MMA FORUM VIETNAM
NOVEMBER 3, 2017 | HO CHI MINH, VIETNAM

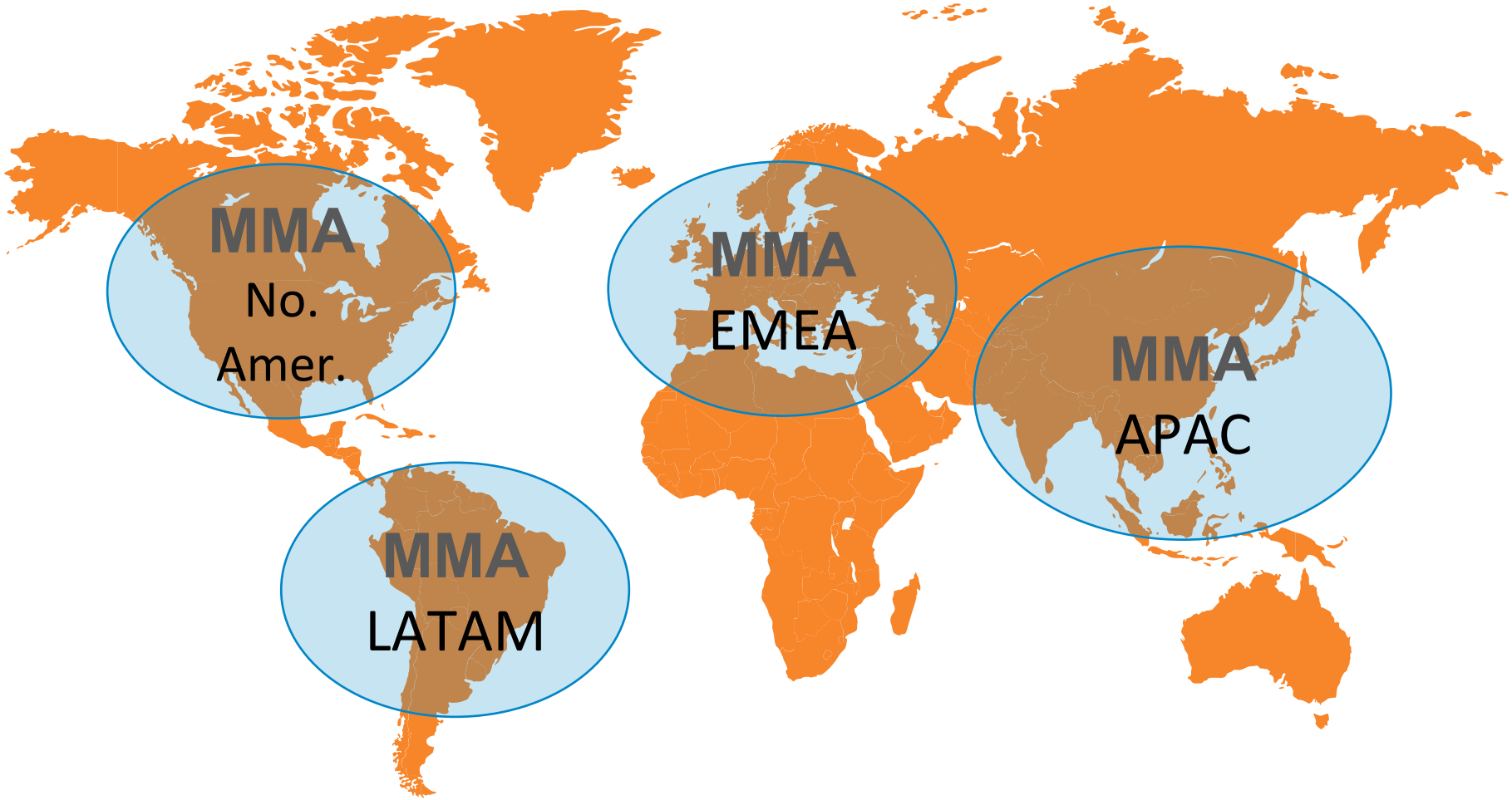
MMA
MOBILE MARKETING ASSOCIATION

Marketing Attribution Think Tank

Rohit Dadwal
Managing Director
Mobile Marketing Association APAC



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



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

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.)

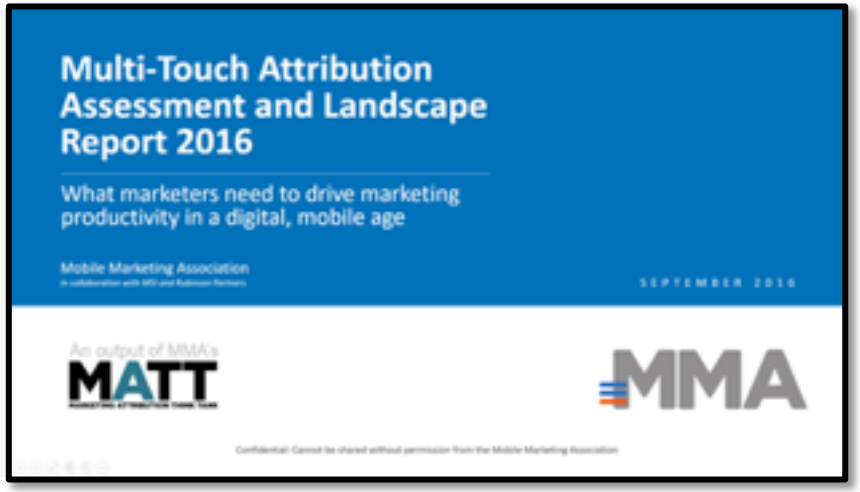
…with confidence

-29 NPS!

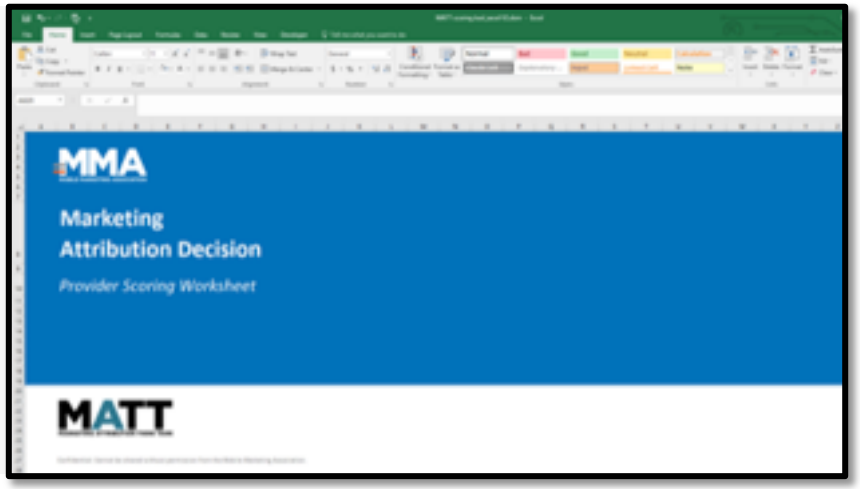
9 Based on MMA Survey from November 2016.

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

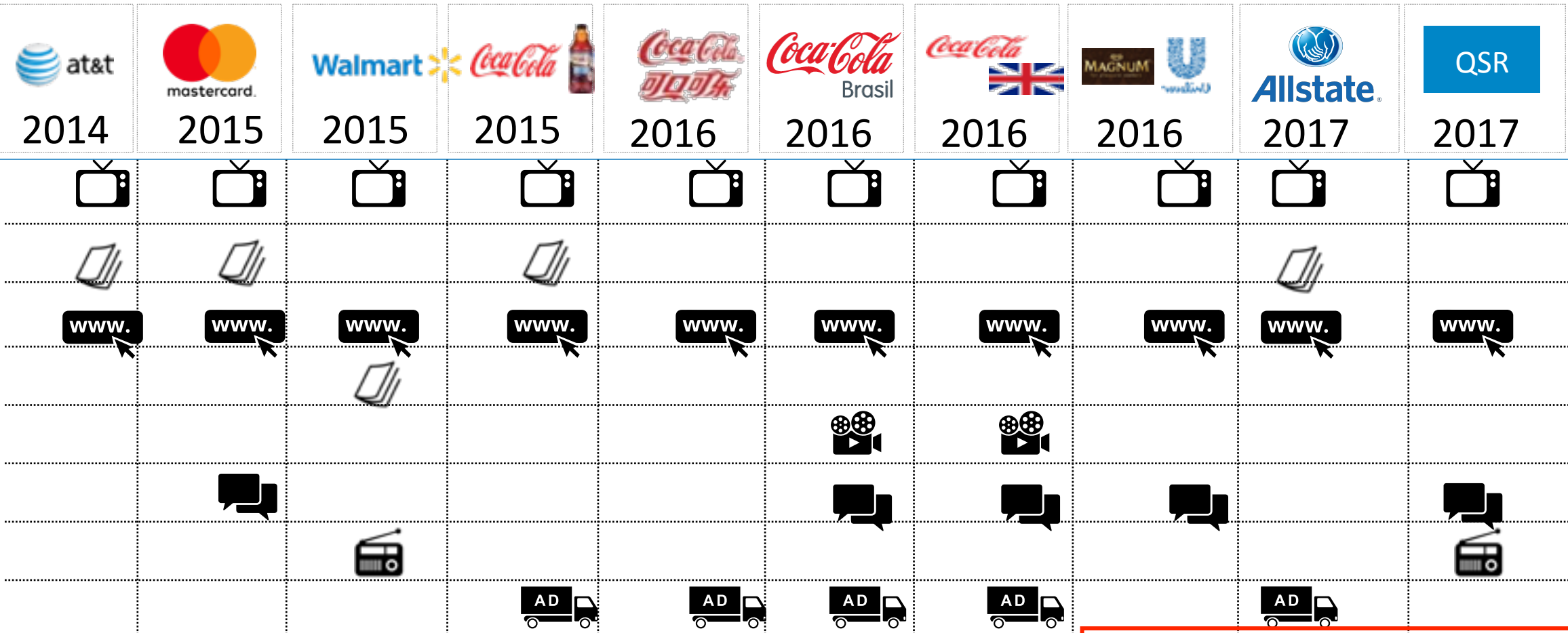
ADVERTISING RESEARCH FOUNDATION

American Association of Advertising Agencies

SMoX

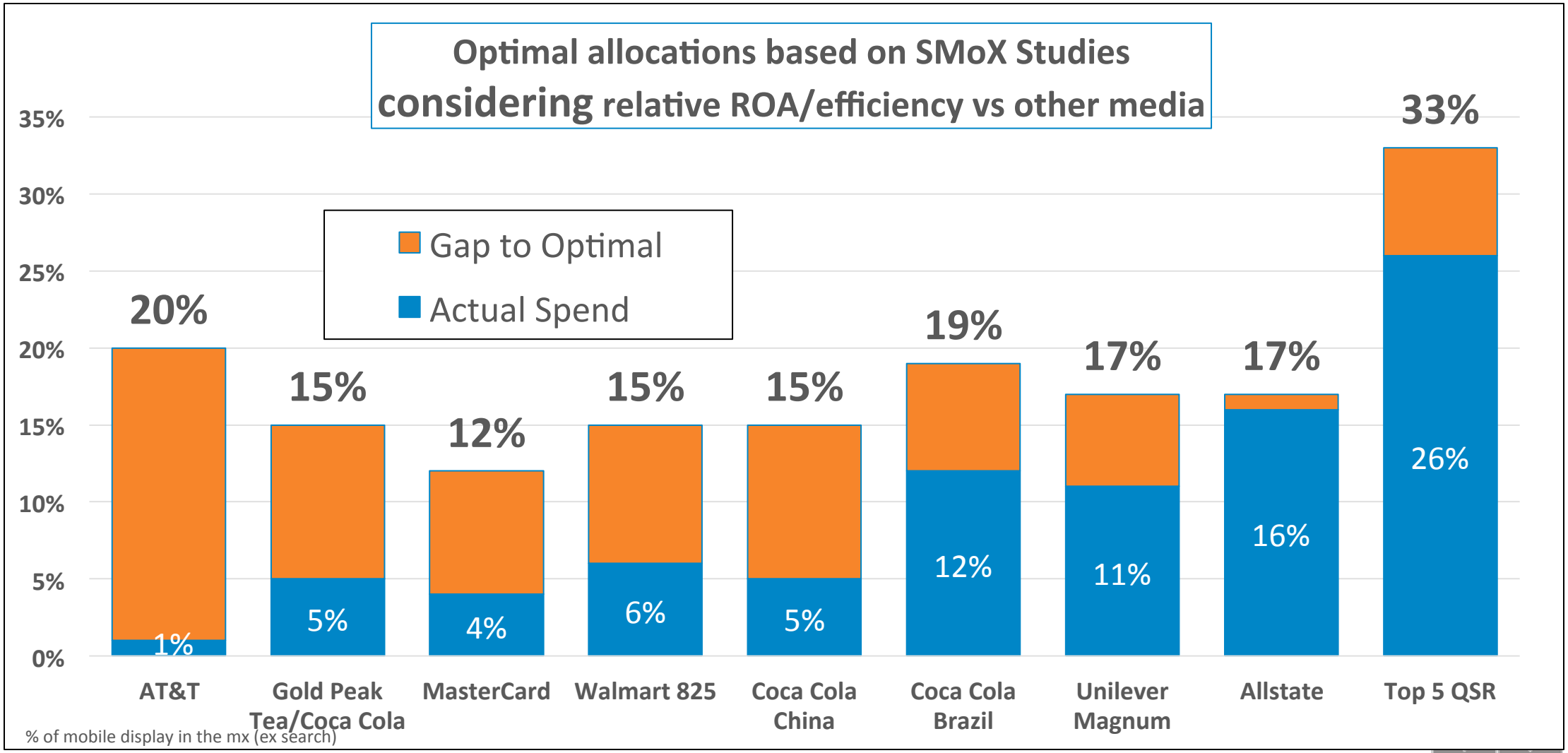
MMA

Each Campaign Measured a Variety of Media Mix



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

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.

15

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

New Data Integrations Combined with Personalization of Mobile Creates New Opportunities

(for offer oriented QSR campaign)

Top 5 QSR	Foot traffic / $ spent*
Commuter 	518
Coupon User 	500
Campaign Average (across all media)	100

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,**

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- across a **granular** list of marketing touchpoints across many,
  - and hopefully all, **online and offline channels**,

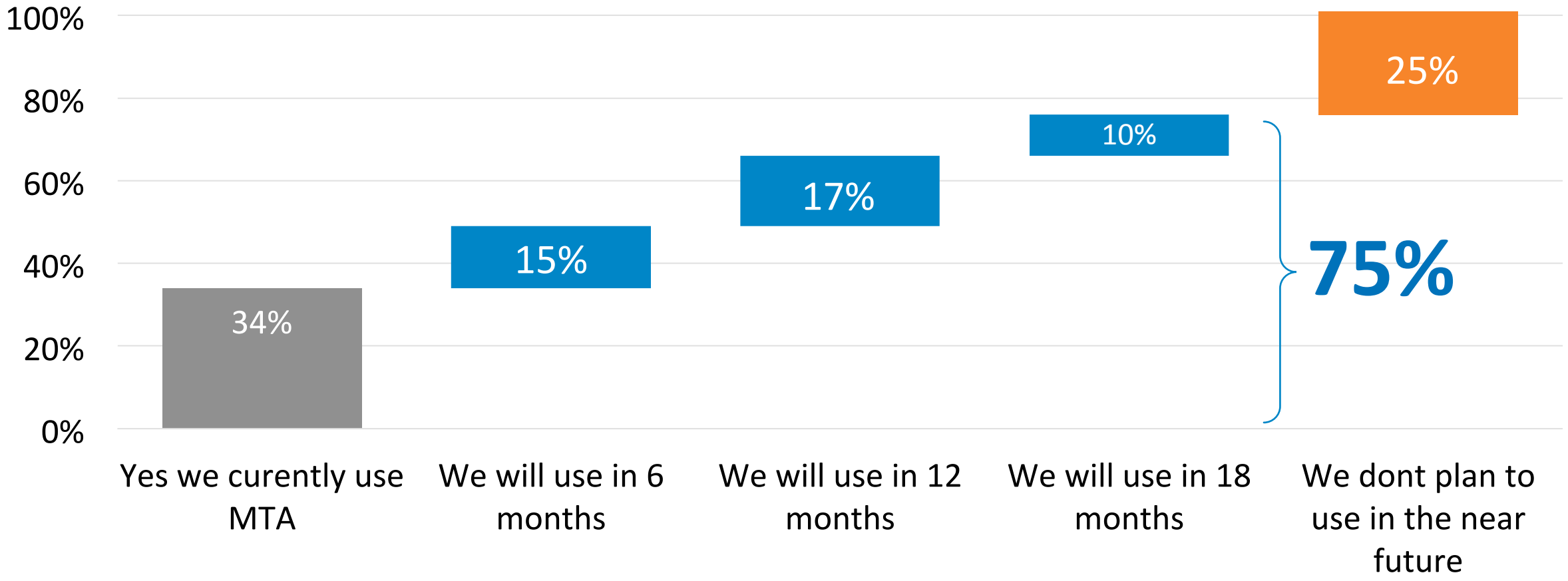
leading to a desired customer outcome.

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

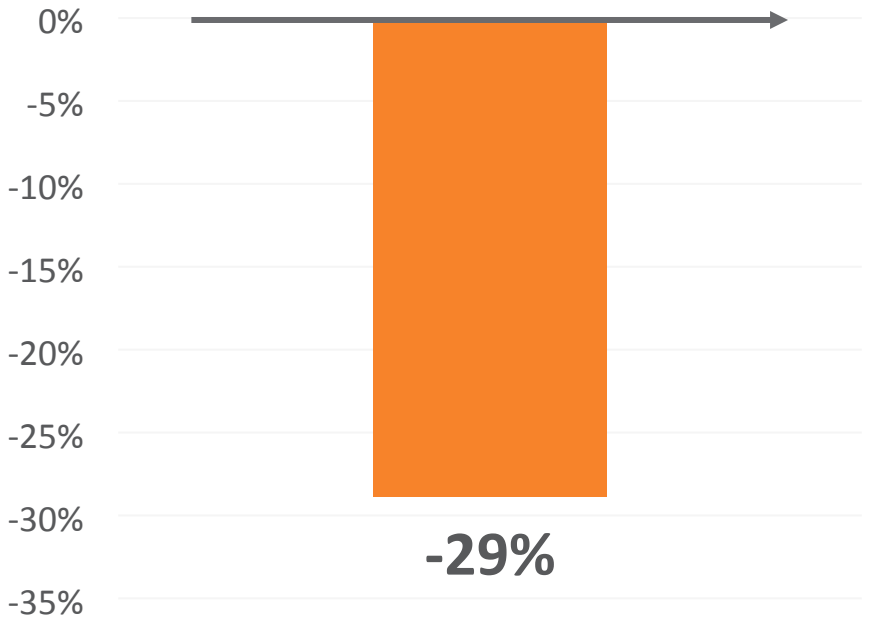
Same Research Showed Major MTA Dissatisfaction

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*

MTA providers have a dismal Net Promoter Score



Overall how likely is it you would recommend your main multi touch attribution (MTA) provider? N=118, Total MTA users

1NPS style calculation created from 10 pt satisfaction question

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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

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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

What are 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

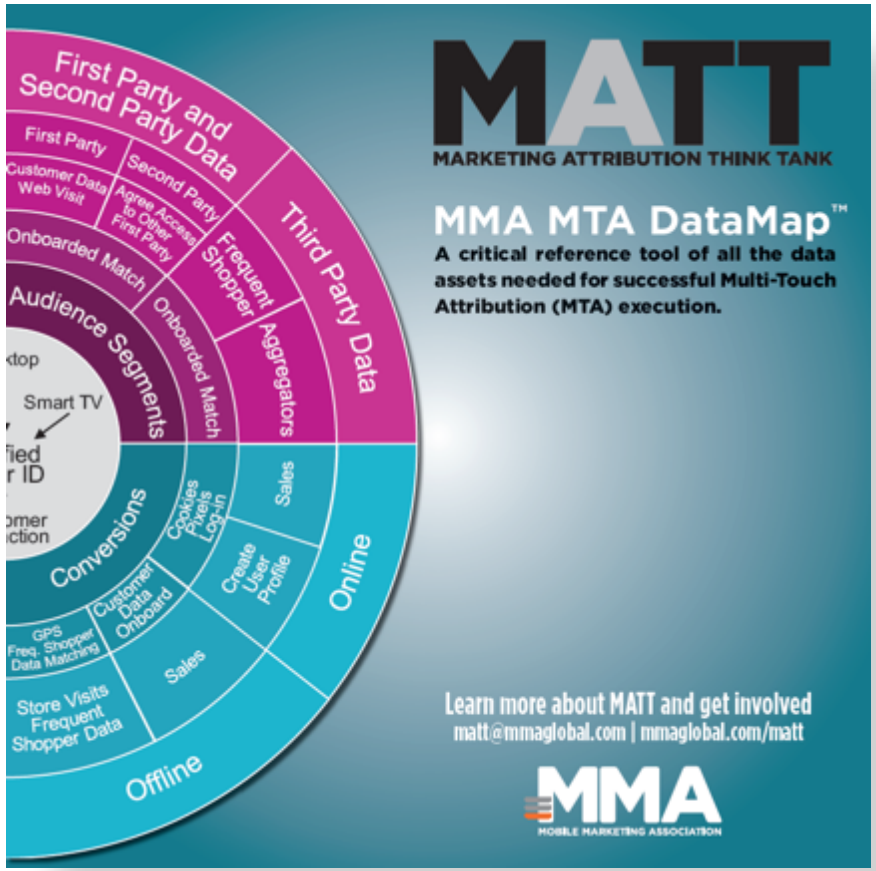
Abakus (SAP)
Analytic Partners
Convertro
Neustar / MarketShare
Marketing Evolution

** = MMA Board Member*

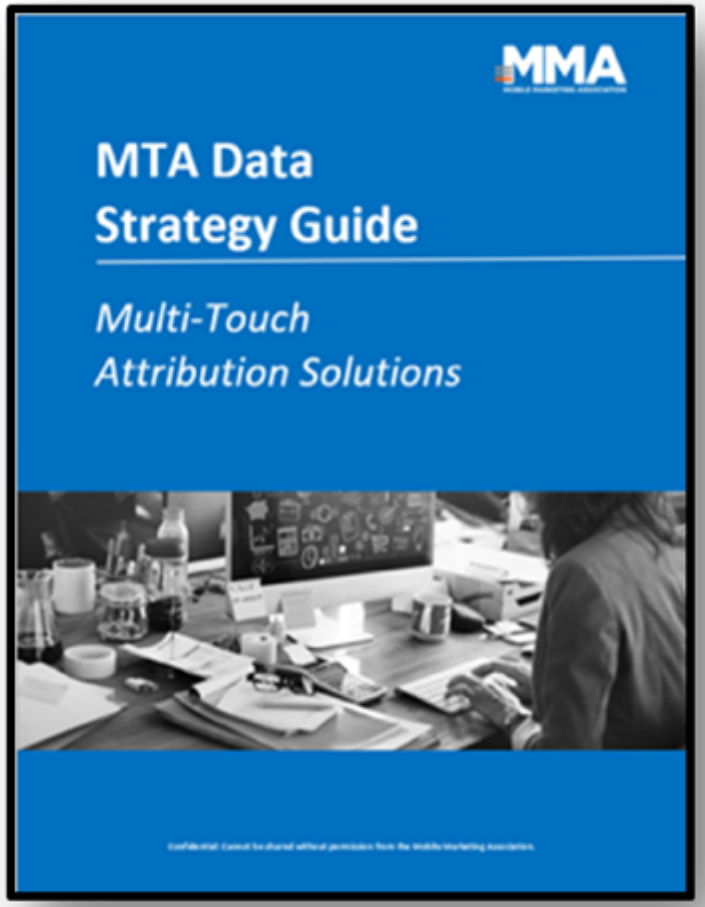
MMA

MMA has Released…

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



+



MMA

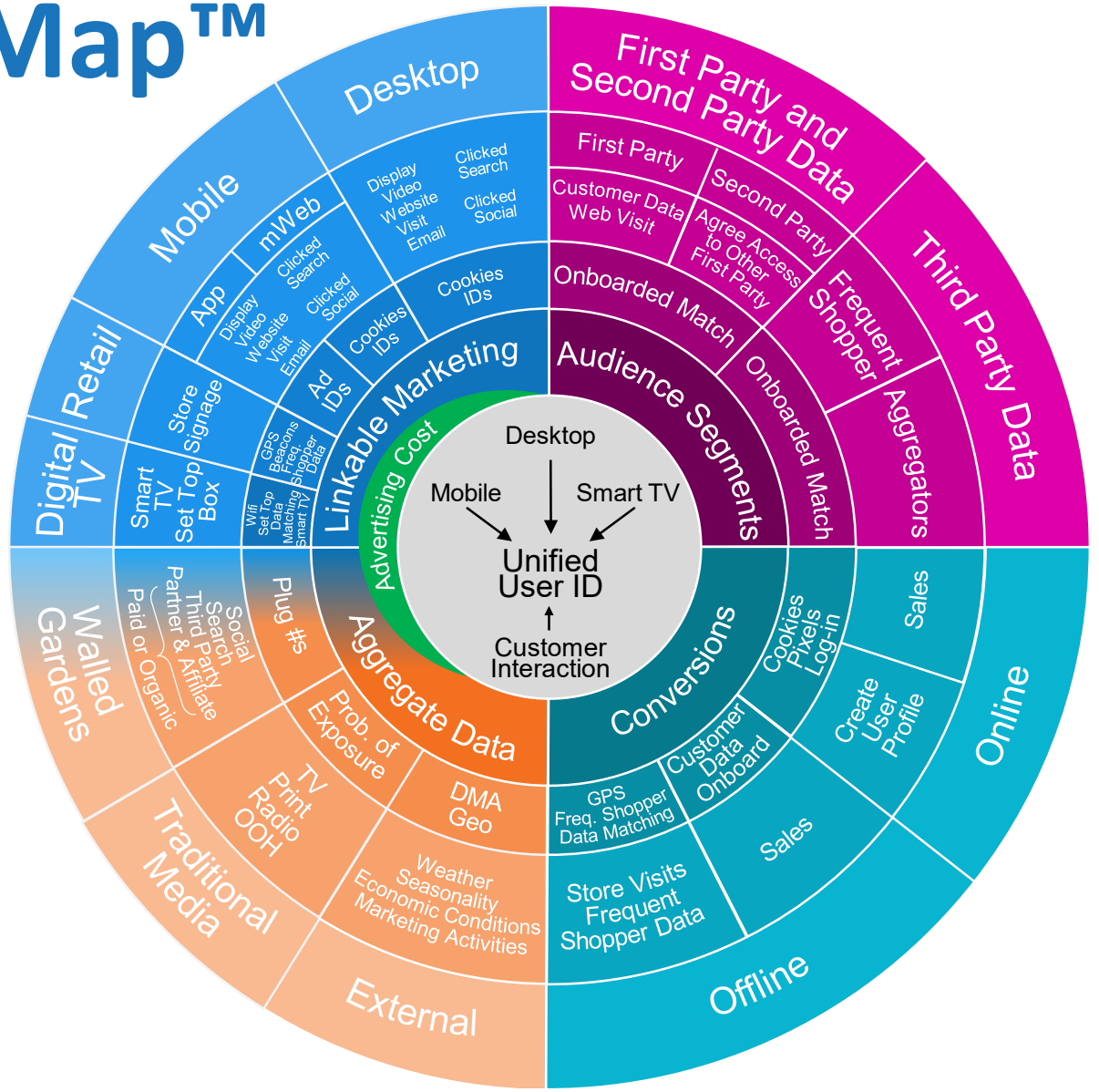
1.) MMA MTA Data Map™

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.

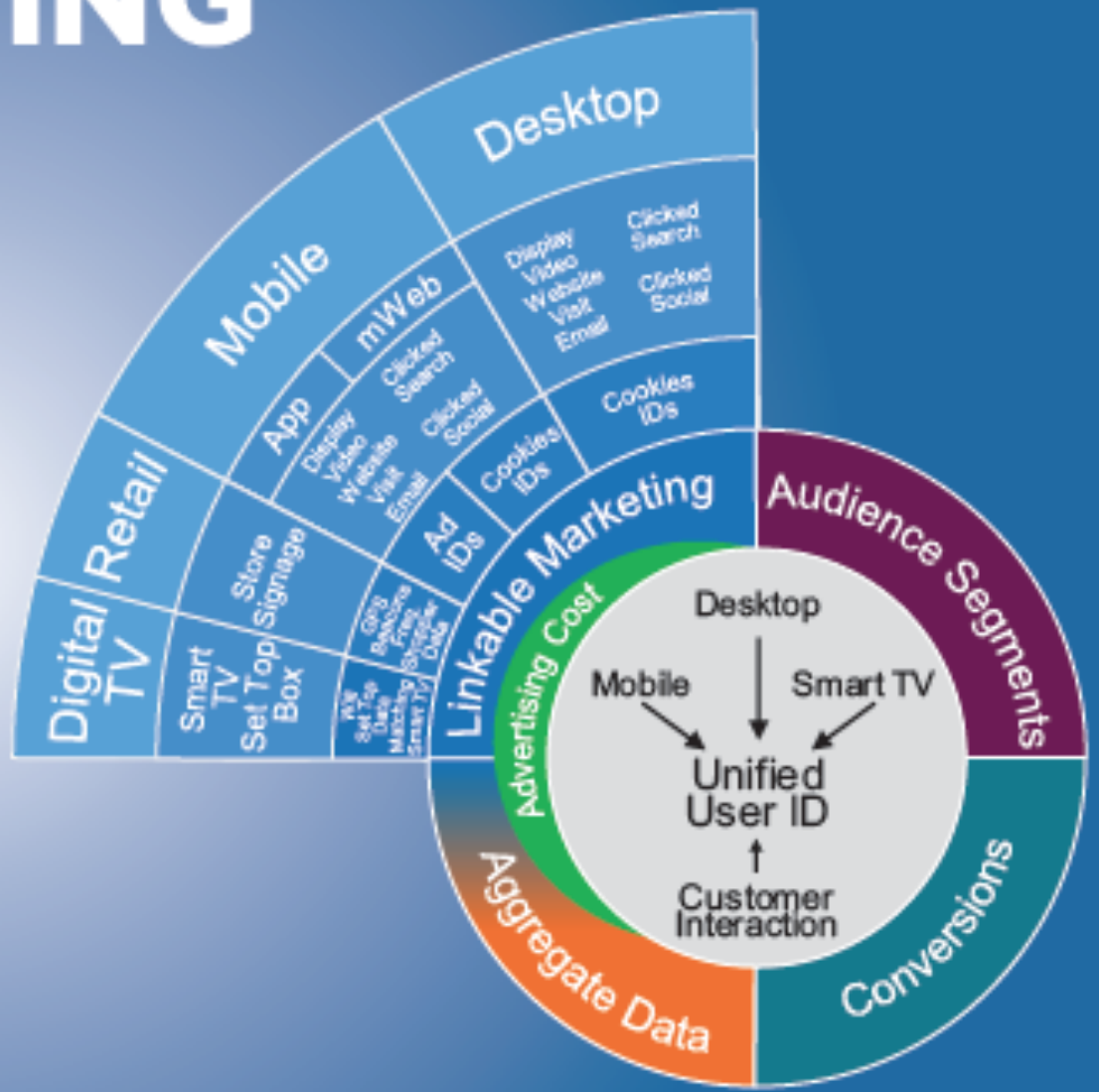


RING 4

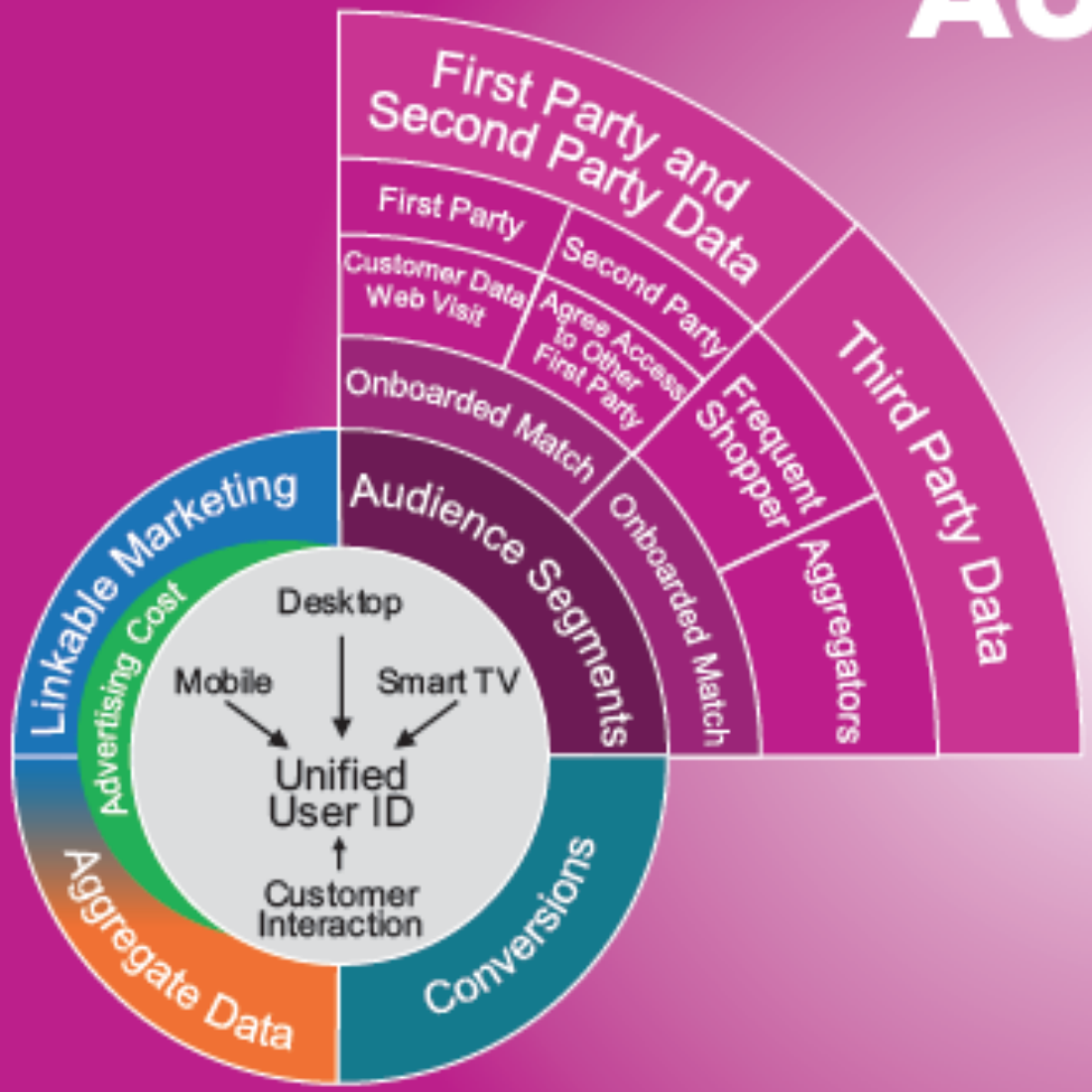
The important sub-types of data, such as desktop and mobile.

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

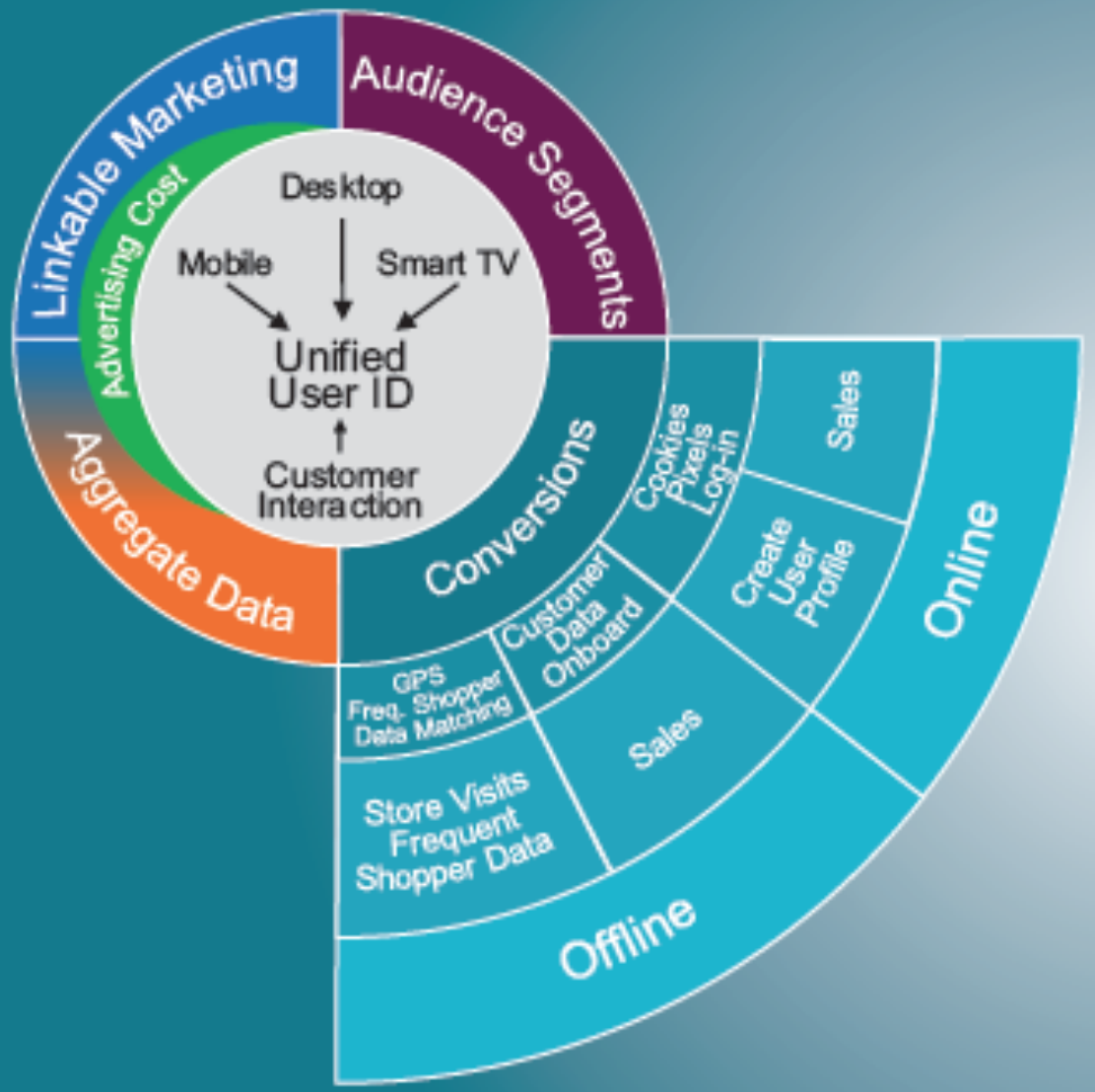


Unlike traditional media, digital allows marketers to target specific users. MTA can help marketers focus their efforts on those segments that are more responsive.

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

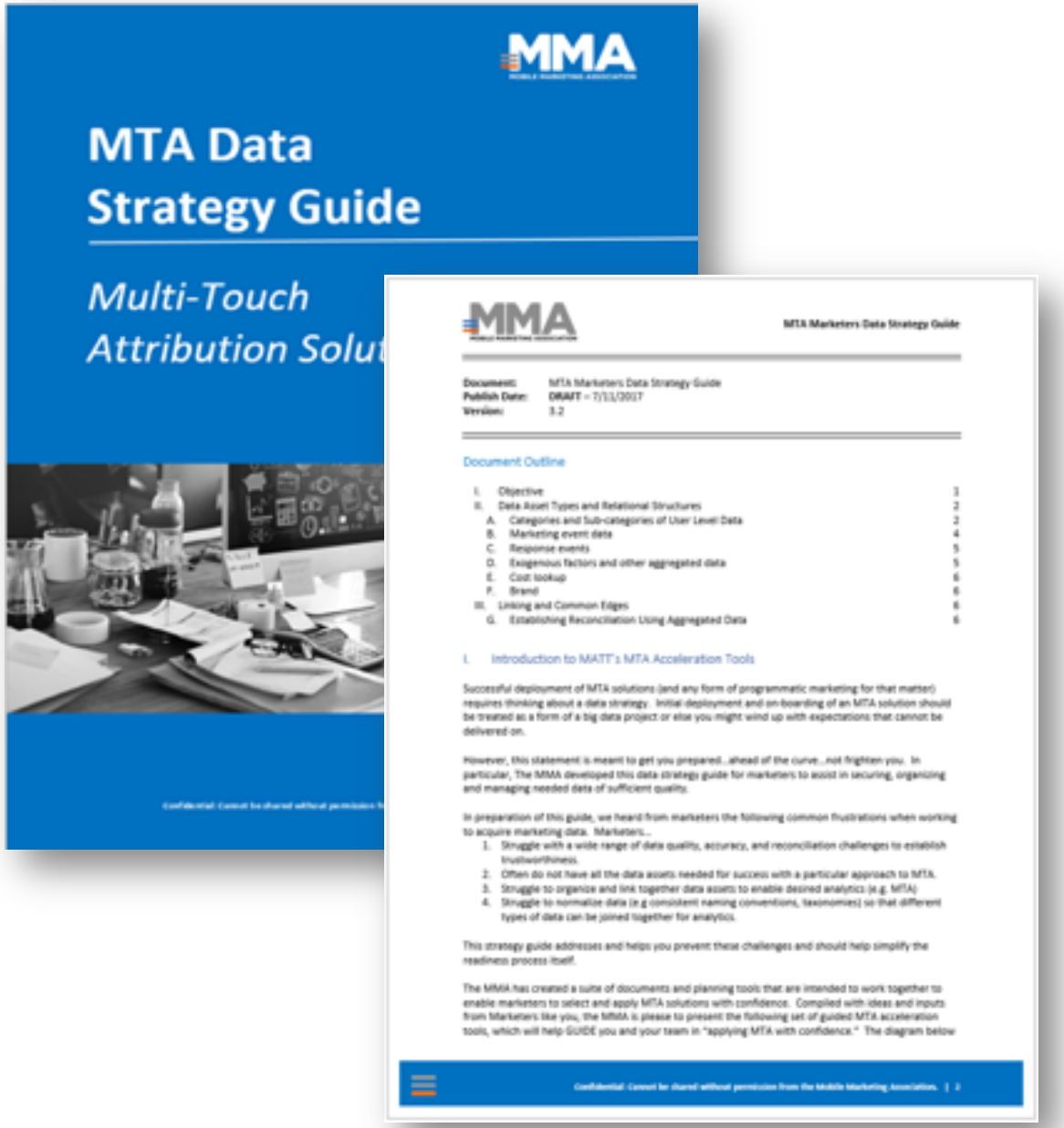
Data Strategy Guide

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:

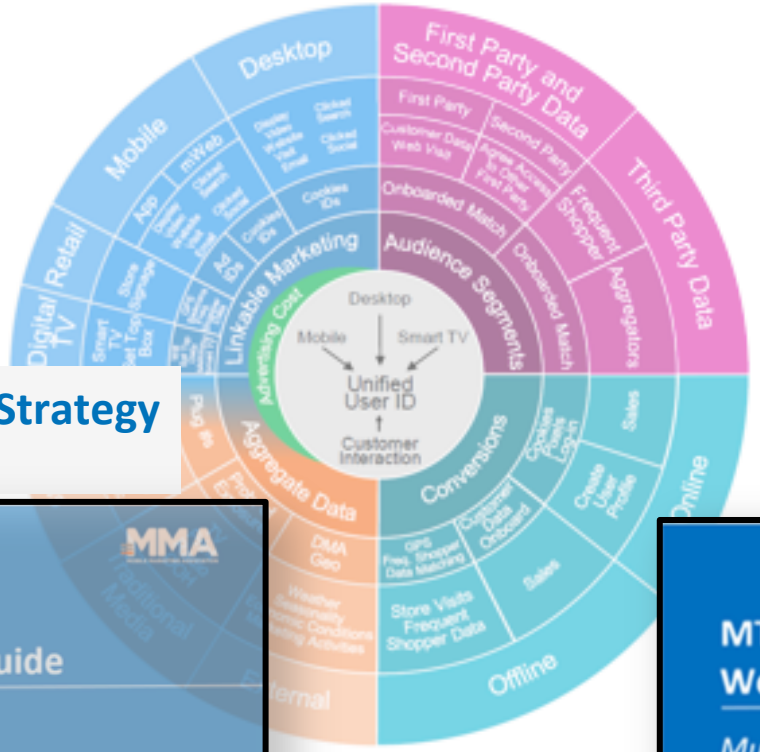
1. **Data assets:** What data assets will you need to be successful?
2. **Linking strategies:** How do you link the data together to conduct MTA analysis?
3. **Reconciling data:** How do you establish credibility for MTA results by proving data validity?

Table of Contents:

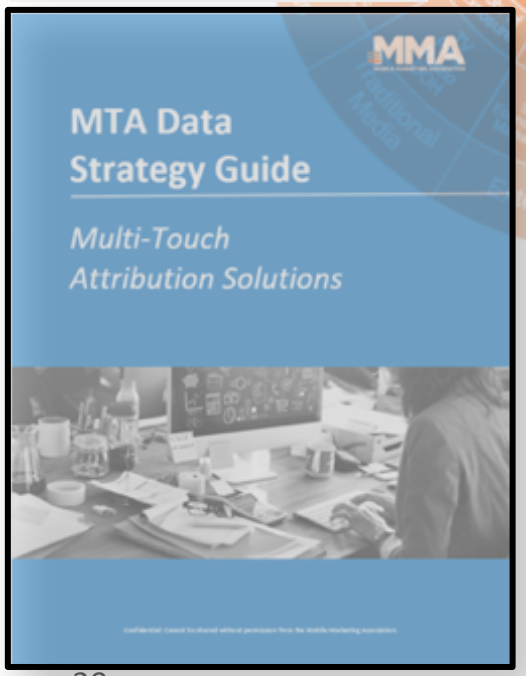
1) Categories and Subcategories of User Level Data
2) Linkable Marketing
3) Conversions
4) Aggregate Data
5) Media Cost
6) Tagged Brand Data
7) Survey Data
8) Linking and Common Edges
9) Establishing Reconciliation Using Aggregated Data

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



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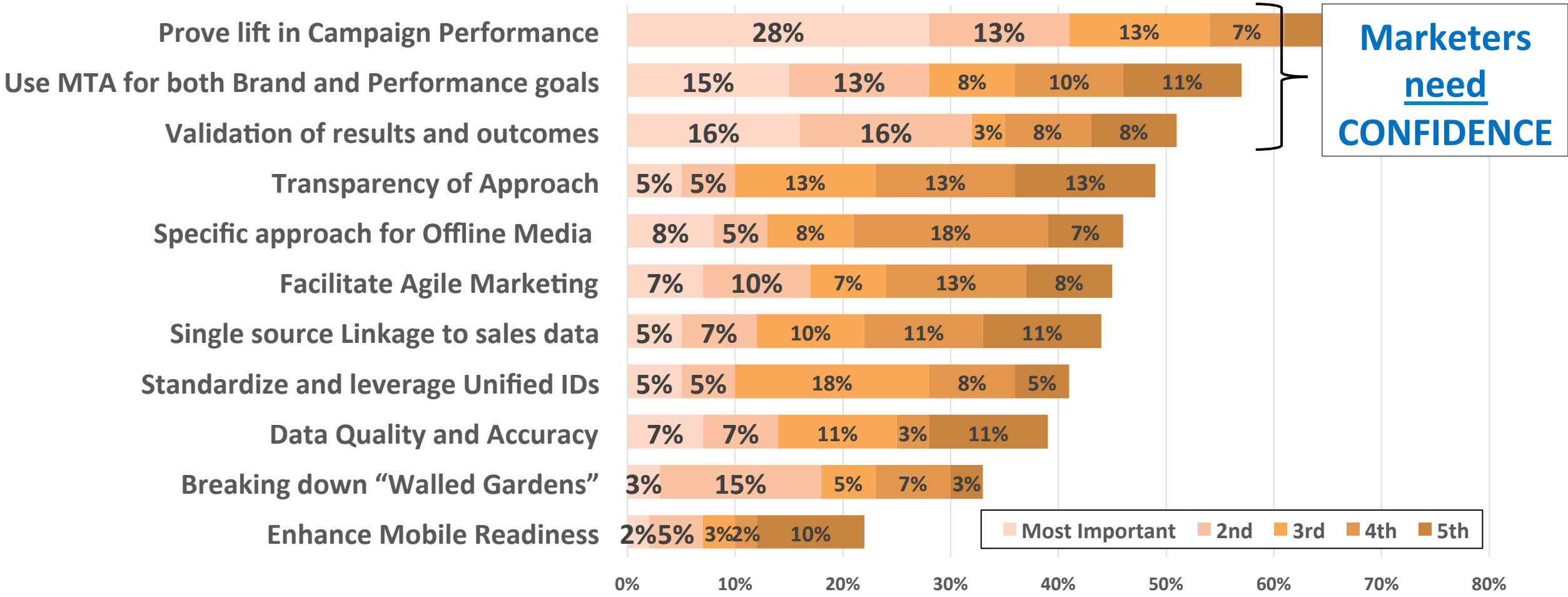
THANK YOU



How Can MMA Really Help Marketers & Industry More?

There are a couple of things the MMA could do that might really move the ball forward on MTA.

Marketers Gave Us Their Need Priorities



Below is a list of areas that marketers have identified as important priorities to improve the value they receive from MTA solutions. Which of these priorities would make MTA more valuable to you and your organization. Please rank the top 5 with 1 being most important.

We'd Like to Get Your View: We Could Either Put More Effort Into…

Confidence

1 Proving MTA!

1. How high is UP for MTA?
2. What confidence do we have in the end results
3. Which approach to analytics provides the insight?
4. What is the accuracy of relative effectiveness of media activities

Or

2 Thinking BIGGER!

1. Address need for balancing short and long term advertising effects
2. Analyze effects of all marketing activities in one "master" model

What is the biggest difference between MTA Believers and MTA Non-Believers?

Prove It

1

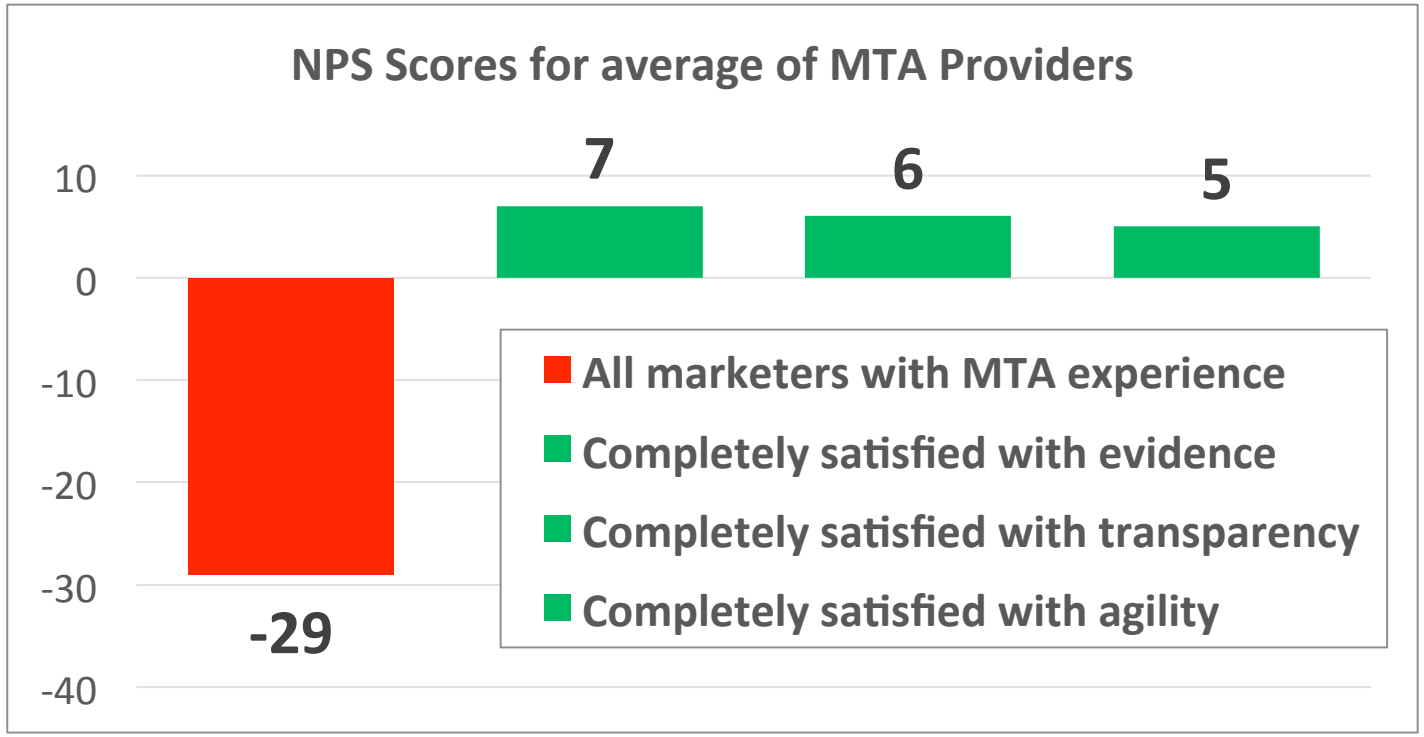
Signs of a lack of confidence

- Only 34% adoption
- -29 NPS

Marketer…"We got answers on search that made no sense and when we pressed the provider, we got a totally different answer…and they wouldn't tell us how they got either answer!"

Proof of accuracy, transparency, and ability to act with agility are key

- Only 25% say "completely satisfied"
- but those who are, have a positive NPS



* source: MMA survey of marketers Oct 2016

Problem: Providers Do Not Offer Acceptable Proof of MTA Performance (from RFI process last year)

Prove It

1

3 characteristics of MTA analytics accuracy we were looking for:

1. Model predicts "what if" results that are proven true via A/B experiment outcome (*"better outcome…"*)
2. Relative effectiveness of different touchpoints is proven by experimentation (*"got there for the right reasons…"*)
3. If analysis is repeated on the same data, you get the same results (*"reliable and transparent, not hocus pocus"*)

But…

What providers offered as "proof" was not satisfying

"We measure incremental lift vs. those who received no media exposure". [Flawed approach]

"*we measure the fit of predicted to actual conversion/non-conversions*" [flawed: easy to be 99% right by just guessing non-conversions.]

"In one case, we…" [anecdotal]

Net, not much PROOF or any!

Potential New Initiative: "Project Proof"

Prove It

1

Learning Objectives:

1. **Trust in the Models**
   a) **Insights:** How accurate are MTA results vs. click through, last touch, MMM, etc. re: 4-6 key focus areas (e.g. online video, in-app, precision targeting of advanced segments)
   b) **Industry accuracy standard:** What measures of fit tell us we can trust the accuracy of an MTA analysis for a campaign and act with confidence?
   c) **Analytics demystified:** Which MTA modeling approaches appear to be most accurate for selected media touchpoints and why?
2. **Insight to Business Impact**
   a) What is the range of marketing productivity increases that can be produced by implementation of MTA…**is it 5%. 50%. Or even 500%** ?

MMA

Three Likely Approaches on How to Improve Trust of MTA Accuracy (i.e., Confidence)

Prove It

1

#1 In market: Live campaign testing

- Marketers commit to modeling real campaigns
- Marketers agree to test MTA recommendations using A/B test design
- Experiment executed and governed by an entity other than the MTA providers
- Report results across all campaigns tested on the lift in ROI by adjusting media plans. Document model predictive accuracy.

Assuming 5 campaigns, 2-3 providers per campaign, costs of this program are estimated at $3.9M

#2 Laboratory Experiments

- Create synthetic data set(s)
- Open the data set up to many MTA providers to reverse engineer the effectiveness of numerous media levers
- Providers answer structured questions
- Results evaluated by judging panel of MMA marketers, MMA experts, and academics

Assuming 10 providers, a modeling company creating synthetic data, academic consulting fees, total costs are estimated at $1.7M

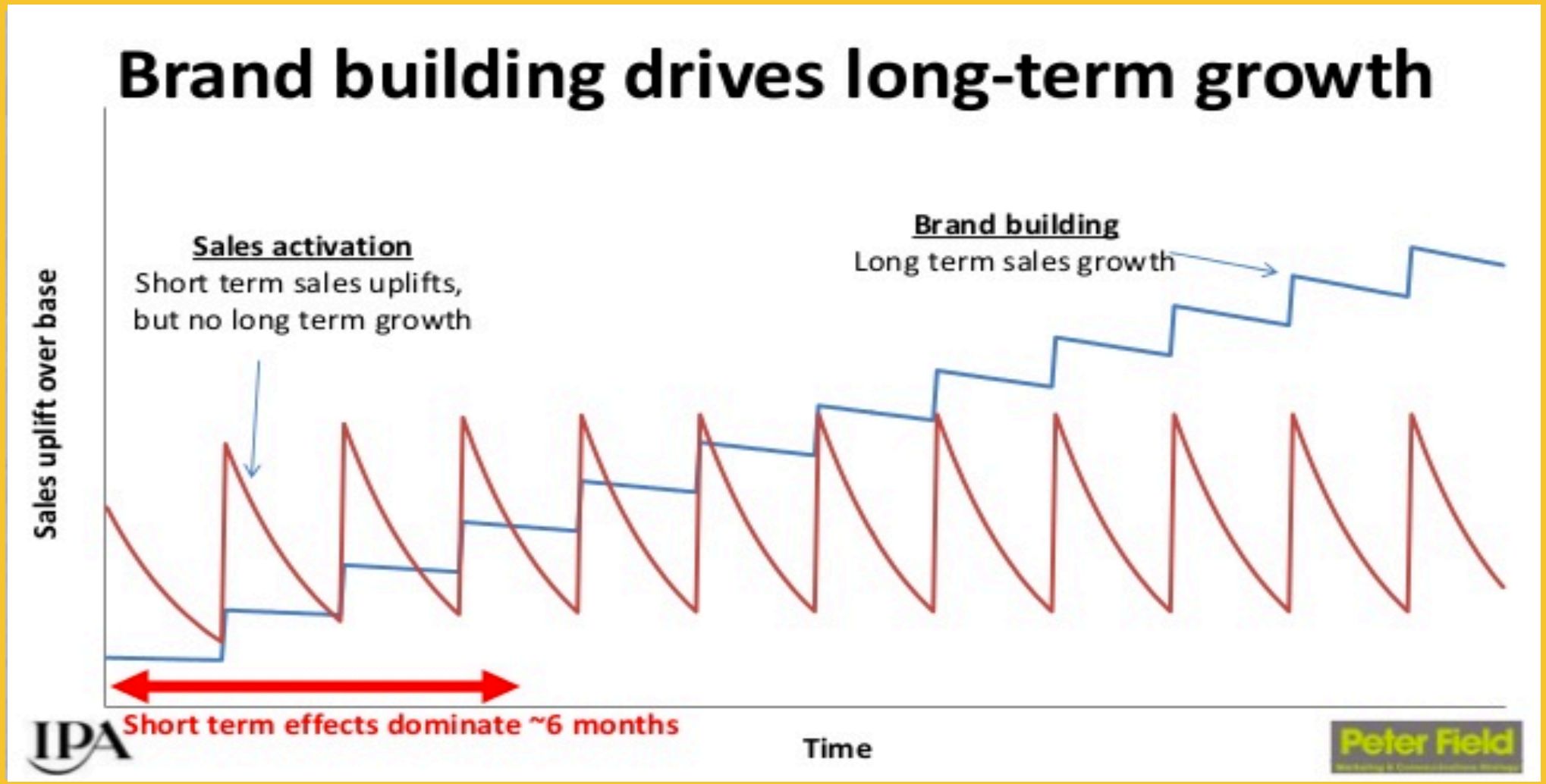
#3 Search for More Proof Approaches (Academic Grants)

- Administered in conjunction with MSI
- 5 grants awarded for research on the predictive accuracy of MTA approaches
- Peer reviewed papers written and shared with marketer members. Any marketer member data would be disguised and subject to approval.

Research grant fees, consulting fees, are estimated at $120K

Total investment $5.7MM

Long term growth is not the sum of lots of short-term effects



Source: Binet & Field 2013

Some Key Questions

1. How do marketing activities, creative asset types, and targeting strategies map to short vs. long term effects?
2. How do we assess relative effectiveness of marketing activities across all marketing channels using one integrated approach?
3. What is the right mix of short vs long term activities? How does this vary for different sectors or marketing situations (e.g. new brand, big brand, unhealthy brand)?
4. Are traditional views of brand building still applicable in a digital age, where brand consideration and preference can form spontaneously as shoppers pull any information they want on their shopper journey?
   - Can brands simply be built on the fly during shopper journeys?
5. What analytic tools can decisively address the short vs. long term issues and provide a "full effects" view of marketing effectiveness?

“Full effects” team: MMA Marketers, supported by MMA experts and MSI academics

2

Think Big

Phase I: Definition and scope

- MATT will bring together marketing leaders to articulate the problem, and enumerate the key questions that need to be addressed.
- E.g. “What is the brand-building power of different advertising options?” What options characteristically deliver BOTH short term ROI AND build brands?

Phase II: Design the research

- Analytic leaders from marketer members and academics will design a definitive study to provide the type of evidence that would be compelling to inform key questions.
- Decide how many tests are needed and how to disperse across sectors

Phase III: Execution

- Conduct the needed study and experiments, to report new insights back to the industry on this important question
- Funding by marketer members

Phase IV: Report to members and to industry

- Member tools for media planning
- White papers
- Academic journal articles

Discussion: Where Should MMA Put More Time

1 Proving MTA!

1. What might most drive your (others?) behavior
    1. Lift?
    2. Confidence?
2. Your willingness to fund this?

Or

2 Thinking BIGGER!

1. Is this even a solvable problem or provable thesis
2. Where could we get help with this one
3. Your willingness to fund this?

MATT MTA: Board Discussion

1. Last board meeting we “level set” the What, How, and Why of MTA (it’s in the pre-read).
2. What can you can you share about MTA efforts in your organization?
3. How can MMA be most effective in our path to push MTA adoption and increase confidence?
    1. What has MMA done that has been helpful?
    2. What else can MMA do at the industry level?
4. What more can we do to help you & your team?
5. Would you consider supporting the MTA “Acceleration Plan” to be shared today? Financially?

Questions?

Greg Stuart
Global CEO
Mobile Marketing Assoc.
greg@mmaglobal.com



What is the Ask?
Can we Activate “Project Proof”?

Confidence

1

A. Composition & Issues:

1. Each board member designates a senior analytics strategist
2. Each agree to fund $25k to $200k (or some Media Sellers support)
3. Invite Academics to join this ‘fight’ (via MSI)

B. Focus areas

1. What are the key media touchpoint focus areas that need validation?
    1. Such as digital video, in-app mobile display, others?
2. How do we establish a measure of predictive accuracy so MTA results can be trusted for a given campaign analysis?
3. Which methodological options appear most conclusive and persuasive? On the other hand, which methods are still in use (e.g. last touch) that need to be debunked?
4. Action plan:
    a) Define what a conclusive outcome looks like regarding MTA accuracy
    b) commit to scope (sectors, numbers of tests, etc.),
    c) which providers to invite into the process

Slides below are extras or in progress thoughts…

Taking Advantage of the MMA

1. Join and be active on a board or other committee.
2. Encourage your teams to be engaged. Trade groups are a little-like fitness club memberships, you get more value; the more involved you and your company.
3. Ask for our help. The MMA staff is ready to help you in whatever way we can.
4. Try "think MMA first" when executing sponsorships, or doing research. As other board members have indicated, "not only do I get the sponsorship value from supporting an event, but I build a stronger trade group as any profits go back into critical industry programs."
5. Find ways to leverage the MMA and its activities. Trade groups are a platform that you can use to your advantage to build your business.
6. Be an ambassador for the MMA and ask the MMA to be an ambassador for your business – positive comments from the board help build further momentum and hopefully increased membership.
7. Tell the MMA team when they do a good job - your encouragement can make a big difference in our retaining and attracting talent.
8. Stay current in your payments to the MMA.
9. GIVE us feedback. We want to hear from you – don't hold back.
10. Find ways to make the MMA more powerful. Some examples could include: think of ways the MMA can participate in your sales or marketing all hands meetings; includes the MMA as speakers at events or ask us for quotes in your press releases.

What is MTA, Exactly

What is it, what is it not, Why does it matter?

Greg Stuart
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+1 631 702 0682

So, let's break it down into a What, How, Why review of MTA, as follows:

1a: WHAT Multi-Touch Attribution IS
1b: WHAT Multi-Touch Attribution IS NOT

2a: HOW does it work
2b: HOW do you get there
2c: HOW difficult is it to do
2d: HOW much does it cost

3: WHY do it

What, How & Why of MTA

1a: WHAT Multi-Touch Attribution IS

I. Documented Definition: Science of using advanced analytics on user level data to allocate proportional credit across a granular list of marketing touch points across many and hopefully all online and off-line channels, leading to a desired customer outcome.

II. Or put another way: MTA is an analytical method to distinguish what's working when dozens of marketing activities and approaches are occurring at the same time in order to estimate what is driving incremental lift.

   i. Or, to measure impact so as to do more of what is working and less of what is not, therefore, increasing marketing productivity.

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What, How & Why of MTA

1b: WHAT Multi-Touch Attribution IS NOT

I. Does not include methods that exclusively use Media Mix Modeling (MMM).
   I. Also, is not brand/campaign tracking, or pop-up type surveys a result of ad exposure.

II. Is NOT limited to measurement of only whole media channels (TV, Radio, Digital, etc.) in aggregate as sufficient.

III. It is NOT last touch measurement.

IV. Is NOT retrospective, requiring 2-3 years of back data to make decisions on today's media allocations.

V. Is NOT restricted to paid advertising as it can include the effect of owned media page views and even social media under certain circumstances.

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What, How & Why of MTA

2a: HOW does it work

I. Calculates the probability that a user will convert (brand, sales, other) based on exposure to a combination of marketing activities based on modeling the behavior of individual users.
   i. Requires a large data set, often with millions of records, linking marketing activities and outcomes for the same user.

II. Traditional media variables can be put into these user level models based on probability of exposure...not optimal.
   i. Often the actual exposure event cannot be observed (e.g. if a given user saw a commercial on a specific TV show.)

III. Analyzes all events that potentially affected the conversion from the start of the shopper journey.

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What, How & Why of MTA

2b: HOW do you get there

I. While some 'tech-centric' marketers have built their own solutions, most use one of ~20 MTA providers that might work with the media agency and DMP to construct the necessary data connections.
   i. MMA examined 19 providers using over 2-dozen, fundamentally different statistical approaches, with limited or no validation.

II. All MTA projects are first and foremost 'Big Data' projects *
   i. Must create critical data linkages and elements that many companies might not yet have in place (tagging, profiles, server logs, offline sales, etc.).

* See visual of MTA Data Map

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What, How & Why of MTA

2c: HOW difficult is it to do

I. Hard. Largely because marketers don't have a data strategy in place and there is a lot of complexity to setting that up.
   i. There is a need to test all the connections and there are a lot of issues with getting good data, especially in light of the walled gardens, sources of sales data and more.
   ii. It is often a 6+ month process just to set up the data and fully test all the data linkages.

II. MTA also suffers from a lack of trust when it produces results contrary to MMM because the ways of determining the validity of MTA output are evolving.
   i. Is the company ready to sacrifice "sacred cows".

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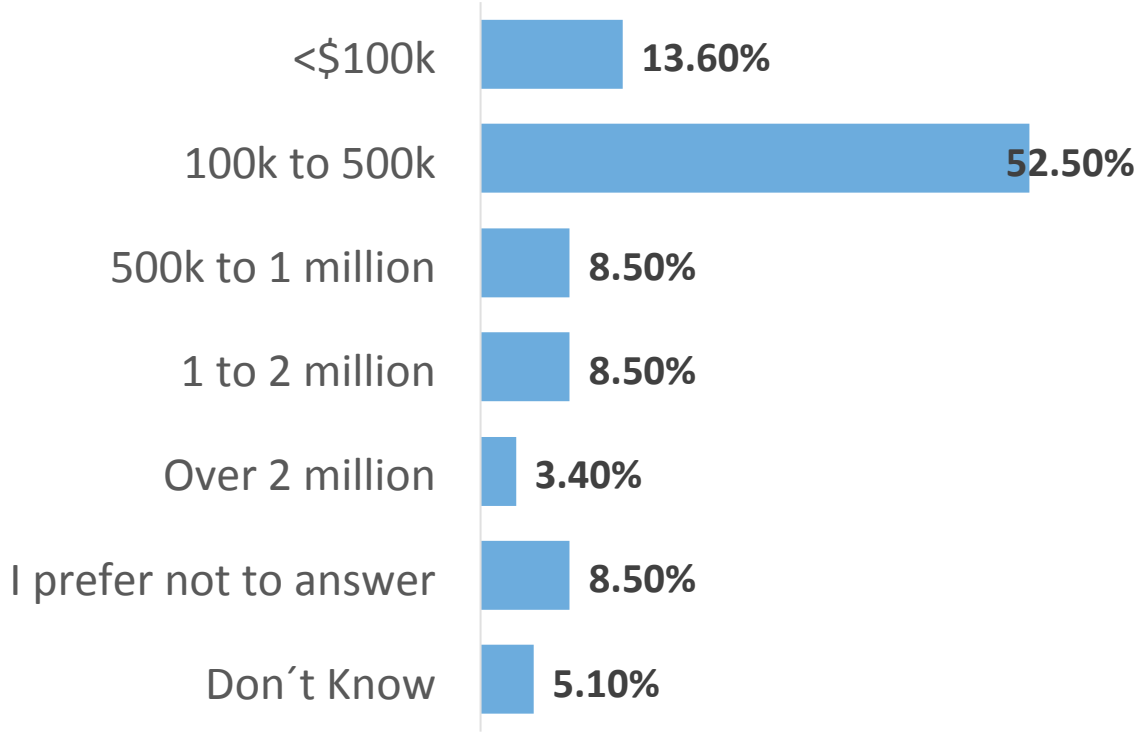
What, How & Why of MTA

2d: HOW much does it cost

I. Costs vary, but based on a recent MMA survey, full MTA service providers will probably charge a minimum of $250,000 for a proof of concept study

II. Costs can run to low single digit millions annually for a single business in a single market (e.g. retailer marque, in the U.S.)

6 our of 10 marketers
expect to pay up to $500K *



* MTA Survey #3, March 2017: "What do you estimate the out of pocket costs were for your organization's MTA services in 2016? If you didn't use MTA in 2016 but plan to use it in the future, what do you estimate the out of pocket costs for your organization's MTA services will be for a full year?"

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What, How & Why of MTA

3: WHY do it

I. Built to guide marketers to hit the bulls eye of right consumer, right time, right message, right screen, to improve marketing return.
   i. SMoX fundamentally proves that MTA is critical to the future of marketing productivity.

II. There is no other approach built from the ground up to reflect what makes marketing different in a data driven digital age. And it appears to work.

III. Estimates optimal allocations at both the media channel level and at more granular and tactical levels.

IV. Some suggest that the value is in the range of a 15-25%+ increase in marketing productivity (sales lift during campaigns for example).

V. MTA encourages better marketing!. It gives credit to up-steam/top of funnel activities that deserve credit. Without this, e.g. by using last touch, marketers would be falsely guided to purely promotional and tactical messages, mortgaging a brand's equity and its future.

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Campaign overview

GOALS

Awareness

Image

Consideration

Store Visitation

Sales

MEASUREMENT PARAMETERS

TARGET:

A18-49
QSR Consumers
(at least once a month)

DATA COLLECTION

1/2 **4/9**

2017

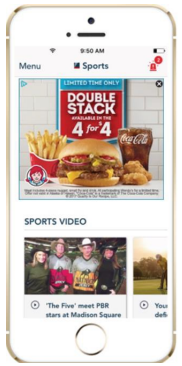
MEDIA AND CREATIVE

Traditional Media (TV & Radi
Digital Media (Desktop & Mob

CREATIVE: Display (Desktop





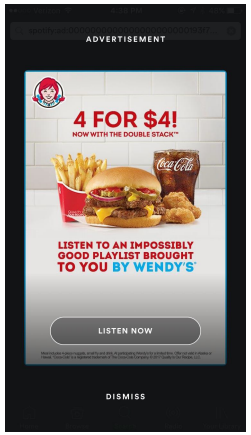


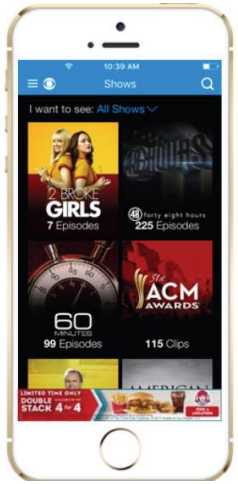


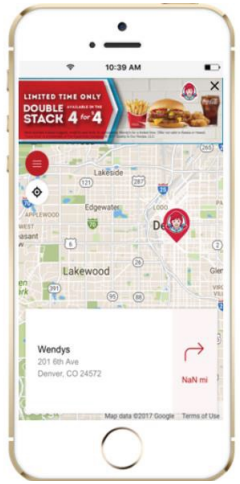


Need to change to generic slide. GS to resolve

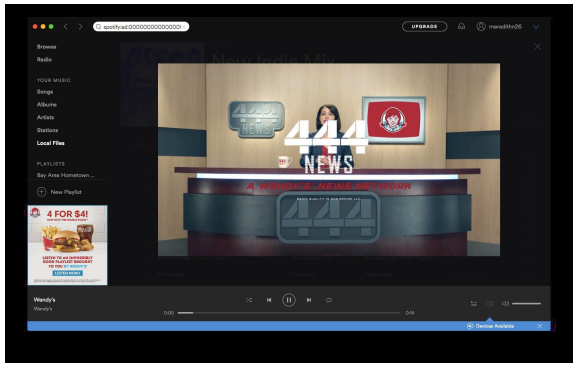
MOBILE OVERLAY & RICH MEDIA





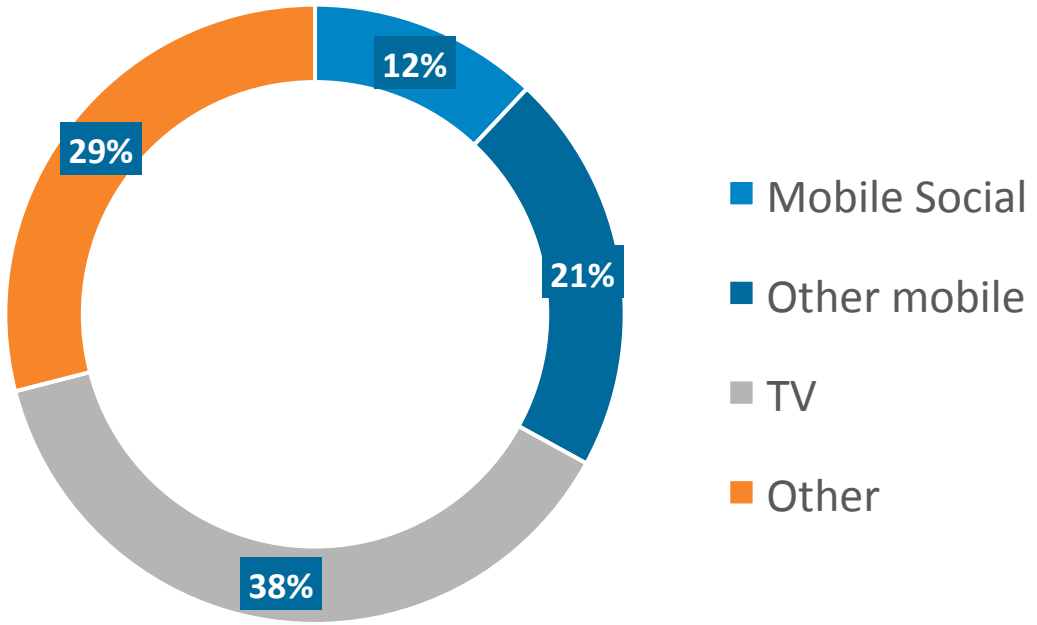


VIDEO TAKEOVER

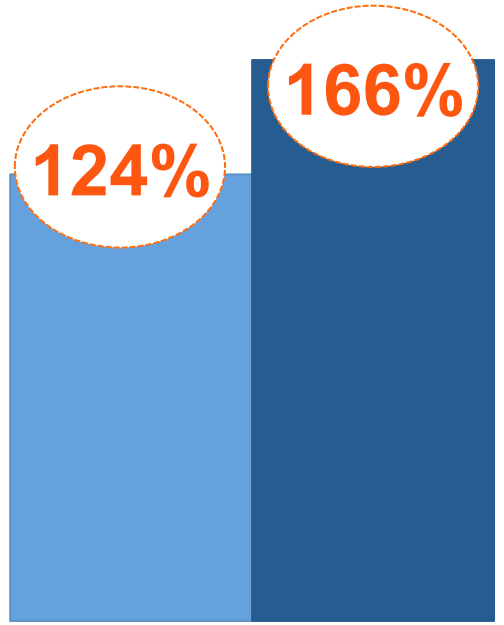


Mobile should be a third of the spend. Optimizing within mobile has a huge upside potential

OPTIMAL ALLOCATION OF MOBILE IN THE MIX



UPSIDE FROM MOBILE IN TOTAL CAMPAIGN PERFORMANCE



Upside compared to no mobile in the mix

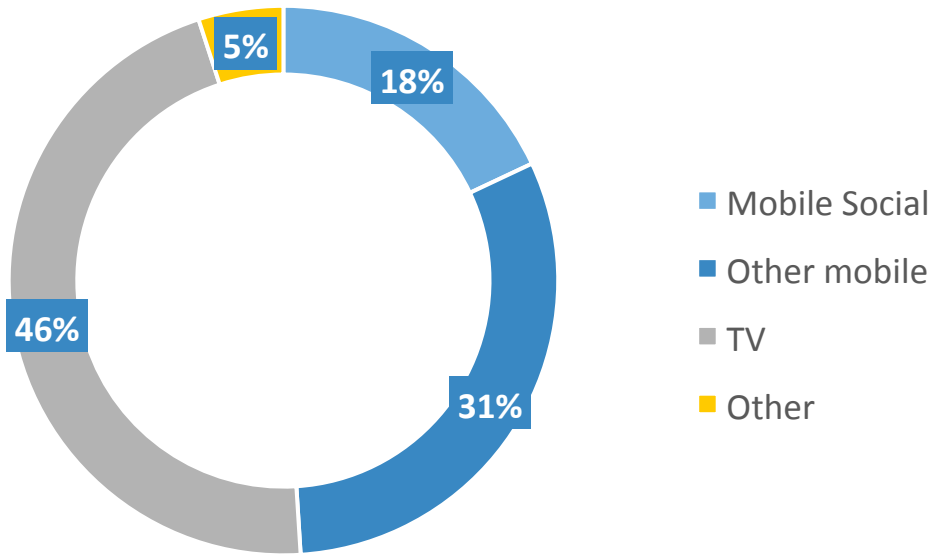
Upside from also optimizing within mobile

Within HM, there is even greater upside within Mobile. An optimal allocation would have a half the mobile b

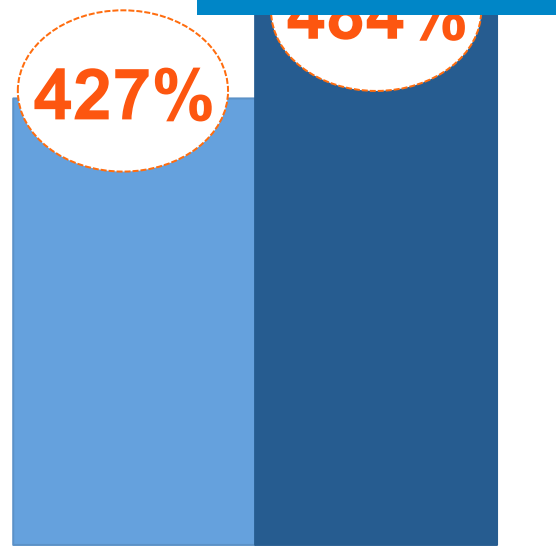
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OPTIMAL ALLOCATION OF MOBILE IN THE MIX

Hispanic Campaign



UPSIDE I TOTA PER



Upside compared to no mobile in the mix

Upside from also optimizing within mobile

All mobile display units over performed, but Small Display drove the most foot traffic per $ spent

	Performance (Efficiency) Index
Small Display	508
Rich Media	357
MOBILE DISPLAY AVERAGE	357
Large Display	328
Interstitial	236
CAMPAIGN AVERAGE (ALL MEDIA)	100

Efficiency = Impact in terms of driving foot traffic per $1,000 ad spend

Additional targeting fueled mobile display performance

Targeting approaches for Mobile display

Campaign Average	Location	Conquesting	Contextual
QSR eaters, 18-49	Multiple approaches were used, leveraging historic location patterns or real time location data	Advertising adjacent to editorial content relating to the competitor or the competitors' products.	A form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing.
100	**255**	**311**	**372**

Efficiency = Impact in terms of driving foot traffic per $1,000 ad spend

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

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

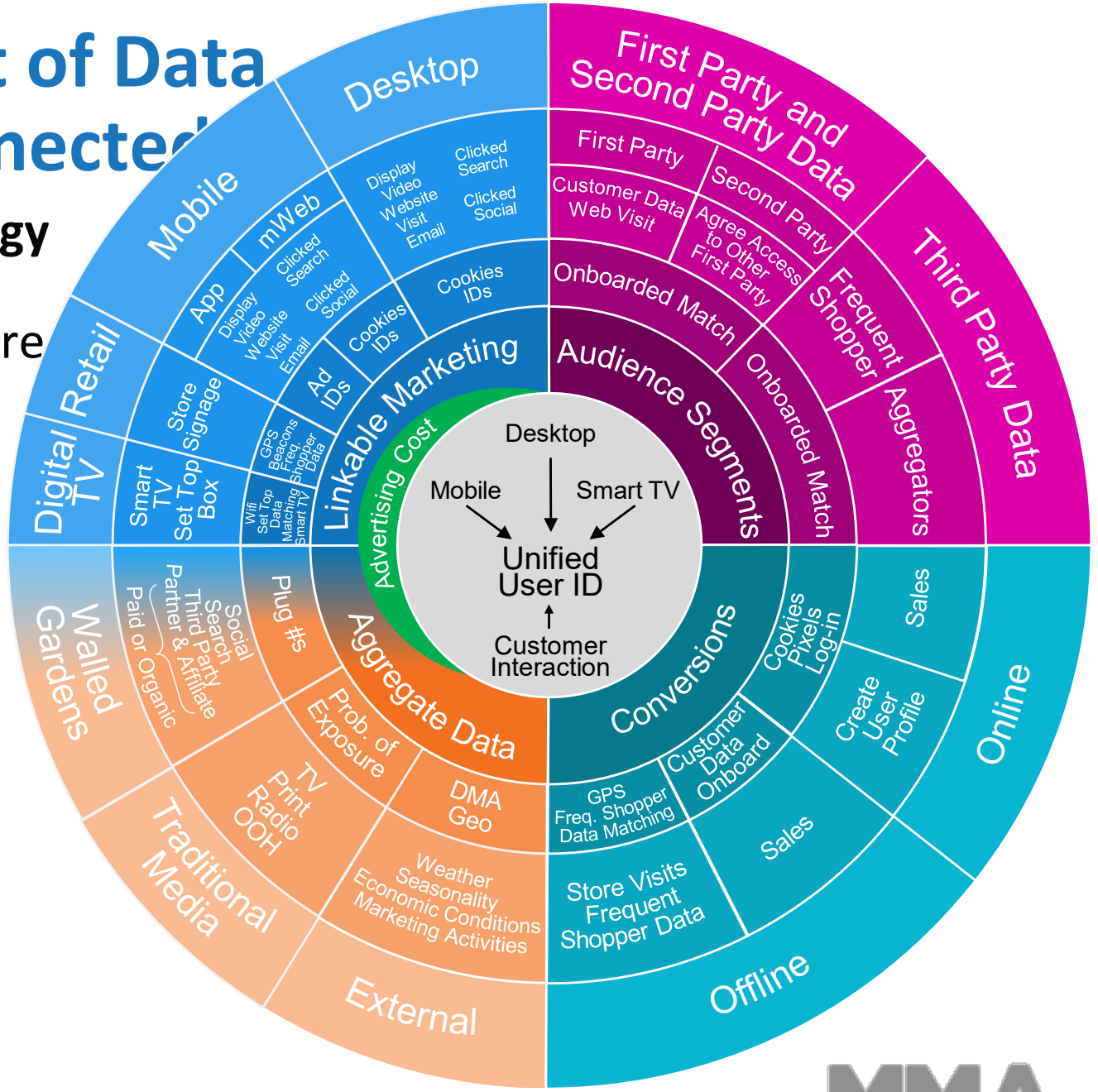
MTA Pulls Together a Lot of Data that has never been Connected

The Data Map helps to overview the strategy conversations

- Gives framework for more complete picture
- Value is collaborative tool for marketer, agency, DMP, and MTA provider to use to ensure nothing gets left out of the discussion

Think about major buckets of data more clearly

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



MATT DataMap©
MARKETING ATTRIBUTION THINK TANK

MMA

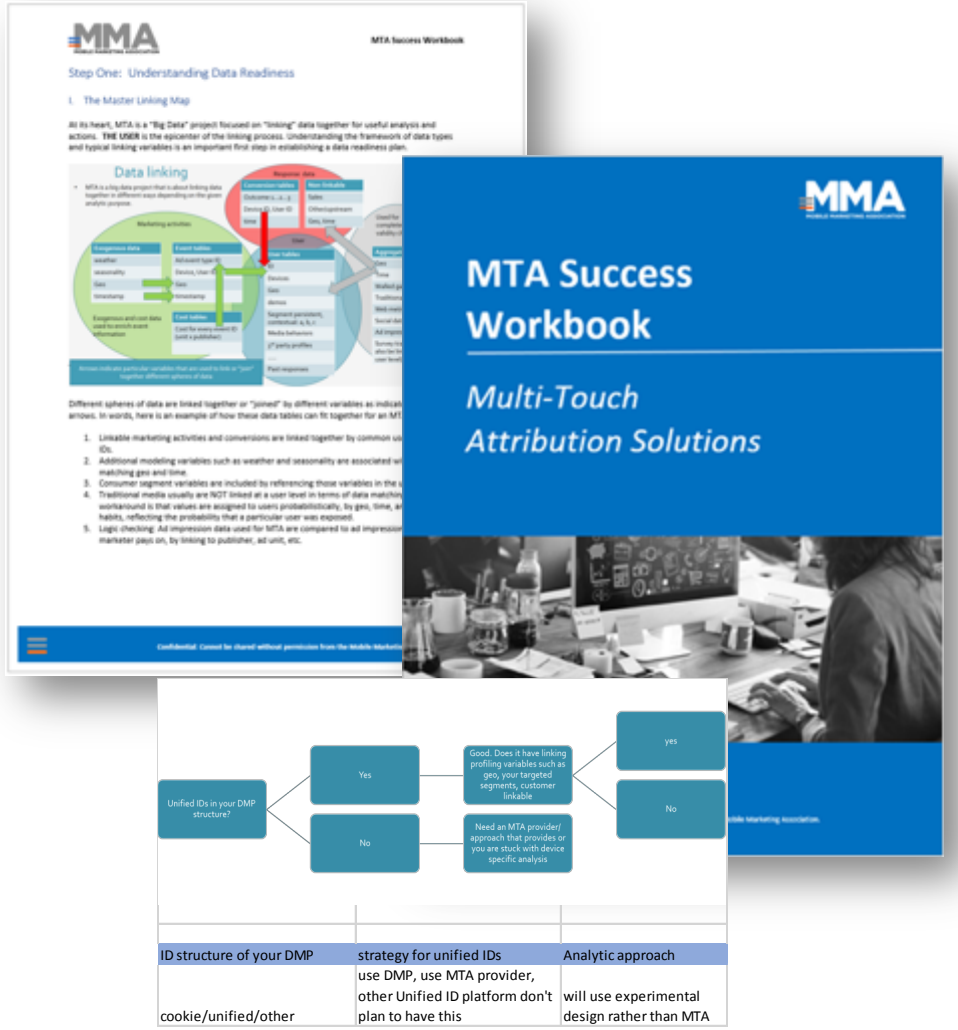
MTA Success Workbook

MTA Success Workbook provides:

- Contains decision trees to guide marketers through the data strategy elements
- Offers an excel workbook for capturing the details of their company strategy
- When complete, the is the “Roadmap” needed for successful deployment

Value to Marketers

Value is a workbook that allows the marketer to take the principles of a data strategy for MTA and create the actual plan for their company



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

Data RFI Template(s)

MTA Data RFI Template provides:

- Industry agreed to structure for major questions to vendors

Value to Marketers

Value is offering a structure that will allow clients to fast track their search for targetable segments that will be valid and useful



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

The MTA Data Strategy Guide Provides

Critical areas of alignment…

1. **Data assets:** Data assets you will need.
2. **Data organization:** How to organize them into groupings
3. **Linking strategies:** Variables needed to link the data from different groupings together.
4. **Reconciling data:** Establishing a plan for reconciling inputs to MTA analysis with other enterprise and media data.

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.