



An Excerpt from the MTA Data Strategy Guide™

Multi-Touch Attribution Solutions



September 2017

THE MMA MTA DATA STRATEGY GUIDE – AN EXCERPT

The **MMA MTA Data Strategy Guide™**, developed by MMA’s Marketing Attribution Think Tank (MATT), is meant to get you prepared – ahead of the curve – for Multi-Touch Attribution. The MMA developed the guide for marketers to assist them in securing, organizing and managing needed data of sufficient quality. This excerpt will give those who aren’t yet members of the MMA a feel for how helpful it can be in directing MTA efforts.

If you haven’t already, we also urge you to download the [MMA MTA DataMap™](#), a concise visualization of all the data needed for successful MTA execution.

The DataMap and Data Strategy Guide were released in September 2017, and are part of a suite of five documents and planning tools – compiled with ideas and inputs from marketers like you -- that the MMA has created.

The other three documents, scheduled for release in late fall 2017 are:

- **The MTA Success Workbook**
- **The MTA Data Acquisition Request for Information (RFI) Template**
- **Marketer’s Rights: Position Paper on Walled Gardens.**

Together, they can help guide marketer teams towards MATT’s goal of enabling them to select and apply MTA solutions with confidence.

THE NEED FOR A DATA STRATEGY

Successful deployment of MTA solutions – and any form of programmatic marketing, for that matter – requires thinking about a data strategy. Initial deployment and on-boarding of an MTA solution should be treated for what it is – a big data project – or else a marketer might wind up with expectations that cannot be delivered on.

But where to start? Anyone embarking on MTA will need to know two things: what the key components of a data strategy are, and also definitions of the high level data assets needed to execute.

Key components of a data strategy are:

DATA ASSETS: Compilation of the data assets you will need (see chart on next page).

DATA ORGANIZATION: How to organize data assets into groupings.

LINKING STRATEGIES: Variables needed to link the data from different groupings together.

A PLAN FOR RECONCILING DATA USE FOR MTA ANALYSIS: This process requires reconciling inputs to MTA analysis with other enterprise and media data.

As for data assets, they can be thought of as existing in a series of relational data tables. Below is a chart of some high-level data assets featured in the guide. (More are available in the complete report.) These asset types and descriptions should give you a feel for what will enable you to structure data properly.

HIGH LEVEL DATA ASSET DESCRIPTIONS	
Category	Description
User-Level Data	Some user-level data is persistent, because it is seldom modified, and has the longest refresh cycle. It can be classified by demographics, lifestyles, interest segments, customer status, and home and work locations. Contexts and need states in user data change more frequently, and can include being an intender for a certain type of product or service, such as might be triggered by a life event. The refresh cycle on this data should be fast -- daily or real-time.
Linkable Marketing	Such data must be time-stamped, location-stamped and linkable at a user level to the user tables. These include: <ol style="list-style-type: none"> 1. Ad serving events 2. Traffic coming from search or social 3. CRM and direct marketing activities via e-mail, postal mail, and so forth
Conversions	This includes all response data that reflects successful business outcomes, such as sales, new customers won, and other upstream events, such as configuring an auto and requesting a price quote.
Aggregate Data (and Exogenous Factors)	This data must be linkable to event tables based on location of the user and time-stamping. These include: <ol style="list-style-type: none"> 1. Weather 2. Seasonality 3. Traditional media, such as TV 4. Walled garden activity, including search and social 5. Changing B2B trends, such as in retail distribution and intermediary agent networks 6. Competitive activity
Tagged Brand Data (when a brand is part of a portfolio)	This data requires that ad events have a tagging structure that allows historical data to be mapped back to brands; then reanalysis can occur regarding what types of marketing actions work best for which brands.



If you are interested in the full MTA Data Strategy Guide and learning more about the work of MATT and the MMA, please email us at:

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We look forward to hearing from you.



About the Mobile Marketing Association (MMA)

The MMA is the world's leading global non-profit trade mobile marketing association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem, including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement. Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and to advocate for mobile marketers. Additionally, MMA industry-wide committees work collaboratively to develop and advocate global best practices and lead standards development.

Members include: 1-800-Flowers.com, AdColony, Allstate, American Express, AT&T, Bank Of America, Campbell's, Chobani, Choice Hotels, Citi, Clear Channel Outdoor, Colgate-Palmolive, DataXu, Dunkin' Brands, eBay, E*TRADE, Electronic Arts, ESPN, Expedia, Facebook, Ford, Foursquare, Google, GroundTruth, Heineken, Hershey's, Hilton Worldwide, iHeartMedia, Hulu, InMobi, JP Morgan Chase & Co., Johnson & Johnson, Kellogg, Marriott, MasterCard, McDonald's, Microsoft, MillerCoors, OpenMarket, Pandora, PepsiCo, Pfizer, Pinterest, PlacIQ, Procter & Gamble, R/GA, RadiumOne, Razorfish, RetailMeNot, Salesforce, Samsung, SAP, Simulmedia, Snap Inc., Spotify, SUBWAY, Tapjoy, Target Inc., The Coca-Cola Company, The Rubicon Project, The Weather Company, The Wendy's Company, Time Inc, T-Mobile, TUNE, Turner Broadcasting, Twitter, Uber, Ubimo, Unilever, USPS, Verve, VEVO, Vibes, Videology, Walmart, Zurich and many more. The MMA's global headquarters are located in New York with regional operations in Asia Pacific (APAC), Europe/Middle East/Africa (EMEA) and Latin America (LATAM). For more information about the MMA please visit <http://www.mmaglobal.com>.