

Media Week – 2nd December 2008

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Profero has clients' interests at heart

In response to Sue Unerman (*Online metrics tend to exaggerate effect of web campaigns*, 18 November, page 15), I agree that digital was clearly riding the post-impression gravy train a couple of years ago.

However, any agency worth its salt is now working with its clients' best interests at heart and taking action against erroneous tracking practices.

Profero believes in complete transparency when accounting for media spend and we work hard to link campaigns to revenue generated as accurately as possible.

Cookie windows should always be defined via appropriate client/agency discussion, plus data analysis to ensure that conversions are attributed appropriately.

In addition, we favour single tracking tags shared by all online channels to avoid double-counting – and, more importantly, double-renumeration.

I do not doubt there are occasions where online still reaps the rewards of inflated figures, but to generalise that digital accountability is all quantity and no quality tars a lot of very good practitioners with a very bad brush.

Tom Potts
Account director
Profero

Natural search experts will continue to thrive

While it's true that 2009 will be a tough year for digital (*Evolve or die*, 18 November, page 20), it's a little misleading to say that search will suffer most.

True, agencies who specialise in paid-for search, where the barriers to entry are low, are likely to fare badly. However, natural search specialists, who can outperform paid search if their

* You like... Coke's festive billboards



Coca-Cola's outdoor ads featuring a modern Santa put **Chris Wistow**, senior account manager at Last.fm, in a festive mood. He says: "Coke's classic Christmas campaigns have always reminded me the festive season is here. Its 2008 campaign has a more contemporary setting, but the same classic themes are sure to catch consumers' eyes this Christmas."

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craft is done well, will continue to thrive at the expense of weaker, less sophisticated players.

Although there is disagreement over the pace of consolidation in the digital sector in 2009, our conversations with agencies indicate that M&A will continue to play a role.

Digital remains a relatively fragmented industry and many clients still view size as an issue. The next year will see the creation of a greater number of digital groups to provide a much broader integrated offering to clients.



Search experts will still prosper

Of course, there is always room for best-in-class players and this will not change until someone succeeds in delivering integrated services, each of which is on a par with the quality offerings of the specialists.

Keith Hunt
Managing partner
Results International

Digital technology must be fit for purpose

Trinity Mirror's 29.2% increase in digital revenue (*Trinity Mirror plans £45m savings after ad revenue slump*, Mediaweek.co.uk, 13 November) is a sign that online opportunities are helping media owners overcome the gloomy market conditions.

Digital outlets have established themselves as highly valued new revenue streams across the sector. As a result, it has never been more important to ensure that the technology involved is fit for purpose.

A case in point is the demand for video to accompany stories, which has grown exponentially in recent months.

With video placing untold pressure on a network due to its bandwidth-hungry nature, media owners need to ensure they have the network capacity to support this new foray into the digital arena.

Trinity Mirror's success in the digital arena is supported by its high-capacity network, enabling the roll-out of rich media content across its newspapers' websites.

But while Trinity Mirror is benefiting from digital, other media owners are suffering, because their legacy communications networks cannot cope with the addition of new digital services.

Stephen Beynon
Managing director
ntl:Telewest Business

Analysing research needs considerations

Sue Unerman (*Conducting research is rather similar to quantum physics*, 25 November, page 15) is wrong when she writes: "If you ask the questions in the right way, you can get a survey to say almost anything."

I would agree with her with a change of just one word: "If you ask the questions in the wrong way, you can get a survey to say almost anything."

While this is true of lightly held opinions, it is definitely not true of questions that probe strongly held attitudes and deeply held values.

There are six things you need to know when looking at survey results – the fieldwork dates, the universe being measured, the sample size, the precise wording of the questions, who conducted the survey and who commissioned the survey.

Sir Robert Worcester
Founder
MORI

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