



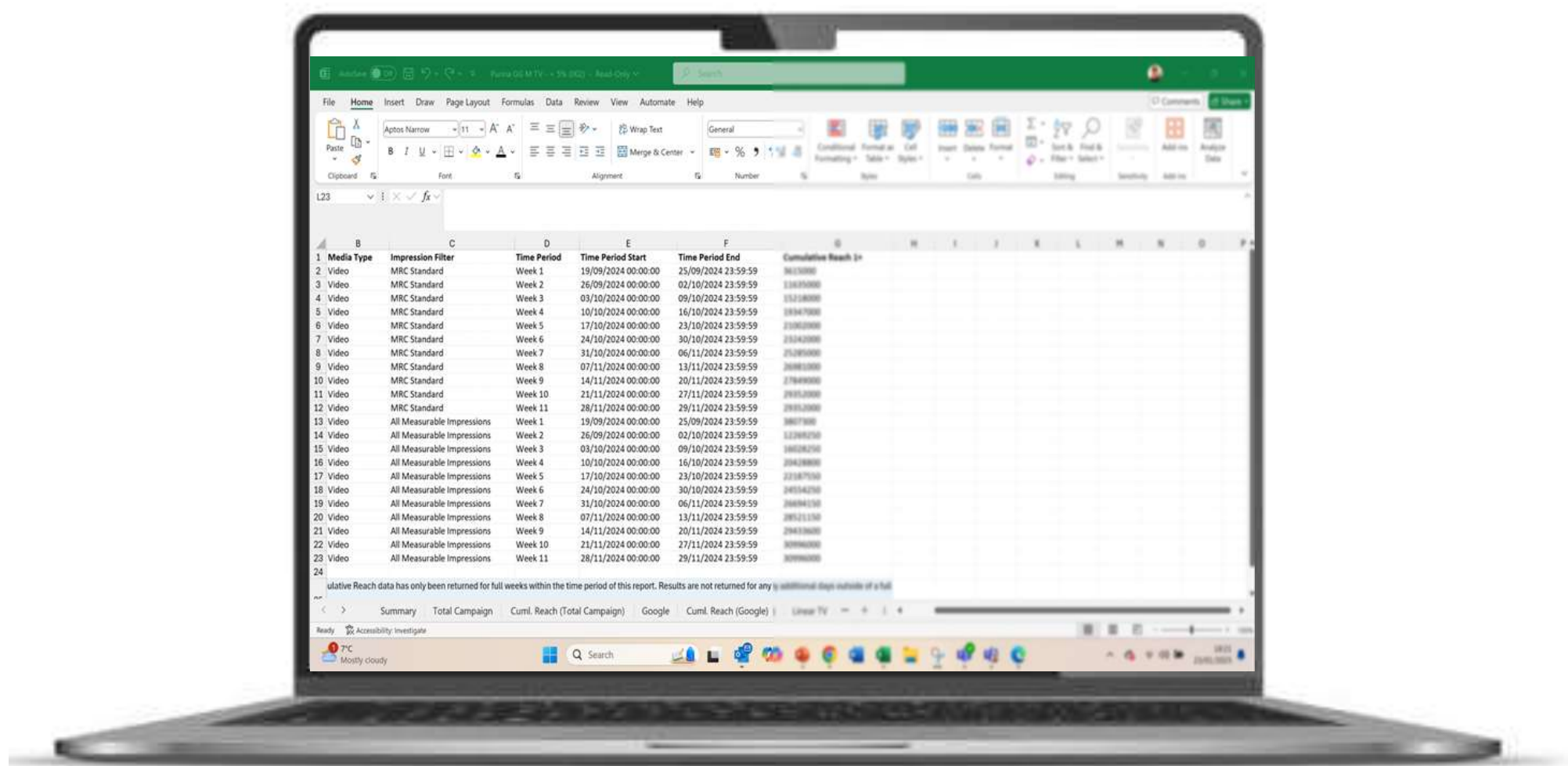
The UK Cross-Media Measurement Platform

Illustrative Analysis: Beta
Trial Capabilities

Synthetic Data

July 2025

Getting the most out of Origin



Origin can answer many questions

There isn't one fixed answer out of Origin. As planners you are constantly asking questions – establishing the best way to construct your campaigns together. Origin serves you data you couldn't previously get before – **single source, second by second**, but it's up to you how you use it.

At a basic level, Origin gives you your true, **net campaign reach and frequency**

In Flight Optimisation

- A core contributor to weekly reporting
- Which media channels are delivering most effectively against our core KPI?
 - Frequency
 - Unique reach/ incremental reach
 - Quality reach - Viewability and view through rates
 - Cost per reach/ frequency
 - Flighting/ ad stock
 - This would enable you to move budget for short term course correction mid campaign

Post Campaign Analysis

- A core component of a PCA or a QBR. What did we learn last time and what could we do differently next time?
- Which partners deliver most reach?
 - Which partners deliver most unique reach?
 - Which partners deliver most cost effective reach?
 - Who is driving frequency of message?
 - Who is driving view through rates – apples and apples comparisons on view through rates
 - How does our campaign cover and frequency build?

Strategic Planning

- How can Origin contribute to bigger decisions for planning forward.
- Investment behind my media partners (annual rate negotiations - trading)
 - Strategic role of the partners
 - Brand visibility in a time period – looking at my performance across multiple campaigns rather than just one campaign:
 - Total number of campaigns to run at any time
 - Creative placements / formats
 - View through rates
 - Frequency of message
 - Channel hierarchy in strategic planning
 - Most relevant target audience

3 use cases from the Origin Data



1

Unique Audience
Reach and Duplication
across platforms

2

Campaign Cover
Build & Frequency

3

Completed
Views

Glossary of key Terms to help you with your reports and analysis

(Siloed) Gross Reach

This is the campaign delivery that you currently measure in each of the individual platforms, all totalled up together. These platforms operate in isolation; advertisers will reach some of the same people in those channels on multiple occasions, but we don't know where or how much. As advertisers, we want to know how many people our campaign reached in total, and what the average frequency of that message was, this is something that has never existed before Origin. Historically, we could only look at these 3 separate totals – if we add them all together we get a (siloed) Gross Reach number - we know this is incorrect as a Total Campaign Reach number but it is all we have had to work with until today.

Total Net Campaign Delivery - Reach & Frequency

The Origin platform and model was specifically created to get rid of that duplication and Gross Reach view. Origin, using its single source input allows us to measure the Total Net Campaign Delivery Reach and Frequency. This is the total number of your universe that saw your ad at least once (sometimes written as 1+) and the average frequency that the campaign message delivered against. You may see this written as something like 20m (29%) reach @ 4.4 OTS (opportunities to see) vs. All Adults.

Total Net Campaign Reach

This is the same as point 2 above, but is just the reach figure of all the people who saw your campaign. In the example above this is the 20m figure (29%).

Glossary of key Terms to help you with your reports and analysis

Duplication

Within the Origin platform and our analysis, we refer to **Duplication** as the excess or duplicated counting of people multiple times, due to the 3 siloed platforms we historically have had – artificial duplication really. Origin is getting rid of this artificial **duplication** level to give you your actual **Total Net Campaign Delivery**. Please note that we use this to make the transition from **Gross** reach to **Net** reach and campaign delivery. This shouldn't be confused with the **overlap** of platforms where an individual has seen the campaign, but may have seen it on more than one platform. Think of Origin as having two layers, the first layer is **de-duplicating** the total audience (i.e. the double counting of individuals due to the siloed approach previously used), the second layer is then about looking at where the **overlaps** exist within your **Total Net Campaign Reach**.

Unique Reach

We use the phrase **Unique Reach** to refer to the reach of a vendor that is totally **unique** to them. i.e. this is the number of people that only ever saw your campaign with that particular vendor. Take an example, if we state that Vendor 1 delivered 5m **Unique Reach**, that would mean that if you hadn't put Vendor 1 on your plan, then those 5m individuals would never have seen your campaign at all, as there was no other **overlap** with any other vendors.

Overlap

This is where we are seeing individuals being reached with the campaign across multiple vendors, i.e. 2 or more. We are measuring this **overlap** within our universe size of the **Total Net Campaign Reach** – so we are not double or triple counting them (**duplicating them**), we are only counting them in the actual places they showed up and not counting their 1+ reach multiple times.

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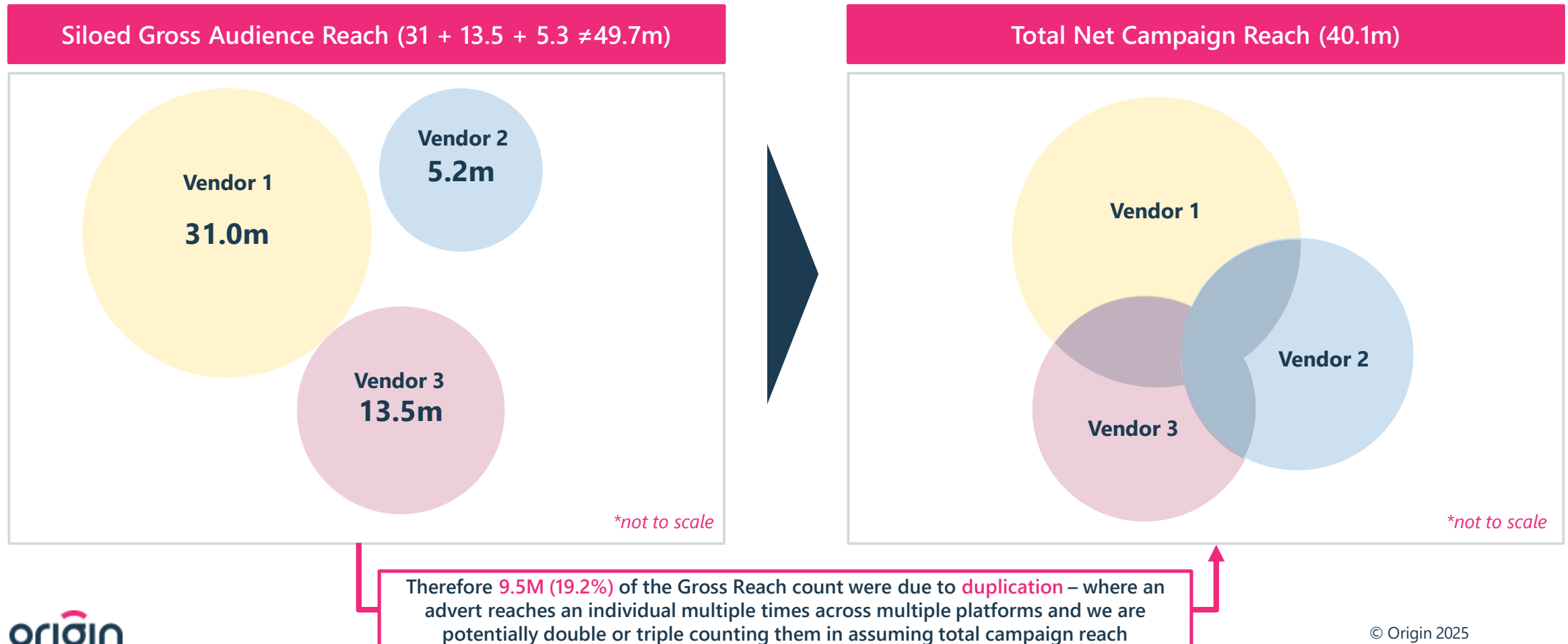
Planning in isolation – we know in this campaign example, a minimum of 31m adults were reached (Vendor 1 delivery in isolation)

		Vendor 1	Vendor 2	Vendor 3
Reach (inc. Duplicated Counts)	▶	31.0m	5.2m	13.5m
Impressions	▶	147.3m	5.2m	25.0m
Average Frequency	▶	4.99	1.07	1.94
Duration	▶	11 Weeks [Data from 19/09/2024 to 29/11/2024]		

But we don't know how many in total - we know this figure of 49.7m includes duplication across the platforms, so how many adults did we reach with the campaign in total?

		Vendor 1		Vendor 2		Vendor 3		TOTAL
Reach (inc. Duplicated Counts)	▶	31.0m	+	5.2m	+	13.5m	=	49.7m
Impressions	▶	147.3m		5.2m		25.0m		177.5m
Average Frequency	▶	4.99		1.07		1.94		4.64
Duration	▶	11 Weeks [Data from 19/09/2024 to 29/11/2024]						

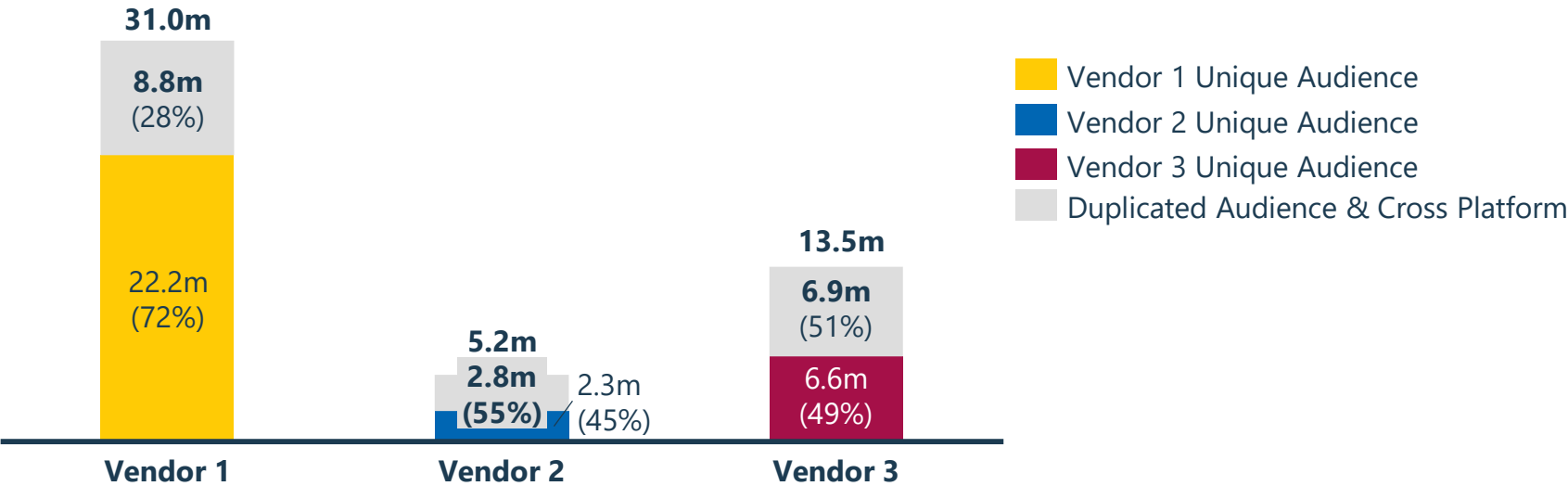
Origin enables you to see your **Total Campaign Delivery - Reach and Frequency** for the first time. Your campaign reached **40.1m (69%)** individuals **@ 4.64 OTS** vs. All Adults



Origin can tell us which channel delivered the greatest **unique reach** (i.e. Individuals that were not reached via any other platform)

If you overlay cost you can see which channels are delivering most cost efficient unique reach

Vendor Channel Reach
Adults Millions, Total Reach (+1)



Total spend (£)	—	—	—	 CAN BE FILLED WITH YOUR DATA
Cost per 1,000 (£CPM)	—	—	—	



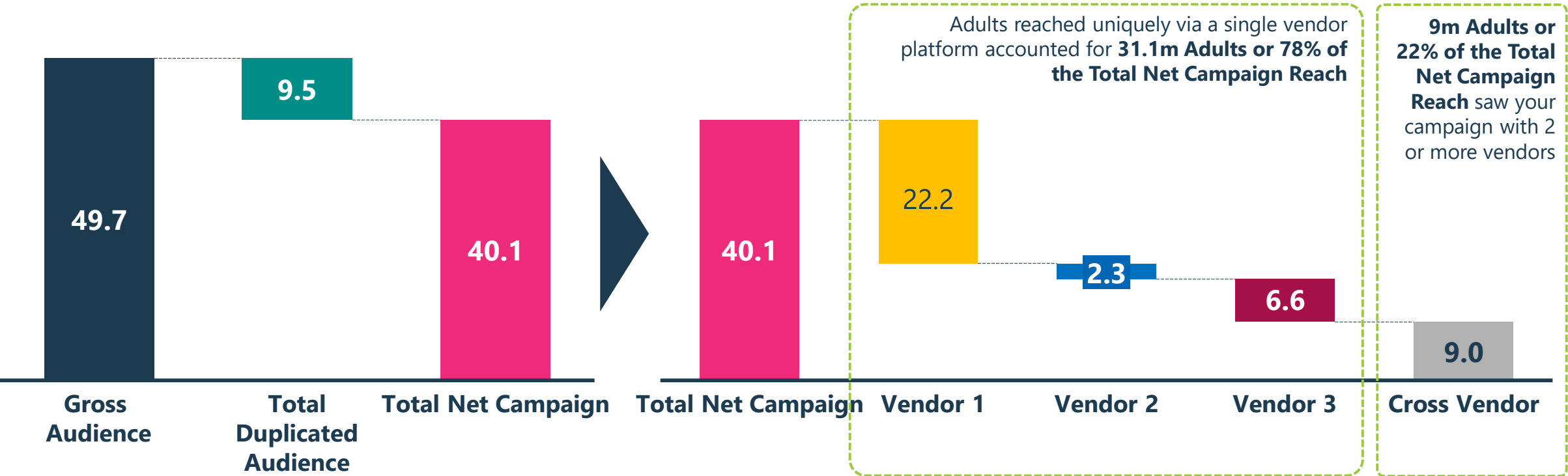
**Synthetic data for illustrative purposes

CPM = Cost/ Impressions x 1000

Of all those individuals that saw your campaign at least once (**the Total Net Campaign Reach**) Origin then measures the **cross-over** of vendors on your plan

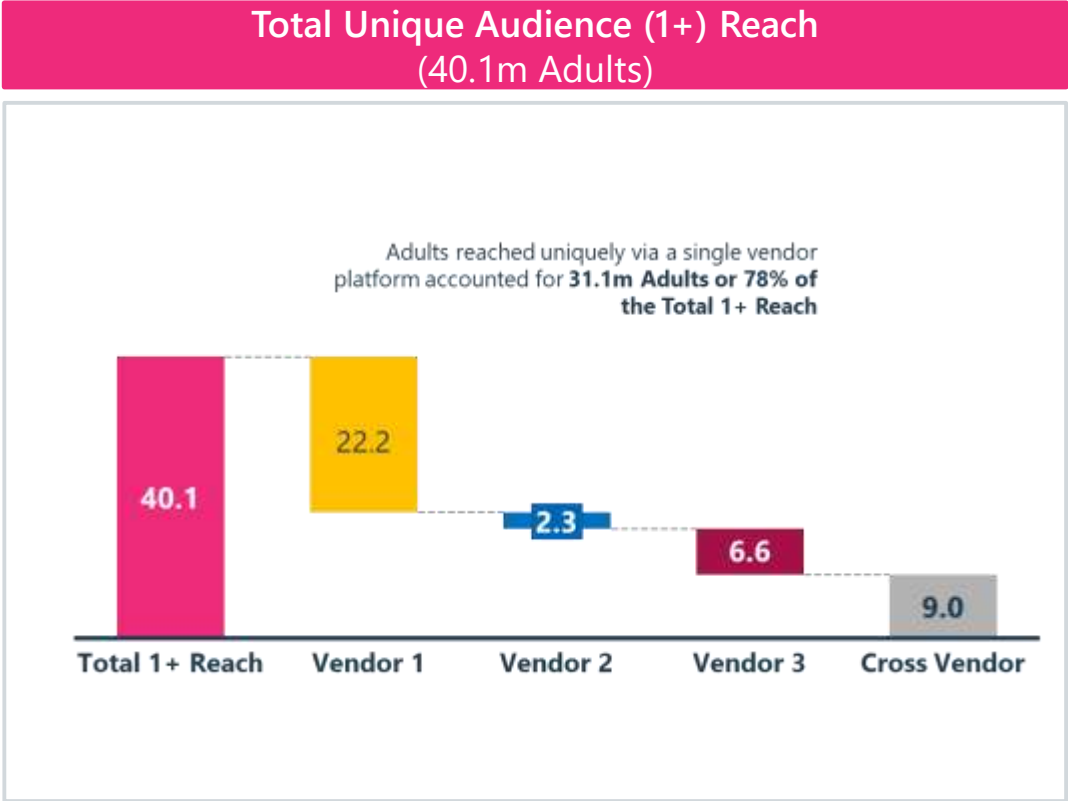
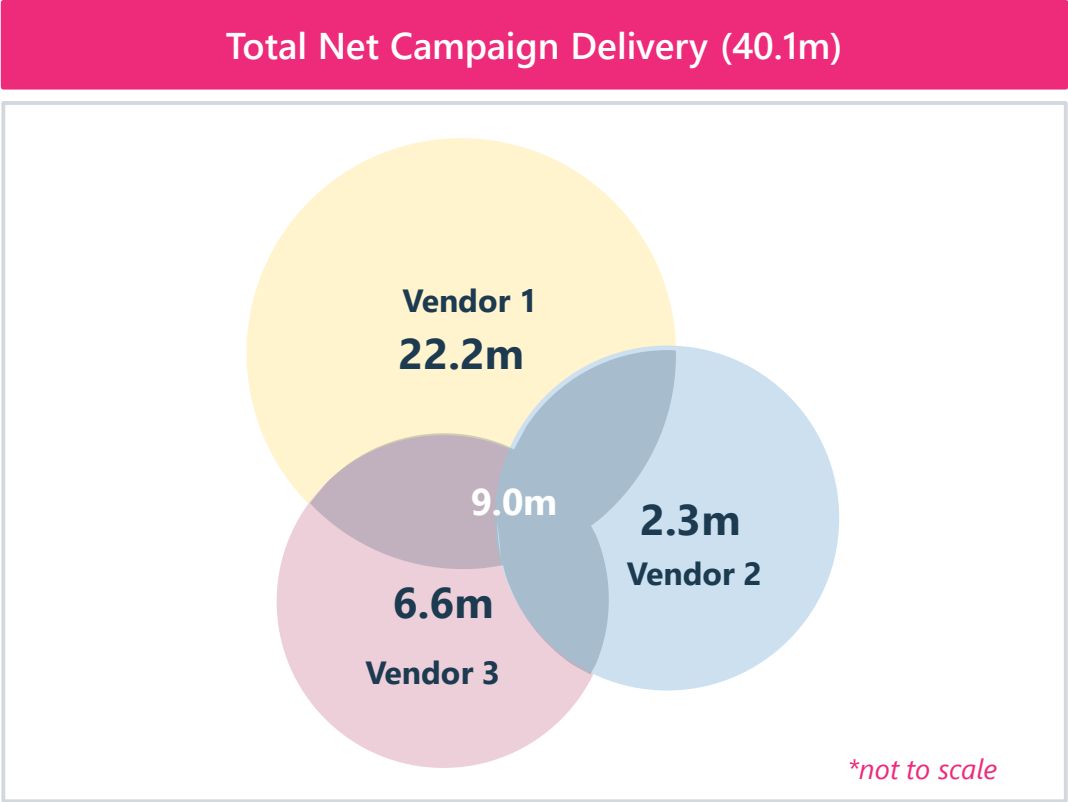
Gross Audience Deduplication
Adults Millions

Breakdown of Total Net Campaign Reach
Adults Millions



**Synthetic data for illustrative purposes

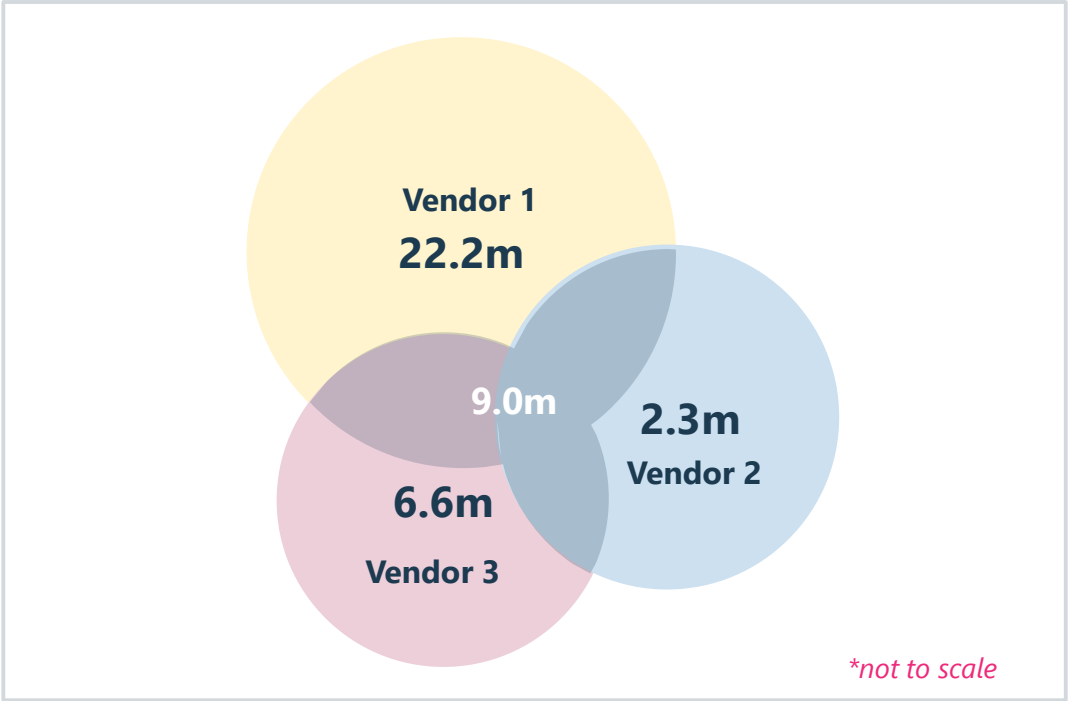
And therefore, we know that 9.0m saw your ad on two or more of the vendors – the **cross-over** (22% of the Total Net Campaign Delivery)



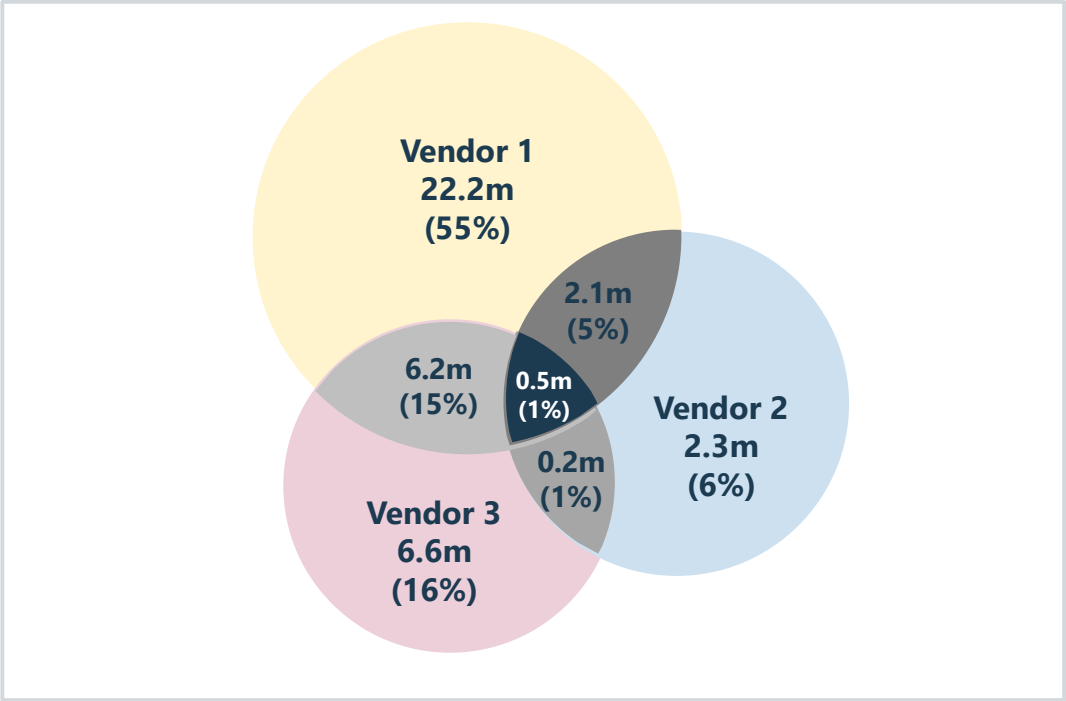
Breaking down the 9m (22%)



Total Net Campaign Delivery (40.1m)



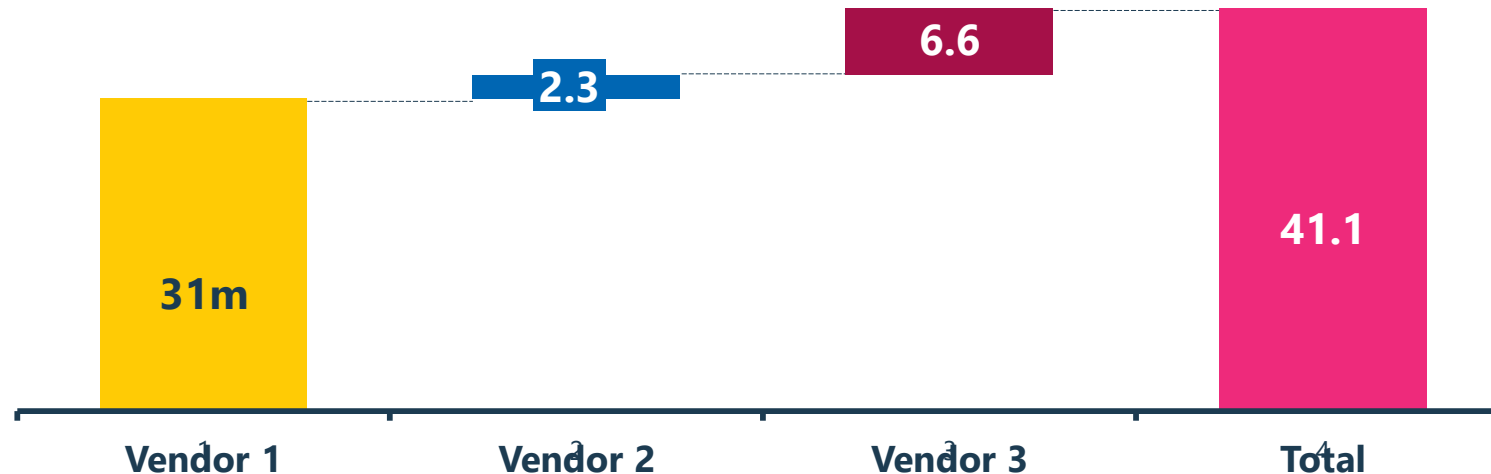
Total Net Campaign Delivery (40.1m)



Having all of this knowledge can start to help you reconstruct the campaign based on the most important parameters (e.g. just unique reach, or cost per unique reach)

Incremental Unique Reach

Adults Millions, Total Reach (+1)



Origin helps users frame the questions around campaign performance



Questions to consider

- Was duplication of audiences in line with expectations?
- Could you improve suppression tactics to minimise unnecessary duplication?
- How did each vendor perform vs. what you expected from a planning stage?
- How did you target each channel, could this have contributed or taken away from the duplication?
- Could channel-specific targeting have increased or reduced overlap?
- Should you upweight or down-weight specific vendors based on performance?
- How could I shift budgets to optimise the balance between total reach, unique reach, and cost efficiency?
- Are certain channels driving excessive duplication, and should budgets be reallocated to maximise unique reach?
- If this were a post-campaign analysis (PCA), would I adjust budget splits next time to improve efficiency?
- How do the CPM and CPH compare across channels, and where can cost savings be achieved without sacrificing reach?
- How can I build most incremental reach – who do I anchor first?

3 use cases from the Origin Data



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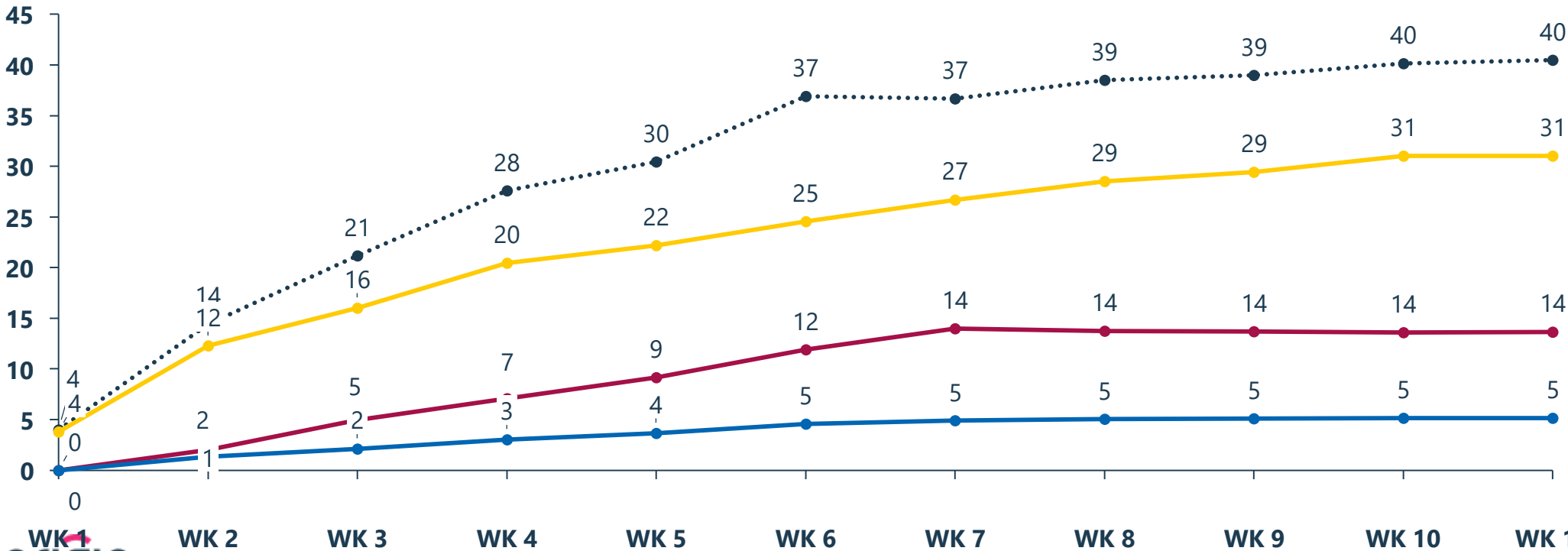
Completed
Views

We can chart the total net campaign 1+ cover build over the campaign period

Note:
Vendor values include duplicates (Gross)

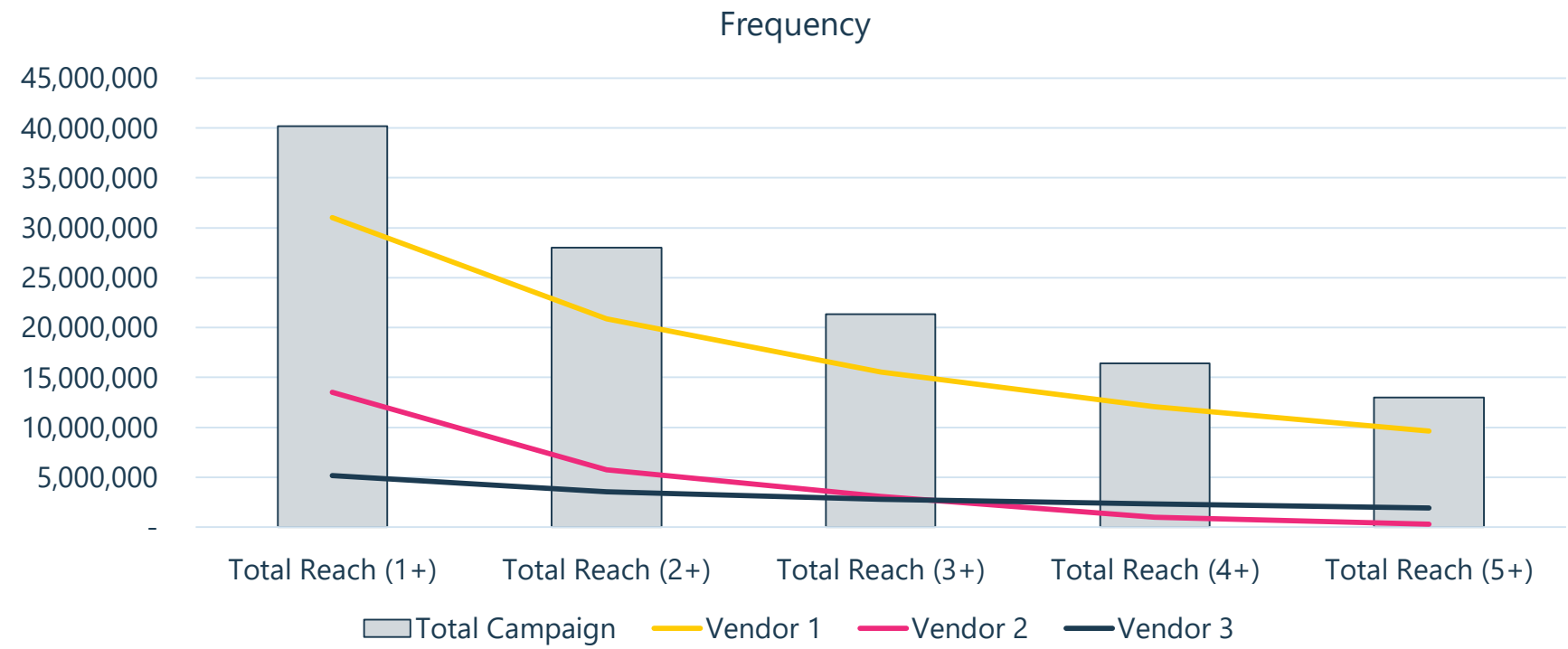
Cumulative Audience Reached
Adults Millions, Cumulative Reach (+1)

••• Deduplicated Total Campaign
● Vendor 1 (duplicated)
● Vendor 2 (duplicated)
● Vendor 3 (duplicated)



As well as the reach across the different frequency levels

Audience Reached by Frequency
Adults Millions



Origin helps users frame the questions around campaign frequency and cover build



Questions to consider

- Was frequency too high on certain channels and should you redistribute budget from Vendor 1 to digital platforms to balance exposure and reduce ad fatigue?
- Have you combined reach, engagement, and conversion data to define the optimal exposure threshold per platform?
- Are you optimising for efficiency by moving beyond raw impressions to optimised frequency modelling?
- Are you optimising frequency cross-platform?
- Have you tested different frequency caps to determine the ideal exposure per user before reaching diminishing returns?
- Was the pacing strategy optimal? Should more budget have been front-loaded to maximise reach earlier in the campaign?
- Should future campaigns test alternative pacing?
- Could Vendor 3 or Vendor 2 have been upweighted earlier in the campaign to drive stronger reach in the first two weeks?
- Did Vendor 1 sustain engagement throughout, or did reach plateau too early? Was the campaign length aligned with media delivery?

3 use cases from the Origin Data



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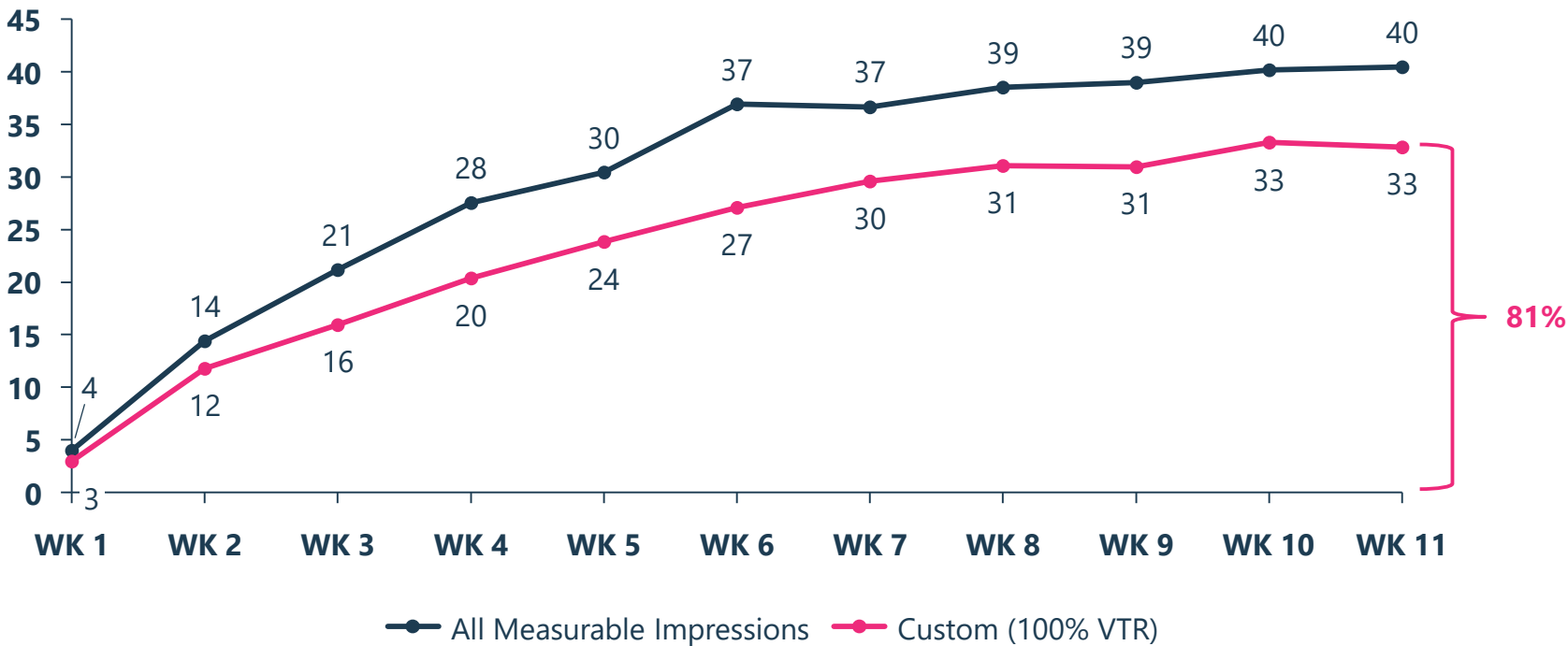
Origin allows you to filter your data in 3 ways

1. AMI (All Measurable Impressions) – this is all impressions that were served on the platform
2. MRC Standard – this is a minimum of 2 seconds of viewability based on a set of guidelines and criteria established by the Media Rating Council (MRC)
3. Custom – here you can define your own % completion metric (e.g. 50% or 100%)

Gap analysis: 81.2% of the total audience viewed the campaign to the end across Vendor 3 and Vendor 1 by Week 11

Cumulative Audience Reached with 100% Video Exposure – Total Campaign
Adults Millions, Cumulative Reach (+1)

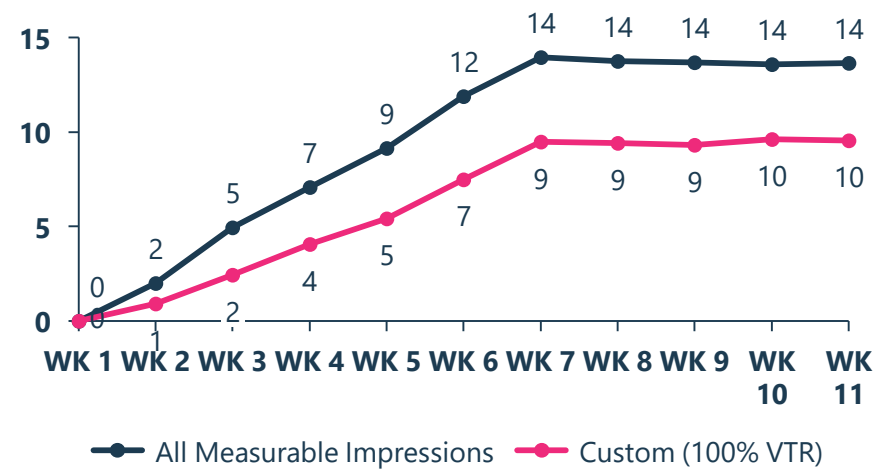
Total Reach 1+ (AMI)	40,467,840
100% VTR	32,868,360



90% of the Vendor 1 audience viewed the advert to the end by Week 11, compared to 70% for Vendor 3

Cumulative with 100% VTR – Vendor 3
Adults Millions, Cumulative Reach (+1)

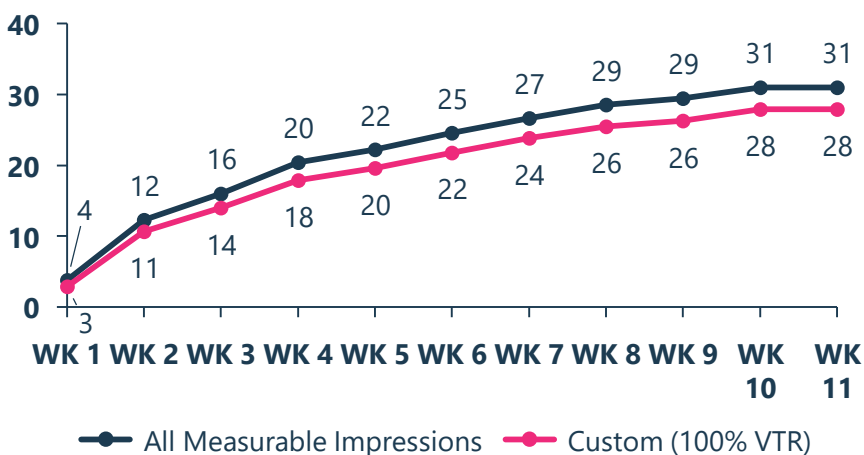
70.0% of the audience viewed the ad to the end by Week 11



Total Reach 1+ (AMI)	13,652,310
100% VTR	9,553,425

Cumulative with 100% VTR – Vendor 1
Adults Millions, Cumulative Reach (+1)

90.0% of the audience viewed the ad to the end by Week 11



Total Reach 1+ (AMI)	30,996,000
100% VTR	27,909,000

Origin helps users frame the questions around the completion rates of your campaign



Questions to consider

- Was the same creative used across Vendor 1 and Vendor 3, or was it tailored to match how audiences engage with each channel?
- What types of formats and specific placements were used to account for the difference
- Did we use different targeting tactics within the digital space?
- How does engagement correlate with conversion? Did the high completion rates translate into meaningful business outcomes (e.g., sales, brand lift)?

New features dropping across 2025...

Q1

Demographic filters
Incremental reach
Measured by Origin (MBO)

Q2

Enhanced Report Outputs
Data Quality Banner removal
API connection
API end-to-end

Q3

15+ Freq. distribution
Social Grade demos
Campaign Search enhanced

Q4

Amazon inventory
TikTok inventory
Extended data availability
Reach overlap reports
Report slicing – device

A man with grey hair, glasses, and a beard is leaning over a wooden table, looking at a tablet. He is wearing a light-colored button-down shirt. The background is a kitchen with wooden cabinets and a window. A wooden bowl with lemons is on the table to the left.

Thank you

Hopefully this has demonstrated some of the value that Origin provides. We'd love to answer any further questions and work closely with you to help optimise your reports.