

# **MMA Research agenda**

**(...and the biggest unanswered question in marketing),**



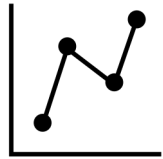
# MMA Research – Key ingredients

Unique  
perspectives

+

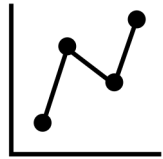
Science  
backed truths

# Unique perspective



Trackers

# Unique perspective



Trackers

How are marketers approaching the cookie-less future?  
State of Identity tracker

What is the state of marketing attribution?  
Wave 6 of marketer tracker

How are marketers approaching growth?  
Marketer tracker

What is the role and state of CDO in the Organization?  
Annual tracker

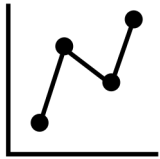


# MMA Survey & Research 2022 Platform

#	CORE MMA Insight Dev. Areas	MMA Think Tank	Type of program	Goal / Outcome	'22 Wave
1	State of MTA Annual Survey (in field)	MATT	6 <sup>th</sup> year of a tracking study measuring adoption and key practices in relation to multi touch attribution.	Provide guidance and perspective to marketers to assess trends in measurement and attribution adoption and challenges.	6 <sup>th</sup>
2	Future of Marketing Growth (to be released)	MATT	Benchmark marketer study to capture changing practices when it comes to driving growth.	Capture key perspective around how marketers plan and optimize their media to drive sustainable growth	1 <sup>st</sup>
2	State of Identity Marketer Survey (to be released)	DATT	A benchmark marketer survey to capture key practices and challenges when it come to identity.	Provide guidance and perspective to marketers to assess trends in identity and its impact on business use cases.	2 <sup>nd</sup>
3	Data maturity tool v2.0 (in setup)	DATT	Build on the data maturity tool that was released in 2021 and expand its granularity and functionality	Collect larger sample across multiple industries to enable benchmarking by cluster/persona of company and quantify the impact of data maturity drivers	2 <sup>nd</sup>
4	State of Customer Experience (in setup)	DATT	Qualitative (IDI) and quantitative research to provide insights that support the MMA Customer Experience initiative	Provide guidance and perspective in terms of how marketers prioritize and quantify the value of use cases to improve their journey orchestration.	1 <sup>st</sup>
5	State of CDO (finalizing report)	CDO Board	A benchmark study to capture and track the key dimensions about the role of CDOs in the organization	Provide perspective about the changing role of CDOs, their goals and scope of capabilities in the organization.	1 <sup>st</sup>
6	MMA Membership Satisfaction Survey	MMA Corp.	Multi-year tracking study among the global MMA member database	Capture the zeitgeist of MMA members and their key priorities when it comes to Industry issues, challenges and opportunities.	11 <sup>th</sup>
7	Marketing Org Futures	MOSTT	Conjoint-type prioritization of key challenges in marketing organization.	Identify the key areas of future focus for MOSTT	1 <sup>st</sup>
Research in Development or Under Consideration					
A	State of AI in Marketing	DATT	A benchmark marketer survey to capture key practices and challenges when it come to application of AI	Provide perspective to marketers to allow them to assess their readiness and the application of AI in their marketing business	1 <sup>st</sup>
B	Future of Marketing Growth (wave 2)	MATT	2 <sup>nd</sup> wave of marketer study to capture changing practices when it comes to driving growth.	Capture key perspective around how marketers plan and optimize their media to drive sustainable growth	2 <sup>nd</sup>
C	Value of AI and personalization	MATT	Series of experiments to quantify the value of AI personalization with a variety of use cases and approaches	Provide “benchmarks” and case studies about the value of AI personalization and the differences in performance between metacontextual vs other identity.	1 <sup>st</sup>

\* Programs that meet MAdopt participation

# Unique perspective

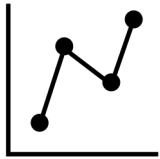


Trackers



Tools

# Unique perspective



Trackers

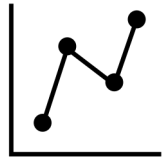


Tools

What is the level of data maturity in our organization?  
Interactive assessment tool

Is our marketing org optimized for growth?  
Interactive assessment tool

# Unique perspective + science backed truths



Trackers




Tools



Experiments





*What is the  
biggest  
unanswered  
question in  
marketing*

*?*

# 2014-2018: How do you measure the modern mix?

The largest series of Public MTA studies

14 studies

10 brands

25+ media partners

50,000 interviews

\$290MM+ tracked in media spend

 at&t	 QSR	 mastercard	 Walmart	 Walmart	 Coca-Cola	 Coca-Cola	 Coca-Cola Brasil	 Coca-Cola	 MAGNUM	 U	 Allstate	 Wendy's	 Ford	 MOLSON COORS beverage company
2014	2014	2015	2015	2015	2015	2016	2016	2016	2016	2017	2017	2018	2018	

<http://www.mmaglobal.com/smox>

# 2019-20: What is the relationship between time & attention?

The largest neuroscience study in marketing



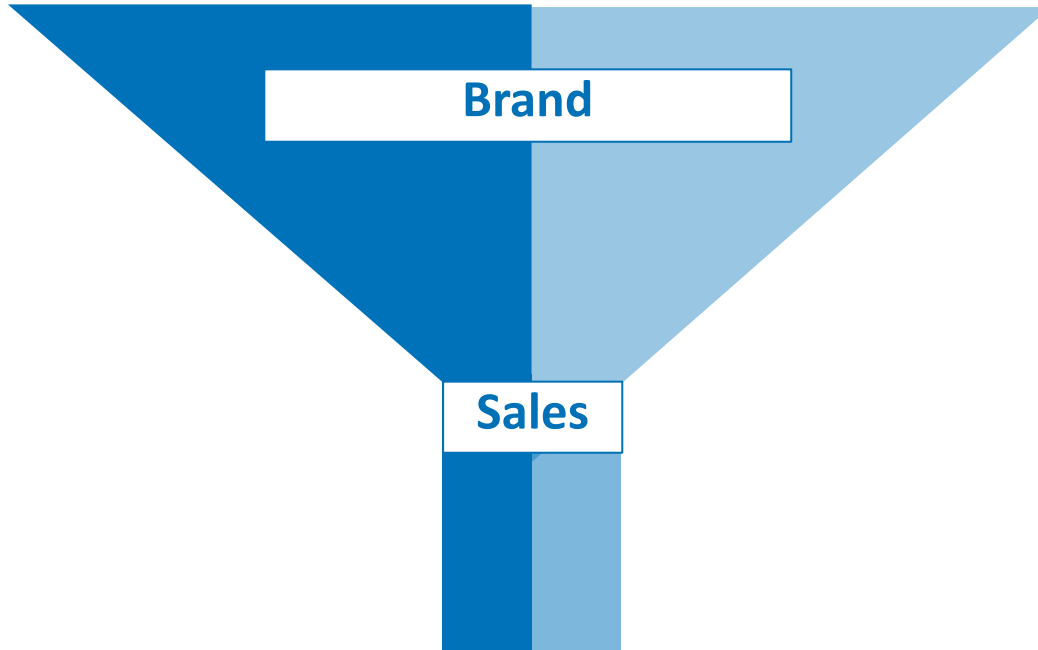


# 2022: What is the value of brand vs performance marketing?

## **Brand as Performance Research Initiative**

An Industry Consortium to Develop a New  
Growth Framework for Brands

# Which one is better?



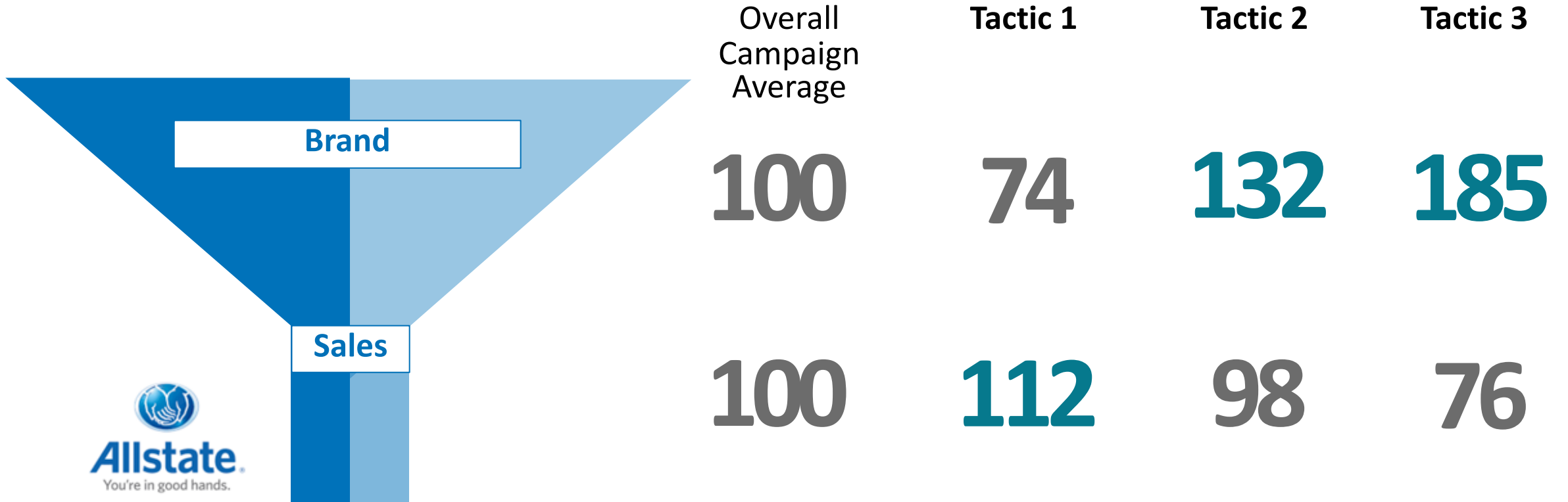
Overall  
Campaign  
Average

+5%

+5%



# How can you optimize if you don't know what's more important?



# MMA's Brand as Performance research consortium

- We developed new methodology (experimental design +MTA+45,000 interviews)
- Brand KPIs and sales tracking in a pre-matched backbone
- 3 large scale experiments, 8 months each
- 3 marketers
- 4 media partners (thank you!)



 First study in field.

**ally**

**neustar**<sup>®</sup>

  
**dynata**<sup>™</sup>





## 3 important questions

1. What is the long-term **sales “multiplier”** of brand and performance marketing?
2. What **tactics** work best for short term lift vs. long term growth?
3. What is the right balance between **spending broadly vs targeting** certain segments, like the movable middles?

# || BAP – The year ahead

- **Initial release** of short-term public results in 2022.
  - Long term (multiplier) early 2023
- **Second study** going to field late Q2- marketer to be announced soon!
- **One spot left** for marketers and media partners,
  - Finalizing selection by early Q2; field to start late Q3.
  
- Find out more: <https://www.mmaglobal.com/brand-as-performance-research-initiative>

## Please don't forget!

- Our member satisfaction survey is out. Please provide your input!
- If you are in measurement and analytics, please fill out our “State of Attribution” study.
- Reach out to [vas@mmaglobal.com](mailto:vas@mmaglobal.com) with ideas & suggestions about our learning agenda.

# Thank you!

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