

# DATA INTEGRATION

UNDERSTANDING MEDIA  
IN CONTEXT

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**Recent global and societal events have shaken the status quo and reshaped the way we live and do business. It has shown us all how predictions are rarely accurate and how volatile reality is. At the same time, brands must adapt, and the need for evidence-based decisions is greater than ever.**

### **So, how can data help?**

Data's worth became manifest with the explosion of social and digital media. At the same time, businesses have been undergoing digital transformation and brands are harnessing data from – and on – their users. When the Internet of Things finally takes root, it is likely to take it to a whole new level.

Data has become a resource, but its worth depends on how well it can be monetised. For this reason, data scientist has purportedly become the 'sexiest job of the century' and brands are gradually learning new ways to generate value from their data.

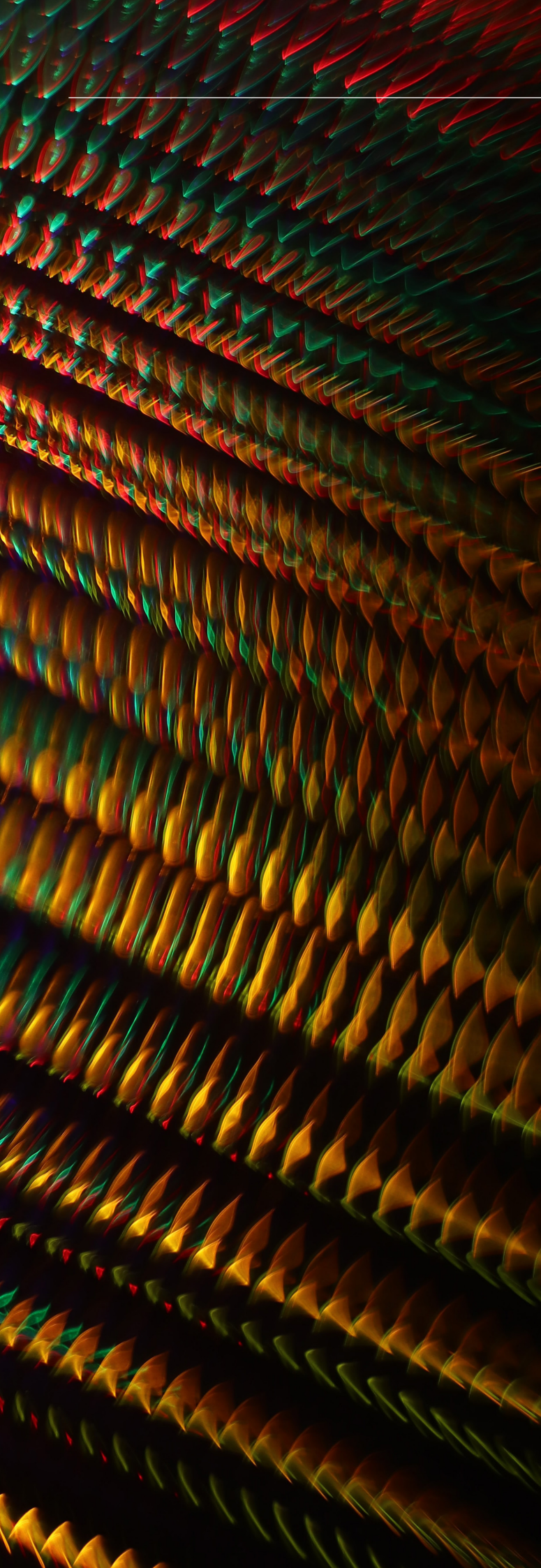
At the same time, analytical capabilities have also been evolving. Predictive modelling has been swapped for omnipresent machine learning and AI-powered prescriptive analytics are the next stage, which can help elevate the value of data and its influence on business performance even more.

### **The challenges posed by data**

Data is incredibly valuable, but a wealth of data sources introduces new challenges.

- Different data sets show different results and may lead to different conclusions.
- Behavioural data, social data and search data are all great at showing what people are doing, but fail to tell us why they are doing it. This is one of the reasons the survey industry is still standing strong despite being forecasted to disappear with the spread of big data.
- Often, the behavioural data held by brands has limited scope. They know what people are doing and when, but frequently only within their own platforms. With ever-growing fragmentation of media and a plethora of different devices, a super granular view is often restricted and limited to current users who represent a fraction of the target audience.





Attitudinal or survey data on the other hand has been in use for decades. Its limitations are widely known, yet it remains the best method to capture data on people's needs and attitudes, providing a crucial understanding of the context to audience behaviours.

It is through data integration, where we combine these available behavioural and attitudinal data sources to answer both 'what' and 'why', that we can truly achieve a holistic, unbiased view of reality. Data integration takes the best of the two data types and creates a single, coherent view that provides both detailed information on actual behaviour and supports an understanding of the needs and attitudes behind them.

### **Ipsos MORI's approach to data integration**

At Ipsos MORI, we leverage our deep understanding of people, society and culture to make sense of audiences and how they use technology and consume entertainment. We work holistically, integrating data sources and curating insights, drawing on our global expertise and scale to build tailored solutions to emerging media challenges.

We are experts in integrating relevant data streams with survey data to enrich insight and maximise client impact, with GRIT ranking Ipsos as the most innovative\* market research company globally.



## Data integration within media research

Data integration has had a profound impact on media research and audience measurement. Media clients hold a wealth of data to inform audience understanding, but they require context to get the full picture and make data-driven decisions that would help them achieve the competitive edge and outperform their rivals.

In 2019, Ipsos MORI launched BBC Compass – a passive, cross-media audience measurement programme for the BBC that integrates multiple data sources (personal meter data, diary data, BBC data) to provide a single, detailed view of audiences' media consumption across different platforms. Not only is Compass able to closely mirror minute-by-minute level TV currency data provided by BARB, it also delivers the same level of granularity across radio, web and mobile. The BBC is now able to look at concurrent media consumption across their platforms and understand what people are doing when they are not interacting with BBC content, or how much of the BBC's content is consumed outside of their platforms (social media, OTT platforms, etc).

This level of knowledge gives the BBC an advantage when it comes to audience understanding and enables them to make

content decisions that will ensure they are able to achieve their mission of reaching and providing value to all audiences with relevant content.

The BBC Compass approach was influential in Ipsos MORI being awarded UKOM's endorsement as the new provider of UK online audience measurement from January 2021.

We also teamed up with Facebook and helped them to build a shopper segmentation that harnessed both passive signals data on shopping behaviour (clicks, add-to-cart actions, conversion channels, etc.) and survey-based attitudinal data to profile the segments, help contextualise behaviours and bring segments to life.

We segmented 1.6 million shoppers who purchased from the specialist retail category using machine learning clustering algorithm and subsequently engaged around 1,200 of these shoppers through survey and among these, 15 people through in-depth online interviews. \*\*

Being able to interpret behaviours through the lens of attitudinal data enabled the team to draw a precise picture of diverse shopper segments and design new ways to effectively engage them using different marketing strategies.

## Challenges around privacy

Even though there is clear value in a multi-data source approach, there are still many challenges for data integrators on the way to better insight, and the last couple of years have demonstrated that data privacy has become a priority.

In recent years, we have all learned how things can quickly go wrong if data governance fails, and with that the public has become more aware of how their data is used. The EU's GDPR legislation gave people more control over how companies use their data and other parts of the world are likely to follow with similar policies. Companies that want to generate value from user data will be more scrutinised to ensure data privacy.

This narrows down the playing field to big global players or specialised data agencies, since brands are going to be less willing to trust boutiques with their data, or their customers' data.

At Ipsos MORI we adopted a data source agnostic strategy. We have processes and solutions to guarantee the privacy of customer data. We have developed capabilities to generate synthetic data, which guarantees anonymity. We strongly believe that multi-data-source approaches produce richer data sets that can provide a more holistic view of audiences and in effect generate more value for our clients. Data integration combines both behavioural and attitudinal data sources to provide both the 'what' and the 'why'. In the world where data is ubiquitous, understanding the context is central to making the right decisions.

\*2020 GRIT Report (<https://www.greenbook.org/mr/grit/>)

\*\* Facebook IQ - From browsing to buying (<https://www.facebook.com/business/insights/series/shopping-signals>)

## ABOUT IPSOS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide a true understanding of society, markets and people.

To do this, we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

## OUR MEDIA EXPERTS

We are a close knit team of experts who work exclusively to help you understand the media and tech landscape.

Through our work we leverage our deep understanding of people, society, and culture to make sense of audiences and how they use technology and consume entertainment. We work with integrated data sources and curated insights to contextualise your business challenges, so we are in the best position to help shape your strategy and ultimately create greater impact.

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