

**Attribution
is Hard.
MATT
Makes it
Easier.**





MATT

MARKETING ATTRIBUTION THINK TANK

MATT is a community of marketing and analytics leaders, committed to **measurable impact and accountability** by advancing **people-based approaches** in **media measurement** and throughout the entire process of planning and buying.

Measurable Impact & Accountability

We aim to replace outdated reach-based models with scientific ROI decision making

People-Based Approaches

We believe that the future of marketing will be people-based, and therefore the future of marketing measurement must be people-based as well

Media Measurement

We are committed to help marketers select and apply Multi-Touch Attribution (MTA) with confidence

The Great Marketing Growth Debate Series

Measurable Impact & Accountability

People-Based Approaches

Media Measurement

Last Year: Growth Framework Presentations & Debates

6 Growth Framework Presentations



5 Debate & Summary Sessions

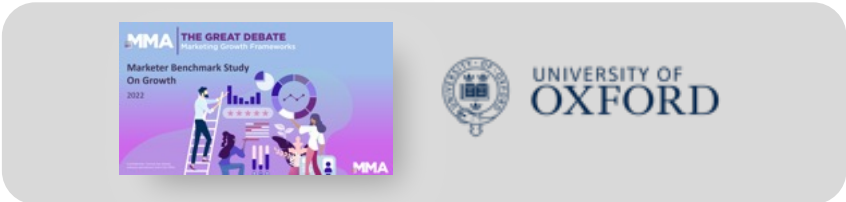


1 New Growth Framework



Up Next: MARKETER GROWTH SURVEY + CMO ROUNDTABLES ON GROWTH

Marketer Benchmark Study on Growth & Summary



5 CMO Debate Panels on the Key Drivers to Growth

APRIL
Customer Experience
 Is CX really the core marketing strategy for modern marketers?
 VISA ★ Heineken
 WesternUnion WU McDonald's

JUNE
Marketing Attribution
 Is marketing measurement now harder than ever?
 Wendy's BEST BUY

JULY
Creative
 How to leverage creativity in the age of digital & AI?
 gm AMERICAN FAMILY INSURANCE intel
 CEO • CMO SUMMIT

SEPTEMBER
Marketing Org Design
 How does organization contribute to growth?

OCTOBER
Data
 Just when we figured out Data's value, is it too hard to apply?
 DATT UNPLUGGED

Outcome-Based Marketing v2.0 (OBM2)

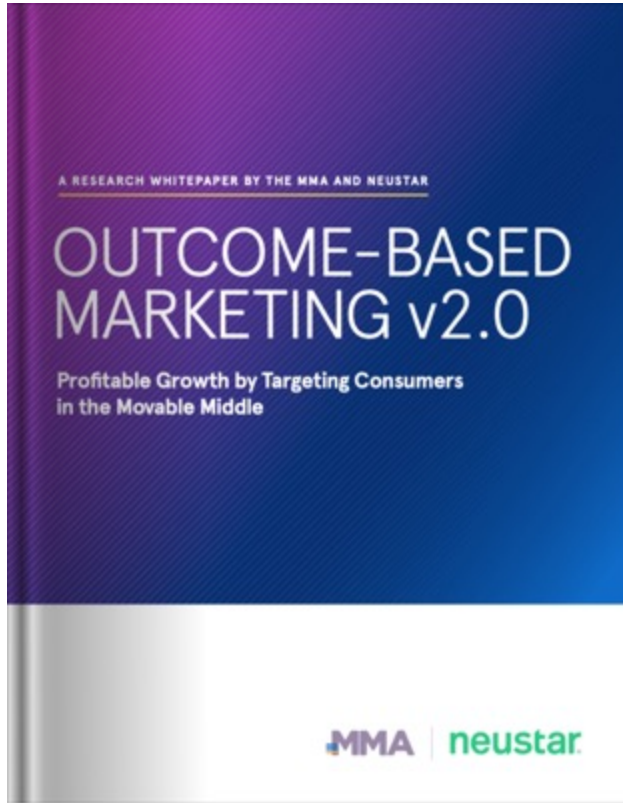
Measurable Impact & Accountability

People-Based Approaches

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Profitable Growth by Targeting The Movable Middle

- A new marketing growth framework that has been **scientifically validated to outperform reach-based planning by more than 50%**
- A **practical** approach to identify, quantify and **target the most responsive audience** for any brand
- A **profitable strategy to win over non-buyers** who are more likely to respond and build for the future of the brand



Exploring Tests



Advisors



UNIVERSITY OF OXFORD



PEPSICO



MOLSON COORS beverage company



A TransUnion® Company



Academic Advisors

Marketer Advisors

Measurement Partners

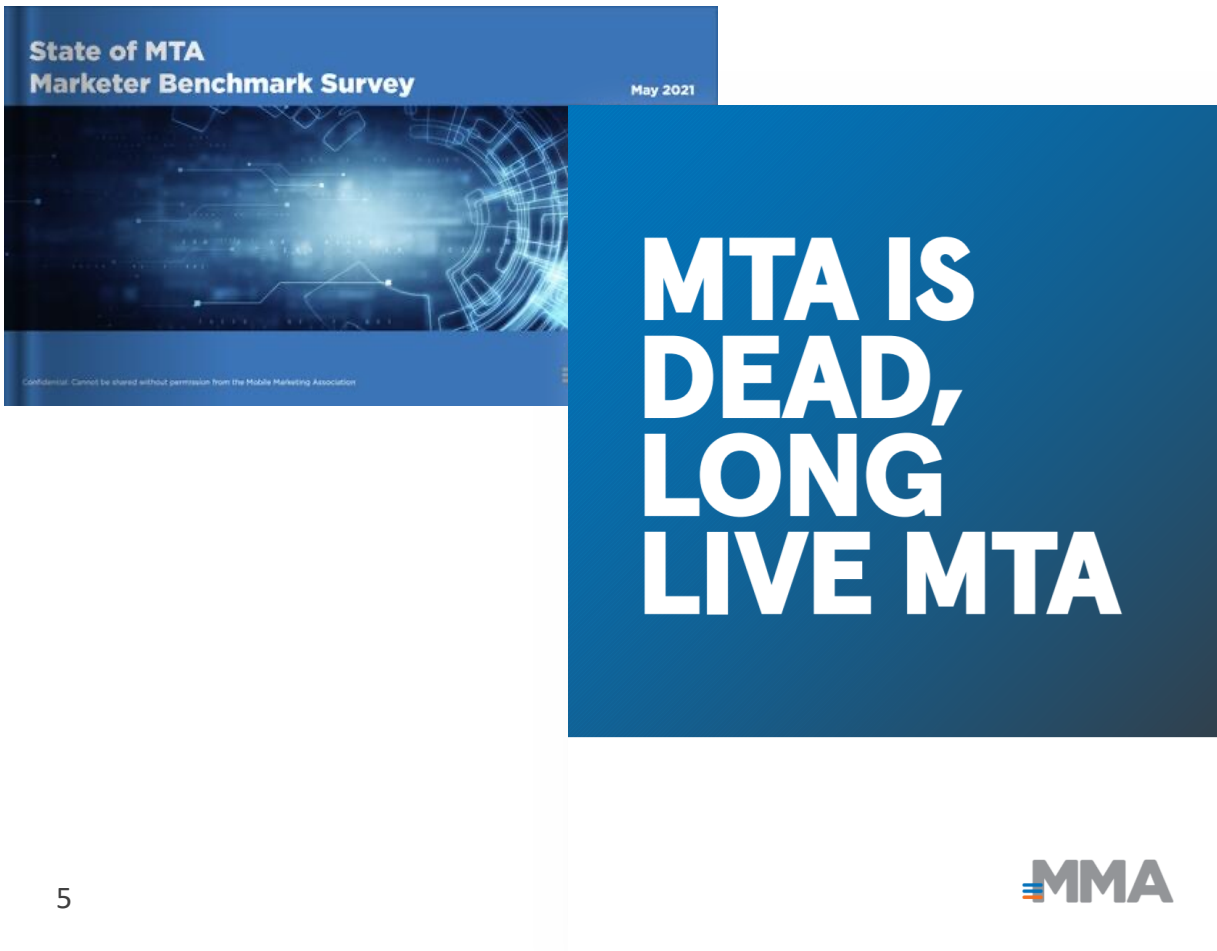
Attribution is Hard: Is MTA Worth the Effort?

Measurable Impact &
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We wanted to know. Our honest and unbiased assessment using our annual State of Attribution benchmark report, along with MATT member contributions, led us to a conclusion.



MATT Contributors

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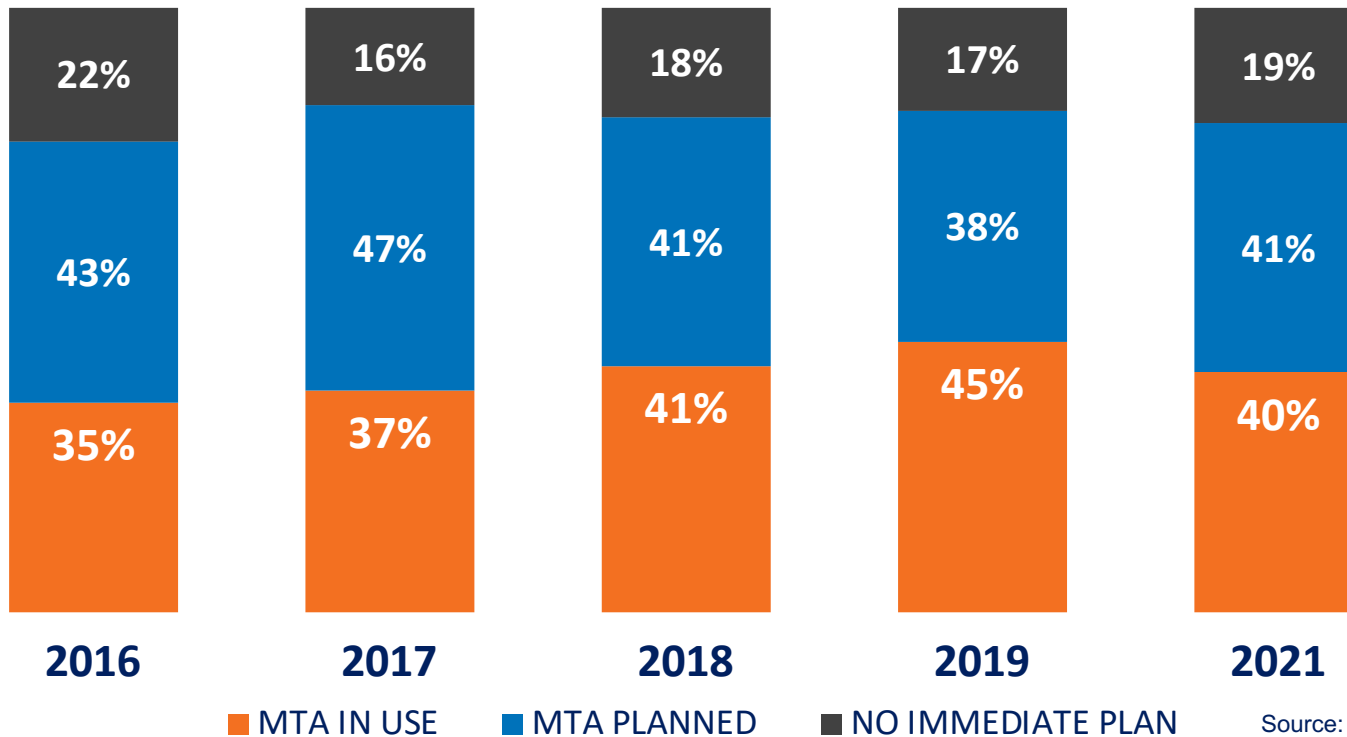
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MTA adoption remains relatively stable over the years, but a large share of marketers seem to be stuck in the middle



41% of brands have plans to **adopt MTA within the next 6-18 months**

39% feel that **MTA is promising but too complicated**

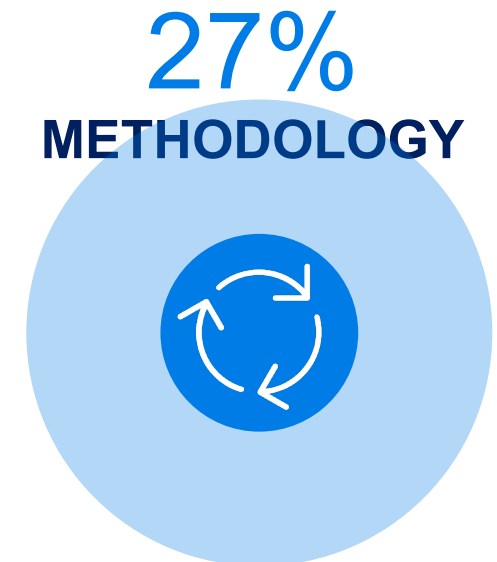
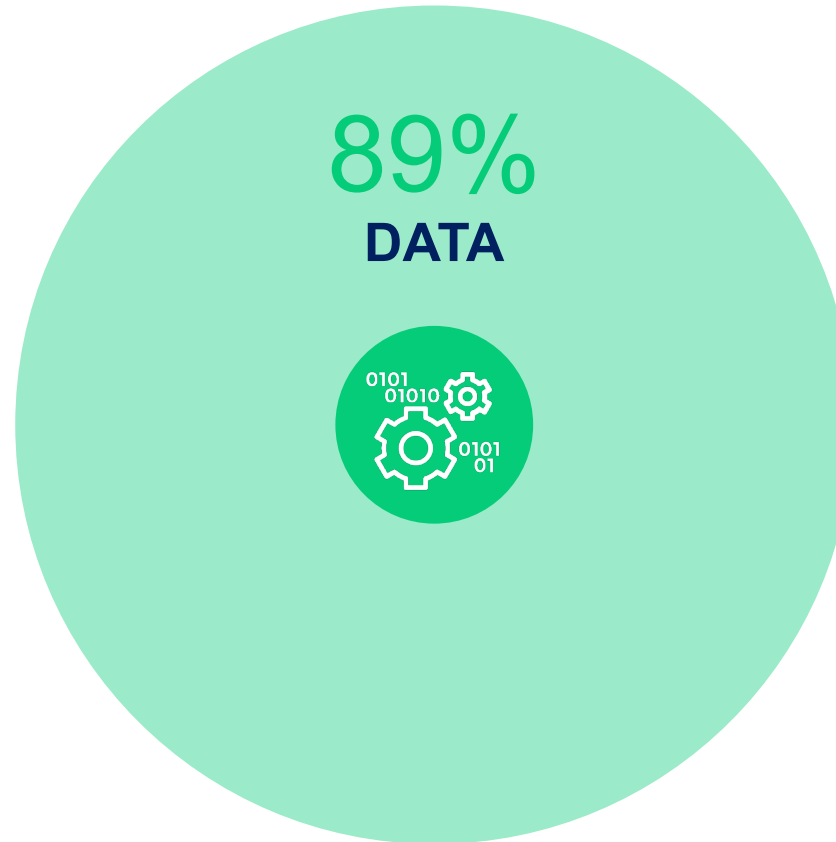
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Most brands have issues with data and organization



Source: MMA [State of MTA](#)

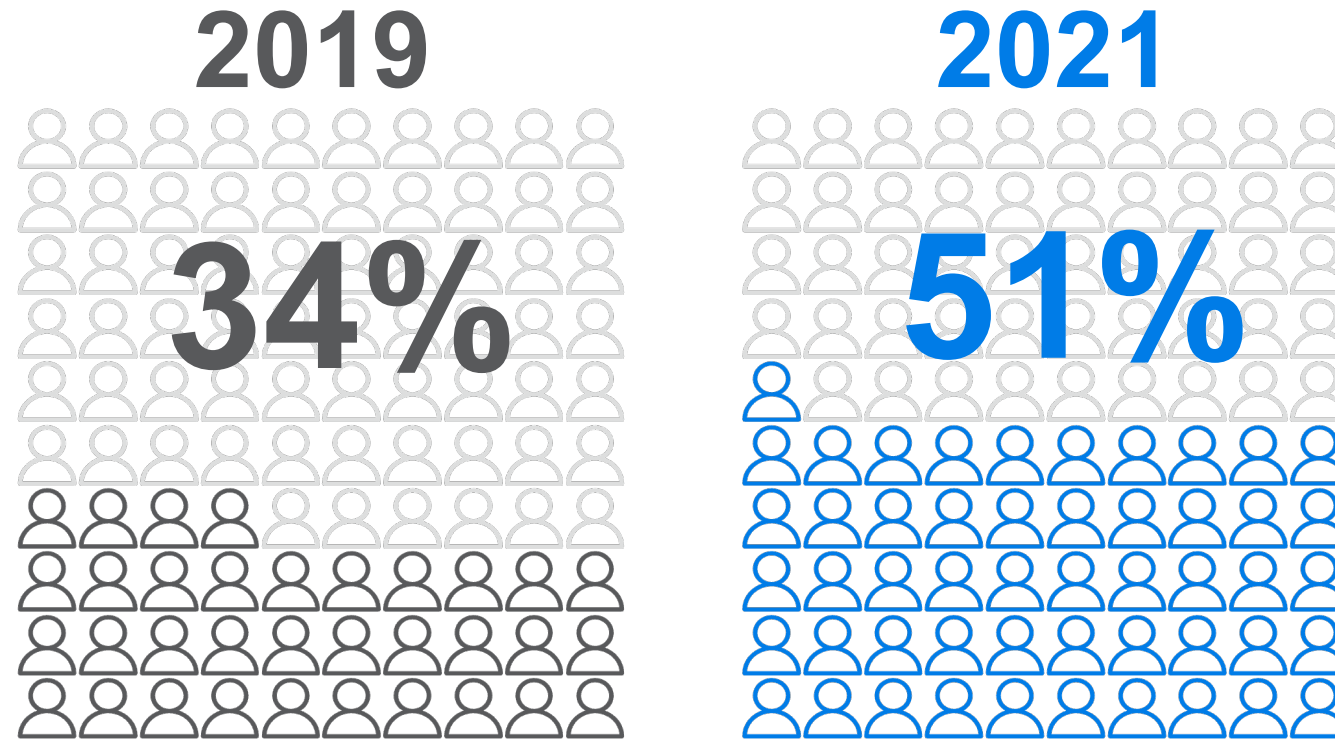
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More marketers are interested in linking MMM and MTA than ever before



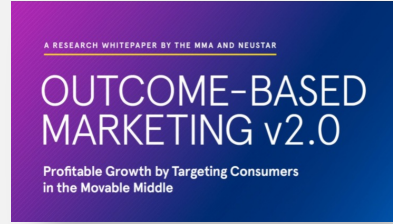
Percentage of marketers in North America interested in learning more about integrating MMM and MTA

Attribution is Hard: MATT Has Tools & Research to Make it Easier

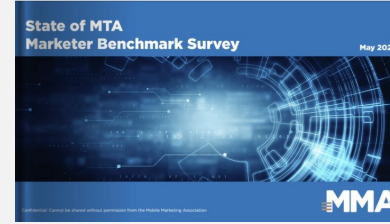
Research



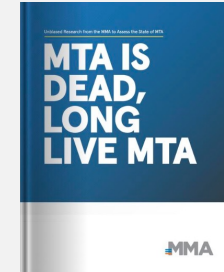
DATA SHARING FOR ATTRIBUTION: In the Age of MTA, GDPR, & Walled Gardens



OUTCOME-BASED MARKETING V2.0 (OBM2): New Marketing Growth Research & Framework



STATE OF ATTRIBUTION REPORT: Annual Benchmark Report for Past 5 Years



ATTRIBUTION IS HARD: Research on the state of attribution, including key challenges & advancements

Acceleration Tools



MTA JOURNEY MAP: And Accompanying Guide



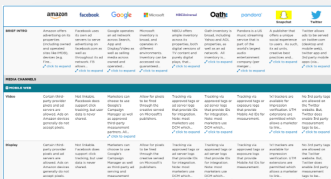
MTA DATA STRATEGY GUIDE



MTA TACTICAL SUCCESS GUIDE



MTA PROVIDER RFI TEMPLATE: And Accompanying Scoring Tool



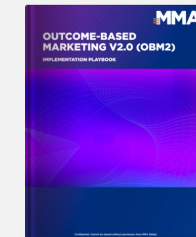
PUBLISHERS GRID: Data Sharing Practices



MTA DATA ACQUISITION RFI TEMPLATE



MTA DATAMAP: And Accompanying Guide



OBM2 IMPLEMENTATION PLAYBOOK: Step-by-Step Instructions to Set-Up a Test

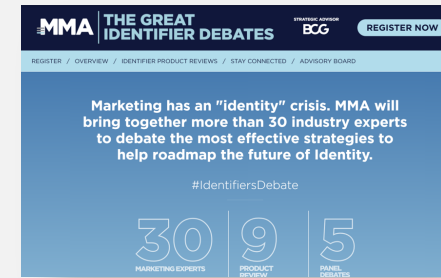
Member Series



MASTERING MTA: 4-Part Education Series



THE GREAT MARKETING GROWTH DEBATE SERIES: 6 Growth Frameworks Debated Over 12 Sessions



THE GREAT IDENTIFIERS DEBATE SERIES: 9 Product Review Presentations Debated by 30 Marketing Experts

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