



Beyond “Vanity Metrics”:

Key Measurements For Customer Engagement

Today's Speakers

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MMA is the Global Industry Association for Marketing

Started in 2003;
turned around in
2013

Operations in 15
countries

Marketer led; plus
media sellers, tech
and agencies

55+ team
worldwide

25+ conferences in
15 countries

EMEA

-  France
-  Germany
-  Middle East
-  South Africa
-  Spain
-  Turkey
-  United Kingdom



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LATAM

-  Mexico
-  Brazil
-  Colombia
-  Argentina

APAC

-  China
-  Vietnam
-  India



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Who & What is the MMA All About



The People We Serve

Primary Audience

Pioneering Chief Marketers



Our Strategic Priorities

Measurement & Business Impact

Drive marketing effectiveness and the future of measurement for sustainable business growth

Marketer Org Development

Redefine marketing organization dynamics and future capabilities needed in a data

Inspiration

Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

Advocacy

Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices



Our Reason for Being

Purpose

To enable marketers to drive innovation and enduring business value in an increasingly dynamic and connected-connected world.



MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS





MMA Programs Transform Marketers Understanding of Marketing

The following are the core programs of the MMA

MMA Key Programs		Description
Key Think Tanks	1 Marketer Organization Think Tank (MOSTT)	Community of CMO & academics rethinking the modern marketing org; focused on measuring marketing org to financial performance. Soon to be featured in HBR
	2 Marketing Attribution Think Tank (MATT)	Community of marketing & analytics leaders committed to measurable impact & accountability by advancing people-based approaches in media measurement.
	3 Data in Marketing Think Tank (DATT)	Focused on supporting marketers in their ingesting, applying and success with data in marketing. Eventually, group is to be regulatory voice of CMOs on Data. In development
Funded Research	4 Brand as Performance (BaP) *	Industry consortium to first time ever measure the impact of Brand, a core element of marketing success. Will likely to produce a new growth framework for brands. (\$850k)
	5 First-Second Strategy (Cognition 2 study)	Groundbreaking new Cognition Neuroscience Research project set out to understand how consumers process information. Cog 2 will look at time's effect on impact.
	6 SMOX (Modern Marketing Mix)	Series of 14 studies that examine mobile's role in a multi-channel (TV to mobile) world, with empirical evidence on dynamics of the modern marketing mix.
	7 Location Privacy Alliance (LPA) *	Focused on development of a Hippocratic Oath for the application of location data to marketing. Second phase is developing regulatory education materials
Key Member Councils	8 Mobile Fraud Tool & Council *	Member council created better help our members stay ahead of Mobile marketing fraud by assessing, evaluating, and combatting Fraud. Fraud assessment tool coming.
	9 Brand Safety Council (SAVE)	Marketer-led council created to ensure safeguards for brands in all marketing environments, to protect the brand's reputation and marketing investment.
	10 RCS/SMS/OTT Messaging	Member Committee focused on the roll-out of RCS across the US, and preparing an "RCS Center of Excellence" that issues regular guidance on this new function.
	11 MMA Events	35+ event across 16 countries globally, from 350 to 2,000 attendees.
	12 MMA Smarties	Awards Program that offers marketers multiple opportunities to showcase their best work in modern marketing around the world. Includes a business impact index

* Obligations to sponsors

MMA COVID-19 Marketer Support Hub

#WeAreInItTogether

The most comprehensive central resource for information on the coronavirus pandemic as well as guidance for brands on how to navigate marketing during the worldwide crisis. Information is constantly being curated and loaded in real time, the hub is searchable by the different regions the MMA serves (North America, APAC, EMEA and LATAM) and includes:

- 1 An aggregation of critical information on Covid-19's impact around the world
- 2 Tools and tips for managing teams remotely, crisis guidance as well as programs to support small businesses
- 3 Marketing and advertising best practices and current consumer trends to help brand members make more informed decisions
- 4 Some light moments with staff picks on the humorous videos and memes circulating

We'd love to include your content.

If you are an MMA Member with Resources / Programs / Research that is focused on helping brand marketers, we'd love to include your information in the hub,



Please visit <https://www.mmaglobal.com/marketersupporthub/weareinitttogether>



|| Asking Questions, Sharing Insights



Q&A

Send us your questions and insights, using this Q&A box.

Submit



#MMA #WeAreInItTogether #ShapeTheFuture

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Go Beyond Vanity Metrics

Key Measurements for Customer Engagement

braze

“

Data makes effective customer engagement possible,
but leveraging data without context is like trying to
understand distance when you've got the number but
no unit of measurement—it just doesn't work.”

— Adam Biehler, VP Sales, mParticle

What can data tell you about your business

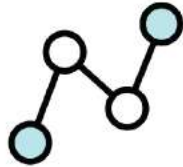
Activation



Are my users being properly activated?

Are there drop-off points during onboarding?

Engagement Efficacy



How are my channels working together?

Are users engaging with my messaging?

Retention



Are more users coming back over time?

Are users continuing to transact with my brand?

Profitability



How valuable are my customers?

Is my customer profitability increasing?

The Scale of Measurement:

How to Improve Your Measurement Practices

Stage Four

Driving Customer Value

Vivid macro image of customer engagement and behavior, while maintaining a nuanced, detailed understanding of the micro-elements that ladder up to top-level results.

Stage Three

Understanding the Customer

Measurement has reached the point where your strategy is progressively customer-centric, increasing both customer and business value.

Stage Two

Thinking About the Customer

Customer engagement strategy isn't driven by user behaviors and actions, meaning targeted outreach may be basic.

Stage One

Measuring Performance

While the metrics at this stage can be directionally helpful, your campaigns may not be delivering true customer or business value.

Be thoughtful in the range of metrics you are tracking

OUTPUT METRICS

Mobile revenue has increased 50% this quarter



- Purchase frequency
- Customer count
- Order value

Month 2 retention has declined 20%



- Sessions per user
- Purchase rate
- Free trial conversion rate

Open rates have increased 10%



- Lifecycle email open rate
- Mobile push open rate
- SMS open rate

INPUT METRICS

Across Stages:
Engagement

**Measuring
Performance**

Open and Click
Through Rates

Across email and
mobile messaging
channels

**Thinking About
the Customer**

Engagement by
Message Type

Across transactional,
promotional,
lifecycle, etc.

**Understand
the Customer**

Engagement by
Customer Segment

Differences in
engagement
based on segment

**Driving
Customer Value**

Complete Picture
Across Channels

User engagement
and behavior across
channels

Across Stages:
Retention

Measuring
Performance

N/A

Unable to measure
or access retention
accurately

Thinking About
the Customer

Retention Over
Time

Retention and churn
over days, weeks,
months, years.

Understand
the Customer

Retention by
Customer Segment

Differences in
retention based
on segment

Driving
Customer Value

Retention by
Cohort

Retention rate
trends over time

Across Stages:

Customer Value

Measuring Performance

Revenue

Historical revenue across time periods

Thinking About the Customer

Lifetime Value (CLV)
Acquisition Cost (CAC)

Revenue from customers to date / acquisition cost per customer

Understand the Customer

CLV : CAC

Value of customers compared to their acquisition cost

Driving Customer Value

CLV : CAC
CAC Payback Period
(Segment & Cohort)

Customer profitability / Time to break even on customer value

Org Structure:

GOAT

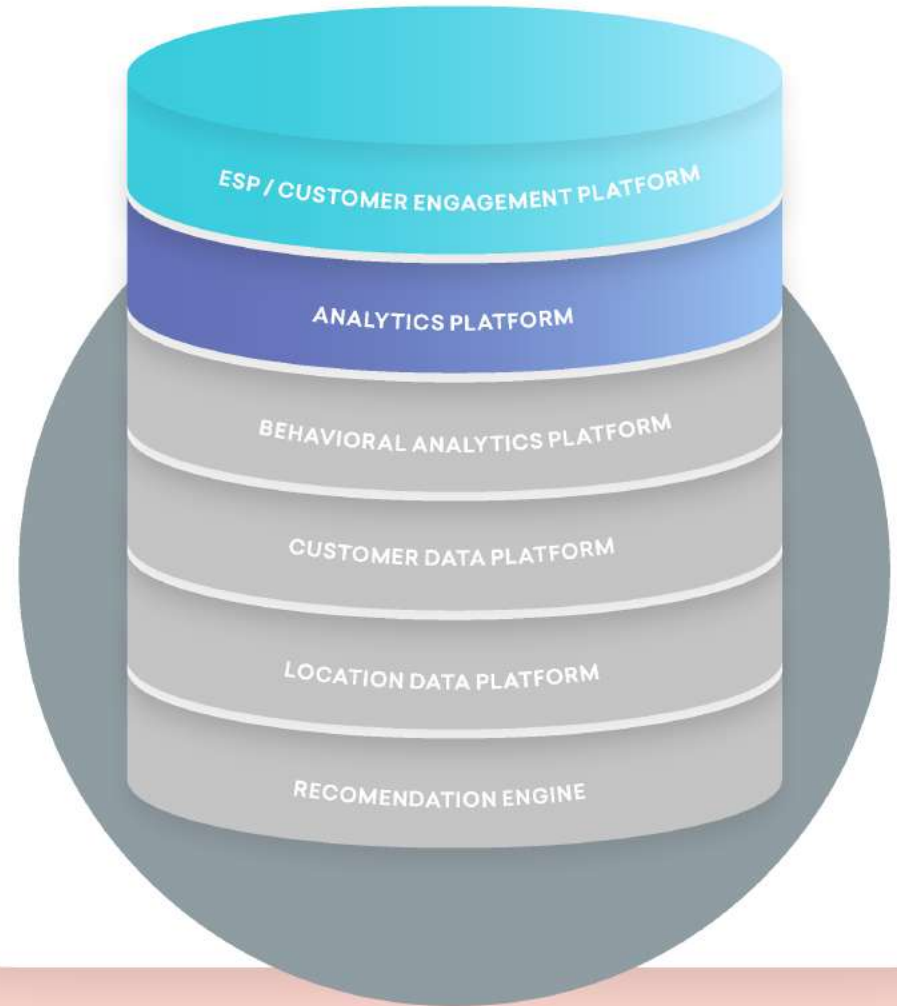


Stages One & Two:

Technology Stack

Messaging: Basic ESP or customer engagement platform

Analytics: Web analytics solution
(e.g. *Google Analytics*)



Stages Three & Four:

Technology Stack

Messaging: Basic ESP or customer engagement platform

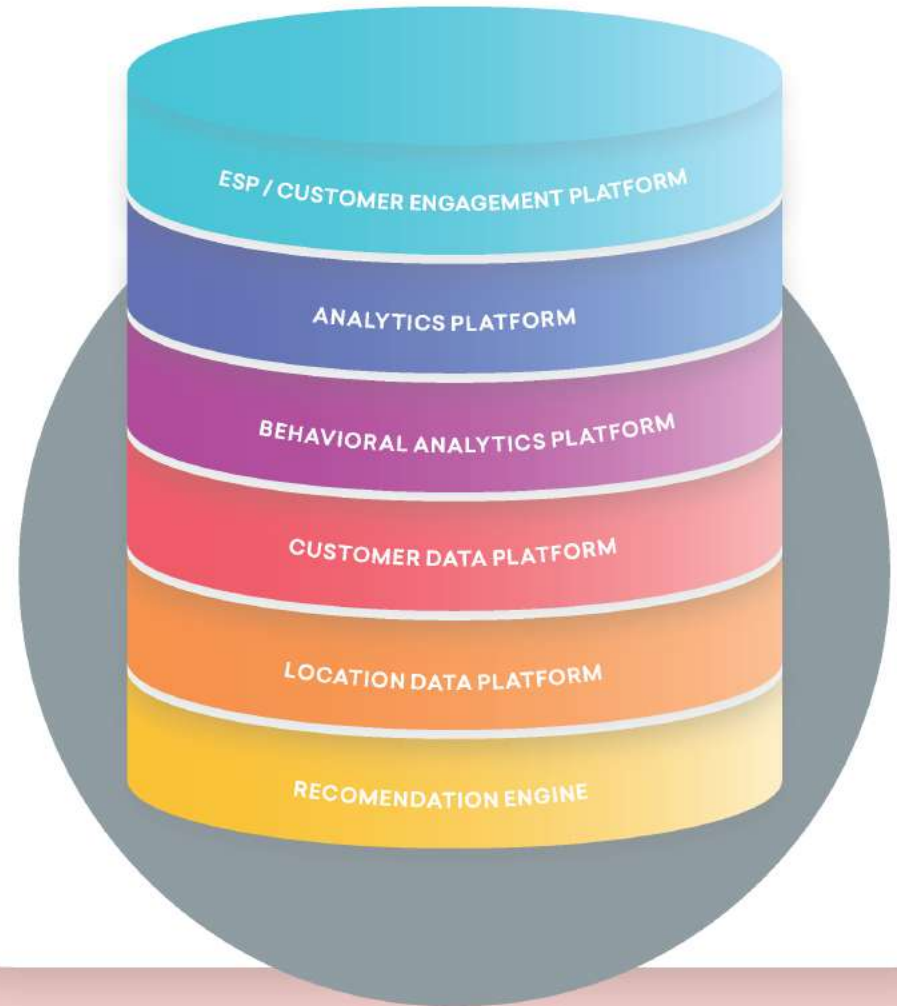
Analytics: Web analytics solution
(e.g. *Google Analytics*) and behavioral analytics
platform (e.g. *Amplitude, Mixpanel*)

Optional _____

Data Connector: Customer data platform
(e.g., *Segment, mParticle, Tealium*)

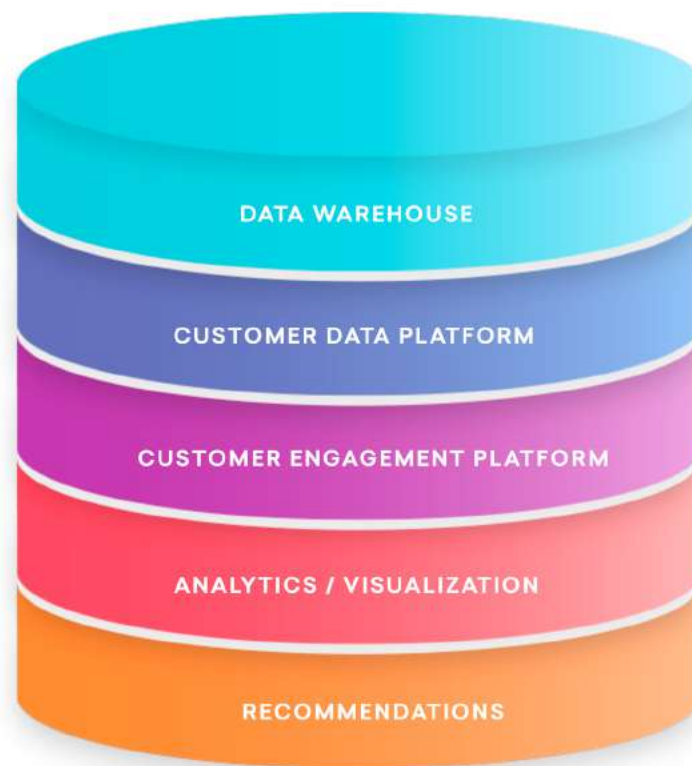
Location Insights: Location data platform
(e.g., *Radar, Foursquare*)

Recommendations:
Recommendation engine
(e.g., *Amazon Personalize*)



Tech Stack:

GOAT



 snowflake

 mparticle

 braze

 SISENSE

IN-HOUSE
PROPRIETARY TOOL

How can you foster loyalty and drive value?

High Value Actions

Actions and behaviors that are indicative of increased downstream value throughout the customer lifecycle

HVAs ladder up to support your strategy and business goals

CUSTOMER
ACTIVATION



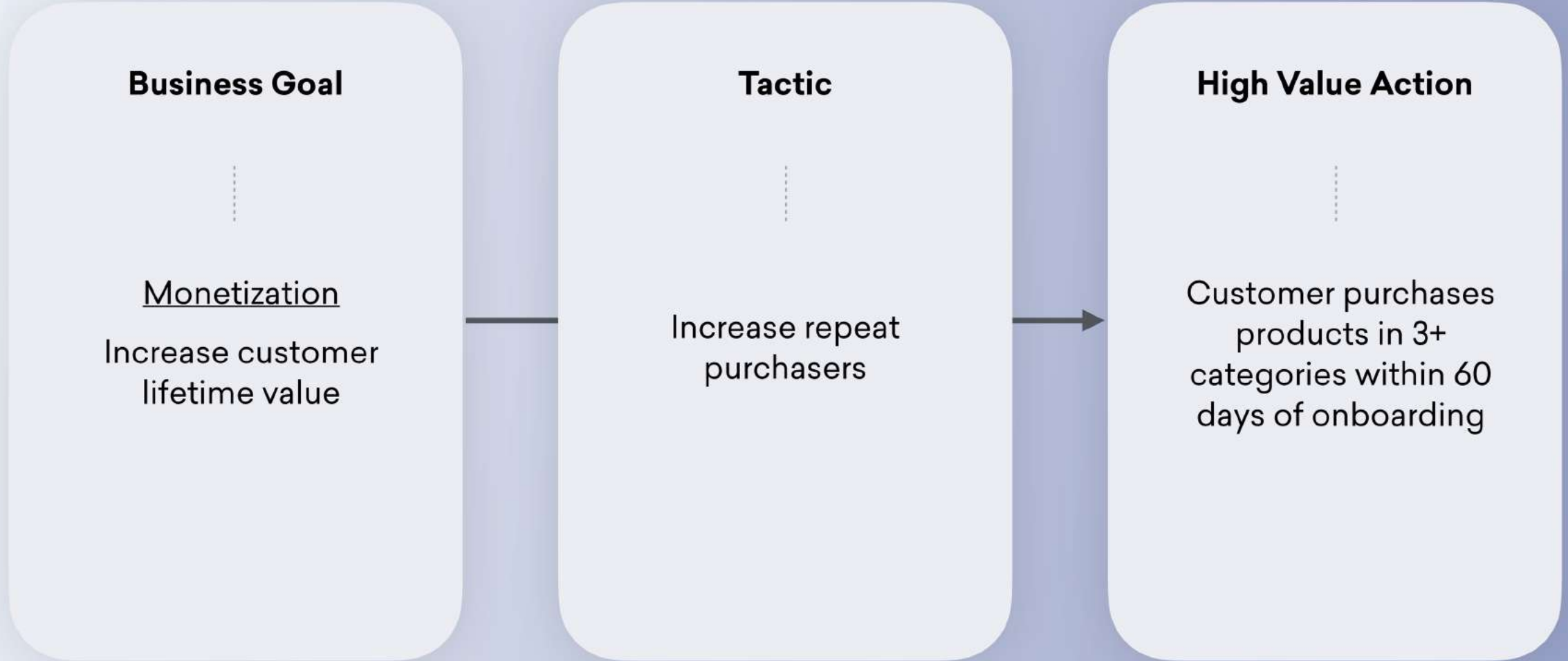
CUSTOMER
RETENTION



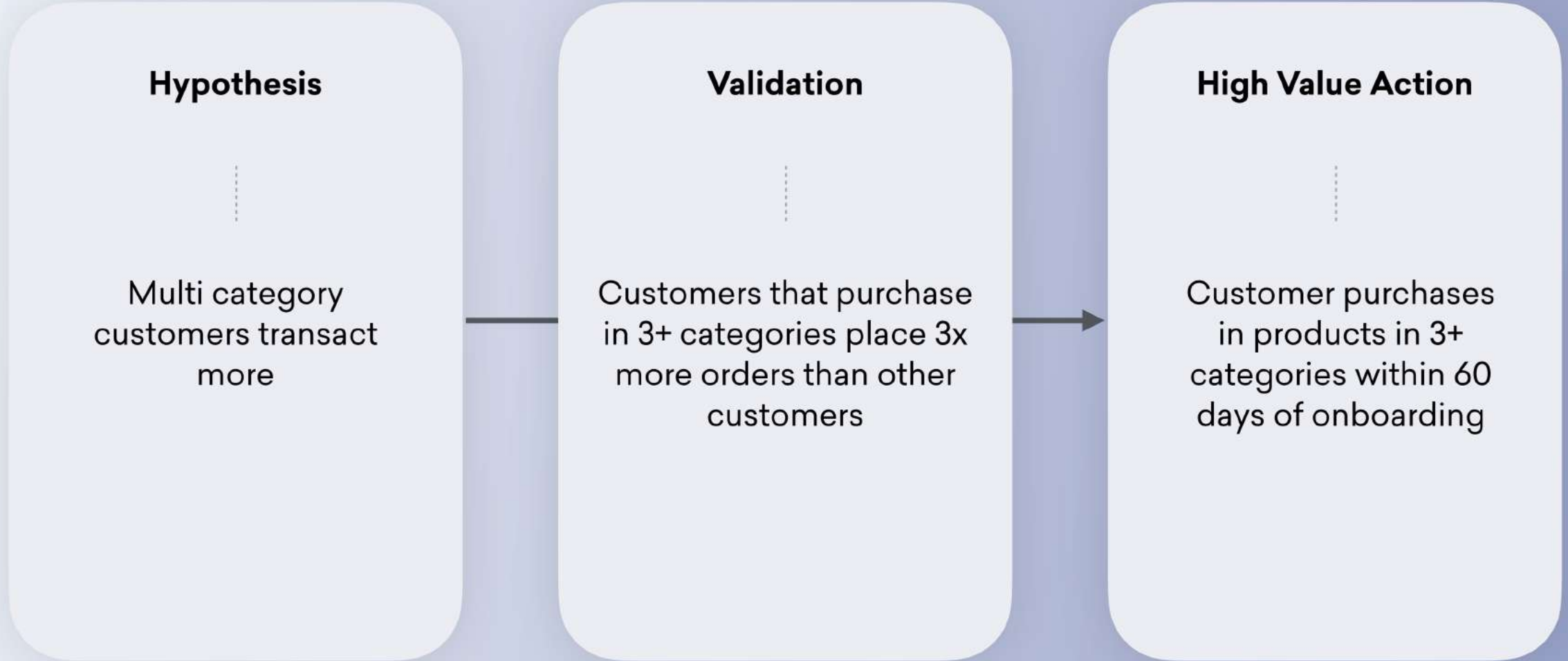
PROFIT



High Value Actions is a structured framework to help achieve business goals



High Value Actions is a structured framework to help achieve business goals



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|| Asking Questions, Sharing Insights



Q&A

Send us your questions and insights, using this Q&A box.

Submit



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 Thank you!



Up Next:

How to Unlock the Gen Z Audience

December 15, 2020 - 11am ET. - Register @ <https://www.mmaglobal.com/webinars>