

The Journey to Achieve MTA Success

Presenter

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WHAT IS MULTI-TOUCH ATTRIBUTION (MTA)?



Multi-Touch Attribution (MTA): 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. (Methods might be augmented with aggregated data.)

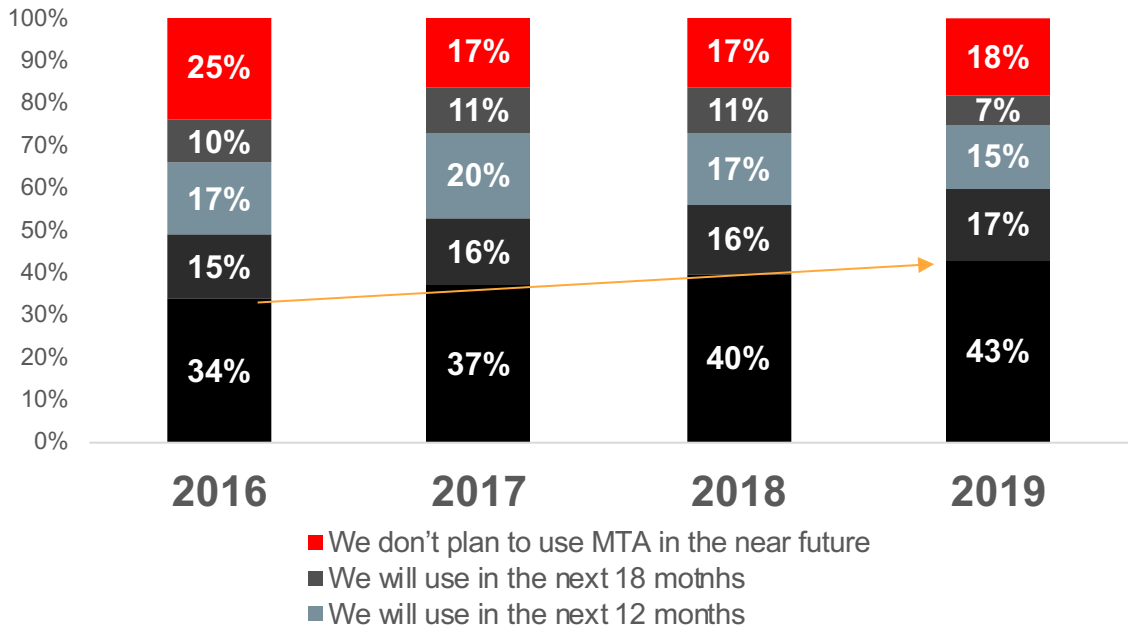
It is most commonly applied for agile, or optimization of, marketing activities.

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

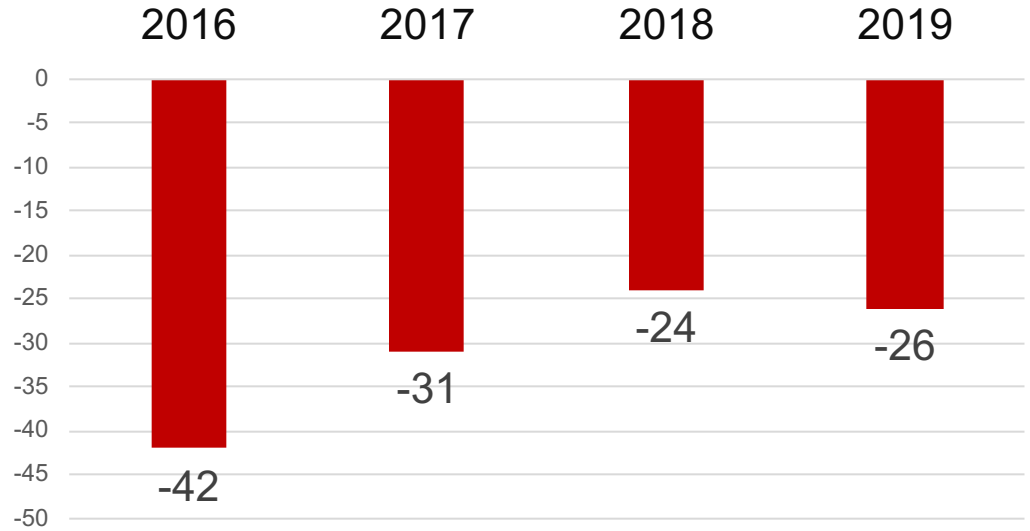
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2019 STATE OF MTA SURVEY: TOPLINE RESULTS

1. MTA adoption continues to trend upwards



2. NPS of vendors remains negative



3. Marketers still only apply MTA to about **one third** of their total budget

- Use other tools*: 40%
- Data sharing rules prevents linking at individual level: 34%
- Data not available for traditional media: 33%

*Experimental design and A/B testing 72%, MMM 63%, brand trackers 57%, Click through reports 49%,

PROGRESS THROUGH STAGES: IT'S A JOURNEY

The following **five key stages** are detailed within the MTA Journey Map, along with the **percent of our members at each stage** based on the 2019 State of MTA Survey.

- **Stage 1:** Initiate MTA Process (14%)
- **Stage 2:** Establish Data Readiness (13%)
- **Stage 3:** Setup First MTA Project (10%)
- **Stage 4:** Implement First MTA Project (15%)
- **Stage 5:** Deployment (18%)

- **Considering, But Not Yet Initiated MTA:** 11%
- **Not Considering MTA:** 18%



 Percentages based on results from 2019 MMA State of MTA Survey

MTA JOURNEY MAP:

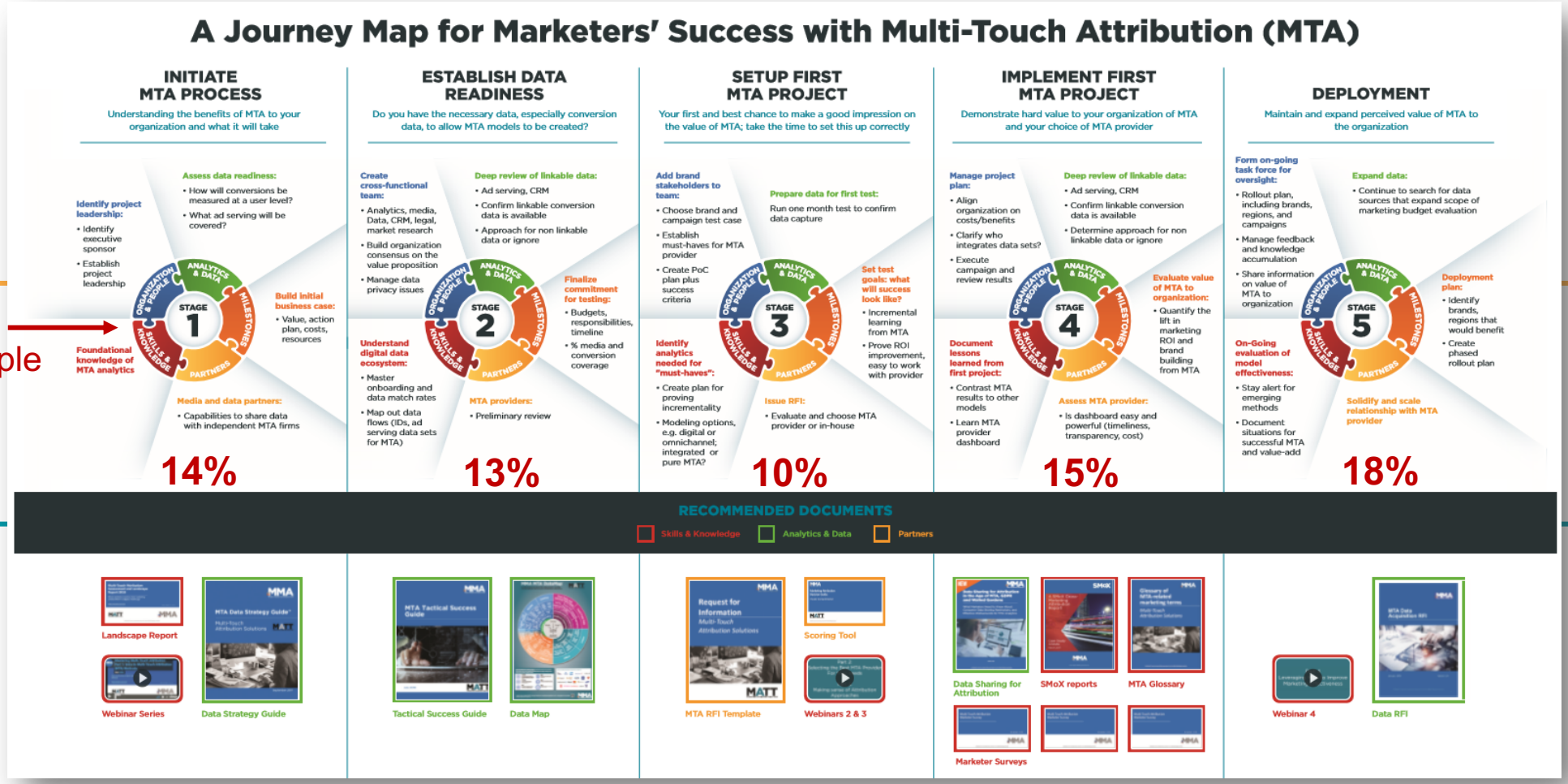
HELPING TO MAKE IT EASIER FOR MARKETERS TO GET MTA RIGHT

- With a **NPS** score is **MINUS 26,** The MMA via MATT worked closely with 30+ marketers to understand what a successful MTA Journey would look like.

MTA JOURNEY MAP OVERVIEW

Stages (5)

Components (5)
- Organization & People
- Analytics & Data
- Skills & Knowledge
- Partners
- Milestones



Recommended Documents/Acceleration Tools

STAGE 1:

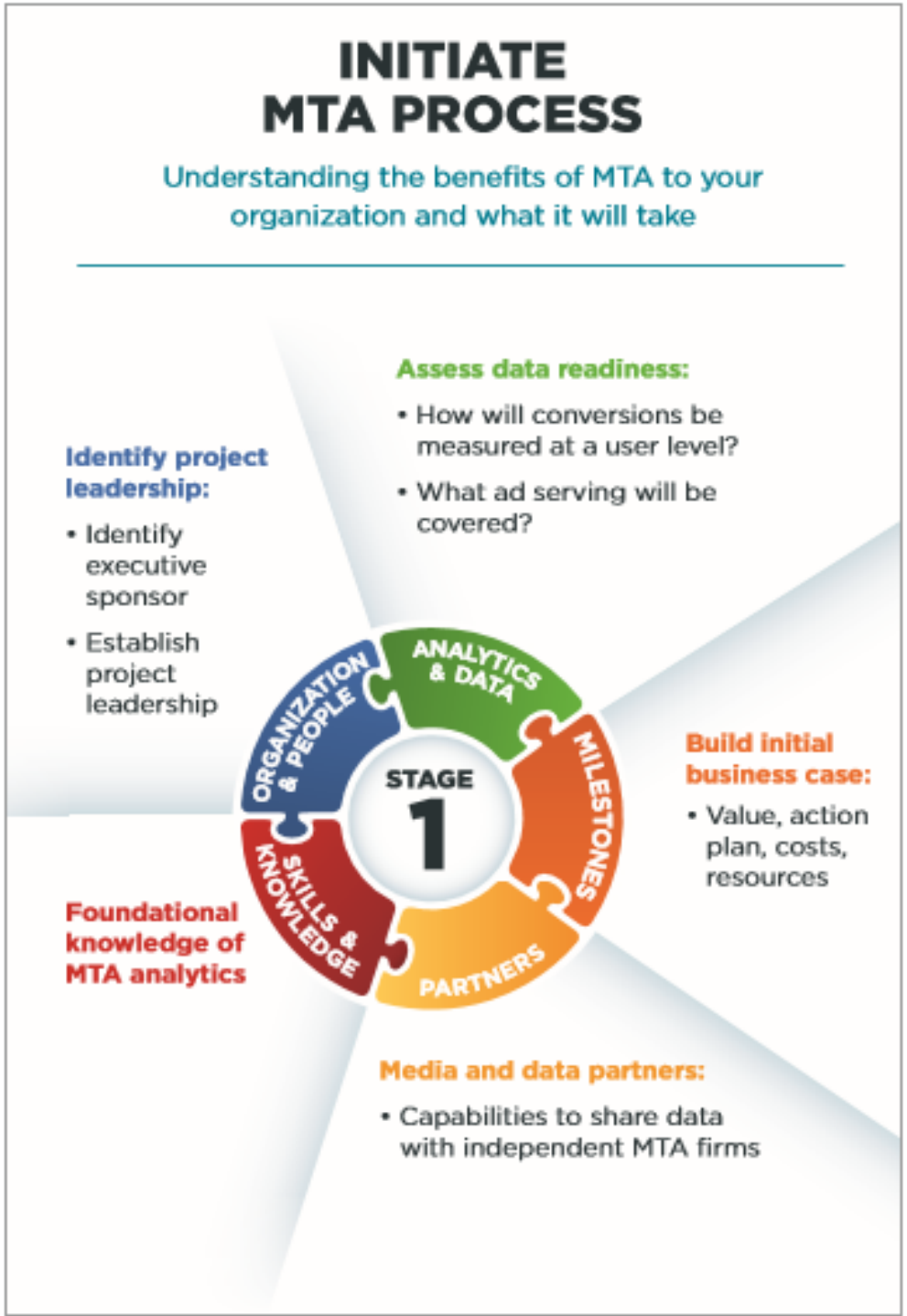
Analytics & Data:
Recommended Acceleration Tool

MMA MTA DATA STRATEGY GUIDE



Comprehensive planning manual designed to help marketers secure, organize & manage quality data.

Updated with focus on data linkage for 2022 and beyond



The BIG points…

- **Conversion data?**
- **Organization commitment**
- **Proper expectations**

* Per 2019 MMA State of MTA Survey

STAGE 2:

Analytics & Data:
Recommended Acceleration Tools

MMA MTA TACTICAL SUCCESS GUIDE

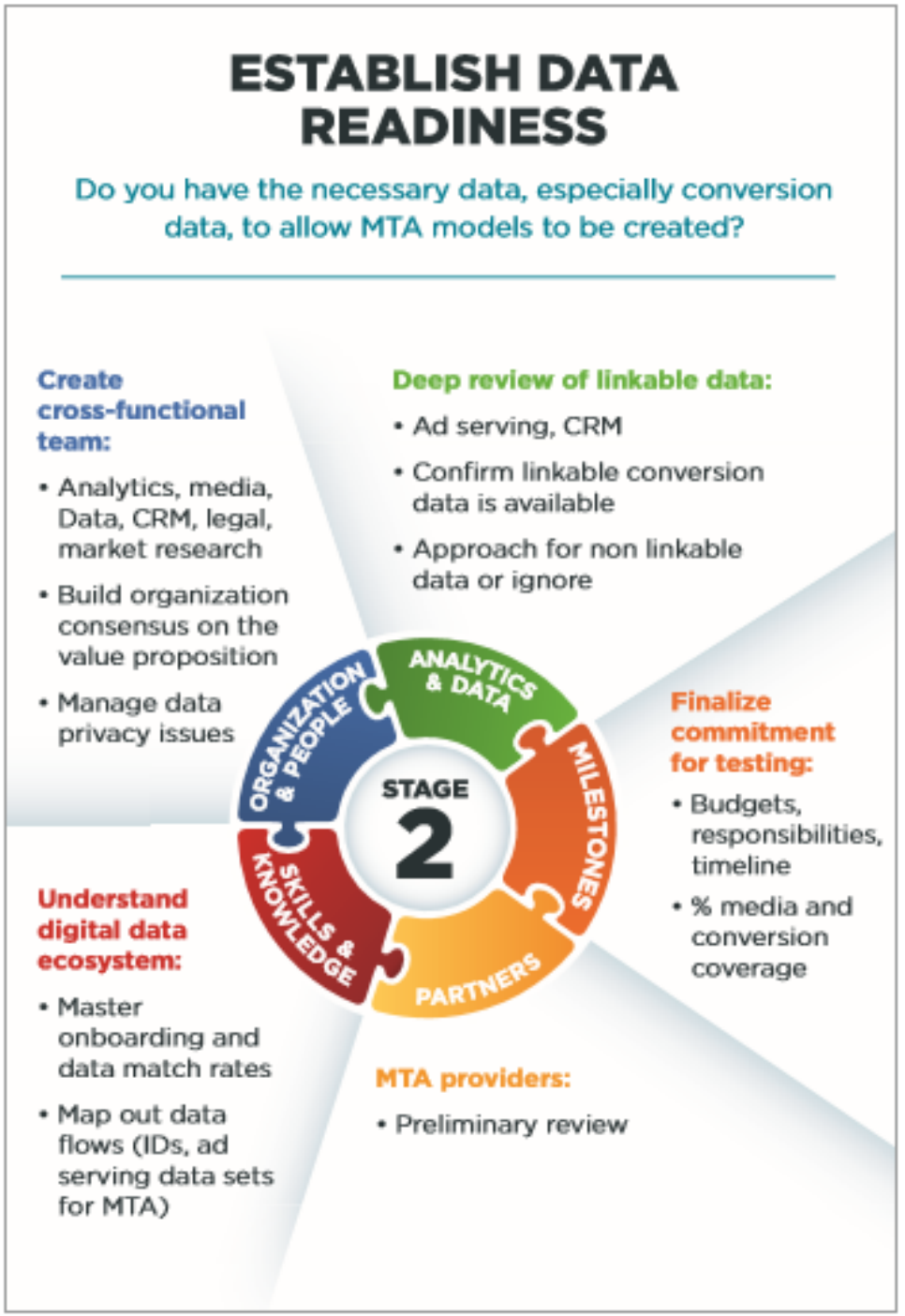


Tool for marketers to determine their organization's data readiness for employing MTA, discussing specific data linking strategies, the value of Unified User IDs & more.

MMA MTA DATA MAP



Concise reference tool visualizing all data, data interactions, & data integration required to achieve successful MTA.



The BIG points…

- **Deep dive into data readiness re: ad serving, conversion, how to link**

* Per 2019 MMA State of MTA Survey

STAGE 3:

Skills & Knowledge:
Recommended Acceleration Tool

MMA MTA WEBINAR SERIES (WEBINARS 2 & 3)

Part 2:
Selecting the Best MTA Provider For Your needs

Part 3:
Making sense of Attribution Approaches

In-depth MTA modeling techniques & use cases, as well as provide a sophisticated scoring methodology & tools that can be used to accelerate the MTA provider selection process.

SETUP FIRST MTA PROJECT

Your first and best chance to make a good impression on the value of MTA; take the time to set this up correctly

Add brand stakeholders to team:

- Choose brand and campaign test case
- Establish must-haves for MTA provider
- Create PoC plan plus success criteria

Prepare data for first test:

Run one month test to confirm data capture



Set test goals: what will success look like?

- Incremental learning from MTA
- Prove ROI improvement, easy to work with provider

Identify analytics needed for "must-haves":

- Create plan for proving incrementality
- Modeling options, e.g. digital or omnichannel; integrated or pure MTA?

Issue RFI:

- Evaluate and choose MTA provider or in-house

The BIG points…

- **Proper expectations**
- **Looking for a total solution or linkable data?**
- **Find a partner who helps with the data challenge**

Partners:
Recommended Acceleration Tools

MMA MTA RFI TEMPLATE



Easy to use template designed to help marketers facilitate the MTA provider selection process.

MMA MTA RFI SCORING TOOL



Pre-developed tool to evaluate and score providers. To be used in conjunction with RFI Template.

* Per 2019 MMA State of MTA Survey

STAGE 4:

Skills & Knowledge:
Recommended Acceleration Tools

MMA SMOX CASE STUDIES



Series of case studies examining mobile's role in a MTA world, providing evidence how mobile can provide maximum impact.

MMA MTA GLOSSARY



Glossary of critical MTA terms & nomenclature

MMA MTA MARKETER SURVEYS



Comprehensive benchmark studies tracking the latest trends in MTA adoption & use.

IMPLEMENT FIRST MTA PROJECT

Demonstrate hard value to your organization of MTA and your choice of MTA provider

Manage project plan:
- Align organization on costs/benefits
- Clarify who integrates data sets?
- Execute campaign and review results

Deep review of linkable data:
- Ad serving, CRM
- Confirm linkable conversion data is available
- Determine approach for non linkable data or ignore



Evaluate value of MTA to organization:
- Quantify the lift in marketing ROI and brand building from MTA

Document lessons learned from first project:
- Contrast MTA results to other models
- Learn MTA provider dashboard

Assess MTA provider:
- Is dashboard easy and powerful (timeliness, transparency, cost)

The BIG points…

- **Value to organization**
- **Partner evaluation**

Analytics & Data:
Recommended Acceleration Tool

MMA DATA SHARING FOR ATTRIBUTION IN THE AGE OF MTA, GDPR, & WALLED GARDENS



What marketers need to know about consumer data sharing restrictions and effective workarounds for MTA analytics

* Per 2019 MMA State of MTA Survey

STAGE 5:

DEPLOYMENT

Maintain and expand perceived value of MTA to the organization

Form on-going task force for oversight:

- Rollout plan, including brands, regions, and campaigns
- Manage feedback and knowledge accumulation
- Share information on value of MTA to organization

Expand data:

- Continue to search for data sources that expand scope of marketing budget evaluation



Deployment plan:

- Identify brands, regions that would benefit
- Create phased rollout plan

On-Going evaluation of model effectiveness:

- Stay alert for emerging methods
- Document situations for successful MTA and value-add

Solidify and scale relationship with MTA provider

Skills & Knowledge:
Recommended Acceleration Tool

MMA MTA WEBINAR SERIES (WEBINAR 4)



MMA MTA Webinar Series (Webinar 4)In-depth MTA modeling techniques & use cases, as well as provide a sophisticated scoring methodology & tools that can be used to accelerate the MTA provider selection process.

The BIG points…

- **Which brands, which countries?**
- **How to sell the brands on the value?**

Analytics & Data:
Recommended Acceleration Tool

MMA MTA DATA ACQUISITION RFI TEMPLATE

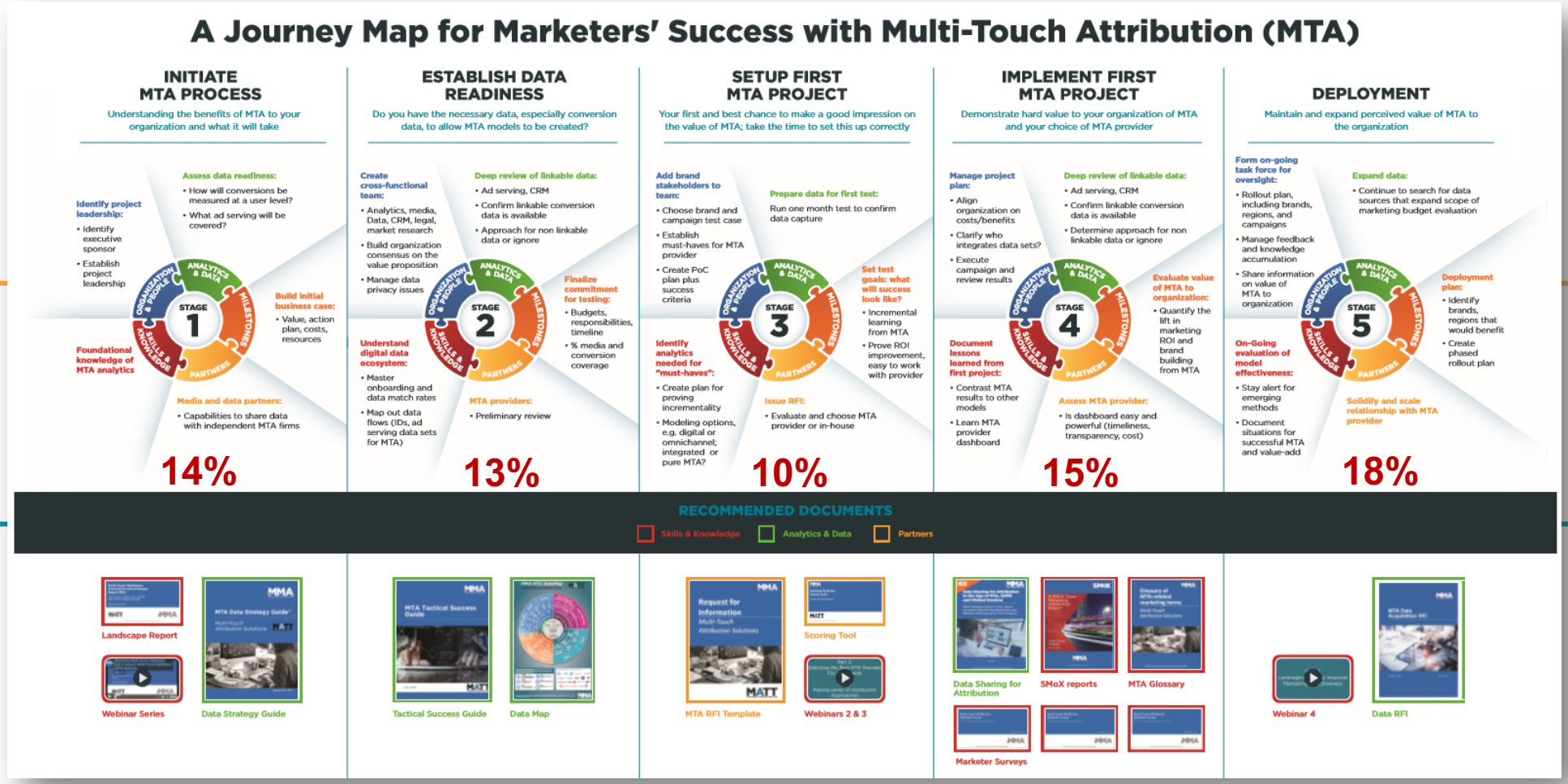


Easy to use template specifically designed to assist marketers in evaluating and securing higher quality data.

* Per 2019 MMA State of MTA Survey

HAVE A PLEASANT AND PRODUCTIVE JOURNEY!

Stages (5)



Recommended Documents/Acceleration Tools

Q&A

For more information on the MTA Journey Map:

mmaglobal.com/mta-journey-map


MMA
Thank you!