The Journey to Achieve Multi-Touch Attribution (MTA) Success

MMA Webinar Series
November 19, 2019

MMA is the Global Industry Trade Assoc. for Marketing

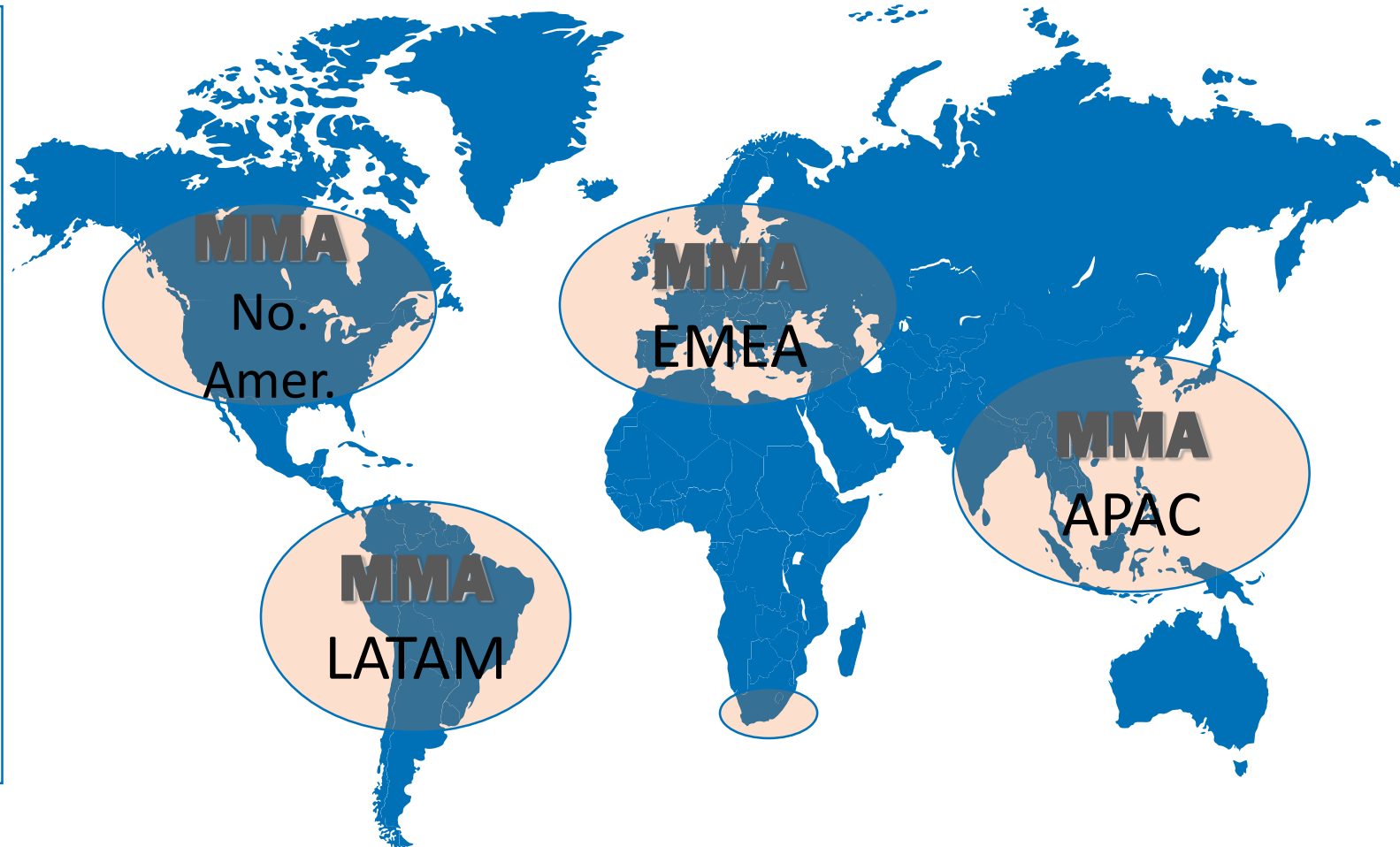Started in 2003; turned around in 2013

Marketer led; plus media sellers, tech and agencies

800+ corp. members worldwide

55+ team worldwide

Operations in 15 countries

25+ conferences in 15 countries

MMA No. Amer.

MMA EMEA

MMA APAC

MMA LATAM

1. Brazil
2. Argentina
3. Mexico
4. U.S.
5. China
6. Indonesia
7. India
8. Vietnam
9. UK
10. France
11. Spain
12. Germany
13. Turkey
14. Middle East
15. South Africa

MMA

MMA is (uniquely) the Whole Marketing Ecosystem

MMA is only group that is "big tent" and global. Our programs bigger than just mobile

Marketers

Enabling Tech

Agencies

Media Sellers & Platforms
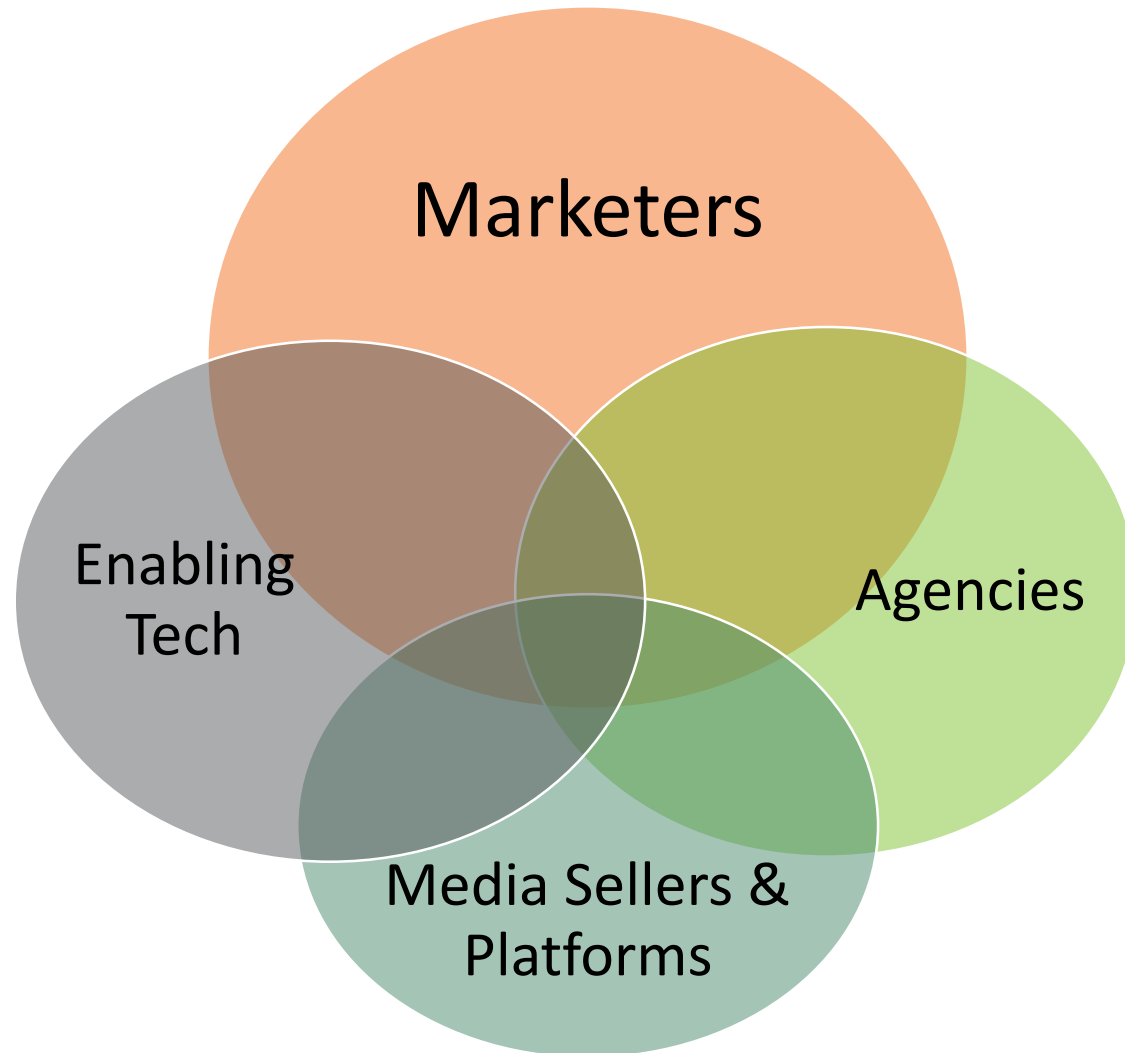
Focus of Trade Groups

Fundamentally, MMA is about defining the future of marketing, & then marching the industry in that direction

Components of Successful Trade Group

1. Great Governance
    a. Board mix & leadership
2. Must Attend Events
3. Great Initiatives
    1. Fewer bigger programs

MMA's Purpose

WHO (The People We Serve):
Prime Audience: Pioneering Chief Marketers

WHY (Our Reason for Being):
Purpose: To enable marketers to drive innovation and enduring business value in an increasingly dynamic and mobile-connected world.

WHAT (Our Strategic Priorities):

1. **Measurement & Business Impact:** Drive marketing effectiveness and the future of measurement for sustainable business growth

2. **Marketer Org Development:** Redefine marketing organization dynamics and future capabilities needed in a data and device connected world

3. **Inspiration:** Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

4. **Advocacy:** Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices

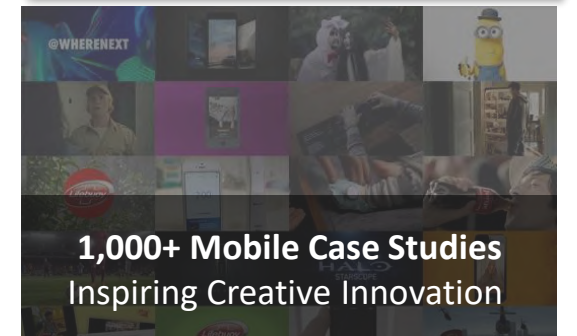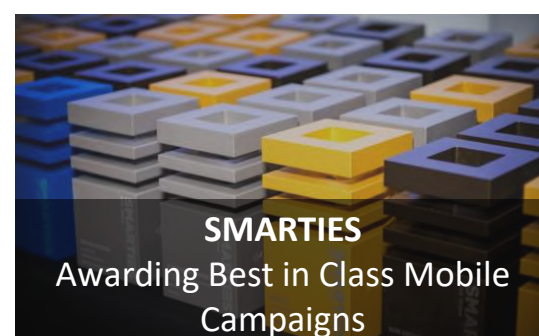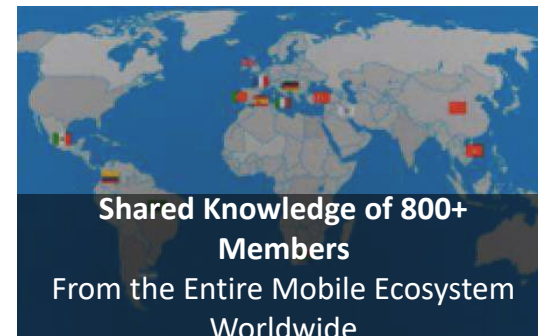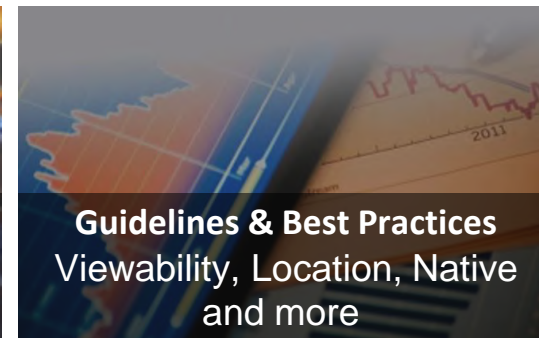# MMA IS 800+ MEMBERS STRONG GLOBALLY
MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

MMA RESHAPING THE FUTURE OF MARKETING

SMoX
Mobile ROI Research

MATT Marketing Attribution Think Tank

MOSTT
Marketing Org Structure Think Tank

SAVE
Future of Brand Safety Council

Industry Working Groups
Driving the Future of Mobile

CEO & CMO Summit
Annual Mobile Think Tank

Guidelines & Best Practices
Viewability, Location, Native and more

20 MMA Events in 15 Countries

MM25 Marketer Peer Group
Tackling Core Issues for Marketers

Shared Knowledge of 800+ Members
From the Entire Mobile Ecosystem Worldwide

SMARTIES
Awarding Best in Class Mobile Campaigns

1,000+ Mobile Case Studies
Inspiring Creative Innovation

MANAGING YOUR QUESTIONS
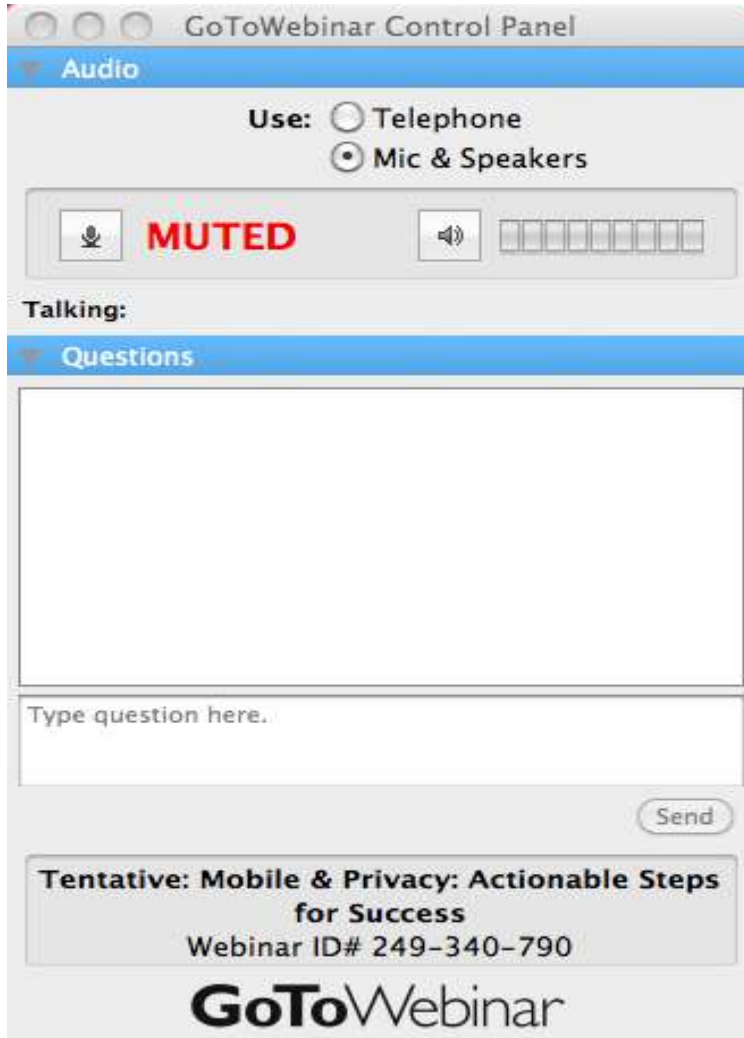
Share the Insights

#MTAJourneyMap

PRESENTERS

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MATT WORKING GROUPS & ACCELERATION TOOLS

2016	2017	2018	2019

Acceleration Tools

Four-Part Webinar Series: Mastering Multi-Touch Attribution

Marketer Research Study: **Marketing Productivity Assessment Attitudes**

Multi-Touch Attribution **Marketer Survey**

Multi-Touch Attribution **Assessment & Landscape Report**

Multi-Touch Attribution **Marketer Survey**

Multi-Touch Attribution **Decision Guide**

MATT MMA **Data Map**

MTA **Data Strategy Guide**

MTA **Data Acquisition RFI Template**

MTA **Tactical Success Guide**

Multi-Touch Attribution **Marketer Survey**

Data Sharing for Attribution Guide

Publishers Grid for Data Sharing Practices

Journey Map & Guide

Multi-Touch Attribution **Marketer Survey**

WE ARE HERE

Working Groups

Data Quality & Accuracy Working Group

Walled Garden Working Group

Journey Map Working Group

WHAT IS MULTI-TOUCH ATTRIBUTION (MTA)?

Multi-Touch Attribution (MTA): 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 and offline channels**, leading to a desired customer outcome. (Methods might be augmented with aggregated data.)

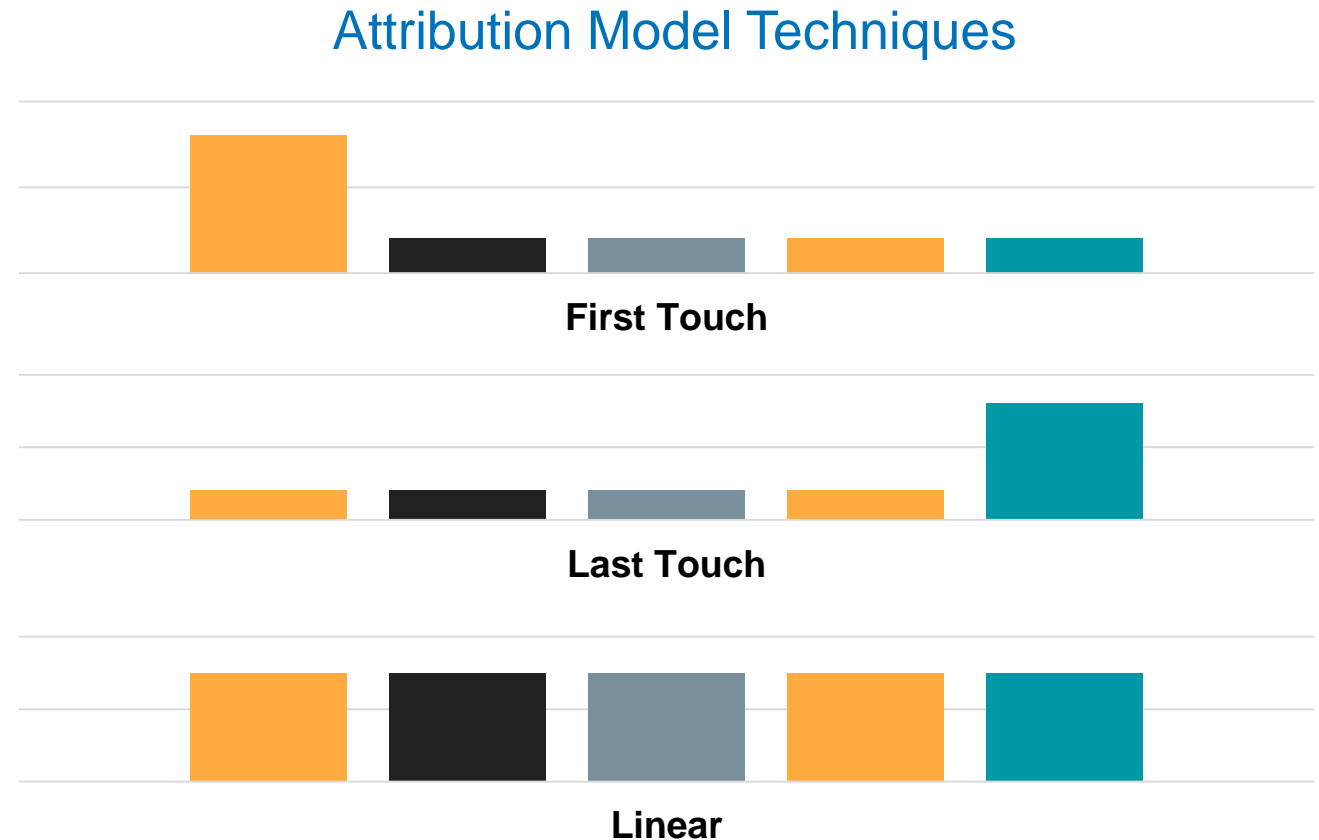It is most commonly applied for agile, or optimization of, marketing activities.

Excluded: Traditional MMM, brand tracking and last-touch attribution methods

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OTHER ATTRIBUTION TECHNIQUES:
SIMPLER BUT LESS ACCURATE

Different attribution methods will provide different answers with varying degrees of accuracy

- Which event deserves the credit?
- Do we consider only clicks or do we also consider view-throughs?
- The MTA approach has been proven to be more correct*

*via validation on a synthetic data set

Attribution Model Techniques

First Touch

Last Touch

Linear

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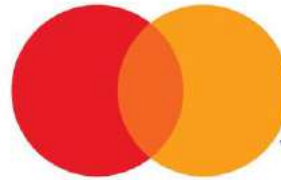
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REAL WORLD EXAMPLES: MTA IN ACTION

The MMA conducts MTA studies as part of SMoX. With **14 studies already completed** in four countries, MMA´s SMoX is creating a growing Data Bank of **proven mobile tactics and fact-based recommendations** to help marketers leverage mobile as a competitive advantage.

For more on SmoX see http://www.mmaglobal.com/smox

2019 STATE OF MTA SURVEY: TOPLINE RESULTS

1. MTA adoption continues to trend upwards

	2016	2017	2018	2019
We don't plan to use MTA in the near future	25%	17%	17%	18%
We will use in the next 18 motnhs	10%	11%	11%	7%
We will use in the next 12 months	17%	20%	17%	15%
	15%	16%	16%	17%
	34%	37%	40%	43%
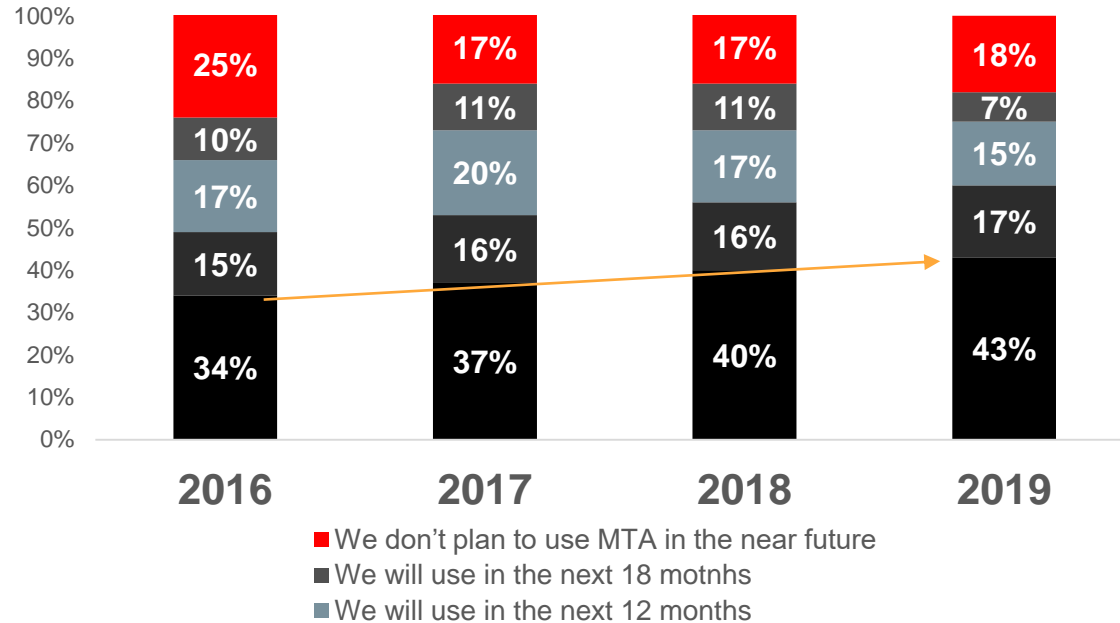
2. NPS of vendors remains negative

2016	2017	2018	2019
-42	-31	-24	-26
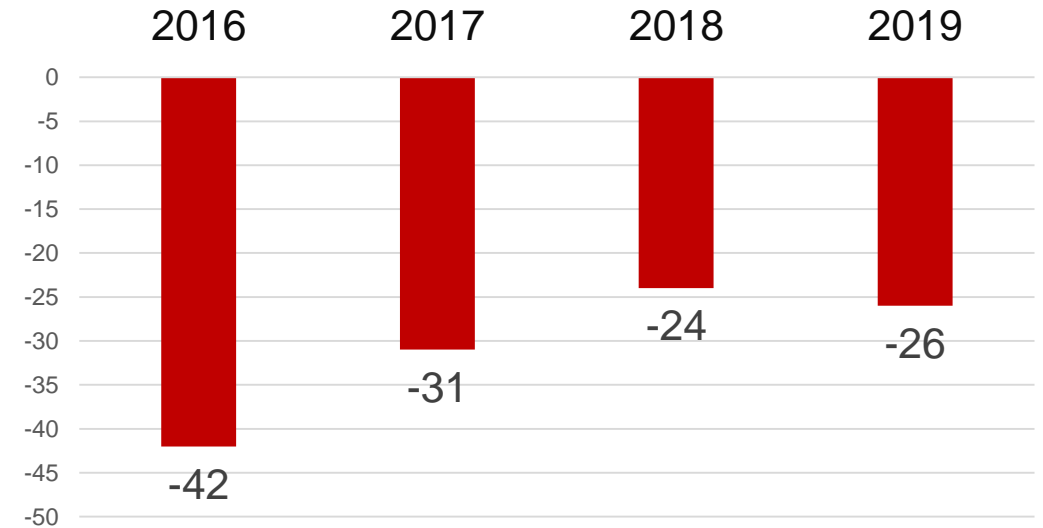
3. Marketers still only apply MTA to about **one third** of their total budget

→ Use other tools*: 40%

→ Data sharing rules prevents linking at individual level: 34%

→ Data not available for traditional media: 33%

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*Experimental design and A/B testing 72%, MMM 63%, brand trackers 57%, Click through reports 49%,

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MTA JOURNEY MAP:
HELPING TO MAKE IT EASIER FOR MARKETERS TO GET MTA RIGHT

- MMA measures marketers' experience with MTA annually. The latest (2019) **NPS** score is **MINUS 26**!

- The MMA via MATT has worked closely with 30+ marketers over the past year to understand what it takes to successfully move to higher levels of adoption.

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PROGRESS THROUGH STAGES: IT'S A JOURNEY

The following **five key stages** are detailed within the MTA Journey Map, along with the **percent of our members at each stage** based on the 2019 State of MTA Survey.

- **Stage 1:** Initiate MTA Process (14%)

- **Stage 2:** Establish Data Readiness (13%)

- **Stage 3:** Setup First MTA Project (10%)

- **Stage 4:** Implement First MTA Project (15%)

- **Stage 5:** Deployment (18%)

- **Considering, But Not Yet Initiated MTA:** 11%
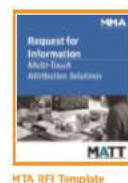
- **Not Considering MTA:** 18%

Percentages based on results from 2019 MMA State of MTA Survey

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MTA JOURNEY MAP OVERVIEW

Stages (5)

A Journey Map for Marketers' Success with Multi-Touch Attribution (MTA)

Components (5)
- Organization & People
- Analytics & Data
- Skills & Knowledge
- Partners
- Milestones

Recommended Documents/Acceleration Tools

STAGE 1: INITIATE MTA PROCESS

You are at this stage if you're **working to understand the benefits of MTA** to your organization, scope, key stakeholders, and **gaining approval to move forward** (14% of marketers are here*)

Skills & Knowledge:
Recommended Acceleration Tools

Analytics & Data:
Recommended Acceleration Tool

MTA ASSESSMENT & LANDSCAPE REPORT
Helps simplify the process of selecting an MTA provider & educates marketers on how to apply partners to drive business objectives.

MMA FOUR-PART MTA WEBINAR
MMA's four-part webinar series designed to demystify MTA & provide guidance in identifying & harnessing the best MTA methods.

INITIATE MTA PROCESS
Understanding the benefits of MTA to your organization and what it will take

Identify project leadership:
• Identify executive sponsor
• Establish project leadership

Assess data readiness:
• How will conversions be measured at a user level?
• What ad serving will be covered?

Build initial business case:
• Value, action plan, costs, resources

Foundational knowledge of MTA analytics

Media and data partners:
• Capabilities to share data with independent MTA firms

STAGE 1
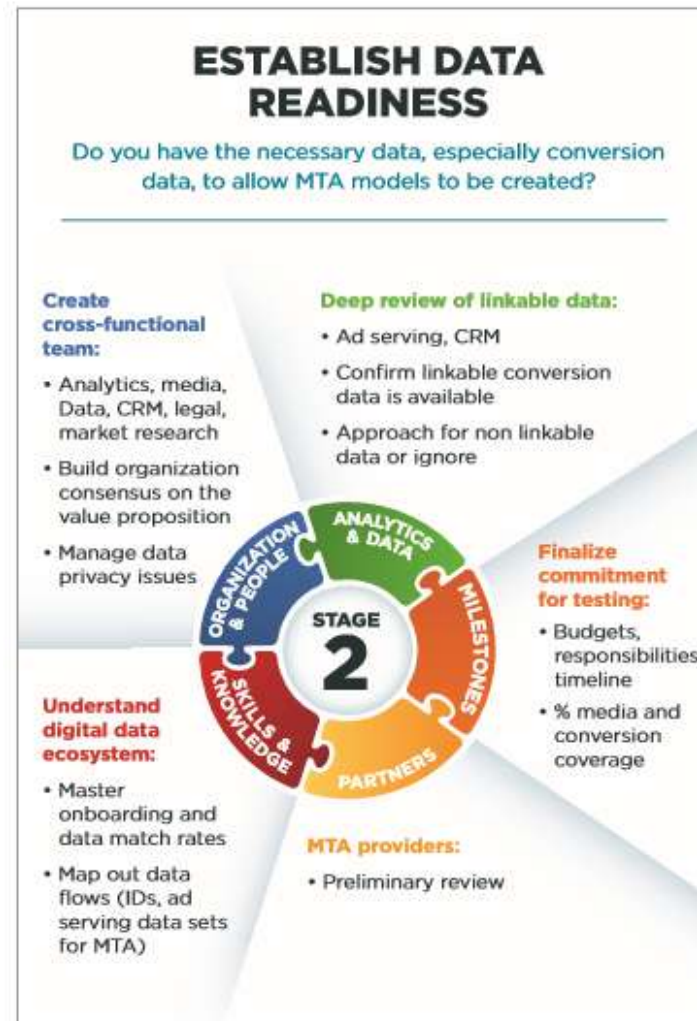ORGANIZATION & PEOPLE
ANALYTICS & DATA
MILESTONES
PARTNERS
SKILLS & KNOWLEDGE

MMA MTA DATA STRATEGY GUIDE
Comprehensive planning manual designed to help marketers secure, organize & manage quality data.

* Per 2019 MMA State of MTA Survey

STAGE 2: ESTABLISH DATA READINESS

You are at this stage if you are **determining whether you have the necessary data**, especially conversion data, to allow MTA models to be created (13% of marketers are here*)

Analytics & Data:
Recommended Acceleration Tools

MMA MTA TACTICAL SUCCESS GUIDE
Tool for marketers to determine their organization's data readiness for employing MTA, discussing specific data linking strategies, the value of Unified User IDs & more.

MMA MTA DATA MAP
Concise reference tool visualizing all data, data interactions, & data integration required to achieve successful MTA.

* Per 2019 MMA State of MTA Survey

STAGE 3: SETUP FIRST MTA PROJECT

You are at this stage if you are **working to setup your first MTA project**, including brand and campaign selection, as well as **selection of your MTA provider** (10% of marketers are here*)


SETUP FIRST MTA PROJECT

Your first and best chance to make a good impression on the value of MTA; take the time to set this up correctly

Add brand stakeholders to team:
- Choose brand and campaign test case
- Establish must-haves for MTA provider
- Create PoC plan plus success criteria

Prepare data for first test:
Run one month test to confirm data capture

Set test goals: what will success look like?
- Incremental learning from MTA
- Prove ROI improvement, easy to work with provider

Identify analytics needed for "must-haves":
- Create plan for proving incrementality
- Modeling options, e.g. digital or omnichannel; integrated or pure MTA?

Issue RFI:
- Evaluate and choose MTA provider or in-house

ANALYTICS & DATA — ORGANIZATION & PEOPLE — MILESTONES — SKILLS & KNOWLEDGE — PARTNERS

STAGE 3

Skills & Knowledge:
Recommended Acceleration Tool

MMA MTA WEBINAR SERIES (WEBINARS 2 & 3)

Part 2: Selecting the Best MTA Provider For Your needs

Part 3: Making sense of Attribution Approaches

In-depth MTA modeling techniques & use cases, as well as provide a sophisticated scoring methodology & tools that can be used to accelerate the MTA provider selection process.
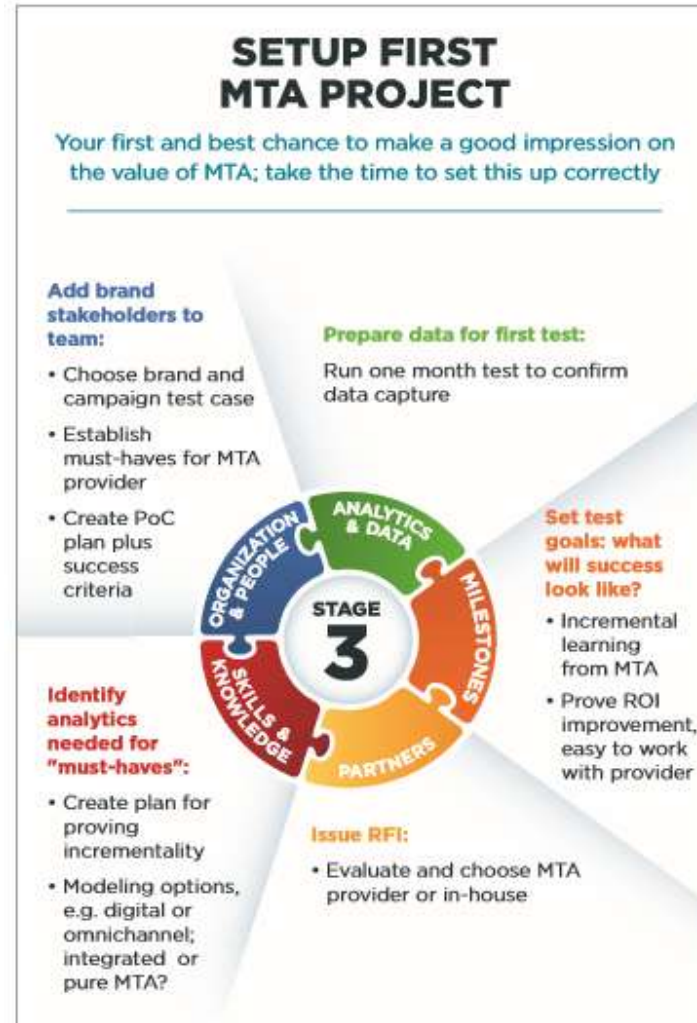
Partners:
Recommended Acceleration Tools

MMA MTA RFI TEMPLATE

Easy to use template designed to help marketers facilitate the MTA provider selection process.

MMA MTA RFI SCORING TOOL

Pre-developed tool to evaluate and score providers. To be used in conjunction with RFI Template.

* Per 2019 MMA State of MTA Survey

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STAGE 4: IMPLEMENT FIRST MTA PROJECT

You are at this stage if you are working through **implementation of your first MTA project**, including evaluation of MTA provider performance & value of MTA to your organization (15% of marketers are here*)

Skills & Knowledge:
Recommended Acceleration Tools

Analytics & Data:
Recommended Acceleration Tool

* Per 2019 MMA State of MTA Survey

STAGE 5: DEPLOYMENT

You are at this stage if **MTA is fully integrated into your media planning process** (18% of marketers are here*)

Analytics & Data:
Recommended Acceleration Tool

Skills & Knowledge:
Recommended Acceleration Tool

* Per 2019 MMA State of MTA Survey

MTA JOURNEY MAP OVERVIEW

Stages (5)

Components (5)
- Organization & People
- Analytics & Data
- Skills & Knowledge
- Partners
- Milestones

Recommended Documents/Acceleration Tools

COMMON PITFALLS & HOW TO OVERCOME

Keys to MTA Success: Start with the end state in mind & don't aim for perfection!

"Data ditch"
You are stuck trying to get your data assets put together. To get out of the ditch, methodically review other partners who offer the data infrastructure you lack. Don't look for perfection or you will be stuck in the ditch.

"Forever in pilot"
You test the MTA waters but are never completely satisfied with the result. Assess the problem. Is it data validity? Resistance to findings? Each problem has its own solution. Don't get trapped by looking for perfection.

"Slow evolution"
You are slow to reach deployment because you feel there is more data out there, or you're not sure how to integrate into existing business processes. Keep in mind that things are never perfect but deploying some form of MTA will be better than current state.

"Path to success"
To achieve MTA success, methodically proceed through the journey map, marking each step complete as you go.

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WHAT'S NEXT FOR MATT?

New MATT Working Group: State of MTA Data Identifiers

Working group aimed to address the biggest challenge you will face, not only with MTA, but all data-driven marketing efforts

First Working Group Session: December 11

To Register:

- Invite to be sent via email tomorrow to MMA marketer members
- For non-MMA members who wish to participate, please contact jill@mmaglobal.com

New Challenges Discussed:

- **Ability to link ad serving to conversions:** Limitations on identifiers in server logs.
- **Match rates and quality:** Some are telling us that match rates are declining and suspecting that those who match are a biased subsample of those served ads
- **Limitations on 3rd party tags:** Browsers are limiting the use, half-life, and giving consumers greater control.

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QUESTIONS?

For more information on the MTA Journey Map:

- Visit mmaglobal.com/mta-journey-map

- A follow-up email will be sent after this session with links to:
  - Download the MTA Journey Map & guide
  - Replay this webinar & download the presentation

Other questions or comments?

- Joel Rubinson: joel.rubinson@mmaglobal.com

- Jill Inglis: jill@mmaglobal.com

MATT

MARKETING ATTRIBUTION THINK TANK

To learn more about MATT, visit:

mmaglobal.com/MATT