

Building Bridges: Current Practices in Attribution and ROI Analysis

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Today's ROI Analytics Bridge Strategies and Tactics

MMM

Full marketing mix
strategic insights

Attribution

Quick, granular
tactical guidance

The Bridge of Our Dreams


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“The Currency of Impact”

A Bridge of Epic Proportions

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Attribution Results Linked Directly to
DMPs and Buying/Selling Platforms

Two Bridges Being Built Today

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Cross-Platform Attribution



Integrated Marketing Mix Models
and Digital Attribution

Integrated MMM and Digital Attribution Bridge

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- Requirements
 - Granular geographic and media data
 - Frequent model updates
 - Historical experience with all media

Cross Channel Attribution Bridge

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- Requirements

- Complete, unbiased, data at the persons/HH level
- Links to offline outcomes and validation
- Nationally representative data

Stresses on the “Infinitely Complex” ROI Bridge

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

Will A Gold Standard Emerge?

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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

A Bridge Is Not Built In A Day

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