Meet MMA's MATT

The holy-grail of marketing measurement is Multi-Touch Attribution.

Too bad it is so HARD! Good for MMA.

Greg Stuart
CEO
Mobile Marketing Association

May 11, 2017

New York City

Launched Sept '16

In September, we said *"Say Hello to…"*

MATT

MARKETING ATTRIBUTION THINK TANK

MATT is a community of industry experts committed to rethinking the world of marketing measurement and attribution; seeking to give marketers better measurements, tools and confidence in connecting marketing to business outcomes.

All MMA members are invited to participate in MATT

Elements to Building a New Marketing Channel



SMoX Wave II

MATT
MARKETING ATTRIBUTION THINK TANK

USP & Positioning	Economic Value & ROI	Getting it Right/Best	Creative Exploratory & Effectiveness	Building Measure-ment Tools	Organiza-tion Design

SMoX Wave I

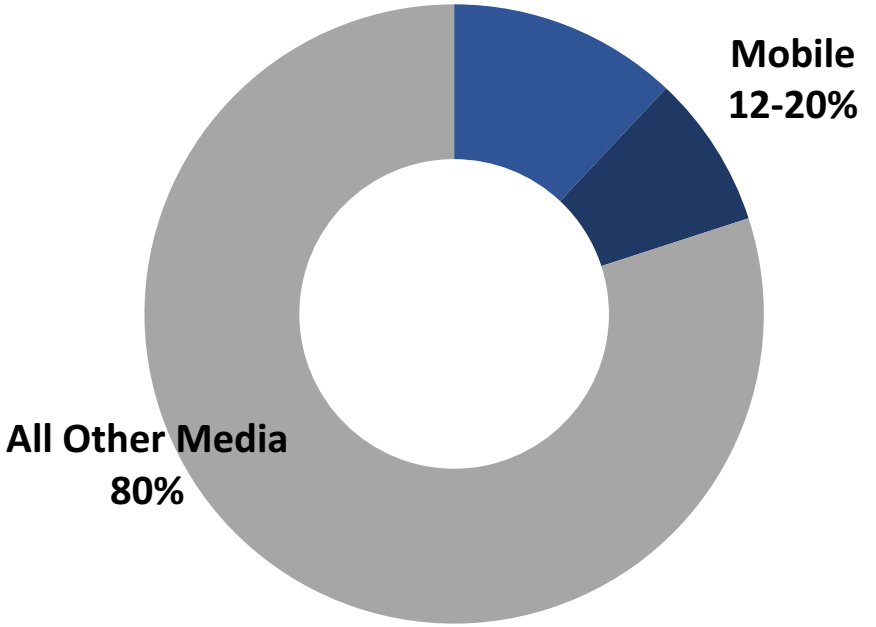
SMARTIES

Coming in 2017

MMA

SMoX is MTA & While it Show's Mobile Matter

	Allocation to Mobile in the Mix (when mobile is done right)	Produces an Increase in Brand Metrics	Produces an Increase in Sales or Profit of:
All Studies to Date	**12% to 20%**	**~17%**	**7% to 25% And maybe +60%**





+7%
Sales

TO

+25%
Sales

TO



+60%
Profit

But We Started to See a Pattern.
Marketers Could no Longer look at Ads to Know they Worked!

	Branding: Aided Awareness/ $ spent*	Sales: ROI
	200	147
Mobile Display	175	ZERO
Campaign Average (across all media)	100	100



*Index is based on Number of people who became aware of Magnum per $ spent.

Our First Initiative of MATT is Multi-Touch Attribution



Multi-Touch Attribution: 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 & offline channels**, leading to a desired customer outcome.

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

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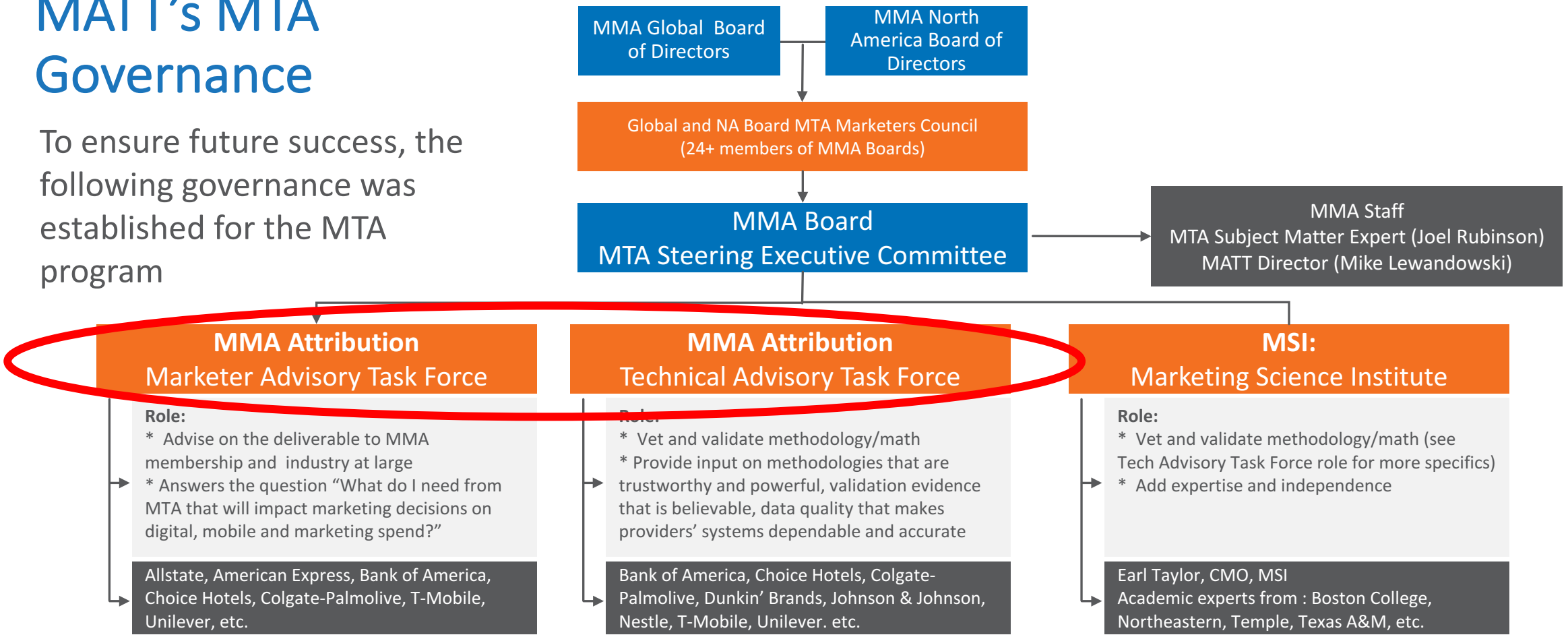
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SAP

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Sales
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MATT's MTA Governance

To ensure future success, the following governance was established for the MTA program



The CORE Board Member Companies Leading MATT



Bank of America

Allstate. You're in good hands.

1-800 flowers.com

Ford

Unilever

SAMSUNG

UBER

CHOICE HOTELS

mastercard

TARGET

CHASE

Wendy's

gsk

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CHOBANI

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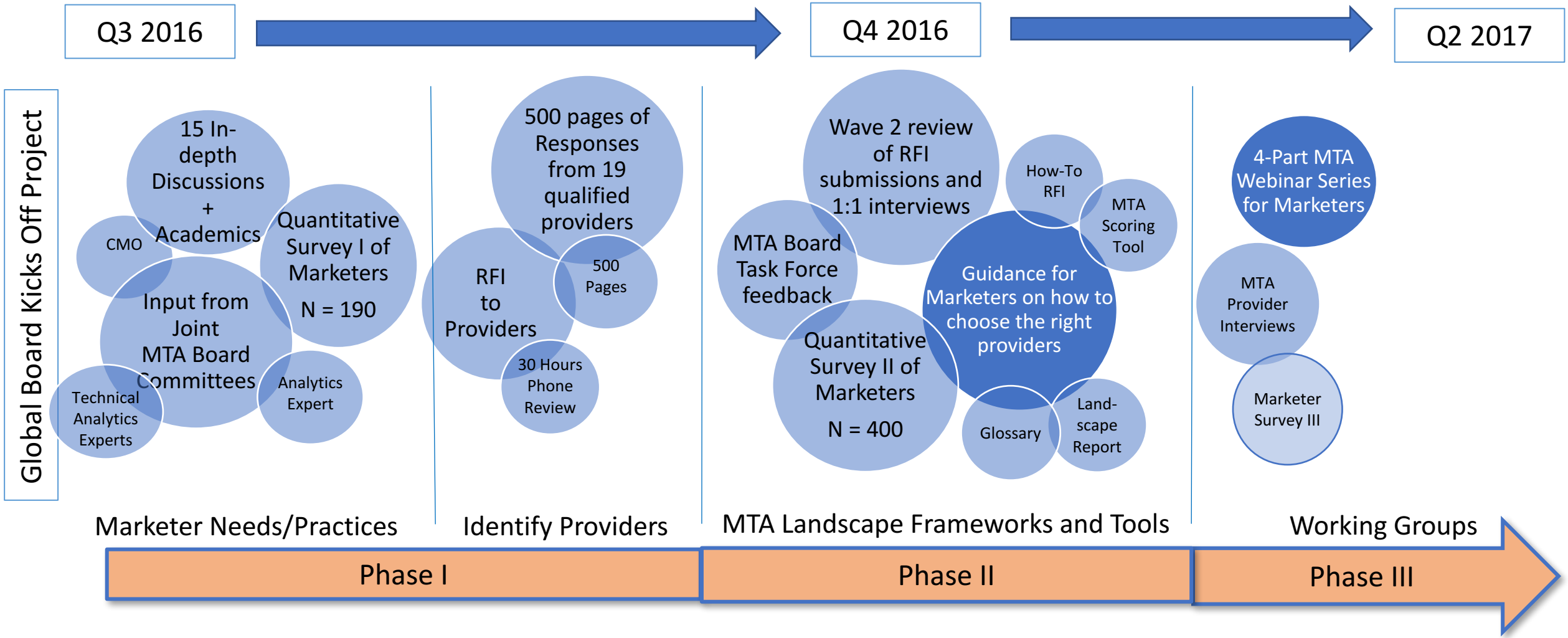
T-Mobile

dunkin' brands

Marriott

MMA

MMA's MTA – The Journey So Far: Phase I & II into Phase III



To Summarize: MMA's goal for the MATT MTA initiative is to help marketers…

34% Have an MTA Solution

Select and apply…

[MTA Solutions]

Applying it to 34.7% of Campaigns (on avg.)

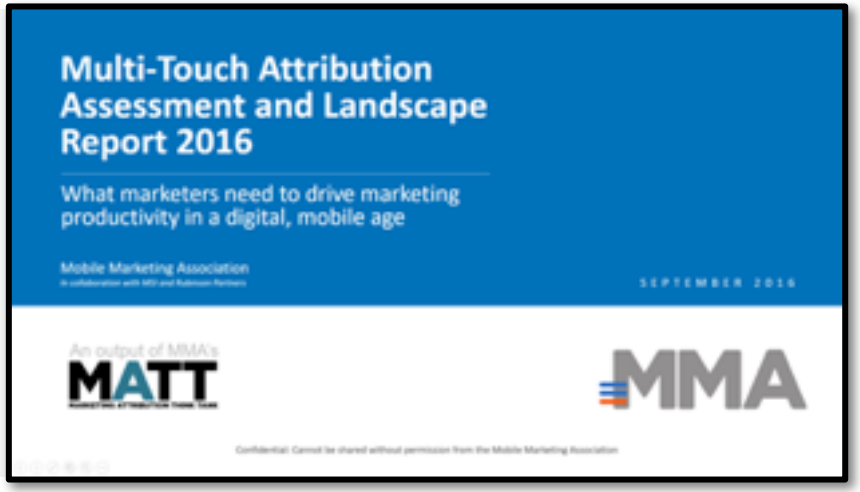
…with confidence

-29 NPS!

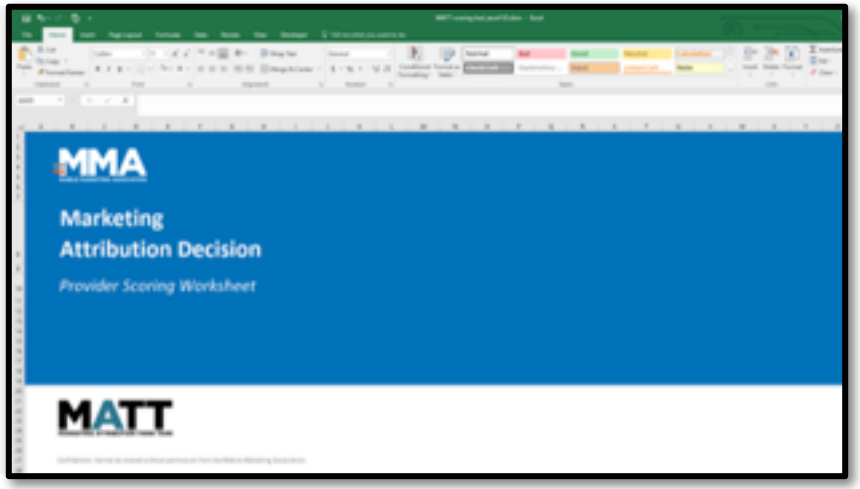
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Key MATT MTA Deliverables to Date

The Report:
A comprehensive guide to MTA



Scoring Tool:
To help with evaluation



MTA RFI Template



4-Part MATT MTA Webinar Series

Part 1:
Intro to Multi-Touch Attribution (MTA) Methods

Part 2:
Selecting the Best MTA Provider For Your Needs

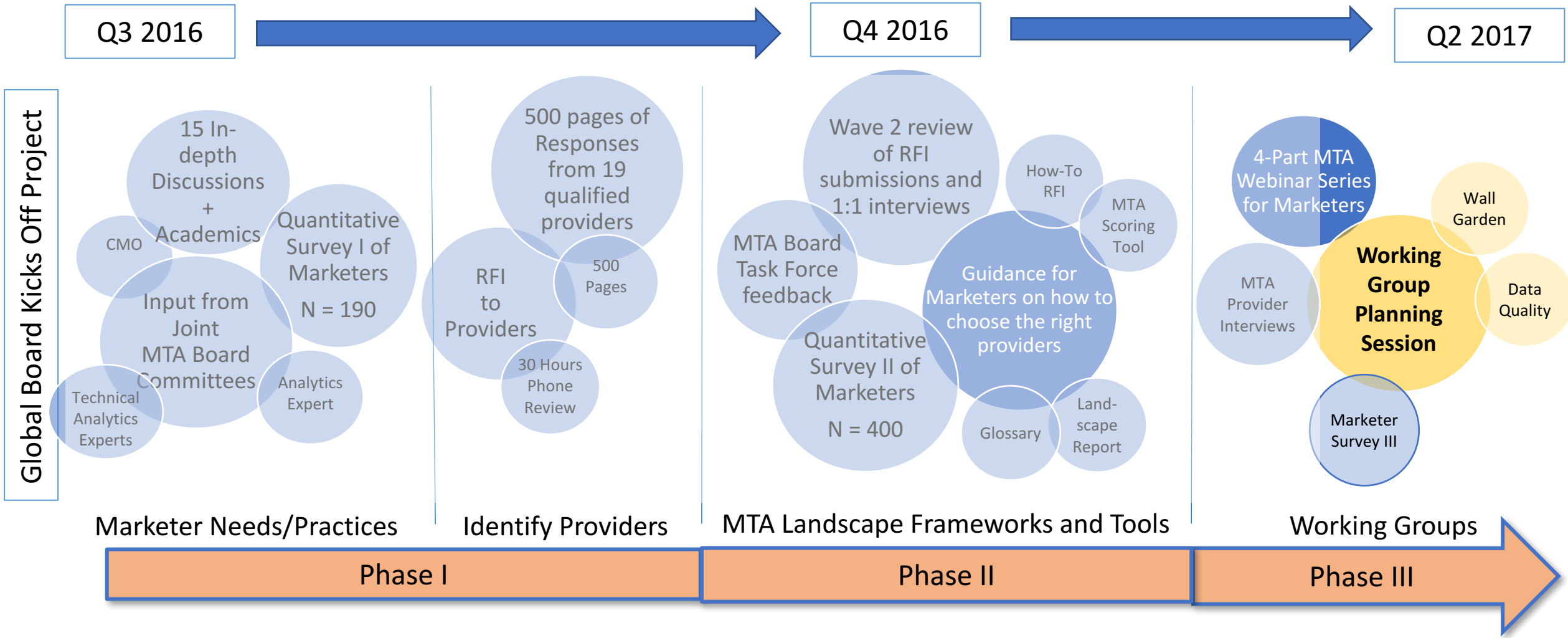
Part 3:
Making Sense of Attribution Approaches

Part 4:
Leveraging MTA to Improve Marketing Effectiveness

**The Decision Guide is available for members only at http://www.mmaglobal.com/matt/education.*

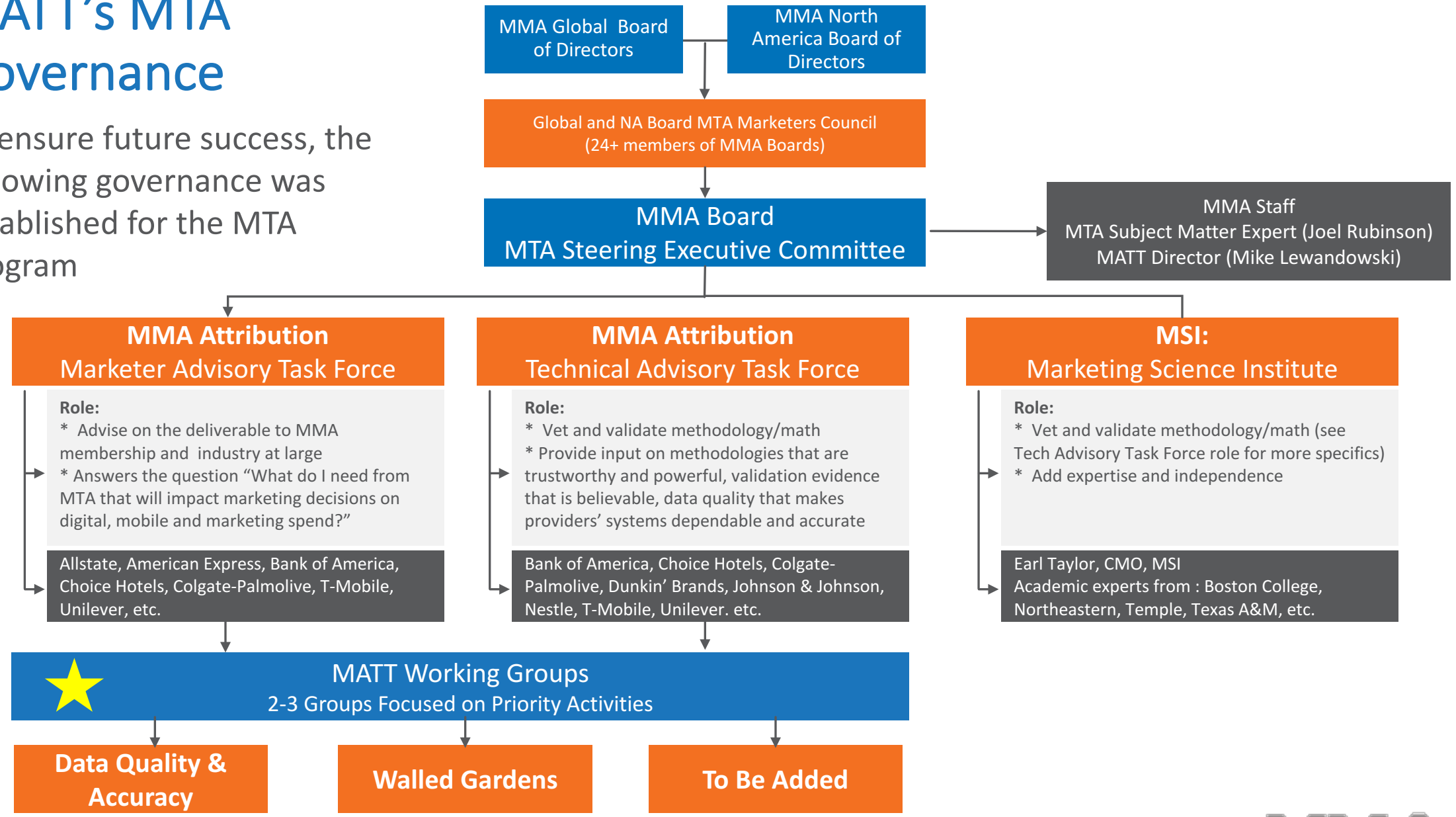
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MMA's MTA – The Journey So Far: Phase I & II into Phase III



MATT's MTA Governance

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Data Quality & Accuracy Working Group

What We Hope to Accomplish?

1. Standards for Data Disclosure and Accuracy
2. Data Readiness Guidance for successful MTA

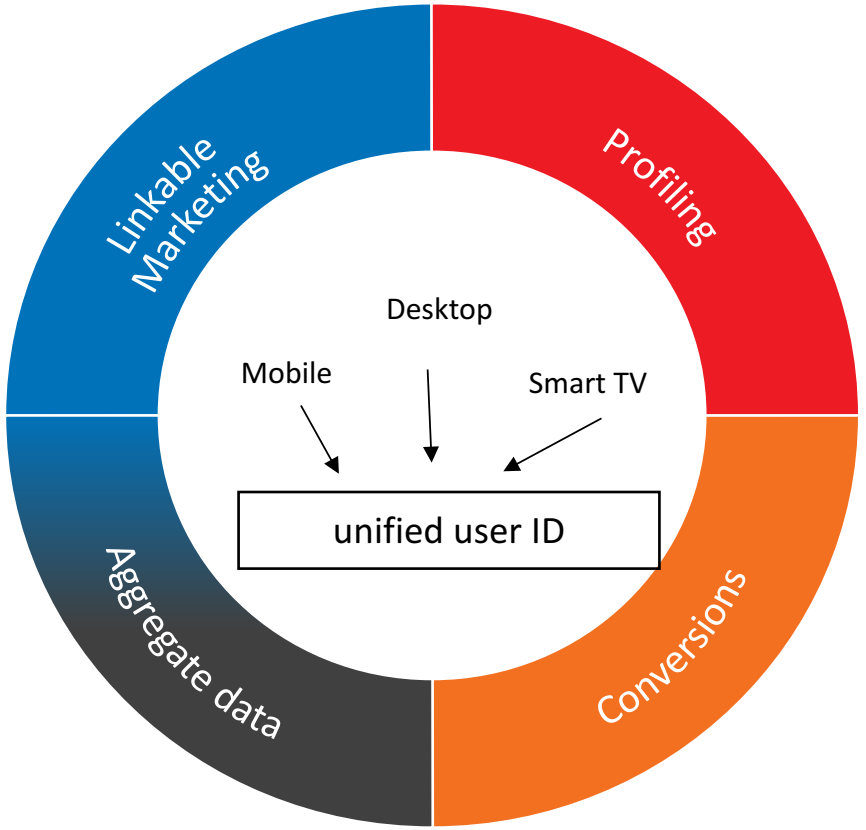
Why Does it Matter?

Without confidence in the underlying data MTA results are not trustworthy, failing to properly impact marketing investments

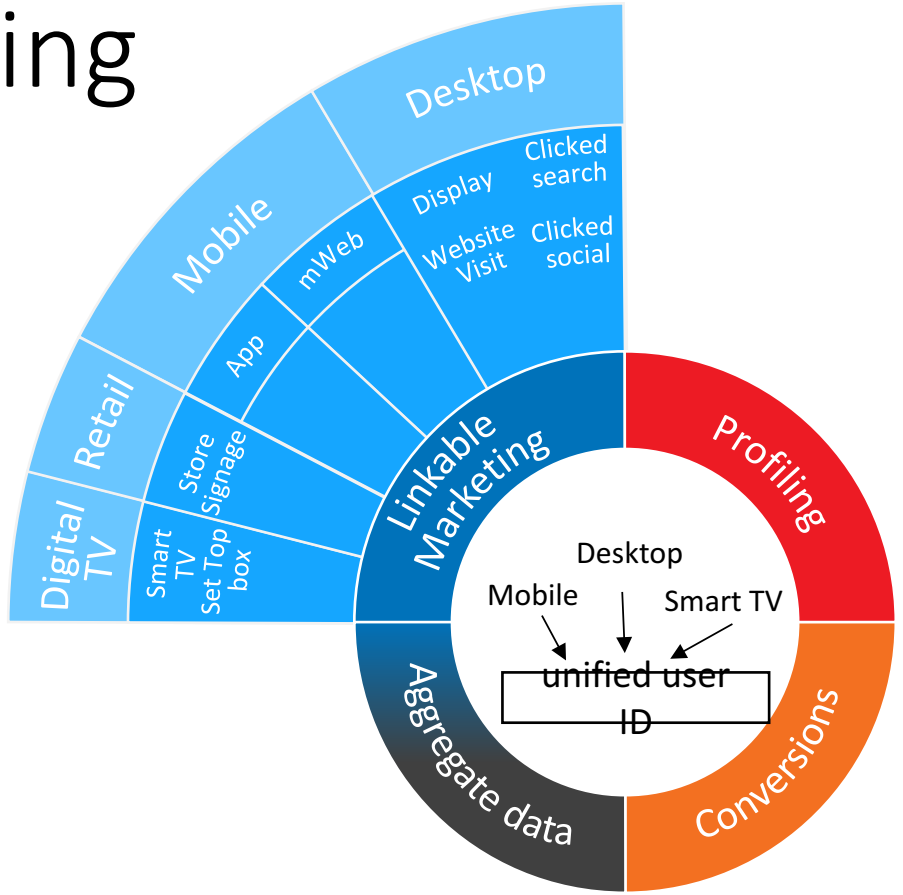


One of First Projects: Mapping MTA data

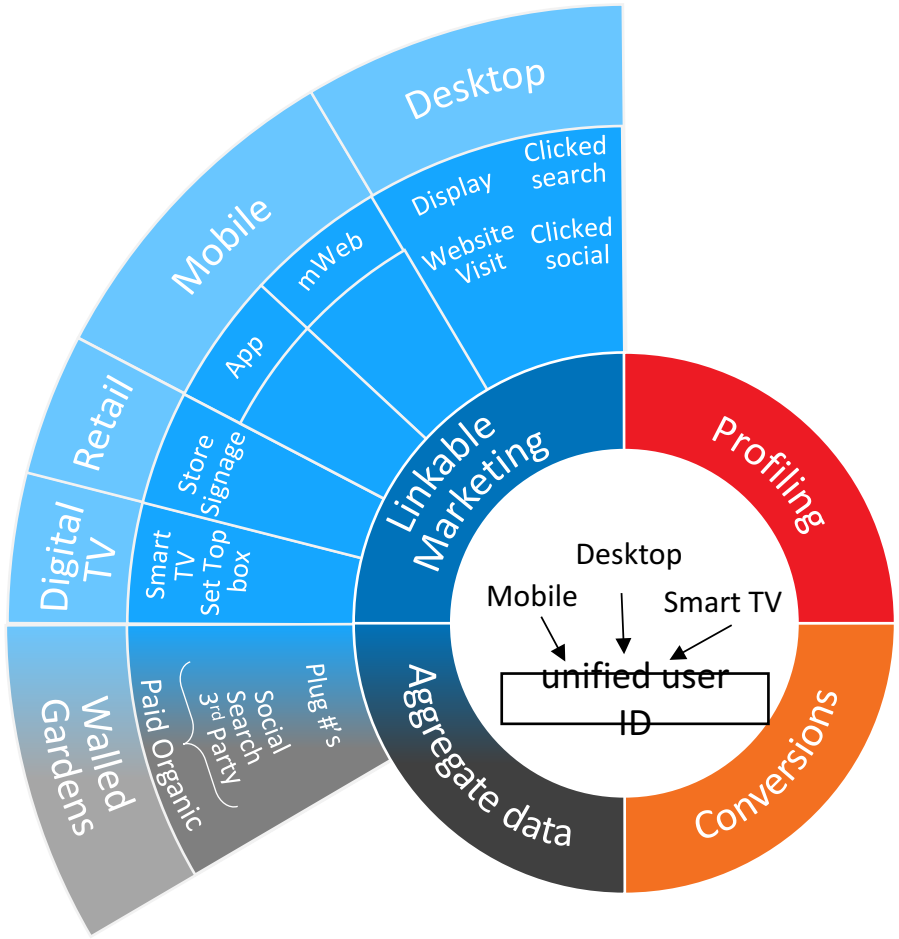
a. MTA requires linking together 4 types of data at the user level
b. MTA also needs devices to be mapped to Unified User IDs so that, for example, the ad impression on a mobile device can linked to the conversion on a desktop
c. Each type of data has sub-types, and each requires their own technology



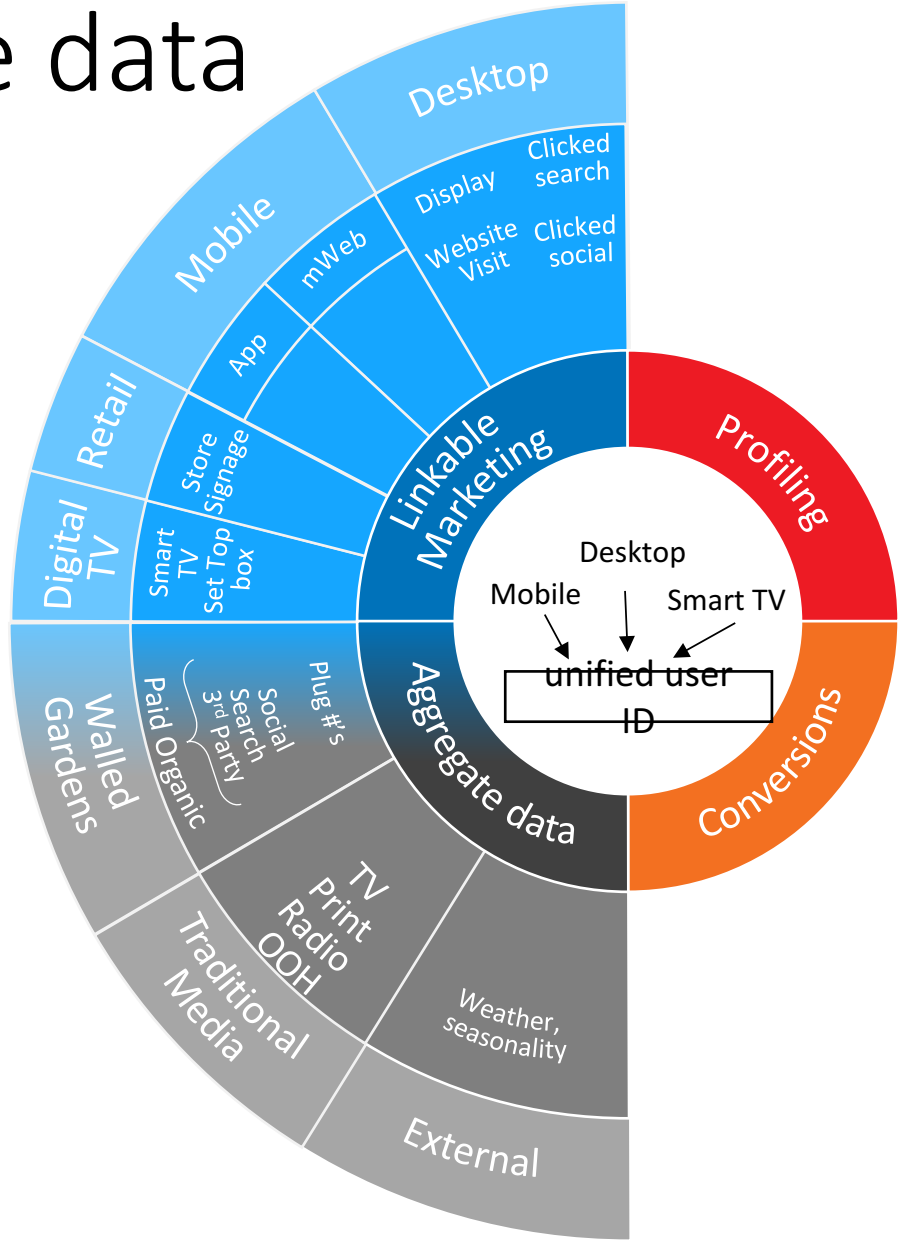
Linkable marketing



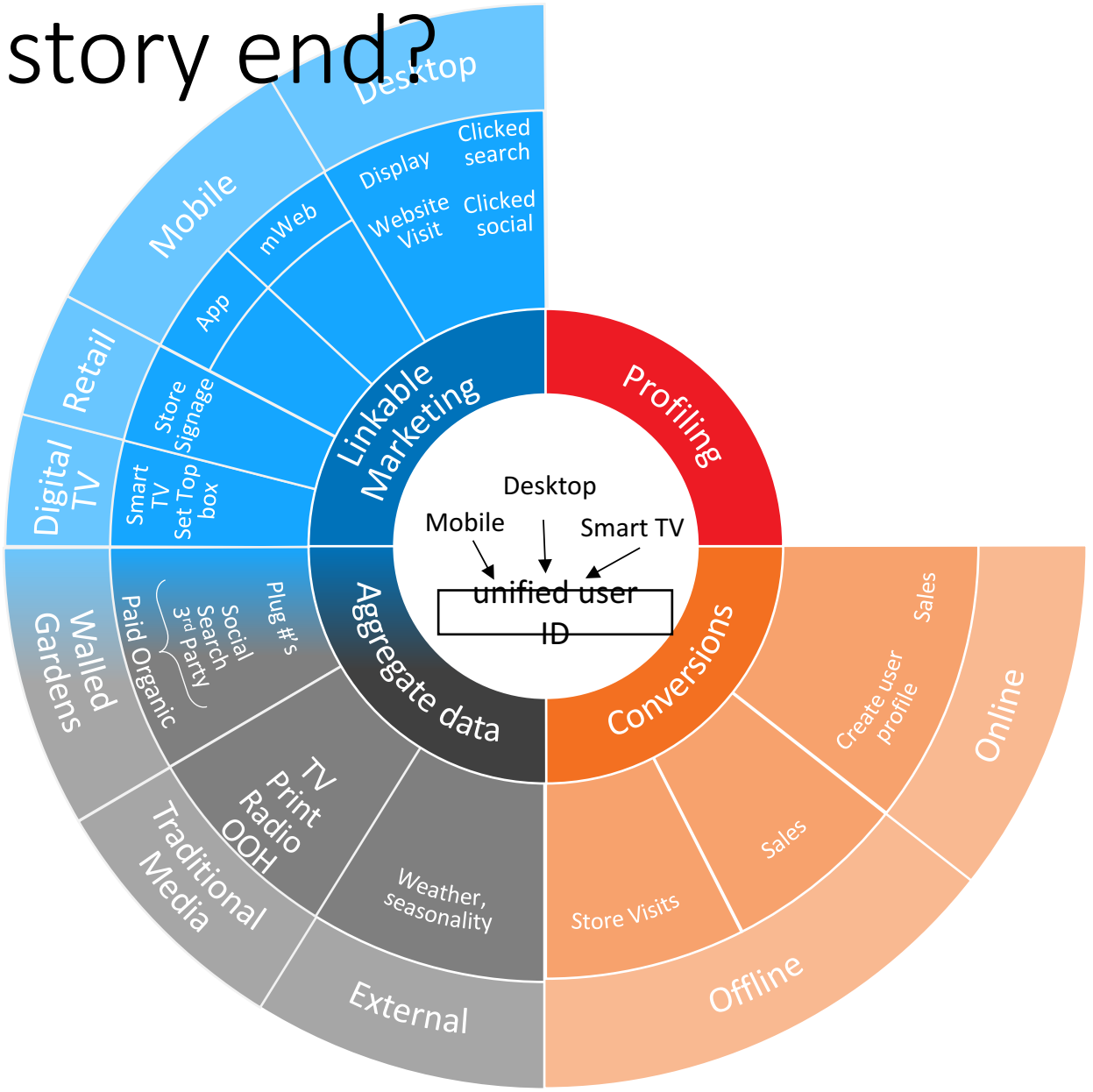
Walled gardens



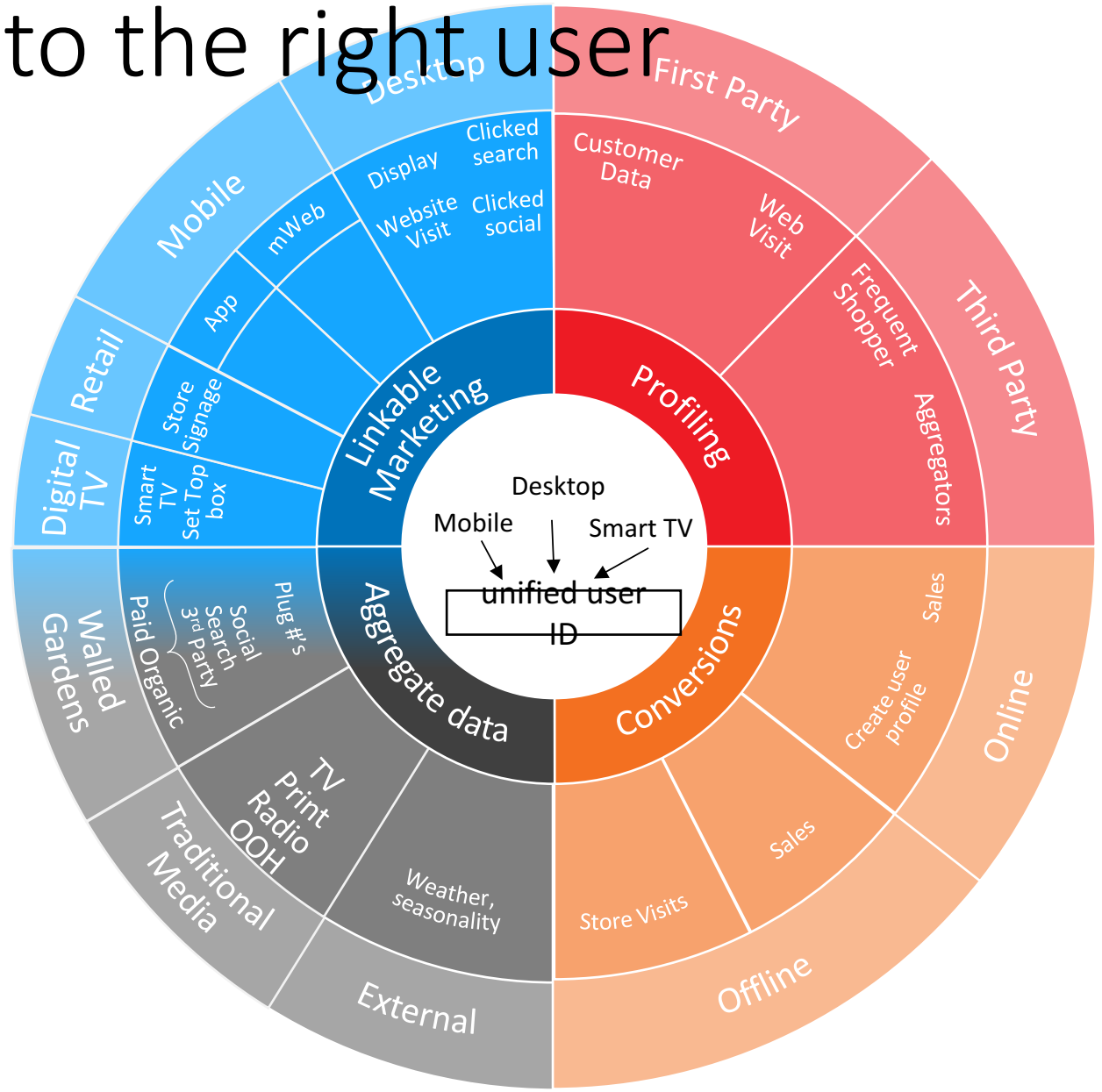
Other aggregate data



So, how did the story end?



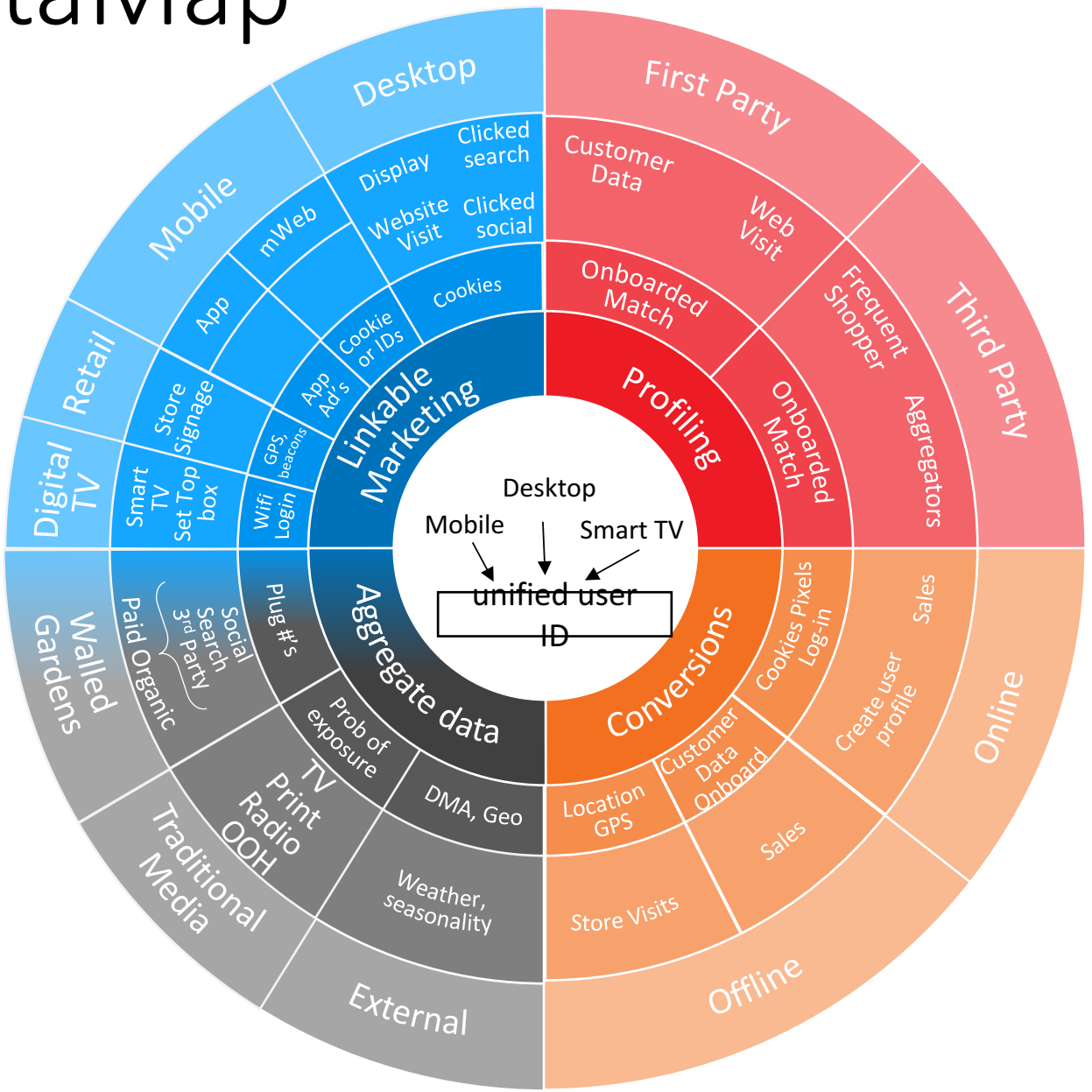
Profiling, to get to the right user



MATT DataMap

MARKETING ATTRIBUTION THINK TANK

a. MTA requires linking together 4 types of data at the user level
b. MTA also needs devices to be mapped to Unified User IDs so that, for example, the ad impression on a mobile device can linked to the conversion on a desktop
c. Each type of data has sub-types, and each requires their own technology and data strategy for MTA to be successful



Walled Gardens Working Group

What We Hope to Accomplish?

Lower the Walled Gardens by:

1. Transparency and verification
2. Standardization of terms and metrics
3. Making advertising data ‘linkable’

Why Does it Matter?

The only way to gain an accurate view of what is working is to gain a complete picture, paving the way for Agile Marketing



Want to Get Involved?

Reach out to any MMA staff member or send an email to MATT@mmaglobal.com

Thanks,
Greg Stuart
greg@mmaglobal.com

