Update: "Brand as Performance" (BaP) Initiative

May, 2022
A MATT initiative

MMA

The Challenge: Resolving the tension between performance and brand marketing

IS EFFICIENCY KILLING BRANDS?

AdAge

By Simon White. Published on October 18, 2017.

Digital marketing has unleashed an obsession with efficiency and short-termism, one that's trading long-term brand-building for short-term ROI. We've put the golden goose in a battery farm of scientific efficiency, and it's killing the brand, business growth and profit.
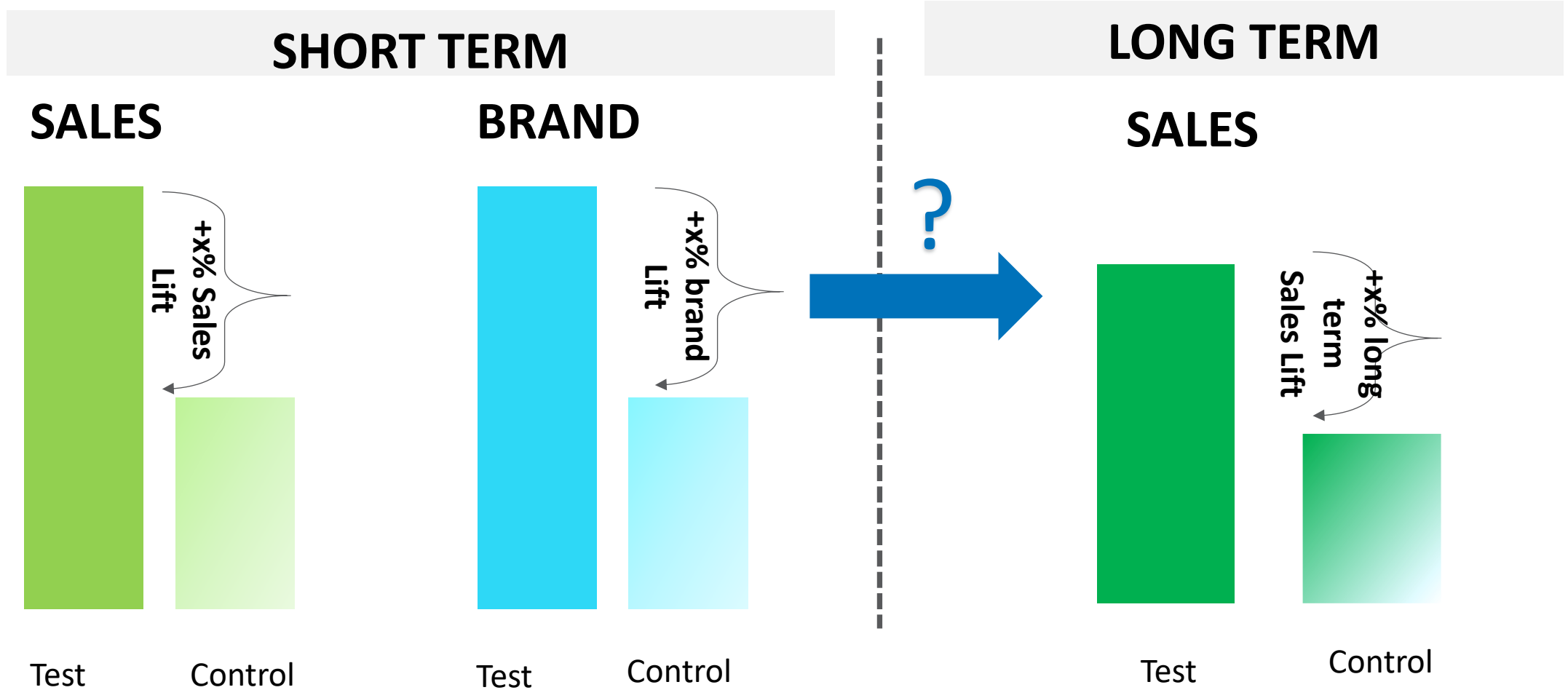
IS BRANDING "RAINBOWS & UNICORNS"?

"*Digital is about performance and delivers. Brand marketers don't have the same proof; it's like we're selling rainbows and unicorns because attribution models don't truly capture the contribution of the brand to the growth of the business!*"

Major Marketer

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# Analytics: modeling of BOTH short and long term effects

Key questions BaP research is designed to answer

1. **Performance value of brand favorability over an extended period**
   - How much more likely are brand favorables to convert?
   - Is this gap a long term annuity or does it have a half life?
2. **Leaderboards of tactics**
   - short term, long term, brand lift
3. **Targeting.** What segments should be targeted with extra media weight because they exhibit the highest short term return? What segments exhibit the greatest long term benefits? Movable Middle? Heavy buyers? Non/lapsed-buyers?
4. **Better understanding of Performance and Brand Marketing consumer-level dynamics.**

Solution building blocks

- **Massive study scale**
  - 600,000 IDs for ad targeting and conversion modeling
  - 15,000 surveys for brand lift and segment performance (favorables, Movable Middle, Customers)
- **Fully integrated, single source**
  - All IDs matched across Neustar (MTA), Dynata (surveys), and first party data
- **Longitudinal**
  - Persistent IDs allow for analyzing drivers of long term conversion
- **Combined analytics**
  - MTA gives us granularity
  - RCT experiments on 6 tactics (e.g. CTV, Online video, performance display, brand display) for precise incrementality measurement

Customer data

MTA, experiment

Addressable ad serving

Surveys

Brand vs. Performance Understanding

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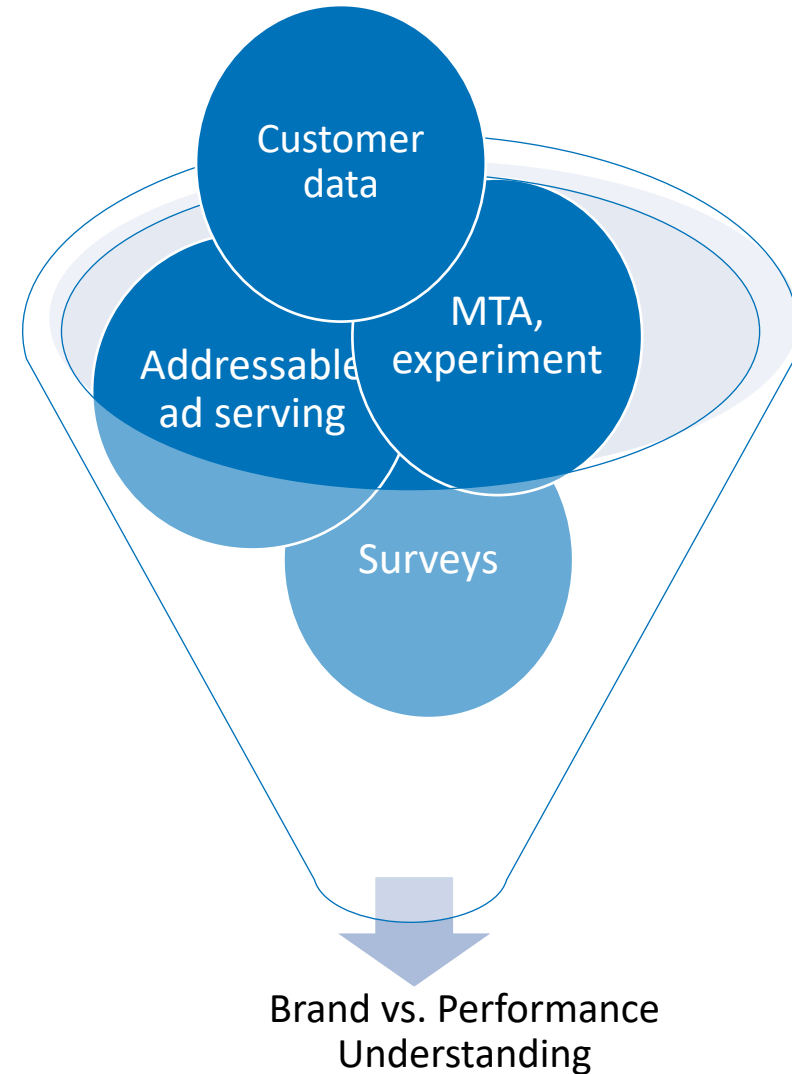
First study in field.

"Our goal with this study is to understand the long-term conversion benefit of increasing brand awareness, and target audiences feeling a connection to our brand. We aim to establish benchmarks that can be leveraged in future media decisions."

Ben Eddy, Sr Marketing Analytics Director

BAP – The year ahead

- **Initial release** of short-term public results in 2022.
  - Long term and complete report by early 2023
- **Second study** going to field next few months…marketer to be announced soon!
- **Contracts being finalized for 2ⁿᵈ and 3ʳᵈ studies.**

Thank you!

- Find out more: https://www.mmaglobal.com/brand-as-performance-research-initiative
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