Building Bridges

SEQUENT Partners™

METRICS THAT MATTER

Current Practices in Attribution and ROI Analysis

Bridging Strategies and Tactics

MMM

Strategic insights across entire marketing mix

Attribution

Quick, granular tactical guidance

Attribution Results Linked Directly to
DMPs and Buying/Selling Platforms

Bridge Design Elements

- Site Plan
- Utility
- Stability
- Construction
- Nature
- Scale
- Aesthetics

ROI Bridge Under Construction

"Year 2 of a Five-Year Journey."

ROI Bridge Under Construction

Bridge Utility

Bridge Design

Stresses on the “Infinitely Complex” ROI Bridge

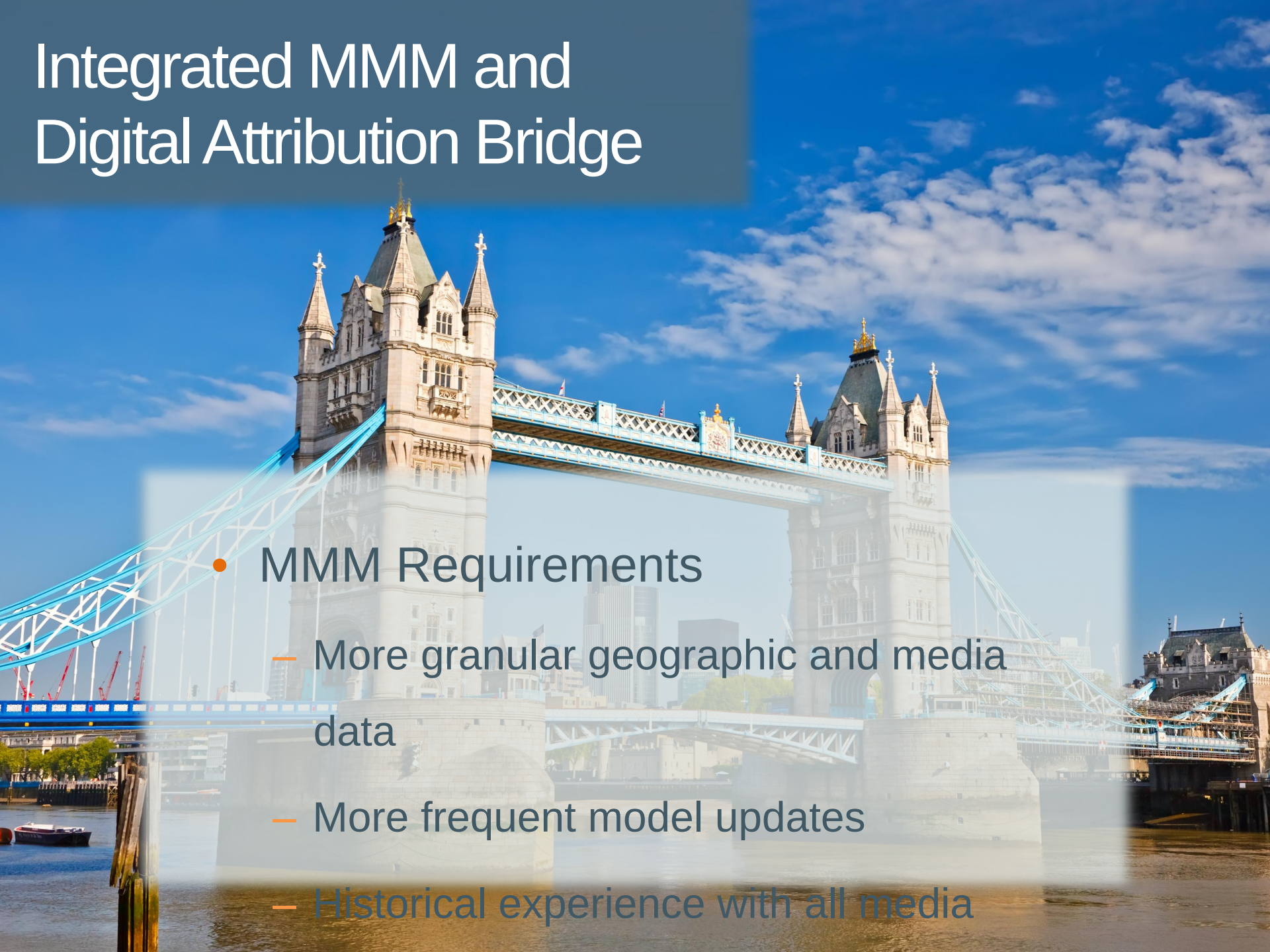
- Incomplete Data Streams
- Innovative but Untested Techniques
- Lack of Transparency
- Knowledge/Understanding Gaps
- Organizational Belief/Adoption, Silos

Two Bridges Being Built Today

Integrated Marketing Mix Models and Digital Attribution

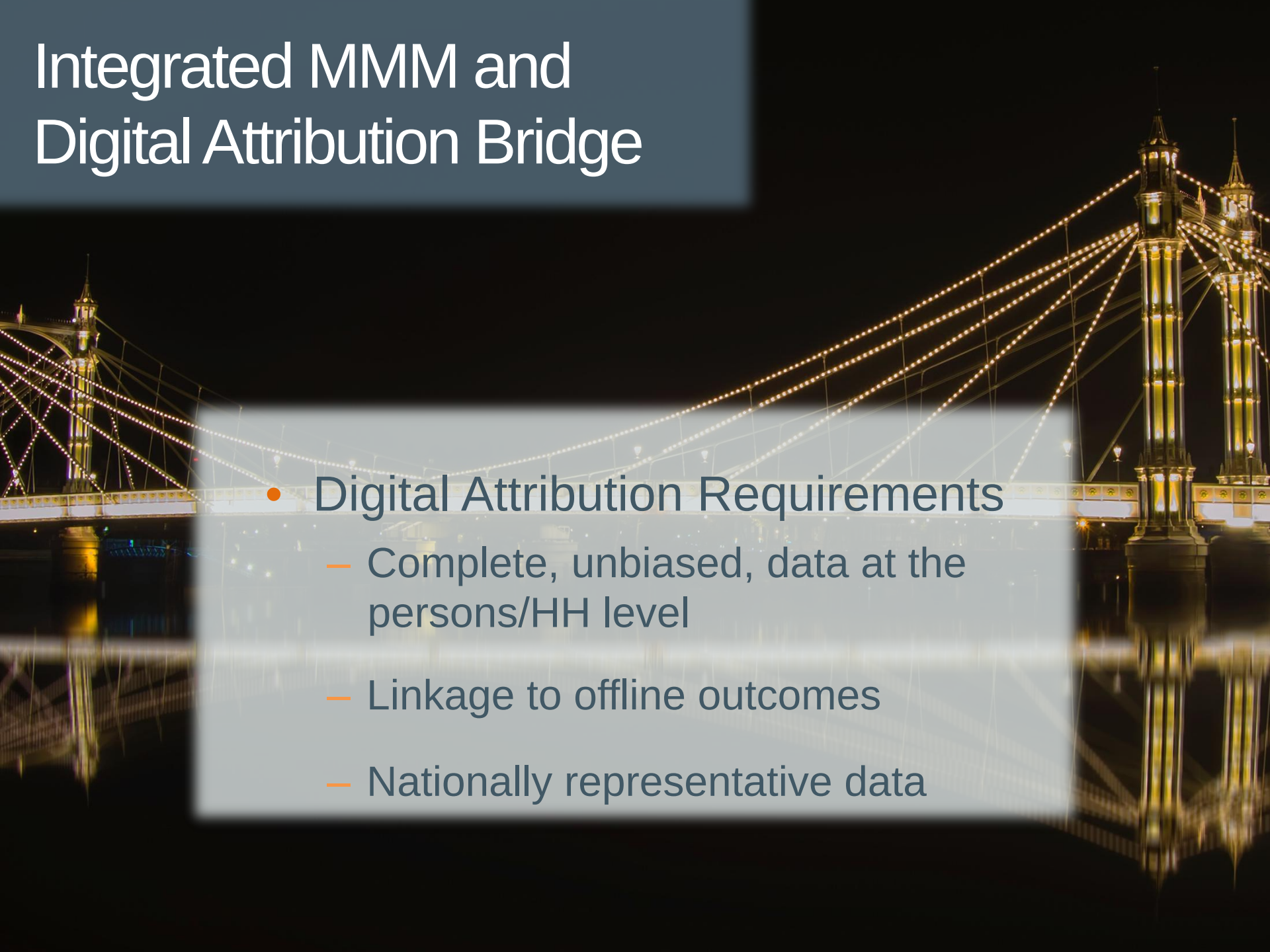
Cross-Platform Attribution

Integrated MMM and Digital Attribution Bridge



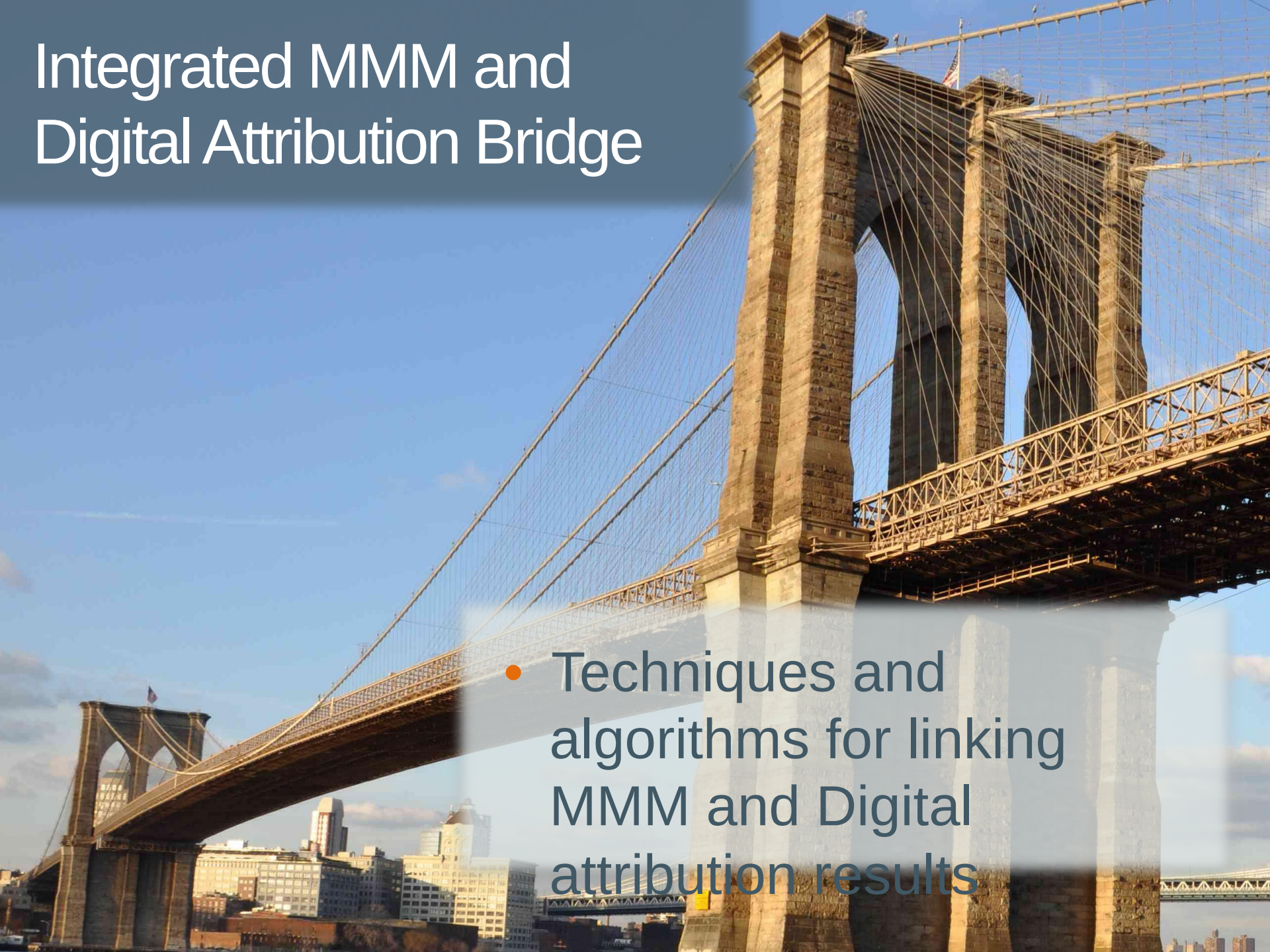
- MMM Requirements
  - More granular geographic and media data
  - More frequent model updates
  - Historical experience with all media

Integrated MMM and Digital Attribution Bridge



- Digital Attribution Requirements
  - Complete, unbiased, data at the persons/HH level
  - Linkage to offline outcomes
  - Nationally representative data

Integrated MMM and Digital Attribution Bridge



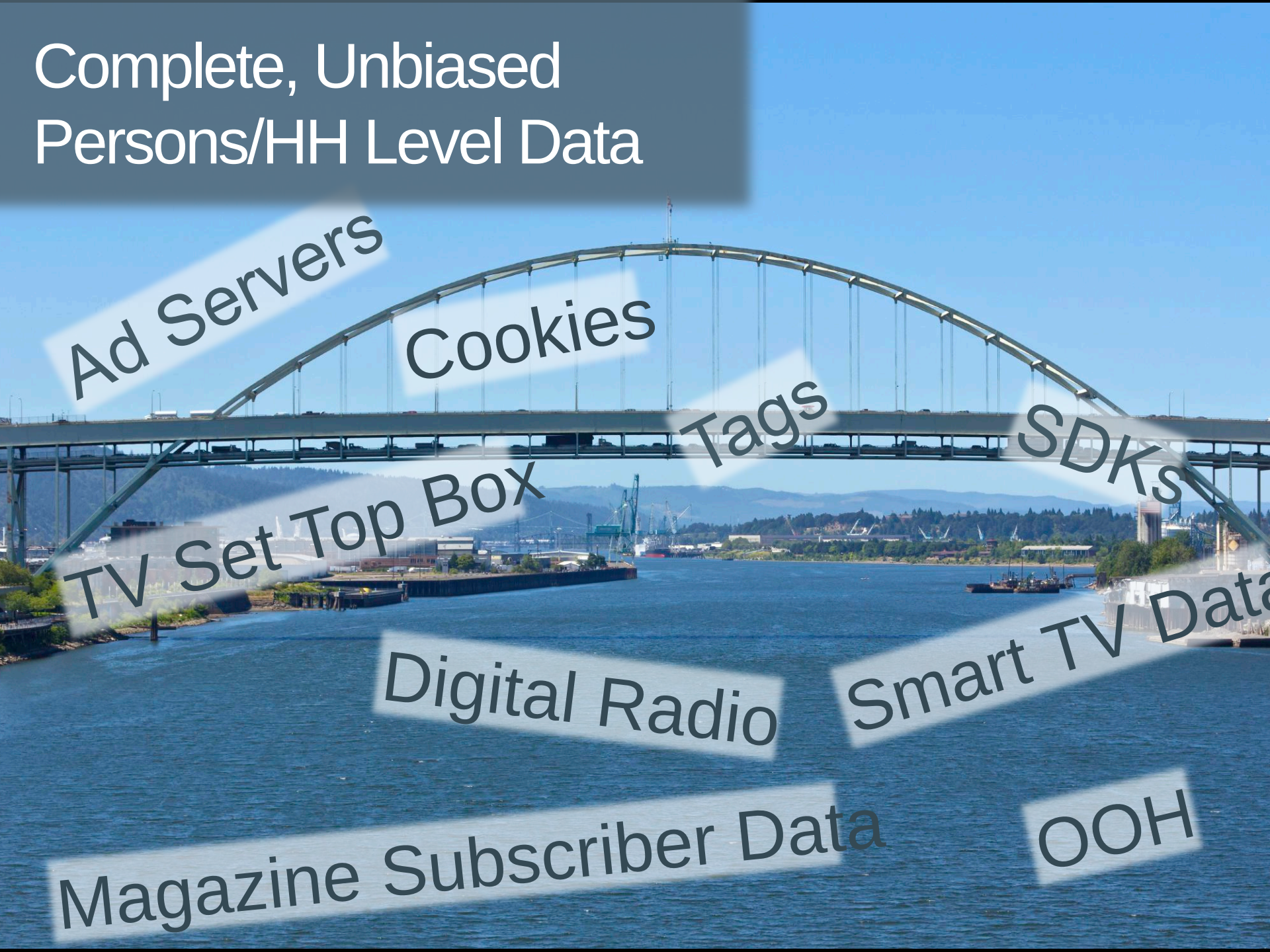
- Techniques and algorithms for linking MMM and Digital attribution results

Cross Channel Attribution Bridge

- Complete, unbiased and precise data at the persons or HH level
  - P/O/E
  - Digital
  - TV
  - Magazines
  - OOH
  - Radio

Cross Channel Attribution Bridge

- Accurate and representative data matched to other offline and online media, marketing and outcomes
- Validation of modeling techniques
- Transparency


Complete, Unbiased
Persons/HH Level Data
Ad Servers
Cookies
Tags
SDKs
TV Set Top Box
Digital Radio
Smart TV Data
Magazine Subscriber Data
OOH

Accurate and Representative Data Matching

- Probabilistic versus deterministic matching
- Incomplete device graphs
- No transparency
  - Data fusion
  - Match-back technologies
  - Proprietary algorithms
- Will a gold standard emerge?

Bridge Supports

- Without the complete marketing mix, competitive and environmental factors, the bridge is unsupported
  - Misattribution and bad business decisions may result

Bridge Design

- Even with all the data in place – a major achievement – the model design must be right reflecting:
  - The dynamics of consumer choice
  - The influence of advertising
  - Diminishing returns
  - Adstock
  - Long-term brand effects and halos
  - Interactions among the media, advertising and other marketing factor like pricing

Bridge Utility

- How are analytic results applied throughout the process to produce different… and more effective… decisions?
- Are results linked directly to DMPs, buying platforms, dynamic ad targeting, or other internal buying, allocation or targeting systems?
- What are best practices for organizational adoption and change management?

Bridge Construction

- Form industry working groups to:
  - Assess data accuracy, completeness, precision and coverage
  - Establish common definitions
  - Develop industry standards
  - Formalize user guidelines
  - Stimulate innovation

Four Working Groups To Construct The Bridges

1. Complete Digital Attribution
   - Address cost components
   - Link offline outcomes
   - Add brand baselines
   - Offline marketing drivers
2. Develop Cross-Platform Attribution
   - Television Data
   - Other media data
   - Brand metrics integration
3. Make Attribution Transparent
   - Laymen's guide
   - Modeling validation
4. Create Smarter Users and Organizations
   - Training programs
   - Establish Benchmarking

Approval of the Authorities

- Industry input, resolution and ownership
- MRC audits

A Bridge Is Not Built In A Day

- Brooklyn Bridge - 13 years
- Golden Gate Bridge - 4 years

- The ROI bridge is on pace

Is This Bridge Big Enough?

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