

# Marketer Research Study: Marketing Productivity Assessment Attitudes

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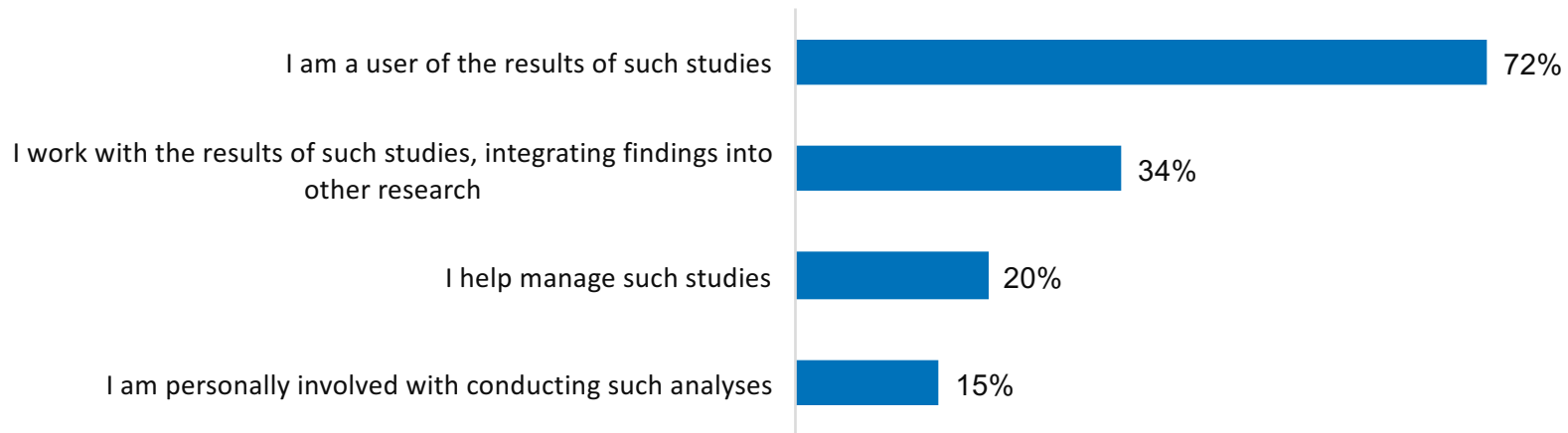
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## Marketing productivity study, sample profile and extent

- In total N=196 respondents participated in the research.
- Interviews were conducted from 6/29 to 7/20/2016
- Respondents were marketers, a mix of MMA members and non members, who have some connection with marketing productivity studies:



Question 1: Which of the following statement best describes your role regarding marketing productivity assessment (e.g. Marketing/Media Mix Modeling, Attribution, or other methods), N=196



## Summary of key findings

### **A/B tests and marketing mix Modeling are more widespread practices of assessing marketing productivity compared to convergence methods and MTA**

- Yet, about one out of two marketers claim to have used MTA in the last two years

### **Marketers rely on MMM for planning and budgeting, but there is less clarity when it comes to selecting a tool for in flight measurement and adjustment**

- Overall, planning and budgeting are still higher priorities for marketers in relation to agile marketing
- Marketers partly agree that MTA helps them understand online conversions and adjust in real time, but they are less clear about which tool solves their other needs or how to get inside walled gardens.

### **On average marketers are not extremely confident about the accuracy of ROI estimates they receive for media and mobile is not an exception**

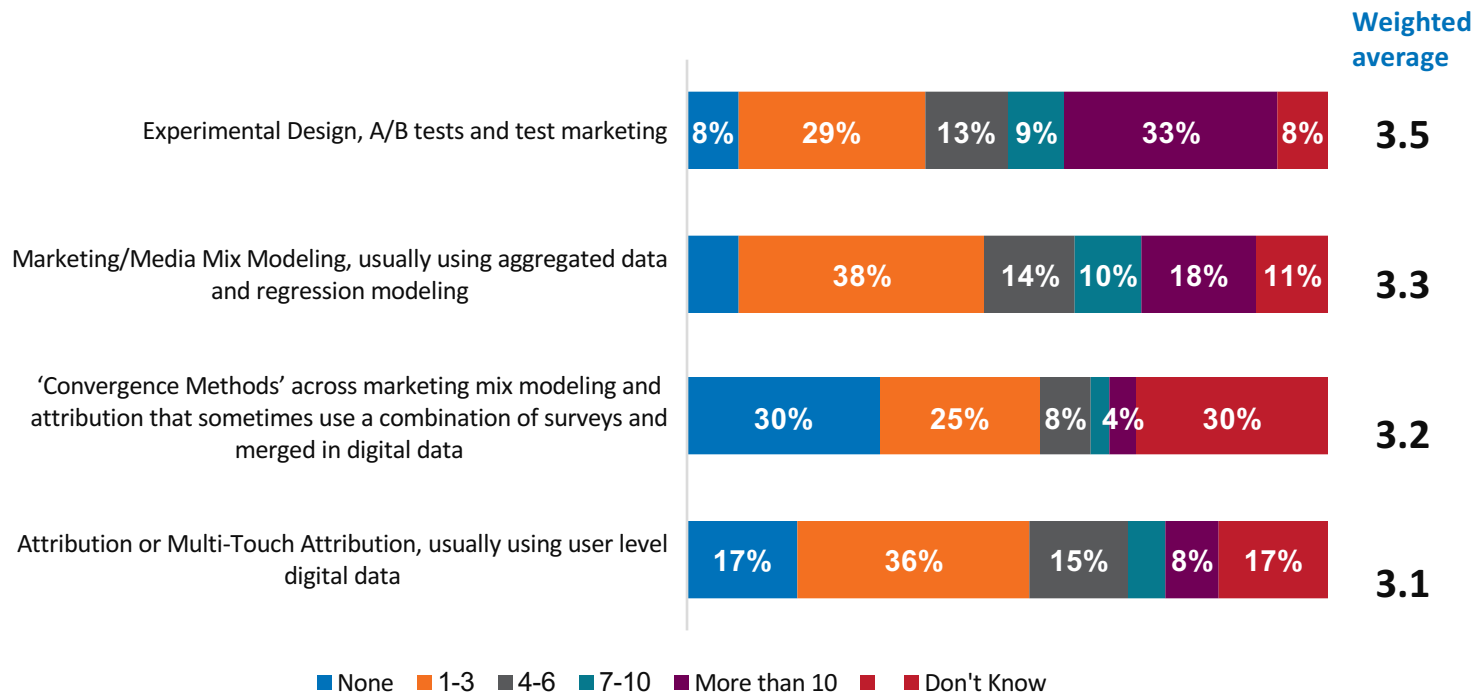
- The vast majority of marketers think that consistency of data they get from their tools can be improved
- Resolving discrepancies across methods usually involves guessing and less scientific approaches.

### **A small share of marketers feel confident about how they measure mobile marketing.**

- Opinions are a bit more polarizing when it comes to insights about mobile allocation and granular understanding of mobile tactics



# A/B tests and marketing mix modeling are more widespread practices of assessing marketing productivity

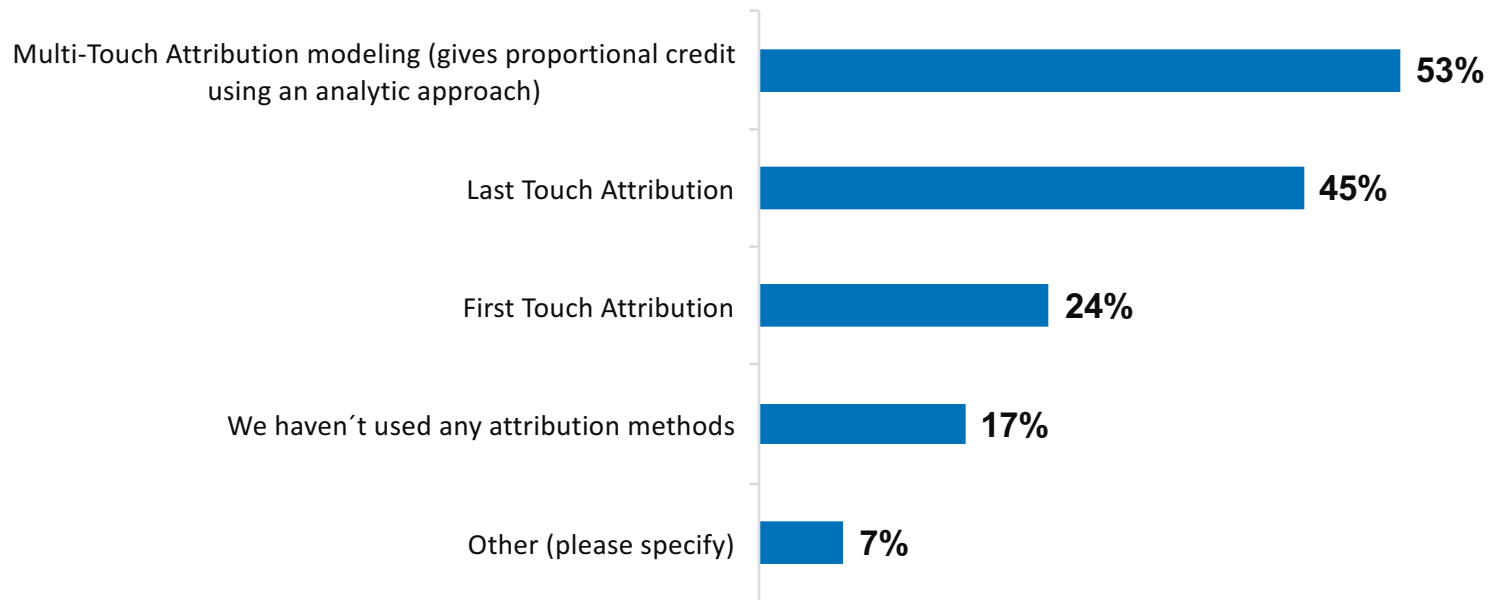


Question 2: Approximately how many of the following kinds of marketing productivity studies has your company conducted or received from partners over the past two years? N=126, total respondents



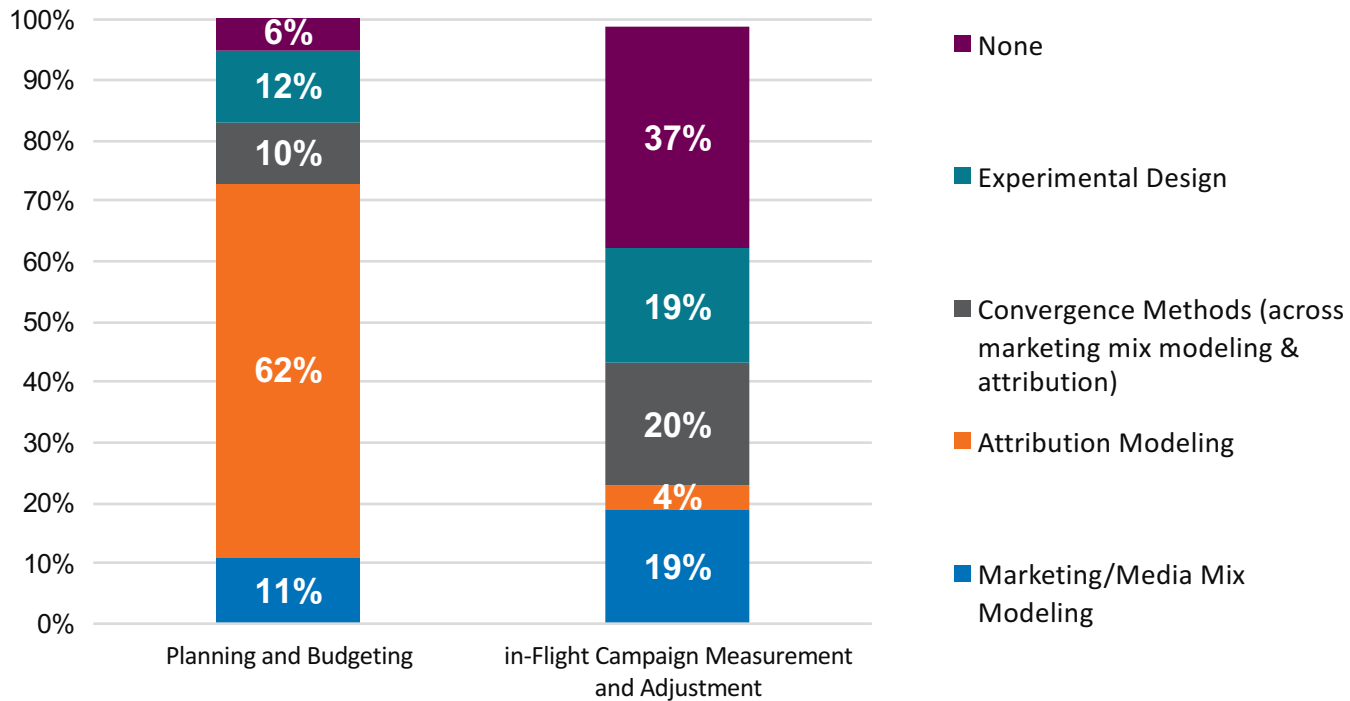


## About one out of two marketers claim to have used MTA in the last two years



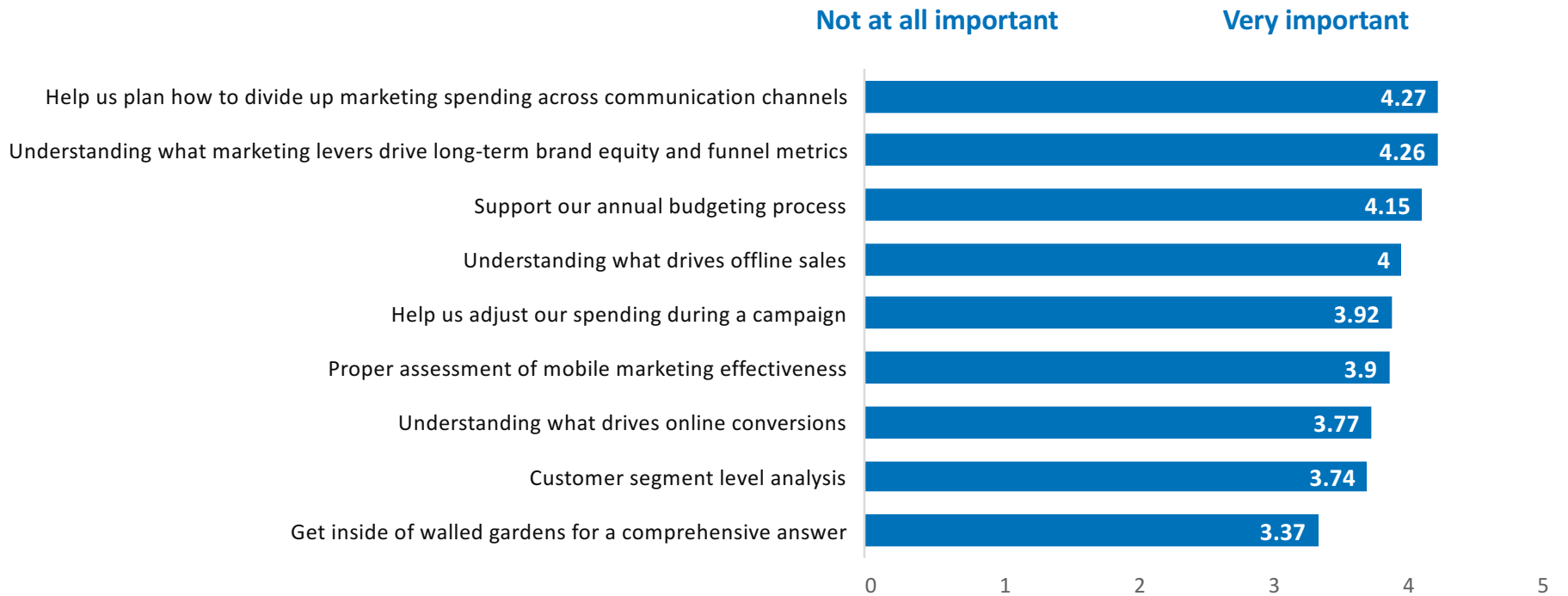
Q3: Still thinking about the last two years, which of the following attribution methods have you used? N=126, Total marketers

## Marketers rely on MMM for planning and budgeting, but there is less clarity when it comes to selecting a tool for in flight measurement and adjustment



Question 4: We now want to ask you about how you use marketing productivity assessment tools to support your different needs. What tool do you rely on most for planning and budgeting? How about for in flight campaign measurement and adjustment? N=113, Total respondents

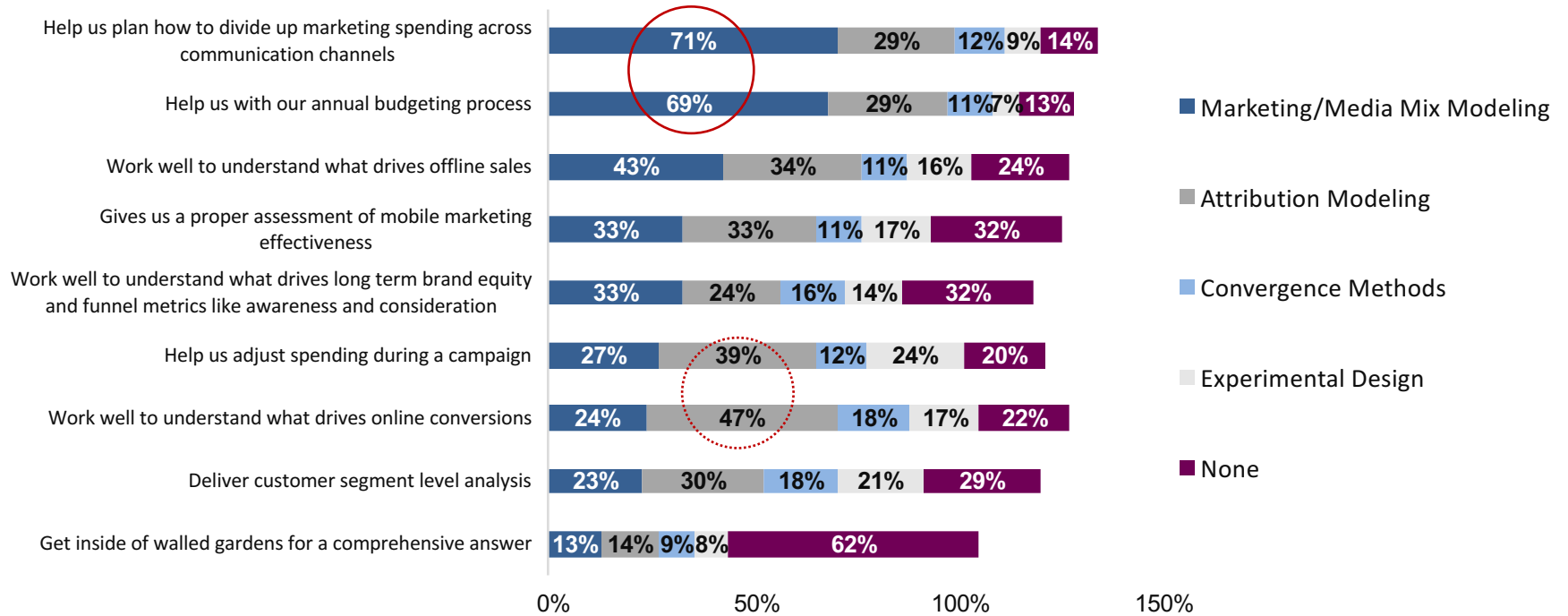
## Understanding what drives KPIs and planning/allocating accordingly are higher priorities in relation to agile marketing



Question 8: Here is a list of benefits that other marketers have said that they expect from marketing productivity solutions. On a scale from 1 to 5 where 5 is VERY IMPORTANT, how important is each of them to you and your company? N=103, Total Marketers.



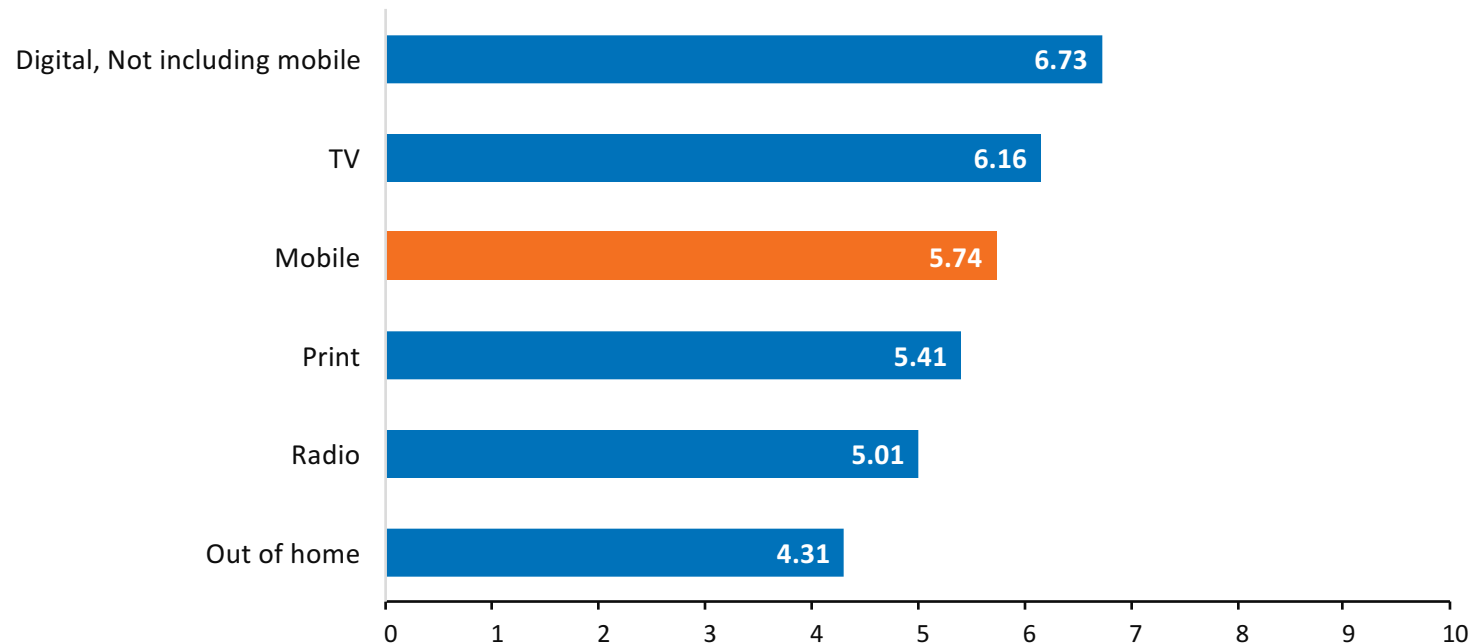
Marketers seem to agree that MMM covers their planning needs and that MTA (partly) helps them understand online conversions and adjust in real time. There is less clarity about which tool solves their other needs or how to get inside walled gardens.



Question 9: Thinking about the all the marketing productivity solutions that you use in your company, which of them, if any, actually delivers on EACH of the following benefits? N=93, Total Marketers.



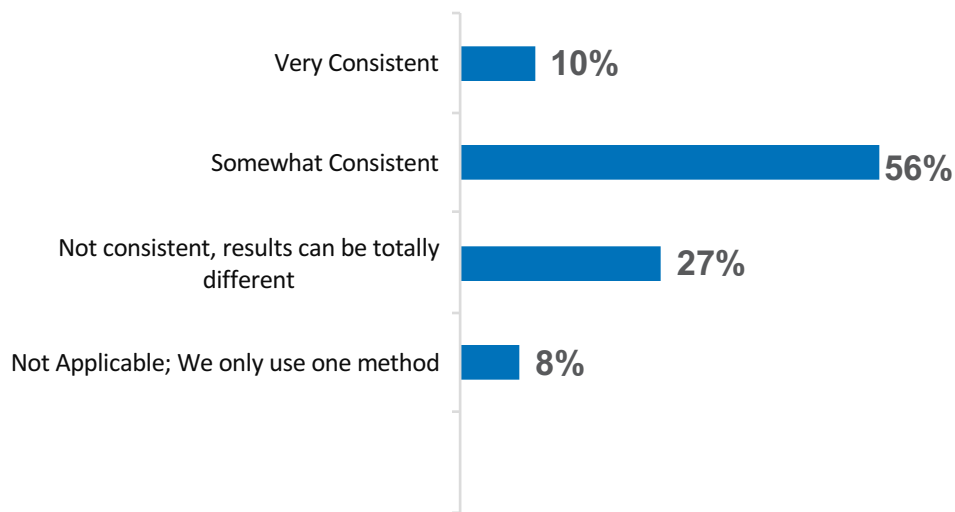
On average marketers are not extremely confident about the accuracy of ROI estimates they receive and mobile is not an exception



Question 5: Across the different methods you use, how confident are you on a scale of 1 to 10, where 10 is the highest confidence, that you are getting accurate estimates of the return on marketing of: N=105, Total Marketers

# The vast majority of marketers think that consistency of data they get from their tools can be improved

## How consistent are the results from the methods you use?



Question 6: Overall, how consistent or inconsistent are the results you get from ALL the different methods that you use about the effectiveness of particular marketing channels? N=105, Total Marketers.

Question 7: Please describe how you resolve any discrepancies across different methods N=50, Total Marketers

## How do you resolve any discrepancies across different methods?

### Guessing and common sense

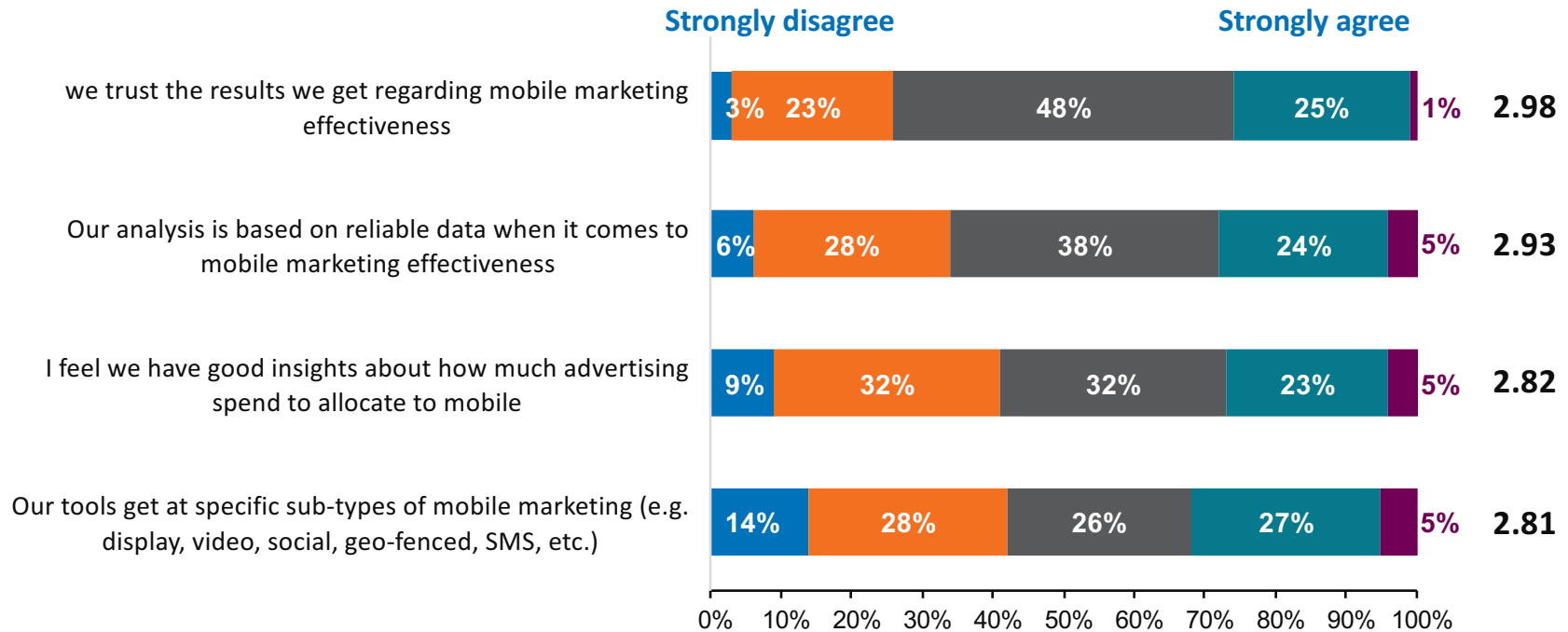
- “We go with the study that is supporting executive management direction”
- “We go with our gut. We read the data and make guesses”
- “Combination of our own data plus common sense”
- “Our Planning relies heavily on best practices from industry.”
- “When in doubt we continue with what worked last year.”

### Internal Rules and protocols

- “We tend to use higher level methods (media mix modeling) for planning and forecasting bottom line sales, and other methods (A/B testing, TV creative performance, brand health, CTRs, etc) for in-flight adjustments.”
- “We go with the model we are most comfortable with and have the longest history with. We also do back-testing for model fit to determine the most accurate model.”
- “We typically trust our mix models first and then rely on other methodologies to fill in the gaps.”



## A small share of marketers feel confident about how they measure mobile marketing. Opinions are a bit more polarizing when it comes to insights about mobile allocation and granular understanding of mobile tactics



Question 10: Across all the different tools you use, how much do you agree or disagree with each of these statements specifically regarding mobile marketing? (5 point scale, where 5 means agree completely and 1 means disagree completely) N=87, Total Marketers

# Thank You!

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**Mobile Marketing Association**

Here to lead the greatest transformation in marketing we'll see in our generation

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