

GfK DAM PROJECT DESCRIPTION





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GfK DAM is a continuous panel study, in which digital behavior of the Dutch population is measured and reported; which websites and which apps are being used?

The participating panelists have their PC or laptop tracked by means of GfK's measuring software LEOtrace®. Part of the panel members also have the use of their mobile phone and/or tablet measured with the LEOtrace® Mobile meter. Since January 2014, mobile reach is measured on Android and iOS devices.

The measurements include all the websites and apps that are visited by the panel members, and all those media titles are reported above a certain lower threshold. The titles of publishers and operators are also enriched with classifications that are relevant to media planning.

The collected data are processed into a data set that is usable for media planning. There are weekly reports on the integrated mobile and web data in GfK Probe, the media-planning software. This document contains a brief summary of how the survey is conducted and the rules that govern its use.

The implementation of GfK DAM

The process of achieving results comprises 7 steps.

1. Panel recruitment
2. Panel management
3. Data collection
4. Data modelling
5. SiteList management
6. Data production
7. Reports and publication

1. Panel recruitment

The panel members for GfK DAM are recruited from GfK consumer panels and by means of external sources, such as online sample providers. The guiding principle is the recruitment matrix, which indicates how many people are required for the panel, split by age, gender, device and operating system. The recruitment matrix is based on population standards from the Media Standard Survey (MSS), the MOA Golden Standard and GfK Trends in Digital Media and is adjusted every year on the basis of the most recent input.

Once a person is selected for participating in the GfK DAM, the recruitment survey is taken over the phone. This survey records all the characteristics required to include this person in the weighting.

2. Panel management

Our panel management team provides a further positive response on recruitment and compliance (incl. GDPR). Candidate panel members and active panel members can contact our GfK panel management team for questions regarding their participation and for help with the installation of the measurement software.

Another important element is monitoring the activity of a panel member. If a panel member is not active during a certain period, the status code changes to "not active". They are asked by telephone or e-mail about the possible reasons for their inactivity (holiday, technical problem with the device etc.). If necessary, action is taken immediately to support a panel member with returning to an active status code.



3. Data collection

Data collection consists of two components:

For all panelists (a) their online behavior is passively tracked and (b) over 300 demographics with background characteristics are available from questionnaires.

1. Online behavior: GfK measurement software LEOtrace© provides daily all online behavior of panelists who have installed software on their devices. LEOtrace Windows© measures on PC/laptops owned by panelists. Measurements on desktop and laptops owned by companies are not included in the measurement. LEOtrace Mobile© measures both Android and iOS devices.
2. Every year all demographics (background characteristics) are updated. A specific GfK DAM questionnaire is used including a large number of questions about product use, interest, e-commerce, activities and lifestyle. This questionnaire provides over 300 demographics that can be used to target specific audience groups in media-planning software.

4. Data modelling

Before publication of the results data integration methods are applied, in order to report full demographics and all online behavior on devices.

Two different data modelling methods are being used:

1. For part of the panel, online behavior is measured on more than one device, for example laptop, smartphone and tablet. For panel members who do not have mobile devices, but do not have measuring software installed on this device, imputation is used to estimate mobile surfing behavior. Using statistical techniques, the most similar donors and recipients are linked. The link variables are the relevant characteristics of the available target-group characteristics, the availability of the mobile devices and the actual online behavior on the PC/laptop that is measured for every member of the panel. The output of this process is a twin list - a list with donors and recipients. Both imputations are carried out weekly and are performed by the Science Department of GfK. As a result of those processes, GfK DAM can report on the net reach of the digital media titles, taking account of the overlap in the use of the different devices and platforms by internet users.

2. The questionnaire is taken once a year in full or in parts for all panel members. It remains possible that not all panel members completed the questionnaire in time. To prevent that this non response distorts the outcomes of the target groups, we use imputation to calculate all the target group characteristics correctly.

5. SiteList management

An important part of the process is to manage the database of the media titles, being websites and apps. All websites and apps are categorized into Owners and Brands. Extra coding can be applied for website(-sections) and apps, channels and saleshouses and specific reporting names. Also, websites and apps are categorized into one of over 40 categories, like 'newssite/app' or of 'social media'.

GfK adds new websites and apps to the database every week. Clients can provide GfK with new domains or titles to be reported if not present.

Pornographic sites and apps are combined under the title @XXX, promotional and research sites/apps are combined as @miscellaneous. Smartphones and tablets have system apps, such as the calculator, the camera, etc. In the database those apps are given a 'do not report' code.

6. Data production

Data production is a weekly process. The measuring data are processed and completed, following which the sample is validated and checked. It is determined which active panel members can be included in the report. The data per day are weighted and projected for the total population of Dutch people 6+. The weighting standards are also derived from the Golden Standard, Media Standard Survey and Trends in Digital Media. The weighting matrix is adjusted once a year in April.

7. Reports and publication

After completing conversion and quality checks datafiles become available in the reporting software GfK Probe. When all the control reports have been approved, the data is released to the market for publication. GfK releases the data on the server and communicates the availability of new weekly data in GfK Probe to their users.

Reporting rules GfK DAM

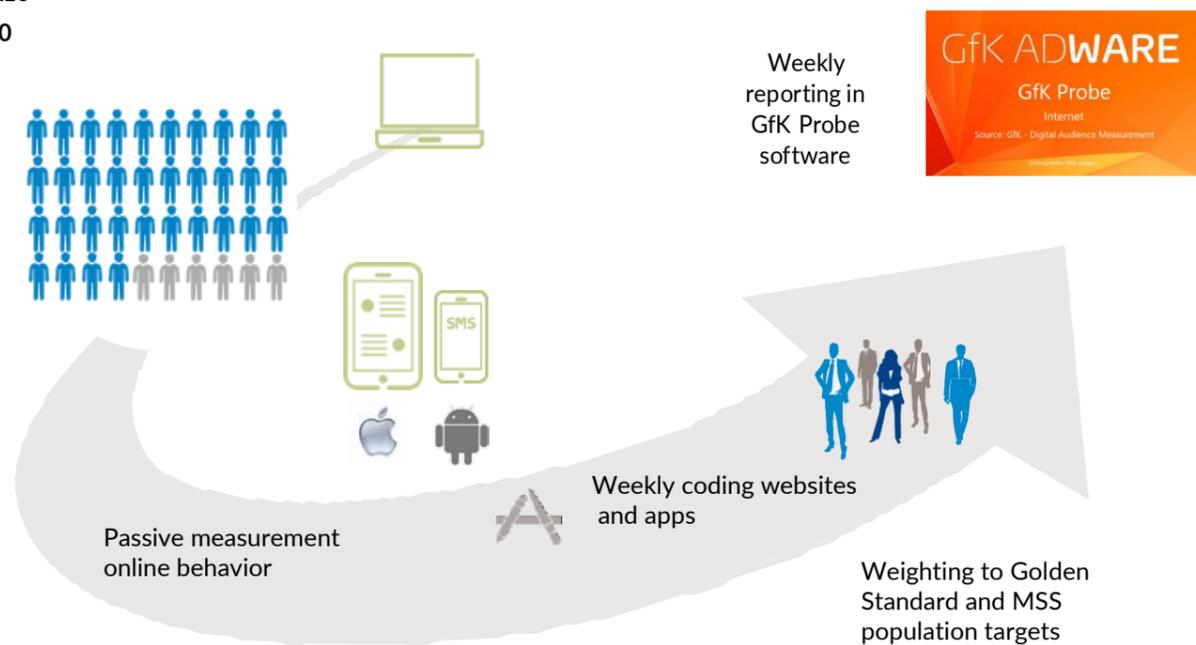
The following rules apply to reporting of GfK DAM data:

1. Use is only permitted to parties that have signed a right of use agreement with GfK. A license for the Adware software of GfK is not enough.
2. Minimum reporting size is 12 reached respondents (unweighted). The results over fewer observations are visible in the software, but colored red. For mobile results the minimum size is 48 reached respondents.

If the basis is too small, the user can use three ways to arrive at reliable outcomes:

- a. Merge target groups
 - b. Select a longer period
 - c. Combine titles or platforms.
3. Results may only be reported to maximum 1 decimal place, and rounding is always applied at the end.
 4. Alongside the results, the owner of the rights of use must always mention:
 - Target group
 - Measuring period
 - Source: GfK DAM/GfK.

Panel size
n=7.000



Summary GfK DAM panel 2020

	GfK DAM
Panel size	7.000 panel members
Population - age 13+	14.565.000
Measured titles	all websites and apps
Reporting frequency	weekly
Measured platforms LEOtrace©	Desktop/Laptop (Windows) Smartphone (iOS, Android) Tablet (iOS,
Number of measured mobile devices	5.000
Number of demographics	> 300
Classification websites	Title Owner Brand Saleshouse Channel Category
Classification apps	Title Owner Brand Saleshouse Channel Category
Results types	Reach Visits Duration Pageviews



More information?

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