Syndicatd Dec, 2011 Uniques: Age 55+
 *** Syndicated Dec, 2011 Pageview Age 55+

Summary

Our point of view is that syndicated research tools, which are based on vastly different methodologies than live Web data collection, should not be used as a source of comparison for ad campaign audience composition. Looking at Page View audience data, while excluding the 18 and under component provides a closer read of the demographics one might expect to see from a live Web research study, but will likely never match exactly.

January, 2012