Thursday, 15 March 2018

Roy Morgan pixel works with 'Accelerated Mobile Pages' (AMP)

Traditional Internet measurement systems have recently hit three problems:

- **Google's Accelerated Mobile Pages (AMP);**
- **HTTPS pages; and**
- **Facebook Instant Articles.**

Roy Morgan's Internet measurement system Roy Morgan Live Audience Evaluation solves all three so website owners, advertisers and agencies can measure and monitor website and digital advertising audiences with confidence that they are getting the true answers.

Over 18 million Australians (90+% of Australians 14+) use Google Search in an average four weeks to browse the Internet and discover new content and these 18 million Australians will invariably end up utilising Google's Accelerated Mobile Pages whether they realise it or not. Website owners, advertisers and agencies will invariably have had their audiences underestimated because traditional web measurement systems can't trace page views or visitors – whether they know it or not.

Roy Morgan's Live Audience Evaluation allows any business with an online presence to install a 'pixel' – a short line of invisible code – on any website page or digital advertising in order to measure and profile digital audiences.

The pixel, in conjunction with a panel of 19+ million devices and sophisticated data science and accelerated analytics, enables near real time measurement of de-duplicated reach and in-depth profiling of the people engaging with a website or digital campaign without compromising the privacy of any individuals.

Traditional audience measurement approaches have struggled to measure sites using AMP as well as having similar issues around HTTPS and Facebook Instant Articles. Roy Morgan's Live Audience Evaluation pixel is able to both **measure** and **profile** digital audiences on AMP based sites, HTTPS and Facebook Instant Articles.

Roy Morgan Live Audience Evaluation provides unrivalled accuracy in cross-platform measurement by de-duplicating audience counts across different devices such as desktops, mobiles and tablets. It hands the power to digital content providers to understand not only how many but also who is viewing their content on a granular level – down to the postcode – for the first time.

Howard Seccombe, Chief Digital Officer, Roy Morgan, says the ability to accurately measure who is consuming content via sites using Google's AMP technology, HTTPS and Facebook Instant Articles is central to understanding what is going on in the fast-paced digital world:

"Other digital measurement tools have encountered intractable problems measuring audiences visiting sites using Google's AMP technology, HTTPS and Facebook Instant Articles. The capabilities of Roy Morgan Live Audience Evaluation continue to grow and it is now the only product in market that accurately measures AMP based sites, HTTPS and Facebook Instant Articles on a daily basis.

"Roy Morgan Live Audience Evaluation 'flips the switch' and returns the power of insight to digital content providers and the advertisers and marketers that surround them to drill down into their audiences across multiple platforms and identify the correct strategy to maximise the value of their content and advertising.

"Live Audience Evaluation has the ability to de-duplicate consumers accessing the same content across multiple devices – such as desktop, mobile and tablet - and provide daily audience measurement. The additional deeps insights available via the integration of our leading psychographic segmentation tool 'Helix Personas', gives advertisers and content providers the edge in driving value in the increasingly competitive digital space."

Roy Morgan Enquiries
Office: +61 (3) 9224 5309
askroymorgan@roymorgan.com

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers.