



# NIELSEN DIGITAL AD RATINGS

ITALY BENCHMARKS REPORT  
THROUGH TO END Q3 2018  
WITHOUT DATA PROVIDERS

# INTRODUCTION

To evaluate the effectiveness and success of a digital advertising campaign, the focus needs to be on the audience to which the campaign was delivered and whether it aligns with the campaign's intended audience.

Media buyers and sellers require reliable regional and local **on-target percentage benchmarks** - or the percentage of impressions accurately delivered to the audience from the total number of campaign impressions. While it's possible to achieve high on-target rates, it is difficult to achieve a 100% on-target rate - essentially serving all impressions to the audience.

Available in 34 countries globally, **Nielsen Digital Ad Ratings** is the industry standard for audience-based digital advertising campaign measurement.

Leveraging our database of historical performance, the **Nielsen Digital Ad Ratings Benchmarks Report** provides a guide for individual campaign effectiveness compared to marketplace averages across total digital, desktop-only and mobile-only\* for:



Age and gender demographics



Age spans - range of ages covered by target audience



## HOW TO READ AND APPLY BENCHMARKS

P25-54 total digital on-target percent is 65%. This means that 65% of all impressions served to an audience of people aged 25-54 across all digital devices were actually delivered to people aged 25-54.

If a campaign with a P25-54 target audience has an on-target percent of 71%, then its performance is 6 points above the 65% benchmark for this demographic segment.

Age spans refers to the range of ages the target audience covers, and is organized into three groups:

Broad - more than 30 years (e.g. P18+)

Medium - 16 to 30 years (e.g. P25-54)

Narrow - less than 15 years (e.g. P18-24)



# ITALY ON-TARGET BENCHMARKS

AGE BRACKETS	TOTAL DIGITAL			DESKTOP ONLY			MOBILE ONLY*		
	P	M	F	P	M	F	P	M	F
13+	98%	57%	50%	96%	65%	47%	99%	54%	52%
13-24	41%	-	42%	29%	-	19%	51%	-	49%
13-34	49%	-	45%	51%	-	34%	-	-	55%
18+	90%	70%	69%	89%	73%	67%	94%	62%	71%
18-24	31%	20%	-	27%	19%	-	35%	22%	-
18-34	44%	32%	35%	41%	29%	26%	48%	35%	42%
18-44	60%	45%	45%	57%	47%	32%	66%	41%	54%
18-54	75%	49%	60%	69%	-	44%	82%	-	73%
21-34	-	-	31%	-	-	29%	-	-	33%
21-44	-	-	30%	-	-	25%	-	-	37%
21-54	69%	-	-	65%	-	-	73%	-	-
25+	84%	-	49%	85%	-	47%	83%	-	56%
25-34	29%	-	22%	29%	-	18%	25%	-	25%
25-44	47%	28%	30%	46%	30%	25%	48%	23%	36%
25-54	65%	47%	41%	63%	46%	34%	67%	48%	50%
25-64	76%	-	52%	76%	-	47%	76%	-	55%



# ITALY ON-TARGET BENCHMARKS

AGE BRACKETS	TOTAL DIGITAL			DESKTOP ONLY			MOBILE ONLY*		
	P	M	F	P	M	F	P	M	F
30+	78%	-	-	78%	-	-	-	-	-
30-44	32%	-	31%	31%	-	28%	33%	-	34%
30-49	50%	-	-	49%	-	-	51%	-	-
30-54	59%	-	-	56%	-	-	66%	-	-
35+	73%	-	-	74%	-	-	69%	-	-
35-44	37%	-	-	35%	-	-	41%	-	-
35-54	49%	-	37%	49%	-	35%	49%	-	43%
35-64	61%	-	35%	61%	-	32%	62%	-	-
45-54	27%	-	-	27%	-	-	-	-	-
55+	42%	-	-	47%	-	-	-	-	-



# ITALY ON-TARGET BENCHMARKS

## AGE SPANS PEOPLE VS MALE-ONLY OR FEMALE-ONLY

	TOTAL DIGITAL		DESKTOP ONLY		MOBILE ONLY*	
	P	M or F	P	M or F	P	M or F
<b>Broad &gt;30 years</b>	<b>83%</b>	<b>52%</b>	<b>77%</b>	<b>49%</b>	<b>88%</b>	<b>55%</b>
<b>Medium 16-30 years</b>	<b>57%</b>	<b>38%</b>	<b>54%</b>	<b>33%</b>	<b>59%</b>	<b>45%</b>
<b>Narrow ≤15 years</b>	<b>34%</b>	<b>29%</b>	<b>30%</b>	<b>23%</b>	<b>39%</b>	<b>34%</b>

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