

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

MATT Unplugged

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A product of MMA's

MATT

MARKETING ATTRIBUTION THINK TANK

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MATT's MTA Mission…

This is where we started

MATT
MARKETING ATTRIBUTION THINK TANK

[To support marketers to]

Select and apply…

[MTA Solutions]

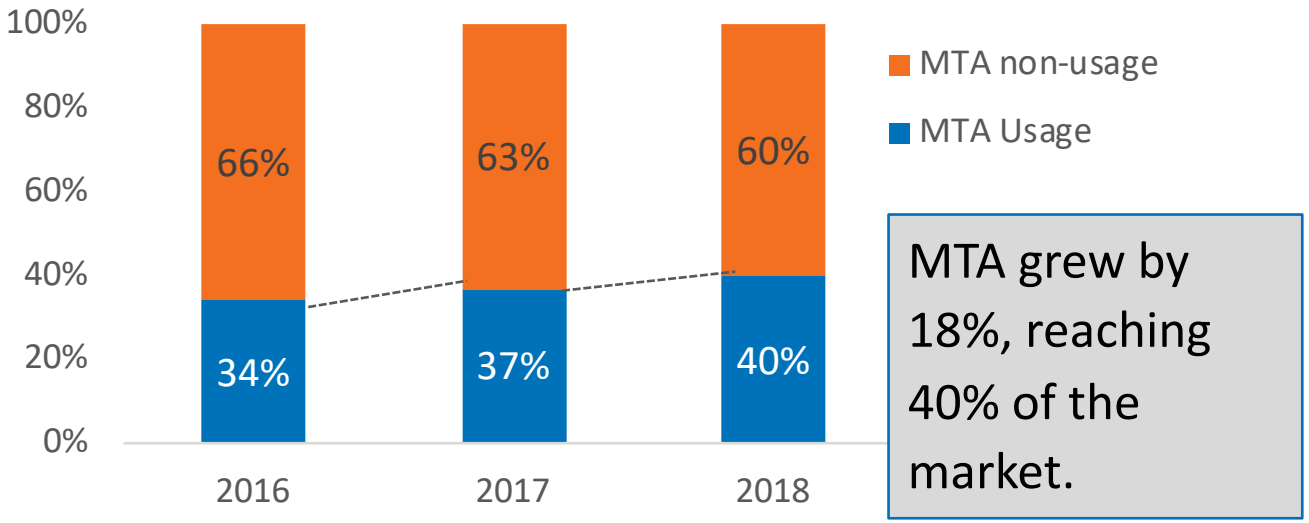
…with confidence

More specifically:

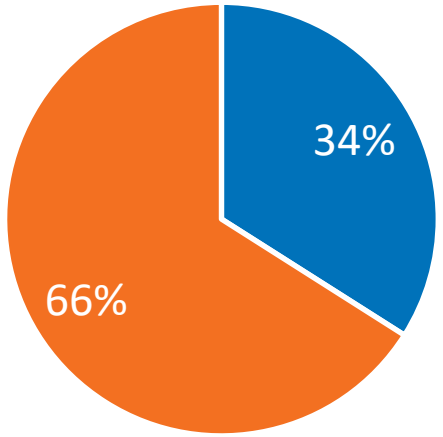
1) Make multi-touch attribution (MTA) easier to implement
2) Create a knowledge sharing and discussion environment that builds confidence in MTA
3) Provide the industry with a go-to resource center for MTA

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State of MTA – key findings from MATT's 2018 annual benchmark survey*



MTA grew by 18%, reaching 40% of the market.



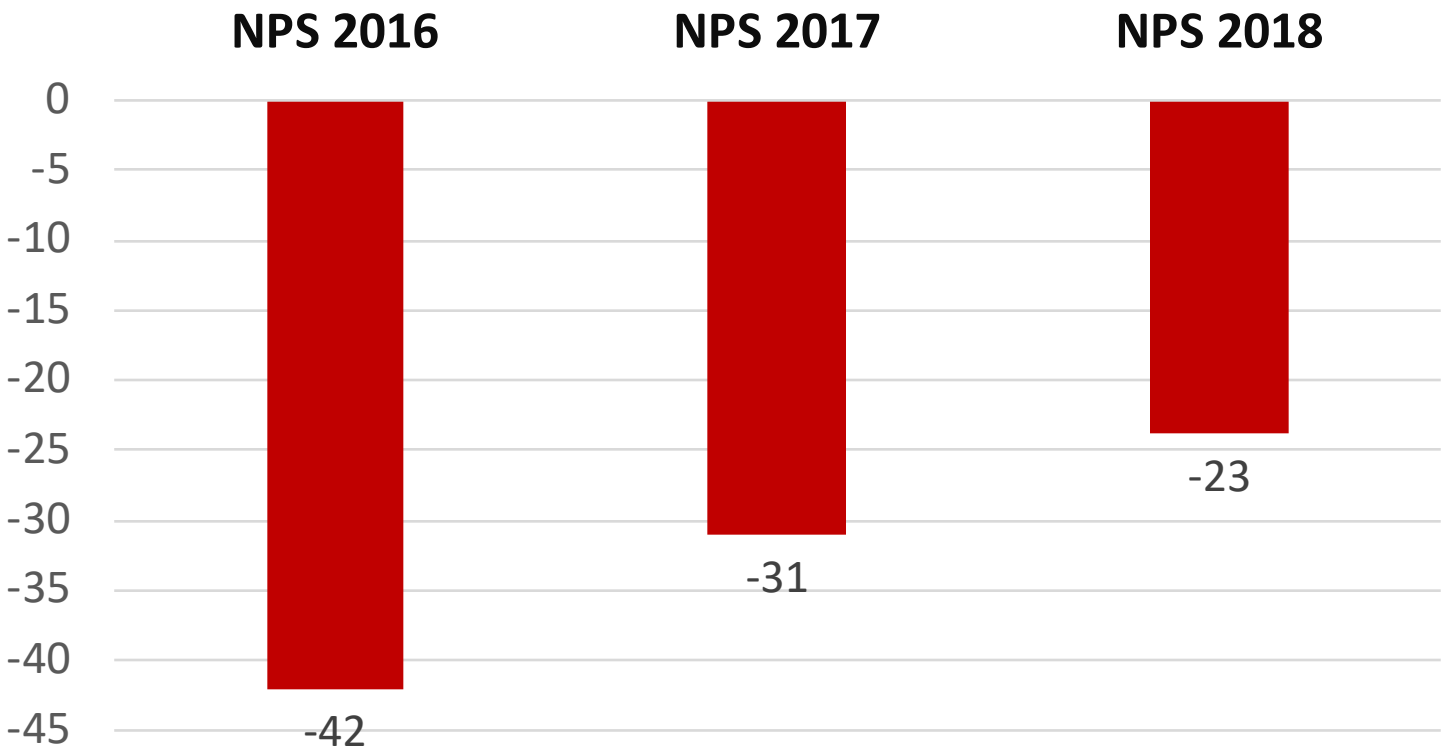
…Which equates to $31.4 billion** of USA ad spending.

- For companies who have fully adopted an attribution process, 49% of their advertising spend is covered by MTA modeling.
- Among those companies who use MTA, an improvement of 9% in marketing ROI was reported due to their implementation of an MTA solution.

*over 400 marketers each wave

**$31.4=$237.7 (USA total ad spend) x 33% (% of the 2018 advertising spend impacted by MTA) x 40% (% of MTA users in the market)

MTA providers' NPS scores have consistently improved year after year although still in negative territory



Q. Overall how likely is it you would recommend your main multi touch attribution (MTA) provider?
Sample size: N=143 (2018) N=113 (2017), N=118 (2016), Total MTA users

Confidential: Cannot be shared without permission from the Mobile Marketing Association

Why is it hard to get MTA right?

- The MMA via MATT has worked closely with 30+ marketers over the past year to understand stages of adoption and what it takes to successfully move to higher levels of adoption.
- By mapping out the process, this will help marketers to proceed along productive pathways and have confidence in their progress.

People & organization

Data & analytics

Partners

Knowledge & skills

Milestones

- **What it takes to succeed**

Five components, all needed for MTA success

People & organization | Data & analytics | Partners | Knowledge & skills | Milestones

- **What it takes to succeed**

Missing | Data & analytics | Partners | Knowledge & skills | Milestones

- **Lack of alignment and acceptance**

People & organization	Data & analytics	Partners	Knowledge & skills	Milestones	• **What it takes to succeed**
Missing	Data & analytics	Partners	Knowledge & skills	Milestones	• **Lack of alignment and acceptance**
People & organization	Missing	Partners	Knowledge & skills	Milestones	• **Not having needed data for accuracy and completeness**

People & organization	Data & analytics	Partners	Knowledge & skills	Milestones	• **What it takes to succeed**
Missing	Data & analytics	Partners	Knowledge & skills	Milestones	• **Lack of alignment and acceptance**
People & organization	Missing	Partners	Knowledge & skills	Milestones	• **Not having needed data for accuracy and completeness**
People & organization	Data & analytics	Missing	Knowledge & skills	Milestones	• **Few organizations have all the needed capabilities in house**



- **What it takes to succeed**
- **Lack of alignment and acceptance**
- **Not having needed data for accuracy and completeness**
- **Few organizations have all the needed capabilities in house**
- **Lacking needed skills when data driven marketing is complex**

People & organization	Data & analytics	Partners	Knowledge & skills	Milestones	• What it takes to succeed
Missing	Data & analytics	Partners	Knowledge & skills	Milestones	• Lack of alignment and acceptance
People & organization	Missing	Partners	Knowledge & skills	Milestones	• Not having needed data for accuracy and completeness
People & organization	Data & analytics	Missing	Knowledge & skills	Milestones	• Few organizations have all the needed capabilities in house
People & organization	Data & analytics	Partners	Missing	Milestones	• Lacking needed skills when data driven marketing is complex
People & organization	Data & analytics	Partners	Knowledge & skills	Missing	• Missing a clear path forward

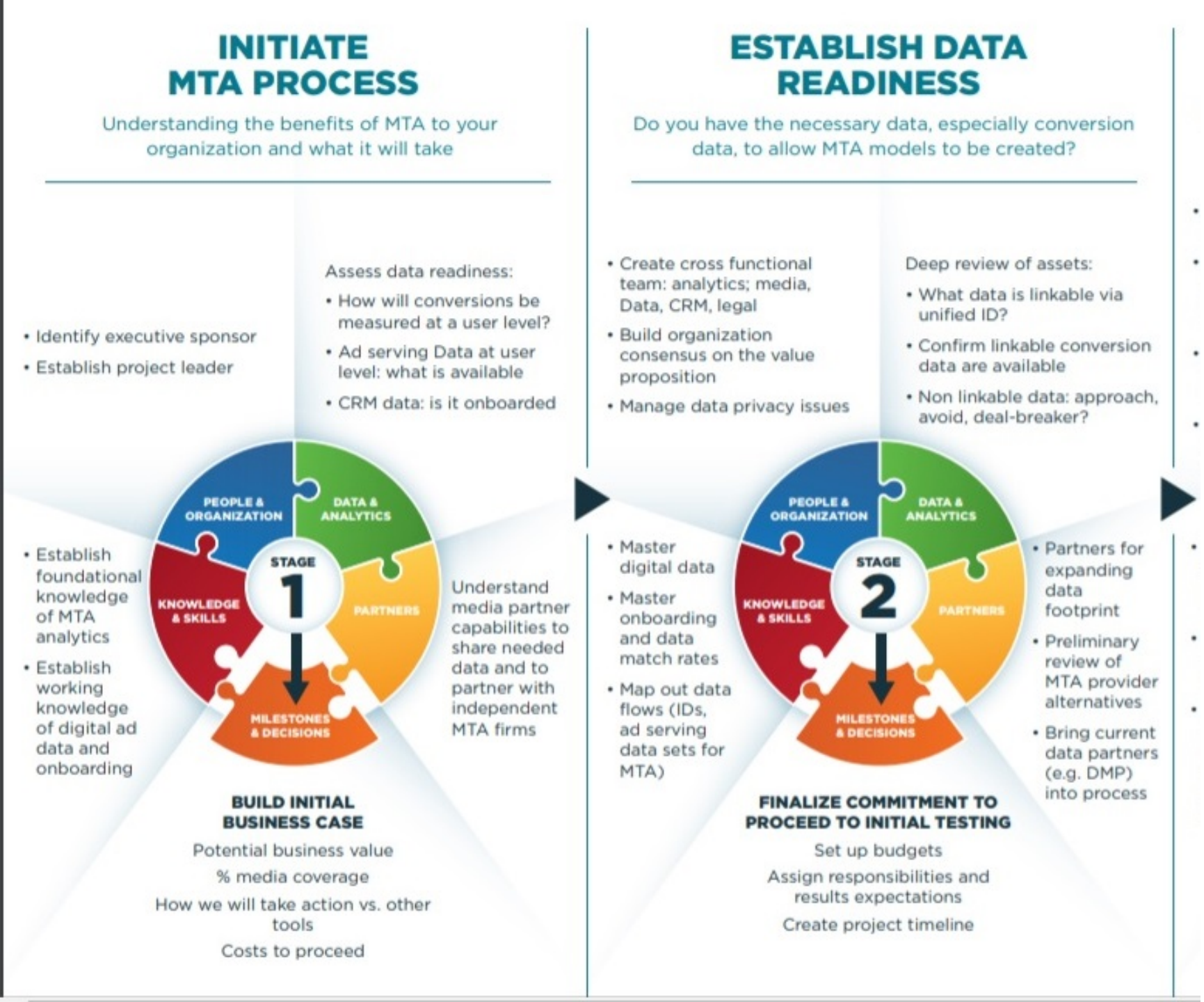


Progress through stages…it's a journey

There are five stages – if you take shortcuts you are much less likely to succeed

1. Initiate MTA process
2. Establish data readiness
3. Set up first MTA project
4. Implement first MTA project
5. Deploy

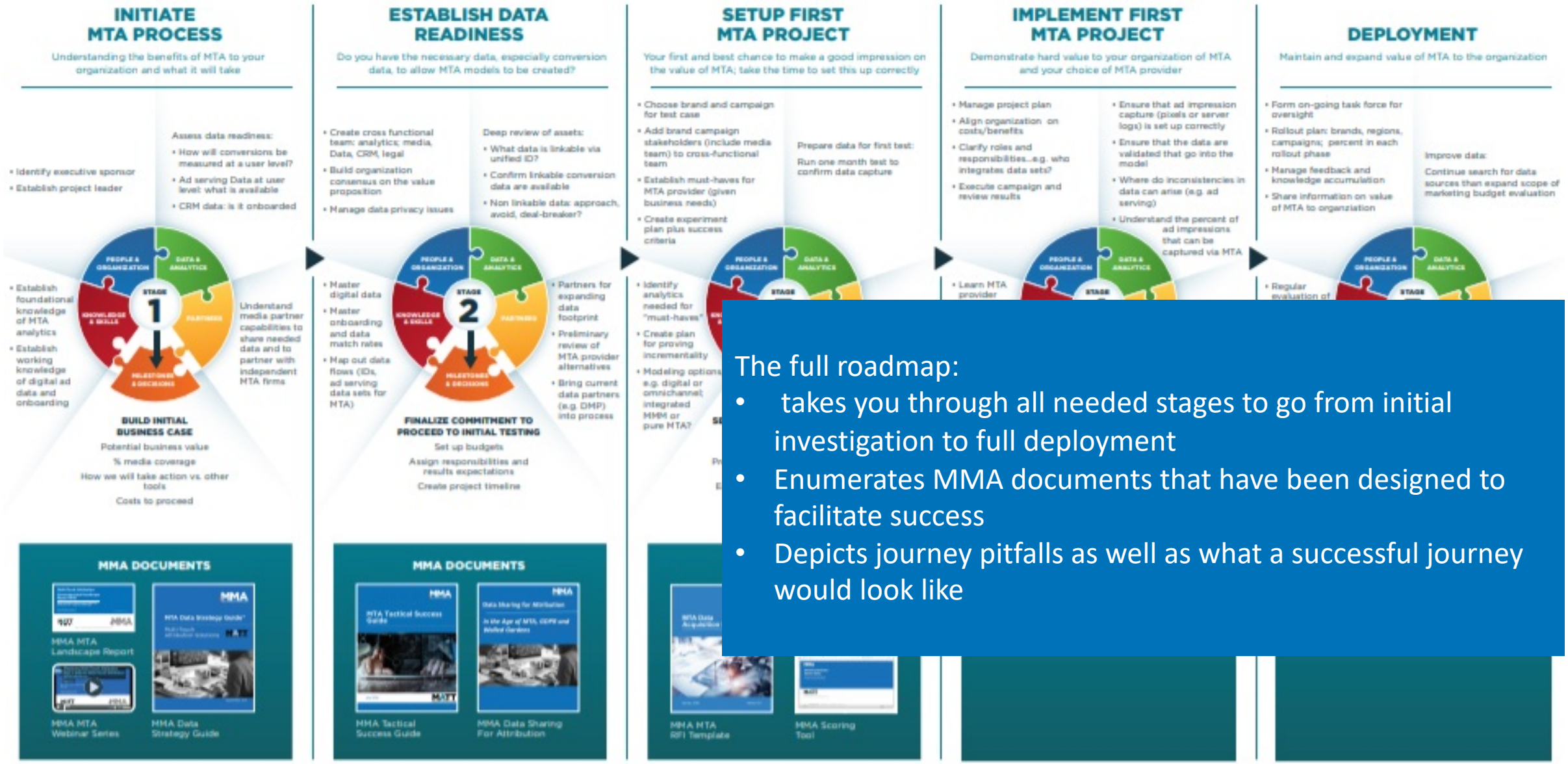




Combining components and stages into a roadmap for MTA success

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



The full roadmap:

- takes you through all needed stages to go from initial investigation to full deployment
- Enumerates MMA documents that have been designed to facilitate success
- Depicts journey pitfalls as well as what a successful journey would look like

What does MTA success look like?

- Most important…start with the end state in mind
  - (like Google maps, the first thing you do is put in the destination!)
- MTA is most likely to be additive, rather than a single source of truth…as signals about what works will still come from Marketing/media mix models, and A/B tests
- The completeness of MTA also depends on the marketer and the type of business

Questions or comments?

- Thank you!!!
- Contact me at joel.rubinson@mmaglobal.com