TouchPoints – a rose by any other name

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We thought we would start with a look at Ipsos Connect's view as far as the future of audience measuring is concerned. We view it as the five Ms, and TouchPoints plays a role across each of these different elements. Meters as it relates to TouchPoints working with the audience data; Mobile and Mixed as it relates to mobile, TouchPoints is an app, it sits on the mobile, and Mixed as it relates to the recruitment when we are doing our recruitment both online as well as CATI.

Models and Management type act to the development of the actual TouchPoints study as it relates to the hub, and really across all of the spectrum TouchPoints also ends up delivering cross-platform engagement as well as path-to-purchase.

So why TouchPoints in Canada? What have we learnt? We have learnt a lot, and we are still learning; what we plan on sharing as it relates to the results is some of the pilot study we did earlier this year; and, finally, why and how passive data are playing a major part as far as the future of TouchPoints.

Many of you, I suspect most of you, know what TouchPoints is, but just indulge me for a couple of minutes. TouchPoints was developed by the IPA back in 2005 and it filled a much-needed gap in the market place. TouchPoints is a unique, consumer-centric, single source, multimedia cross-platform study that has been designed to capture the insight on how people use all media. What it addresses is when, where and how media is consumed, what you are doing, who you are with, and how you are feeling when consuming media. All of this information ends up becoming available via a hub study, as well as channel planner and passive data.

Why did we choose to do the TouchPoint study in Canada? It actually became very straightforward to us, as soon as we started talking about it. The Canadian market place was looking for data beyond the siloed media audience sources that they had available to them. There was a requirement for a multimedia, cross-platform data, and it was amazing because once we started talking about it it only took us four short months to get 25 clients to support the initiative. They wanted to have a single-source channel planner, and there was an exceptional desire to get passive data.

Since 2009 Ipsos has been working with the IPA doing TouchPoints, and we felt we could leverage that knowledge and experience, and we have greatly. We entered into a joint venture with RealityMine to utilise their passive and app expertise, and jointly we supply resources for the project.

We also did utilise the learnings from RealityMine's experience in the US as well as elsewhere.

Here we show some of the countries where Ipsos and Reality Mine are active with TouchPoints.

Firstly, you will recognise that there are many variants of the rose, and so there are with TouchPoints. Kate Sirkin mentioned earlier that what she is looking for is a high degree of consistency, and there is a high degree of consistency between TouchPoints, but there are variants from country to country.

TouchPoints is also multifaceted. There are many levels to it. There is a wealth of insight, including both passive and path-to-purchase data. It does make a beautiful flower but it needs great care and attention, and I am going to cover that in the next few charts.

Like the rose TouchPoints also needs 'deadheading' (or rejecting) of those respondents who do not comply with what we are asking them to do. That conjures up a picture!

Of course the most striking similarity between TouchPoints and a rose is that both are thorny, and we have experienced many thorns in the progress to TouchPoints.

TNS and Amalco highlighted some of the issues they have and will be facing in Canada, and these same issues have been very painful for us too but we are now starting to reveal the treasure of TouchPoints.

First let me cover some of the lessons we have learnt for which there was some pre warning. A bit like Peter and Ingvar in the previous presentation, there were about 15 lessons but I have cut them down here to eight.

Luke said: "For which of you intending to build a tower does not sit down first and count the cost and whether you have sufficient to finish it?".

As anyone here who has dealt with builders will know, you do need to have a big contingency of both time and money. That is true for building; it is certainly true for TouchPoints. When builders say "It will be finished in four months", you know broadly how long it is going to take. So you need to build a good foundation for the study, take a long-term view, and gain client commitment earlier.

Secondly, pilot, pilot, pilot. Daniel said "Test us for ten days". Our pilot lasted much longer than that but we actually test the respondent for ten days. That is the length of the half hour diary we ask them to complete to ensure we have seven representative days covering both weekday and weekend. And you need to test everything -- the different modes, all the links, the language versions, the telephone scripts, and particularly test all the different devices you are going to be using, not just android and iOS but all the variations in between. And (my favourite over the last 30 years in this business) test the incentive levels.

We started off at $25 Canadian, and I think the respondents laughed at us at that level!

When we increased it to $50 Canadian they became more engaged and, thankfully, more compliant. We still have some problems (16-24 year olds in some cases) so we are now testing $100 Canadian for certain groups.

What was the impact of that? Well, again, as you can clearly see, we changed a lot of different things, and that is covered in the charts. I am not going to cover that. The most striking thing was early in May when we changed and increased the incentive level from $25 to $50, and that led to a significant increase in the number of completes. So it does all come back to money, but there are other lessons we need to learn too.

Their own language, especially when you are operating in a multi language environment like Canada, is really important to the respondent. It is really important to get that right in the scripts; it is also really important to get it right on their devices as well. And not just the language but how that language is used. Get it right linguistically. And, again, test everything.

We realised early on there was a major problem with the French script. If you look at the right hand side of that chart we also tested in two major cities, Toronto and Montreal (Montreal because it is predominantly French speaking) and this highlighted the major problem we were experiencing early on amongst French speakers, which we clearly needed to address. But it also reflected another deeper problem: that we could tell them or show them what to do and they would say yes, and then nothing happened. So we had to change a number of things to ensure that they fully understood the task. We had to give them greater clarity on that.

We had to have daily contact with them to try and ensure they were compliant. We had to have immediate follow-up once they started the process. Don't leave it 24 hours -- that's too late. We had to follow-up within 30 minutes and recontact them as soon as they started to falter, because ultimately, if they do falter and don't go back to the task, then they have to be ‘deadheaded’.

Even here there was another deeper problem.

The early pilot data was showing a distinct difference between telephone and online recruitment. Telephone recruitment seemed to suggest they had heard but did not understand, and by a major factor of three times compared to the online recruitment. This really surprised us and led to a much greater drive on our part to gain a higher level of commitment from the telephone recruited respondent.

This can be partly highlighted through those we recruited through the two modes, telephone and online, and, as you can see on the right hand side again, even from those installing the app, not even going on to complete the task, the conversion rate was much lower -- 27 per cent for telephone versus 59 per cent for online. This becomes even more marked when conversion moved to completion.

So what else do we need to do?

Do not hide all the talents you have. Use all the talents you have at your disposal -- the best interviewers bringing outside expertise. We were very grateful to Judith Kennedy in the UK, Harm Hartman for his data science, and, indeed, Lynne Robinson and Belinda Beeftink at the IPA. Use your best linguists, your best researchers, and once done you can then actually move on to the full survey. That started late August and will continue through to early December, where we are targeting 4-5000 respondents in total.

The pilot showed some interesting insights from around 600 Respondents, but we also gained passive data from over 1500 respondents.

The very first thing we did was conduct a very broad benchmark comparison of TouchPoints versus some of the industry audience data, so you will see two of the columns cover Canadian stats, and what we were very happy to see is that we basically aligned on a very broad scale as it relates to the two sets of data from both 'reach' as well as 'average time spent' over a week.

We also looked at some of the nine key brand categories to see from a ranking perspective whether or not it made sense. We presented these results to our Client Advisory Council which has operated from Day 1, and clients were very relieved to see that the ranking made sense to them.

Just recently we have actually started looking at path-to-purchase data, and in this chart is a gentleman in Montreal, where we were able to look at his Day-in-the-Life type of event. Just to summarise, this is a gentleman who went to the Hudson's Bay, a large department store in Canada, which he completed in our late-in-the-day survey. He is 45-49, and in the bottom left hand corner hopefully you can see that he got up at 6.30 in the morning and almost immediately after that turned on his TV set so he could watch ICI at RDI, which is a French television news channel.

He prepared to get to work, and when he set off on his day he ended up using his tablet to look at La Presse, which is a news brand in Montreal, one of the most popular ones.

He then jumped on to some public transit, went off to work, he had lunch with his friends, used his smartphone, used his tablet, and then late in the day went shopping and made a purchase with his wife. So we are able to really start seeing the whole path-to-purchase and where our people are interacting with media.

We end up with actually more respondents than just the TouchPoints respondents, so this is actually looking at the top ten apps that people used, and it was based on 1500 from our spring fieldwork, so the apps are on the left hand side, and on the right hand side are the websites that people utilised, all passively collected.

What was interesting to see is, of course, you have your Facebook and your Googles but you are also seeing that Canadian flavour by having Kijiji, which is one of those websites where you go to sell items, and also CBC, which is our national news channel.

Finally, we are able to look at both the eDiary as well as passive data, so this is an individual who indicated in the diary that he was looking at purchasing a car, so he was thinking about buying a car, and we are able to look at his passive data and see the fact that he was surfing on insurance websites, so he was doing the full gamut as far as understanding what was going on with purchasing a car.

Finally from a global perspective (and this is some of the information that Reality Mine bought with us and shared) you can see here across all the different countries the type of app and website usage.