MMA FORUM INDONESIA
OCTOBER 12, 2017 | JAKARTA



Marketing Attribution Think Tank

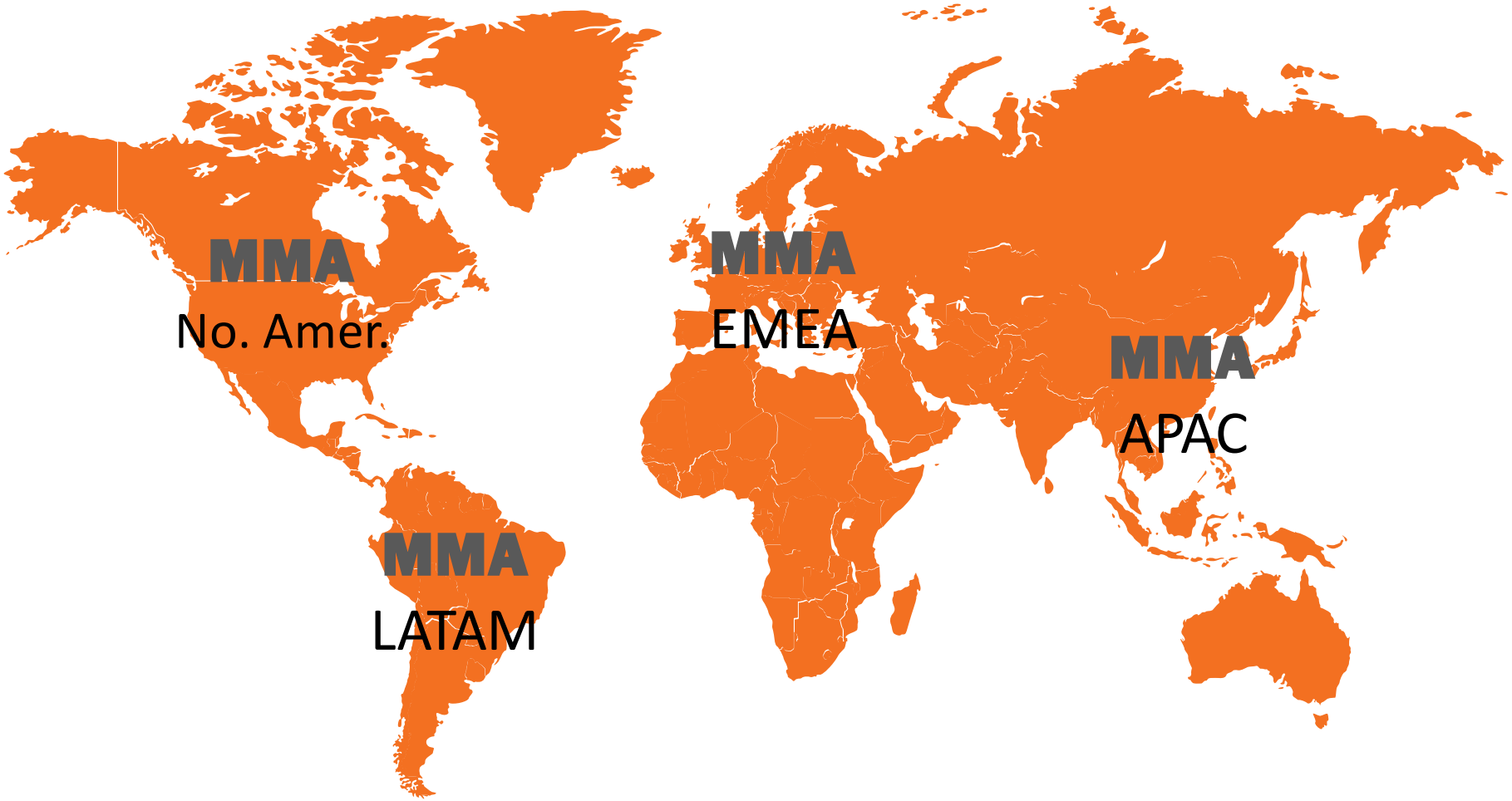
Rohit Dadwal

Managing Director

Mobile Marketing Association APAC

MMA
MOBILE MARKETING ASSOCIATION

MMA is the Industry Trade Assoc. for Mobile Marketing



- 800+ members WW
- Operating in 12 countries
- Started in 2003; turned around in 2013
- Marketer led; plus media sellers, tech and agencies
- 50 staff worldwide
- 20+ events in 15 countries

MMA's Purpose

WHO (The People We Serve):
Prime Audience: Chief Marketers

WHY (Our Reason for Being):
Purpose: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT (Our Strategic Priorities):
Primary Focus:

1. **Demonstrating Measurement and Impact**: proving effectiveness and optimizing impact
2. **Cultivating Inspiration**: aimed at the Chief Marketer; guiding best practices and driving innovation
3. **Building Capability for Success**: fostering know-how and confidence within the Chief Marketer's organization

Secondary Focus:

Advocacy – monitoring and maintenance activity only; via partnership with the DAA

Review of MMA's Focus to Building New Marketing Channel



Positioning

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

MOSTT
Marketing Org Structure Think Tank

MMA

What is MMA's MATT?

A Community of Marketing Leaders Coming together to Improve Next Generation Marketing Measurement

A Year Ago this Week, 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

Member Participants in MMA's MATT Leadership



MMA

MATT's MTA Mission…

This is where we started

34% Already Have an MTA Solution

[To support marketers to]

Select and apply…

[MTA Solutions]

Applied to 34.7% of Campaigns (on avg.)

…with confidence

-29 NPS!

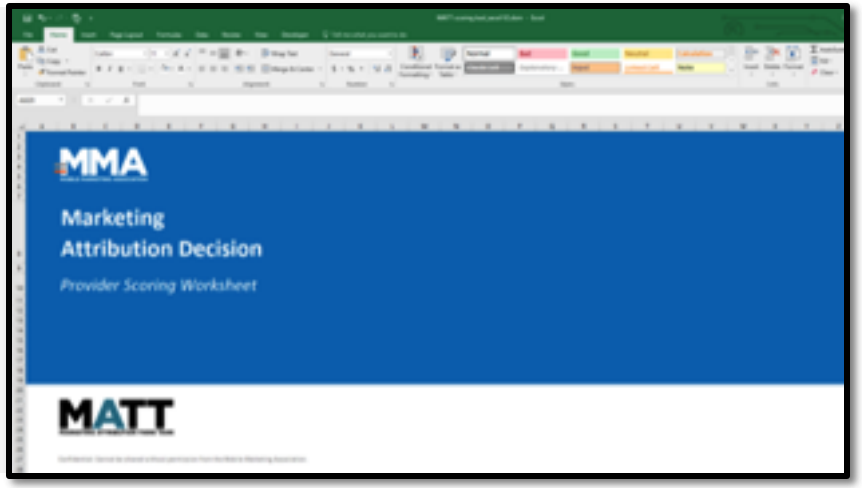
8 Based on MMA Survey from November 2016.

Started with "Selecting…" Launched in 2016

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.

MMA

But What Led MMA Board to Believe MTA was Important

In 2013 MMA raised $3 million to Gain an Understanding of the Value/ROI of Marketing Mix in the age of Mobile

SMoX Was Our Answer
So far We Have Measured 11 In-Market Campaigns

at&t

mastercard

Unilever

Allstate

Walmart

2 QSR



Partners

Association of National Advertisers

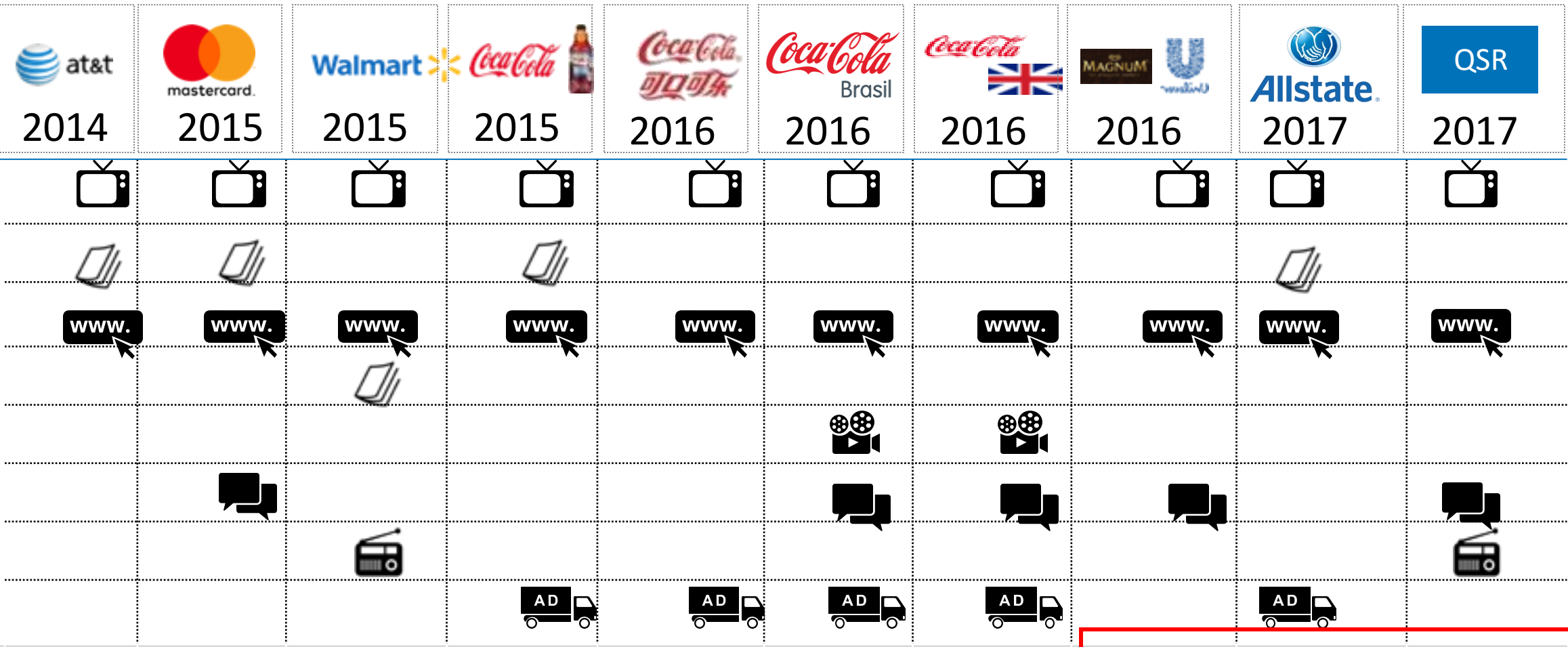
ADVERTISING RESEARCH FOUNDATION

American Association of Advertising Agencies

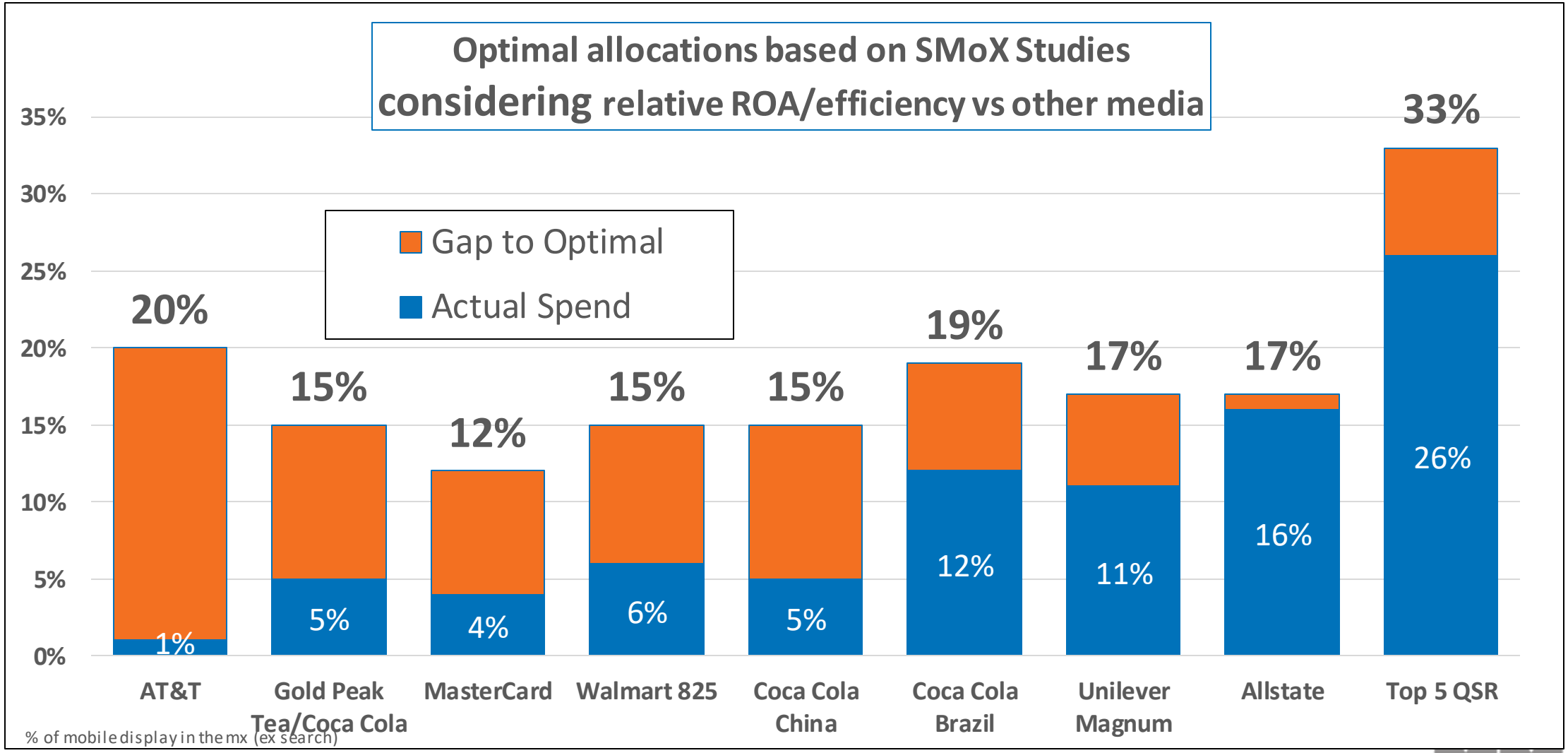
SMoX

MMA

Each Campaign Measured a Variety of Media Mix



SMoX Historical Patterns in Optimized Levels of Mobile in the Marketing Mix are..



It is Crazy that we Think We Can Look at Creative and Know if Is Working/Effective

	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.

14

We've Consistently Believed Targeting Improves Performance. But How Much is Question!

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

Based on That, the Case for MTA is…:

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

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

…How else do you 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 500+ other ad format, data, target, time of day, context, location, etc. combinations

Fundamentally, SMoX is MTA, which is…



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**,

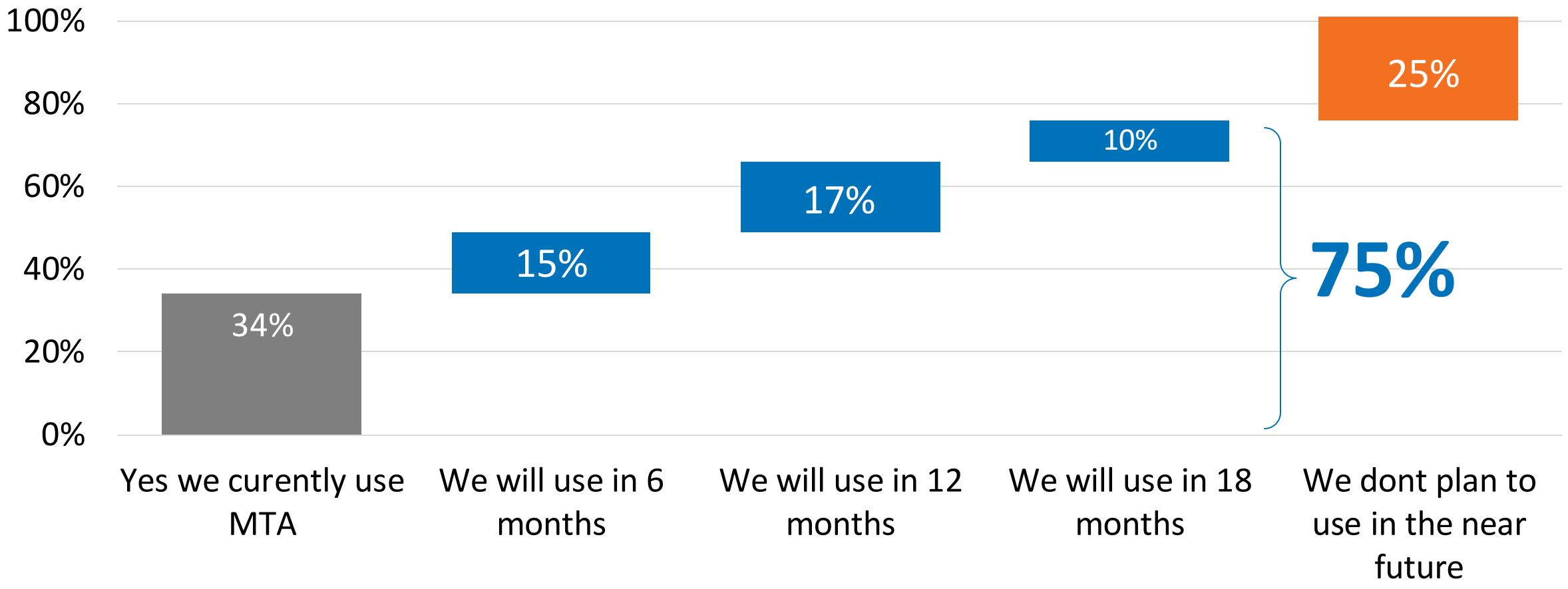
leading to a desired customer outcome.

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

The State of MTA

Few use it, most are super frustrated, we don’t have the capabilities to assess; but it’s important

State of MTA Adoption: 1/3rd of marketers currently use MTA (2016). 75% will be using in 18 months.



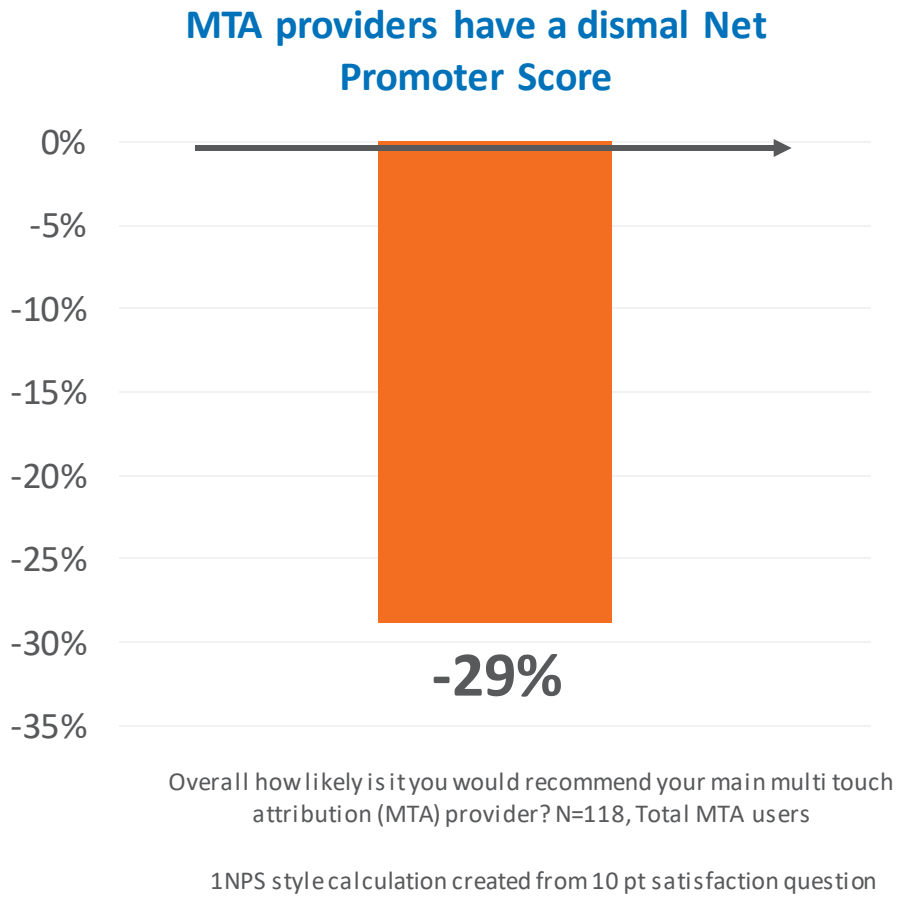
MMA Survey 2016: *Does your company currently use a multi touch attribution (MTA) solution or do you plan to use one in the future?* N=412, Total Sample

Same Research Showed Major MTA Dissatisfaction

MMA interviews and a quantitative survey reveal the following marketer views on MTA:

- **Low Satisfaction.**
  Marketers not happy with the data they are getting.*
- **Fragmented Provider Ecosystem.**
  Ten of 30 providers account for two-thirds of use.*
- **Mistrust and Hesitation.**
  Marketers have a huge lack of trust, and hesitate to use MTA.**
- **Minimal Expert Understanding.**
  Marketers don't have MTA expertise.
- **Different Approaches.**
  Providers use different analytics methods and data, presenting evidence in different ways.***

Sources:
** Quant survey of 118 marketers conducted by the MMA as part of this project*
*** Based on 15 in-depth one-on-one interviews with members*
**** RFI response analysis*



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

And for Good Reasons, we found 25 different modeling techniques - a prescription for chaos!

1. Agent-based modeling
2. Bayesian machine learning
3. Bayesian shrinkage
4. Control theory
5. Counter-factuals
6. Doubly robust propensity modeling
7. Elastic net
8. Ensemble based probabilistic
9. Experimental design
10. Frequent pattern analysis
11. GLM
12. Hidden stage Markov models
13. Hierarchical regression
14. LASSO
15. Last touch
16. Logistic regression
17. Monte Carlo simulation
18. Probability of exposure
19. Shapley values
20. Structural equation models
21. Survey based measurement
22. Time decay
23. Time series
24. Utility theory
25. Vector autoregression

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

If so Great; Why is MTA Avoided?

1. MTA project starts as a “Big Data” project, but marketers are not data architects
2. Data quality is not validated
3. Data completeness is needed, therefore walled gardens are a challenge
4. Marketer expectations are higher than what providers can deliver when data assets are not in shape

“MTA is first and foremost a big data project and many big data projects fail”
- MTA Provider

“Until we trust the data no one will accept the MTA analysis that is built on it”
- Marketer

MMA

What have We Releasing Today; and the Future?

Clearly identifying the challenges and collaborating with Marketers on tools to solve them

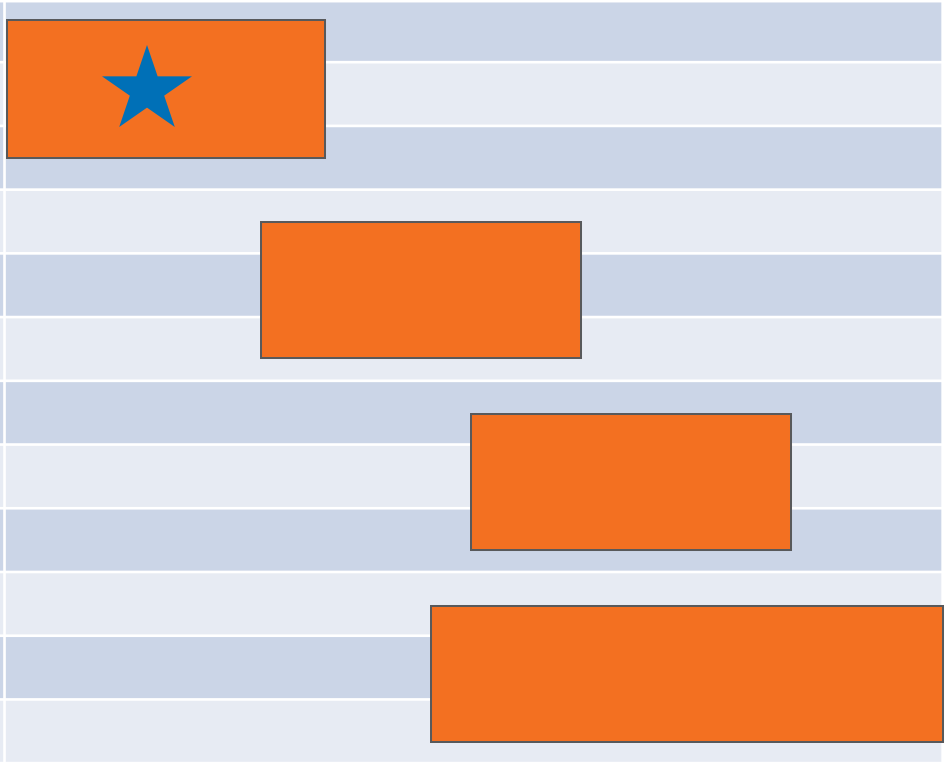
MMA Identified 12 Elements of "Good MTA"

Elements of Attribution Solutions	Education	Definitions Needed	Code of Conduct	Best Practices	Validation Research	Standards	Auditing Para-meters
Transparency of Approach		X	X				
Validation of Results and Outcomes	X	X			X		
Standardize and Leverage Unified IDs	X	X		X		X	X
Prove Lift in Campaign Performance	X	X			X		
Specific Approach for Offline Media	X			X	X	X	X
Facilitate Agile Marketing		X		X			
Single Source Linkage to Sales Data	X		X	X		X	
Comprehensive Answers for Planning & Budgeting	X			X	X		
Enhance Mobile Readiness	X	X	X	X	X	X	X
Use MTA for Both Brand and Performance Goals		X		X	X		
Data Quality & Accuracy (and Walled Gardens)	X	X	X		X	X	X
Experimental Design			X	X	X	X	

Grouped 12 Elements into Four Categories

Category	Elements of Attribution Solutions	Education	Definitions Needed	Code of Conduct	Best Practices	Validation Research	Standards	Auditing Parameters
Data Quality	***Data Quality & Accuracy (and Walled Gardens)***	***X***	***X***	***X***		***X***	***X***	***X***
	Standardize and Leverage Unified IDs	X	X		X		X	X
	Single Source Linkage to Sales Data	X		X	X		X	
Analytic Validity	Experimental Design			X	X	X	X	
	Transparency of Approach		X	X				
	Validation of Results and Outcomes	X	X			X		
Business Outcomes	Facilitate Agile Marketing		X		X			
	Enhance Mobile Readiness	X	X	X	X	X	X	X
	Prove Lift in Campaign Performance	X	X			X		
Solution Completeness	Specific Approach for Offline Media	X			X	X	X	X
	Use MTA for Both Brand and Performance Goals		X		X	X		
	Comprehensive Answers for Planning and Budgeting	X			X	X		

Set a Strategic Timeline for MATT's MTA Initiative

Category	Elements of Attribution Solutions	Five Year Timeline
Data Quality	***Data Quality & Accuracy (and Walled Gardens)***	
	Standardize and Leverage Unified IDs	
	Single Source Linkage to Sales Data	
Analytic Validity	Experimental Design	
	Transparency of Approach	
	Validation of Results and Outcomes	
Business Outcomes	Facilitate Agile Marketing	
	Enhance Mobile Readiness	
	Prove Lift in Campaign Performance	
Solution Completeness	Specific Approach for Offline Media	
	Use MTA for Both Brand and Performance Goals	
	Comprehensive Answers for Planning and Budgeting	



Thank you!

1-800-Flowers.com*
Alex Treglia
Stephen McDonagh

Allstate*
John Baronello
Pamela Moy

American Express OPEN*
Brian Coleman
Greg Bongen
Hy Nguyen
Ian Mcdonald
Kayla Cohen
Maribeth Crane
Niki Arya

Bank of America*
Abby Mehta

Chobani*
Danielle Cherry

Choice Hotels*
Lindsay Coffelt
Olga Nielsen
Sarah Searls

Dunkin Brands*
Philip Solomon

Ford Motor Co*
Artur Timotheo
Dennis Bulgarelli
Sharon Russel

General Motors Corp*
Chris Hurst
Joe Mazeika
Laura Hernandez-Romine

GlaxoSmithKline*
Philomena Luk
Scott Reep
Terri Coscia

JP Morgan Chase Bank*
Aaron Smolick
Chris Hurlebaus

Marriott International*
Carlisle Connally
Stephanie Eilers

Mastercard Worldwide*
Curt Fournier
Nilambuj Singh

MillerCoors*
Bill Cramblit
Pamela Caruth

Samsung*
Jesse Lasakris
Marina Koletis
Stephen Murray

T-Mobile*
Gavin Olmstead
Mark Roettgering
Millie Chu

Target Brands, Inc.*
Meghna Sinha

The Coca-Cola Company*
Gregory Pharo
Leana Less

Uber*
Kim Larsen
Travis Smith
Vijay Raj

American Family Mutual Ins Co
Andrew Jakubowski

Campbell's Soup
Kakoli Seal

Colgate-Palmolive
Danielle Koffer
Marilyn Rice
Shelley Ivanko

Coty Inc.
Kristina Kaganer

Expedia Inc
Ameya Karvir
Vinoth Kumar

Gap
Chris Martinez

Hallmark
Kemp Strickler
Stacy Yehle

Hotels.com
Kevin Roche

Johnson & Johnson
Aleks Petkovski
Igor Levin

Kellogg Co
Janelle Bowman

McDonalds Corporation
Bryan Duffy
Jennifer Feldman

MetLife
Joseph Presson

Microsoft
Kishore Krishna
Michele Garner
Rentola Olli

Mondelez International
Michele Levedag

PetSmart Inc
Michelle Mader

Pfizer Consumer Healthcare
Tara Thomas

Safe Auto Insurance Company
Sloane Stegen

SUBWAY®
Amy Bytell

TD Ameritrade
Michael Bosco

The Wendy's Company
James Bennett

USPS
Raymond Van Iterson
Sachin Agarwal
Tim O'Brien

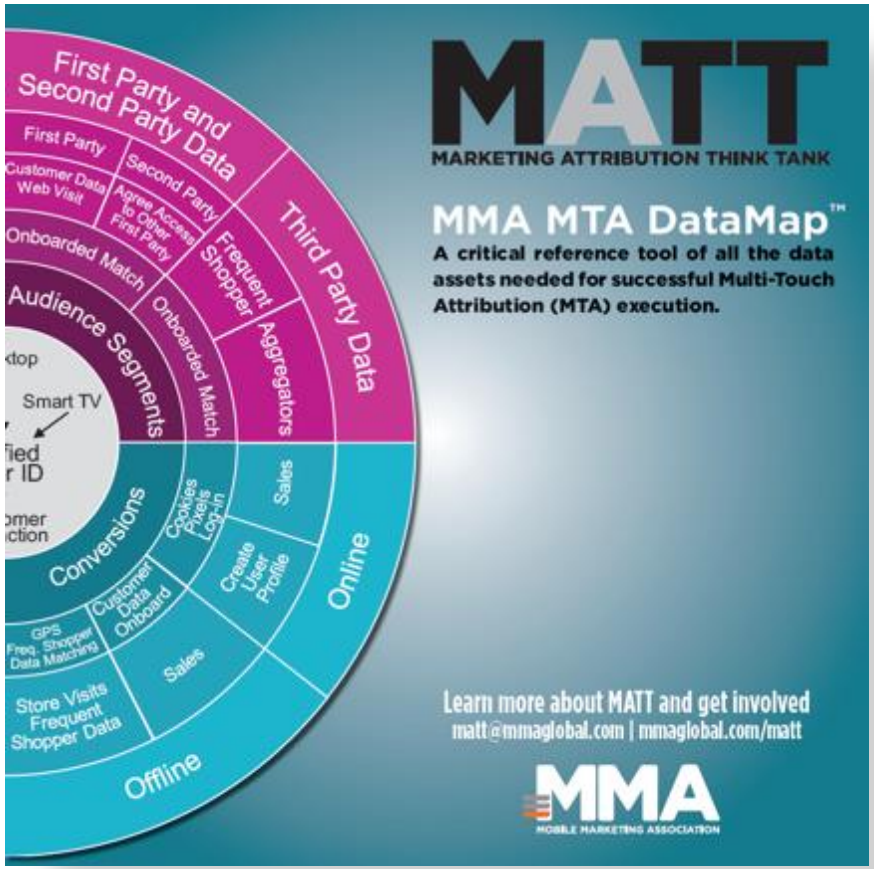
Abakus (SAP)
Analytic Partners
Convertro
Neustar / MarketShare
Marketing Evolution

** = MMA Board Member*

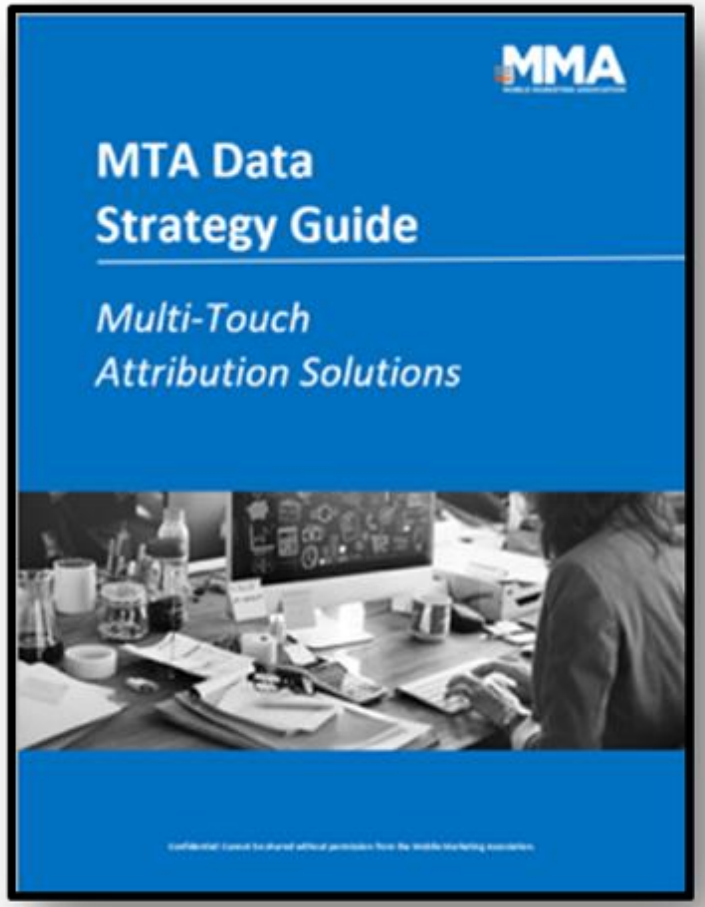
MMA

MMA has Released…

First two of five new MTA Acceleration Tools to help Marketers <u>apply</u> MTA with Confidence.



+



MMA

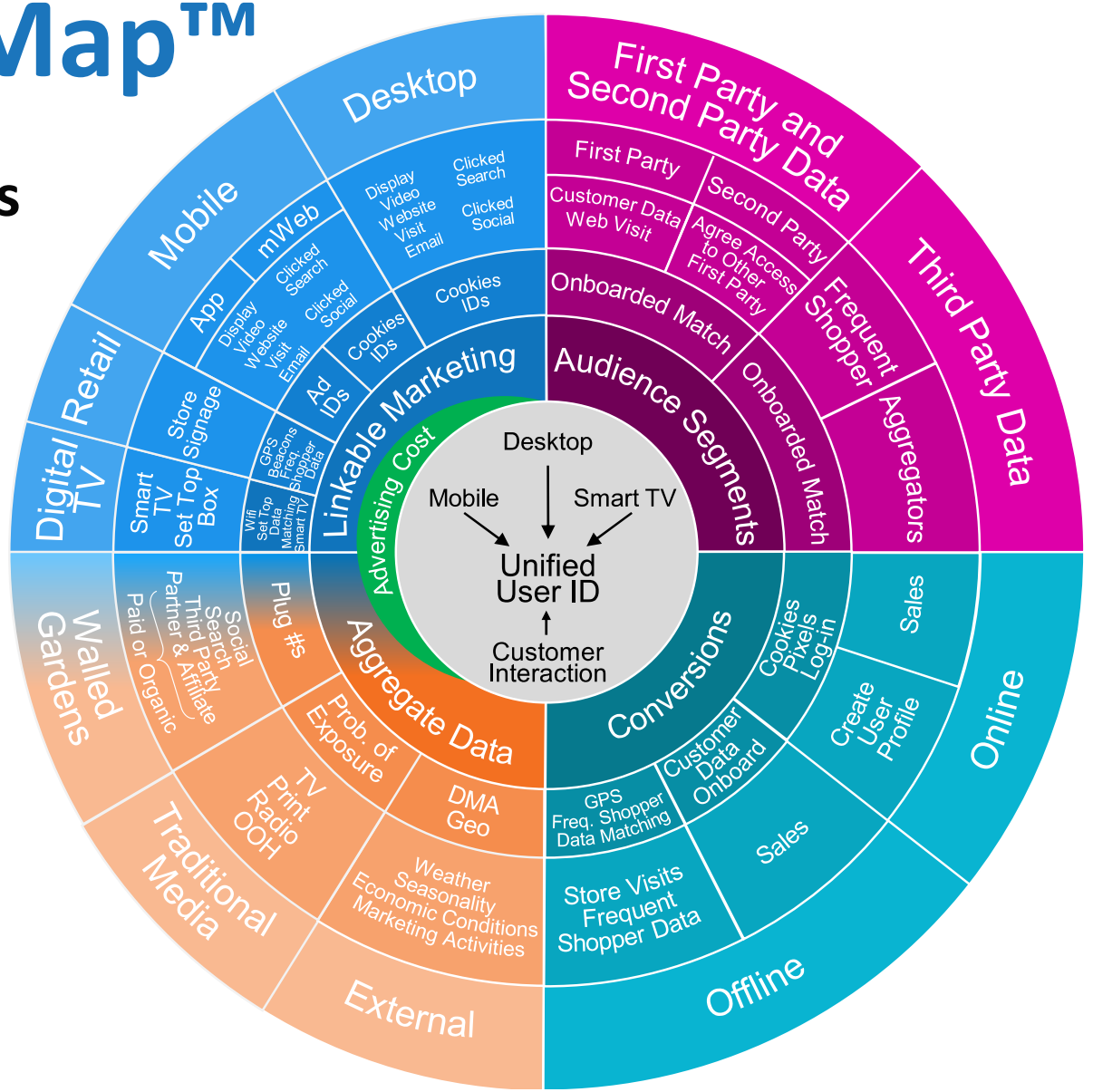
1.) MMA MTA Data Map™

One Visual for MTA Strategy Conversations

- Poster-sized framework for a more complete and collaborative picture
- Used by marketer, agency, DMP, and MTA provider to ensure nothing gets "left out" of the strategy discussion

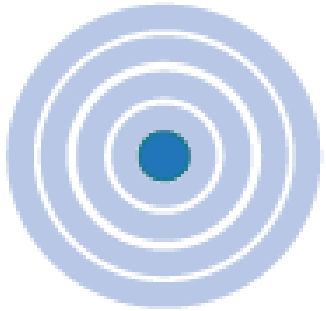
Four Buckets for Thinking about Data

1. Linkable
2. Aggregate
3. Profiling
4. Conversions



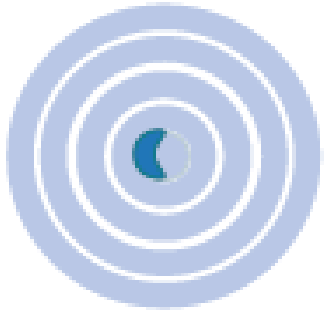
The map is organized into wedges and rings. The wedges (pie slices) depict the different types of data that need to be brought together.

The concentric rings provide additional information about each wedge. Working from the center out, this is how to navigate the map:



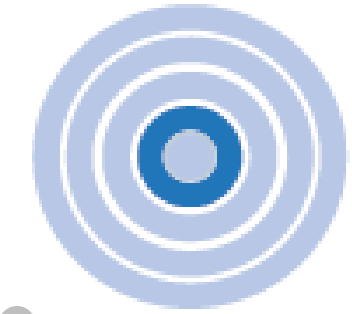
THE CENTER

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.



THE CRESENT

Represents advertising cost; some markters 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.



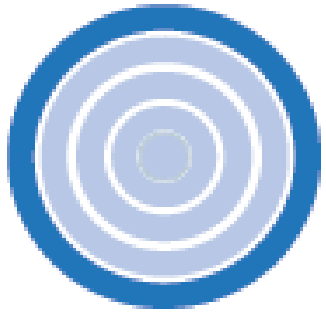
RING 2

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

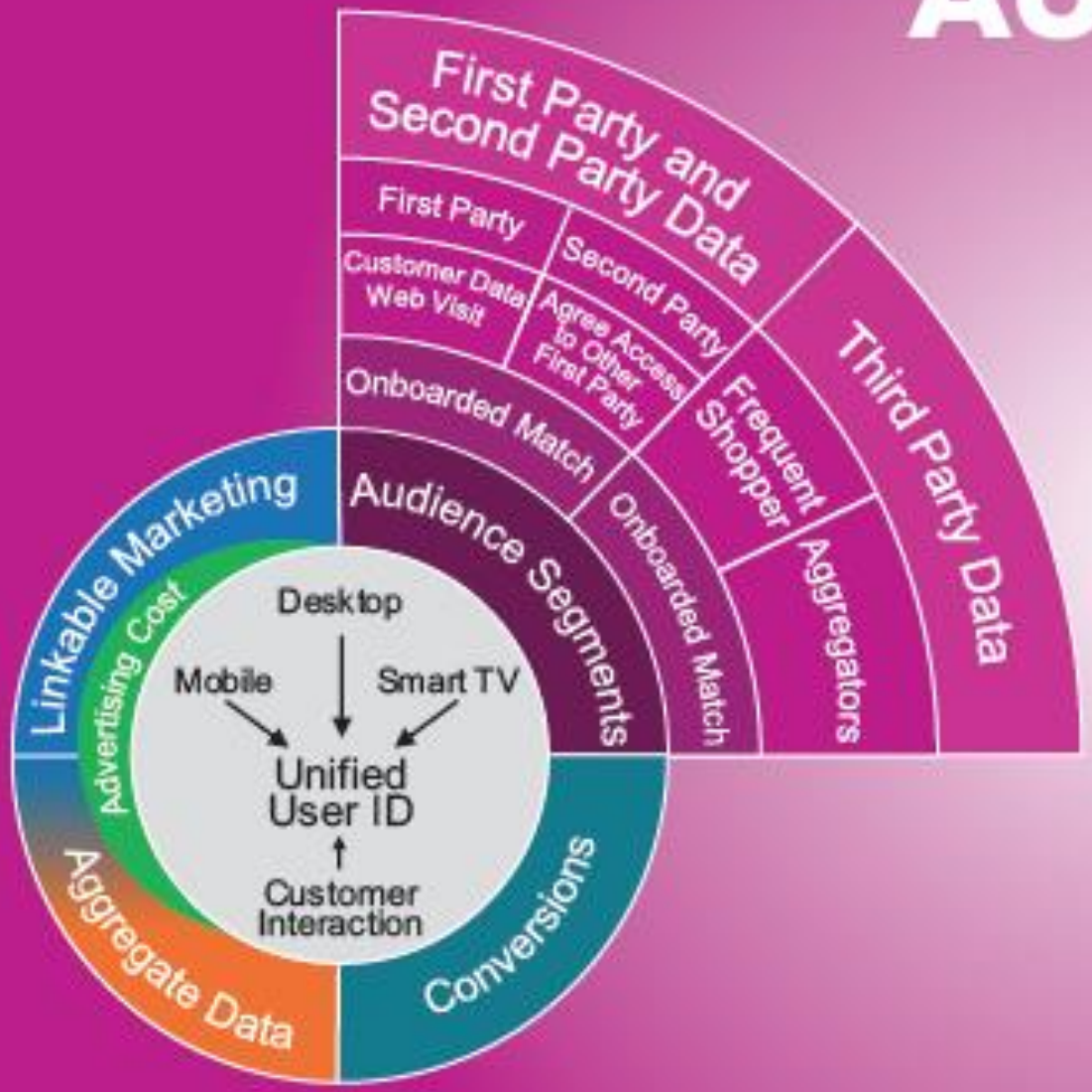
The important sub-types of data, such as desktop and mobile.

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

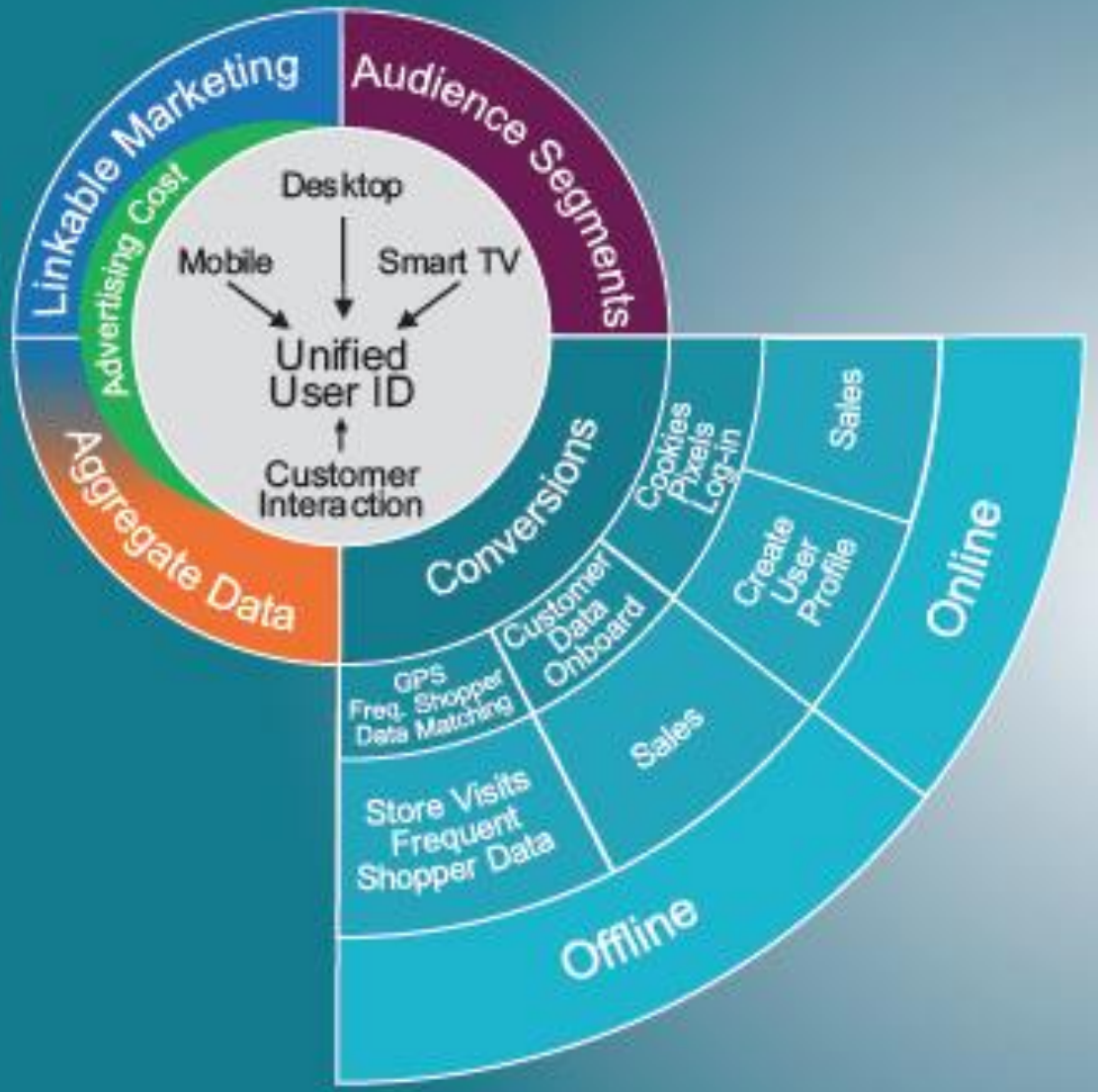


Unlike traditional media, digital allows marketers to target specific users. MTA can help marketers focus their efforts on those segments that are more responsive.

This data comes from a variety of sources, including traditional media, which is still the majority of ad spend and cannot (yet) be linked to individual users. (There are methods for inputting data in the aggregate so that this activity can still be included.) In digital, aggregate data usually comes from certain publishers – the so-called "walled gardens" – which do not allow marketers to link their marketing activities within a walled garden's ecosystem to activities outside it. For instance, walled gardens do not allow ads within their environments to contain tags or pixels. This is what causes marketers to need to develop a less-preferred aggregate data strategy to unify different data inputs.



AGGREGATE DATA



Because the ultimate goal of a marketer is conversions, they become the model for 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 via customer IDs.

CONVERSIONS

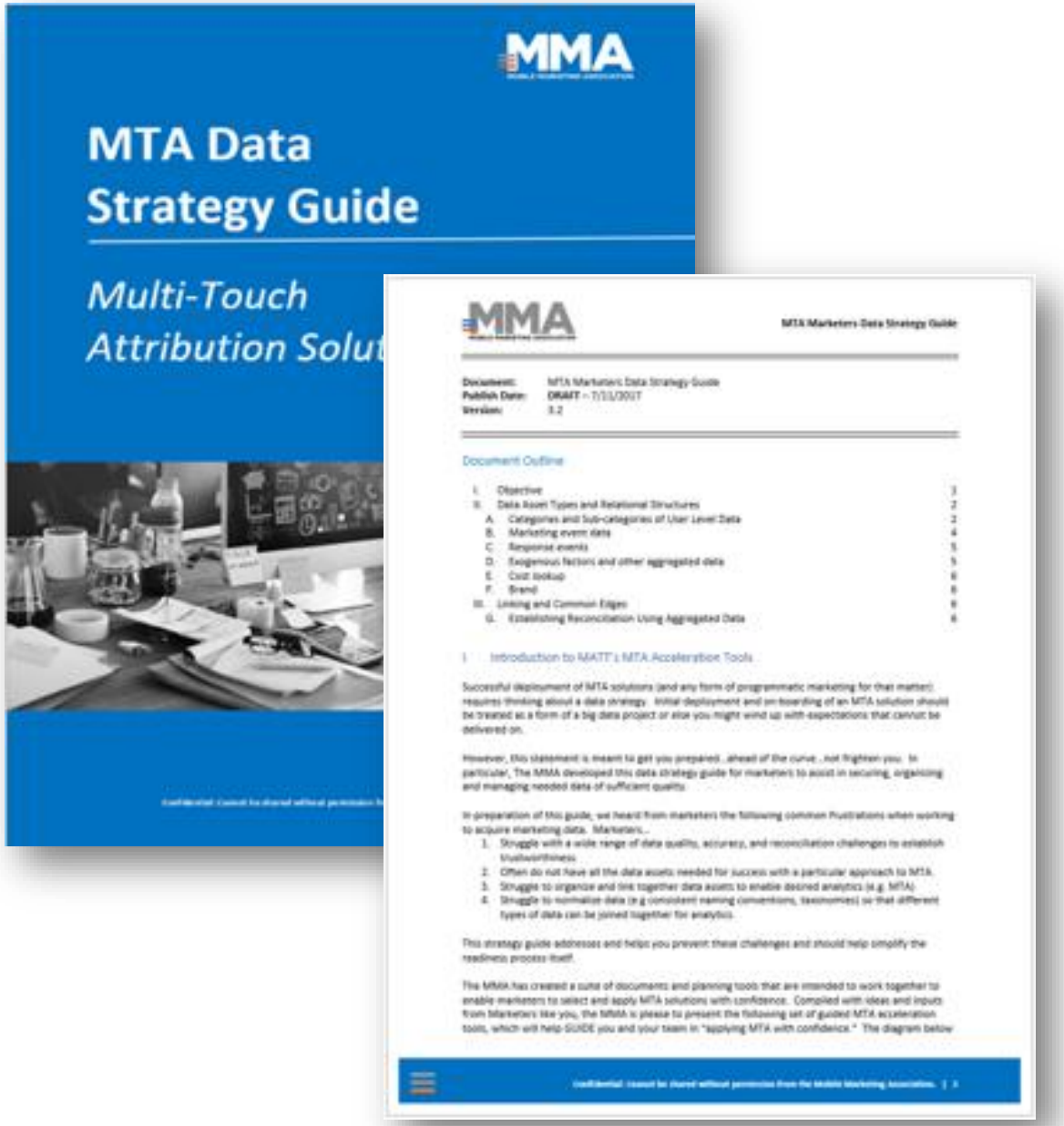
Data Strategy Guide

Value to Marketers

Most researchers, marketers, and analytics people are not data architects, so this guide helps all teams understand the data assets it will take to achieve success with MTA.

The MTA Data Strategy Guide…

1. Provides a section by section explanation of what should be considered in the MTA data planning process
2. Defines Data Asset Types and Relational Structures
3. Defines Linking of different types of data



"MTA is first and foremost a big data project and many big data projects fail…" - MTA Provider

The MTA Data Strategy Guide Provides

Critical Success Factors:

1. **Data assets:** What data assets will you need to be successful?
2. **Linking strategies:** How do you link the data together to conduct MTA analysis?
3. **Reconciling data:** How do you establish credibility for MTA results by proving data validity?

Table of Contents:

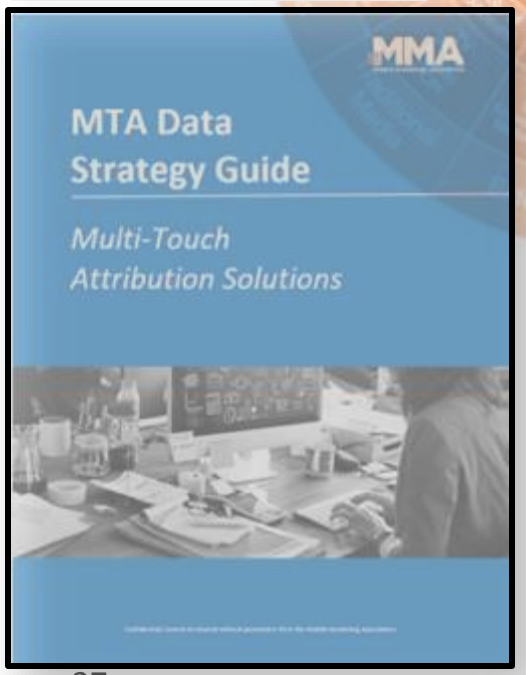
1) Categories and Subcategories of User Level Data
2) Linkable Marketing
3) Conversions
4) Aggregate Data
5) Media Cost
6) Tagged Brand Data
7) Survey Data
8) Linking and Common Edges
9) Establishing Reconciliation Using Aggregated Data

When used with the MMA MTA Data Map™, Marketers can apply MTA with Confidence.

More “Applying…” Coming in Late 2017



MTA Data Strategy Guide



Up Next…

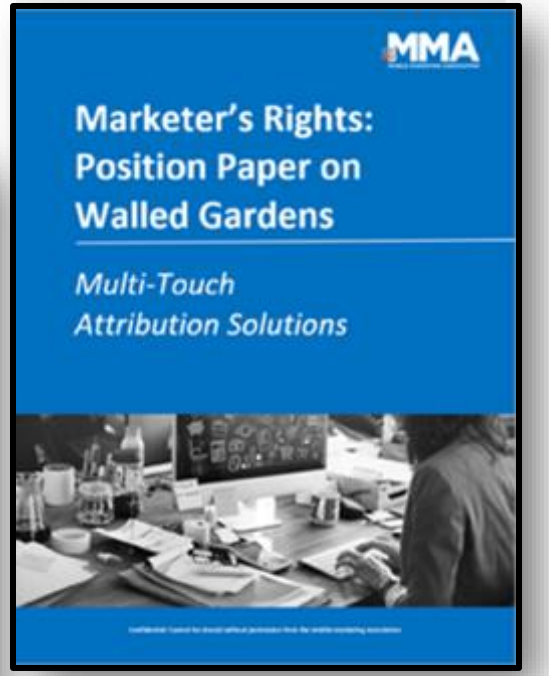
MTA Success Workbook



Data Acquisition RFI



Position Paper on Walled Gardens



Thank You

MARKETING ATTRIBUTION THINK TANK

MATT@mmaglobal.com