

for measure measure



Many business media companies invest heavily in efforts to quantify, qualify and prove the value of their media to business decision makers. Michael Toedman investigates recent initiatives by B2B industry associations to support the value of B2B media, and their efforts to grow

Independent audits provided by organisations such as BPA Worldwide provide advertisers assurance they are getting an honest return on their advertising or sponsorship investment. According to the BPA, this ensures:

- Advertisers can better target and focus on audience 'quality' and 'engagement' instead of simply 'more is better'.
- Ads in audited media are more valuable since advertisers know what they are buying and the media owner can prove the audience being delivered.
- Advertisers can move from a media buy based solely on price to one based on effectiveness and proven ROI.

Growing investment in new digital and mobile platforms has driven innovation across the industry, and as Mike Marchesano, managing director, ABM and CISD Divisions, SIIA, highlights: "Qualify does have many meanings. Third party auditors provide independent analysis, along with companies like Chartbeat which tracks engagement, and other emerging companies who are looking at social media as

well. And publishers are also doing interesting things. For example, Cygnus Business Media has created customer personas to show how customers are accessing its content and consuming it across multiple platforms."

ABC in the UK launched a Total Audience Certificate last year, which claims to measure a brand's entire audience through merging traditional ABC auditing of print and online assets, with the data analysis from PwC's multiplatform measurement system, used by the *Financial Times*, Centaur Media and UBM's Built Environment division.

Sam Tomlinson, the PwC partner who leads their media measurement practice, said: "An understanding of cross-platform audience reach is critical information for any advertiser planning either a reach or frequency campaign."

The FT's Average Daily Global Audience certificate breaks down its readers' activity across online, mobile web, apps and print across four regions. Separately, the FT have also been developing models around engagement which are starting to be utilised in both audience demographics and pricing models.

While innovation accelerates in audience

measurement and validation on a publisher and site level, advertisers are investing greater budgets into audience targeting, data, and CRM, often outside of B2B media owner platforms. Profiled here are two interesting initiatives from B2B media industry bodies that are gathering momentum, and aim to support the continued business case for B2B media owners who bring together business buyers and sellers to facilitate business and purchases.

DEUTSCHE FACHPRESSE (the German Association for Business Media) represents 400 member publishing houses in a sector with a total of around 3,900 publications and sales of more than €3bn. Their B2B Decision Maker Analysis 2013/2014 investigates how professionals in Germany search for and obtain information. It is based on 606 telephone interviews. The study found that B2B magazines continue to be one of the most important sources of business information, with 83 per cent of decision makers in Germany saying they have used one or more B2B publication in a business context in the last 12 months, with 94 per cent confirming they have used either a



print or online media channel of a B2B media. In addition, 49 per cent of users use trade media as often as before, with 38 per cent of respondents confirming they refer to them more frequently than they did two years ago.

Engagement with trade media connects directly to their purchasing decisions, in fact as a result of information in trade media on business products and services, 83 per cent of users visited manufacturers' or service providers' websites for further information, 77 per cent shared information with colleagues, and 68 per cent engaged with service providers directly.

The power of business media is driven by quality editorial. Bernd Adam, managing director at Deutsche Fachpresse said: "B2B media readers appreciate the credibility, objectivity and integrity of B2B media as important



Left-to-right: Bernd Adam, MD at Deutsche Fachpresse; Mike Marchesano, MD at ABM; and Sam Tomlinson, PwC partner

providers of information, which underlines the need to invest in quality journalism."

ABM (Association of Business Information and Media Companies), is focused across the entire B2B business model – data, events, information, marketing services and media. Now a division of the Software and Information Industry Association (SIIA), ABM is home to 200-plus member companies, representing around 4,000 print and online titles, 1,000 trade shows and more than \$20bn in annual revenues. Its members reach more than 100 million professionals.

ABM launched a research project in 2013 to quantify the value of trade media in facilitating the buyer-seller relationship, and due to the positive feedback from the industry they will publish an update in 2015. ABM's *Value of B2B* study included three groups, with three separate questionnaires, including 6,682 respondents, 111 publishing professionals and 74 marketers.

First and foremost, the study confirmed that print and website rank tied for first for information sources for industry related content, with 96 per cent of media users confirming they visit B2B websites, 73 per cent visit at least weekly, and 41 per cent of users accessing websites on a daily basis.

And while online continues to grow as a platform, it was interesting to see that 96 per cent of respondents also read print B2B magazines, with 45 per cent reading print magazines at least weekly. Users also highlighted they would engage with industry content more if there was a stronger mobile and app offering from B2B publishers, for both website and digital editions of their products.

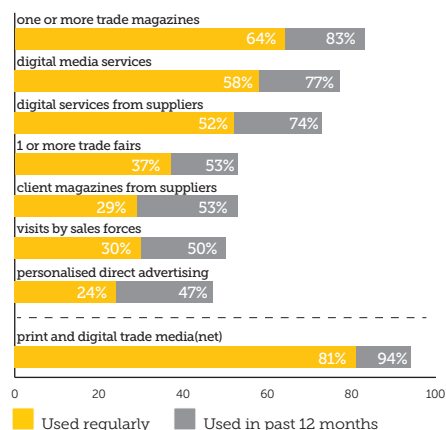
While print and online platforms continue to be important to advertisers, those who participated in the ABM study ranked face-to-face events as the number one platform in spend and sponsorship for generating awareness and leads for both new and existing customers. ABM's Marchesano said: "The BPA Worldwide continues to provide third party, independent audits for the trade show industry, although given the nature of the trade show experience, exhibitors also tend to gauge success by their

experience and ROI 'in real' time during the event – and both are valuable data points."

Both organisations will release updates to their studies, with Deutsche Fachpresse releasing an update at the end of this year, and ABM planning a new study in 2015. There is great value in the insight they are creating about the continued value of B2B media, and we hope to see their initiatives grow and expand into other markets.

USE OF SOURCES OF INFORMATION

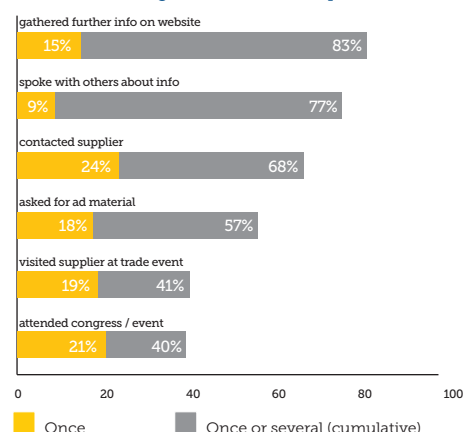
Used in the past 12 months, for professional reasons



Source: Deutsche Fachpresse, B2B Decision Maker Analysis

REACTION TO INFORMATION

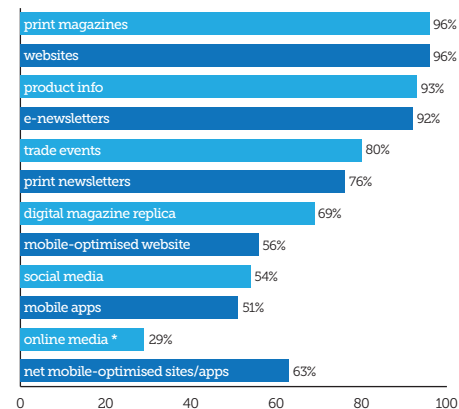
Seen in trade mags / online offers in past 12 months



Source: Deutsche Fachpresse, B2B Decision Maker Analysis

➤ www.deutsche-fachpresse.de/keyfactsinenglish

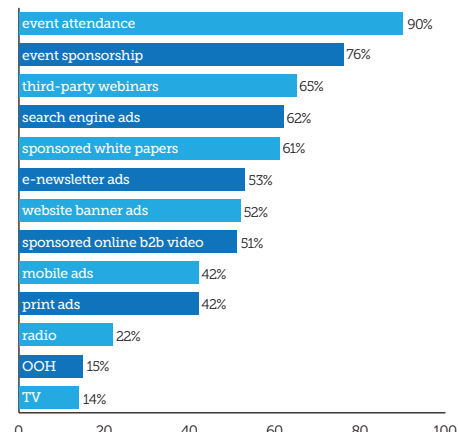
HOW B2B AUDIENCES CONSUME INFORMATION



* e.g. Apple's iPad Newsstand

Sample: 6,682 (multiple answers). Source: ABM's 'Value of B2B'

SUCCESSFUL* FOR GENERATING LEADS OF PROSPECTIVE NEW BUYERS



* "successful" = 5-7 on 7-point scale. Source: ABM 'Value of B2B'

➤ www.abmassociation.com/abm/full_research_reports.asp



Michael Toedman is founder and managing director of Soho Syndicate, a media and marketing consultancy focused on international, digital and commercial strategy, and www.b2bsyndicate.com, a platform to feature expert practitioners in B2B media and marketing, including thought-leadership, professional development and benchmarks. Toedman also serves as international managing director for the Business to Business Network (www.bbnetworks.com). Prior to Soho Syndicate, he served in senior roles at BusinessWeek, Euromoney and Institutional Investor in London, Hong Kong and New York. He served as president of the International Advertising Association in Hong Kong (1998-2000), and joined the IAA UK board in 2001, including two terms as president (2007-2011), and currently serves as chairman of the UK chapter.

