



Meet MMA's



*The holy-grail of marketing measurement is
MTA Multi-Touch Attribution.
And here's why it matters a lot....*

Chris Babayode
Managing Director, EMEA
Mobile Marketing Association

June 13th 2017, London  MMA

|| “That way madness lies....”

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Let me introduce you to ...

MATT MARKETING ATTRIBUTION THINK TANK

MATT is a community of industry experts committed to:

1. Rethinking the world of marketing measurement and attribution
2. Seeking to give marketers better measurements, tools and confidence in connecting marketing to business outcomes.

Our First Initiative of MATT is Multi-Touch Attribution



Multi-Touch Attribution: The science of using **advanced analytics** on **user level data** to allocate **proportional credit** across a **granular** list of marketing touchpoints across many, and hopefully all, **online & offline channels**, leading to a desired customer outcome.

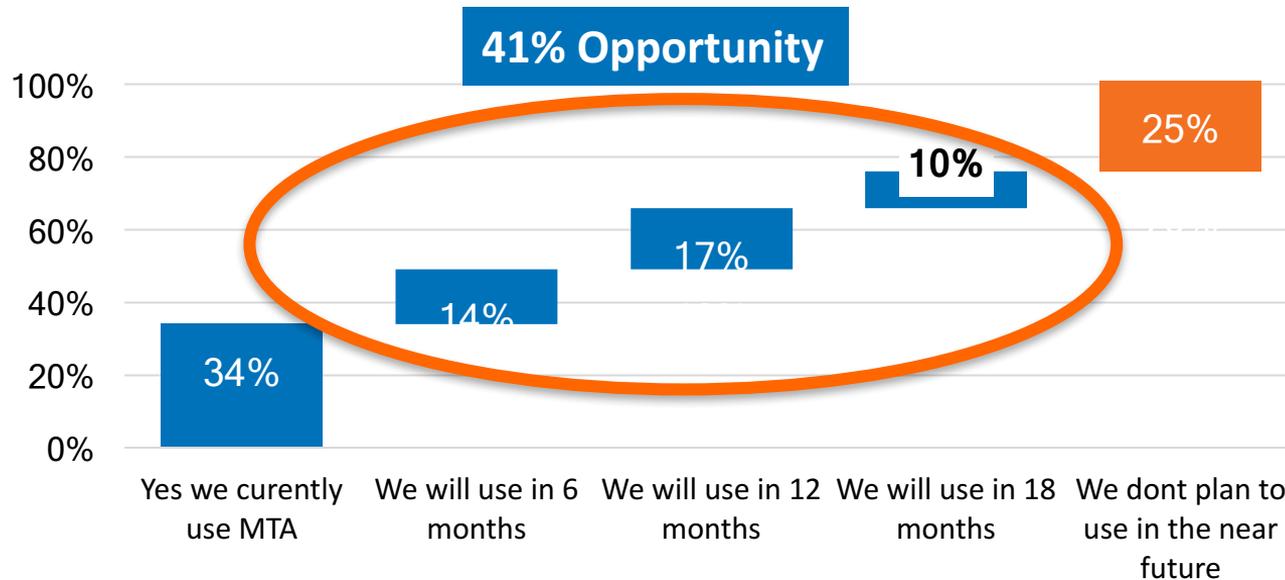
|| To Summarise: MMA's goal for the MATT MTA initiative is to help marketers...

Select and apply...

[MTA Solutions]

...with confidence

Why it matters... We need to transition to unified data and MTA



Does your company currently use a multi touch attribution (MTA) solution or do you plan to use one in the future? N=412, Total Sample

Our journey in building this project



SMOX
Wave II

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SMOX
Wave I

SMARTIES

Coming in
2017

SMoX

**Smart Mobile Cross
Media Effectiveness
Studies**



SMoX Status update: 10 down, 1 in field 2 to go





SMA approach is based on person/user level data

Exposure to Advertising Media



Who you are and other context variables

(where you are, have you purchased before, time of the day, weather, etc.)



Outcomes

Did your opinion change?
Did you go to the store?
Did you buy?
Did you ...?

SMoX is MTA & Why it Show's Mobile Matter



Allocation to Mobile in
the Mix (when mobile
is done right)

Produces an Increase
in Brand Metrics

Produces an
Increase in Sales
or Profit of:

**All
Studies
to Date**

12% to 20%

~17%

7% to 25%



And We Started to See a Pattern.

Marketers Could no Longer look at Ads to Know they Worked!

Branding:
Aided Awareness/
\$ spent*

Sales:
ROI



Unilever

200

147



Mobile
Display

175

ZERO

Campaign Average
(across all media)

100

100



SMoX STUDY & RESULTS

March 2017



Confidential: Cannot be shared without permission from the Mobile Marketing Association

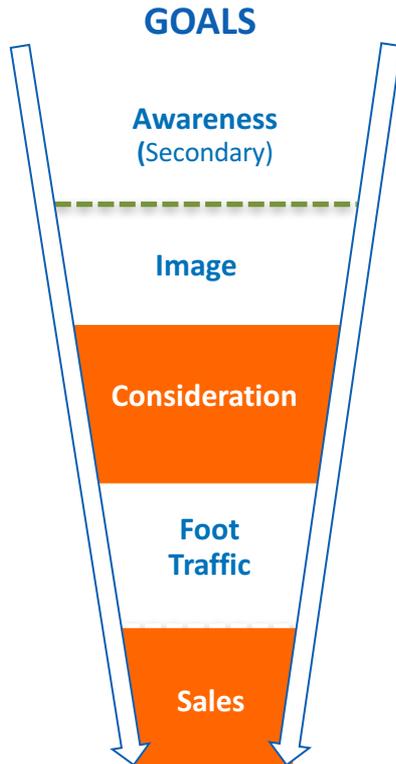


Goals:

1. Quantify value of mobile & business impact
2. Develop new targeting opportunities
3. Drive change – highlighting importance of MTA



Campaign overview



MEASUREMENT PARAMETERS

TARGET:

18+
auto/home
insurance

DATA
COLLECTION

6/1 → 8/31

2016

MEDIA AND CREATIVE

Traditional Media (TV, Radio, OOH, Print): 59%
Digital Media (Desktop & Mobile): 41%

CREATIVE: Display (Desktop and Mobile)



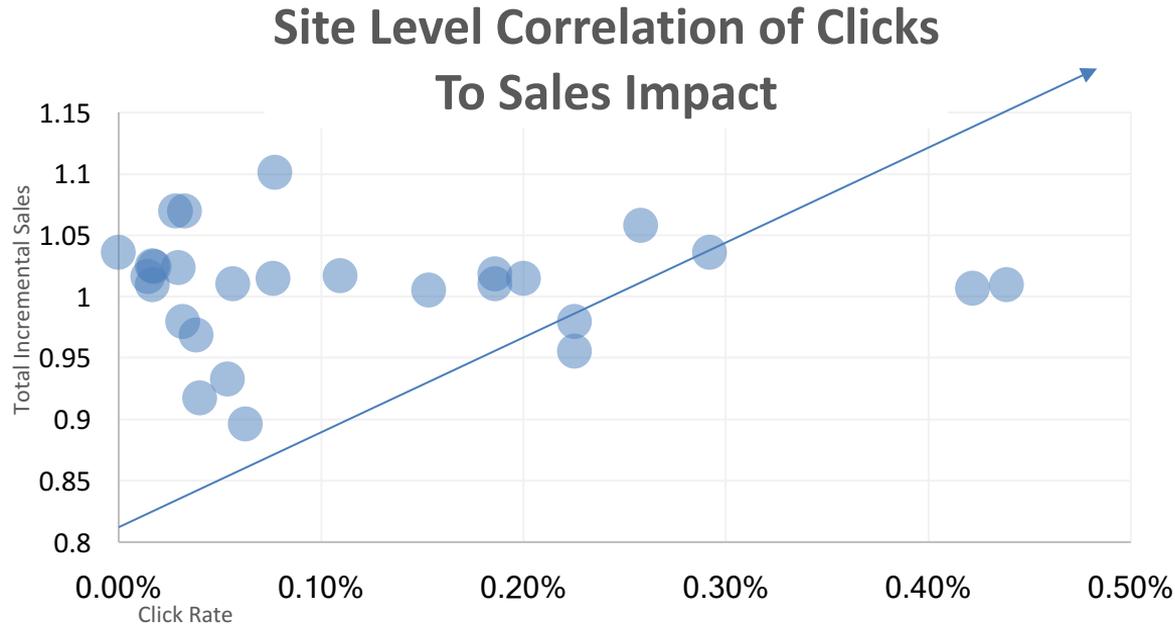
MOBILE EXPANDED EXPERIENCES



VIDEO



Fact: Virtually no relationship between click thru and sales



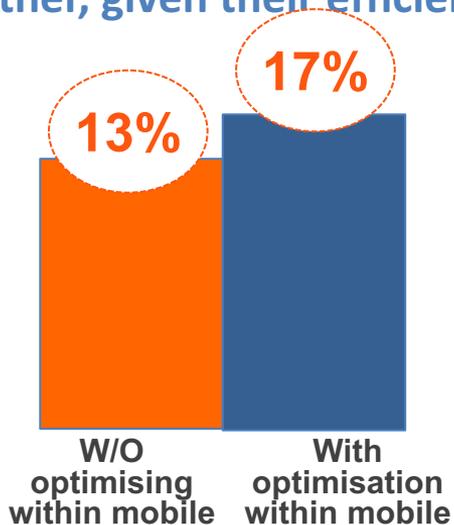
Correlation = 0.2

Unchanged in 20 years
1997 Correlation = -0.2



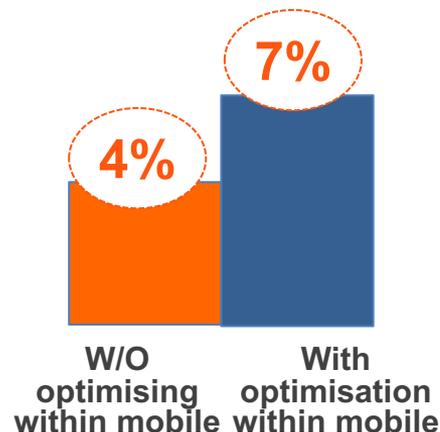
Mix: Optimising within mobile and better leveraging creative would further improve mobile impact

Mobile In-App and Behavioural Targeting should be leveraged further, given their efficiency



OPTIMAL ALLOCATION OF MOBILE

Improvements in mobile allocation and creative will further boost performance



INCREMENTAL SALES

Elements to Building a New Marketing Channel



SMOX
Wave II



SMOX
Wave I



SMARTIES





2017 MMA SMARTIES IS LIVE



Elements to Building a New Marketing Channel



SMOX
Wave II

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SMOX
Wave I

SMARTIES

Coming in
2017



To Summarize: MMA's goal for the MATT MTA initiative is to help marketers...

34%
have an MTA
Solution

41%
intend to
have an MTA
Solution

Applying it to
35% of
Campaigns

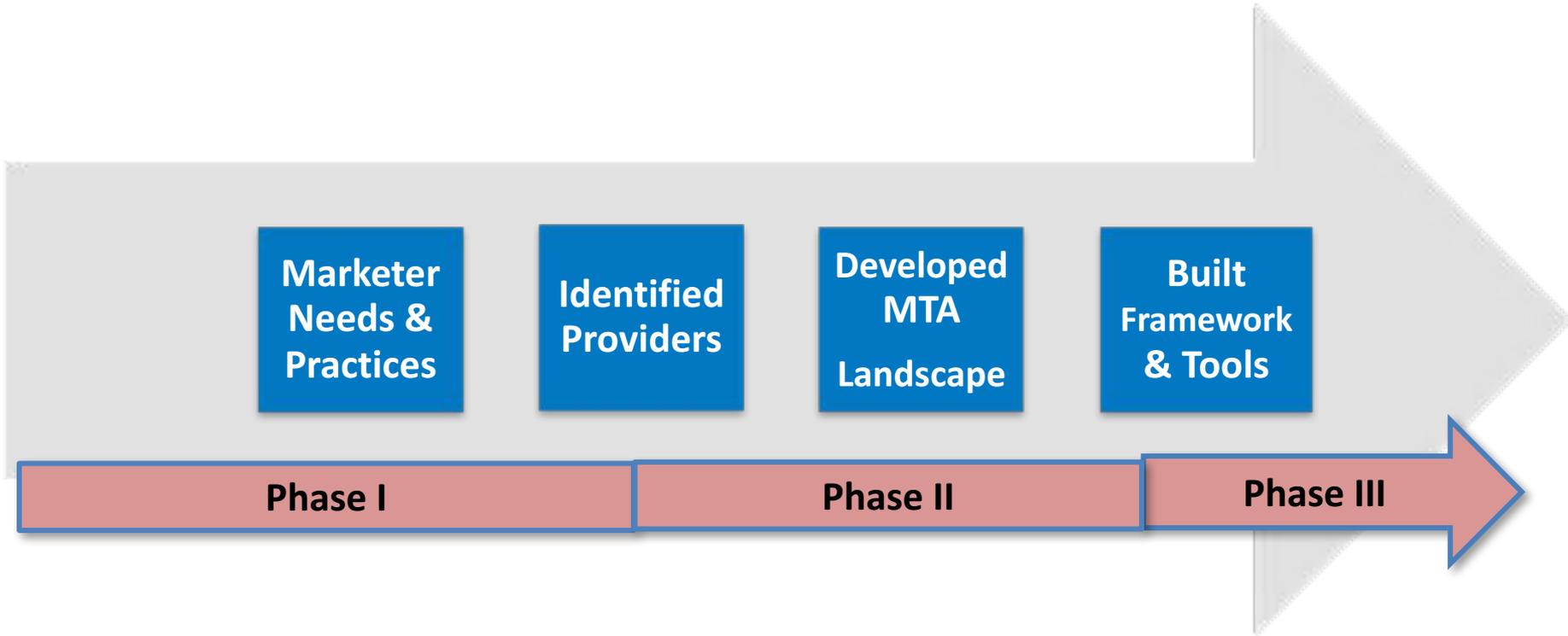
Select and apply...

[MTA Solutions]

**Negative
29
NPS**

...with confidence

MMA's MTA – The Journey So Far: Phase I & II to Phase III



Key MATT MTA Deliverables to Date

The Report:
A comprehensive
guide to MTA



MTA RFI
Template



4-Part MATT MTA
Webinar Series

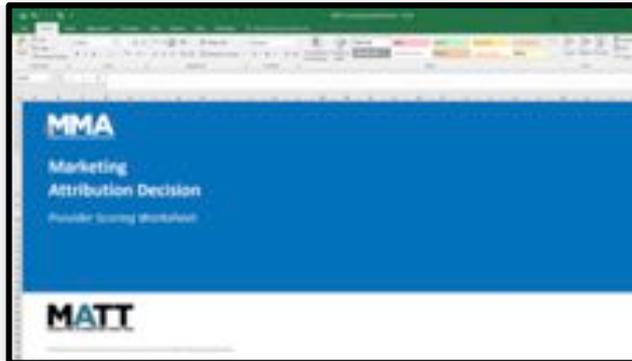
Part 1:
Intro to Multi-Touch Attribution
(MTA) Methods

Part 2:
Selecting the Best MTA
Provider For Your Needs

Part 3:
Making Sense of Attribution
Approaches

Part 4:
Leveraging MTA to Improve
Marketing Effectiveness

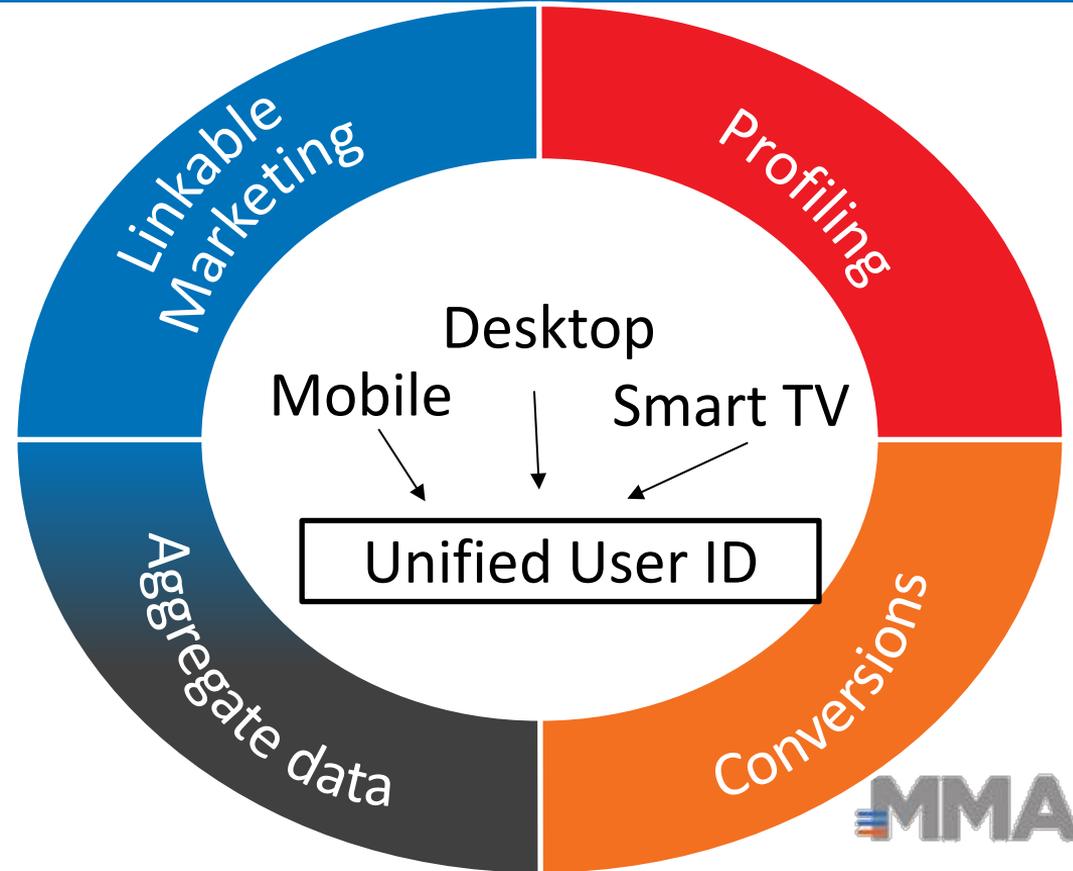
Scoring Tool:
To help with
evaluation



**The Decision Guide is available for members only at <http://www.mmaglobal.com/matt/education>.*

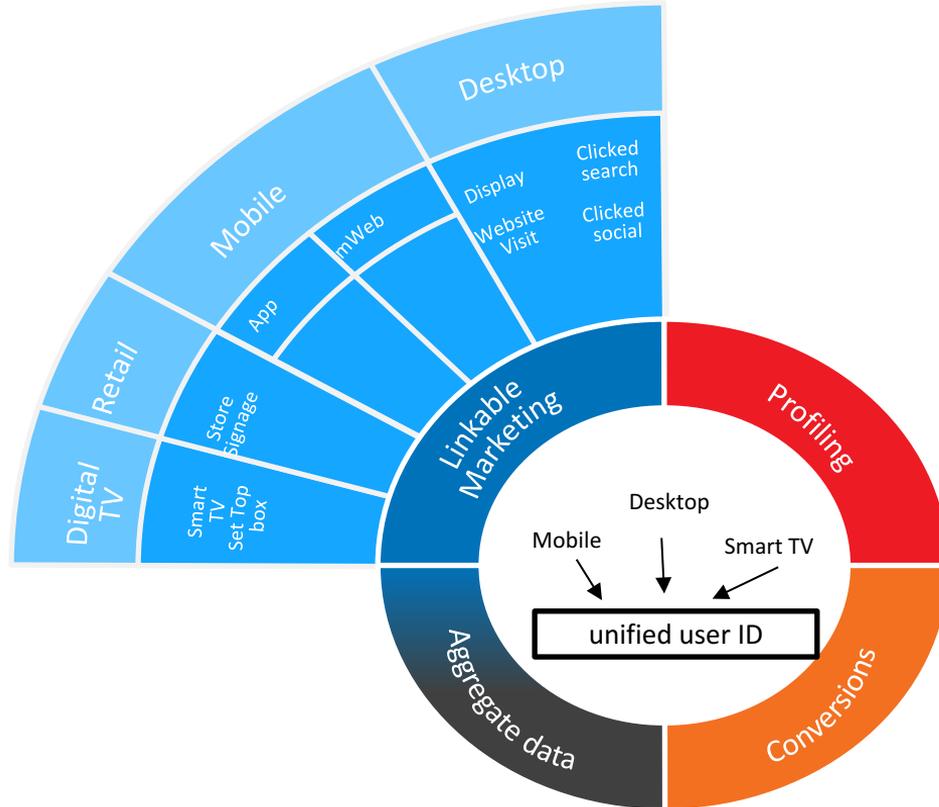
One of our first projects – Mapping MTA data

- MTA requires linking together 4 types of data at the user level
- MTA also needs devices to be mapped to Unified User IDs so, for example, the ad impression on a mobile device can be linked to the conversion on a desktop
- Each type of data has sub-types, and each requires their own technology and data strategy for MTA to be successful



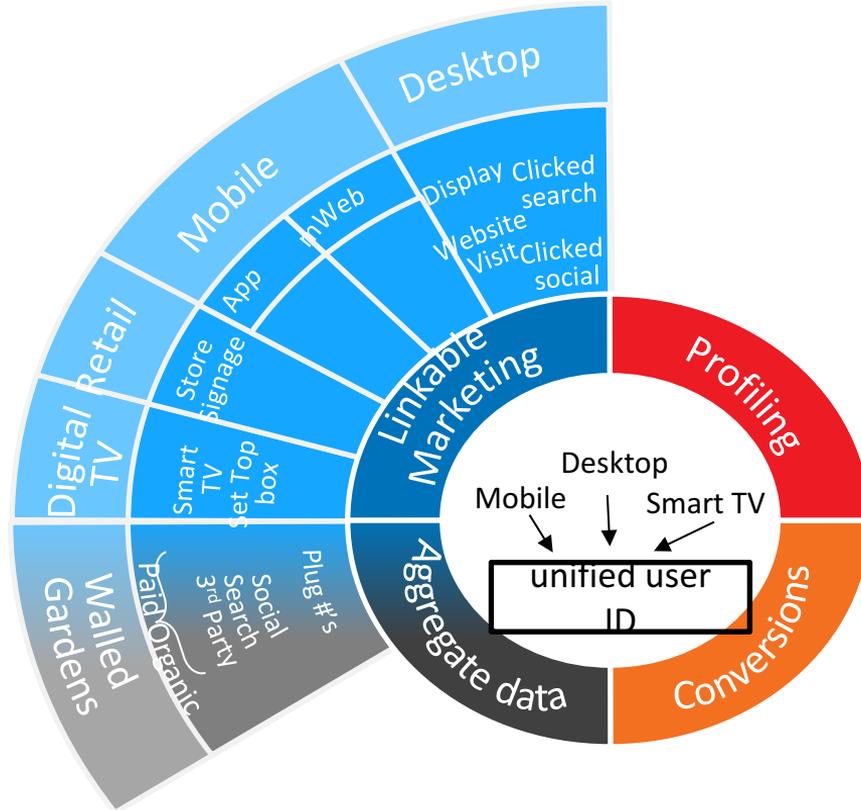


Linkable Marketing



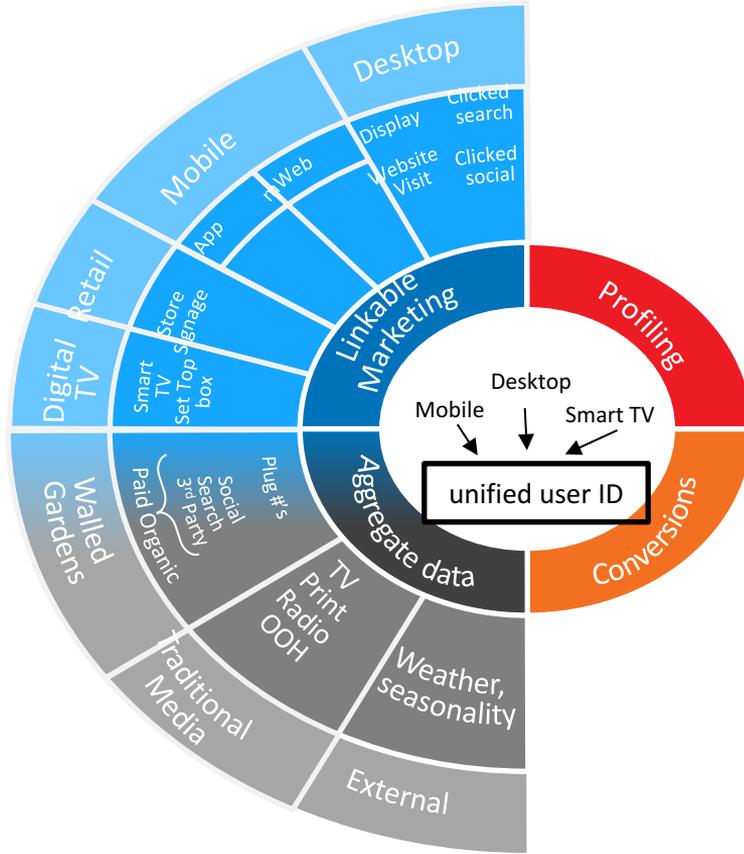


Walled Gardens



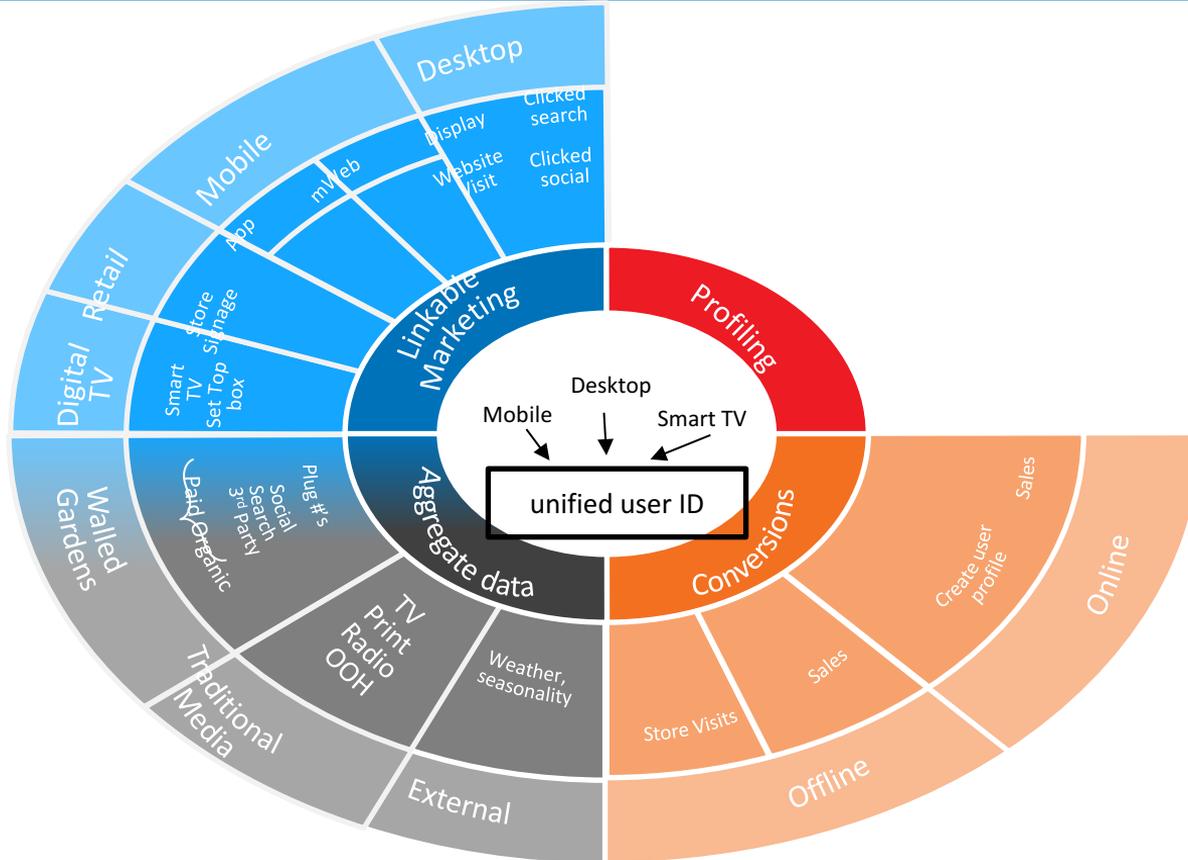


Other aggregate marketing data





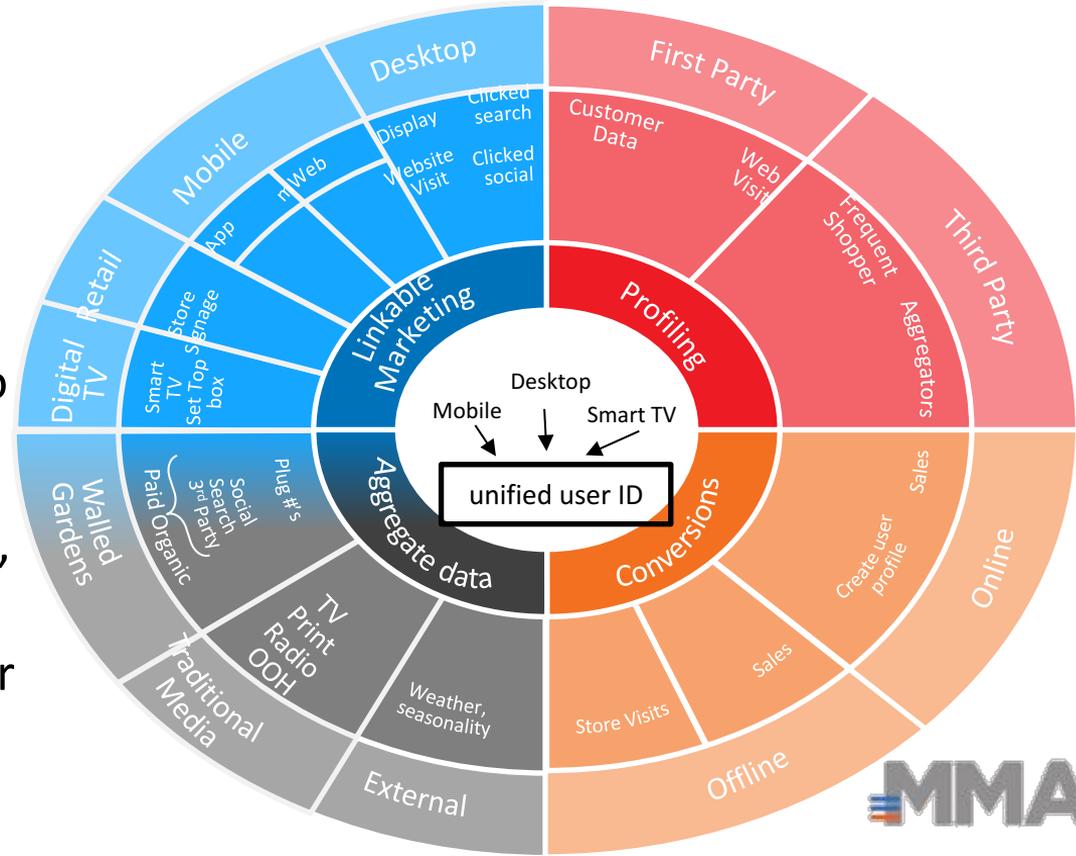
So, how did the story end - Conversions





Profiling, to get to the right user

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Client: “We’ve got a budget of £3m.”

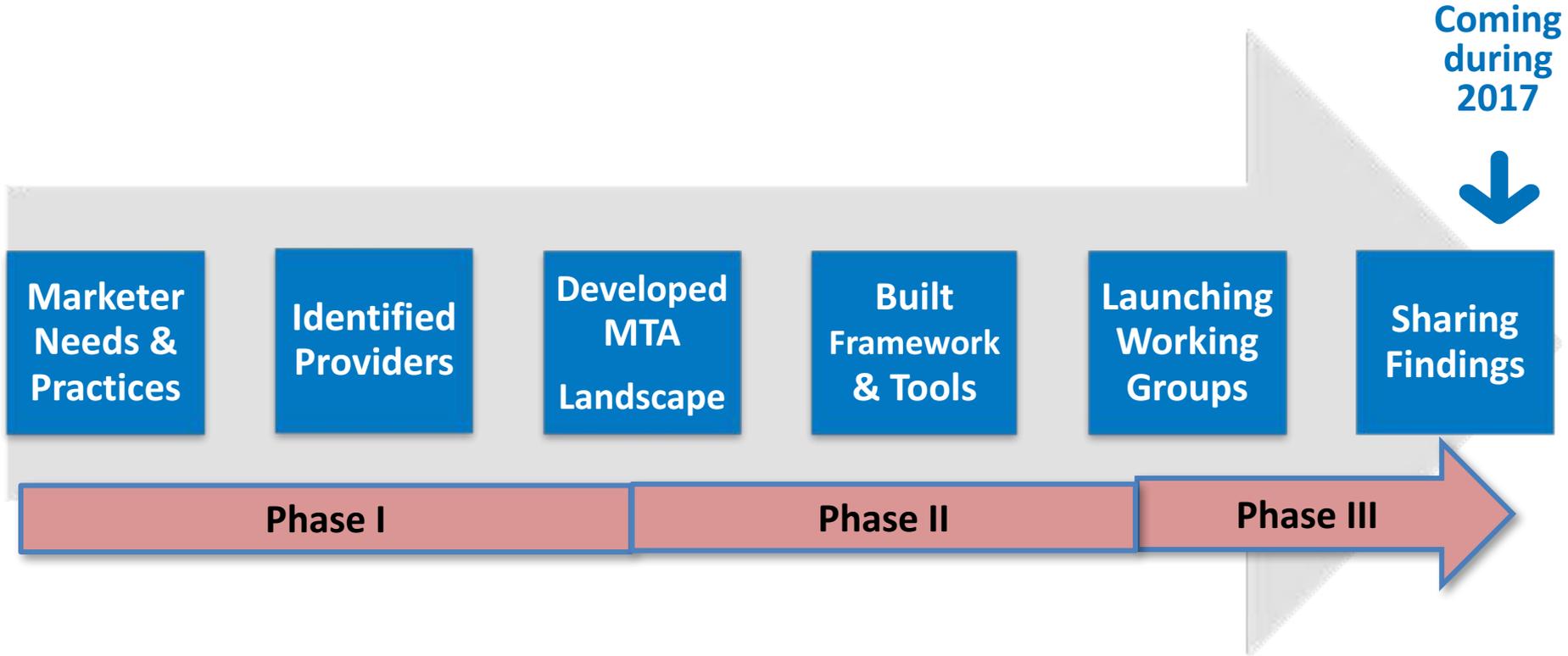
Architect: “ 4,2,5...it could be £4m.”

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MMA's MTA – The Journey So Far: Phase I & II to Phase III



What We Hope to Accomplish?

1. Standards for Data Disclosure and Accuracy
2. Data Readiness Guidance for successful MTA

Why Does it Matter?

Without confidence in the underlying data MTA results are not trustworthy, failing to properly impact marketing investments



What We Hope to Accomplish?

Lower the Walled Gardens by:

1. Transparency and verification
2. Standardization of terms & metrics
3. Making advertising data 'linkable'

Why Does it Matter?

The only way to gain an accurate view of what is working is to gain a complete picture, paving the way for Agile Marketing



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The MMA - here to lead the greatest transformation
in marketing you'll see in our generation



Watch this Space
Thank you





Meet MMA's



“This method is proven to put me in exactly the sort of area I need to be getting the sort of numbers I like to hear...”



“That way madness lies....”

