

A RESEARCH WHITEPAPER BY THE MMA AND NEUSTAR

OUTCOME-BASED MARKETING v2.0

**Profitable Growth by Targeting Consumers
in the Movable Middle**



THE GREAT DEBATE

Marketing Growth Frameworks

Hosted by:
Joanna
O'Connell

FORRESTER



MARKETING SCIENCE ADVISOR

neustar



6

GROWTH
FRAMEWORKS

4

PANEL
DEBATES

24

MARKETING
EXPERTS

ALL THE MARKETING GROWTH FRAMEWORKS IN ONE PLACE.

Join the Debate: #MarketingGrowthDebate

DR. PETER FADER

Wharton School of the
University of Pennsylvania

JUNE 24



Customer
Centricity

DR. DOMINIQUE HANSENS

UCLA Anderson Graduate
School of Management

JULY 29



Long-Term Impact of
Marketing

BYRON SHARP

University of South Australia & The
Ehrenberg-Bass Institute

SEPTEMBER 14



How Brands
Grow

JOEL RUBINSON

Former Chief Research Officer
Advertising Research Foundation

OCTOBER 14



Outcomes-Based
Marketing

LESLIE WOOD

Chief Research Officer
NCSolutions

OCTOBER 29



Building Brands:
The Keys to Success

JARED SCHRIEBER

Founder InfoScout, Now
Numerator

DECEMBER 1



How to Grow Brands: Findings
From 1B Shopping Trips

SUMMARY SESSION

STRATEGIC SUMMARY & ANALYSIS

JANUARY 27



UNIVERSITY OF
OXFORD

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FOUR PANEL DEBATES

ANALYTIC
DEBATE
FEBRUARY
17



MARKETER
DEBATE
MARCH
31



THOUGHT
LEADER
DEBATE
APRIL 22



CMO
DEBATE
MAY 19



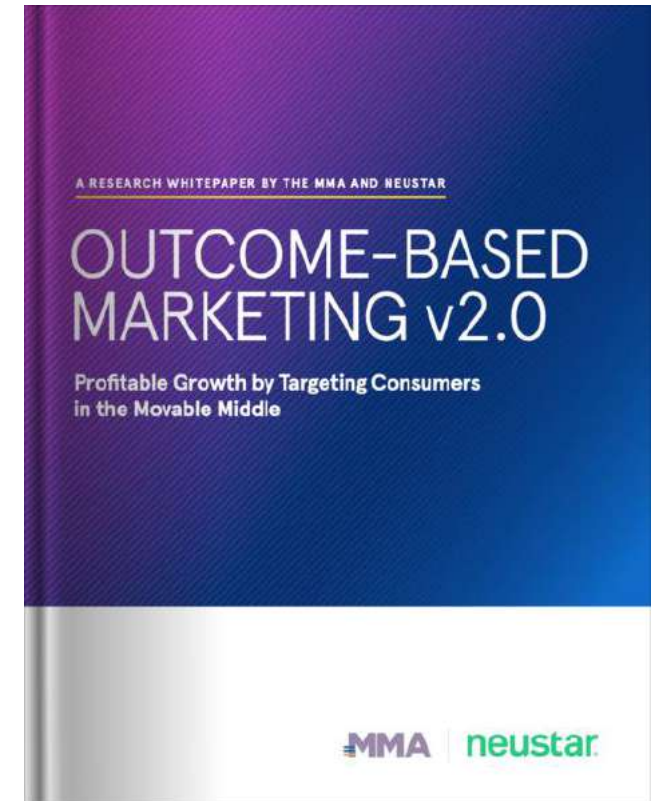
Profitable Growth by Targeting The Movable Middle

- A new marketing growth framework that has been **scientifically validated to outperform reach-based planning by more than 50%**
- A **practical** approach to identify, quantify and **target the most responsive audience** for any brand
- A **profitable strategy to win over non-buyers** who are more likely to respond and build for the future of the brand



Learn More & Download the Whitepaper

mmaglobal.com/OBM





Joel Rubinson

Former Chief Research Officer at the
Advertising Research Foundation
President, Rubinson Partners, Inc.



Marc Vermut

VP, Marketing Solutions
Neustar



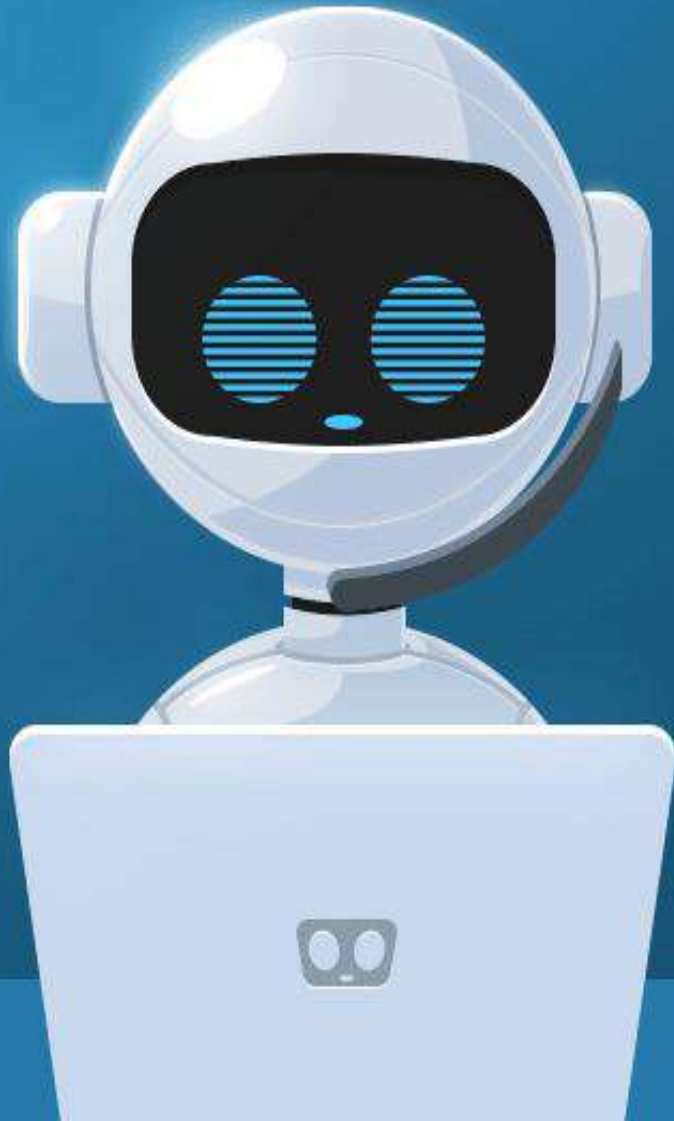
Vas Bakopoulos

SVP, Head of Industry Research
MMA Global

Today's Speakers



||| Asking Questions, Sharing Insights



Q&A

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

Submit

OUTCOME- BASED MARKETING 2.0

OBM2

Joel Rubinson

 @joelrubinson



Marc Vermut

 @mvermut



OBM2: A better approach to brand growth

Outcome-Based Marketing 2.0 provides:



Superior ROAS



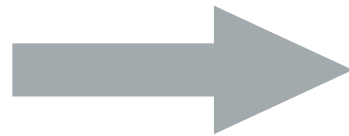
Higher conversion of non-buyers



Speed, simplicity, transparency

Consumers are not a monolithic mass

All Consumers



High Loyals

2%* of category buyers
80% – 100% likely to purchase



Movable Middles

16%* of category buyers
20% – 80% likely to purchase

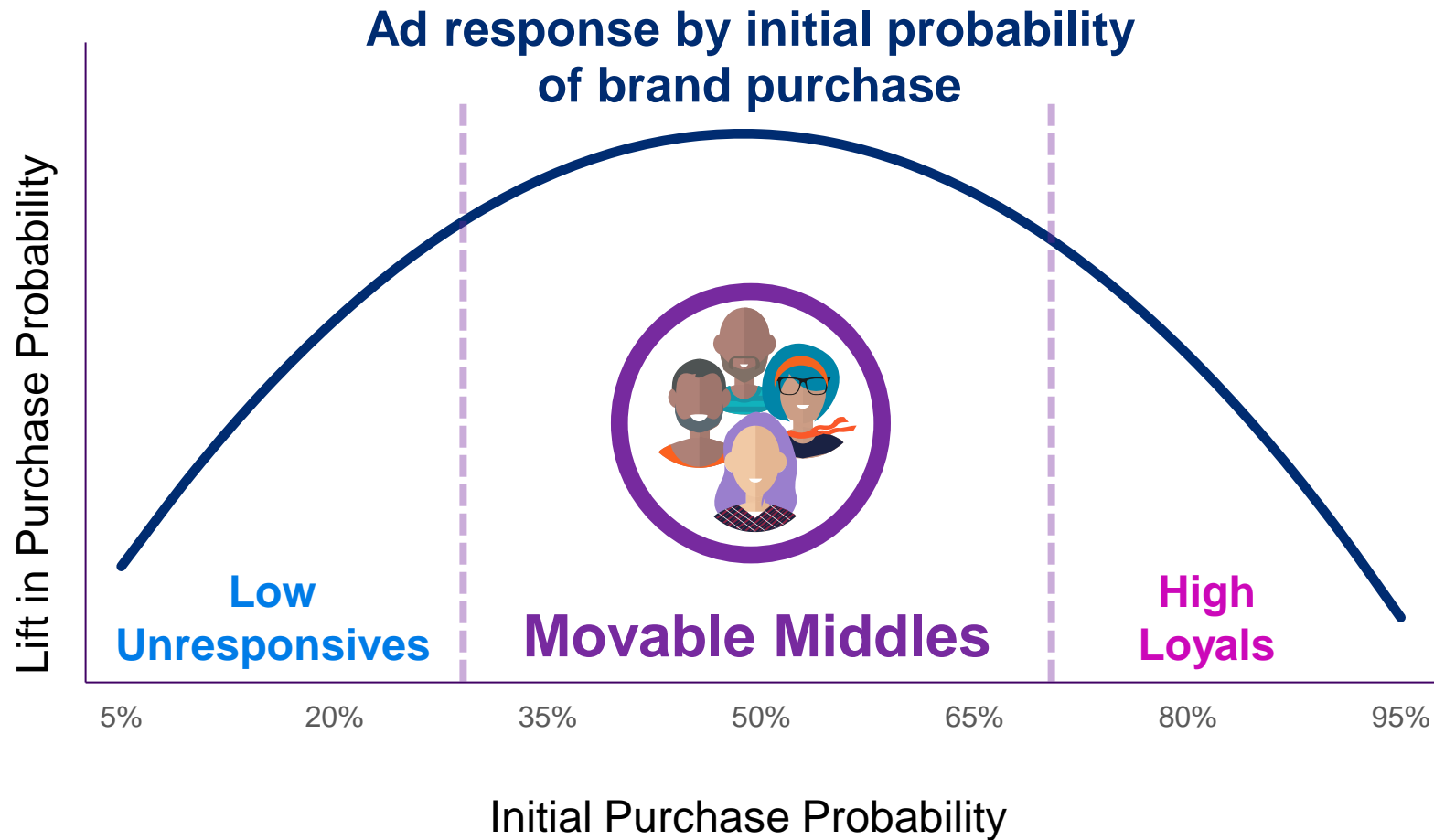


Low Unresponsives

82%* of category buyers
0% – 20% likely to purchase

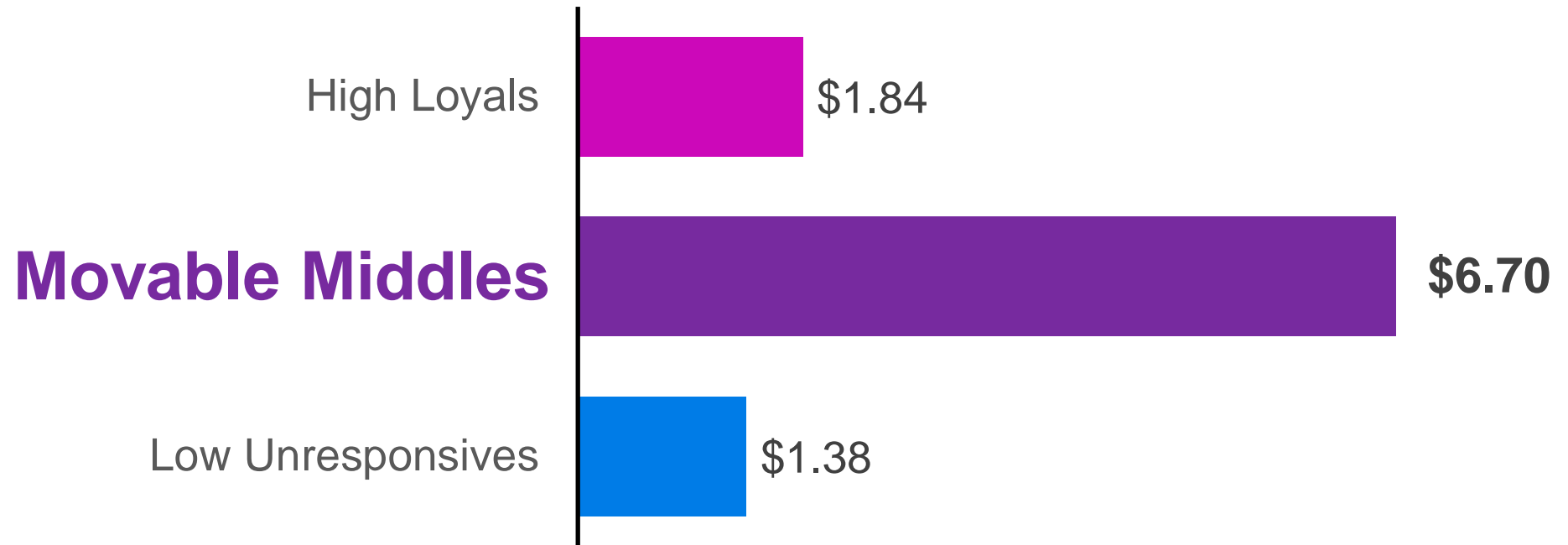
* For a 10% share brand

Movable Middles Have 5X Ad Responsiveness



Generate outsized ROI with the Movable Middles

ROAS by Consumer Type for 10% share Frozen Pizza brand



Deliver long-term business growth with OBM2

Increased
Purchases

+5.2%

Increased
Retention

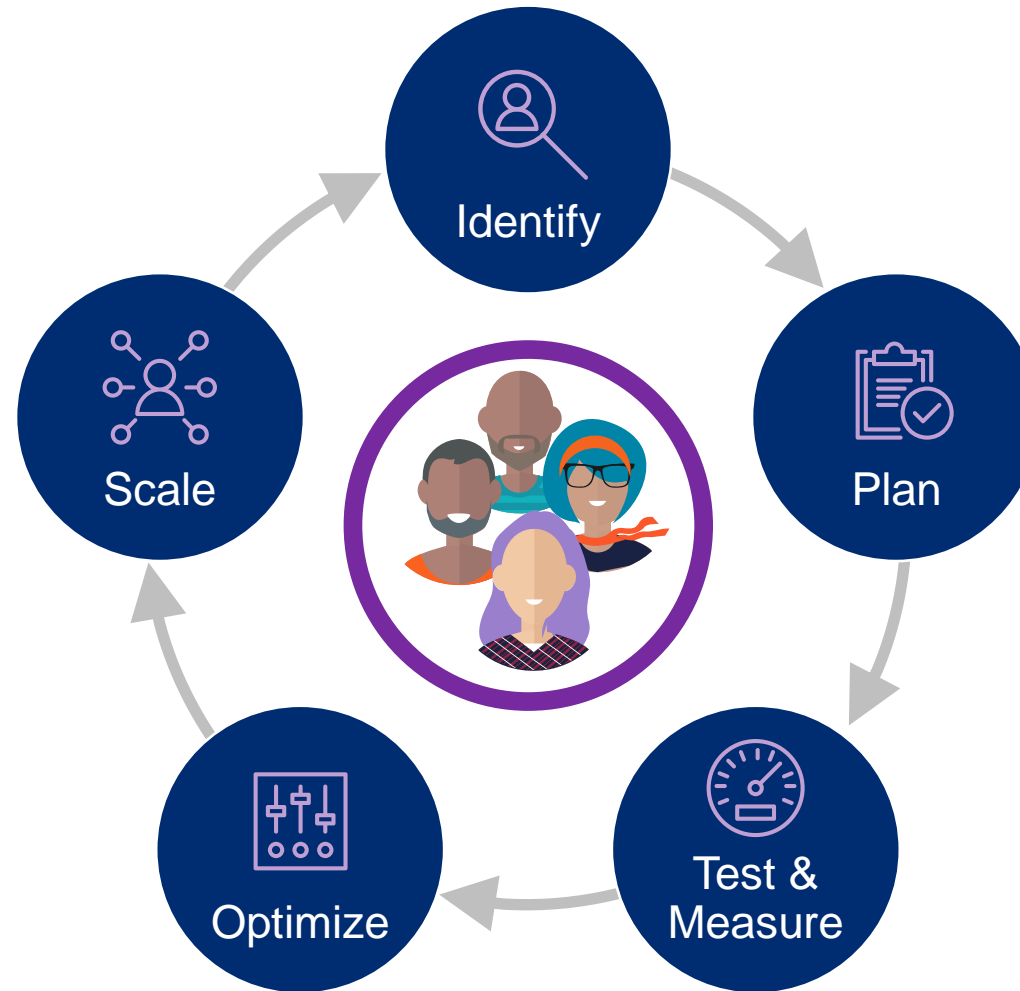
+5.3%

Reduced
CAC

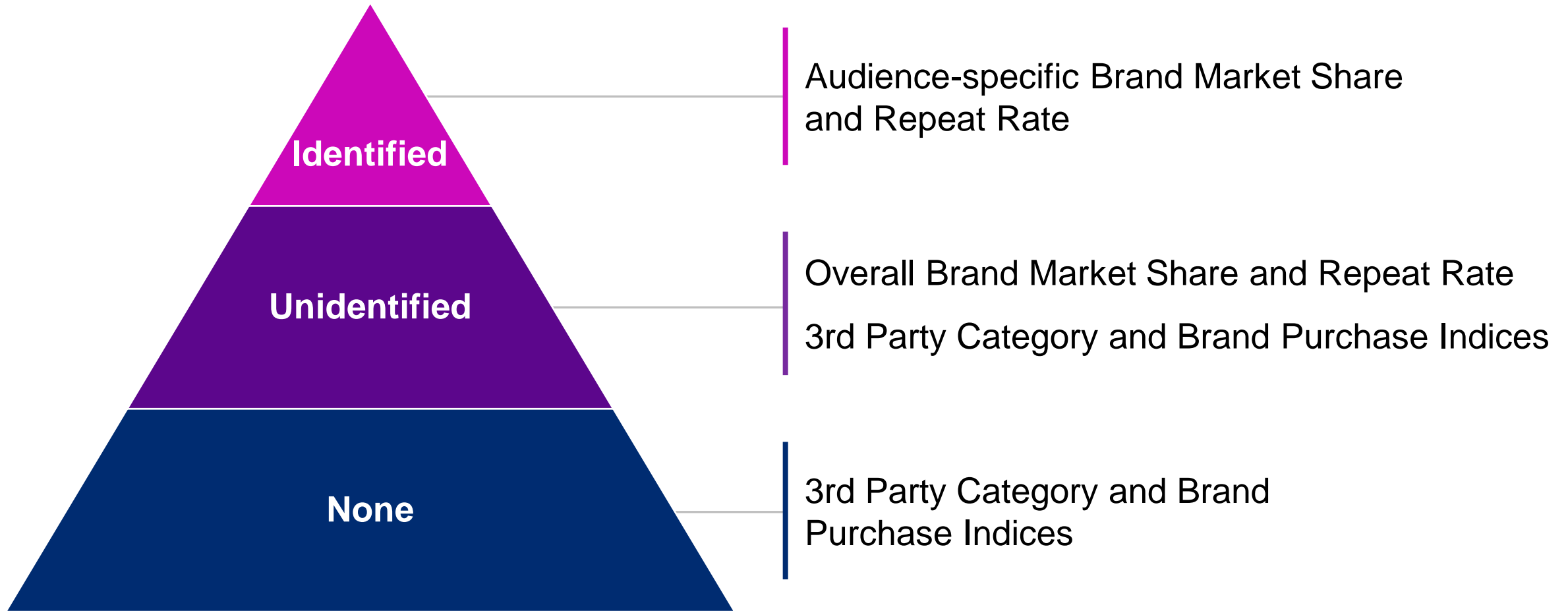
-43.3%

BRINGING OBM2 TO LIFE

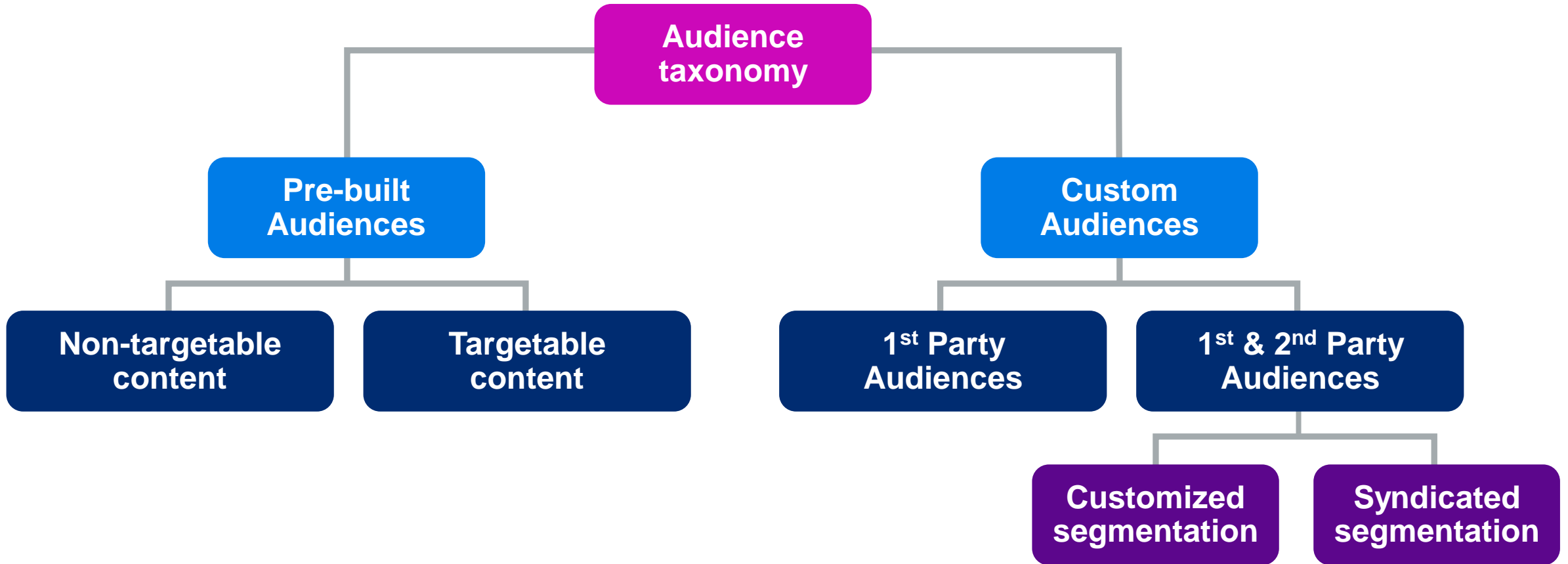
Movable Middle strategies start and end with audiences



Identify the Movable Middles based on data availability



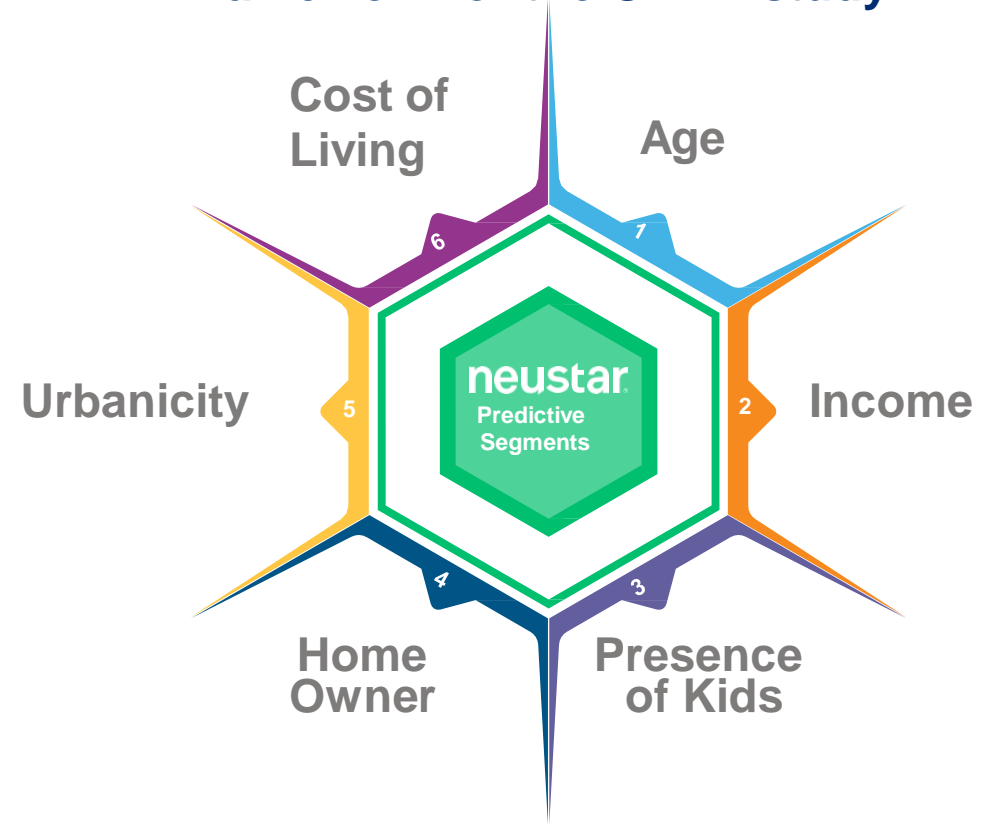
Evaluate all your audiences with the Movable Middle



Evaluate the usability of your audiences

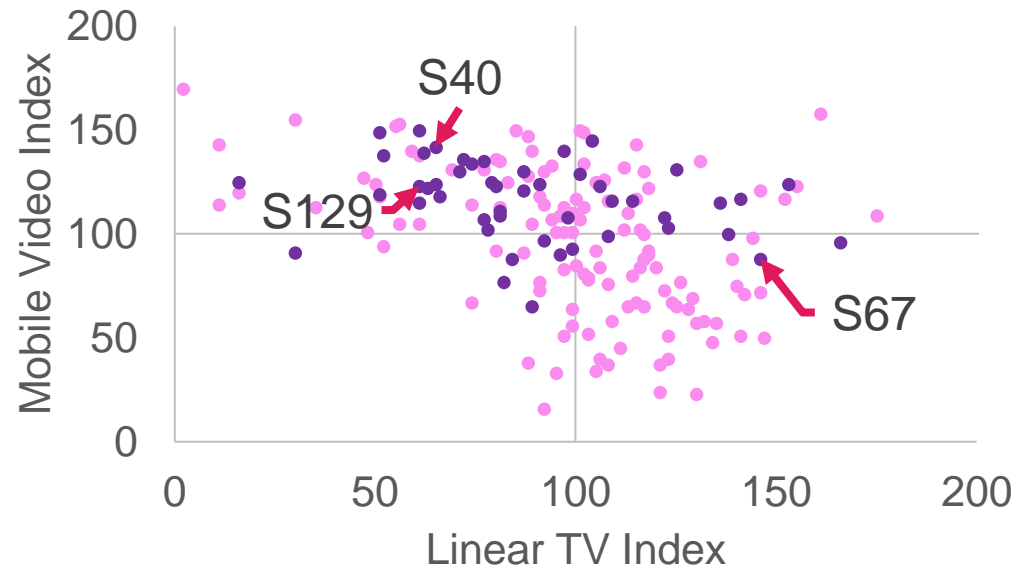
1. Can it quantify the size of the Moveable Middle?
2. Can it scale?
3. Can it be activated?

We leveraged Neustar's ElementOne audience framework for the OBM2 study:



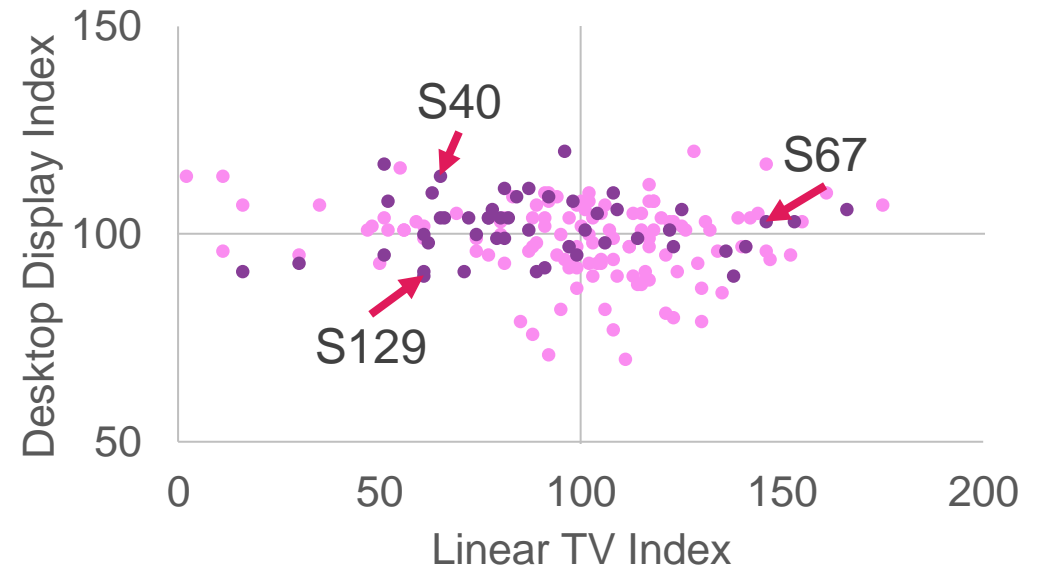
Find your Movable Middles across channels

Media Propensity for Mobile TV vs Linear TV



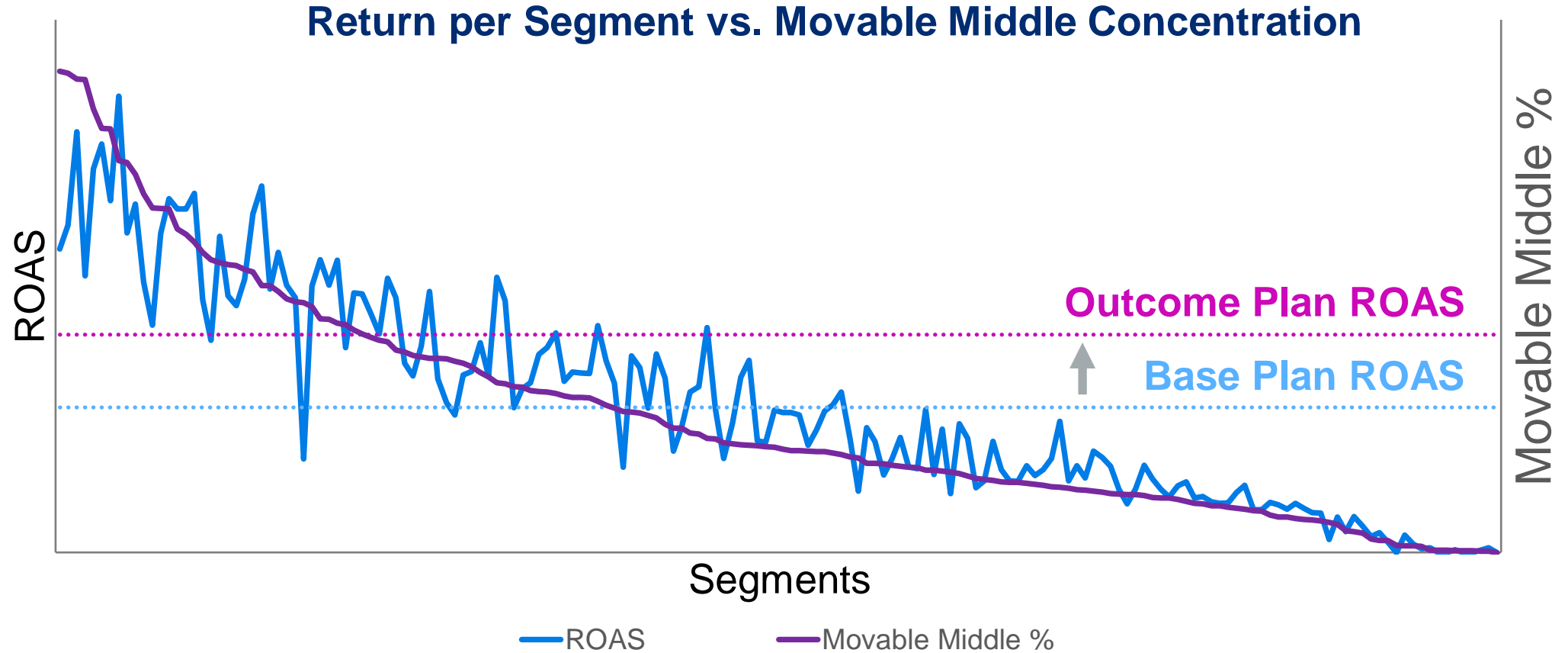
• Other Segments • Movable Middle Segments

Media Propensity for Desktop Display vs Linear TV



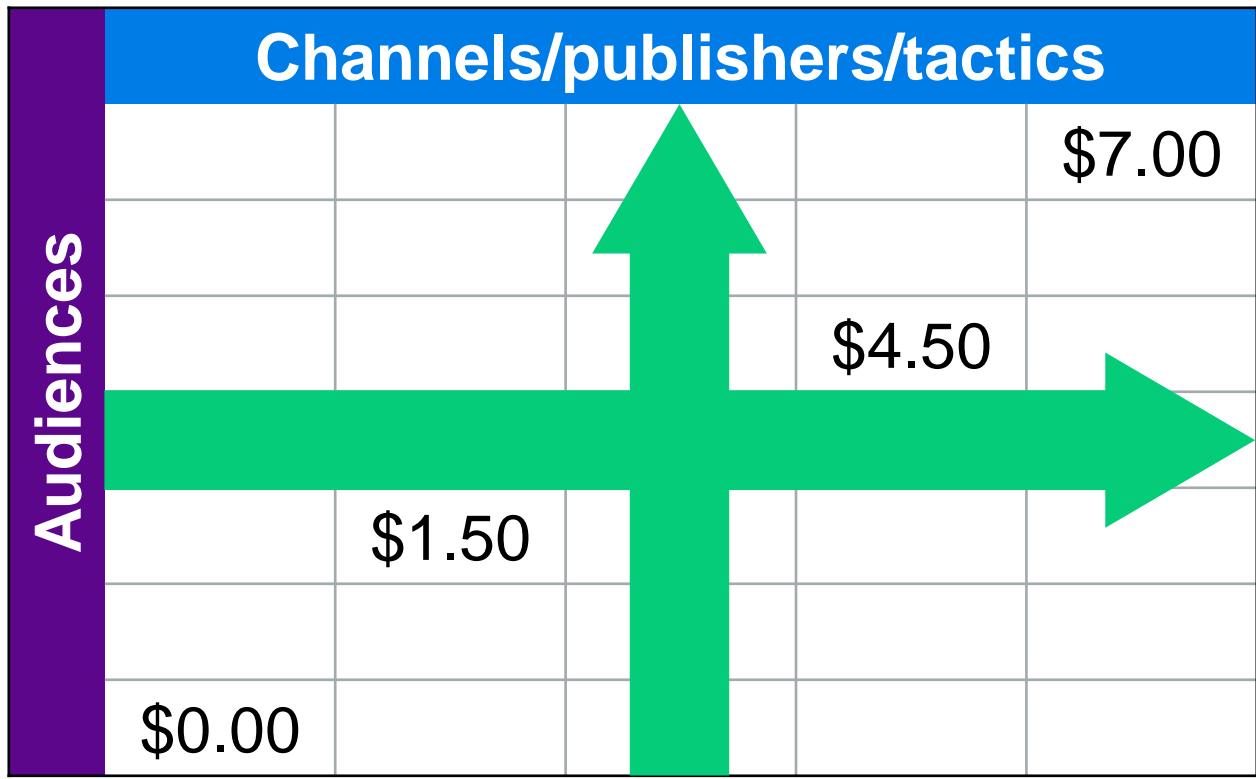
• Other Segments • Movable Middle Segments

Understand audience performance



Heavy up the best performing audiences

Allocate your media to the combination of audiences and media that maximize the overall ROAS for your media plan



Discover the Movable Middle across all your audiences



Connect your audiences to purchase behavior data to identify where the Movable Middles live



Test and Measure your priority audiences

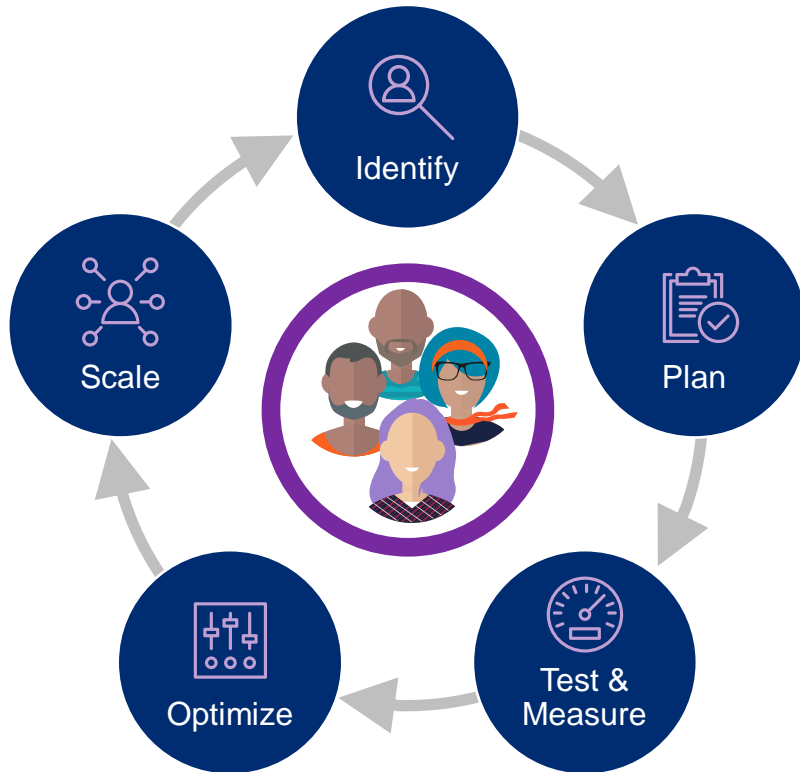


Plan your audiences and platforms based on their Movable Middle percent, size and cost



Increase/decrease allocation based on ROI

A better approach to brand growth



Outcome-Based Marketing 2.0 provides:

 Superior ROAS

 Higher conversion of non-buyers

 Speed, simplicity, transparency

Outcome-Based Marketing v2.0 (OBM2) Audience Q&A

Vas Bakopoulos
SVP, Head of Industry Research
MMA Global

A screenshot of a web-based Q&A submission form. The form has a title bar that says "Q&A" and standard window controls (minimize, maximize, close). Below the title bar is a large, empty text input area. At the bottom of the form, there is a smaller text input field containing the placeholder text "Send us your questions and insights, using this Q&A box." To the right of this field is a blue button with the word "Submit" in white text.

Submit questions
via the Q&A box



For Questions or More Information:

Greg Stuart
greg@mmaglobal.com
mmaglobal.com/OBM

THANK YOU

