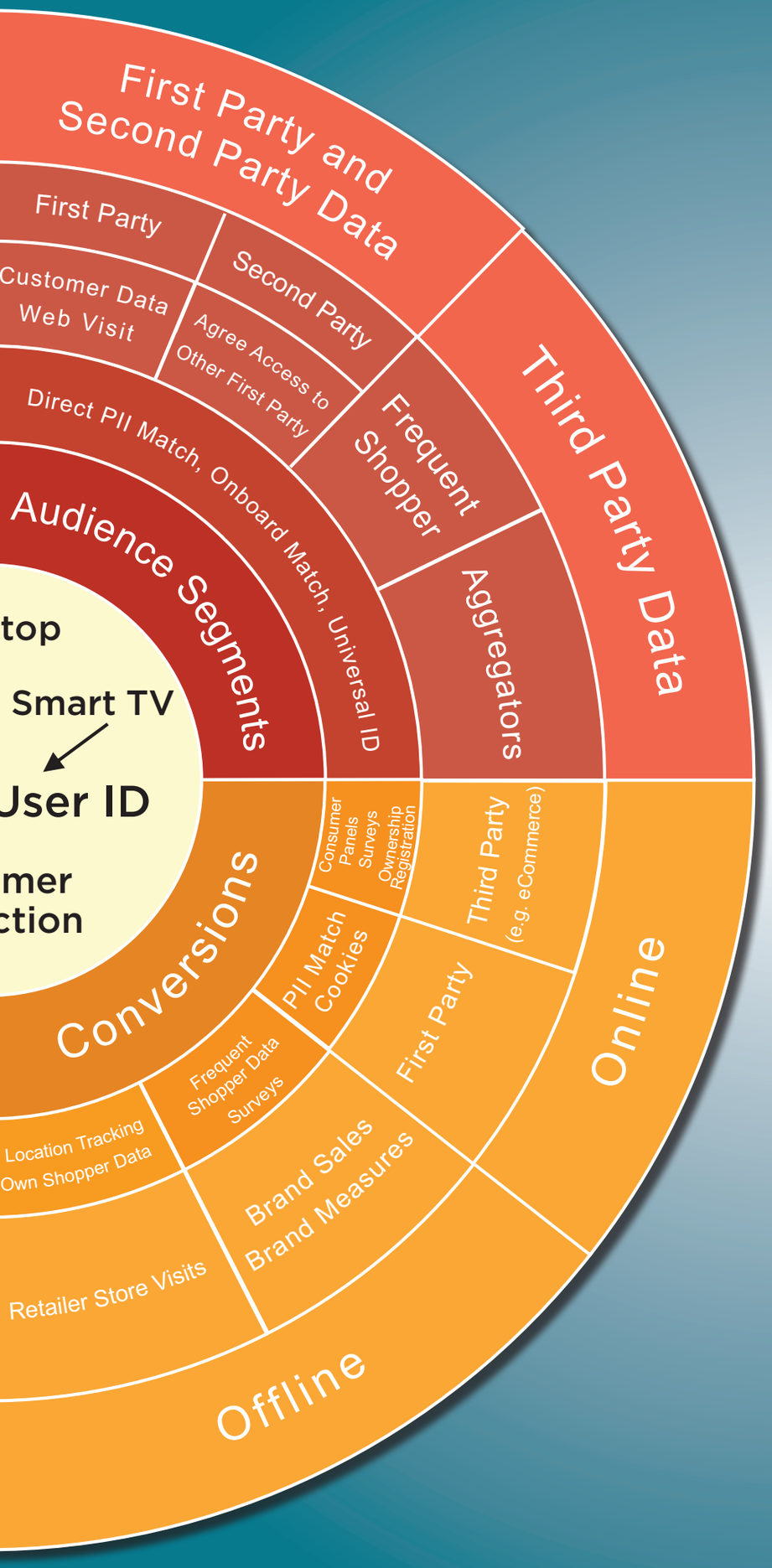


# MATT

**MARKETING ATTRIBUTION THINK TANK**

## MMA MTA DataMap™

**A critical reference tool of all the data assets needed for successful Multi-Touch Attribution (MTA) execution.**

**Learn more about MATT and get involved**

**matt@mmaglobal.com | mmaglobal.com/matt**

MMA

# LETTER FROM CEO

Marketers need to implement Multi-Touch Attribution now -- and they know it.

That's why, our MATT initiative has been collaborating with member working groups comprised of over 50 global brands to build the critical tools needed for marketers to select and apply MTA solutions with confidence

As part of this process, we uncovered that successful MTA deployment begins with a proper data strategy.  As a first step, we created the enclosed MTA DataMap™, designed as a concise reference tool of all of the data needed for successful MTA execution.

- How can Aggregate Data be tied back to Unified User IDs?
- What are the components of Linkable Marketing?
- How does First, Second and Third Party Data flow into creating Audience Segments?

The MTA DataMap poster visualizes all of this and more, giving you a clear picture of how datasets can interact and be integrated to create a successful MTA data strategy. We hope you'll not only refer to it frequently, but also hang it prominently in your office!

These new tools build on other MTA solutions from MMA's Marketing Attribution Think Tank (MATT) and there is more in development.

To get more involved with the MMA, please email membership@mmaglobal.com or reach out to me personally.

Best,

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* The full guide is currently available to MMA members.

# MMA MTA DATAMAP™

### THE CENTER

Represents the creation of unified user data that brings together different devices and customer interactions. A Unique User ID links user information across multiple data sets.

### CRECENT RING

Represents advertising cost; some marketers will want to bring in cost data to calculate ROI.

### RING 1

The main data categories, which include Linkable Marketing, Aggregate Data, Conversions and Audience Segments.

### RING 2

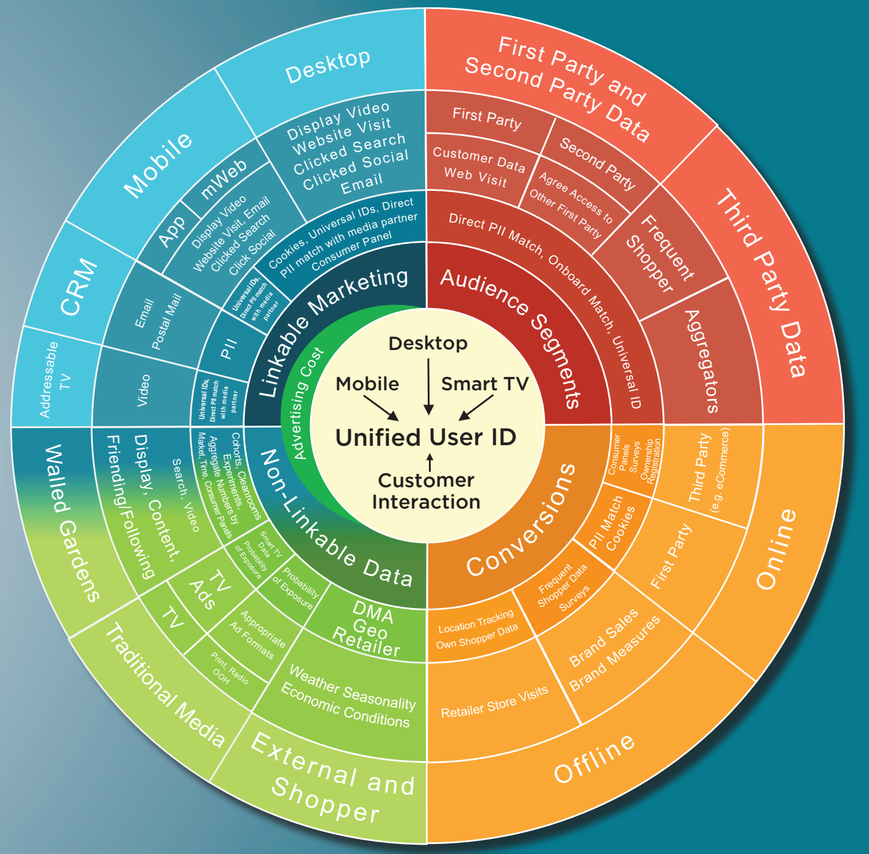
Identifies the technology for linking each type of data, such as Cookies or IDs and GPS.

### RING 3

Delineates the types of data within each sub-type, such as website visits and sales.

### RING 4

The important sub-types of data, such as desktop and mobile.

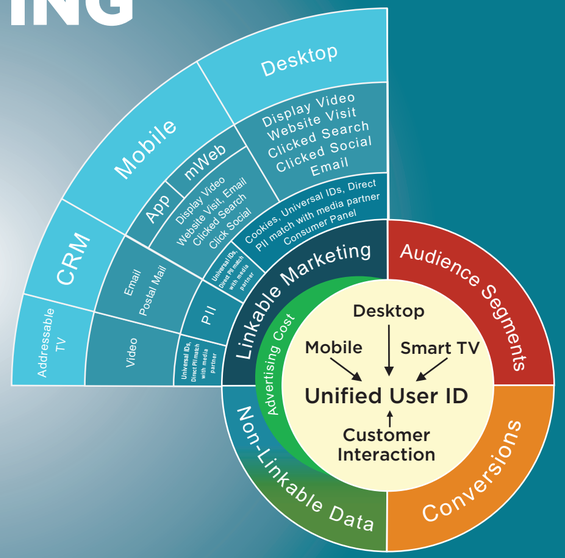



## ULTIMATELY, BEING SUCCESSFUL AT MTA REQUIRES THE FOLLOWING:

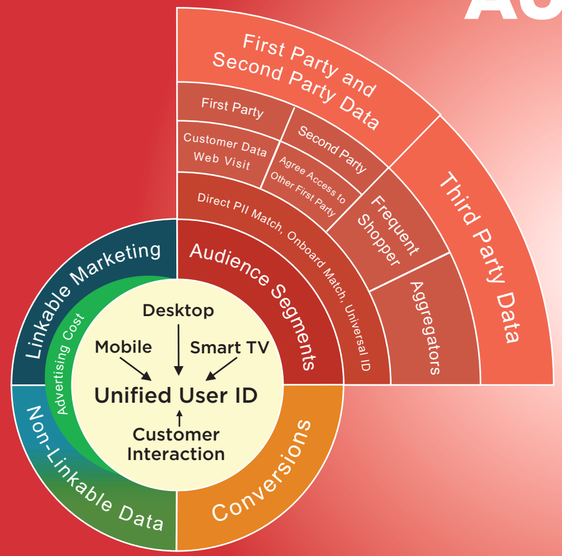
1. Linking together four types of data at the user level.
2. Mapping Unified User IDs, so that, for example, the ad impression on a mobile device can be linked to the conversion on a desktop.
3. Recognizing that each type of data has sub-types that each require their own technology and data strategy.

# LINKABLE MARKETING

Many marketing events can be linked to user IDs via devices and browsers. While the preferred situation, these linkable activities probably represent a minority of ad spending because getting a completely holistic view of the customer – although the promise of MTA – is not yet fully realized.

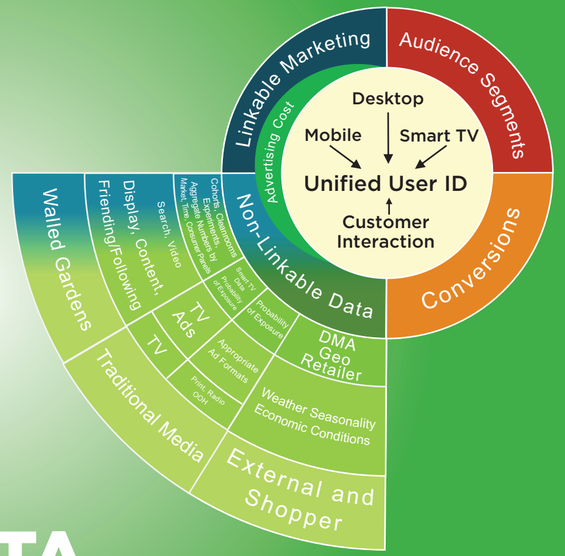



# AUDIENCE SEGMENTS

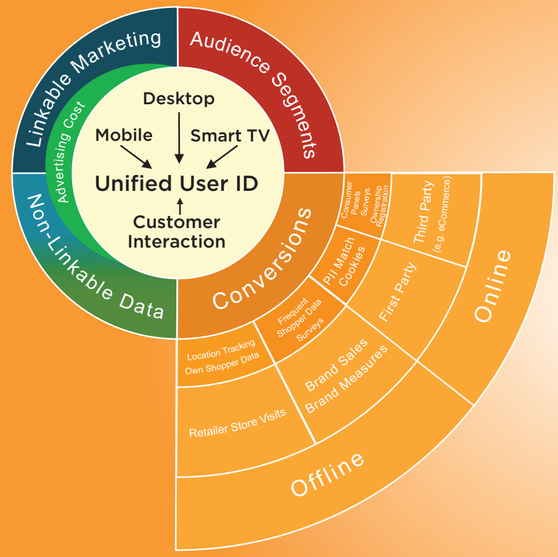



Unlike traditional media, digital allows marketers to target specific users. MTA can help marketers focus their efforts on segments that are more responsive to your brand's advertising such as the "Movable Middle"

This data come from a variety of sources, including traditional media, which is still the majority of ad spend for many marketers. Another main source is ad serving that occurs inside of walled gardens (environments that have their own ad serving infrastructure and do not share back user-level information). While the ad serving data is not linkable at scale in this "wedge", there are linking strategies. Linear TV can be linked for a subset of consumers using smart TV data. Walled Gardens are beginning to offer data in small clusters or "cohorts" which are purported to be homogeneous enough that they are useful for MTA modeling purposes. Aggregate data (e.g. how many ads served via Facebook, YouTube, etc.) is a last resort as it forces modeling away from MTA and towards Marketing Mix Modeling (MMM). Another option, if survey data are used to measure brand favorability, is to add media habits questions to the survey and calculate likely ad exposure via a probability of exposure method.




# NON-LINKABLE DATA




Conversions are behaviors that are either sales, upstream indicators of sales, or survey-based measures of brand preference. Because the goal of a marketer is to generate more conversions, this becomes the outcome measure when modeling effectiveness. Digital conversions are the easiest to link. Store visits can be linked if the marketer has access to mobile location data. Offline sales can be linked if the marketer has access to customer IDs or via some registration process that calls for PII.

# CONVERSIONS

# GLOSSARY OF TERMS

## CENTER

**Unified User ID:** A unique customer ID that links together devices and customer interactions. A unique user ID links user information across multiple data sets. IDs created from log-ins on platforms across multiple devices are called deterministic, and are considered most accurate.

## RING 1

**Non-Linkable Data:** Data that is not available at the user level at the full scale of all relevant digital activity but maybe be linkable for a reduce panel of consumers or via cohort "micro-groups.

**Conversions:** Successful outcomes, as defined by the marketer.

**Linkable Marketing:** Marketing activities that contain identity information so they can be easily linked to user data.

**Audience Segments:** Segment classifications used for targeting ads that can come from first, second, or third party data.

**First party:** Data that comes directly from customer and user interactions with a business, its web presence and apps.

**Second party:** First party data that companies agree to share between one another. Data that comes directly to a business from customer and user interactions with another company's business, web presence, or apps.

**Third party:** Data from aggregators that businesses can get from a variety of sources.

**Movable Middle:** A customer segment identified by the MMA that delivers 5 times the ROAS of those not in that segment. It is defined as customers with a probability of choosing your brand between 20-80%.

## RING 2

**Ad IDs:** Unique mobile ad IDs on smartphones (MAIDs) used to link ad serving and conversions. Android and iOS each have their own versions.

**Beacons:** Technology which is used in-store to track and count shoppers as they navigate through the store.

**Cookies:** A small piece of text placed in a browser so a server can recognize that browser as one it has encountered before.

**DMA:** An abbreviation for Designated Marketing Area, this is a Nielsen definition used by virtually all marketers, media, and agencies to identify different geographical markets.

**Frequent Shopper Data:** Longitudinal purchase data that is collected by retailers or third parties for individual shoppers. This data is usually made available via aggregators, but under certain business terms some retailers might provide it directly.

**Location/GPS:** Data from various apps that have permission to access a phone's longitude and latitude. This data is useful for ad serving and profiling.

**Onboarded Match:** With Personally-Identifiable Information, this is how different proprietary databases can be matched to one another anonymously by a third party.

**Pixels:** A 1x1 pixel is a prevalent way to link ad serving and conversions.

**Plug #s:** Technique used when a business wants to represent a variable but has no basis for differentiating one user from another, plugging in the same number for all users, sometimes broken by geography.

**Probability of Exposure:** A method used to take TV commercial schedules and assign a probability that a viewer will see an ad, based on his or her viewing habits. This is used for other media channels as well.

**WiFi:** From a data-gathering perspective, WiFi is a way to link devices in a home together. For example, if a TV and a smartphone use a router with the same IP address, there is a probability they are owned by the same person.

# CONTRIBUTORS





















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