From Traffic to GRP

Six metrics, three formulas and one context for correct comparison

TRAFFIC > VISIBILITY > OTS / LTS > AUDIENCE > REACH / FREQ. > GRP / TRP

01 RAW FLOW

Traffic

People, vehicles or devices near a location. Not yet an advertising audience.

Does not mean contact, view or unique people.

02 OPPORTUNITY TO SEE

OTS

Estimated number of potentially viewable contacts. One person can generate multiple OTS.

5 contacts from one person = 5 OTS, but Reach 1+ = 1.

03 LIKELIHOOD TO SEE

LTS

OTS refined by visibility, movement and campaign parameters. LTS does not exceed OTS.

Visibility is not attention or a confirmed gaze.

04 UNIQUE REACH

Reach

Number or share of different people with at least one qualified contact.

Reach, % = Reach 1+ / Universe x 100

05 AVERAGE FREQUENCY

Frequency

Average number of contacts per person within the already reached audience.

Frequency = contacts / Reach 1+

06 MEDIA WEIGHT

GRP / TRP

GRP relates to the full selected audience; TRP to a predefined target group.

GRP = Reach, % x Frequency

ONE ILLUSTRATIVE EXAMPLE

1,000,000	600,000	300,000 / 30%	2	60
UNIVERSE	OTS	REACH	FREQUENCY	GRP

DO NOT CONFUSE

- OTS - not unique people
- LTS - not a confirmed gaze
- Reach - not the sum of screens
- 100 GRP - not 100% reach
- Proof of Play - not measurement

REPORT ALONGSIDE THE NUMBER

- period and geography
- Universe and audience filters
- OTS / LTS / Audience base
- surface or campaign level
- deduplication and projection rules

100 GRP - DIFFERENT PROFILES

50% x 2 = 25% x 4 = 20% x 5

The same media weight does not imply the same reach.

DEDUPLICATION

100k + 80k - 50k = 130k

Overlap increases frequency, not Reach.

Illustrative figures are not data from a real campaign.