



# Cross platform attribution in a fragmented media landscape

**MMA: DATT Unplugged**

Presented by Molly Poppie  
SVP, Product Strategy & Research, Nielsen

# Inform your budget decisions



**Seize the Macroeconomic  
Opportunity**



**Invest properly**



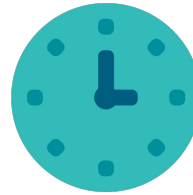
**Connected data → better  
decision making**

# Seize the Opportunity

# How brands react to headwinds



**Austerity**

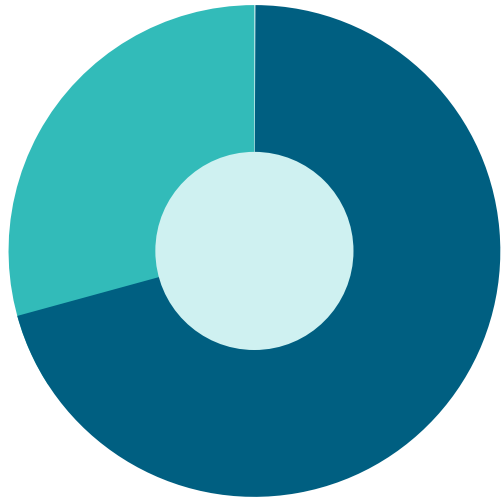


**Short-term  
ism**



**Growth**

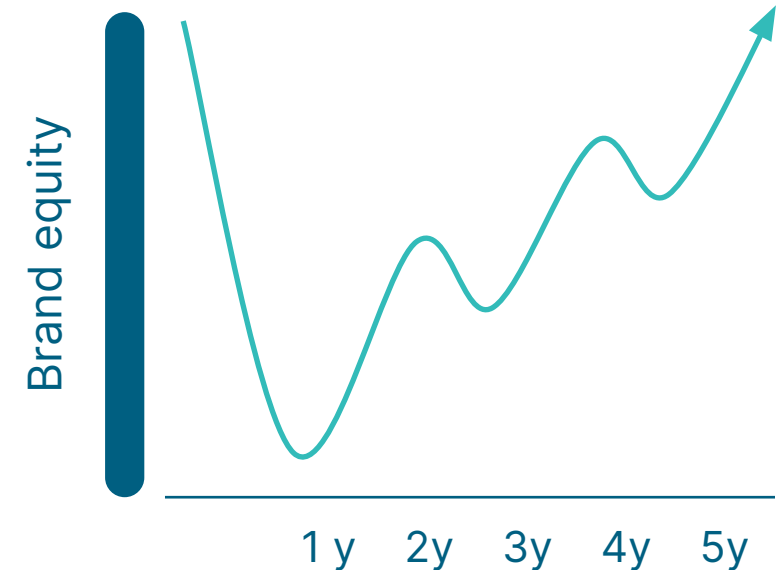
# Austerity hurts brand sales & brand health



**71%** of brands going into austerity mode



Brands can expect to lose **2%** of their long term revenue for every quarter they go off air



Brands should expect it will take **3-5 years** to recover the equity losses they experienced while going dark

Source: Nielsen Ad Intel Q2 2020, Q2 2019, Nielsen Marketing Mix Models

# Budget shifts that prioritize sales can end up costing profits

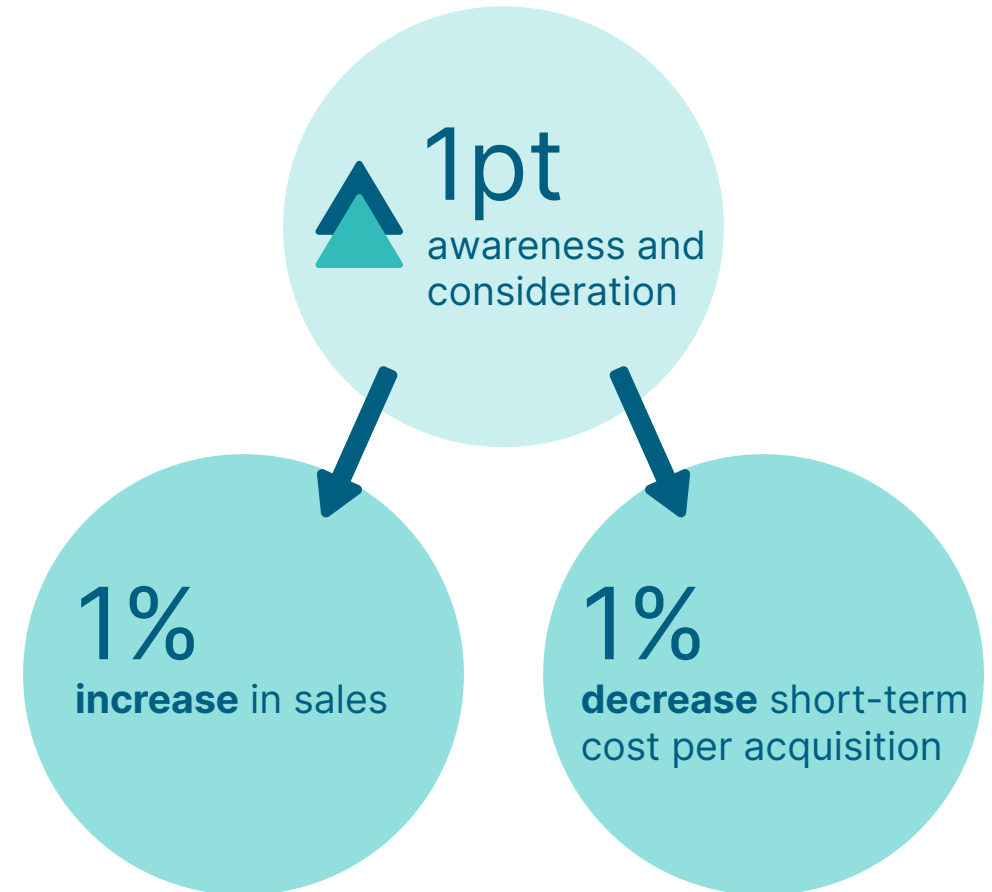
ROI of media spend



ROI of promotion spend

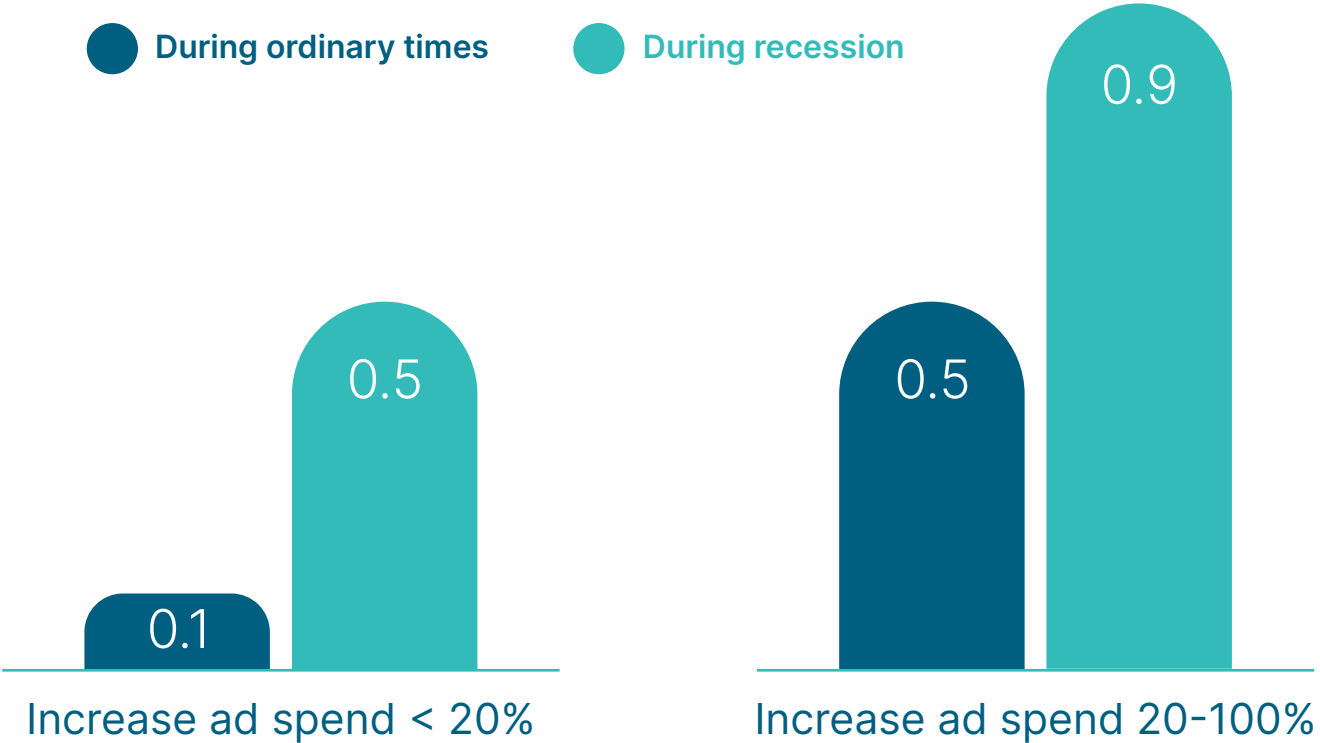


45% less



Source: Nielsen Marketing Mix Models

# Recessions are an opportunity for growth



Source: Biel & King, 1990

# Invest Properly



# Brands that hit the right media investment levels can improve ROI by a median of 50%

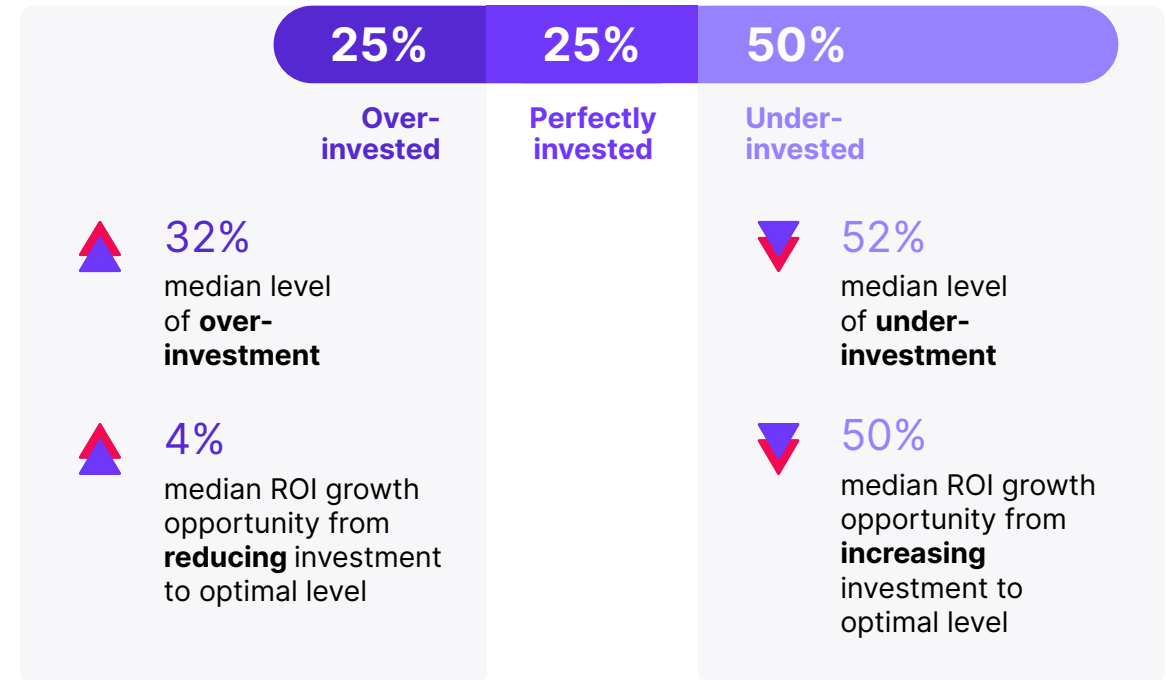
## Invest adequately

### 50-50-50 Gap

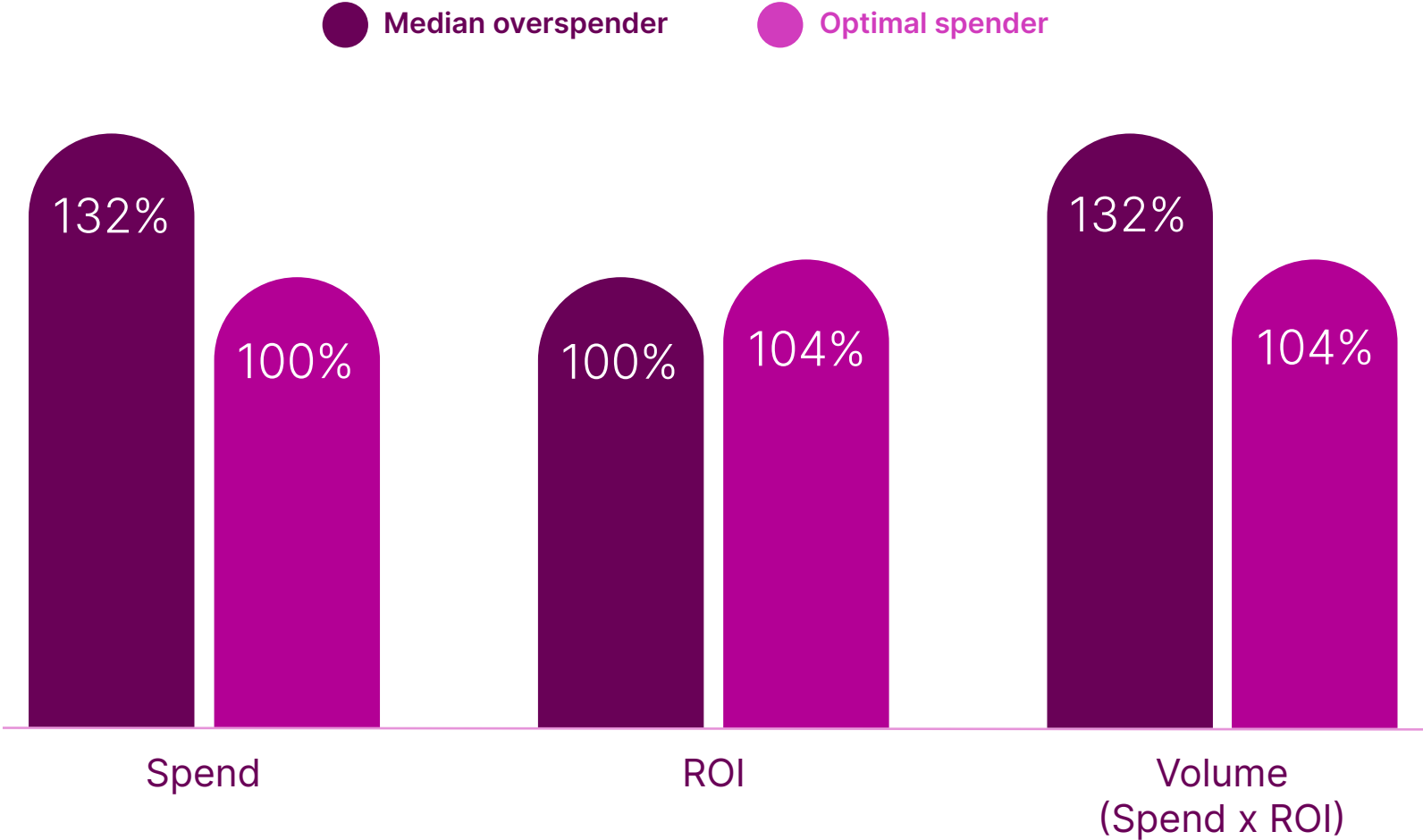
Half of plans are **underinvested** vs. optimal levels.

**Median level** of underinvestment is 50%.

**ROI could be 50% higher** if spend increased to optimal levels.

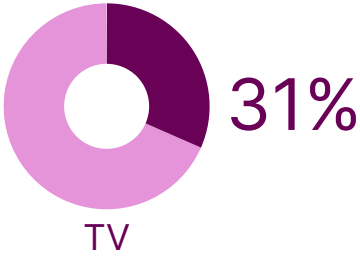
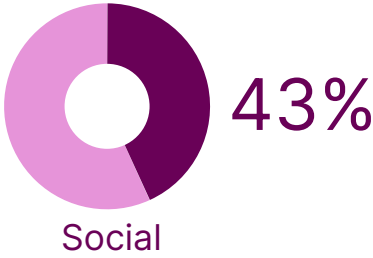
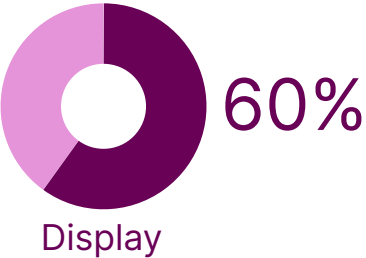


# What about overspending?

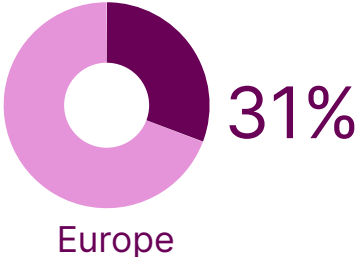
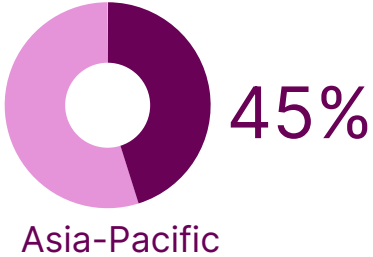
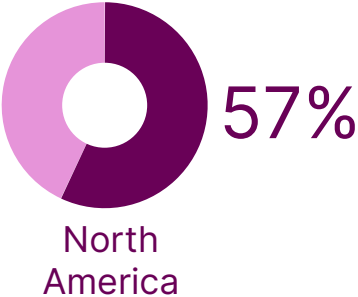
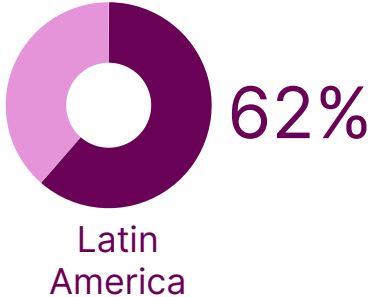


# Underspend varies by market and channel

## Channel



## Market



● Percent of under invested plans

**Connected Data =  
Better Decision Making**

# Media impacts both mind and wallet



## Conversion driving

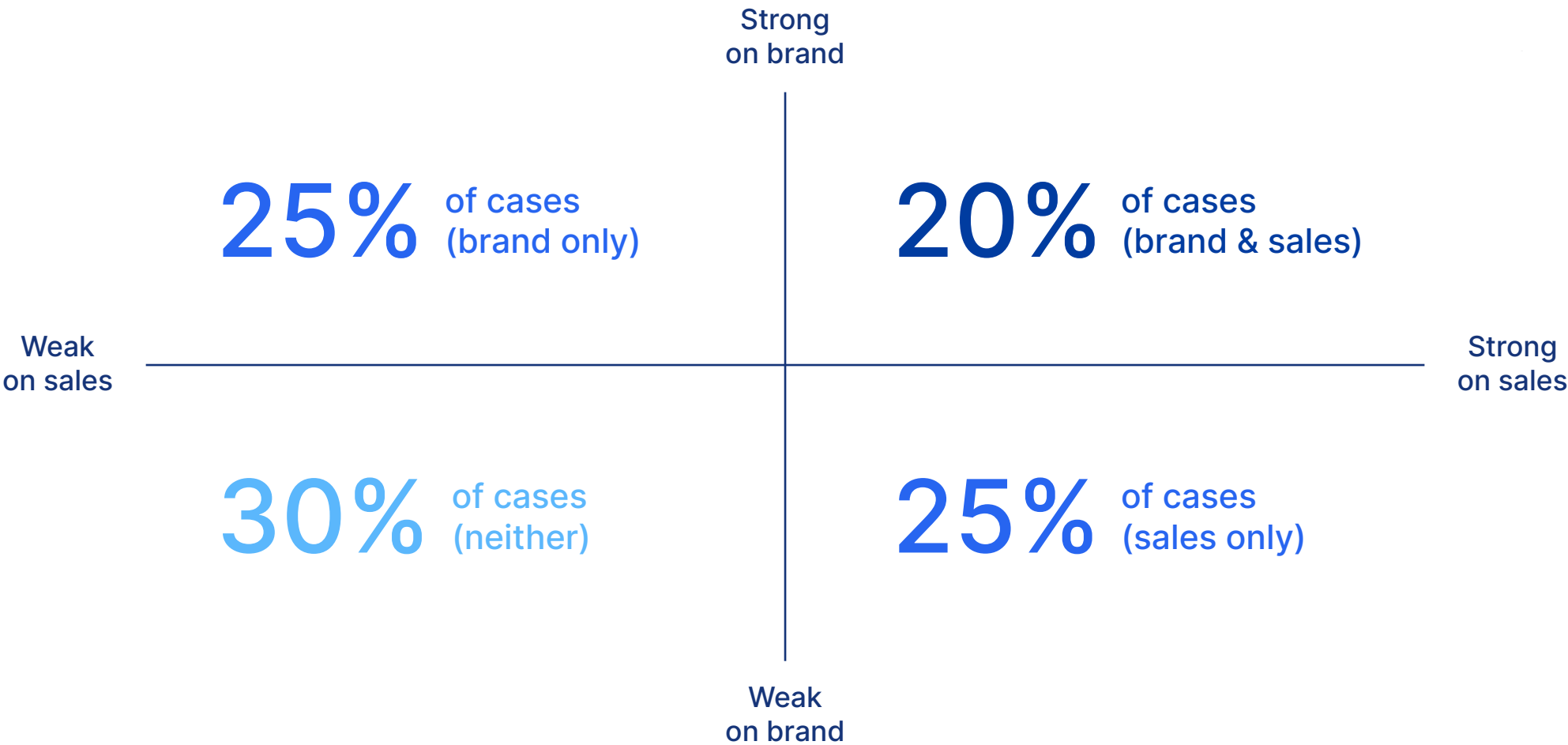
Growing sales, sign ups, rate quotes, cart adds, app installs, etc.



## Brand building

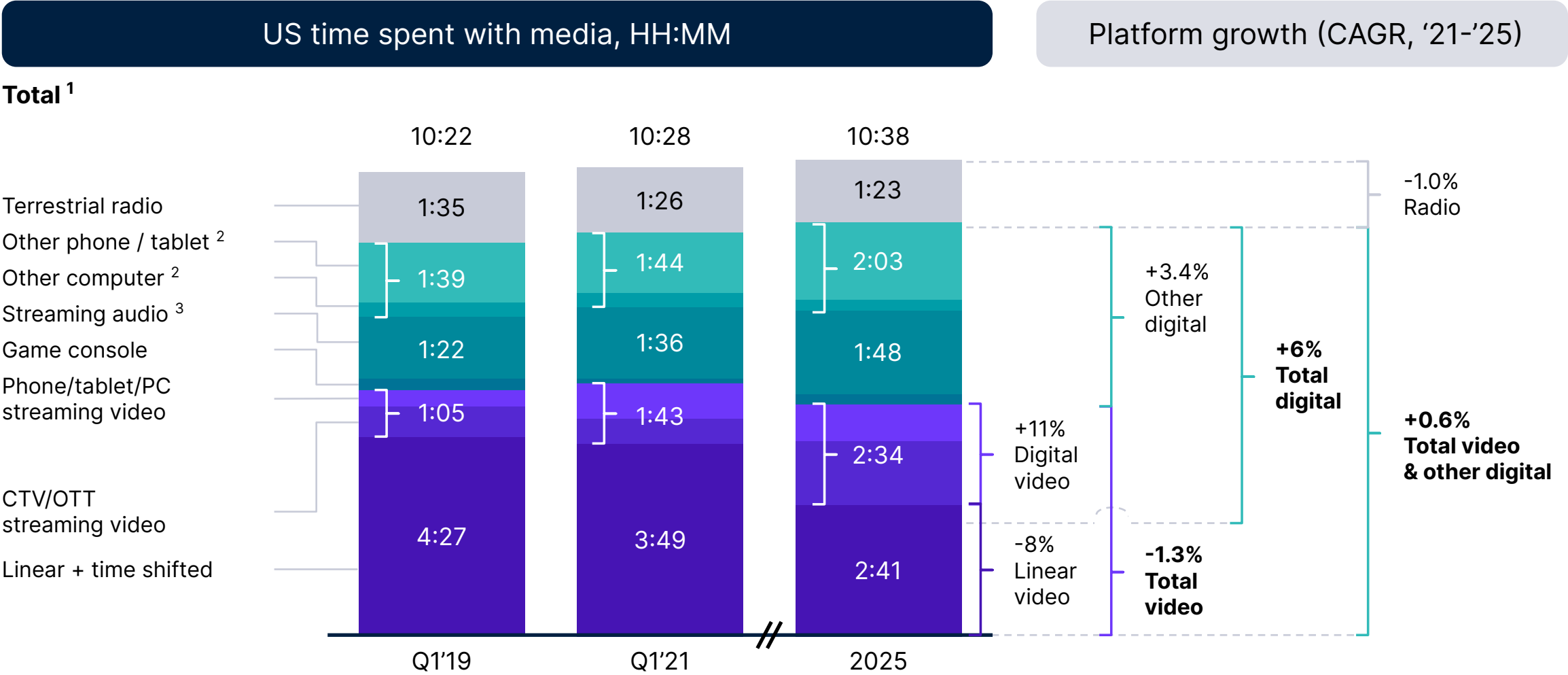
Growing awareness, consideration, preference, etc.

# Channels very rarely do both well



Source: Nielsen Marketing Mix Models

# Invest where consumers spend time



<sup>1</sup> Excludes Print ; <sup>2</sup> Includes PC/mobile gaming, social media site/app usage, etc ; <sup>3</sup> includes streaming music/radio + podcasts on phone/tablet/PC  
SOURCE: Nielsen Total Audience Data Q1'21, eMarketer

# Value created from combining data

Gracenote **Metadata**

... global understanding of content



Audience **Measurement**

...who watches, where & when they watch

## Outcomes



### In Fight Attribution

Measure cross channel incrementality



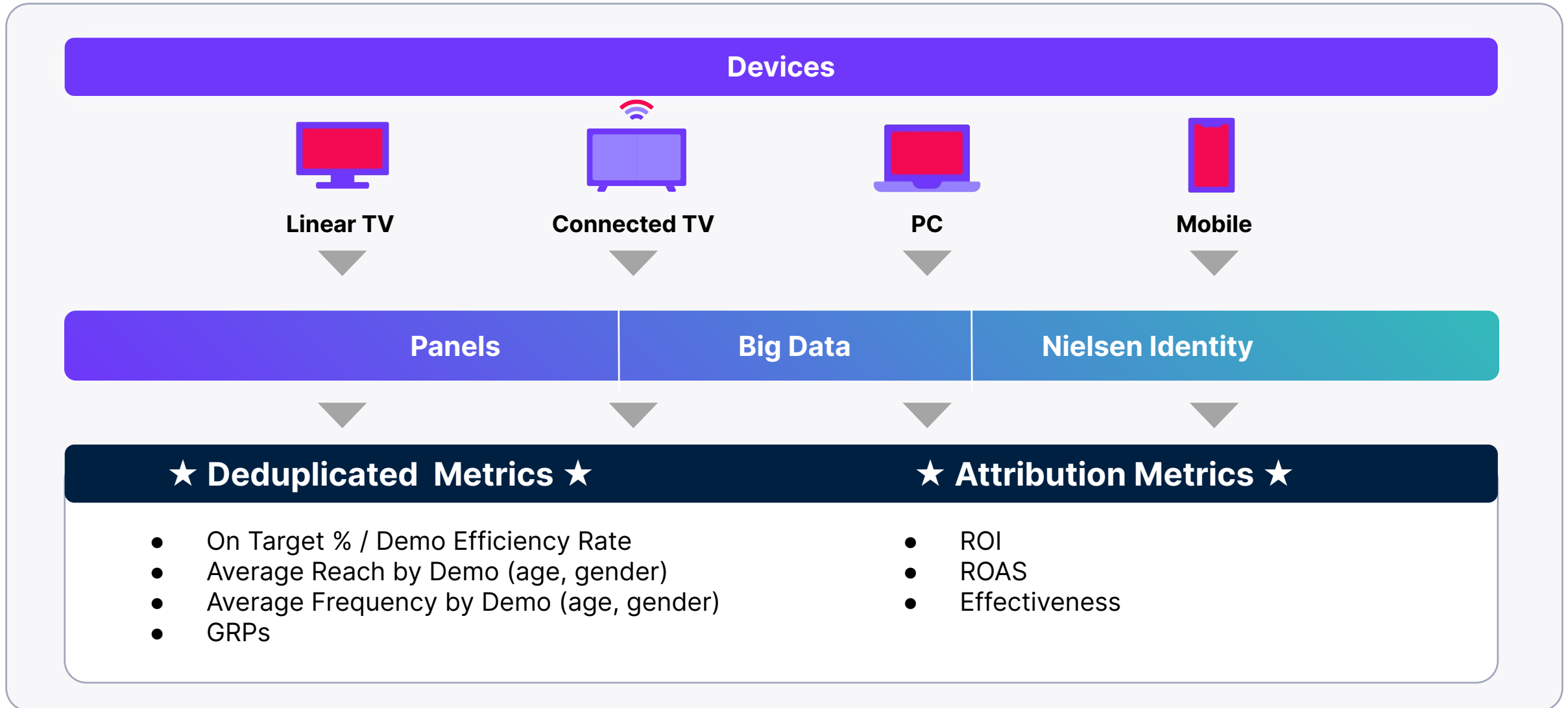
### Brand Impact

Measure value of ad spend on brand building

Programmers, marketers, publishers, analysts



# Nielsen ONE Ads | Core Metrics





## CPG use case

A paper towel brand launches an ad campaign targeting adults 25 to 54.

They want to know how many A25-54 they reached and how effective the campaign was at driving ad sales.

The Nielsen ONE enhancement with attribution metrics will enable the advertiser to see the **reach and ROI data** side-by-side.

# Prove value of your cross platform executions

The leading drivers of our MTA product development is to provide simple to use tools providing comparative and comprehensive metrics across the media ecosystem



## Linear TV

Leveraging Nielsen's currency TV panel, supplemented with Dish and charter STB



## CTV Streaming

Connected TV and Streaming partner integrations



## Digital

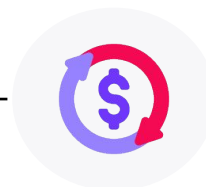
Identity backed impressions through programmatic and premium publisher integrations

Fueling quality, reliability, flexibility and utility across all media through...



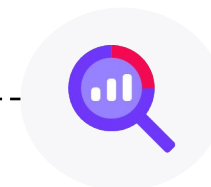
## Privacy-First Framework

Adapting to evolving web ecosystem and regulatory changes



## Comparable Metrics

Comparable metrics across channels, devices and ecosystems



## Simplified User Experience

Simplified and synergized delivery and reporting

**Reach and ROI  
don't always tell a  
consistent story,  
Cross channel  
media  
measurement  
will help you  
understand why**

Tracking the relationship between Reach and ROI





# Closing thoughts

- Seize opportunities in the current climate - recessions are **opportunities for growth**
- **Invest properly** by using data driven approaches to invest in the right channels to meet your objectives
- Leverage new tools and data connections between different metrics to **use the past to plan for the future**



