

DCM ECONOMETRICS

How Digital Cinema Media (DCM) can help you understand and prove the return on investment that cinema can deliver as part of the media mix.

DCM post-campaign spot report

DCM can now, for all campaigns, provide a post-campaign spot report that contains all the granular cinema information that econometric teams need to feed into their model to more accurately pinpoint cinema's return on investment.

Previously post-campaign reports were supplied by week and region but this didn't provide agencies with the level of detail they need. Admissions vary significantly by day, time, site and showing so econometrics agencies need accurate information that reflects this.

Each post-campaign spot report now contains this level of granular data for every single showing of an advertiser's campaign so econometric teams can better pinpoint exactly where admissions have been delivered which will help them provide a more accurate ROI figure.

What data will it provide?

- Region
- Cinema site, screen and film
- Showing date and time
- Admissions
- Brand and name of creative execution
- Longitude, latitude or postcode

DCM has already begun fostering relationships with several of the key econometrics consultancies including Benchmarking and Gain Theory and providing them with this information but please ensure you request the report from your DCM representative who will be able to supply once the campaign has finished.

DCM Econometrics 'Test & Learn' Fund

Test & Learn campaigns are an important part of campaign planning and optimisation, but getting econometric results for these, outside of the normal reporting cycle can be expensive. This is why DCM has established the 'Test & Learn' econometrics fund for 2017. This will enable advertisers who want to test cinema to do so and receive results outside of their usual econometric cycle, at no additional cost.

DCM is looking to commission a handful of econometrics-based projects across the next year – whether it be an advertiser looking to test increased investment or a brand new advertiser to the big screen. You don't need to have an econometric agency already, but if you do, we are happy to work alongside them to measure your campaign.

What will DCM 'Test & Learn Fund provide for eligible advertisers?

- Funding up to the value of £40k
- Report showing ROI by media channel
- Information around diminishing returns curves
- Recommendation regarding optimisation of media budget by channel.

For more information

For more information and to find out the eligibility criteria for the 'Test & Learn' fund please contact your DCM representative or our Head of Insight, Sarah Dack at sarah.dack@dcm.co.uk