

ARCHITECTING A PATH TO THE FUTURE

GREG STUART
GLOBAL CEO
MOBILE MARKETING ASSOCIATION

MMA: Mewujudkan masa depan; sementara tanpa henti memberikan pertumbuhan hari ini



MMA
MOBILE MARKETING ASSOCIATION

And We Do that via Leadership of MMA Global Board

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MMA: Reshaping the Future of Marketing



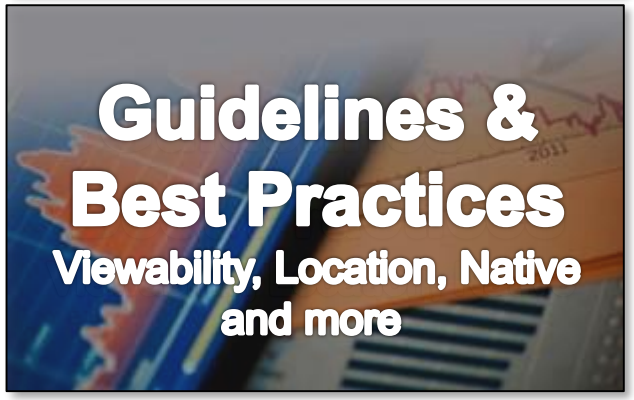






















But Today's Agenda – Where we Need to Go

1. The Problem:
   - We thought it was proving the ROI of Mobile
2. …But then we Found a Bigger challenge…
   - Marketing measurement is out of touch
3. …the MMA is driving a solution
   - But the real challenge is that it's hard. But still critical!

In 2011, Mobile Had a Real Problem

In spite of Mobile being the single greatest revolution in consumer media habits in our generation

NO measurement company or platform was able to measure the Value/ROI of Mobile in the Marketing Mix

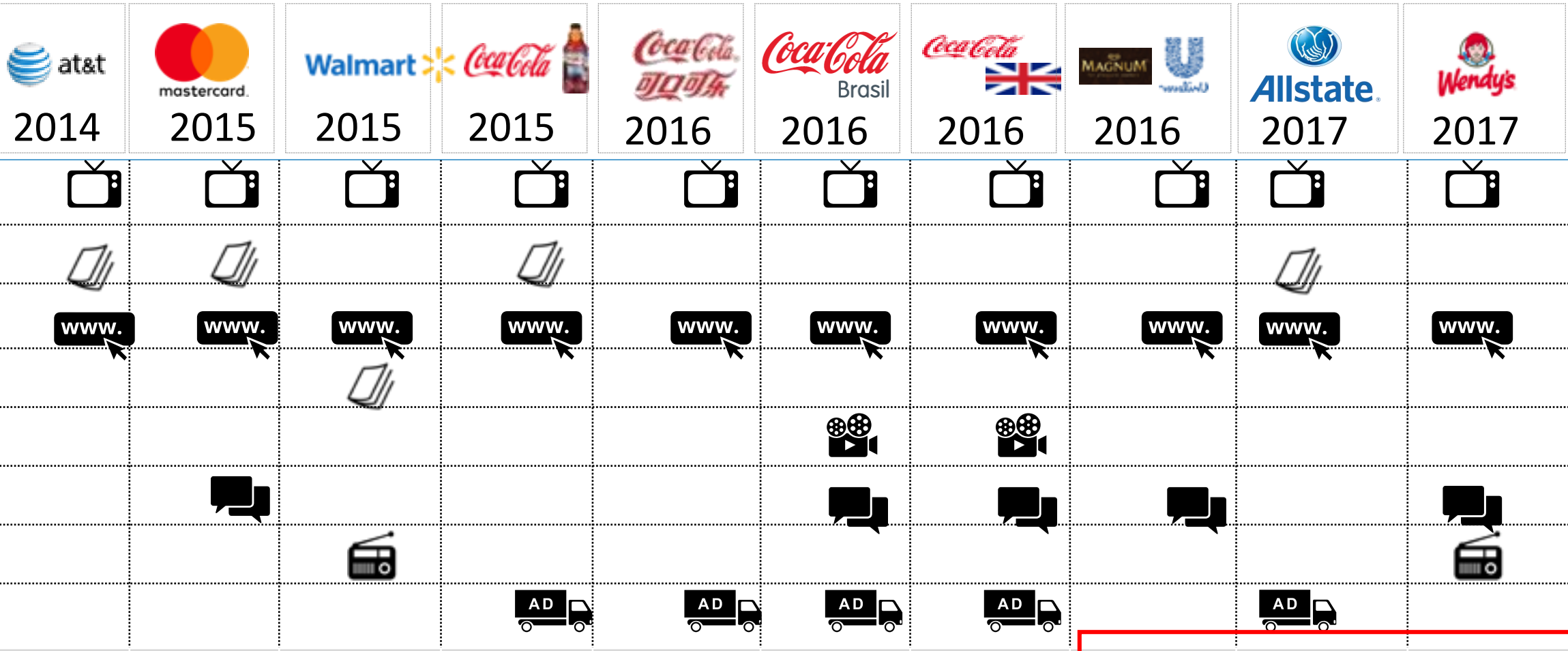
MMA Built SMoX to Understand Modern Marketing Mix

Rohit Has Shared SMoX with You Previously



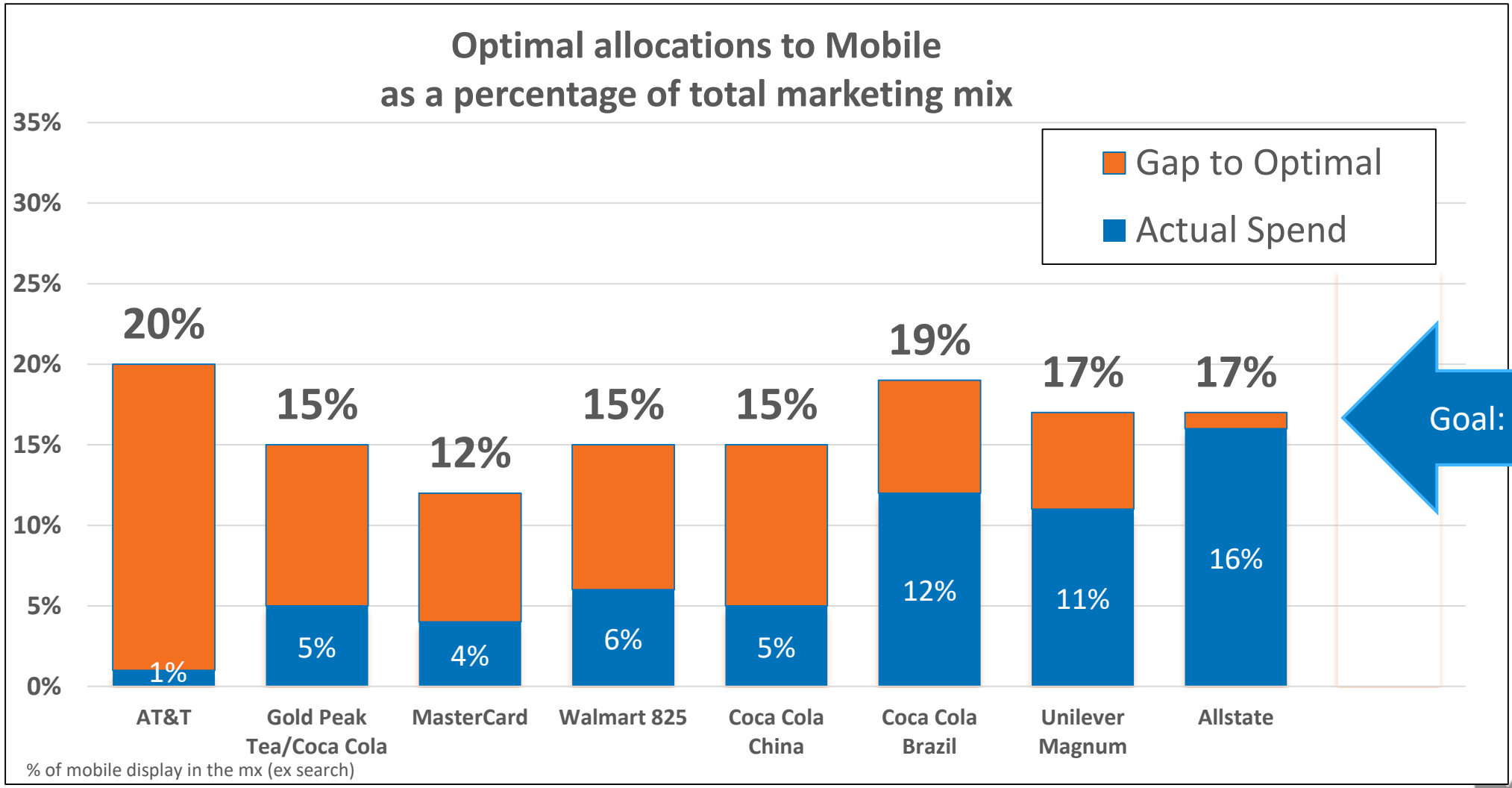
SMoX.me = Smart Mobile Cross Marketing Effectiveness Studies

Each Campaign Measured a Variety of Media Mixes

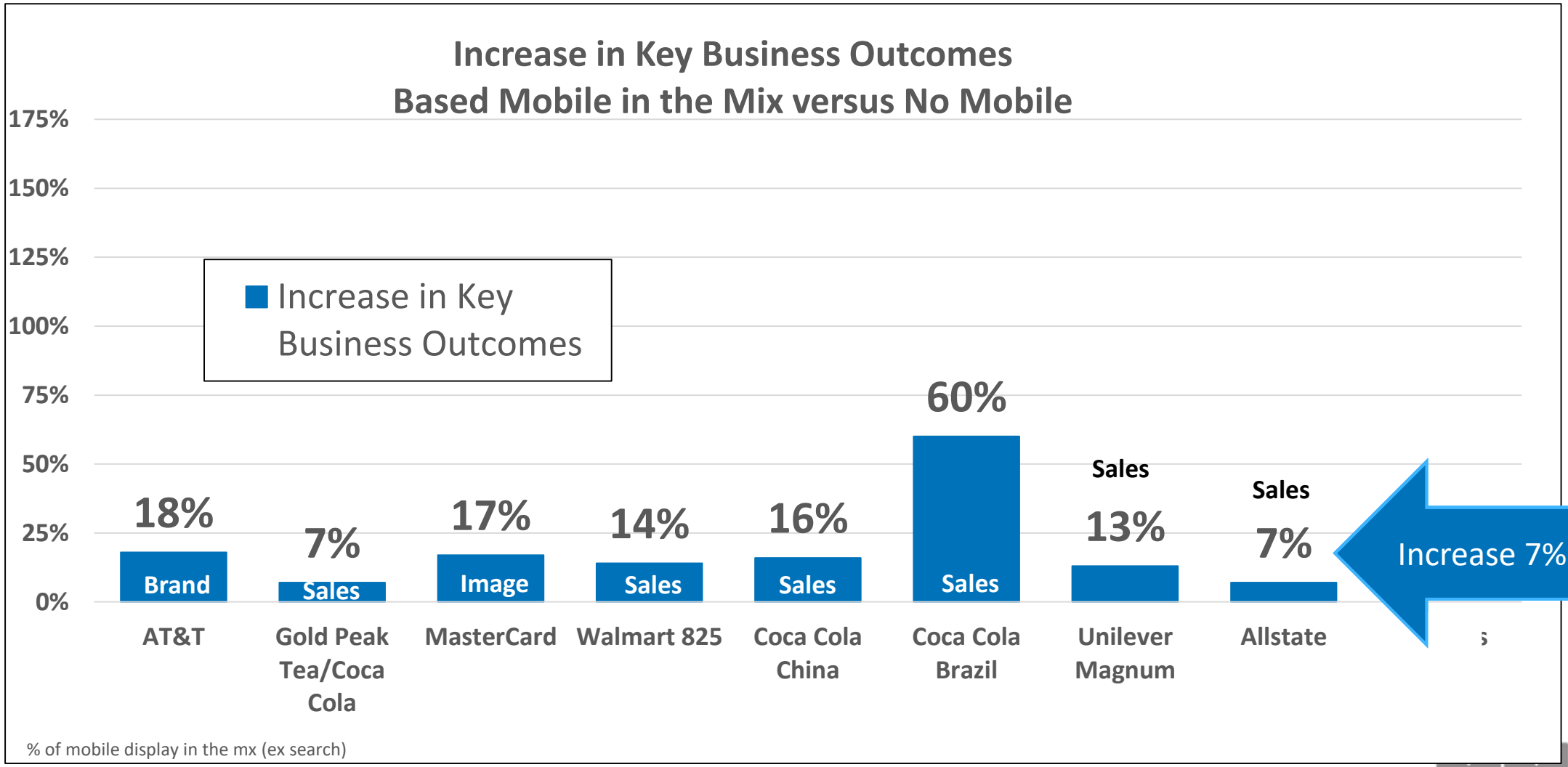


Mobile	Display	Display, video, social	Display, video, native, location	Display, audio, video social	Display, video, social	Display, video, social	Display, video, social	Display, RM, Weather targeting, social, video	Display, Video, behavioral, retargeting, location, contextual	Display, Video, RM, social Contextual, location, daypart

Overall, SMoX shows that in Optimized Marketing Mixes Mobile should be 15%-20% of Total Media



And when Mobile is Optimized; Gains are nearly +20% in Brand metrics and +7%-15%, to a maybe +60% in Sales



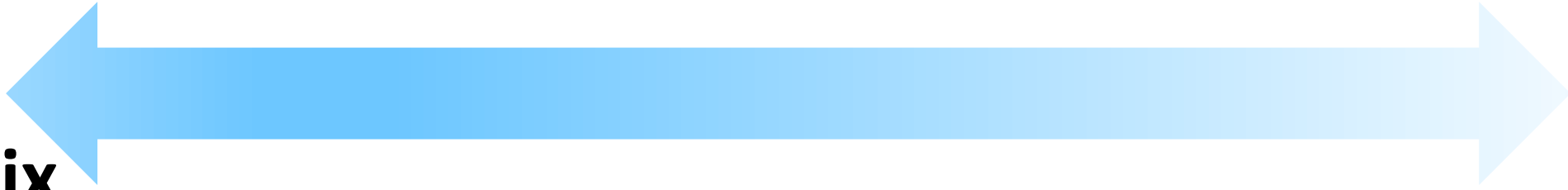
We Built a lot of Knowledge from SMoX

For one…TV (video) still works (but not in the ways you may have previously planned)

Mobile offers a big Opportunity but MIX Still Really Matters. We must match consumer's media habits

TV Still has Value!
Around Half of Media Spend Should Still go to TV.

70% of mix to TV



38% of mix to TV

Various Campaigns by Objective

Awareness, New product launch	Image and Sales, Brand Building	Image and Sales, National Launch	Image, existing brand	Sales, Promotional, Education needed	Promotion, no education needed
70%	65%	60%	50%	50%	38%

But we also found that Shorter Video is TWICE as Valuable as longer Video

	Video	Audio
:15-SECONDS	200	118
:30-SECONDS	100	100

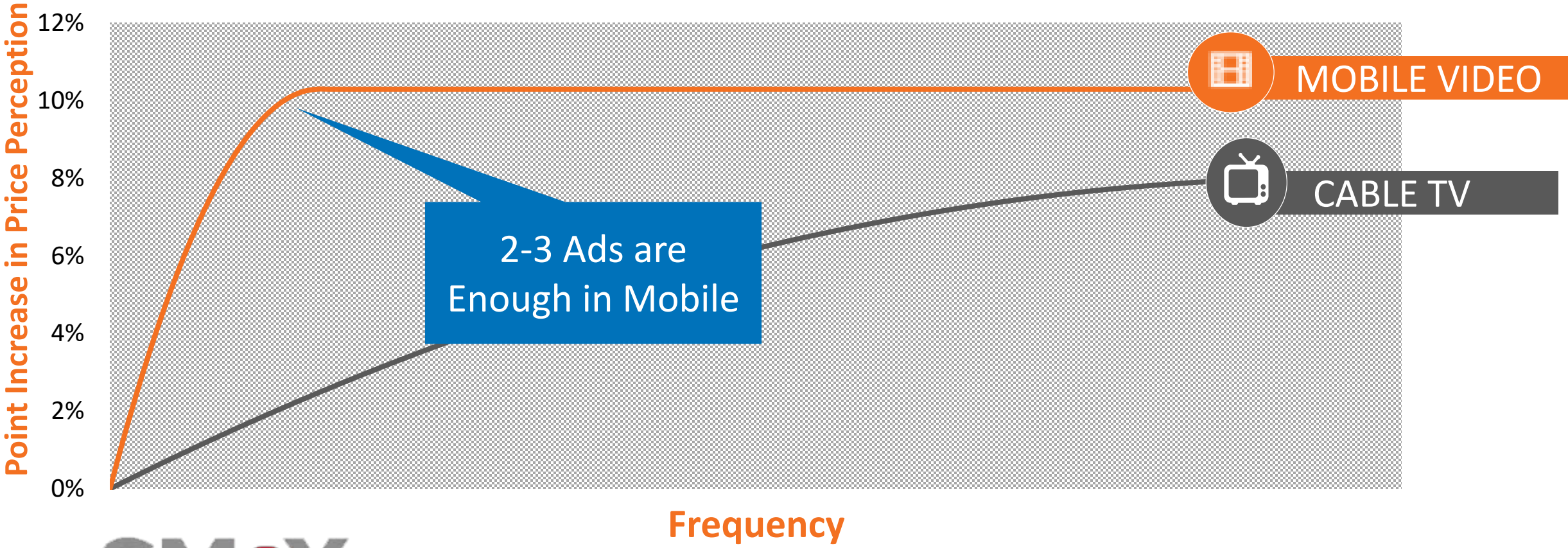
*Index is based on Number of people who became more likely to consider Allstate / $ spent

Proprietary & Confidential

And we Don't Need to Run Nearly as Much as is required in TV

Walmart

Frequency to Lift Response Mobile Video vs. TV*



SMoX

MMA

In Addition to all that; a Really Disruptive Trend Emerged

Seems that many of our assumptions were being reset and reshaped.

Measuring Mobile is not the issue. It is measuring the whole marketing stack, “in all it’s permutations” is critical.

The Right Targeting Changes the Value of an Ad from worthless to being +50% than rest of campaign

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



Unilever

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

16

We've Consistently Seen How Targeting Improves Performance. Even using Location for Insurance

Mobile Video Targeting	Consideration / $ Spent
+ Behavioral targeting	320
+ Contextual targeting	191
Demographic targeting	100

*Index is based on Number of people who became more likely to consider Allstate / $ spent

Then Suddenly,
Everything Changed


Wendy's

And New Data integrations makes new Opportunities (audience & performance) possible

	Foot traffic / $ spent*
Commuter 	**518**
Coupon User 	**500**
Campaign Average (across all media)	**100**

7%-10% of total budget

The Impact of getting it RIGHT?

33%

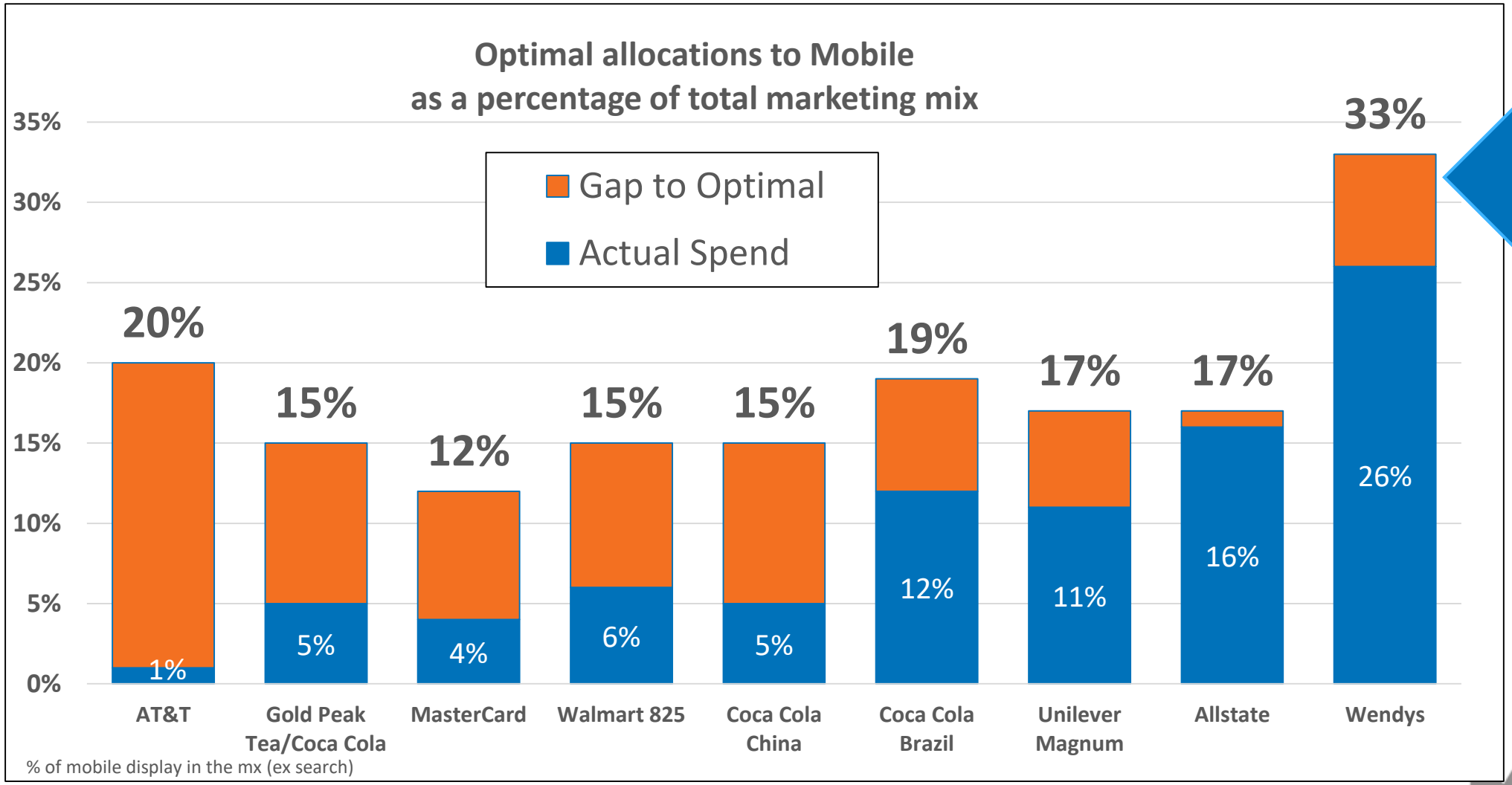
Of the mix in mobile



+166%

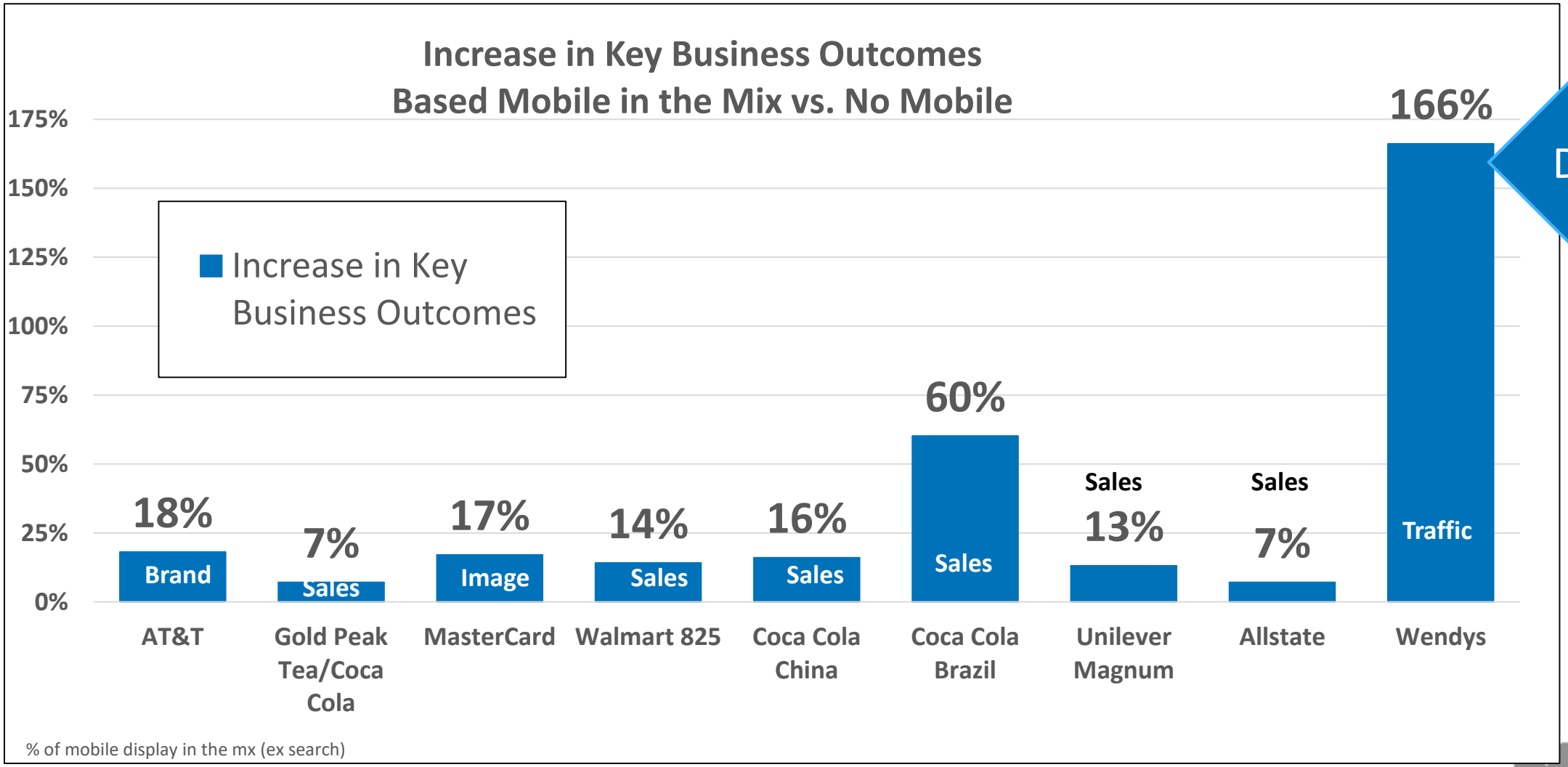
Foot traffic

Wendy's Set a New Goal Level when the Brand Found Highly Targeted, Large Segments that Really Worked



33%!

Now We have a New Vision for How High; High Could Be



DOUBLE+!

The ONLY answer to measurement today then is Multi-Touch Attribution, or MTA

MMA Board believes it is answer in spite of how hard it is to execute

MTA is the only answer. We have to get there. Solves so many issues.
But it's hard, and early.

First, what Is MTA



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 and offline channels**,

leading to a desired customer outcome.

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

The issue is that ONLY MTA can get Granular

…How else do we assess the value of ad unit combination #159:

Or, Mobile video channel targeting men who have visited a dealership in the last 7 days

…Or assess the value of ad unit combination #395:

Or, Mobile audio channel targeting women who commute by a QSR regularly over last month

…Versus the dozen's or hundreds of other ad format, data, target, time of day, context, location, etc. combinations

So, in September 2016, we Launched…

MATT

MARKETING ATTRIBUTION THINK TANK

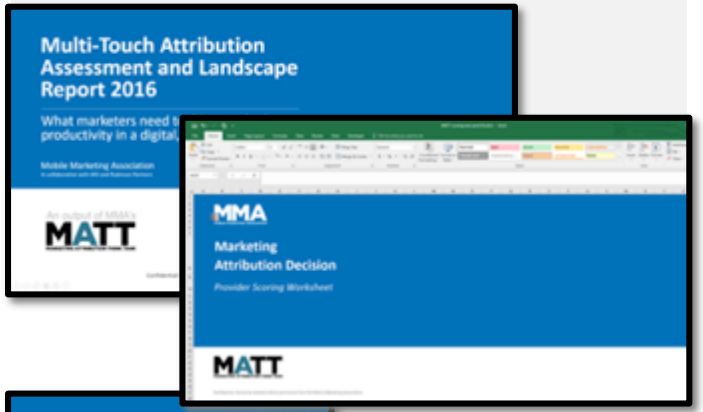
MATT is a community of industry experts committed to rethinking the world of marketing measurement and attribution; seeking to give marketers better measurements, tools and confidence in connecting marketing to business outcomes.

All MMA members are invited to participate in MATT

MMA is Developing the Tools to make Best Decisions

MTA Decision Guide™

- MTA Landscape Report
- MTA Provider Scoring Tool
- MTA Request for Information
- 4-Part Intro to MTA Webinar





Released Nov'16

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

Released Jan '17



MMA MTA Data Map™

MTA Data Strategy Guide™



Released Sept '17

MTA Tactical Success Guide™



To be released Dec '17

Data Acquisition RFI™



To be released Dec '17

Perspective on Walled Gardens™



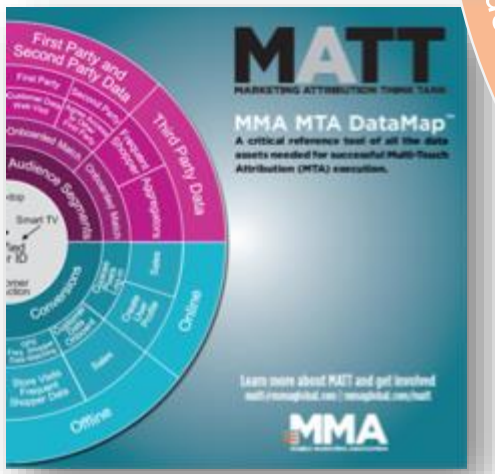
To be released Q1 '18

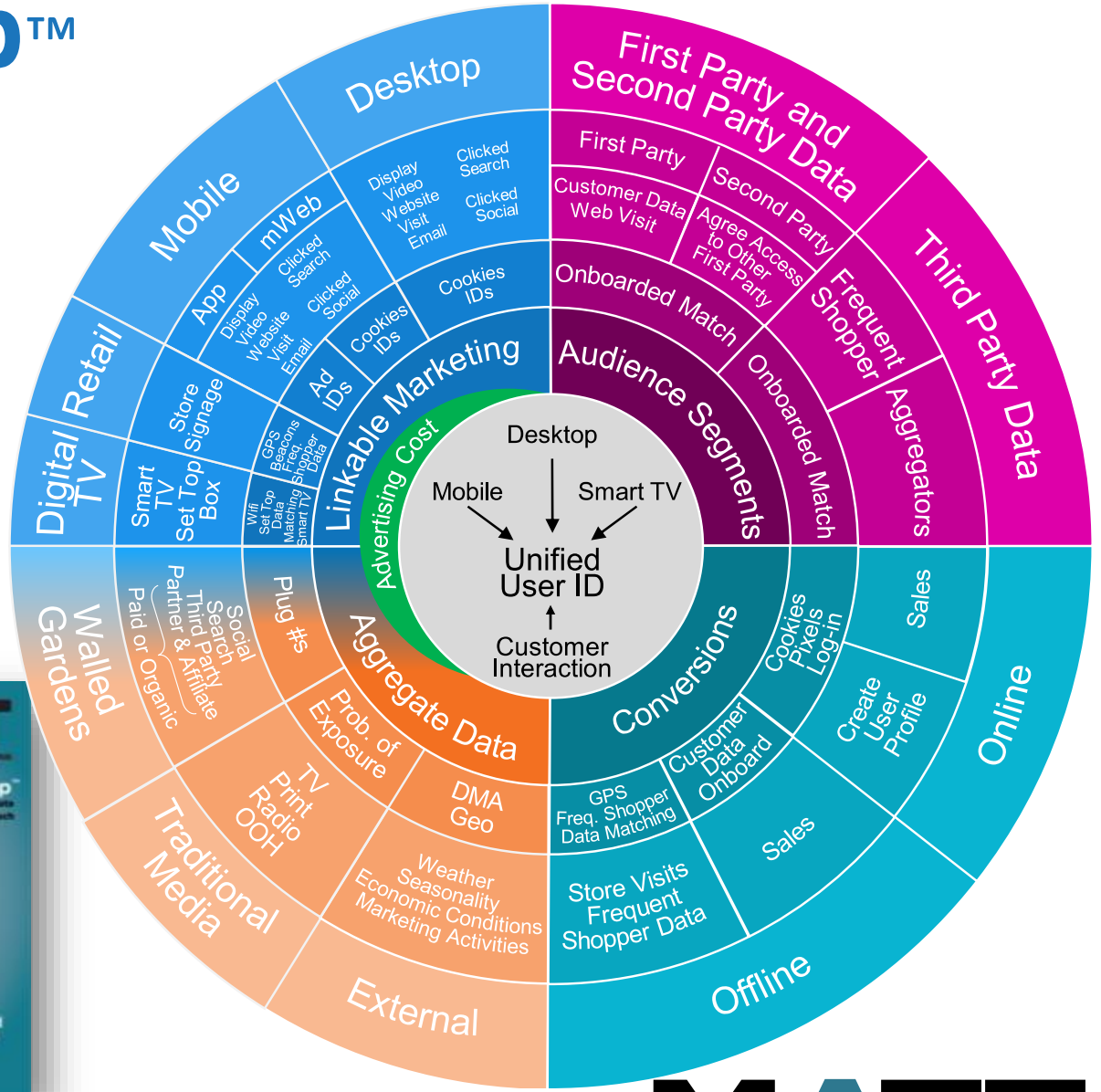
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MMA MTA Data Map™

Core to MTA is getting your data all connected around Unified ID's

1. MMA has a companion booklet with "how to" instructions
2. Attempts to ensure nothing gets "left out" of the marketer, agency, DMP, and MTA provider strategy discussions





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MMA: Reshaping the Future of Marketing



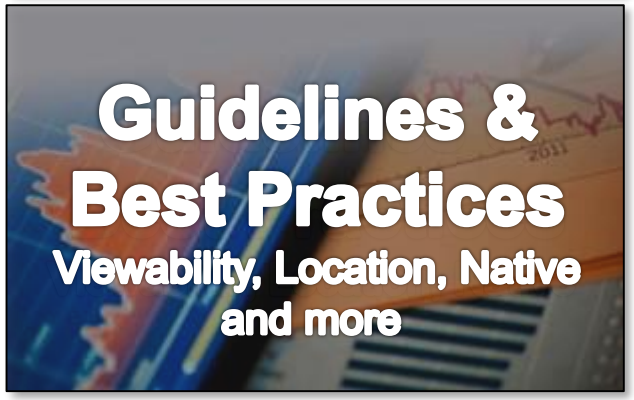














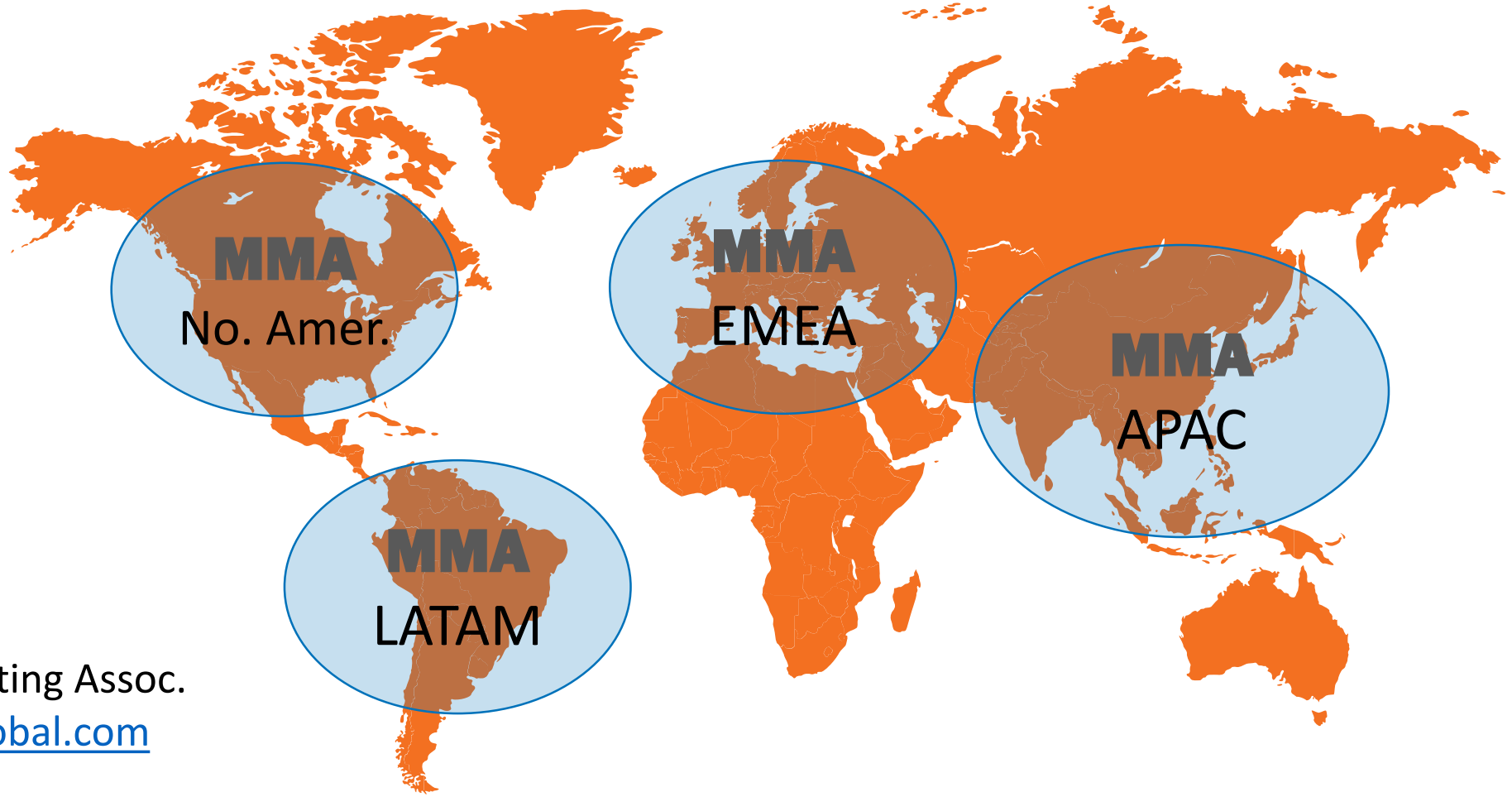








Terima kasih



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Part of the challenge with MTA is that Marketing Organizational Structures Have Not Kept Pace

MOSTT

MARKETING ORGANIZATION STRUCTURE THINK TANK

MOSTT is a community of industry experts and professors committed to rethinking the world of the modern marketing organization; seeking to give marketers real innovation in marketing org structure

MMA's MOSTT Partners

MOSTT

MARKETING ORGANIZATION STRUCTURE THINK TANK

Academic Partners

The University of Georgia TERRY COLLEGE OF BUSINESS

Georgia Tech Scheller College of Business

KELLEY SCHOOL OF BUSINESS
INDIANA UNIVERSITY

First, we this “should” be the golden era for marketing



Accuracy



Accountability



Agility

1.

Rodriguez Vila, Schelstraete, Bharadwaj, Mitra & Morgan // For discussion only // Not for circulation.

I thought I knew my role

Where should things sit?

Tech is eating strategy

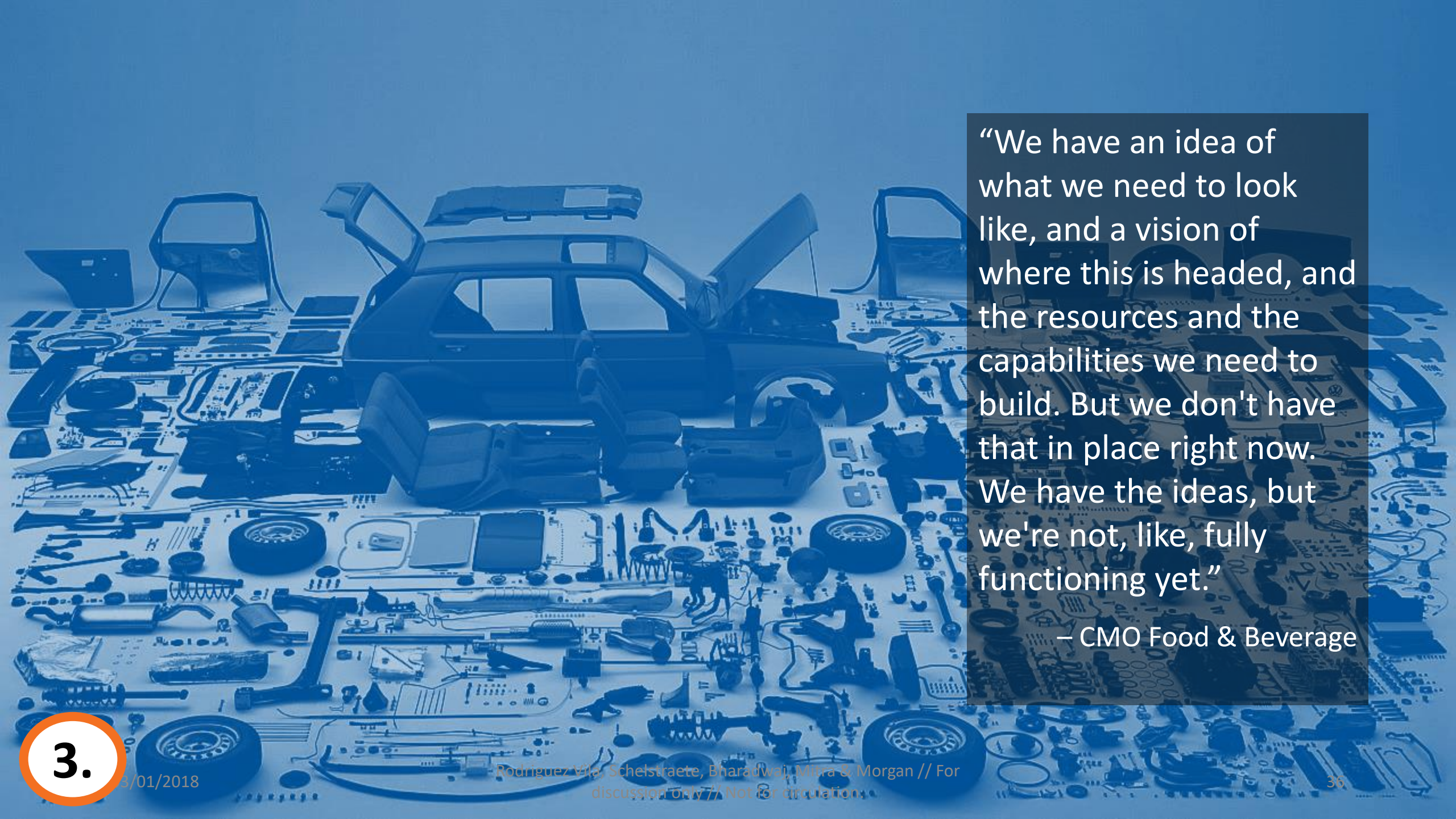
Disruption is coming

We're adding, not changing



2.

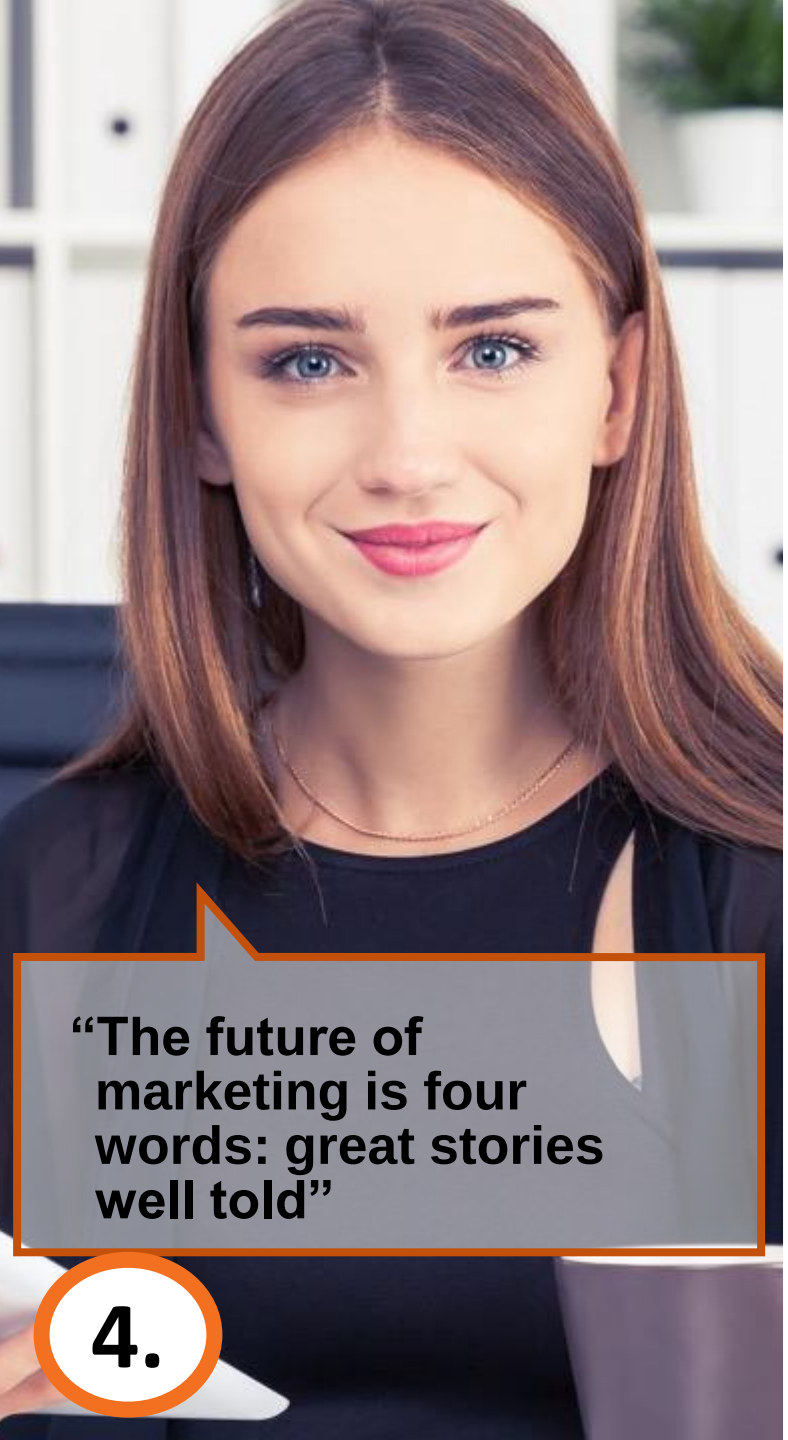
Rodriguez Vila, Schelstraete, Bharadwaj, Mitra & Morgan // For discussion only // Not for circulation.



"We have an idea of what we need to look like, and a vision of where this is headed, and the resources and the capabilities we need to build. But we don't have that in place right now. We have the ideas, but we're not, like, fully functioning yet."

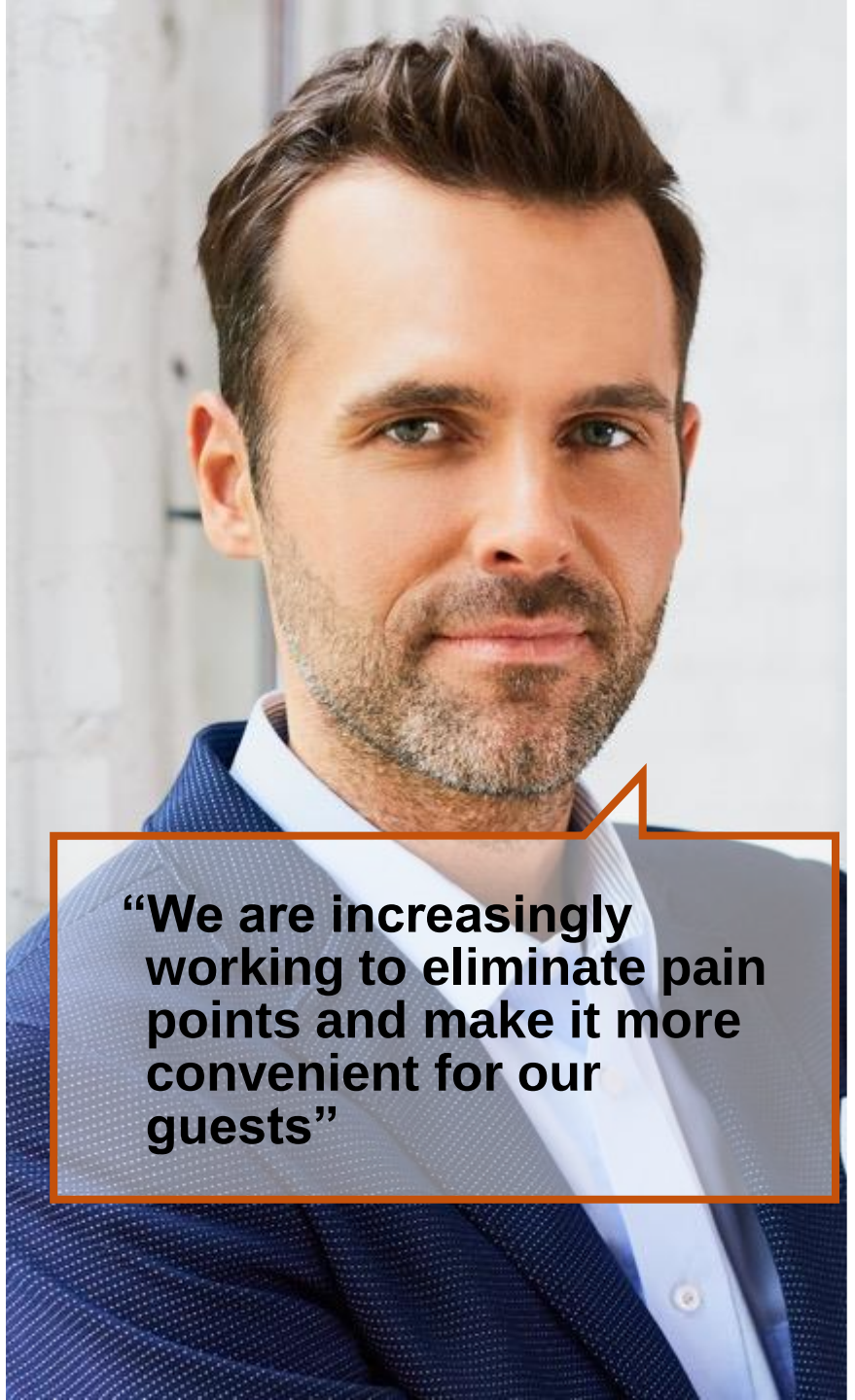
– CMO Food & Beverage

3.

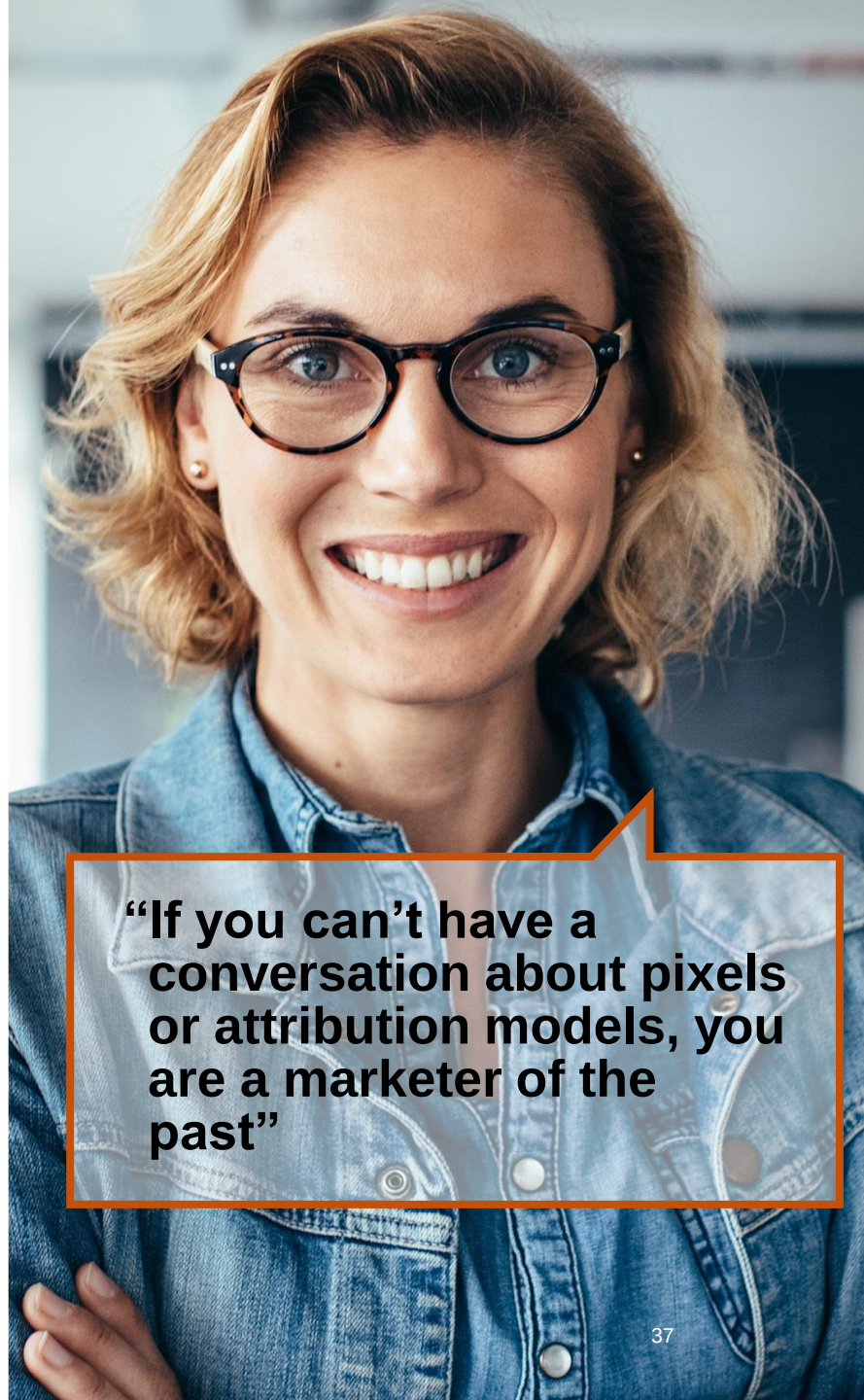


"The future of marketing is four words: great stories well told"

4.

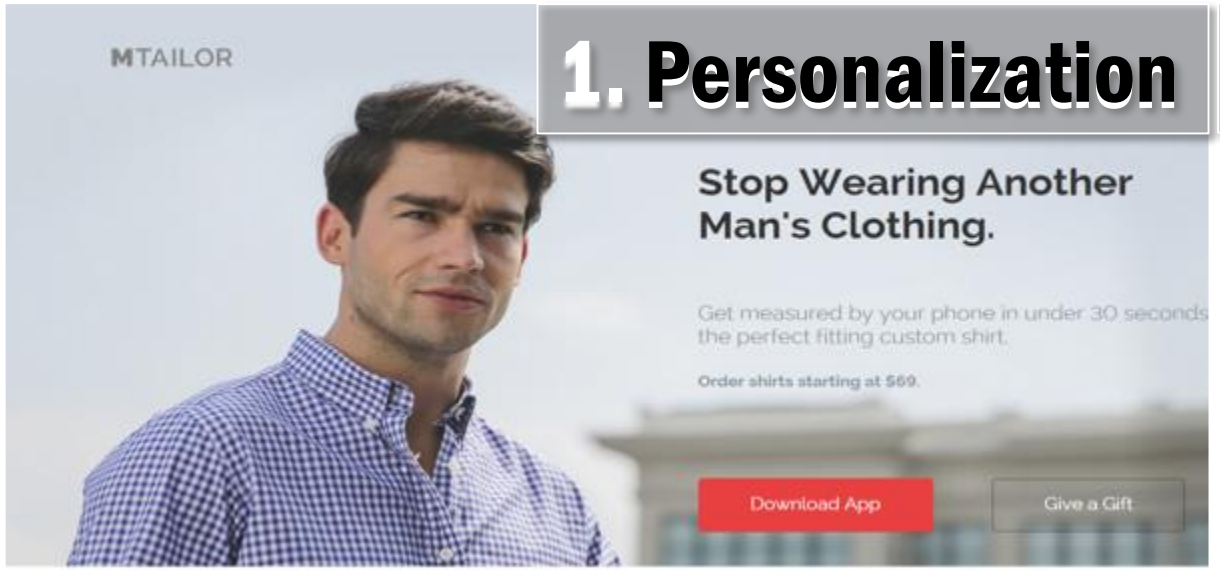


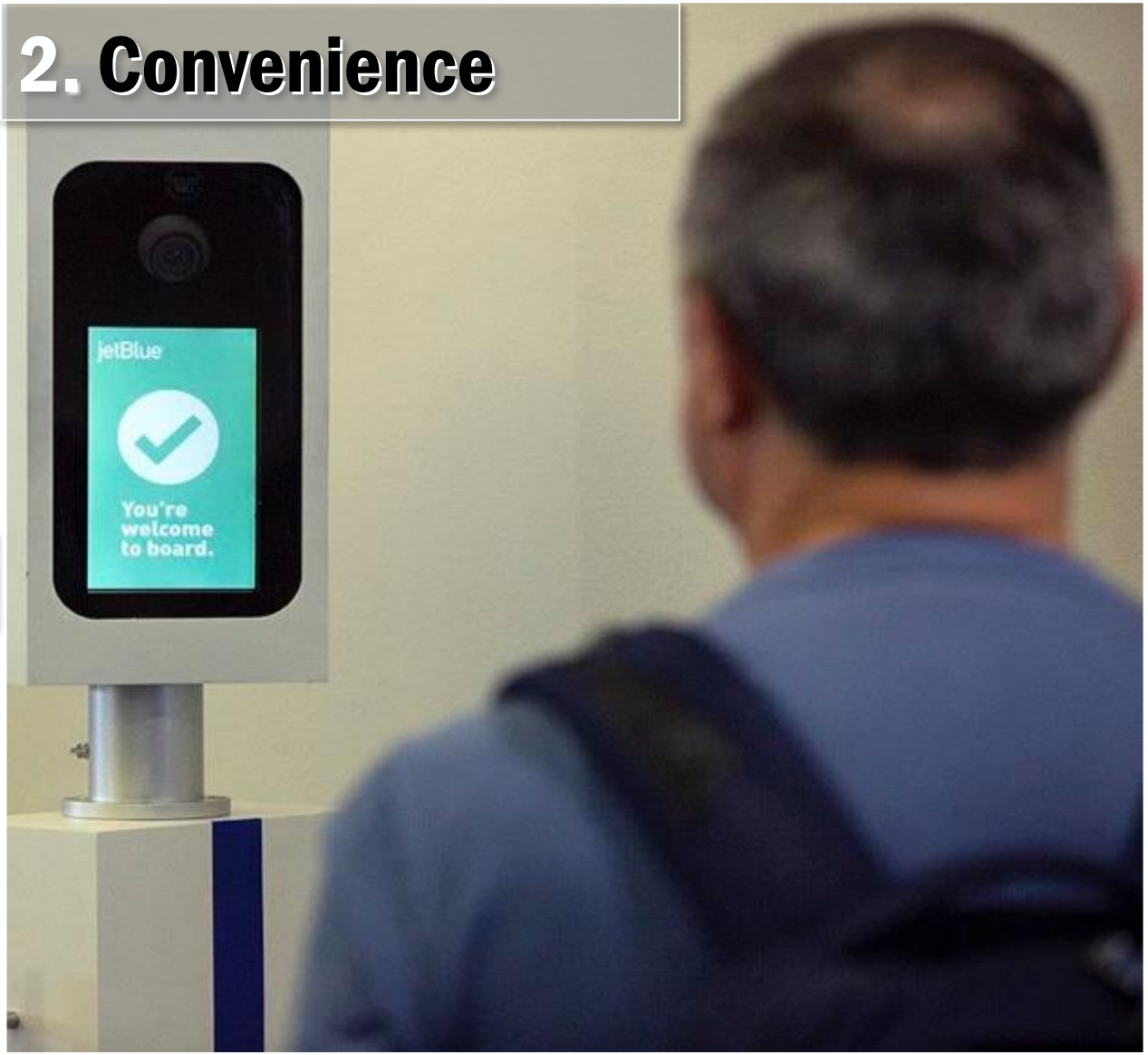
"We are increasingly working to eliminate pain points and make it more convenient for our guests"



"If you can't have a conversation about pixels or attribution models, you are a marketer of the past"

All in the Context of the Changing Face of Consumer Value







5.

Source: M.I.T.R.S. Project / Rodriguez, Bharadwaj, Mitra, Schelstraete, Morgan

Indirect

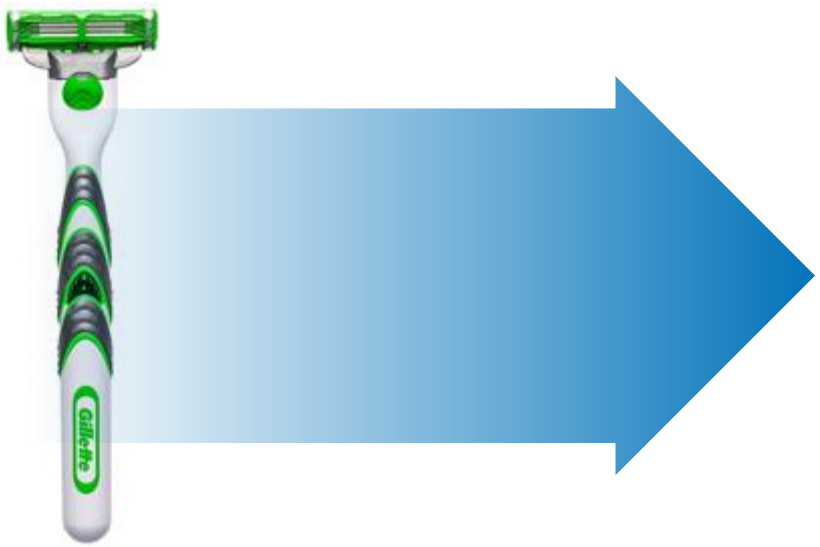


Gillette

Direct



HARRY'S



Gillette ON DEMAND™





Indirect



Slow — Fast

Brand — Performance

Outsource — Insource

Direct



Branding

Engagement

Build communities with consumers, collaborating with the brand to expand its meaning and offerings across categories and usages.



Service

Experience

Eliminate hassles, pain points, or find latent needs across the consumer (and customer) journey.



Transaction

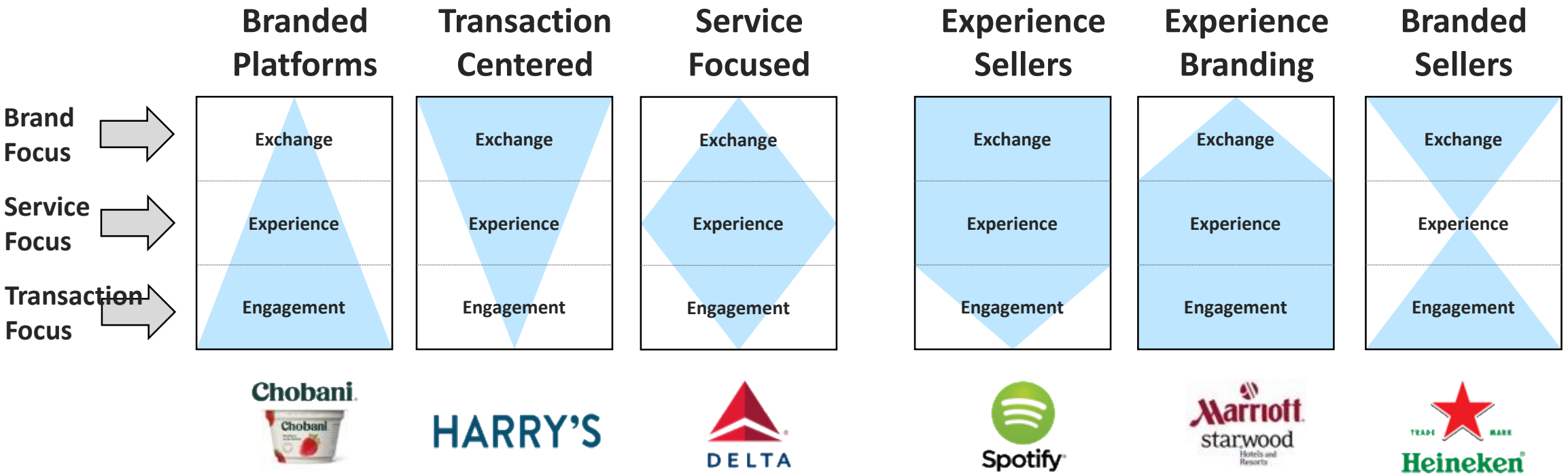
Exchange

Personalize the offering and facilitate the purchase of the product by offering more methods to buy in ways that match the specific needs of consumers at a given moment.



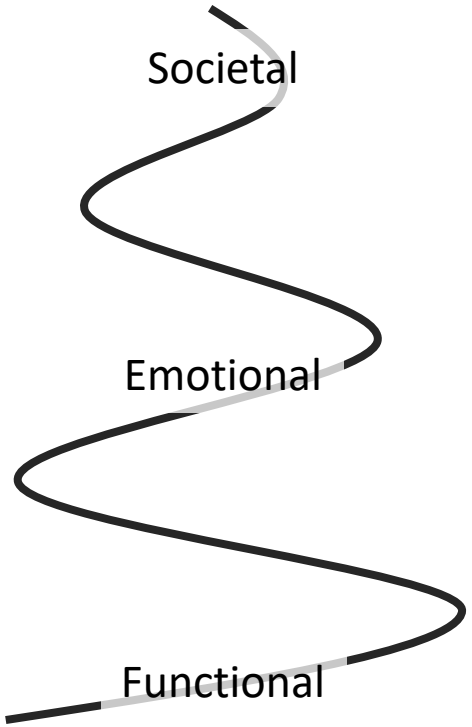
Source: The M.A.R.S. [illegible]guez, Bharadwaj, Mitra, Schelstraete, Morgan

Different Strategies To Compete On M.A.R.S.



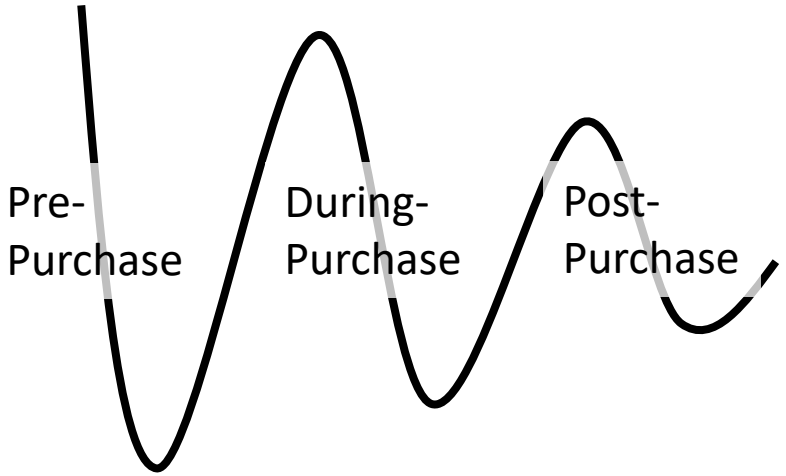
Rodriguez Vila, Schelstraete, Bharadwaj, Mitra & Morgan // For discussion only // Not for circulation.

Benefit Ladder



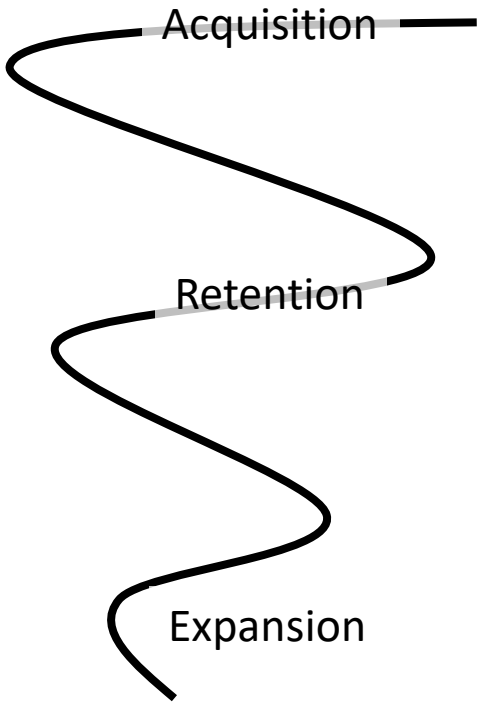
Brand Marketing

Consumer Journey



Service Design

Purchase Funnel

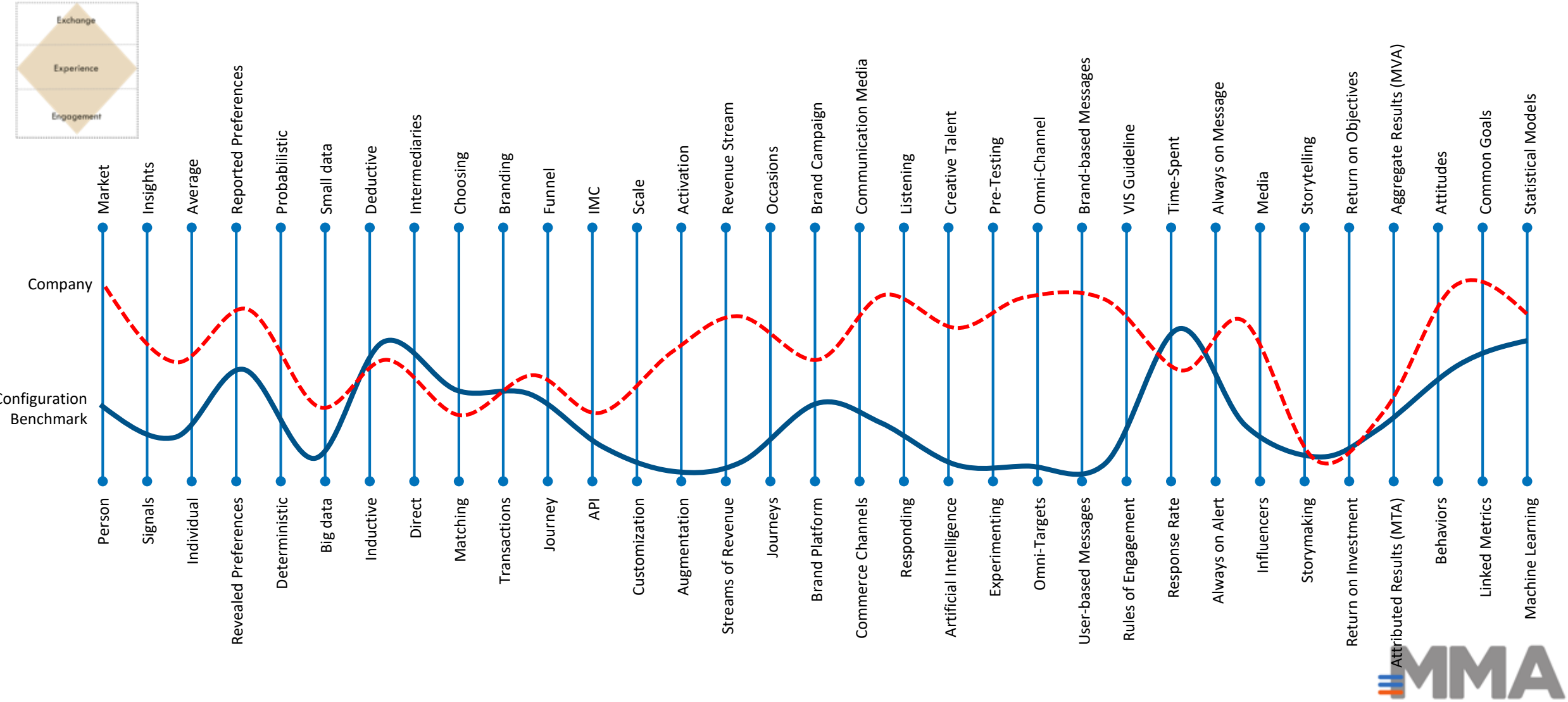


Performance Marketing

Source: The M.A.R.S. Project / Rodriguez, Bharadwaj, Mitra, Schelstraete, Morgan

In the End, are Capabilities Aligned to Marketing Strategy

Understanding the Market	Designing the Offering	Going to Market	Measuring Results



MMA: Working to Define the Next Generation Marketing Organization

1. What are the new sources of consumer value?	2. What do we need to be great at?	3. How are we doing today?	4. What org. changes should we make?
Three sources of consumer value. 1. Personalization 2. Meaning 3. Convenience	Clarity of marketing strategy to win; now and Future	Assessment of your current capabilities	Input into design of new organization
Value Equation	**M.A.R.S. Map**	**Diagnostic Tool**	**Org Design Ideas**

Completed

Rolling Out Shortly

MMA: Reshaping the Future of Marketing



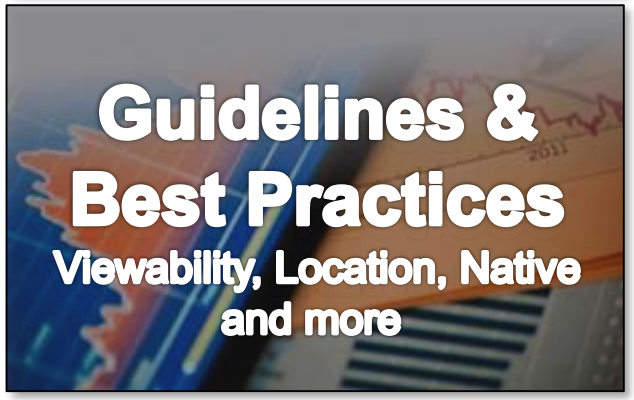






















MMA:

Architecting the future while relentlessly delivering today's growth



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