

Origin: Why Procurement should care about Cross-Media Measurement

Summary

Origin is a programme led by ISBA on behalf of brand owners, to create a platform that accurately measures cross-media reach and frequency of advertising campaigns.

Origin is designed to address the needs of advertisers, who wish to understand and plan campaigns across a range of media channels. They point out the lack of either a standardised approach to video and display measurement or a common measurement approach across media, particularly across digital platforms and between digital platforms and broadcaster TV. ISBA has been working with the WFA (World Federation of Advertisers) to convene advertisers, online platforms and broadcasters to build a common global approach. Origin, the UK manifestation of this approach, will launch in mid 2025.

Origin will deliver robust, independent measurement of cross-media delivery and will create efficiency and effectiveness opportunities for advertisers as they gain greater visibility of the contribution made by each touchpoint on their schedule.

What is Origin?

Origin is a UK-based, advertiser-led cross-media measurement service. Established by the Incorporated Society of British Advertisers (ISBA), Origin is a pilot market for a global initiative orchestrated by the WFA. Origin now has over 50 funding stakeholders, including 35 leading advertisers (including Boots, EE, Direct Line, HSBC, L'Oréal, NatWest, P&G, Red Bull, Sainsbury's, Tesco and Unilever), the top 6 global media agency networks, plus numerous media owners and digital platforms.

Origin allows marketers to accurately measure the deduplicated reach and frequency of their ad campaigns across various media channels, including digital platforms and traditional media such as TV. By bringing together independently audited campaign data from major digital platforms and data from a panel built by Kantar into an innovative single-source dataset, Origin ensures that advertisers have a clear and accurate view of their campaign delivery across a range of touchpoints.

After 5 years of development, Origin will launch in Q2 2025. Currently, 35 advertisers are using the platform as part of pre-launch trials. Ahead of launch, a wave of 'fast follower' ISBA members will also take advantage of the service. At launch, the service will be available to all UK advertisers. It will provide de-duplicated reach & frequency measurements across linear TV, digital video and digital display. As such, the service will measure across 70% of UK ad spend. Coverage will grow post-launch as other channels (e.g. CTV, VOD, audio, OOH, print, DM, etc.) are included in the service.

At launch, the service will offer historical campaign reporting. In time, capabilities will expand to include future-facing planning services and the measurement of outcomes (e.g. brand lift, sales, etc.).

Advertisers have predicted making double digit improvements in campaign performance as a result of using Origin data

What is the Purpose of Cross-media Measurement?

As the media landscape proliferates, advertisers use an increasing array of channels and formats to connect with consumers. Most media measurement happens within silos; either within channels or even limited to specific individual platforms. As such, it is increasingly difficult for advertisers to understand how, in totality, audiences have seen their ads, where they saw them, how often they were exposed and what the quality of exposure was.

Origin will solve this challenge by creating an independently-audited, privacy-safe, single-source cross-media measurement solution. The UK will be the first market to launch, though other markets (e.g. USA, Canada, western Europe, etc.) will follow on in due course.

Why Cross-Media Measurement Matters for Advertisers

Origin allows advertisers to achieve better campaign outcomes via:

1. **Improved Efficiency:** By accurately measuring the reach and frequency of their campaigns across different media channels, advertisers can identify and eliminate excess frequency of ad exposure. This helps reduce media wastage and ensures that their ads are reaching the right audience at the right weights.
2. **Reduced Bombardment:** Numerous studies (e.g. WARC, 2019; Advertising Association, 2023) show that one of the biggest factors that turns consumers away from advertising is a sense of bombardment i.e. excessive frequency of exposure to advertising. By mitigating excess frequency, advertisers can significantly improve the receptivity of target audiences to their campaigns.
3. **Enhanced Effectiveness:** Cross-media measurement provides advertisers with a holistic view of their campaign delivery. By understanding how different media channels work together to reach audiences, and by measuring the quality and cumulative frequency of these exposures across multiple media channels and entities, advertisers can optimize their media mix to create more effective campaigns.

The Benefits of Origin

Origin is a unique cross-media measurement solution for several reasons, each with direct benefits to advertisers:

1. **Single-Source Dataset:** Origin is based on a single-source dataset that combines first party data from the digital platforms with nationally representative panel-based media consumption data in a privacy-safe environment. This single source ensures simplicity, consistency and accuracy in measurement, allowing advertisers to have confidence in their campaign measurement.
2. **Independently Audited Data:** the Origin methodology will deploy an audit framework to validate the impression data submitted to the platform, the measurement process and the outputs. This provides advertisers with confidence in the accuracy and reliability of the measurements.
3. **Comprehensive Coverage:** At launch, Origin will measure ad delivery across linear TV, digital video and digital display, thereby accounting for 70% of UK ad expenditure. More media owners and channels will be onboarded post-launch, with the ambition to cover all ad expenditure in the UK in due course.
4. **Tag-free, continuous data:** Origin ingests first party data from the digital platforms and fuses it with panel-based media consumption data as part of the single-source data set. As such is simple for advertisers to deploy and has no dependency on third party cookies. Origin creates a continuous, always-on source of data that can be used to inform campaign measurements and future planning decisions.
5. **Simple, progressive commercial model.** Origin's core reporting capability that surfaces deduplicated reach and frequency metrics is funded by a 'Fractional Advertiser Contribution' (FAC). In essence this is a 0.1% levy on media that bears many similarities to the ASBOF levy that funds the ASA.
6. **Media-Neutral Planning:** Origin facilitates media-neutral cross-media measurement, enabling advertisers to plan their campaigns without bias towards any particular media channel.

Advertisers are clear about the benefits that Origin will bring them, e.g.: *"Origin will play a significant role in how we plan and measure advertising in the future. It is for that reason that Direct Line Group, along with many other advertisers, have invested as a founder stakeholder. And also, why we expect that Origin will advance everyone's understanding of a very complex ecosystem – an ecosystem that will of course only get more complicated in the future."*

Sam Taylor, Marketing Director, Direct Line Group

Relevance for Marketing Procurement

Media represents one of the biggest discretionary spends for many organisations. In an era of increased scrutiny, Origin offers a clear line of sight to greater accountability for each line item on the media schedule. Advertisers that deploy Origin can expect to have an enhanced understanding of the role and quality of each media touchpoint they invest in, and have access to a robust, continuous data set that allows them to make future investment decisions with greater clarity and confidence. For the first time, advertisers will be able to see the cumulative contribution that each vendor on their schedule delivers, and make informed decisions on how to better drive future campaign efficiencies and effectiveness.

Getting Involved

Origin will be available to all UK advertisers from Q3, 2025 onwards. To find out more, please contact: Martin Lawson, Chief Customer Officer, Origin. mlawson@isba.org.uk