Introducing agof

German Association of Online Research
May 2021
The German Association of Online Research (agof) has expanded its daily digital facts market media study to include detailed target group information for the influencer marketing sector.

Since beginning of April, the target group data also includes information on the users of social media services. In addition to details on their behavior on social platforms, important insights on influencer followers are now also available. For this purpose, the platforms YouTube, Instagram, Facebook, Twitch and TikTok are considered. For the first time, neutral, standardized and cross-platform details on the behavior of social media users and important insights regarding the followers of influencers are now available.

The data is obtained by means of surveys and merged into the daily digital facts study. Here, they can be selected as target group information, evaluated and, if required, also combined with measured coverage or with classic online media in the study.

An additional feature: For quick visualization, the most important results can also be accessed directly as graphics in their own dashboards in TOP modular, agof’s planning and evaluation tool.
Services and objectives of agof
agof
• is the joint industry committee of the digital media and advertising industry and thus independent of individual interests.
• safeguards and shapes the digital coverage currency.
• provides comparable performance and user data for digital advertising media.
• guarantees professional and transparent media planning.

Transparent survey model for all those involved
• The method model has been jointly developed by marketers, agencies and advertisers.
• Secures and forms the digital coverage currency.
• Provides comparable performance and user data for digital advertising media.
• Data is collected on the basis of commonly defined conventions.
agof at a glance

Unique User:
- > 1,000 web sites, MEWs, apps
- > 1,500 characteristics
- > 15 study years
- > 6,000 booking units
- > 45 marketers

Agof Facts & Figures:
- Daily market media and currency study
- Industry-specific assessments based on daily digital facts

Agofakademie:
- Practice-oriented seminars on digital media planning

Agof Service Center:
- Support for studies, participation, and counting service

Agof Evaluation and Planning Software:
- Evaluation and planning software

Daily Media and Currency Study:
- > 6,000 booking units
- > 45 marketers
- > 15 study years
- > 1,500 characteristics
- > 1,000 web sites, MEWs, apps
The Unique User, collected and described by agof, is the coverage currency for digital advertising media in Germany.

• It represents the number of persons having had contact with a digital medium during a certain period of time.
• It makes the media performance of digital advertising media and media plans comparable with each other and enables assessments across different media.
• It takes into account both the usage of several end devices by one person only, as well as the usage of just one device by several persons. It makes the people in front of the screens visible.
agof is a registered association. The members are leading marketers of digital advertising media in Germany.

Members are organized in the Internet and Mobile Sections, where they take responsibility for the conceptual design, provision and further development of media coverage research activities and planning parameters in their segment of the digital economy.

The Internet Section comprises all marketers specialized in the stationary Internet. The Mobile Section comprises all marketers active in mobile advertising.

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<thead>
<tr>
<th>Members</th>
<th>Internet Section</th>
<th>Mobile Section</th>
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<td>Ad Alliance GmbH</td>
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<td>BurdaForward Advertising GmbH</td>
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<td>eBay Classifieds Group</td>
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<td>G+J Electronic Media Sales GmbH</td>
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<td>Media Impact GmbH &amp; Co. KG</td>
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<td>Score Media Group GmbH &amp; Co. KG</td>
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<td>Seven.One Media GmbH</td>
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<td>SPIEGEL-Verlag Rudolf Augstein GmbH &amp; Co. KG</td>
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<td>Ströer Digital Media GmbH</td>
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<td>United Internet Media GmbH</td>
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Consensus with all market participants and highest methodological quality are the principles of agof. In addition, agof cooperates with established associations of the advertising industry.

The German Advertisers Association OWM, the Organization of Media Agencies OMG, and the Expert Group Online Media Agencies FOMA represent the interests of the customers of online media services within the committees.
Consensus with all market participants and highest methodological quality are the principles of agof. In addition, agof cooperates with established associations of the advertising industry.

The media analysis working group agma has taken methodological responsibility for the study’s coverage since July 2009.

The German Audit Bureau of Circulation IVW verifies that the technical measurements of the offerings participating in daily digital facts have been correctly implemented.
As central authority in the market, agof has dedicated itself to the task of identifying relevant topics and trends in the digital market and promoting these with a view to achieving solutions and ensuring future orientation. In this role, it sets and creates digital standards and promotes projects and activities, supporting these with new and promising innovative ideas and perspectives. It thereby acts as independent initiator but also as intermediary and as reliable partner.

agof actively integrates requirements of the dynamically changing market with respect to standards, security and quality in the range of services it offers so as to shape this and its further development in a sustainable and future-oriented manner.

agof makes these competencies and its overall coverage of numerous different areas available to the digital market and its participants in many ways, via requirement-oriented and innovative media solutions all along the digital value-added chain as well as via knowledge transfer, stimulating innovation and agenda setting.
agof daily digital facts
The market media study daily digital facts

• defines the daily coverage of stationary web sites, mobile-enabled apps and their booking units – overlap-free.

• provides sociodemographic and psychographic characteristics and data regarding the Internet usage in Germany including a description of the target group.

• enables an evaluation based on individual days and freely selectable time periods.

daily digital facts …

• … helps advertisers and agencies plan their online advertising based on the currency standard.

• … helps publishers and marketers track the performance of their advertising media and optimize their portfolio.

Since 01.02.2020, data with the addition of identification by device type is available in the daily digital facts study.

Breakdown by desktop, smartphone and tablet usage!
The daily digital facts study publishes performance and qualification data on web sites, apps, booking units and combinations on a daily basis. The following criteria help compare and evaluate digital advertising media and media plans:

<table>
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<th>Gross and net coverage: Unique Users and contacts</th>
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<tr>
<td>Data on followers of influencers / use of social media services</td>
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<tr>
<td>Sociodemographic structures of users (gender, age, education, profession, income,…)</td>
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<td>Household amenities of users (technical devices, cars)</td>
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<td>Designation by device type (desktop-, smartphone and tablet use)</td>
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<td>Online usage behavior: used topics and functionalities</td>
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<td>Personality statements / attitudes and values</td>
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<td>Leisure activities of users</td>
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<td>Products and services: interests, last purchase / purchase plan, online information search, online purchase</td>
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<td>Consumer and media use behaviour (use &amp; purchase) from b4p and VuMA</td>
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</table>
Since 2018, daily digital facts offers additional characteristics from two leading market media studies with increased data depth:

The market media study **b4p** is developed in collaboration with Axel Springer, Bauer Media Group, Funke Mediengruppe, G+J and Hubert Burda Media. Central to b4p are the consumers and their consumption and media usage behavior. Markets and brands are made transparent by a representation of users and purchasers. It considers comprehensive demographic data as well as the users’ interests, motivations, attitudes and needs.

**VuMA Touchpoints** is an important market media study for electronic media. It combines media usage data with detailed consumer information and is aimed at media planners in agencies and advertising companies. In addition, it retrieves information on media usage and other everyday activities in the course of a day. Customers are AS&S, RMS and ZDF Werbefernsehen; partners are IP Deutschland, EL CARTEL MEDIA, Sky Media and ENERGY MEDIA.
daily digital facts makes it possible to carry out assessments and evaluations of plans based on freely selectable time periods.

You can define specific periods or average days, weeks or months.

Evaluations of different time periods show:
- daily coverage over time
- media performance on different days of the week
- coverage and user structure during an exceptional event
- influence of public holidays and vacation periods
- …
Apart from the 11 members of agof, approx. 30 other marketers have their advertising media evaluated and assessed in the daily digital facts.

Marketers participate in the study with their entire portfolio or with select offerings.

The participating marketers achieve a coverage between less than 1 million and over 50 million Unique Users per month. These coverage levels are published by agof every month as part of the agof marketer ranking.
**TOP modular:** The data of daily digital facts are mainly used by media agencies, advertisers, marketers and publishers. They receive the study by taking out a license for the evaluation and planning tool TOP modular. Among the licensees of the software TOP are not only companies active in the online advertising market, but also institutes, universities, and students.

**agof web site:** At the beginning of each month, the key results of daily digital facts are published in graphical and tabular form on the agof web site:  

**agof facts & figures:** The agof facts & figures are special evaluations of various industries taken from daily digital facts, that are provided by agof on a continuous basis.

**agof service center:** The agof service center is the central contact point for all questions related to the study and how to participate. They also provide free counts from daily digital facts.
Method model of agof
Method model of daily digital facts

Central measurement and processing tool

- Daily technical measurement
  population: browser/apps

- On-site/in-app survey
  population: Internet users 16+ yrs.

- Telephone survey
  population: Internet users 16+ yrs.

- Client enrichment with sociodemographic data

- Creation of users
  creation and operation of technical user panel

- Weighting, adaption of net coverage

- Adjustment, fusion of market data

- Creation of final evaluation and planning file
Method model of daily digital facts

Central measurement and processing tool

Complete survey on participating offerings:
- Page impressions and visits
- Timestamp for page impressions
- Topics according to category model 2.0
- Device types
- Time of usage
- Qualified clients
- …
Method model of daily digital facts

Central measurement and processing tool

Online survey on participating web sites and apps:
- Sociodemographic data
- Usage of different devices and browsers
- Data on usage
- ...

Daily technical measurement
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Representative population survey:
• Sociodemographic information
• Usage information
• Interests
• Market data
• Data for extrapolation and weighting
• …

Creation of final evaluation and planning file
Method model of daily digital facts

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**Client enrichment with sociodemographic data:**
- Completion of usage data with sociodemographic patterns: population of data on the Unique Clients for which no survey data exist with the help of data mining tools and tools for enrichment.

**Creation of final evaluation and planning file**
Method model of daily digital facts

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**Client enrichment with sociodemographic data**

**Creation of users, creation and operation of technical user panel**
- Conversion of qualified clients into Unique Users
- Replacement of clients that no longer report

**Creation and operation of technical user panel**
Method model of daily digital facts

Central measurement and processing tool

**Daily technical measurement**
- population: browser/apps

**On-site/in-app survey**
- population: Internet users 16+ yrs.

**Telephone survey**
- population: Internet users 16+ yrs.

**Creation final data set**
- Weighting and extrapolation with structural data
- Adjustment of contacts to the target gained from the technical measurement
- Fusion of market data from CATI and other sources (VuMA Touchpoints, b4p)

**Creation and operation of technical user panel**

**Creation of users**

**Telephone survey population: Internet users 16+ yrs.**

**Creation of final evaluation and planning file**

**Weighting, adaption of net coverage**

**Adjustment, fusion of market data**

**Client enrichment with sociodemographic data**

**• Weighting and extrapolation with structural data**

**• Adjustment of contacts to the target gained from the technical measurement**

**• Fusion of market data from CATI and other sources (VuMA Touchpoints, b4p)**
Method model of daily digital facts

Central measurement and processing tool

- Daily technical measurement
  population: browser/apps

- On-site/in-app survey
  population: Internet users 16+ yrs.

- Telephone survey
  population: Internet users 16+ yrs.

Client enrichment with sociodemographic data

- Creation media planning file
  - Integration of the data set into the evaluation and planning tool
  - Linkage with planning information from the marketer
  - Usage probabilities per user and booking unit

Creation of final evaluation and planning file
Method model of daily digital facts

Central measurement and processing tool

- **Daily technical measurement**
  - population: browser/apps

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- **Telephone survey**
  - population: Internet users 16+ yrs.

- **Client enrichment with sociodemographic data**

- **Creation of users and operation of technical user panel**

- **Adjustment, fusion of market data**

- **Creation of final evaluation and planning file**
Further tools and services
TOP modular is a cloud-based evaluation and planning tool that helps evaluate the data of daily digital facts and assess media plans.

TOP modular offers:

• Analysis of target groups, online advertising media and their booking units using over 1,500 individual characteristics.
• Evaluation of media plans at booking unit level.
• Consideration of online-specific features such as frequency capping and targeting.
• Graphics functions for a quick visualization of the results.
• Personalizable views and settings for customized operation.
• Export of tables and graphics for cross-system integration.
In addition to the basic version, TOP modular offers various modules whose functionalities are tailored precisely to the different requirements and working methods in modern media business.

Thus, **TOP planning** is a complex extension to digital media planning, while **TOP analyze** provides additional analysis options and display formats. **TOP pin** enables raw data from the agof study to be imported into internal databases or analysis tools, and with **TOP api**, a modern interface technology is available for automatic data transfer of agof results into external dashboards.

Newest member: The **TOP App**. The latest module makes it possible to access coverage information and target group information from the *daily digital facts* study on smartphones or other touchpad devices.
The agof academy offers practice-oriented seminars on using TOP modular and daily digital facts for marketing and media planning purposes.

Contents of the media seminars for media planning and marketing:

• Setup and operation of TOP modular.
• Definition and interpretation of media performance values.
• Creation and interpretation of target group evaluations, media structure analyses and ranking sequences.
• Identification of exclusive users and overlaps.
• Creation of media plans and evaluation of the results.
• Optimization of plans via budget, share, contact classes, and features such as frequency capping and targeting.
• Identification of USPs of media, deriving purchase propositions, and creation of sales documents.

With a mix of theoretical lectures, work in small groups and practical application exercises, the program of agof academy teaches

• agency participants, how to identify advertising media and evaluate media plans
• marketers, how to establish competitive comparisons and derive sales arguments
agof qualified inventory (aqi)

Free service for automatic determination of high-quality advertising environments:

A free service from agof now helps to identify high-quality environments more easily within the framework of automated advertising processes. It provides the market with a feature that can be used to inquire automatically and free of charge whether a URL or an app ID is an agof-qualified service: the agof qualified inventory (aqi).

This new feature can also be used in "programmatic advertising" and was developed at the request of advertising clients and ad tech providers.
Further information and contact details
Further information, contact details

**agof daily digital facts**
Join

Information, requirements, costs at:
https://www.agof.de/en/mitmachen/

Contact: agof service center
Phone: +49 (0)800-410 2977
E-mail: servicecenter@agof.de

**TOP**
Evaluation and planning tool

Further information at:
https://info.top-modular.de/

Contact: COMsulting GmbH
Phone: +49 (0)4503 / 3535-0
E-mail: topsupport@comsulting.de

**agof academie**
Seminars and online training

Further information at:
https://www.agof.de/en/akademie/

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