



Building Bridges



SEQUENT
Partners™

METRICS THAT MATTER

Current Practices in Attribution and ROI Analysis

cimm

coalition for
innovative media
measurement

4's

Bridging Strategies and Tactics

A large, illuminated arch bridge spans across a body of water at night. The bridge is lit up with warm lights, and its reflection is visible in the water. The background shows a dark sky and some distant lights.

MMM

Strategic insights
across entire
marketing mix

Attribution

Quick, granular
tactical guidance

The Bridge of Our Preparations

Attribution Results Linked Directly to
DMPs and Buying/Selling Platforms

“The Currency of Impact”

Bridge Design Elements



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

ROI Bridge Under Construction



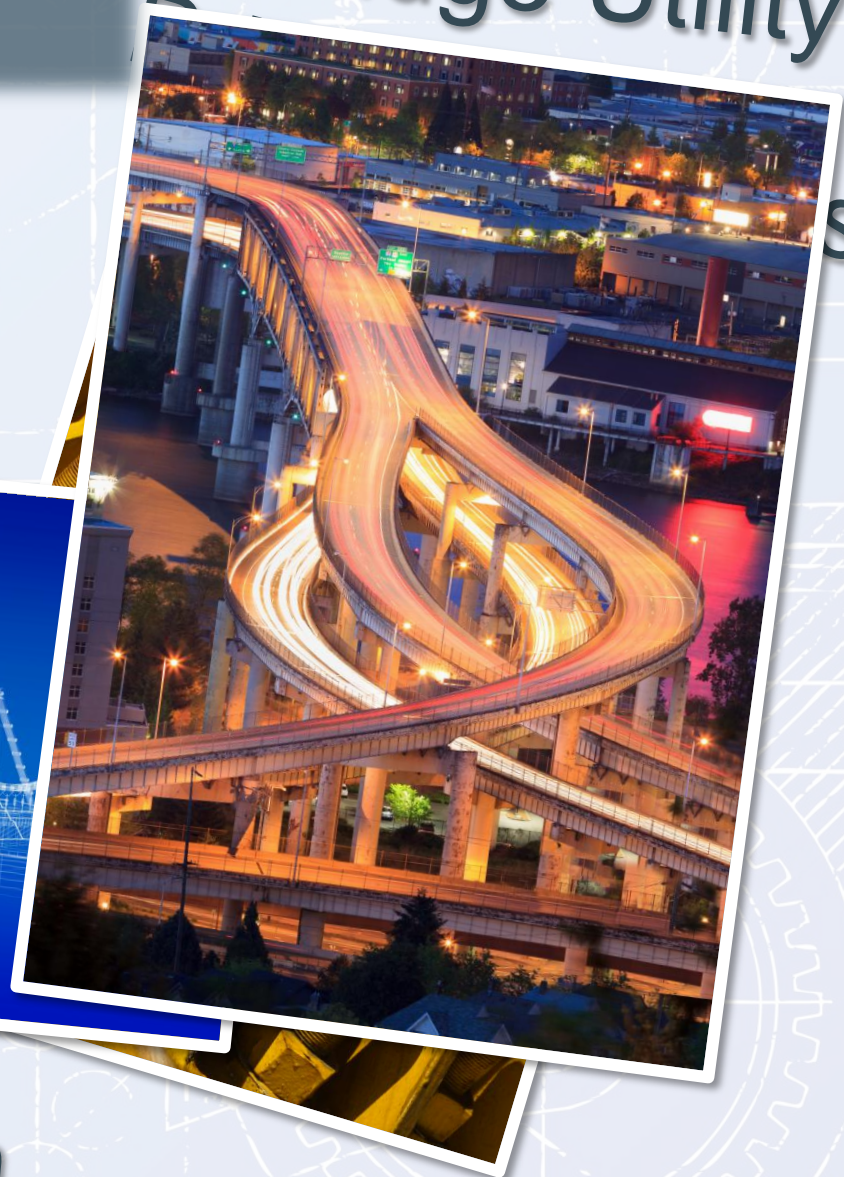
“Year 2 of a Five-Year Journey.”

ROI Bridge Under Construction




Building Materials Bridge Design

Bridge Utility



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

Cross-Platform Attribution



Integrated Marketing Mix Models and Digital Attribution



Integrated MMM and Digital Attribution Bridge

A photograph of the Tower Bridge in London, viewed from a low angle across the River Thames. The bridge's two massive stone towers are prominent, connected by a blue-painted steel walkway. The sky is a clear, vibrant blue with scattered white clouds. The water in the foreground is calm, reflecting the bridge and the sky. A small boat is visible on the left side of the river.

- **MMM Requirements**

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

Integrated MMM and Digital Attribution Bridge

A background image of a suspension bridge at night, illuminated with warm lights. The bridge's towers and cables are visible, and the lights reflect in the water below. The image is dark, with the bridge lights providing the primary illumination.

- 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

A large steel truss bridge spans across a body of water. The bridge has a complex lattice of steel beams and is supported by several concrete piers. The water is a vibrant blue-green color, and the sky above is a deep blue with scattered white clouds. The bridge's structure is prominent, showing the intricate details of the truss design. The overall scene is bright and clear, suggesting a sunny day.

- 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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