



Intro

June 2025

What is Origin?

A single source view of total campaign reach and frequency

43% (23.6m) Adults @ 4.7 OTS

Why its needed



**Channel & Format
Proliferation**



**Audience
Fragmentation**



**Siloed, Proprietary
Measurement**

1

**Drive
Efficiency**

2

**Improve Audience
Experience**

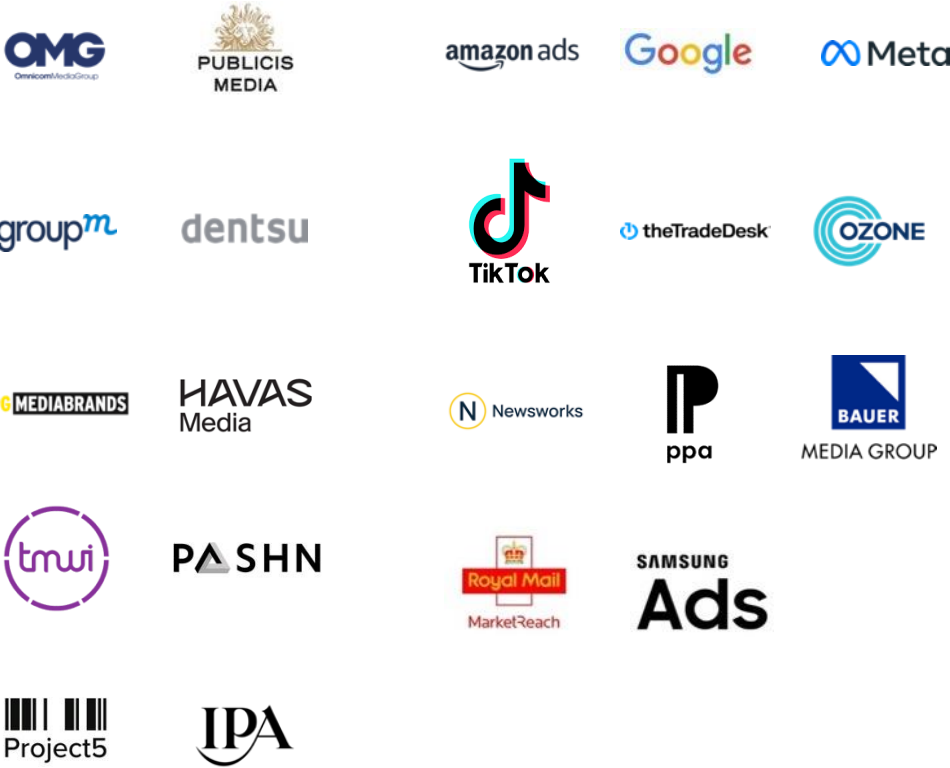
3

**Increase Campaign
Effectiveness**

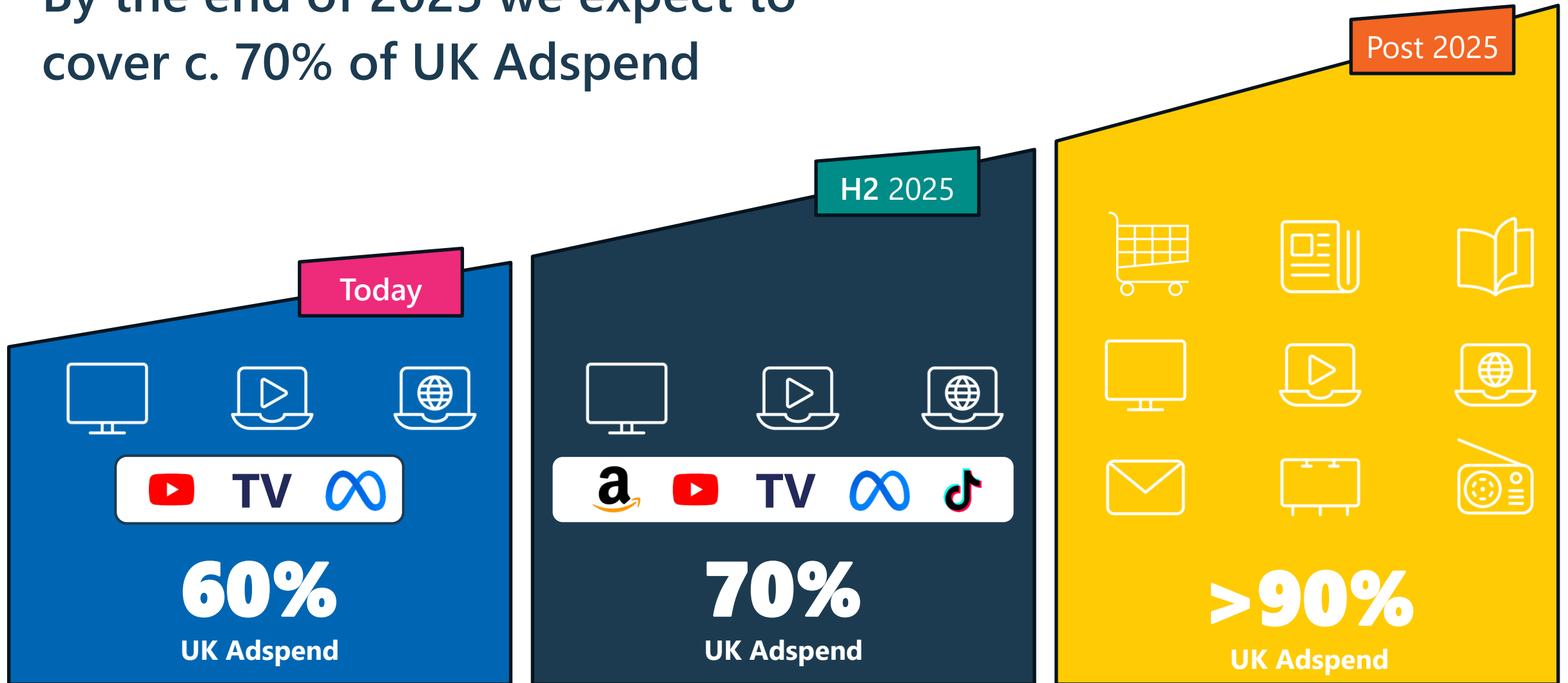
Part of the WFA's global framework



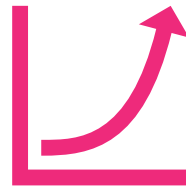
Over 50 funding stakeholders involved in service design



By the end of 2025 we expect to cover c. 70% of UK Adspend



3 use cases from the Origin Data



1

Unique Audience
Reach and Duplication
across platforms

2

Campaign Cover
Build & Frequency

3

Completed
Views

Planning in isolation – we know in this campaign example, a minimum of 31m adults were reached

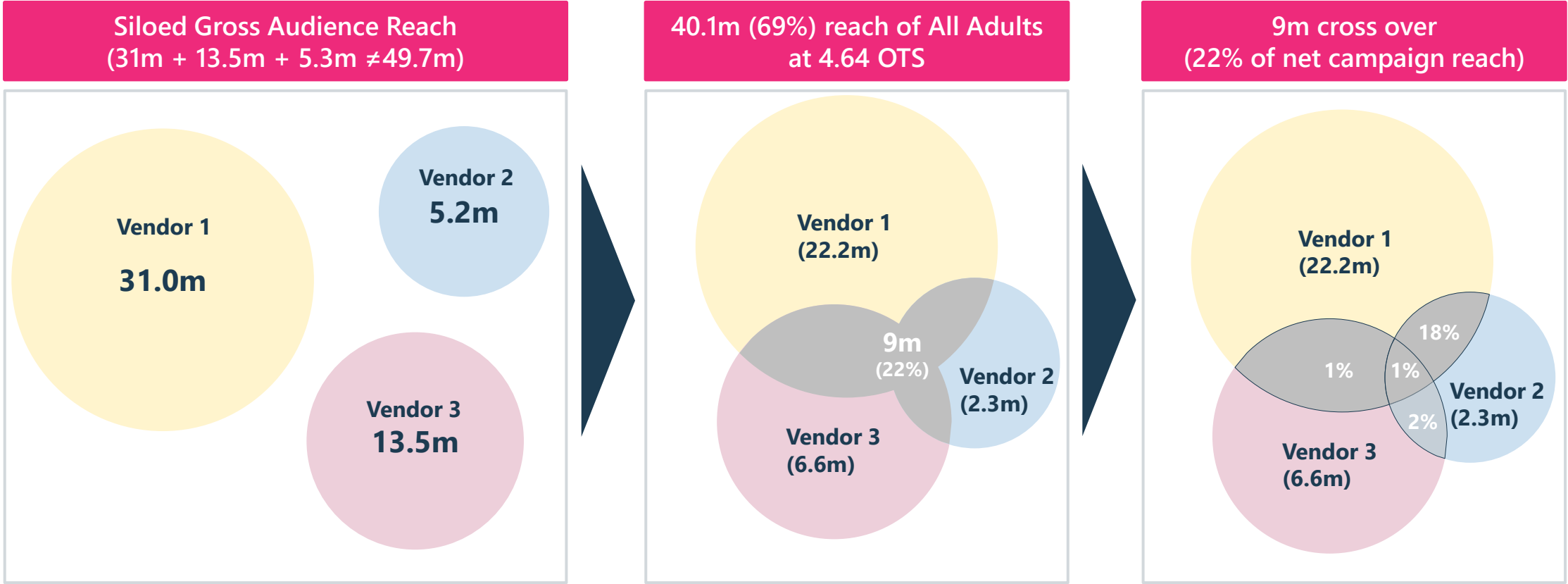
		Vendor 1	Vendor 2	Vendor 3
Reach (inc. Duplicated Counts)	▶	31.0m	5.2m	13.5m
Impressions	▶	147.3m	5.2m	25.0m
Average Frequency	▶	4.99	1.07	1.94
Duration	▶	11 Weeks [Data from 19/09/2024 to 29/11/2024]		

But we don't know how many in total were reached – we can't just add it all together as 49.7m includes duplication

		Vendor 1		Vendor 2		Vendor 3		TOTAL
Reach (inc. Duplicated Counts)	▶	31.0m	+	5.2m	+	13.5m	=	49.7m
Impressions	▶	147.3m		5.2m		25.0m		177.5m
Average Frequency	▶	4.99		1.07		1.94		4.64
Duration	▶	11 Weeks [Data from 19/09/2024 to 29/11/2024]						

Origin enables you to see your de-duplicated **Total Campaign Delivery** (ie Reach and Frequency) for the first time. From gross siloes to actual net campaign delivery

Illustrative data!

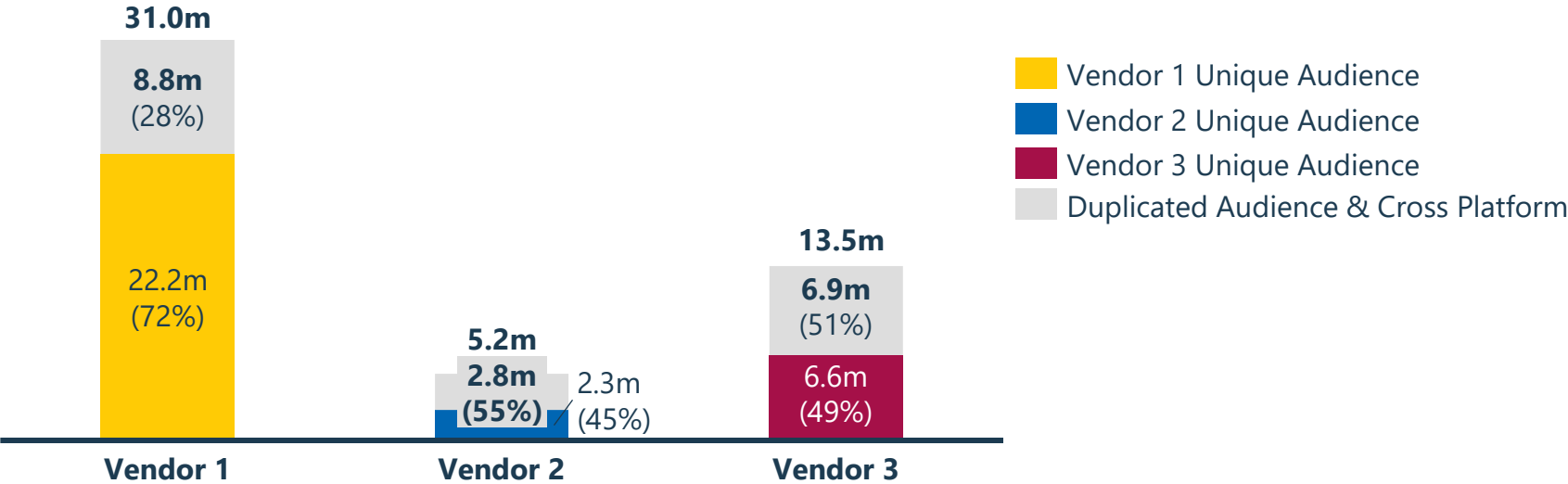


Origin can tell us which channel delivered the greatest **unique reach** (i.e. Individuals that were not reached via any other platform)

Illustrative data!

Vendor Channel Reach

Adults Millions, Total Reach (+ 1)



Total spend (£)	—	—	—	 CAN BE FILLED WITH YOUR DATA
Cost per 1,000 (£CPM)	—	—	—	



**Synthetic data for illustrative purposes

CPM = Cost/ Impressions x 1000

© Origin 2025

We can chart the total net campaign 1+ cover build over the campaign period

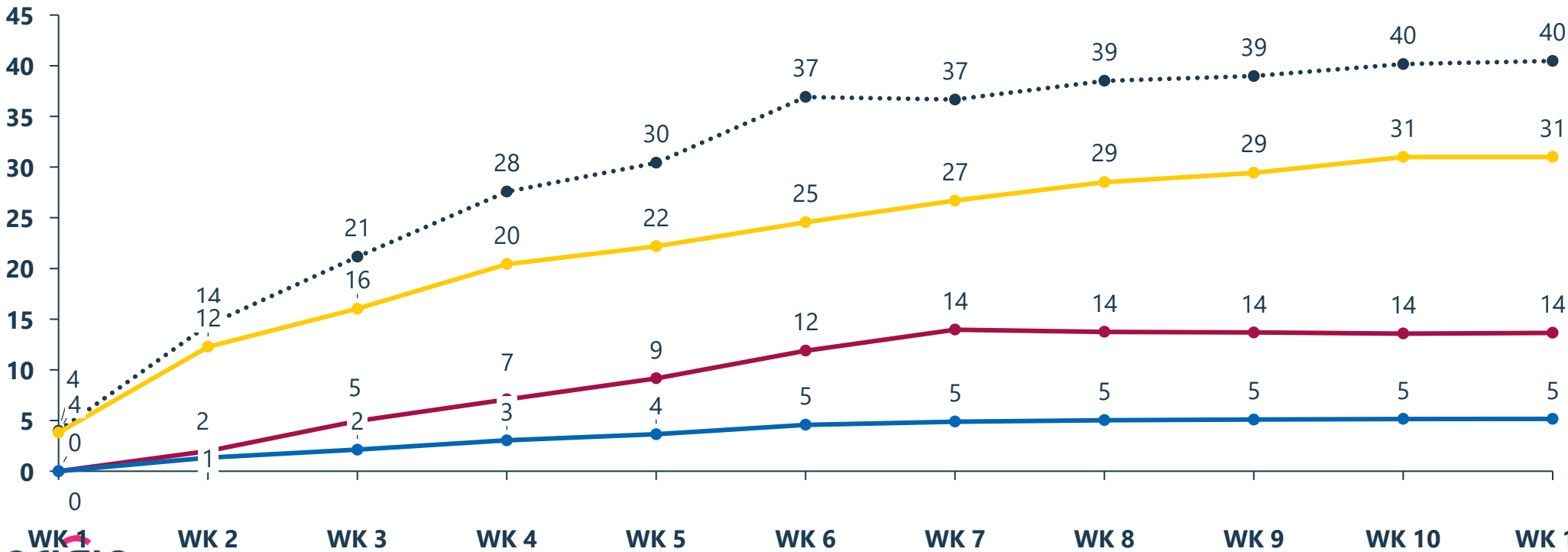
Illustrative data!

Note:
Vendor values include duplicates
(Gross)

Cumulative Audience Reached

Adults Millions, Cumulative Reach (+1)

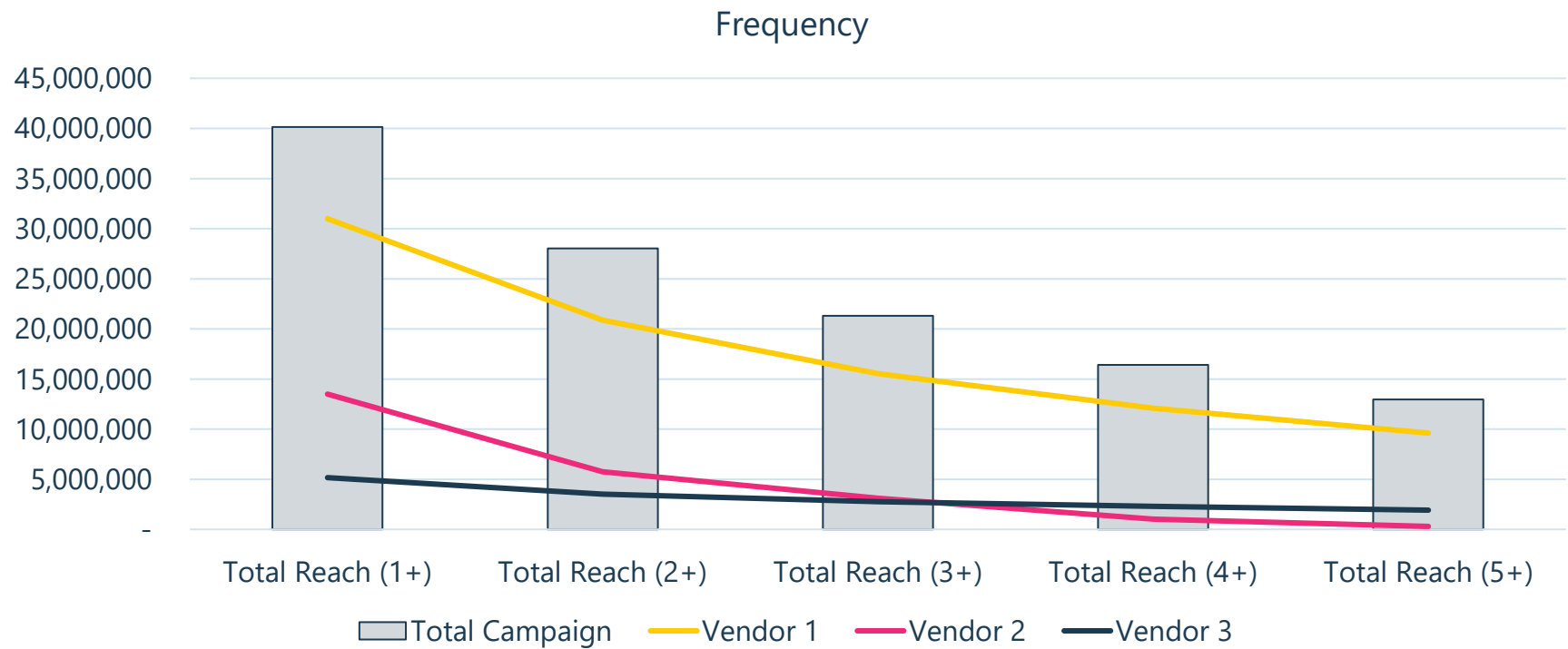
- Deduplicated Total Campaign
- Vendor 1 (duplicated)
- Vendor 2 (duplicated)
- Vendor 3 (duplicated)



As well as the reach across the different frequency levels

Illustrative data!

Audience Reached by Frequency
Adults Millions

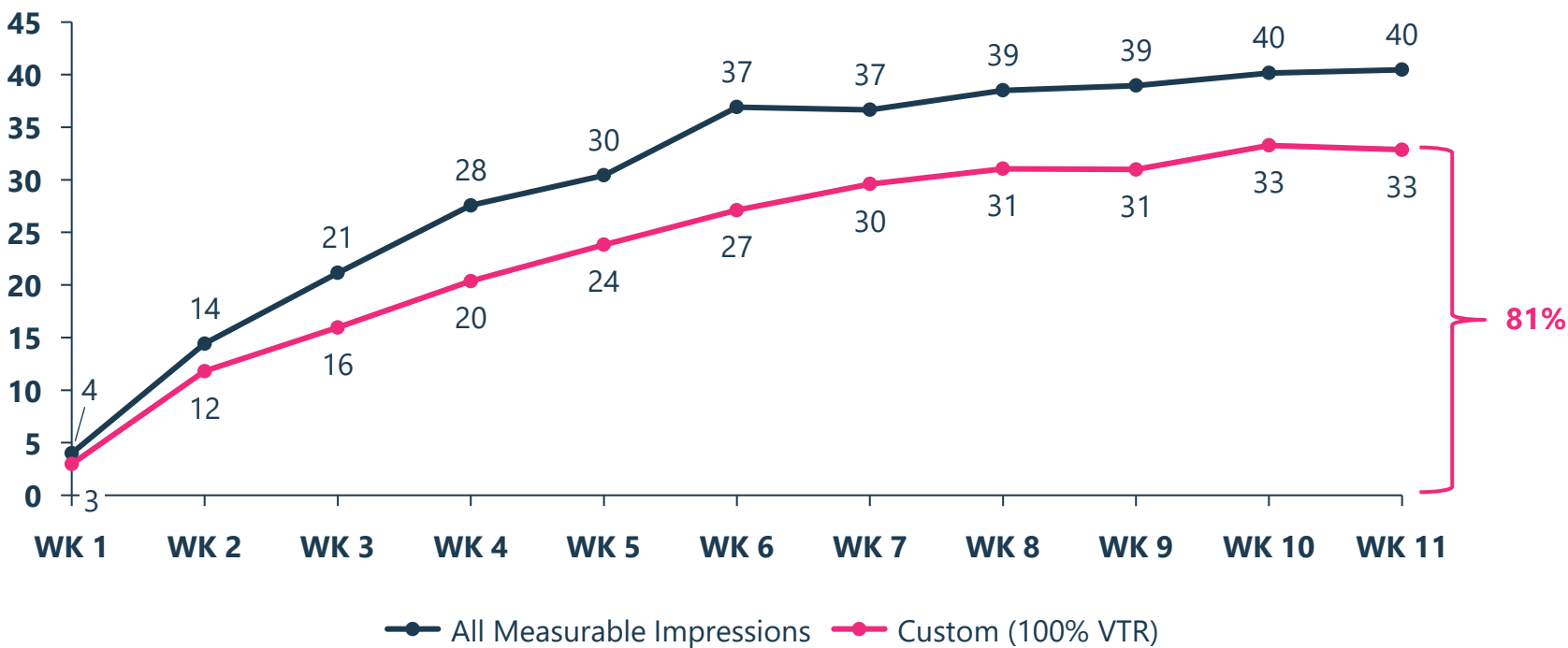


81.2% of the total audience viewed the campaign to the end by Week 11

Illustrative data!

Cumulative Audience Reached with 100% Video Exposure – Total Campaign
Adults Millions, Cumulative Reach (+ 1)

Total Reach 1+ (AMI)	40,467,840
100% VTR	32,868,360



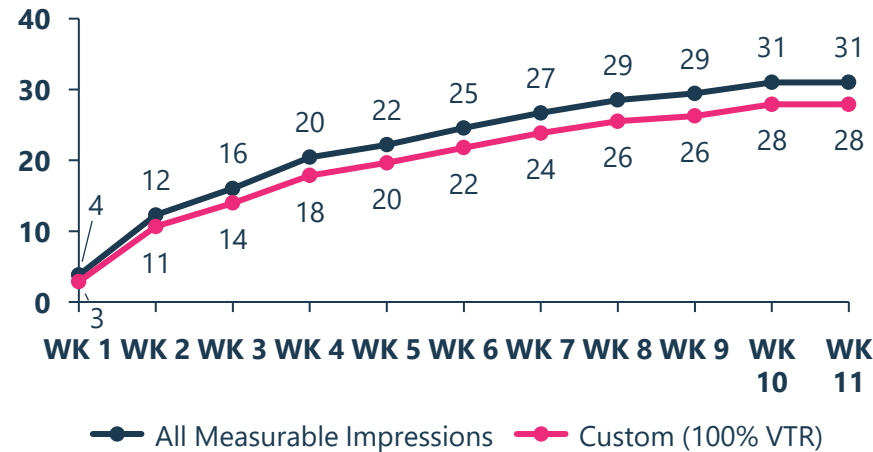
90% of the Vendor 1 audience viewed the advert to the end by Week 11, compared to 70% for Vendor 3

Illustrative data!

Cumulative with 100% VTR – Vendor 1

Adults Millions, Cumulative Reach (+1)

90.0% of the audience viewed the ad to the end by Week 11

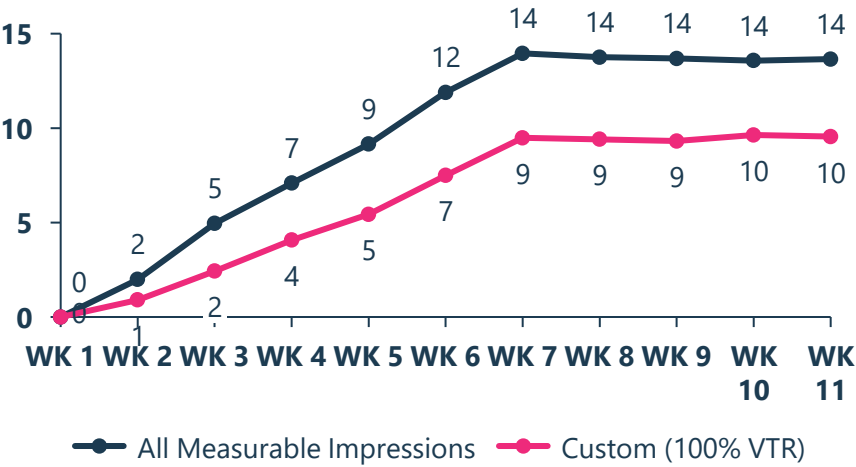


Total Reach 1+ (AMI)	30,996,000
100% VTR	27,909,000

Cumulative with 100% VTR – Vendor 3

Adults Millions, Cumulative Reach (+1)

70.0% of the audience viewed the ad to the end by Week 11



Total Reach 1+ (AMI)	13,652,310
100% VTR	9,553,425

1

**Single Source
Second by Second**

2

FAC Payment

3

Seamless Integration