



Growth
from
Knowledge

CPA Meta Study

Campaign reach in different target groups

TV vs. Facebook/Instagram

Nuremberg, September 2021

GfK Consumer Panel and Media Measurement



Overview of the Metastudy



FACEBOOK

40

STUDIES



FROM 2018 TO 2021



VERTICALS

AUTOMOTIVE
CPG
RETAILER

FINANCE
TECH
ENTERTAINMENT



TV DURATION: Ø 7.3
WEEKS ON AIR (range 1-20 weeks)

FB/IG DURATION: Ø 8.2
WEEKS ON AIR (range 2-23 weeks)

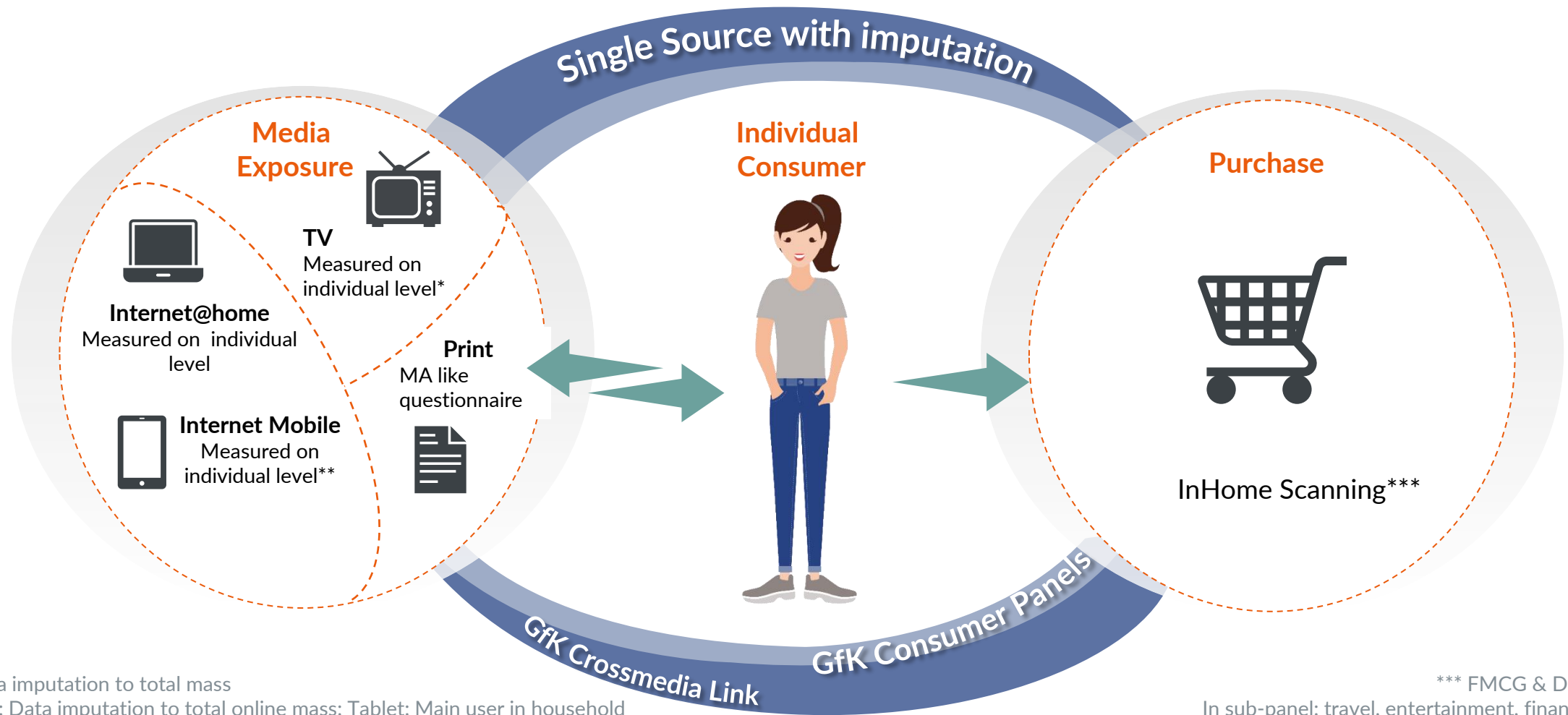
TV avg gross budget:
8.053.210€

FB/IG avg net budget:
281.172€

Campaign targeting for
Facebook/Instagram similar or
broader than on TV

FB/IG: 80% Video Impressions

GfK Crossmedia Link: The principle of data collection



* TV: Data imputation to total mass

** Mobile: Data imputation to total online mass; Tablet: Main user in household

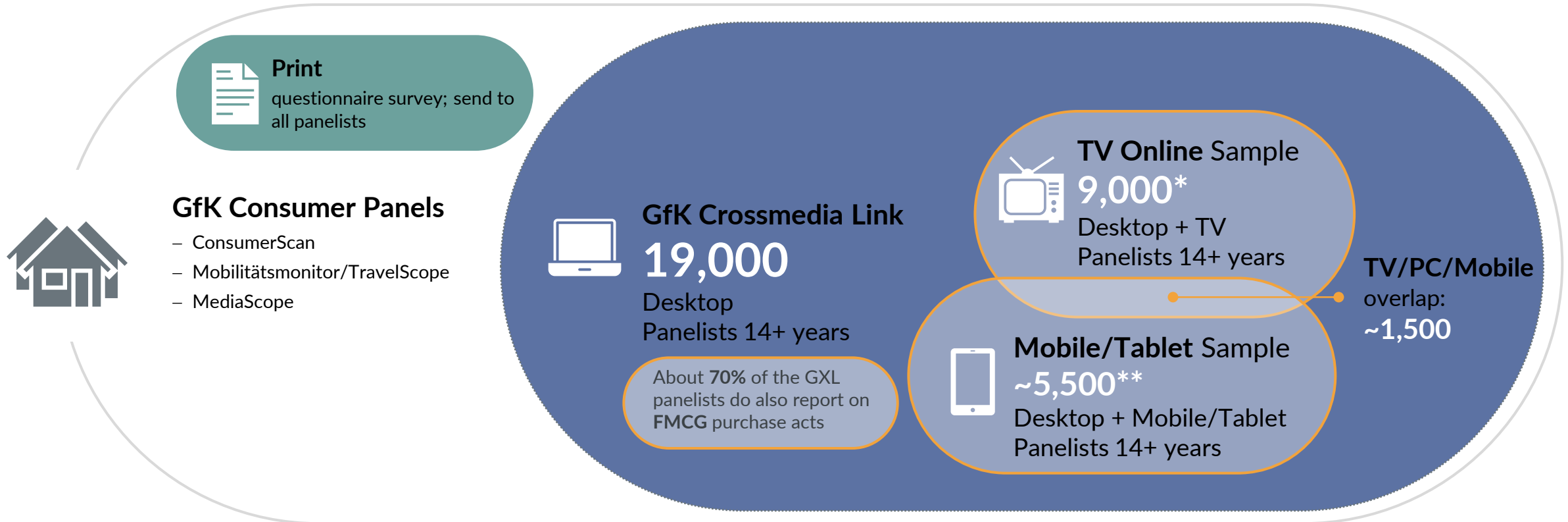
*** FMCG & Durables

In sub-panel: travel, entertainment, finance, etc.

GfK Crossmedia Link: Panel Structure and Sample Sizes



Overview of media measurement – Ø Panel sizes / Month



* TV: Data imputation to total mass

** Mobile: Data imputation to total online mass; Tablet: Main user in household

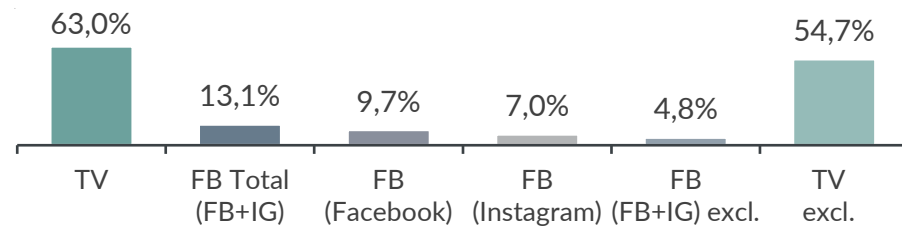
Panel sizes = installed base | Bubbles are not proportional.

Summary

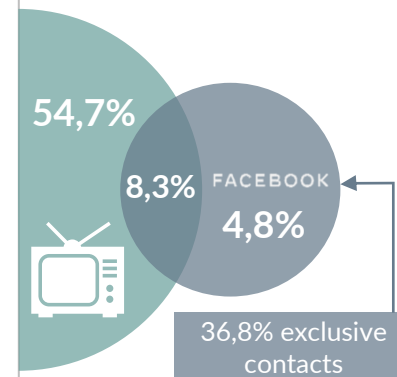
RESULTS BASED ON 40 STUDIES FROM 2018 TO 2021

Ø Net reach, TP 14+

On average, facebook Total (FB+IG) reached 13,1% of the total Population 14+



Ø Incremental Reach, TP 14+



4,8% of the people exposed to the campaign were exclusively reached via facebook (FB+IG)

36,8% of all people exposed to facebook (FB+IG) were exclusively reached via this channel

FACEBOOK / Instagram

REACHED OVERPROPORTIONALLY (compared to TV)



college (+22%)
higher school (+73%)



Employee (+26%)
Trainee, student, pupil (+149%)



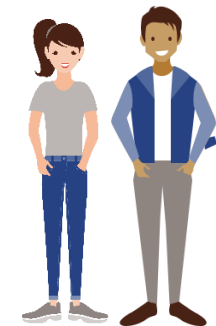
Income >3000 € (+28%)



4-person households (+56%)

REACHED UNDERPROPORTIONALLY (compared to TV)

Retirees/widows/unemployed (-66%)









14 – 49 years (+75%)

Summary findings for the profile analyses: Who was reached particularly well by the advertising channels?



Index vs. Total Pop 14+ | INDEX >110

Ø based on 40 studies

	Net Reach	Gender	Income	Household	Education	Occupation	TV Viewer HML	Age
 TV	63,0 %	-	<999 €	-	-	Homemaker	TV Heavy viewer	Age 40-49
 FB Total (FB+IG)	13,1 %	-	>3000€	3-person household +	College, Higher School, Middle School	Employee, Worker, Civil Servant, Trainee/ student/pupil	TV Medium viewer	Age <50
 FB (Facebook)	9,7 %	-	>3000€	3-person household +	Higher School, Middle School	Employee, Worker, Civil Servant, Trainee/ student/pupil	TV Medium viewer	Age 20-49
 FB (Instagram)	7,0 %	-	<999 € >3000€	3-person household +	College, Higher School, Middle School	Employee, Civil Servant, Trainee/ student/pupil	TV Medium viewer	Age 14-39
 FB excl. (FB+IG excl over TV)	4,8 %	male	>3000€	3-person household +	College, Higher School	Employee, Trainee/ student/pupil	TV Light viewer TV Medium viewer	Age 14-39
 TV excl. over FB Total (FB+IG)	54,7 %	-	<999 €	-	Lower school	Retiree/widow/ unemployed Homemaker	TV Heavy viewer	Age >40





Index vs. Total Pop 14+ | INDEX >110

Summary findings for the profile analyses: Who was reached particularly well by the FB channels compared to TV?



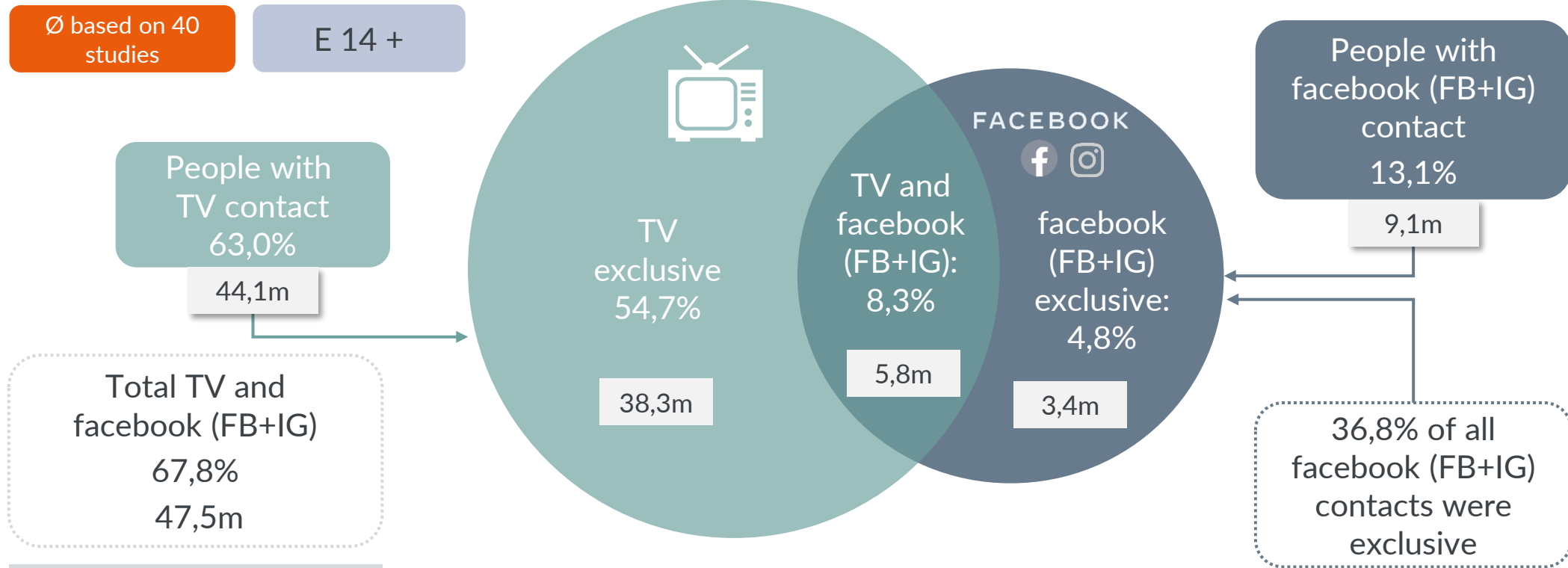
Index vs. TV | INDEX >110

Ø based on 40 studies

		Net Reach	Gender	Income	Household	Education	Occupation	TV Viewer HML	Age
	FB Total (FB+IG)	13,1 %	-	>3000€	3-person household +	College, Higher School, Middle School	Employee, Worker, Civil Servant, Trainee/student/pupil	TV Light viewer	Age <39
	FB (Facebook)	9,7 %	male	>3000€	3-person household +	College, Higher School, Middle School	Employee, Worker, Civil Servant, Trainee/student/pupil	TV Light viewer	Age <49
	FB (Instagram)	7,0 %	-	>3000€	3-person household +	College, Higher School, Middle School	Employee, Civil Servant, Trainee/student/pupil	TV Light viewer	Age <39
	FB excl. (FB+IG excl over TV)	4,8 %	male	>3000€	3-person household +	College, Higher School	Trainee/student/pupil	TV Light viewer	Age <39

Index vs. TV | INDEX >110

On average, facebook (FB+IG) generated 4,8% incremental reach, while 36,8% of all facebook (FB+IG) contacts were exclusive



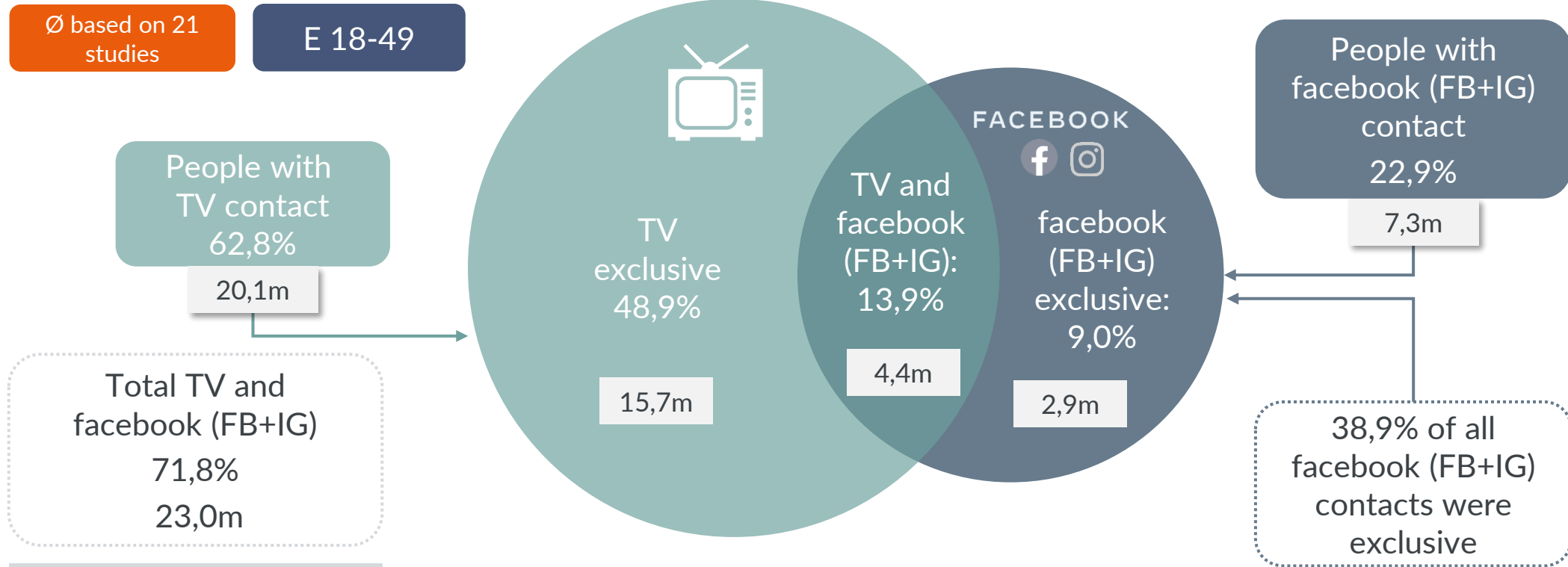
Please note: For easier reading, size of circles is not proportional

Exclusive Reach of TV and facebook (FB+IG) (share in %)

Exclusive net reach shows how many persons are exclusively reached by other campaign element (here facebook – FB+IG) and not by TV. It is then calculated as incremental reach to TV.

Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

On average, facebook (FB+IG) generated 9,0% incremental reach in E 18-49, while 38,9% of all facebook (FB+IG) contacts were exclusive



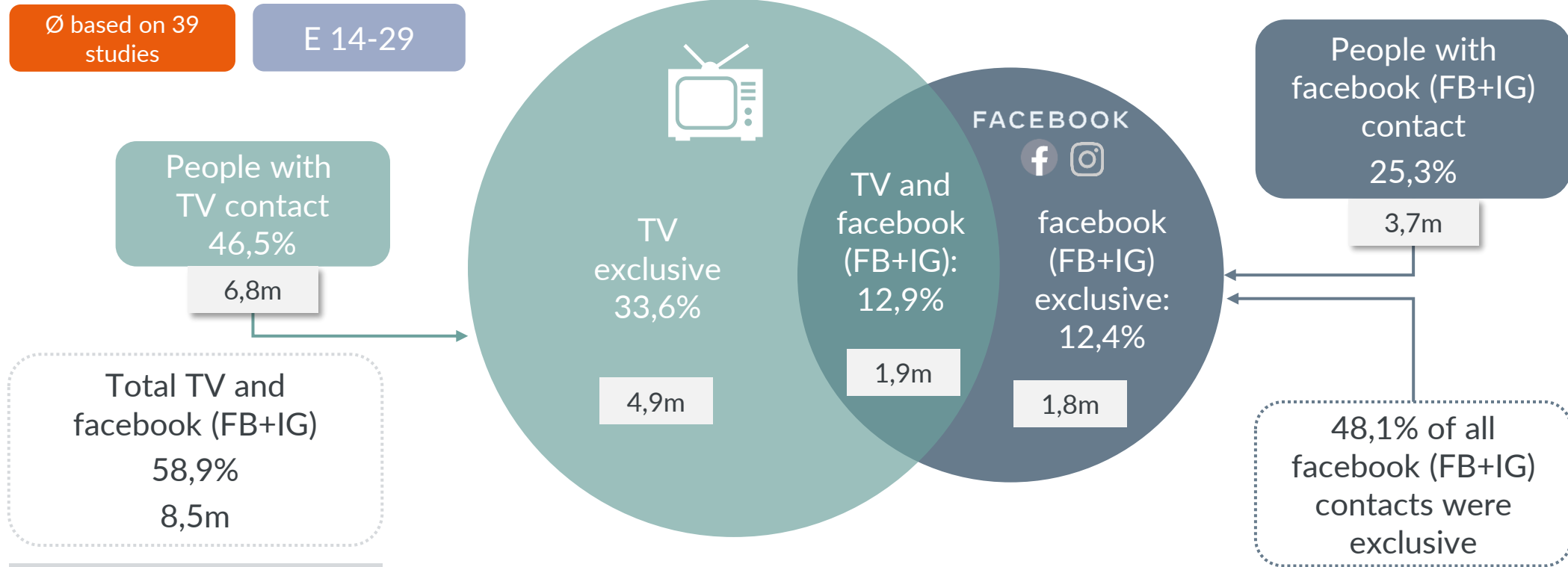
Please note: For easier reading, size of circles is not proportional

Exclusive Reach of TV and facebook (FB+IG) (share in %)

Exclusive net reach shows how many persons are exclusively reached by other campaign element (here facebook – FB+IG) and not by TV. It is then calculated as incremental reach to TV.

Source: GfK Crossmedia Link | Base: Extrapolated to the target group E 18-49 (2018: 32,5 Mio., 2019: 32,2 Mio., 2020: 31,4 Mio., 2021: 31,4 Mio.) | Based on 21 CPA studies from 2018 to 2021

On average, facebook (FB+IG) generated 12,4% incremental reach in E 14-29, while 48,1% of all facebook (FB+IG) contacts were exclusive



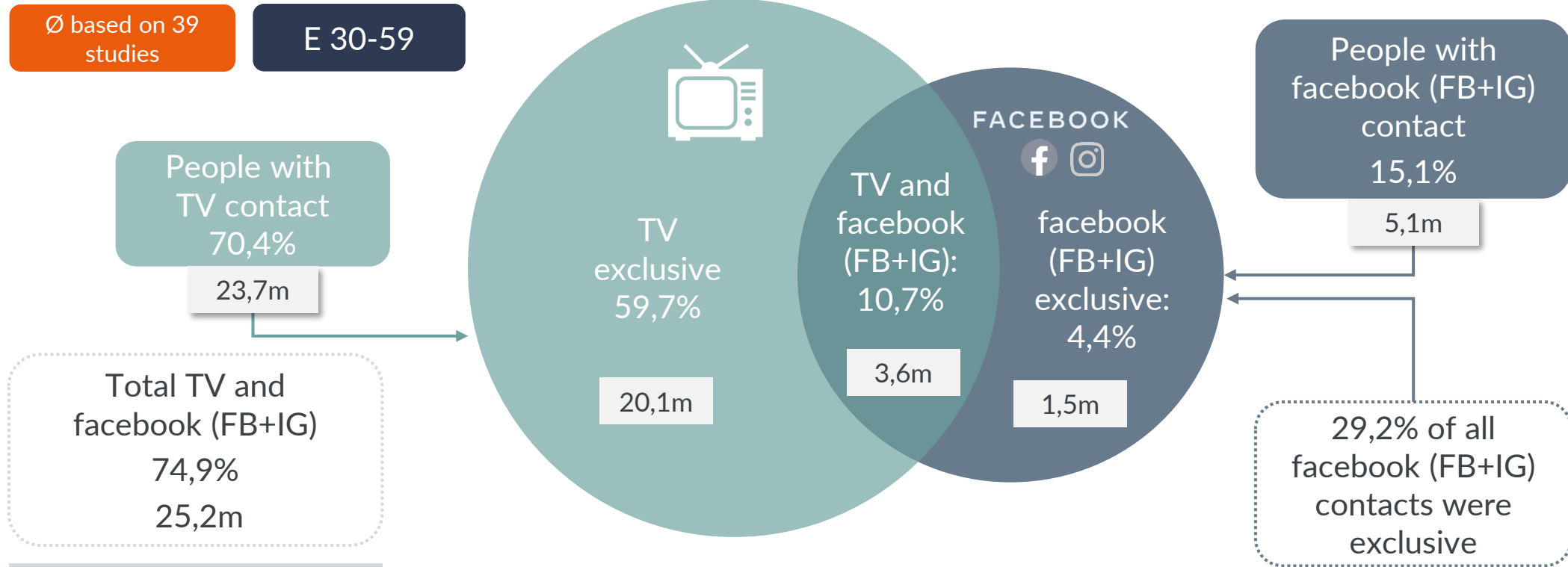
Please note: For easier reading, size of circles is not proportional

Exclusive Reach of TV and facebook (FB+IG) (share in %)

Exclusive net reach shows how many persons are exclusively reached by other campaign element (here facebook – FB+IG) and not by TV. It is then calculated as incremental reach to TV.

Source: GfK Crossmedia Link | Base: Extrapolated to the target group E 14-29 (2018: 14,7 Mio., 2019: 13,8 Mio., 2020: 13,7 Mio., 2021: 13,5 Mio.) | Based on 39 CPA studies from 2018 to 2021

On average, facebook (FB+IG) generated 4,4% incremental reach in E 30-59, while 29,2% of all facebook (FB+IG) contacts were exclusive



Please note: For easier reading, size of circles is not proportional

Exclusive Reach of TV and facebook (FB+IG) (share in %)

Exclusive net reach shows how many persons are exclusively reached by other campaign element (here facebook – FB+IG) and not by TV. It is then calculated as incremental reach to TV.

Source: GfK Crossmedia Link | Base: Extrapolated to the target group E 30-59 (2018: 33,7 Mio., 2019: 34,1 Mio., 2020: 33,7 Mio., 2021: 34,7 Mio.) | Based on 39 CPA studies from 2018 to 2021

Facebook total (FB+IG), especially facebook excl. reached people with a high income highly overproportionally



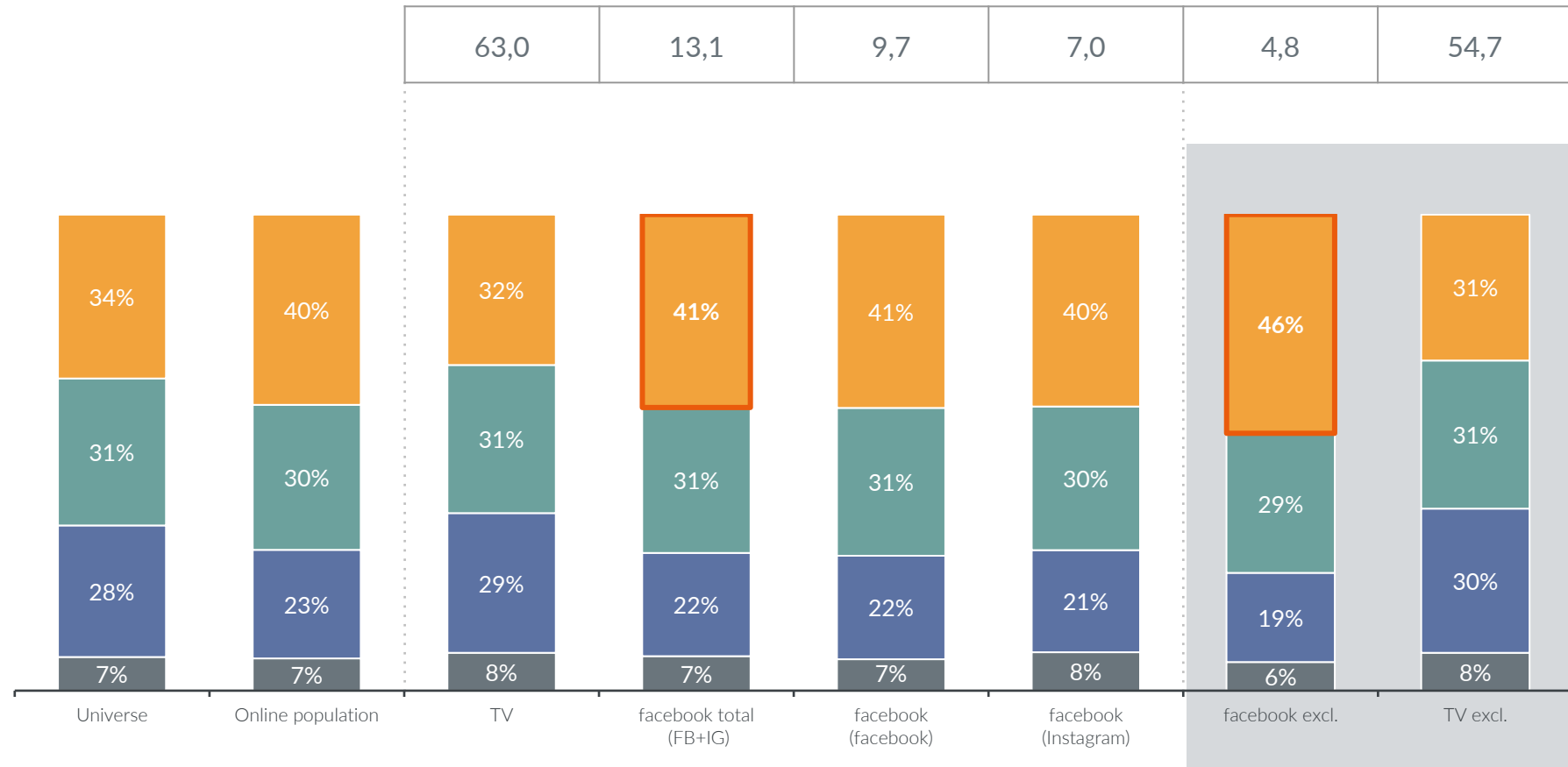
Ø based on 38 studies

Net Reach in %

INCOME



- >3000 EUR
- 2000-2999 EUR
- 1000-1999 EUR
- <999 EUR



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

Facebook total (FB+IG) reached people with a high income highly overproportionally compared to TV



Ø based on 38 studies

INCOME

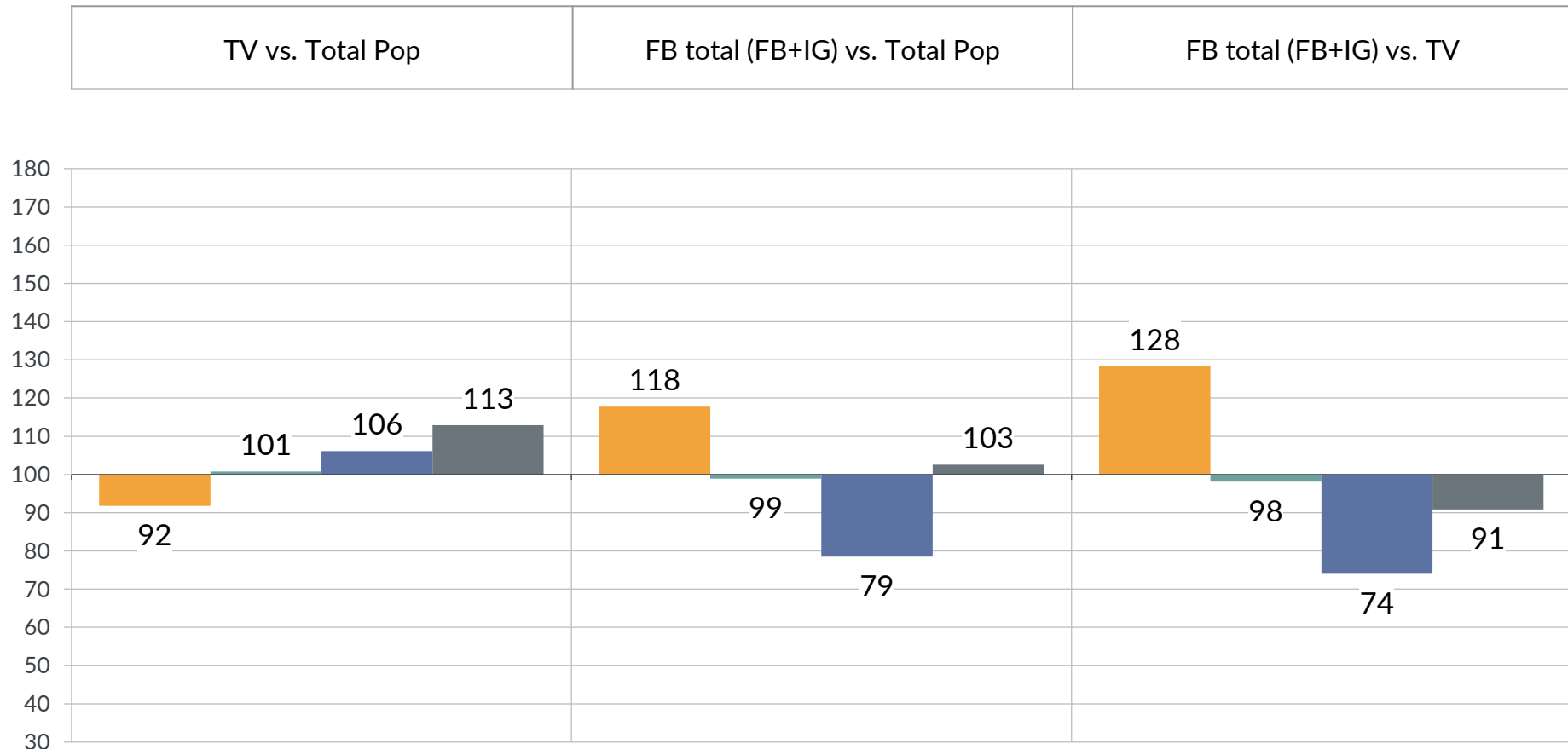


>3000 EUR

2000-2999 EUR

1000-1999 EUR

<999 EUR



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

Facebook (Instagram) reached people with a higher education overproportionally

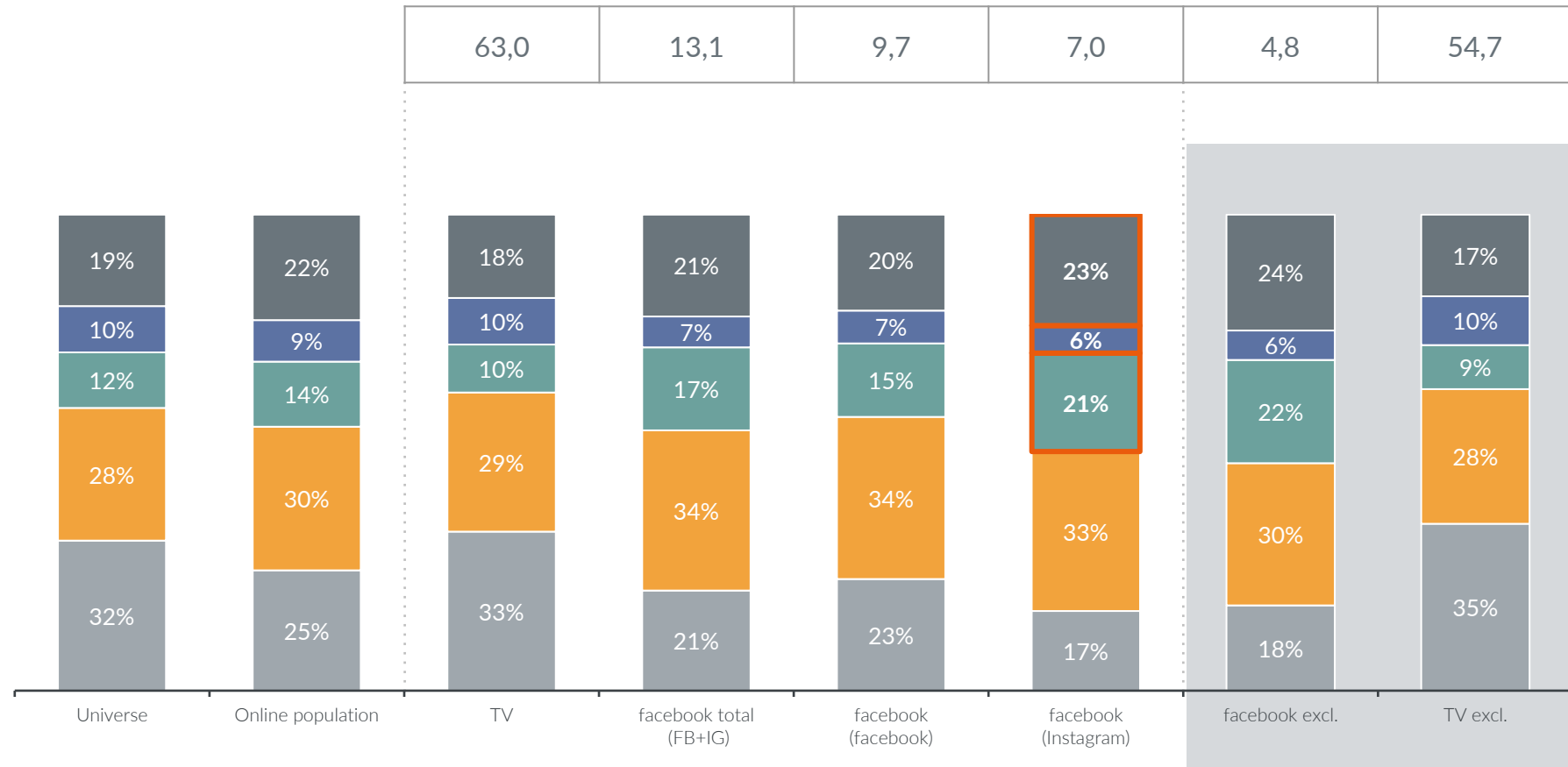
Ø based on 38 studies

Net Reach in %

EDUCATION



- college
- vocational school
- higher school
- middle school
- lower school



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

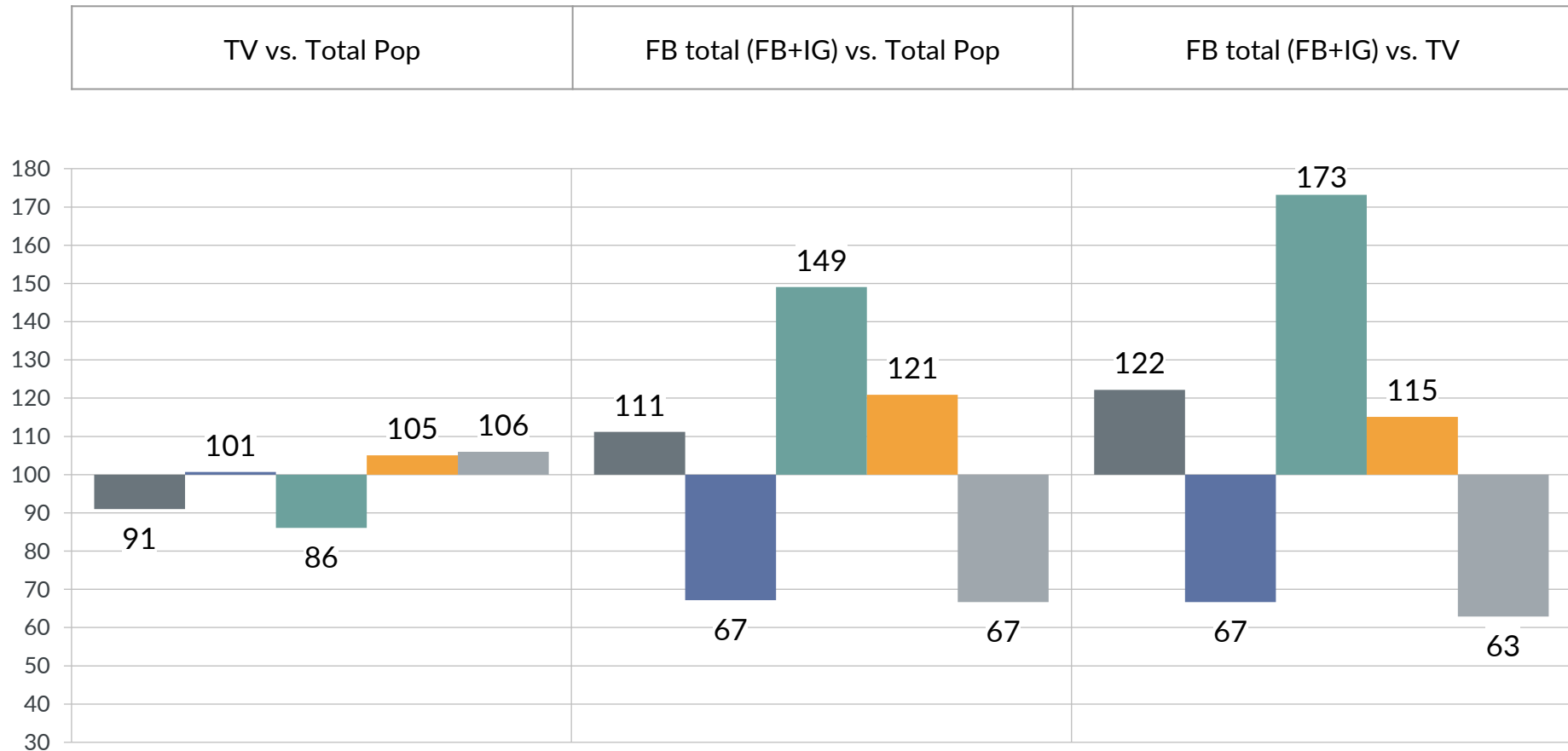
FB total (FB+IG) reached people with a higher education overproportionally compared to TV

Ø based on 38 studies

EDUCATION



- college
- vocational school
- higher school
- middle school
- lower school



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

Facebook total (FB+IG), especially facebook, reached employees highly overproportionally

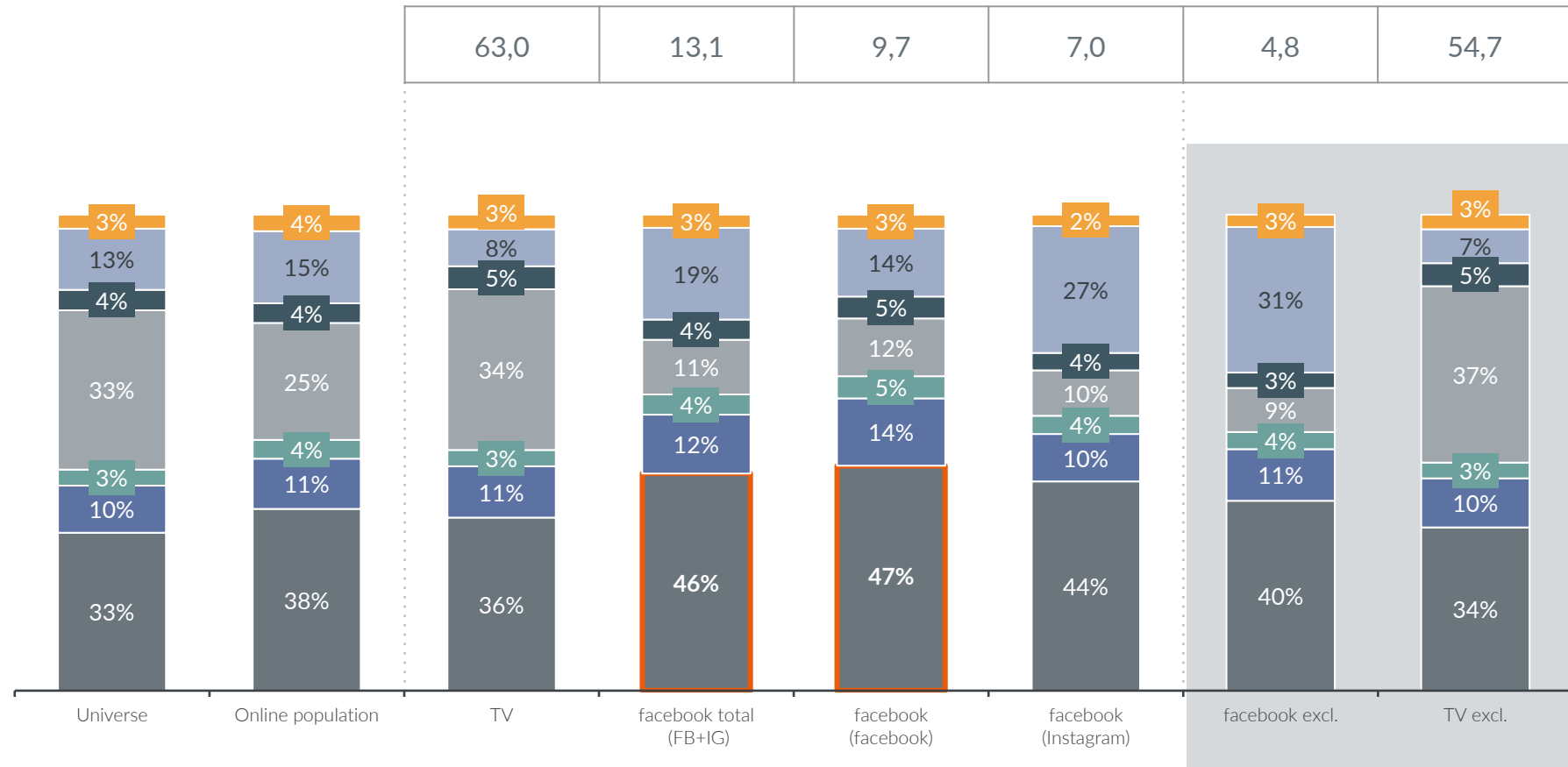
Ø based on 38 studies

Net Reach in %

OCCUPATION



- other
- trainee/student/pupil
- homemaker
- retiree/widow/unemployed
- civil servant
- worker
- employee



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

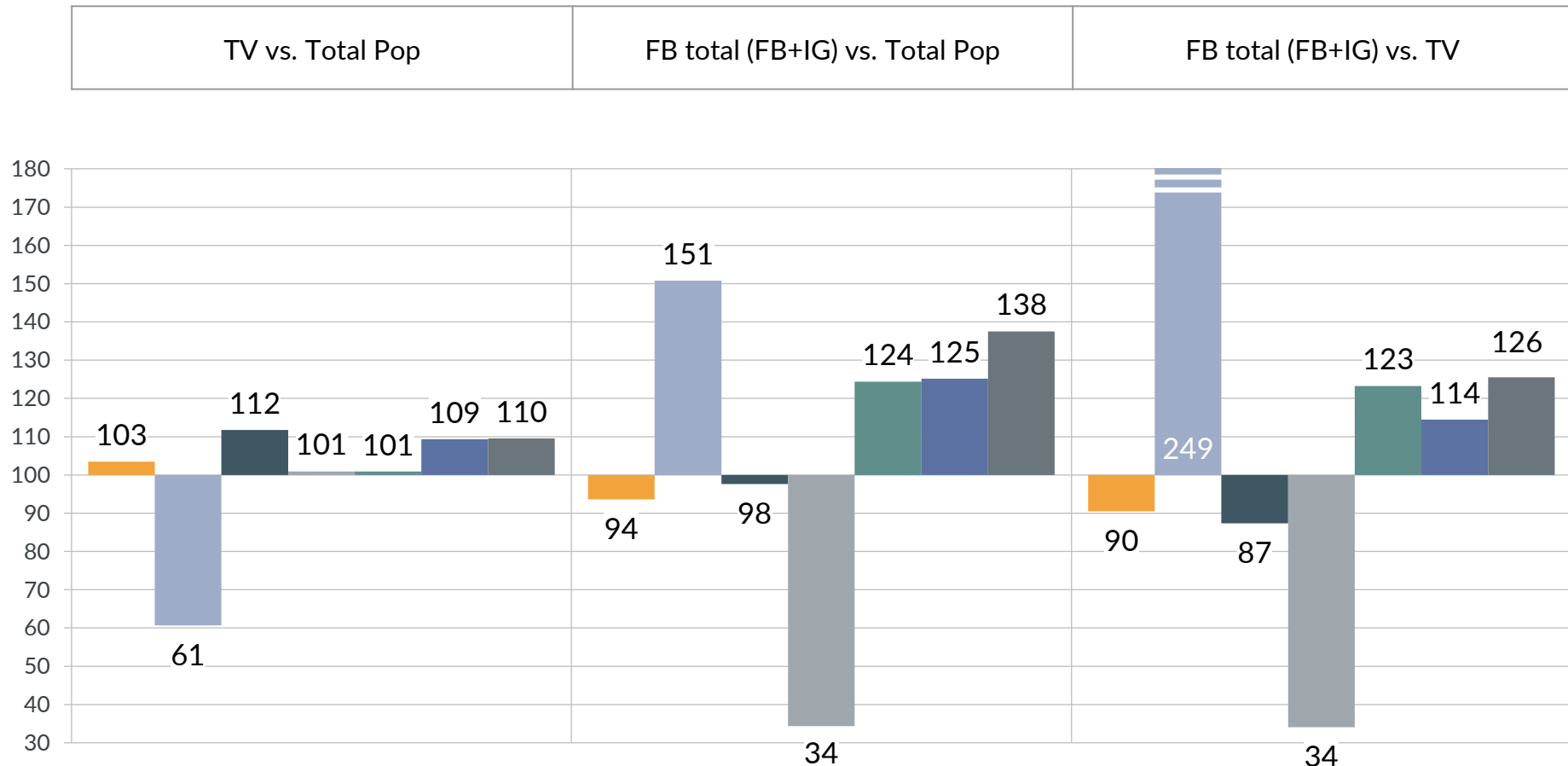
Facebook total (FB+IG), reached trainees/students/pupils highly overproportionally compared to TV – TV reached retirees/widow/unemployed overproportionally compared to FB

Ø based on 38 studies

OCCUPATION



- other
- trainee/student/pupil
- homemaker
- retiree/widow/unemployed
- civil servant
- worker
- employee



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

On average, facebook total (FB+IG), especially Instagram has the ability to reach younger people (<50 years), whereas TV reached people over 50 years overproportionally

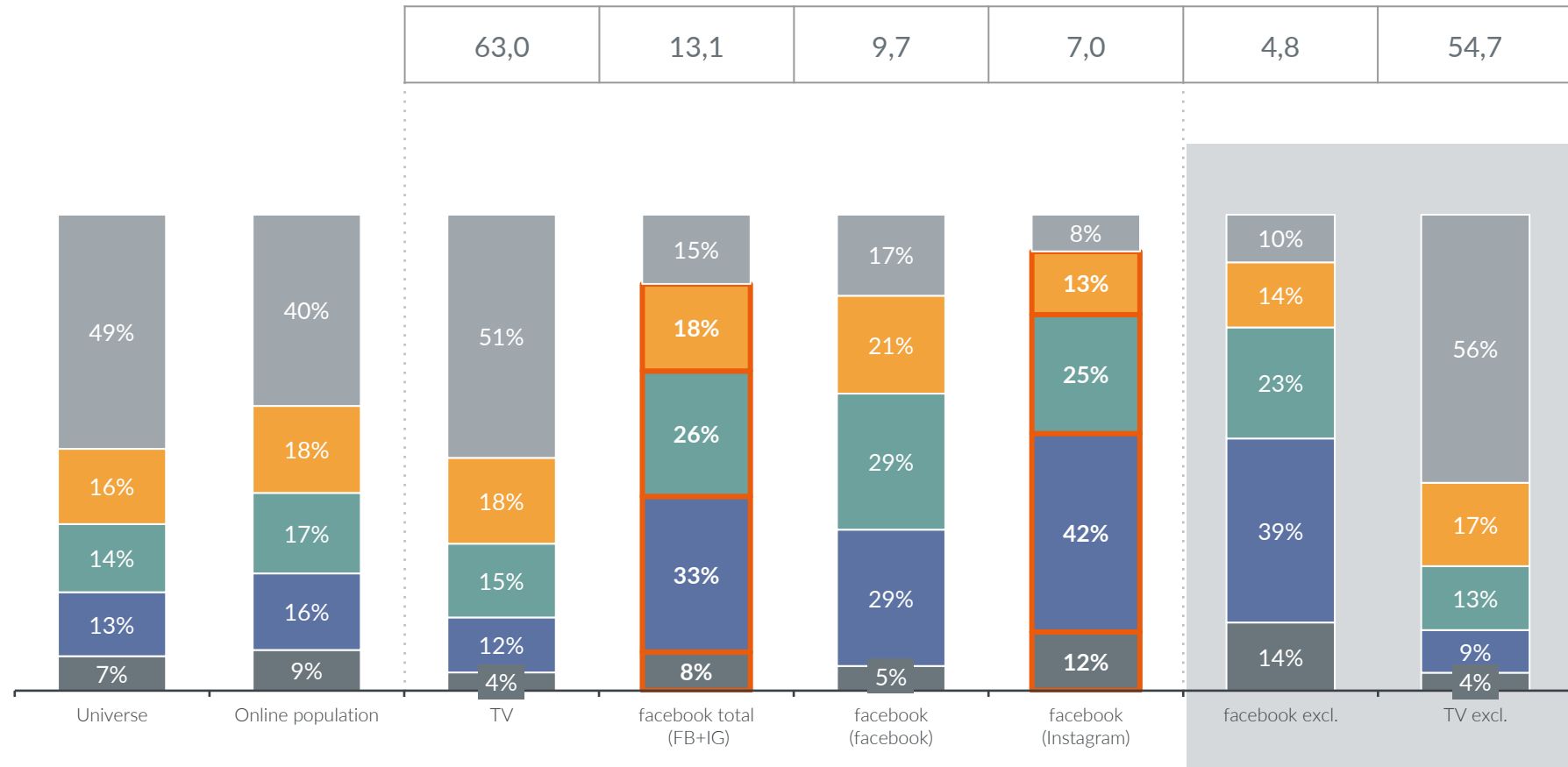
Ø based on 39 studies

Net Reach in %

AGE



- age 50+
- age 40-49
- age 30-39
- age 20-29
- age <20



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

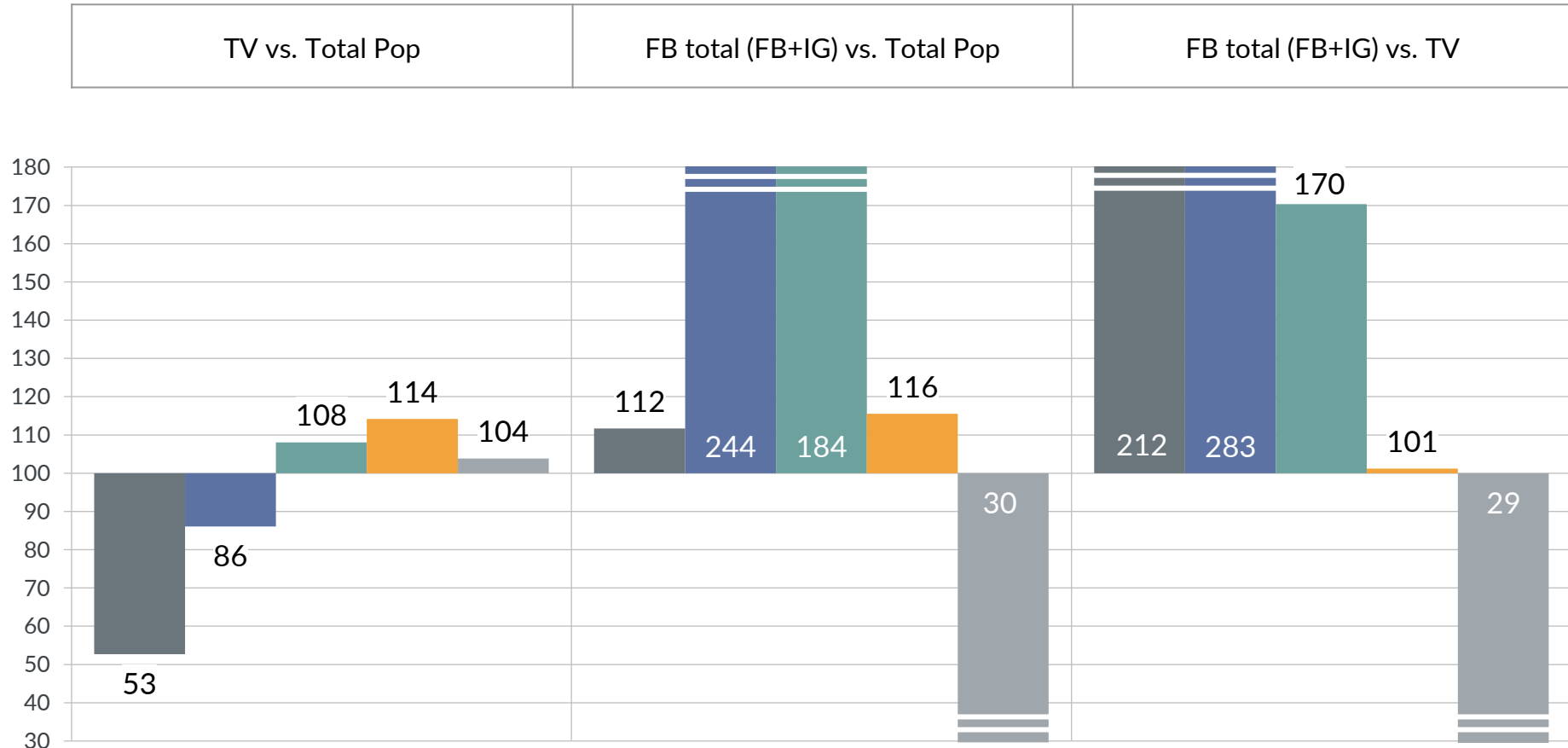
On average, facebook total (FB+IG) has the ability to reach younger people (<50 years)

Ø based on 39 studies

AGE



- age <20
- age 20-29
- age 30-39
- age 40-49
- age 50+



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

Facebook total (FB+IG) reached households with 3 people and more overproportionally

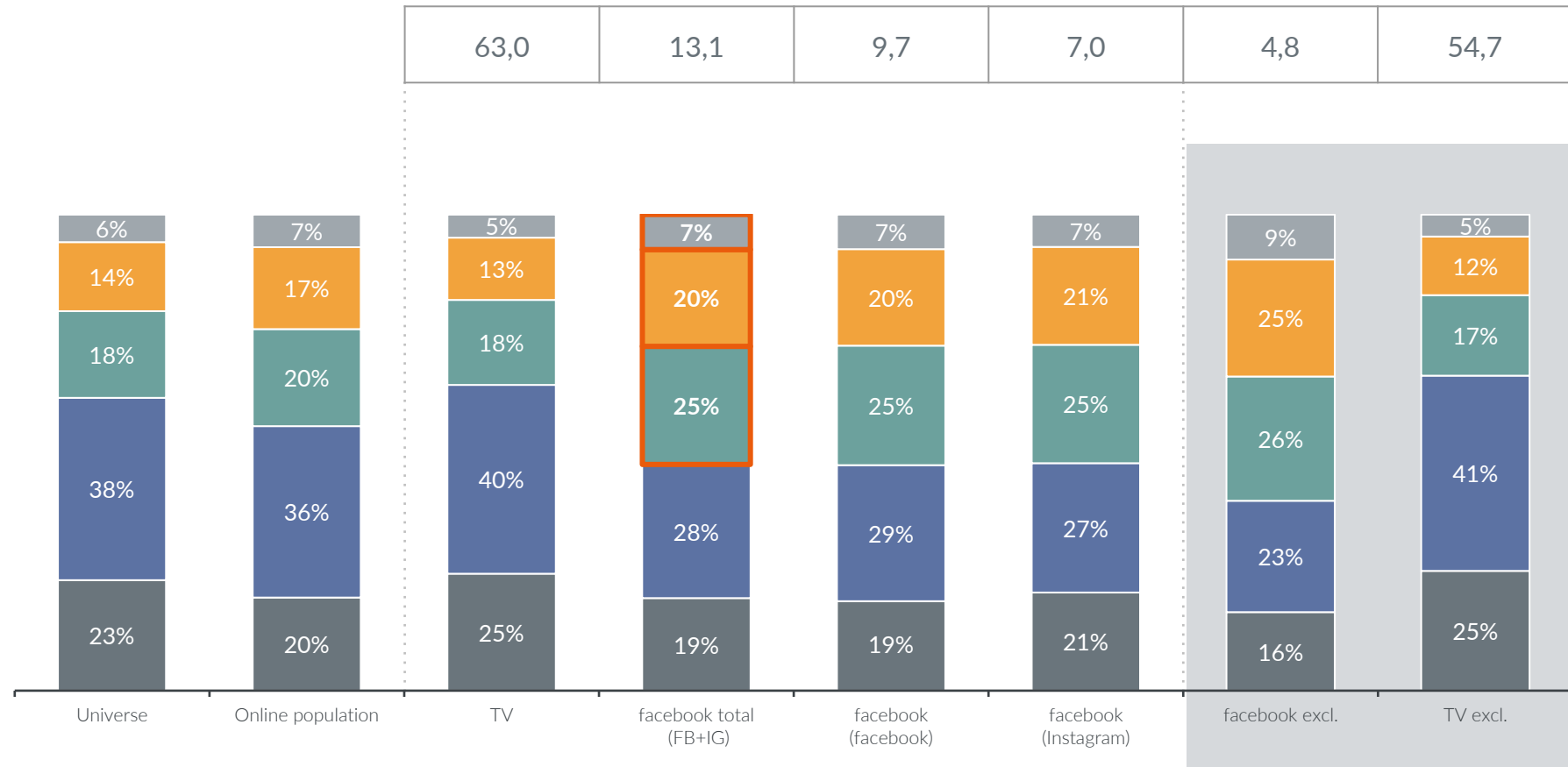
Ø based on 38 studies

Net Reach in %

HH SIZE



- 5+-person household
- 4-person household
- 3-person household
- 2-person household
- 1-person household



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

Facebook total (FB+IG) reached households with 3 people and more overproportionally compared to TV

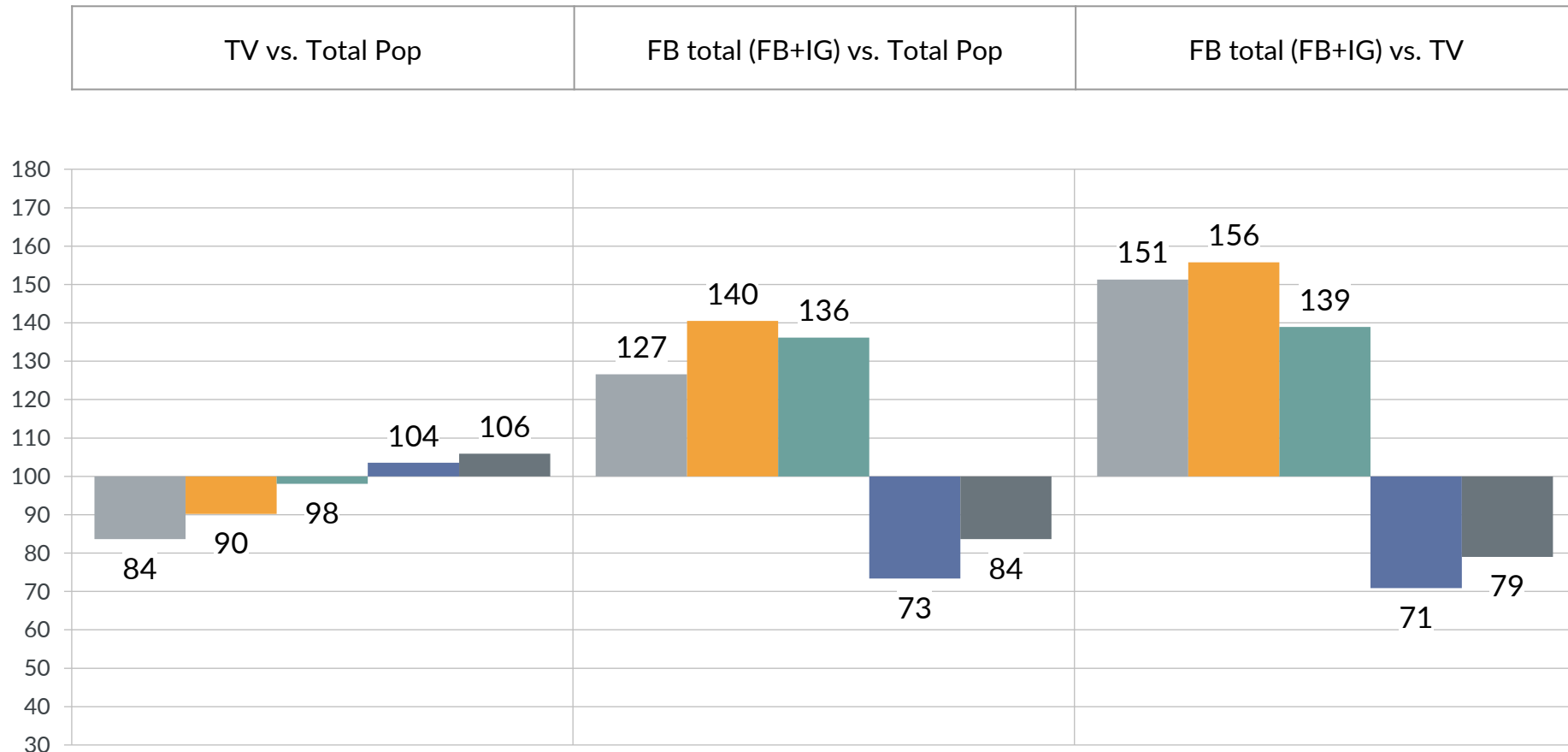


Ø based on 38 studies

HH SIZE



- 5+-person household
- 4-person household
- 3-person household
- 2-person household
- 1-person household



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

On average, TV reached women slightly overproportionally



Ø based on 40 studies

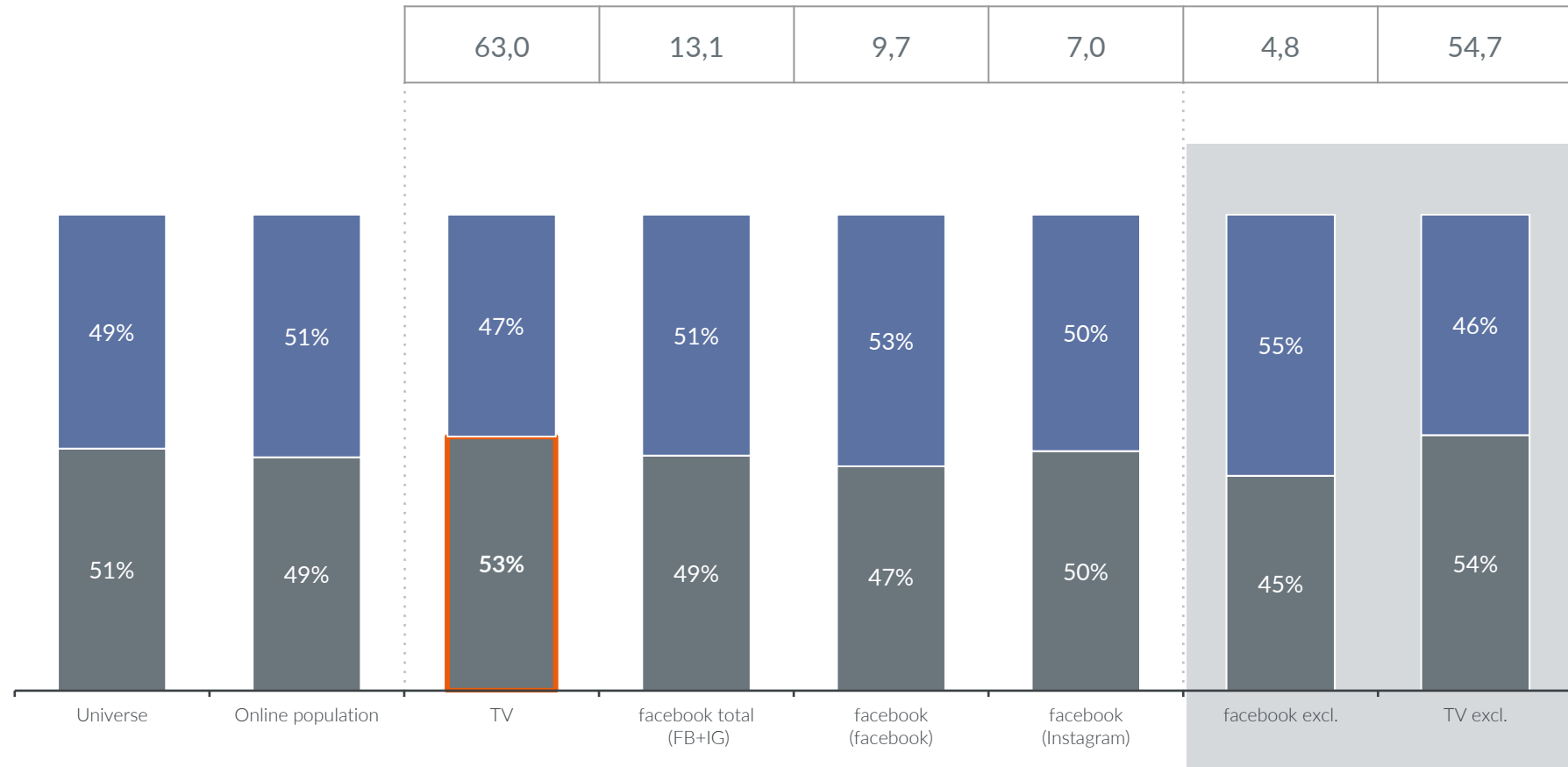
Net Reach in %

GENDER



■ male

■ female



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

On average, TV reached women slightly overproportionally compared to total population 14+



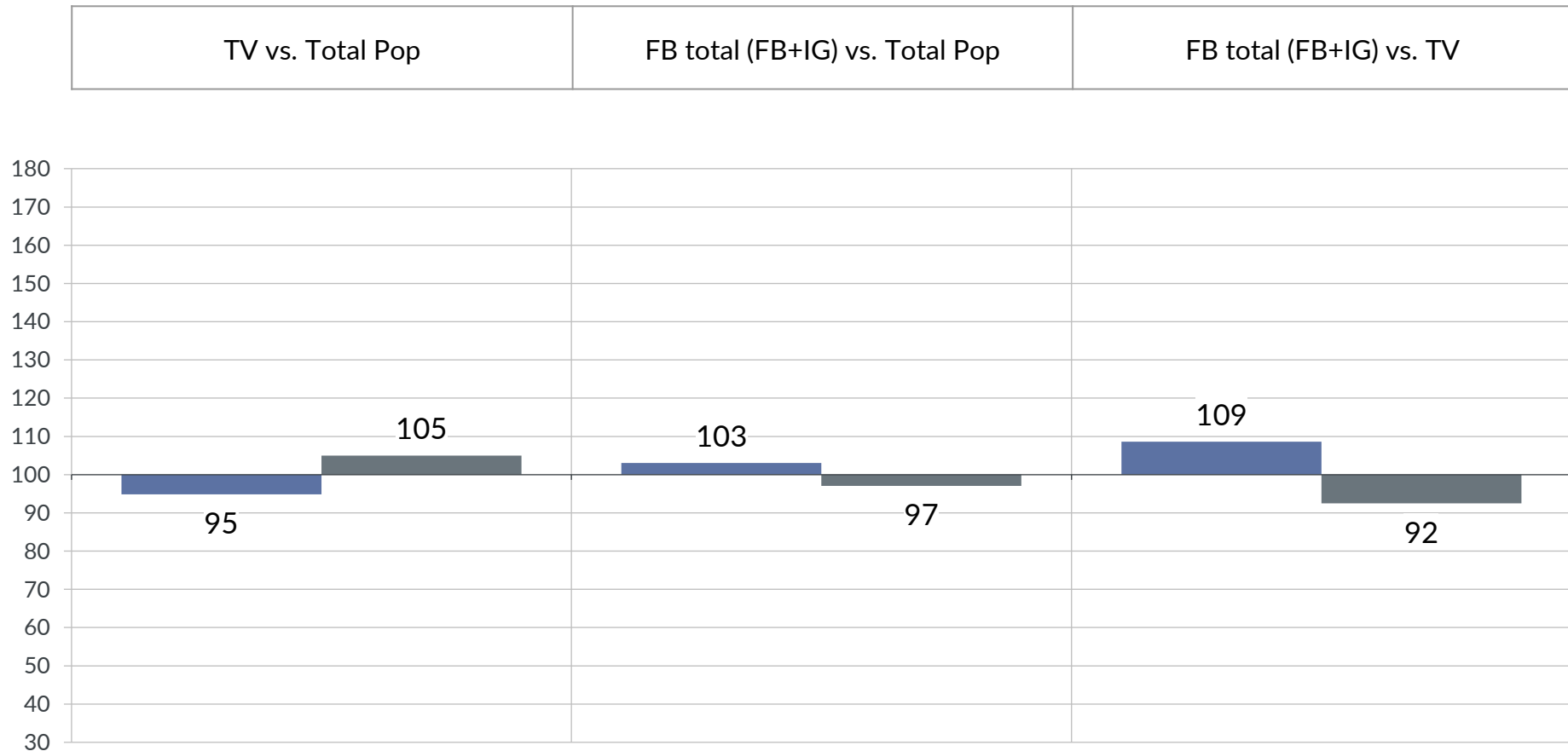
Ø based on 40 studies

GENDER



■ male

■ female



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

Facebook total (FB+IG) reached every target group relatively proportionally

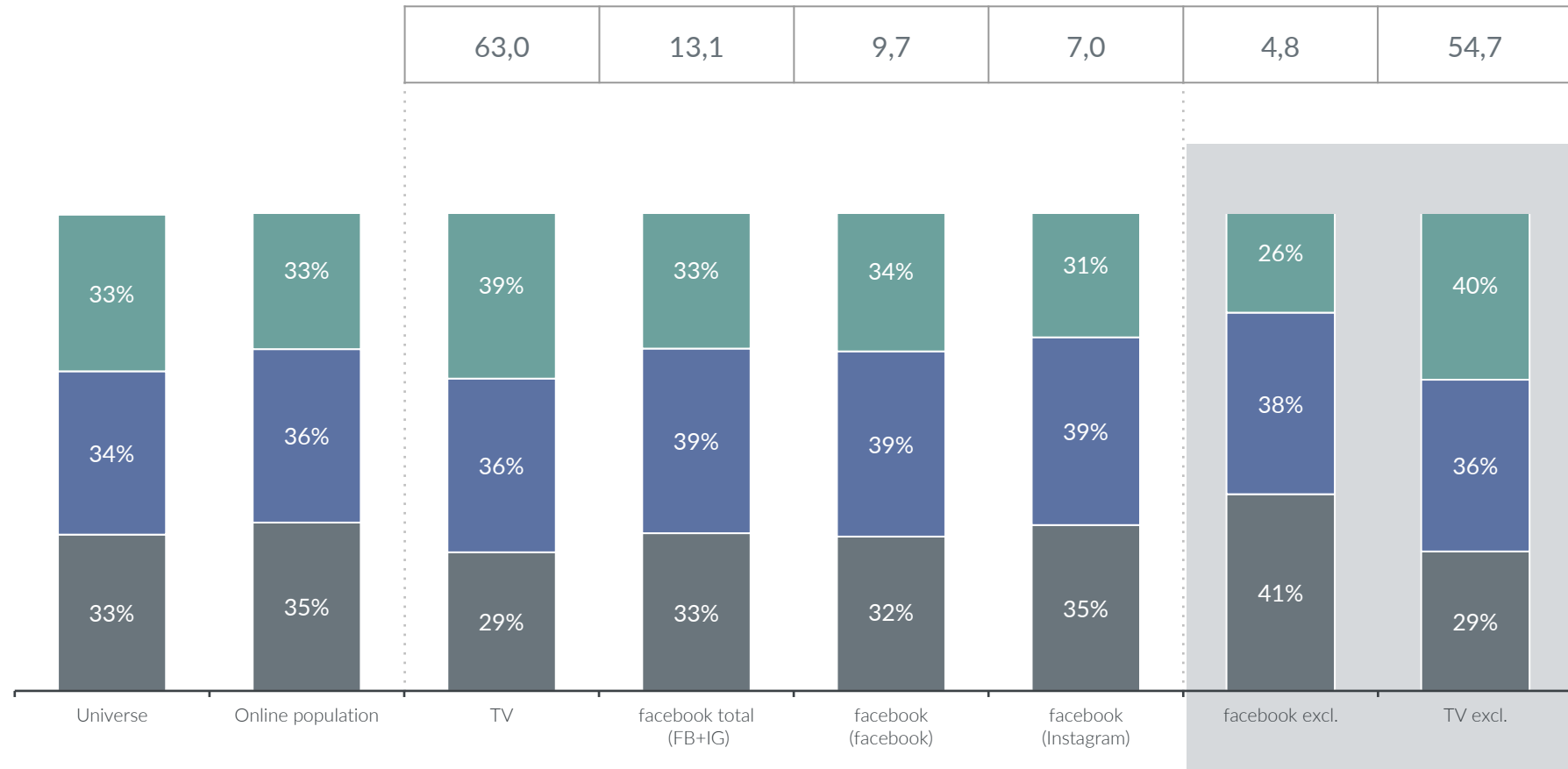


Ø based on 40 studies

Net Reach in %



- TV heavy viewer
- TV medium viewer
- TV light viewer



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

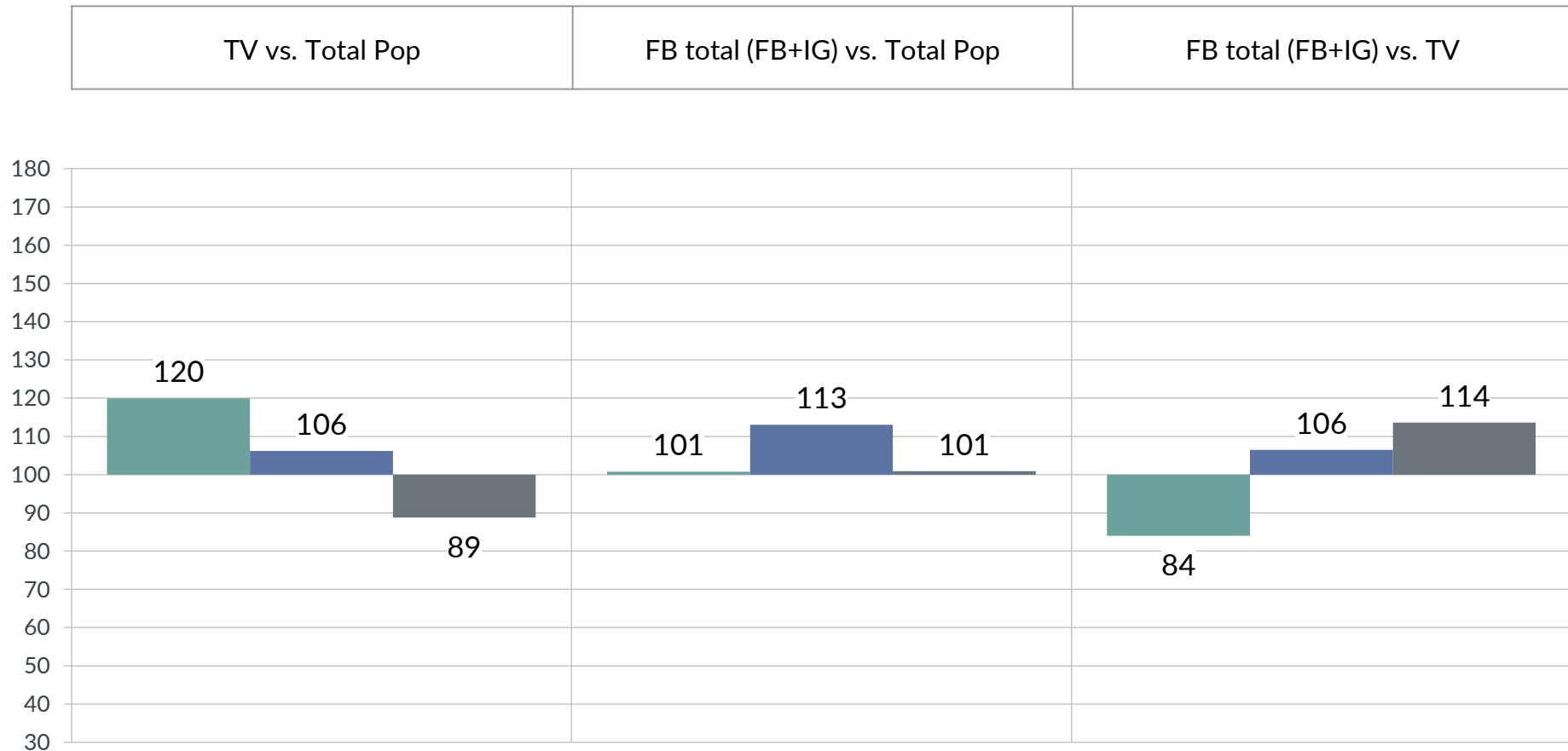
On average, FB total (FB+IG) reached TV light viewers better than TV



Ø based on 40 studies

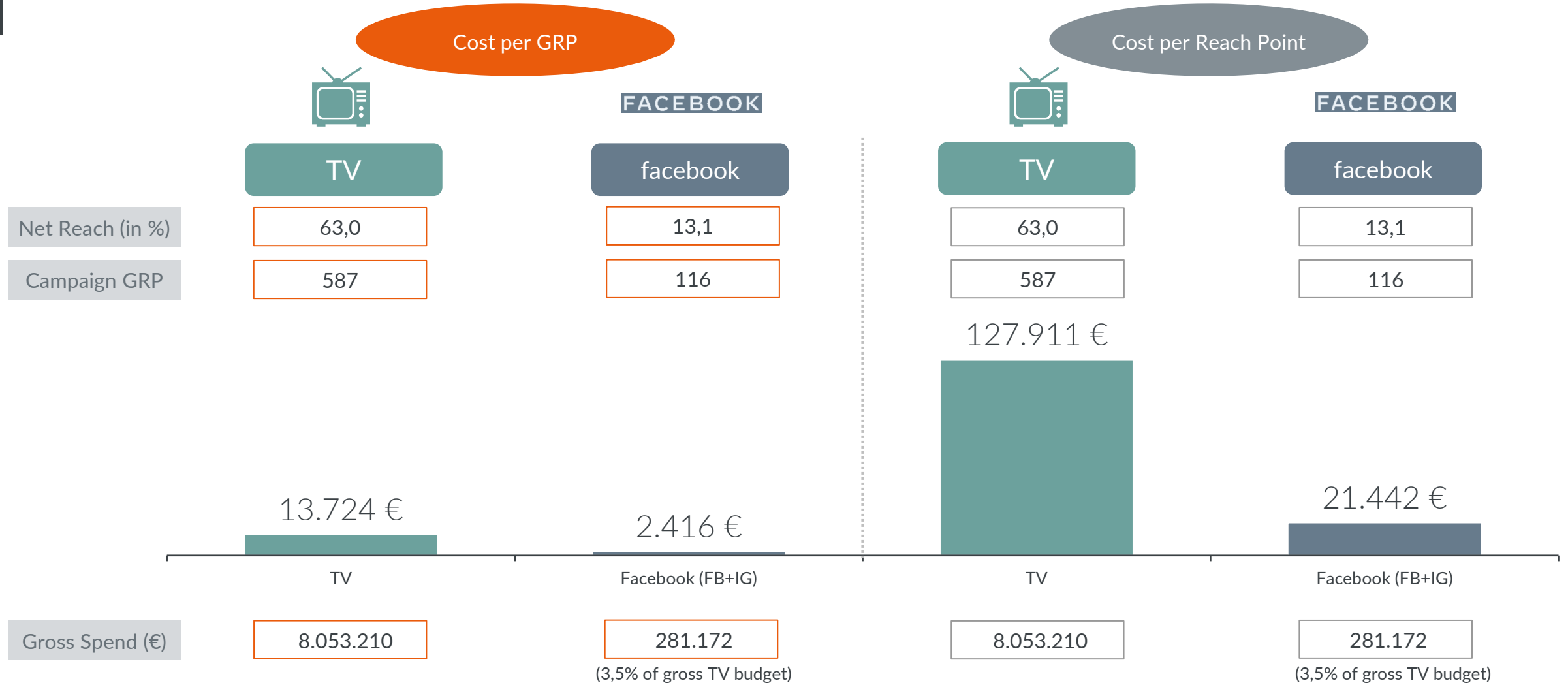


- TV heavy viewer
- TV medium viewer
- TV light viewer



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

Especially the Cost per Reach Point (14+) is much higher for TV than for facebook (FB+IG)



Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio., 2021: 70,6 Mio.) | Based on 40 CPA studies from 2018 to 2021

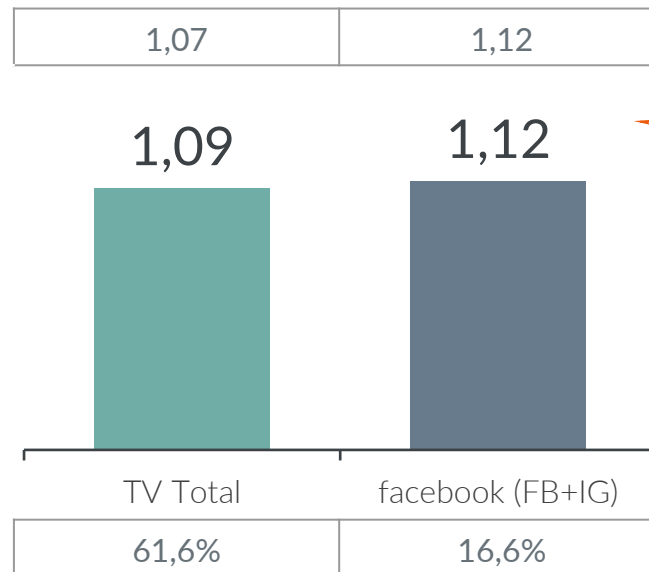
Facebook campaigns drove significant sales impact



MME sales lift was measured in 14 campaigns, 13 showed significant impact for Facebook, 12 for TV

Total 14+

GfK Benchmark*



How to read:

The purchase probability of households with **contact** to facebook (FB+IG) ads vs. households without contact in an average campaign week increased by 12%.

Average Short-Term Uplift factor

The average uplift factor shows in what way the purchase decision of people changes due to contact to the campaign: average increase of **purchase probability of households** with campaign contact (average) vs. households without campaign contact (factor=1,00) in an average campaign week.

Conclusions

Facebook and Instagram drive efficient and effective reach in high value target groups

- With an average share of 3,4% of the gross budget Facebook / Instagram reached an average of 13% of the 14+ population, 19% of total campaign reach of which 37% of which were incremental over TV
- Facebook / Instagram are **particularly strong in reaching audiences up to 49 years**
- Facebook / Instagram are reaching **bigger households with bigger incomes** overproportionally compared to TV
- Facebook / Instagram delivered **significant sales impact in 13 out of 14** campaigns with sales measurement. The average **Sales lift amongst reached people was 12%** over all measured campaigns.

Source: GfK Crossmedia Link | Base: Extrapolated to the total population 14+ (2018: 70,1 Mio., 2019: 70,1 Mio., 2020: 70,6 Mio.) | Based on 14 MME studies from 2018 to 2020 | *GfK FMCG Benchmark

















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Thank you very much

Appendix

OVERVIEW OF THE CATEGORIES



Gender	Income	HH Size	Education	Occupation	TV Viewer HML	Age
female 	<999 € 	1-person household 	College	Employee	Light 	<20 years
male 	1000€ - 1999 € 	2-person household 	Vocational school	Worker	Medium 	20 – 29 years
	2000€ - 2999€ 	3-person household 	Higher school	Civil servant	Heavy 	30 – 39 years
	>3000€ 	4-person household 	Middle school	Other		40 – 49 years
		5+-person household 	Lower school	Retiree/widow/unemployed		50+ years
				Homemaker		
				Trainee/student/pupil		

OVERVIEW OF THE CATEGORIES



German Translation

Education	Occupation
College	Employee
Fachhochschule / Staatsexamen	Angestellte
Vocational school	Worker
Fach- oder Berufsfachschule	Arbeiter
Higher school	Civil servant
Abitur mit Berufsausbildung, Abitur oder Berufsausbildung	Beamte
Middle school	Other
Mittlere Reife mit Berufsausbildung, Mittlere Reife ohne Berufsausbildung	Freie Berufe, selbständige Gewerbetreibende, Landwirte, Selbstständige
Lower School	Retiree/widow/unemployed
Hauptschule mit Berufsausbildung, Hauptschule ohne Berufsausbildung	Rentner, Berufslose, Witwen
	Homemaker
	Hausfrauen / Hausmänner
	Trainee/student/pupil
	Lehrlinge, Studenten, Schüler