MMA FORUM SINGAPORE
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Marketing Attribution Think Tank

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MMA
MOBILE MARKETING ASSOCIATION

Meet MMA's MATT

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

Too bad it is so HARD! Good for MMA.

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

Launched Sept '16

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

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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	Organization Design

SMoX Wave I

SMARTIES

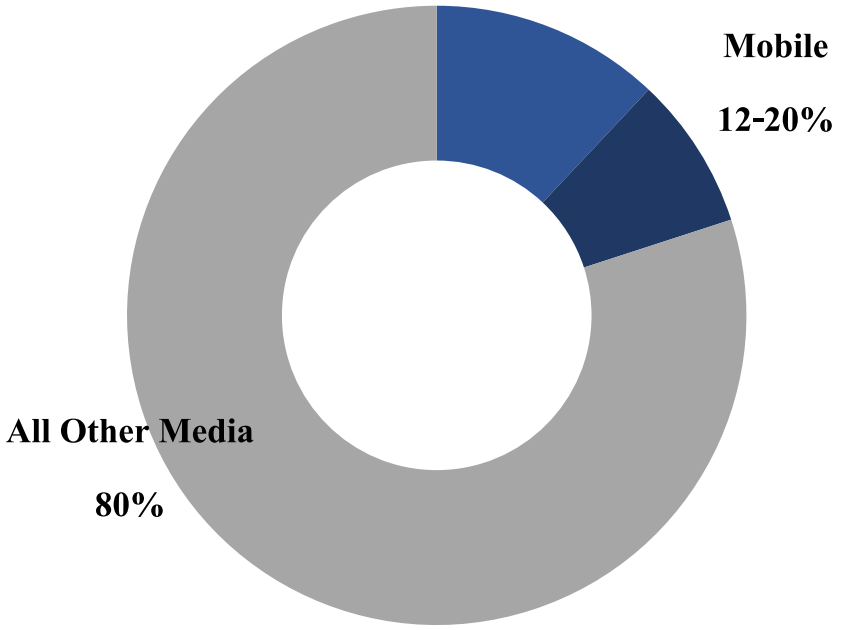
Coming in 2017

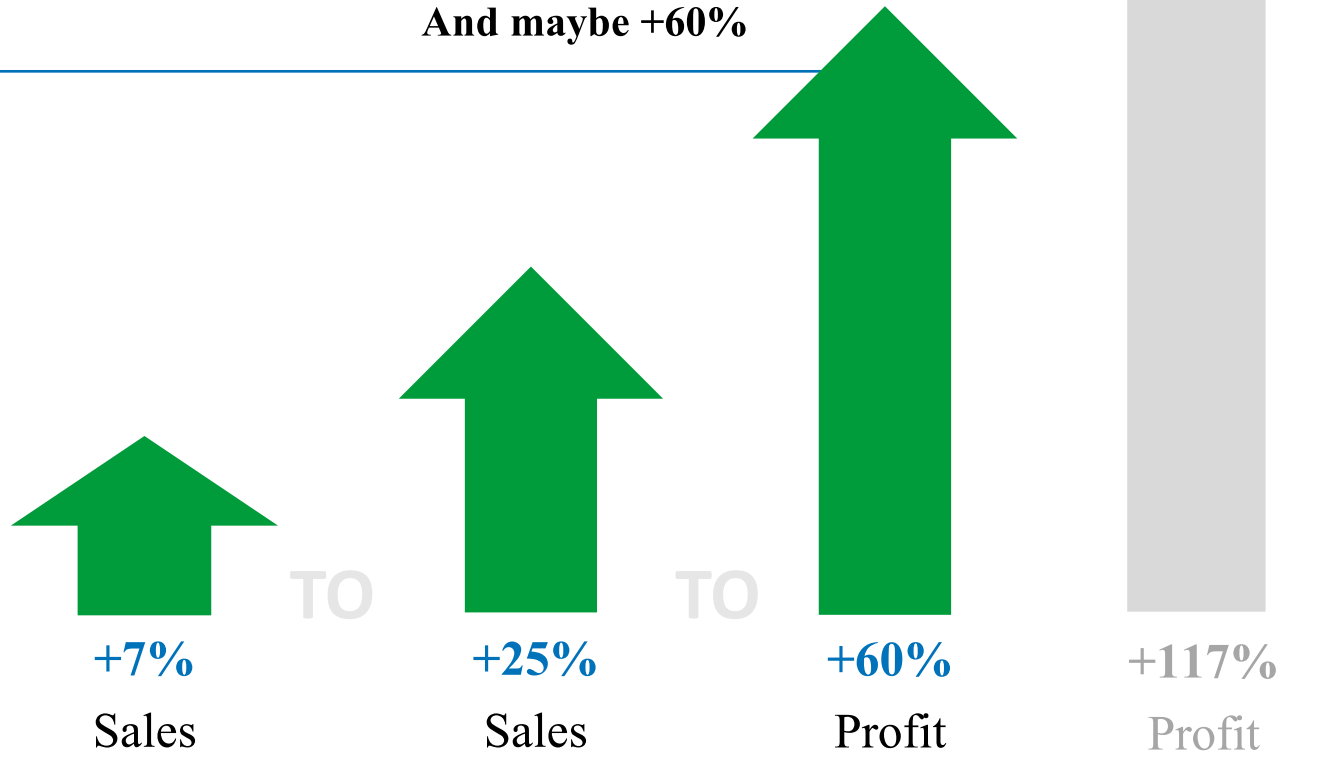
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SMoX is MTA & While it Show's Mobile Matter

	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%**





But We Started to See a Pattern…..

Marketers could no longer look at Ads to know if 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

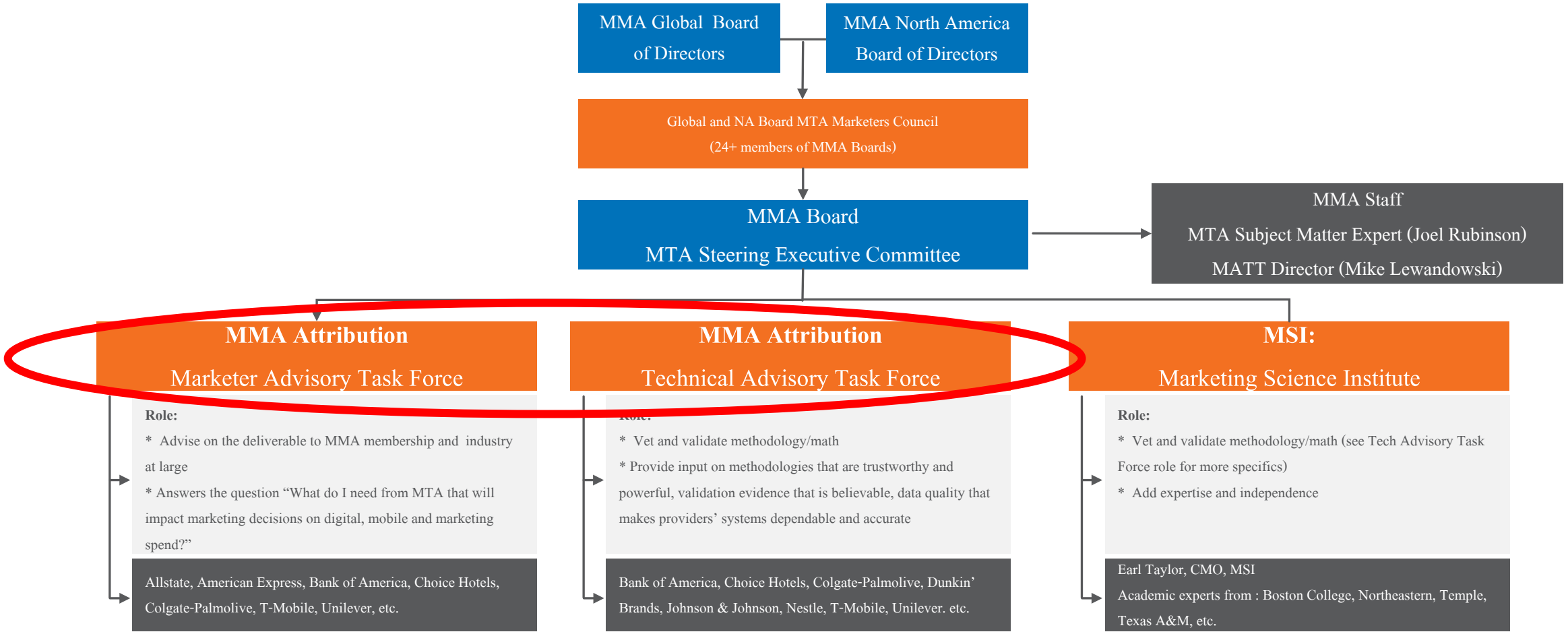
hopefully all, **online & offline channels**,

leading to a desired customer outcome.

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

MATT's MTA Governance

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

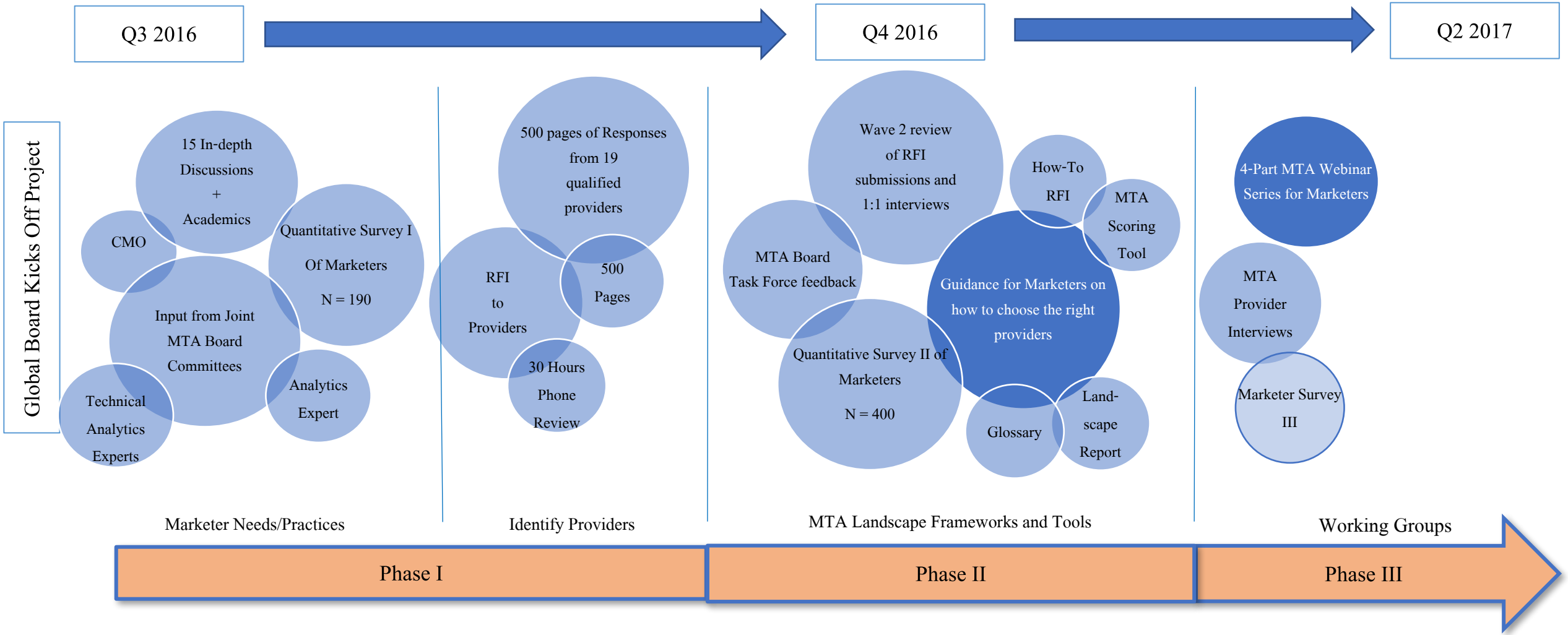


The CORE Board Member Companies Leading MATT



MMA

The CORE Board Member Companies Leading MATT



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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.)

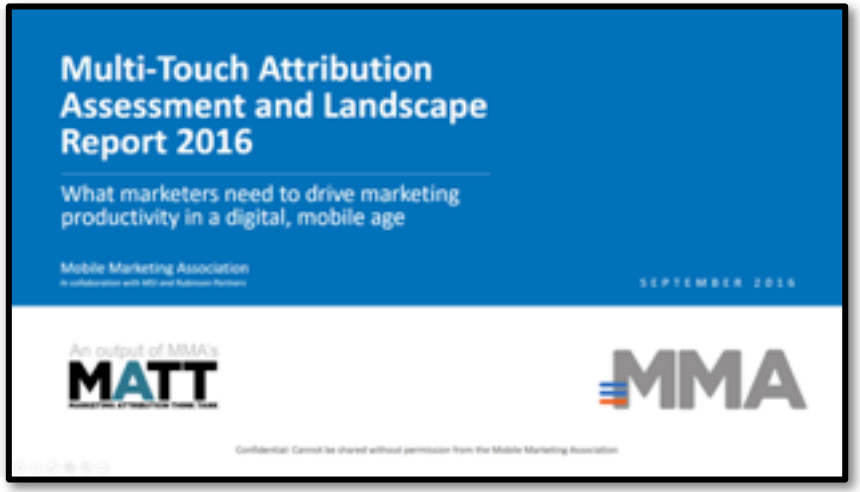
…with confidence

-29 NPS!

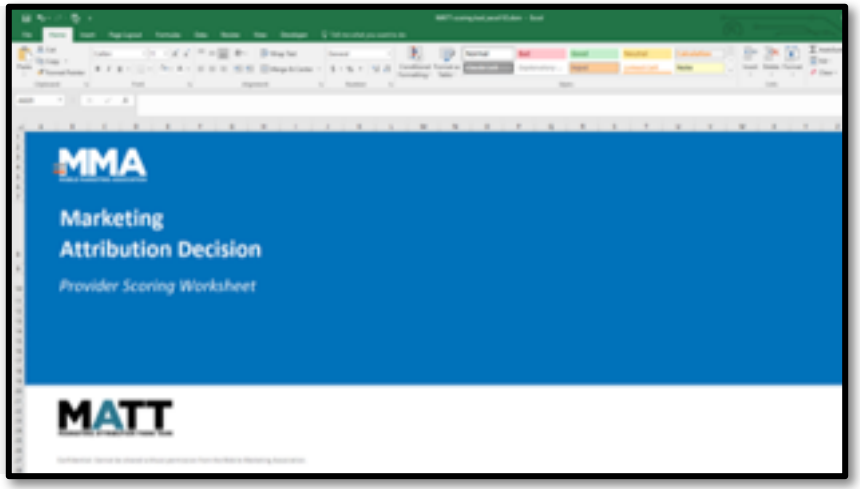
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Key MATT MTA Deliverables to Date

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

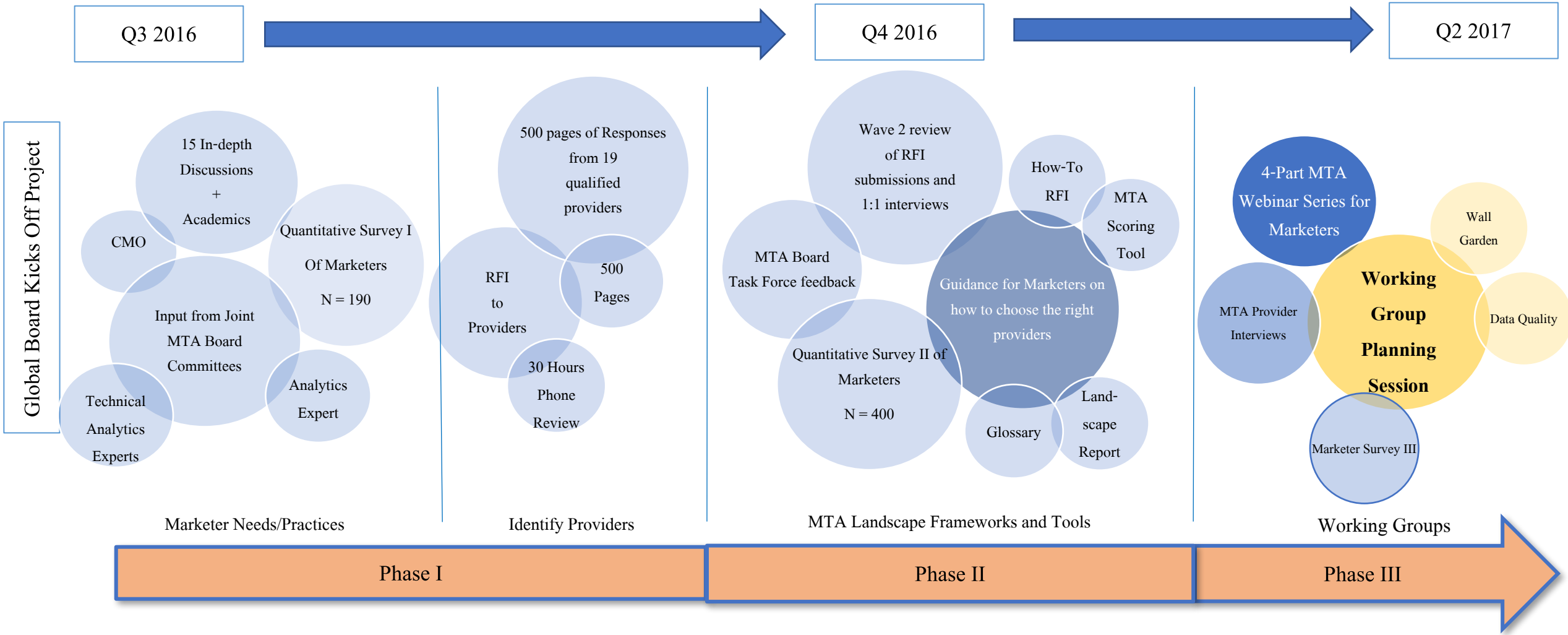
Part 4:
Leveraging MTA to Improve Marketing Effectiveness

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

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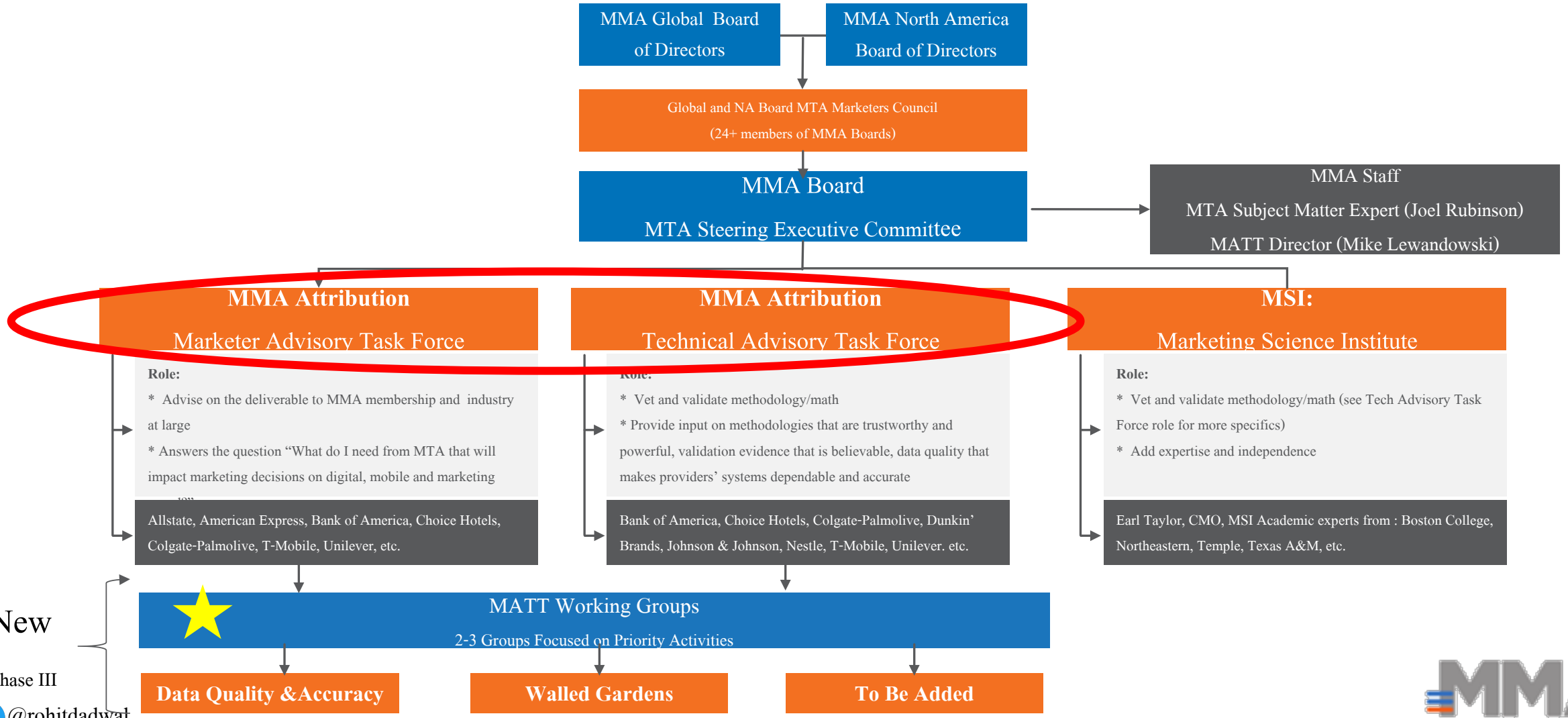
MMA's MTA –The Journey So Far: Phase 1 & II into III



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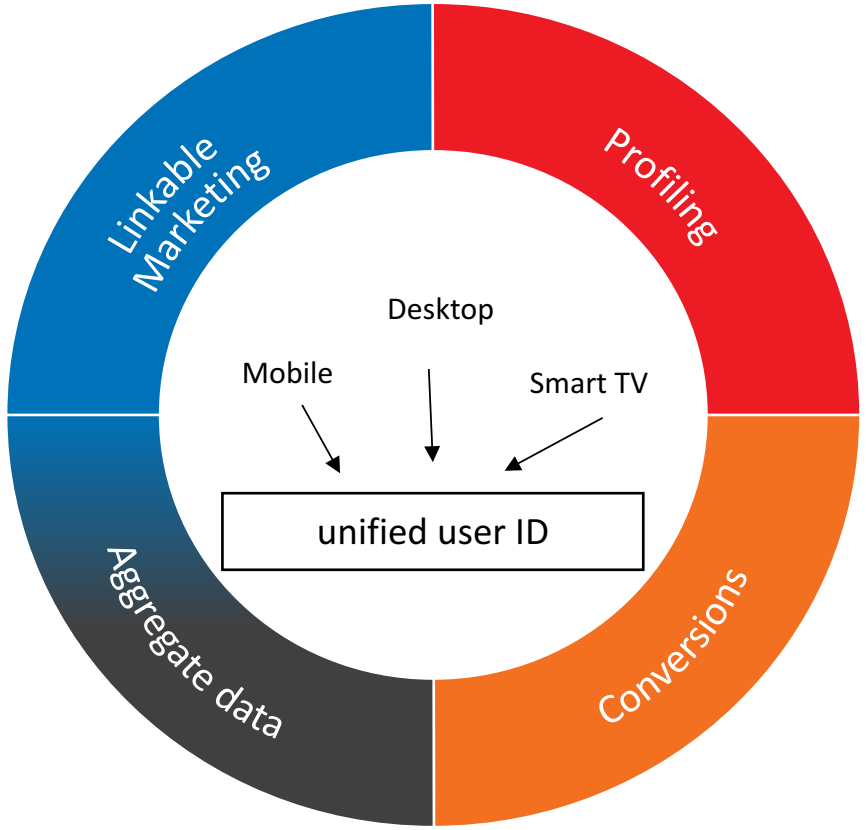


New

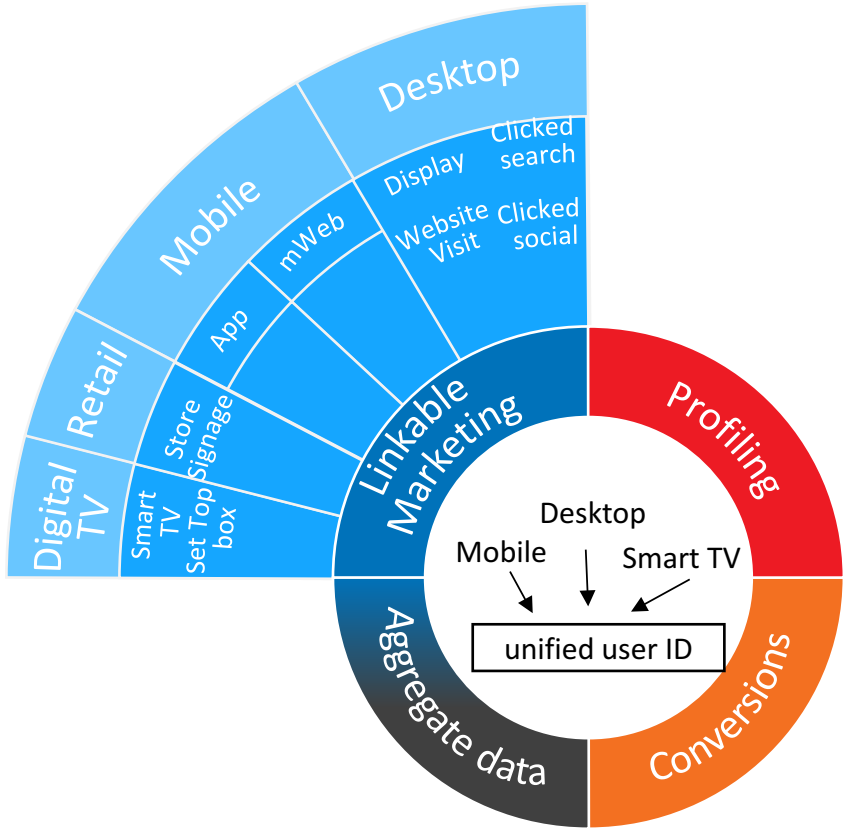
Phase III

One of First Projects : Mapping MTA Data

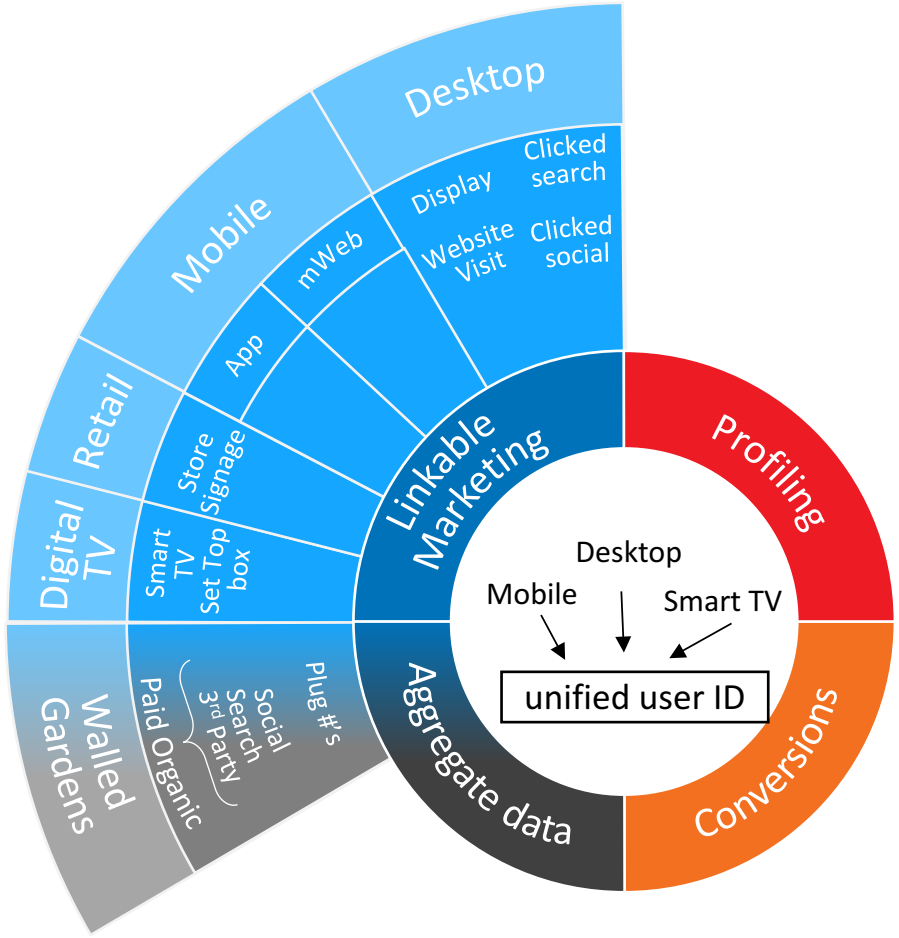
a. MTA requires linking together 4 types of data at the user level
b. MTA also needs devices to be mapped to Unified User IDs so that, for example, the ad impression on a mobile device can linked to the conversion on a desktop
c. Each type of data has sub-types, and each requires their own technology



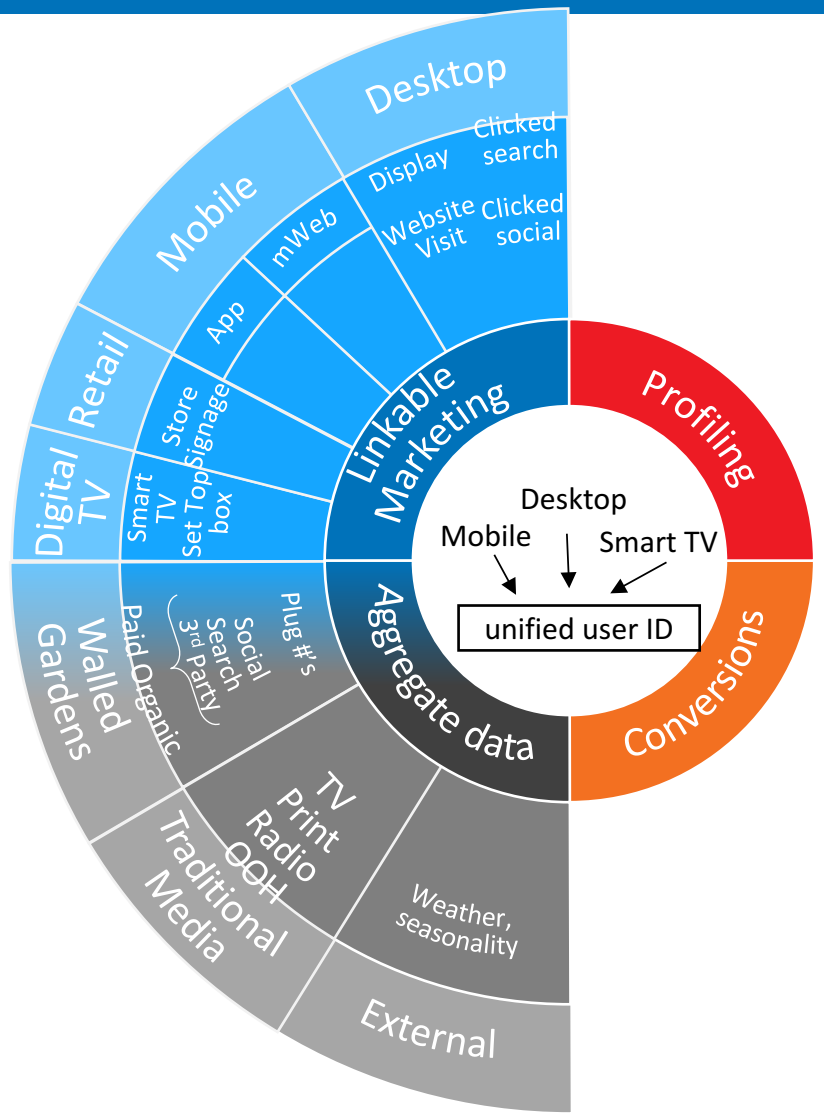
Linkable Marketing



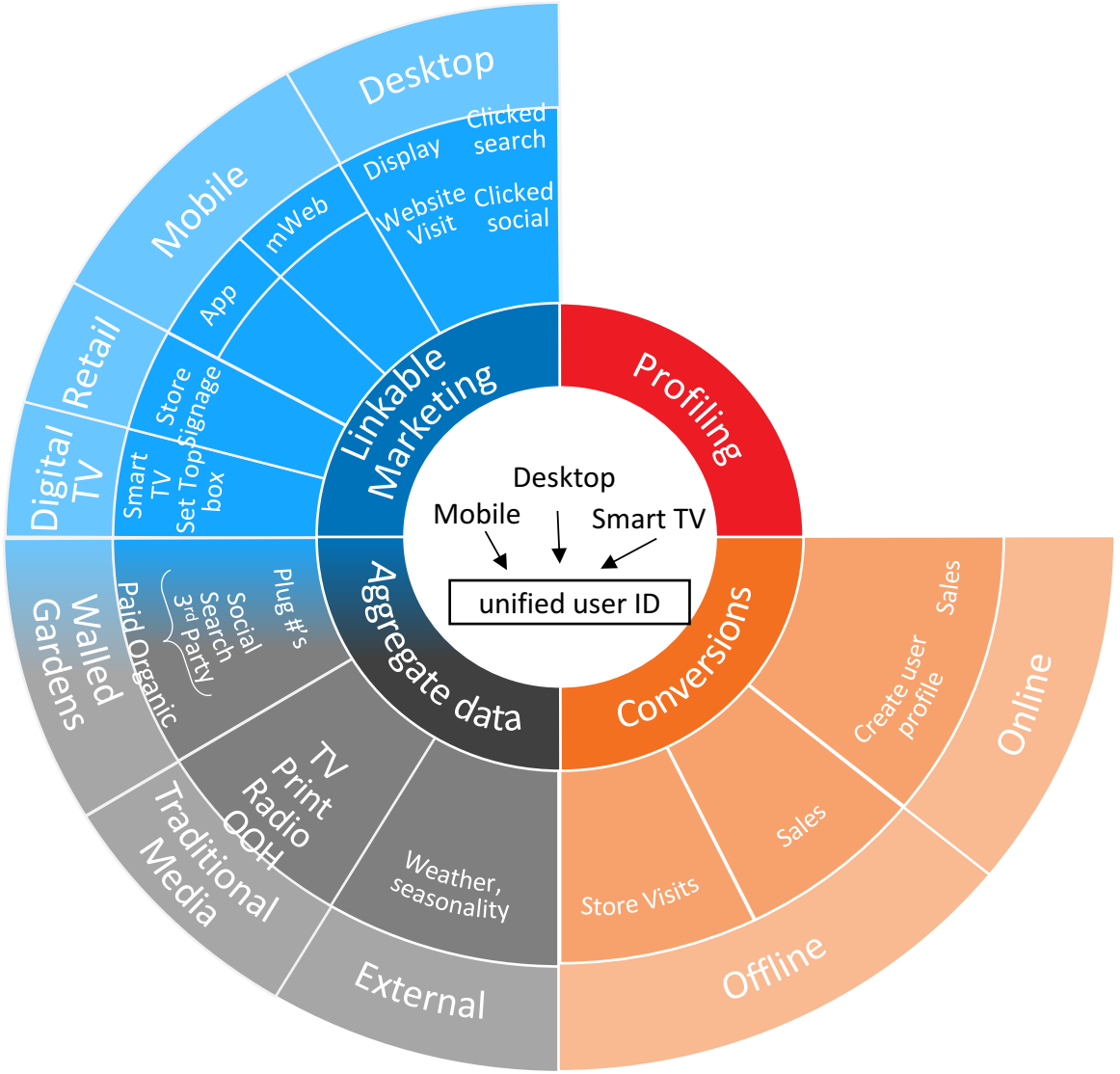
Walled Garden



Other Aggregate Data

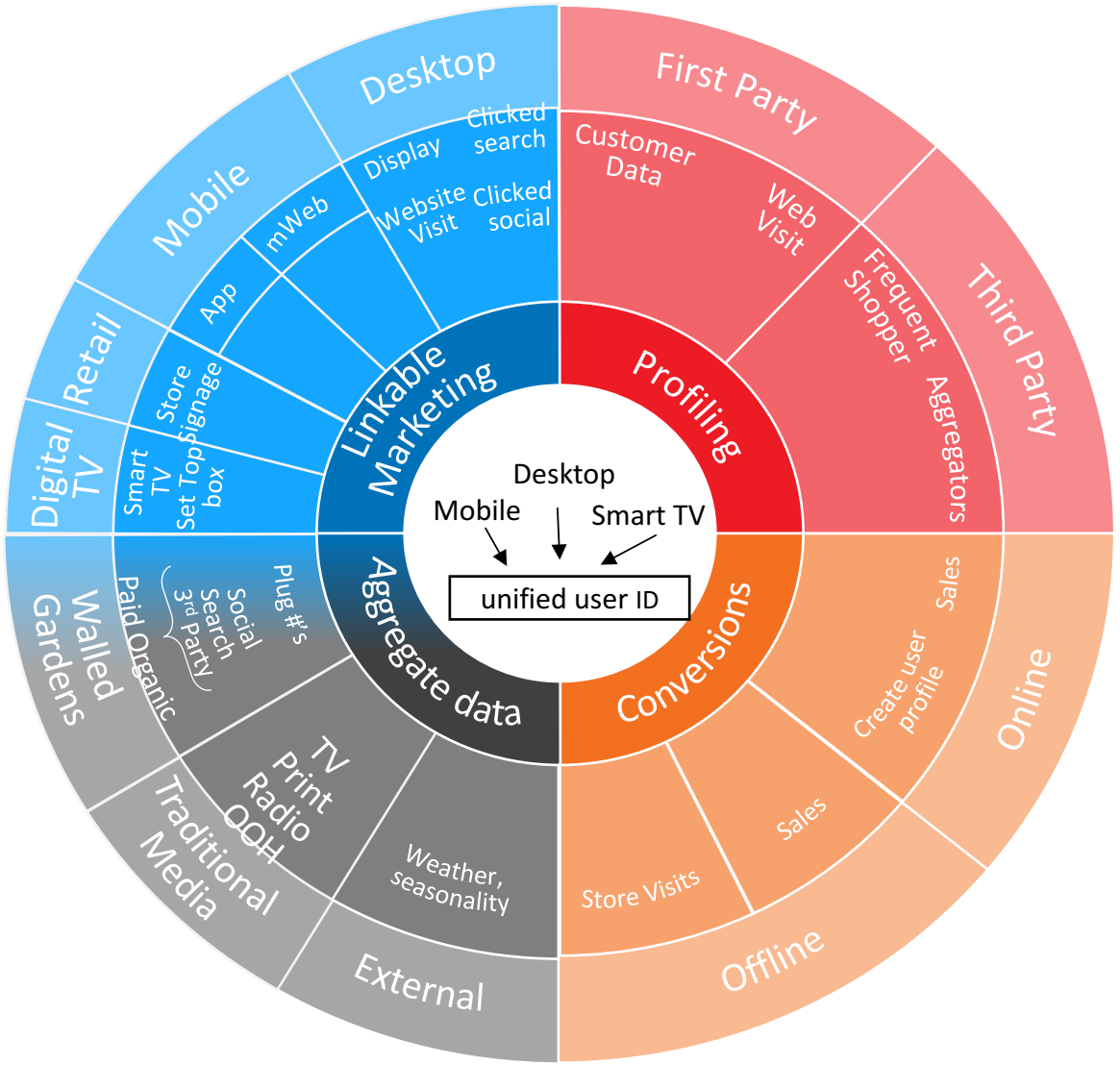


So, how did the story end?



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Profiling, to get to the right user



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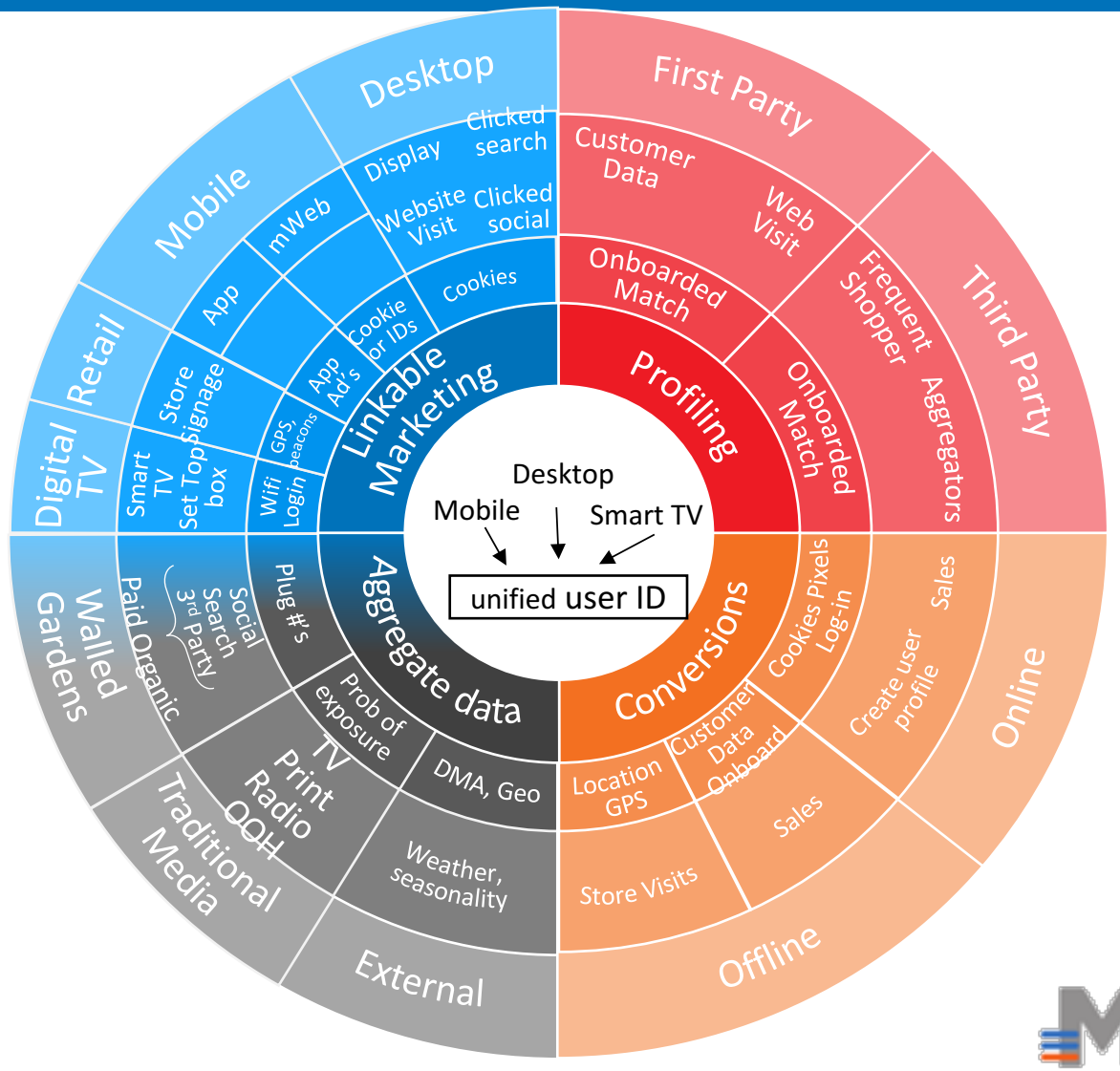
MATT DataMap

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



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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



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THANK YOU



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