Why Do Marketers Have Such a Limited Understanding of Marketing Measurement?

What we don't understand about measurement. Why it matters. And how MMA is applying science (specifically neuroscience) to help.

October 2018




When it comes to media measurement….

I'm pretty sure you don't know what you're talking about.

But please, continue.

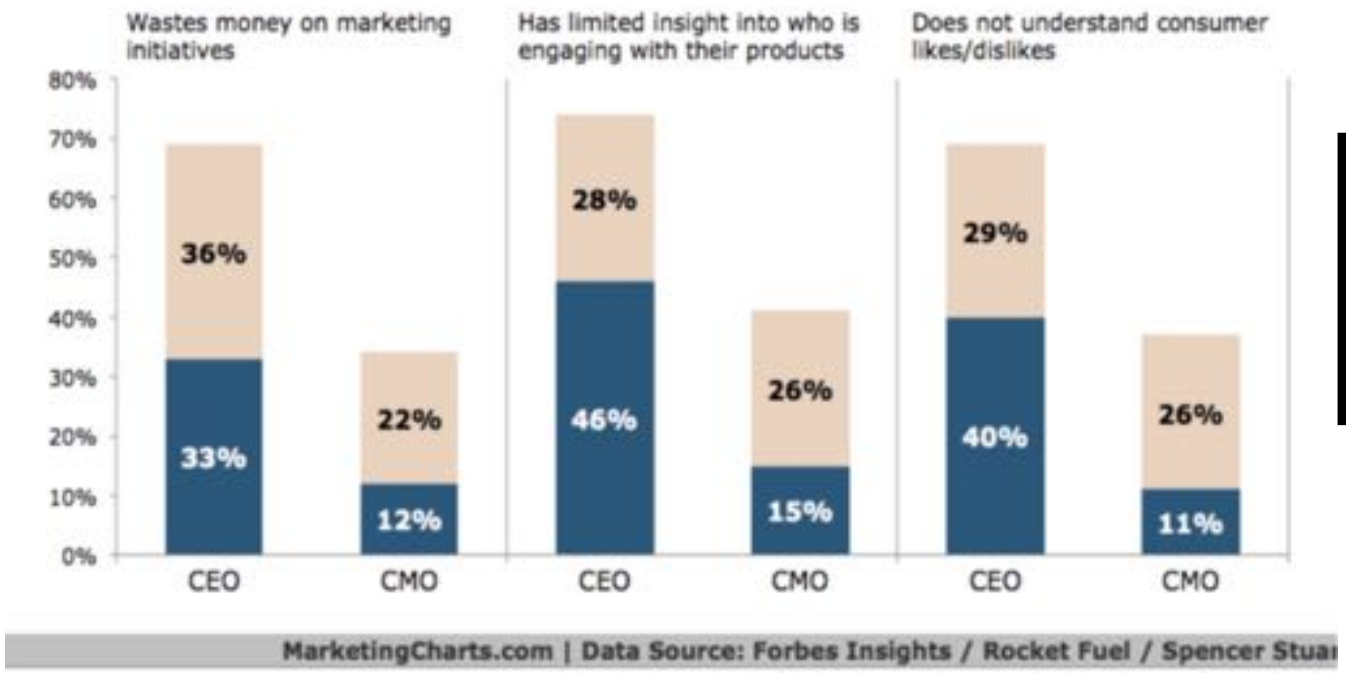


So there is a BIG paradox in marketing and advertising today…

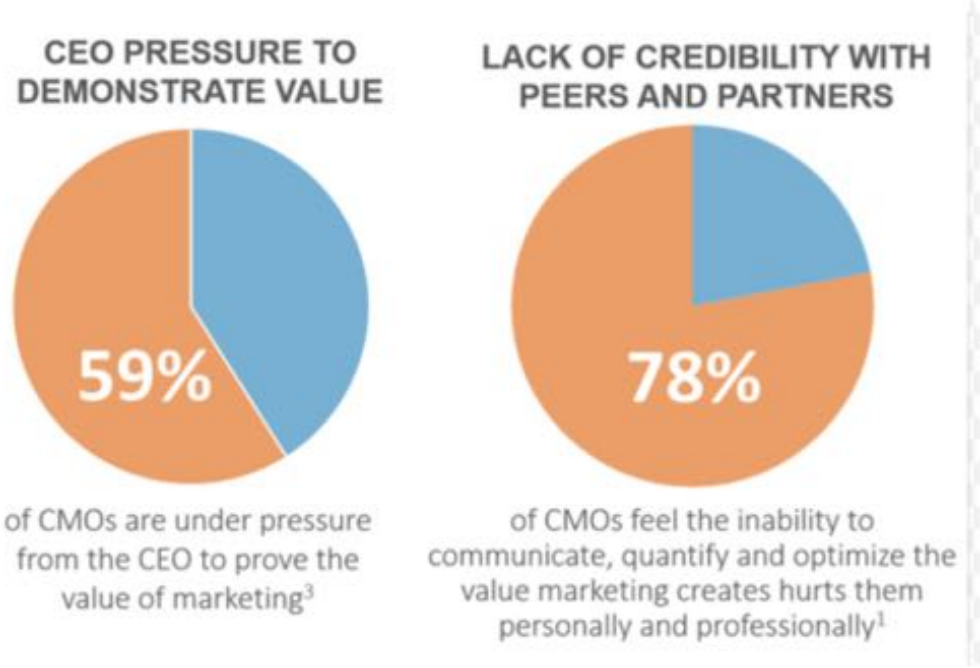


The Marketing accountability crisis

CEOs don't trust marketing



Increased pressure for accountability



CEO and CMO Views on Marketing Performance

based on a survey of 296 global senior executives (41% CMOs; 38% CEOs), 80% of whom are from companies with $1B+ in revenues

Accountable Marketing = Well Measured Marketing




WHAT IF I TOLD YOU...
A LIGHTYEAR IS A MEASURE
OF DISTANCE AND NOT TIME

Example: How is TV Measured?



- TV's standard measure is a GRP (Gross Rating Point).
- GRP is 1% of HH's *supposedly* watching TV's.
- Viewing data is comes from meters on TVs collecting what is being watched, and who might be in the room based on people pushing a button projected from ~40,000 HH's. Local TV ratings use paper diaries that people fill out.

This measure is based on a decades old concept of

"Opportunity to See"

MMA

Mobile: new data, new questions



How long should my ad stay on the screen _____ ?

Viewability ≠ Effectiveness

What makes an ad *viewable*?

≠

What makes an ad *effective and efficient*?



What makes an ad effective? We have spent $3MM to understand media ROI

12 studies,

8 brands,

25+ publishers

48,000+
Interviews

SMoX

3+ years
Total time tracked

$250MM+
Media spend tracked

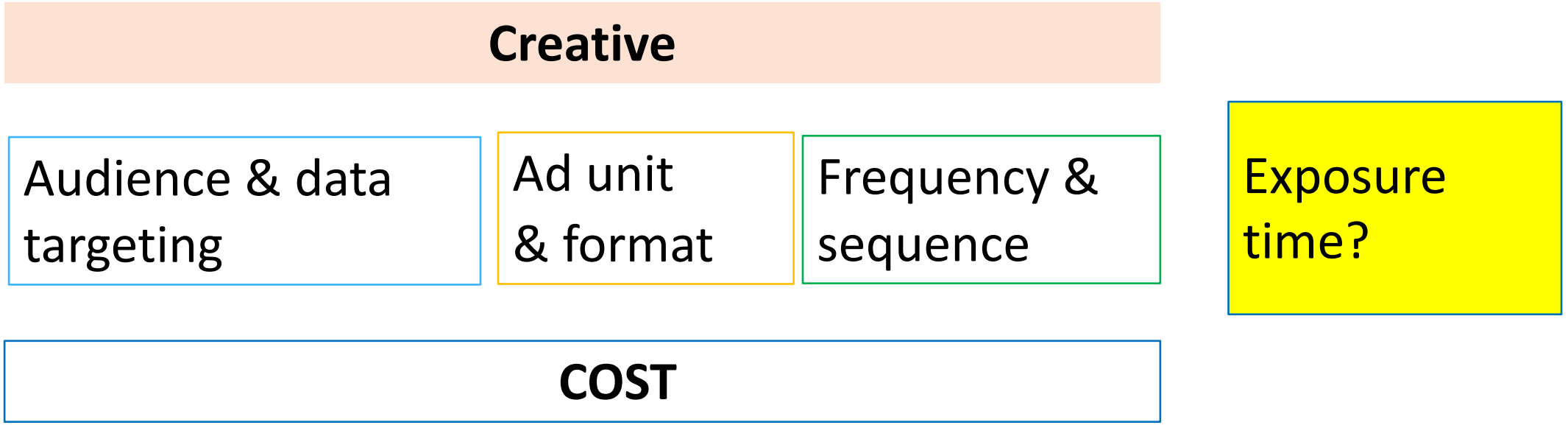
at&t	QSR	mastercard.	Walmart	Walmart	Coca-Cola	Coca-Cola 可口可乐	Coca-Cola Brasil	Coca-Cola	Magnum / Unilever	Allstate.	Wendy's
2014	2014	2015	2015	2015	2015	2016	2016	2016	2016	2017	2017

@gorecki36 / vas@mmaglobal.com

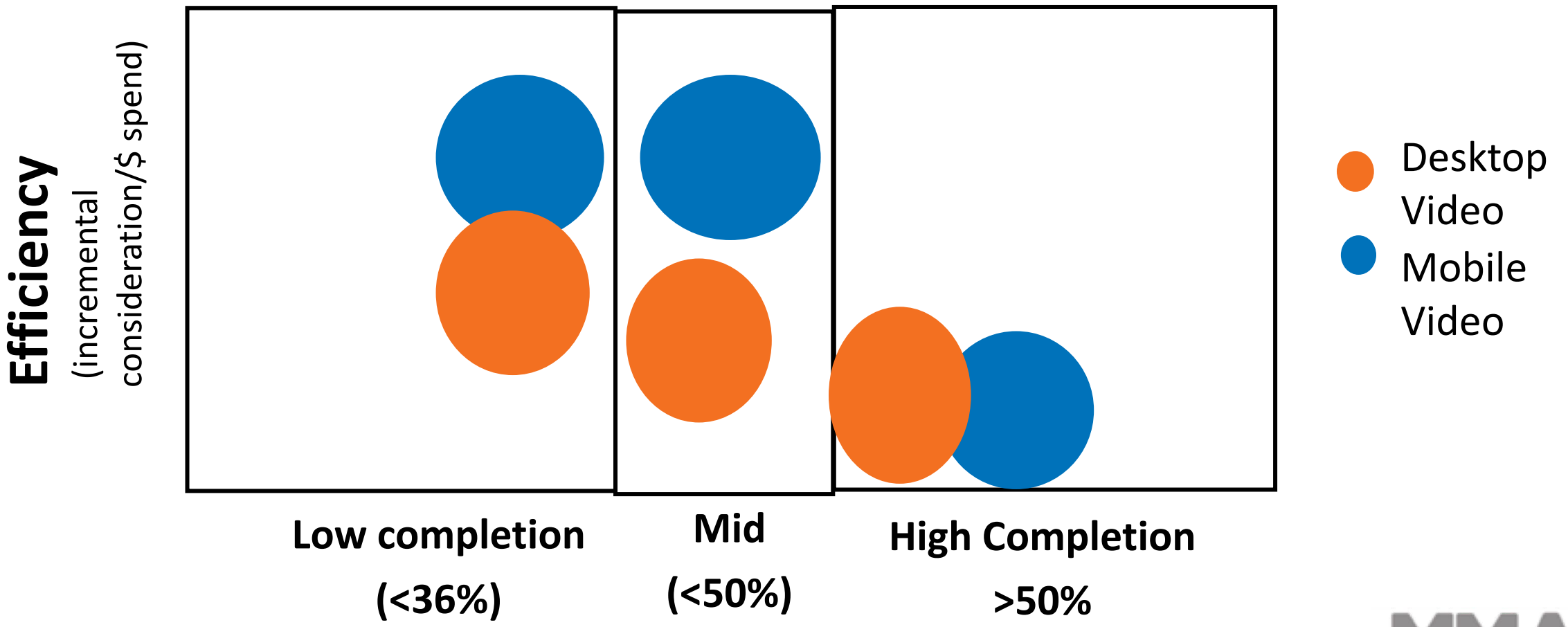
MMA

What makes an effective and efficient ad

Many factors, influenced by BOTH Marketer and Publisher.



Paying for higher exposure hurts media efficiency

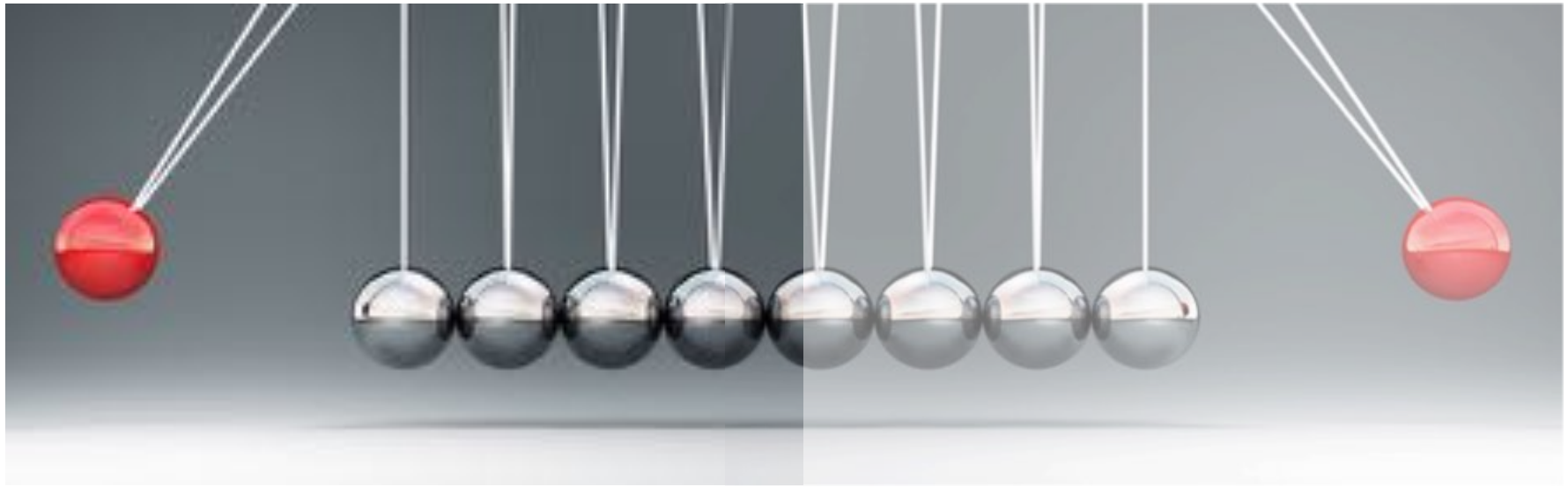


Exposure time and viewabilty?

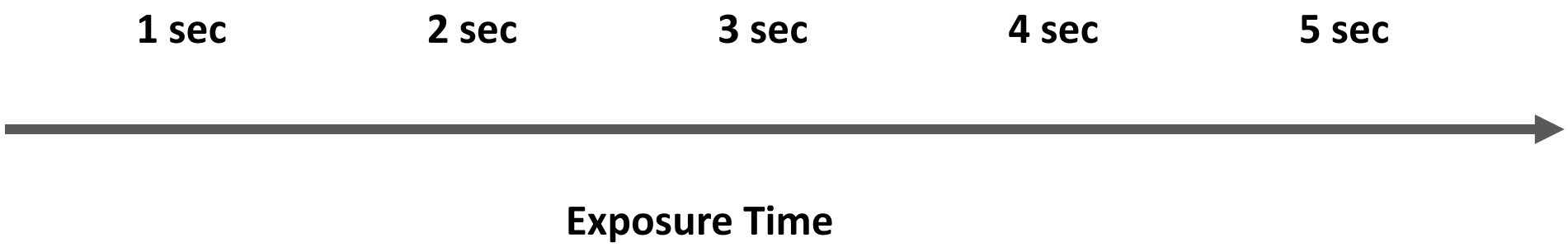
What makes an ad *viewable*?

≠

What makes an ad *effective and efficient*?



Where do we draw the line?



CHALLENGE:

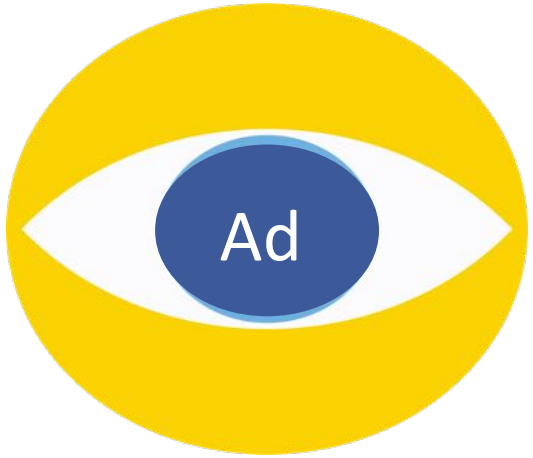
LACK OF IRREFUTABLE EVIDENCE ABOUT

THE MOMENT OF COGNITION

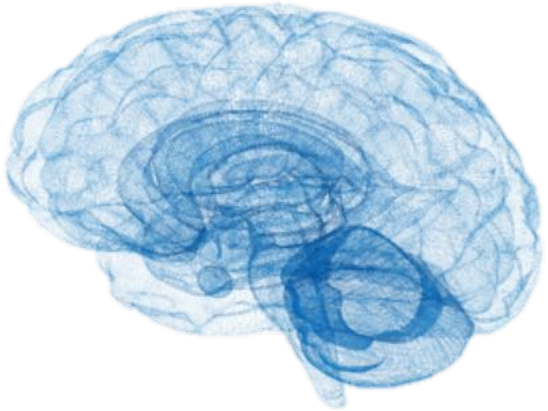
AND “OPPORTUNITY TO SEE”

The need for a new approach

Seen



Processed



Reacted



How long does an ad need to be shown on a screen in order to be seen and processed?

Test design

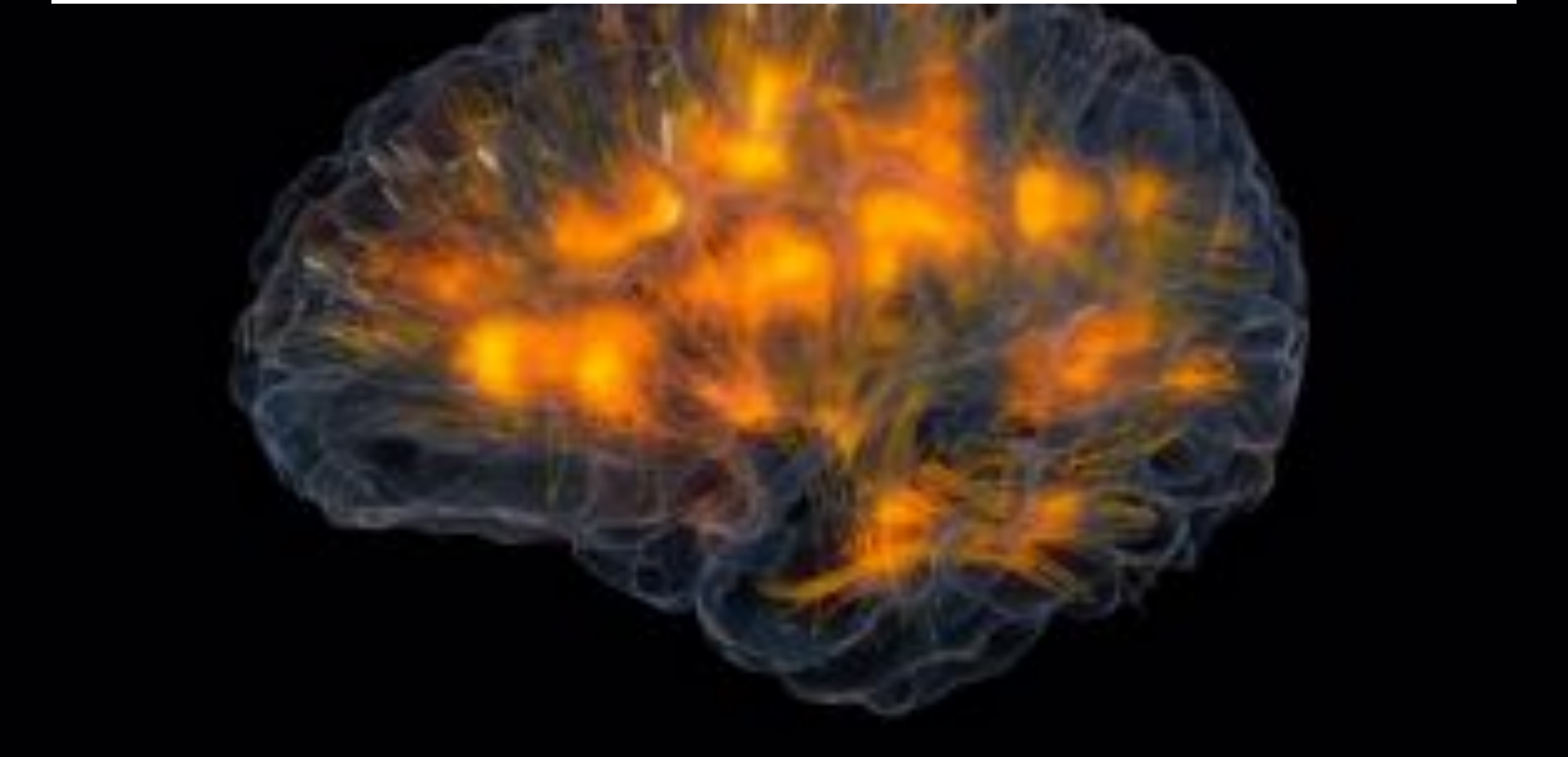
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Neuroscience and eye tracking sessions with consumers 18+

Male and female, users of various platforms



Understanding information processing & motivation



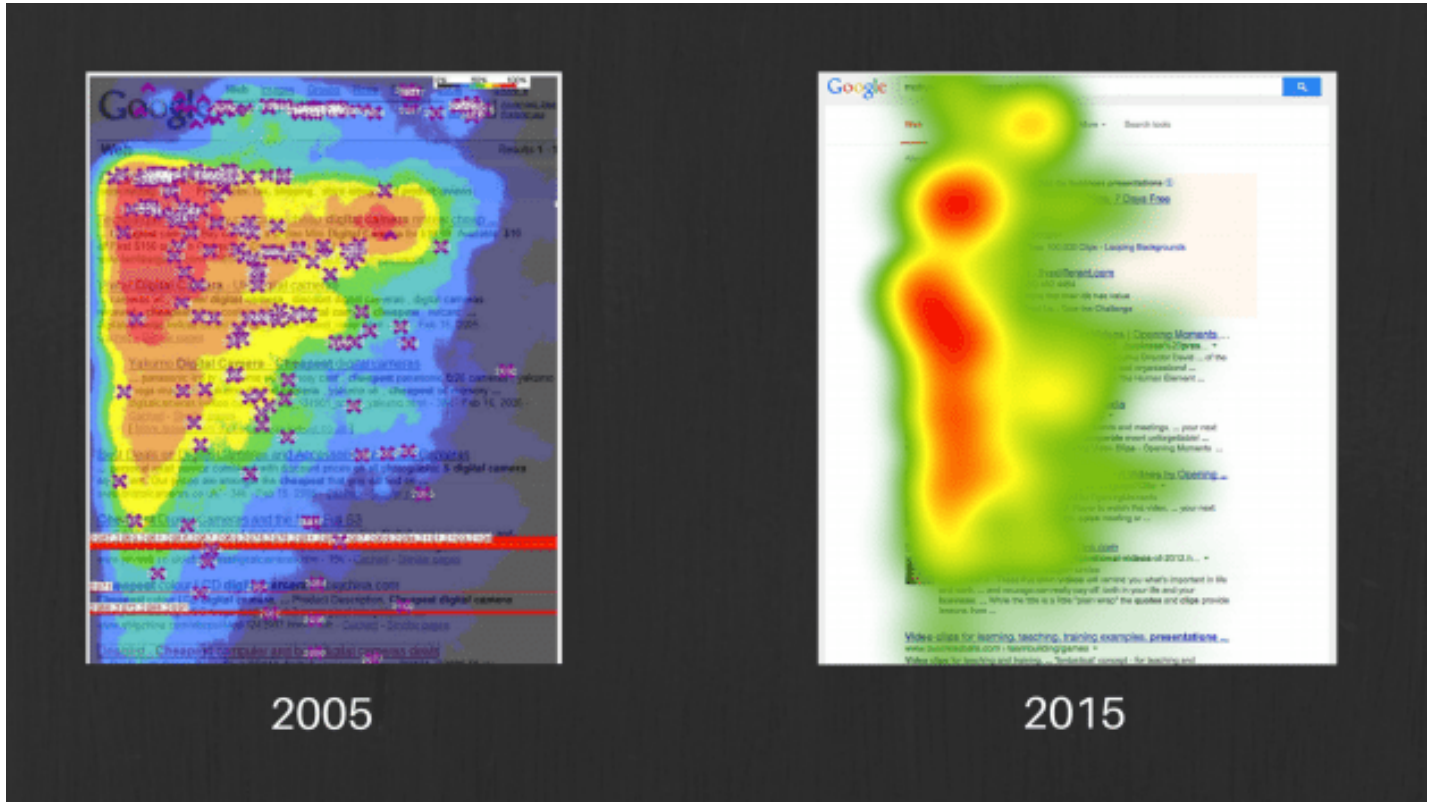

Gauges
Raw Signals
Derived Signals
Attributes
Time Series
Heat Map
Surf Maps
Cog State
Z-score
Arg
Colors
Meter Gauges
Heart Rate (BPM)
Workload
High Engagement
Distraction
Workload, HighEngagement, Distraction
Workload
HighEngagement
Distraction
Time scale
Time (s)

WHAT IF?

What if value is not binary?



What if mobile OTS is different compared to desktop?





What if video OTS is earlier compared to static?



Other Questions we want to answer

- Does OTS vary by demographic group?
- Do known brands have an advantage?
- How do native ads compare to organic content?
- How do we help our creative to stand out at the speed of light?

Results to be Released at MMA Future of Measurement event December

Send us an email and we'll send you an invite

Don’t know Measurement?

MMA
MOBILE MARKETING ASSOCIATION

CAN HELP!

SAVE

MATT
MARKETING ATTRIBUTION THINK TANK

SMoX

SMARTIES
BUSINESS IMPACT INDEX

MOSTT
MARKETING ORGANIZATION STRUCTURE THINK TANK

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