Measurement & Attribution

April 6, 2023

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Goals for The Day

- Have a clear path to measurement-fueled growth for your practice & enterprise
- Become equipped to lead data-driven decision-making across your practice & enterprise
- Achieve Fluency in principles and application of Single, Multi, and "Holistic" Channel Measurement

Schedule

Morning

- 8:30 - 9:00: Arrivals & Breakfast
- 9:00 - 9:15: Intro and 101 Foundation Building
- 9:15 – 9:45: Measurement Strategy Pre-Requisites (ROI + Measurement)
- 9:45 - 10:00: Activation Essentials
- 10:00 - 10:15: Break
- 10:15 - 10:45: ***Demo 1: LiveRamp***
- 10:45 - 11:15: Applied Measurement Essentials: KPIs, Metrics, and the Sales Funnel
- 11:15 - 11:45: Applied Measurement: Non-Media Measurement

Afternoon

- 11:45 - 12:30: Lunch
- 12:30 - 1:00: ***Demo 2: Upwave***
- 1:00 - 1:15: Holistic, Multi- and Single Channel A&M: Measuring One, All, or Some
- 1:15 - 1:45: Holistic & Unified Distinctives: One Data Set to Measure Most or All
- 1:45 - 2:00: Break
- 2:00 - 2:30: ***Demo 3: LiftLab***
- 2:30 - 3:00: Multi-Channel Distinctives
- 3:00 - 3:30: Channel Specific Essentials
- 3:30 - 4:00: Hot Topics, Red Flags, Q&A
- 4:00 - 4:30: Fireside Chat

101 Foundation Building

9:00 a.m. - 9:15 a.m.

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WELCOME!

1. **Measurement & Attribution is Multi Disciplinary by Design**
2. **Measurement Exists to Support Decision Making**

Key Points

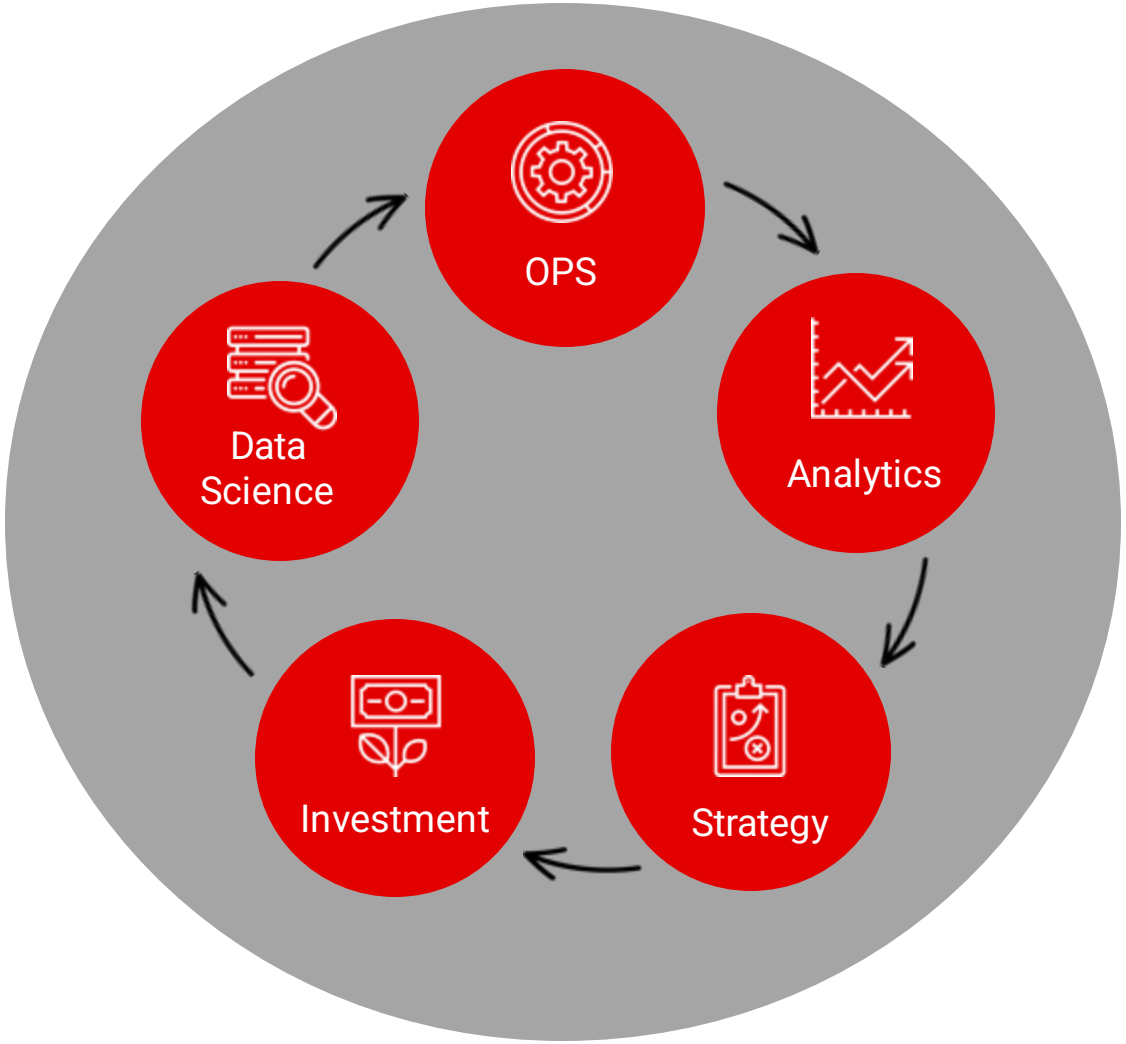
Measurement & Attribution Is Multi-Disciplinary by Design

Anyone can lead Measurement & Attribution strategy successfully by curating across disciplines

Be connective tissue *first*

Be fluent in Insights & conversant in hard skills

Analytics, Data Science, Data Viz & BI

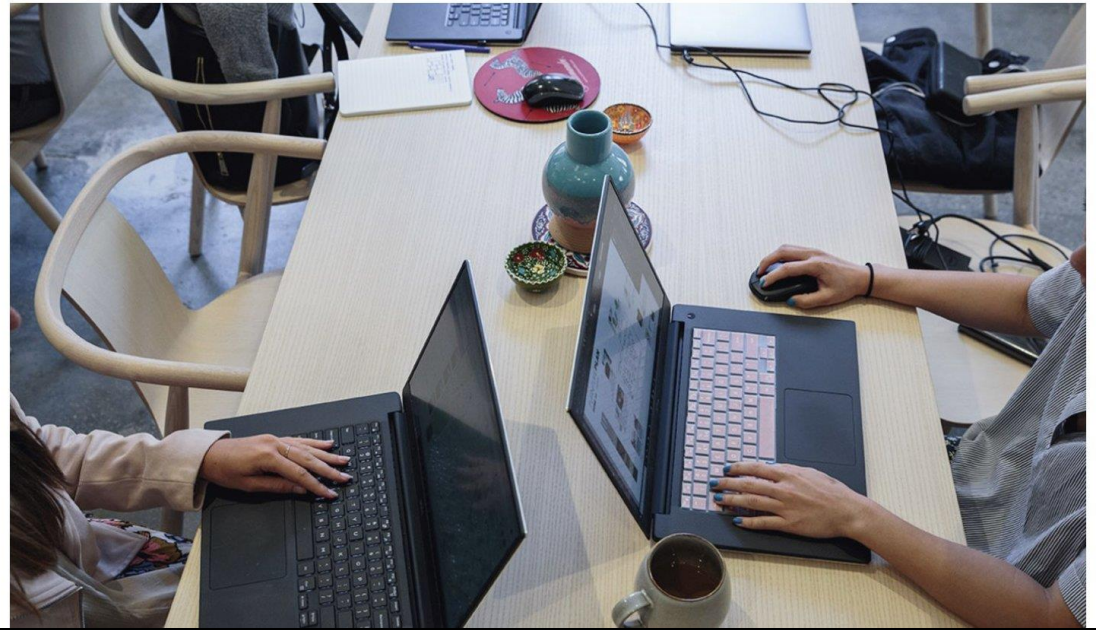


Leading Measurement Requires Understanding Other Specialties

Bloomberg

$335,000 Pay for 'AI Whisperer' Jobs Appears in Red-Hot Market

The fast-growing apps have created a seller's market for anyone — even liberal arts grads — capable of manipulating its output.

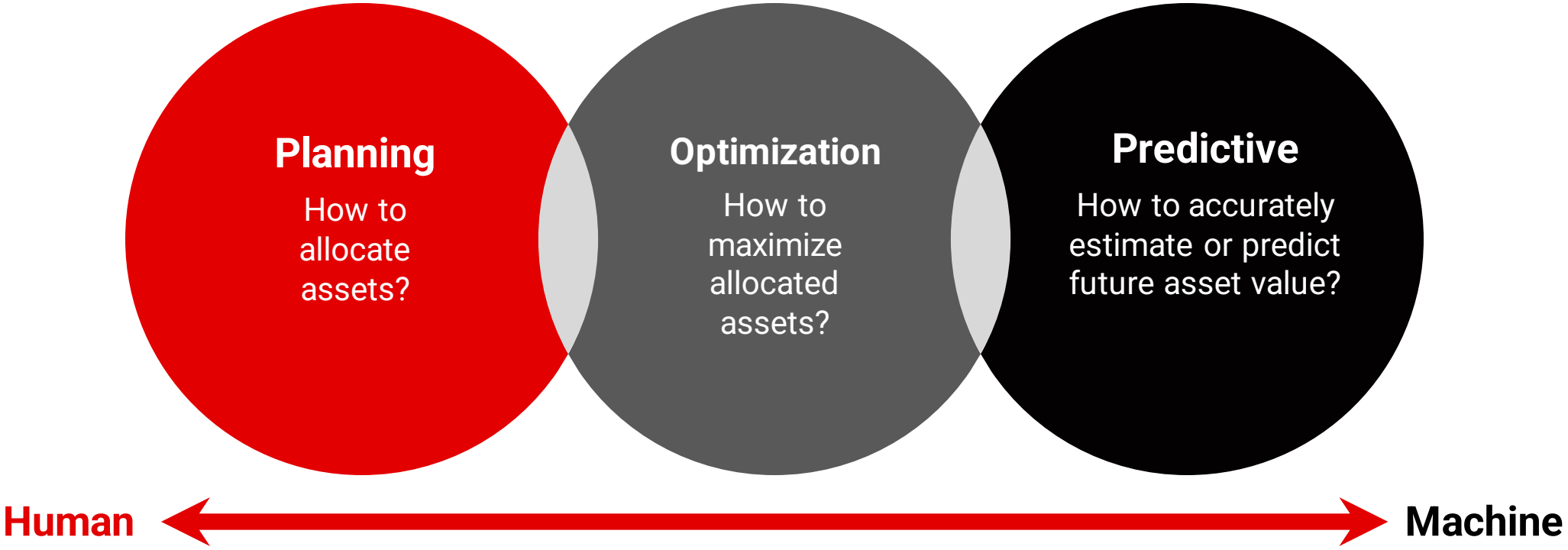


Being a **good customer of AI/ML** is key to optimal outcomes

A dedicated **translation layer** across disciplines pays

Think Predictively and you will best manage across practices

Measurement Exists to Support Decision Making



Decision making has BOTH data-driven and human components.
Measurement Strategists exist to optimize the balance between them.

Measurement Strategy Pre-Requisites

ROI + Measurement

9:15 a.m. - 9:45 a.m.

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1. Precise Data Flows From Precise Language
2. Measurement Without ROI Isn't Measurement, It's Accounting
3. The DIY Maximalist Approach to Measurement Can’t Be Your Default Setting
4. Measurement Must Demonstrably Creates More Value Than It Consumes
5. Transparency & Accountability Are Key to Countering Measurement Bias

Key Points

Marketing Isn't Done Under Lab Conditions

- **The scientific method requires transparency that capitalism doesn't.**
- **Consumers don't think of their experience in numbers.**
- **Outcomes dictate success.**

Be Agnostic & Darwinian.

Precise Data Flows From Precise Language: Simple Wins

Know what you mean when you say measurement

Measurement is *not* reporting

Measurement is the creation of data sets which drive optimal decision making

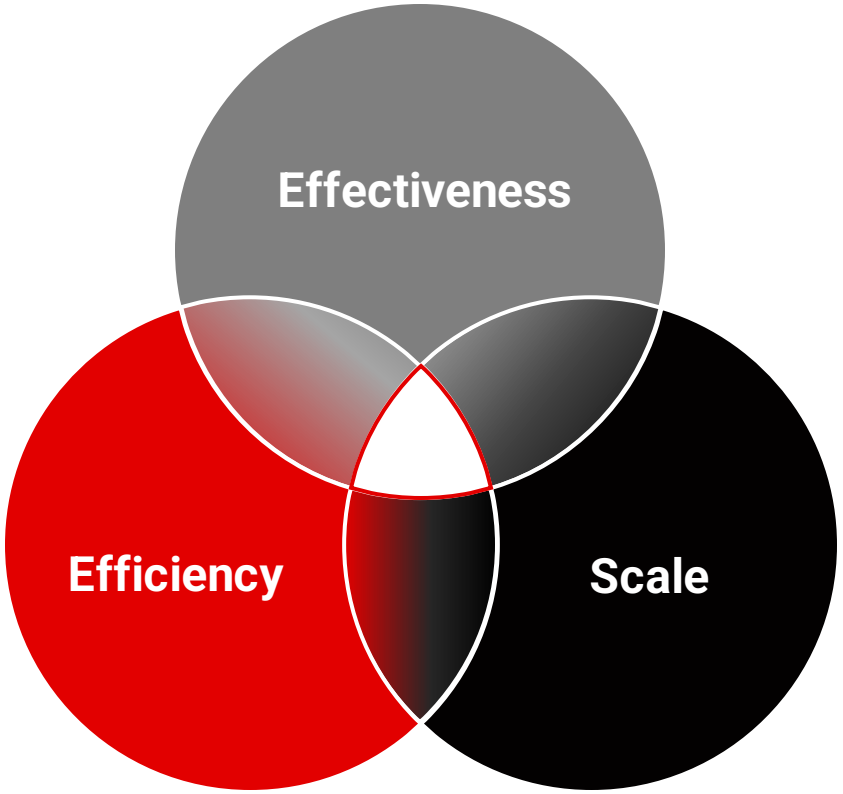
If your language isn't right – your numbers won't be right.

Precise Language: Without ROI+, Measurement Is Just Accounting

ROI Is Not Just Media Cost Divided By Orders

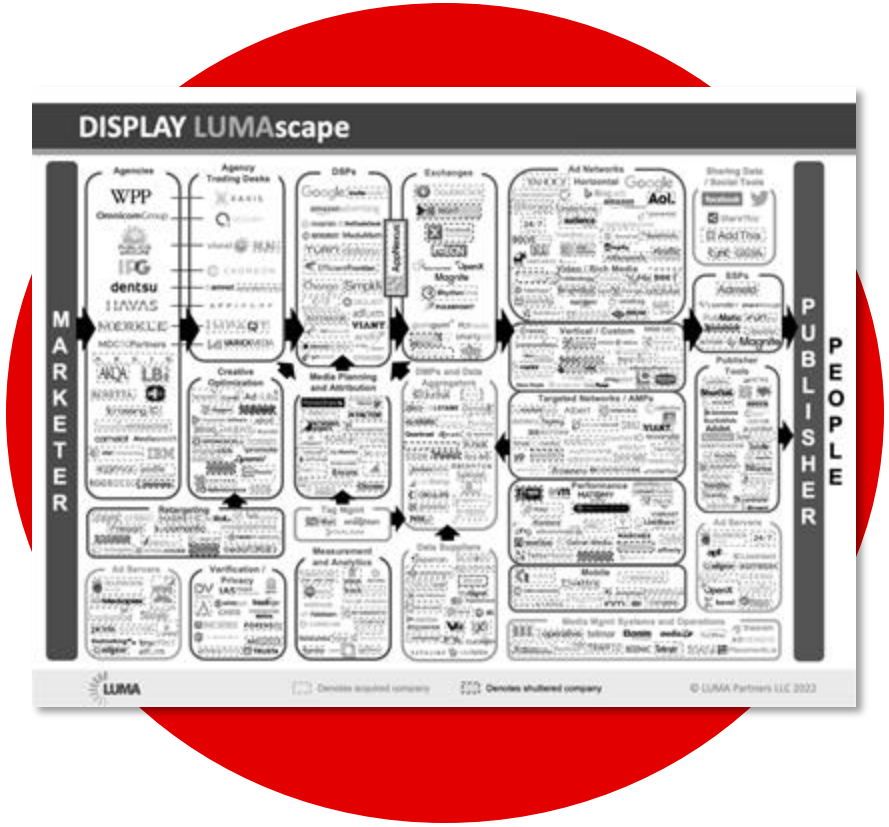
Costs Are Greater Than Media CPMs; Value More Than Order Count

- S.E.E. - Are you Scalable, Effective AND Efficient?
- Growth – Did you leave yourself opportunities for future growth?
- Utilization – How well did your effort leverage existing assets?
- Brand Equity – Did brand value go up or down?



Measurement can't be a sunk cost, it needs to be a profit center.

Measurement Must Create More Value Than It Consumes



The Tools of Measurement Are Never Free

The Cost of Measurement Tools and the Value They Generate Must Demonstrably Favor Value

The Same Rigor You Apply to Media & Creative ROI Creation Should Be Applied to Measurement

- Delivery: Ad Serving, ID, CDP, Brand Safety
- Reporting: Data Visualization, Platforming, Versioning
- Data: Data CPMs, Privacy, Security
- Services: Analytics, Data Science, Creative, You
- Operations: AdOps, Data Engineering

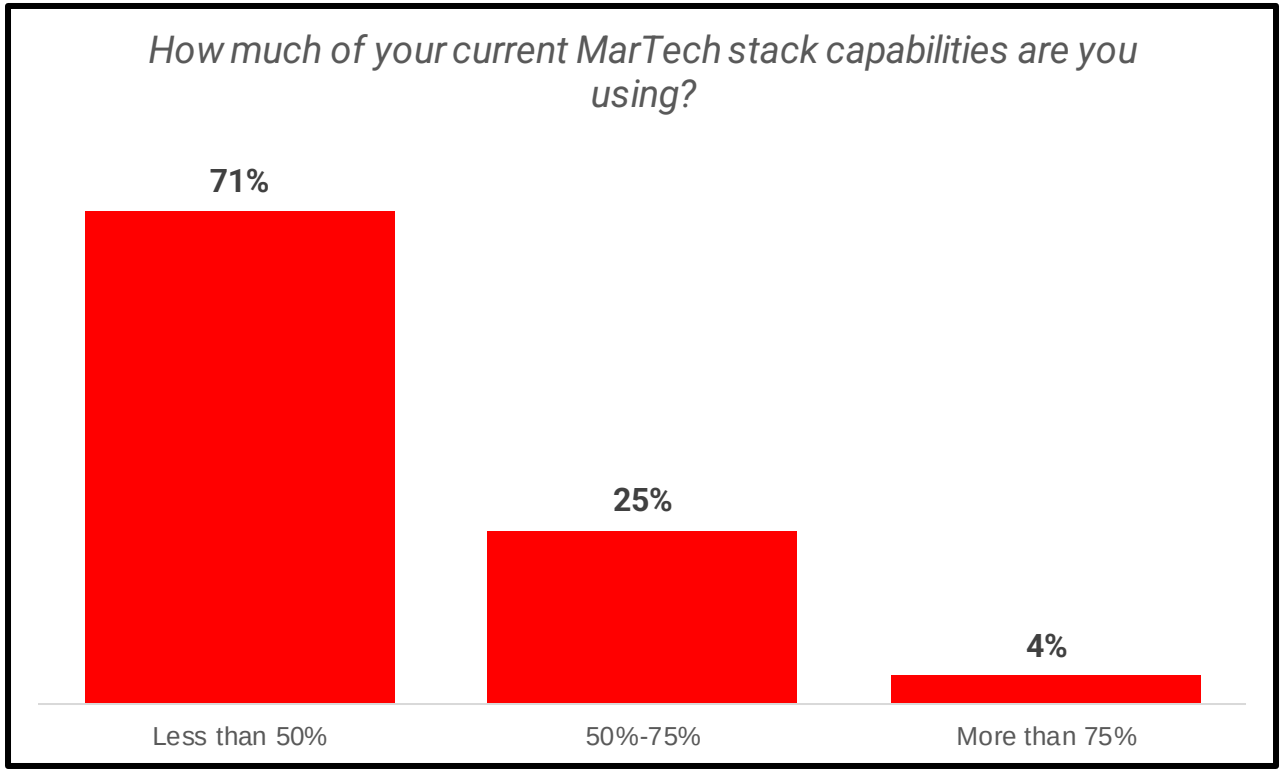
Historically, the "Tech Tax" should be no more than 25-33% of the media spend to be ROI positive. There are many campaigns now *well above that*.

71% of Marketers Use Less Than 50% of MarTech Stack Capabilities

Challenges with MarTech Stack Structure

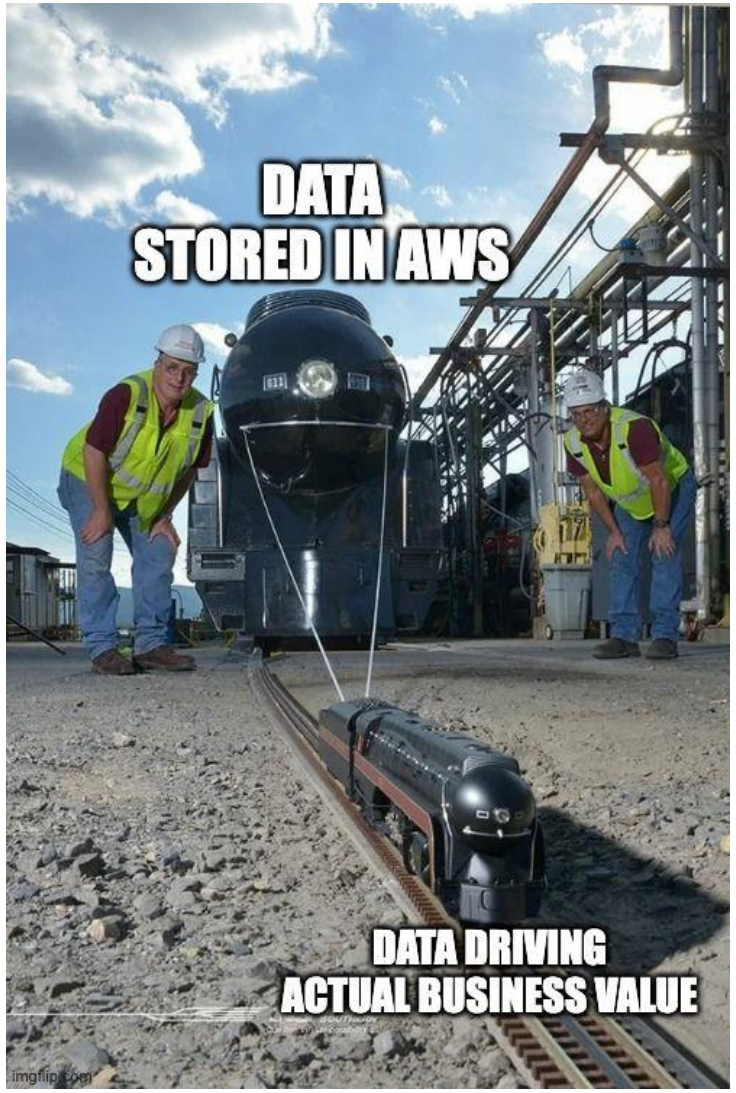
- Overall cost (57%)
- Not using full capabilities of existing tools (40%)
- Lack of training/experience and support (37%)
- Integration of tools (29%)

50% Adtech Spend Waste Puts Most Marketers Underwater On Measurement ROI



Source: The Future of the Martech Stack (Ascend2 and Research Partners), published Dec 2022

The Maximalist DIY Approach to Measurement Is Contraindicated



"Big Data" Isn't A Synonym For "Optimized Data Investment"

Every Dollar You Invest Needs A Documented Outcome

- How much is your data storage bill?
- How much is your investment in Data Engineering?
- What is your current estimated Data ROI?
- What is your optimal Data ROI?
- Can you prove you are doing things well?

Quantifying Utility Is Essential.

The Maximalist DIY Approach to Measurement Is Contraindicated

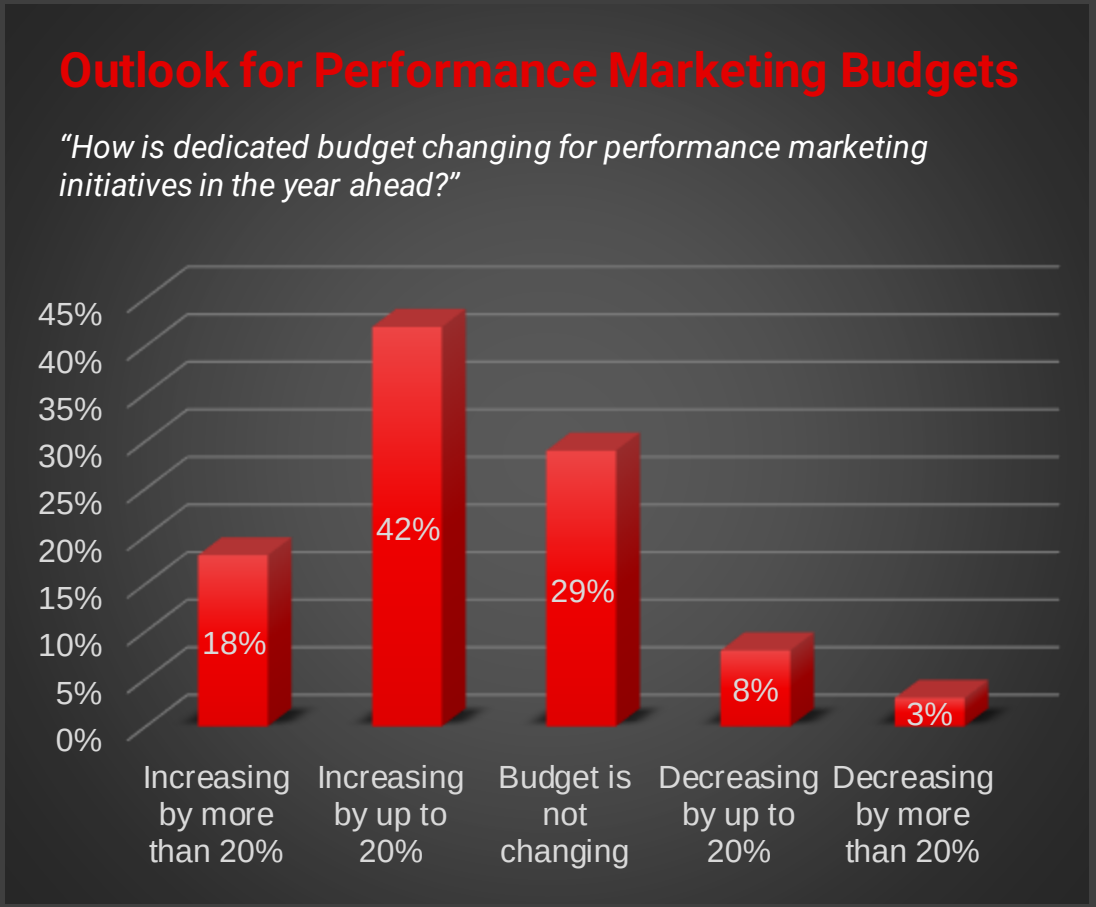
You Can't Assume DIY Is Always Better

DIY Competes Against Easy Buttons

Performance Media Is Complete Measurement By Design

The Maximalist Approach Is Almost Never The Best Approach

Be Agnostic & Darwinian.



Published on MarketingCharts.com in October 2020 | Data Source: Ascend2 & Research Partners

Based on a September 2020 survey of 274 marketers targeting B2B (42%), and B2C (33%), and B2B and B2C equally (25%)

The Maximalist Approach to A&M Must Be Questioned Every Time

You're Competing Against Easy Buttons

Easy Buttons Can Be Good or Bad. That Is For You To Prove.

- Last-Click Last-Touch Is *Bad-Easy*
- Performance Guarantees

Demonstrable ROI Is The Best Counter-Balance To *Easy Buttons*

How much does marketing impact sales? (elasticities in competitive markets)

Category	Elasticity	Notes
Price Discounts	4 to 12 (short run)	0 (long run)
Price	-2.5	
Product Quality	0.4	
Placement (Distribution)	0.7 to 1.8	S-shaped
Promotion (Advertising)	0.1	0.3 new products 0.01 est. products

See D.M. Hansenns. Empirical Generalizations about Marketing Impact, 2nd Edition. Marketing Science Institute, 2015.

Over-measuring loses money. Under-measuring wastes value. Getting it right is Job #1.

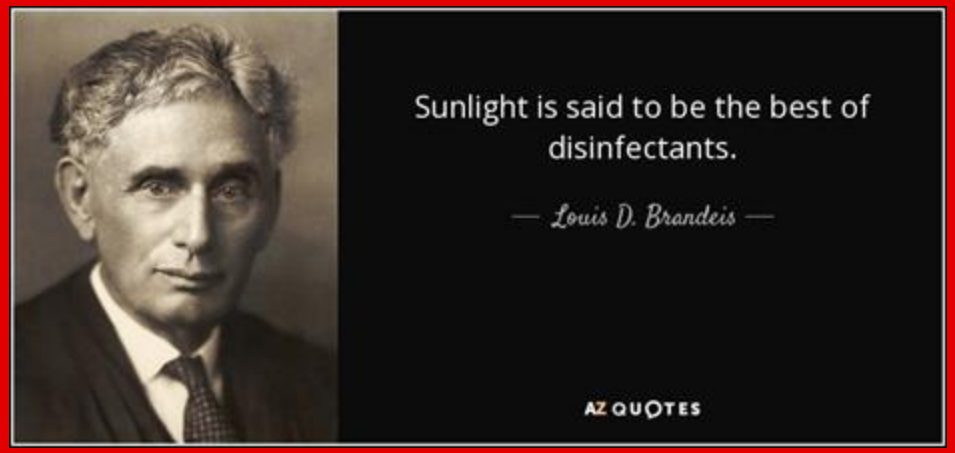
Transparency & Accountability Are Key to Countering Measurement Bias

Bias Is a Valid Concern.

Everyone Is **Grading** Their Own Homework to Some Extent

Total Bias **Mitigation** Is Impossible

Sunlight Is the Best Disinfectant



Transparency & accountability solve most problems. Be Agnostic & Darwinian.

Activation Essentials

9:45 a.m. - 10:00 a.m.

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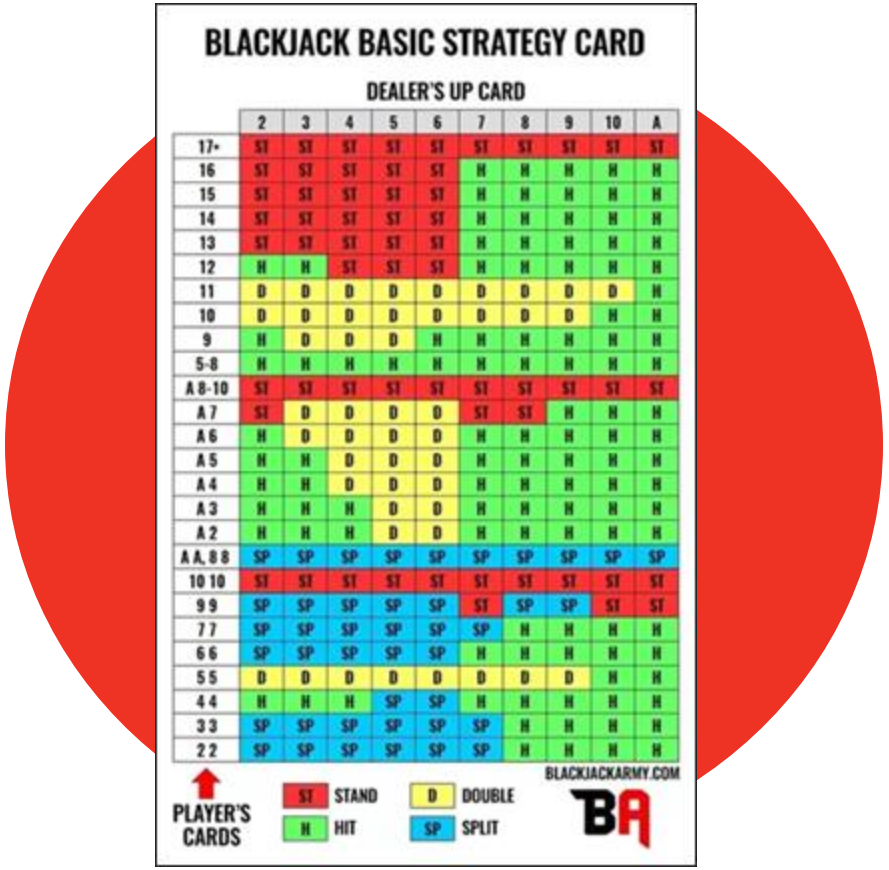
Key Points

1. **Applied A&M is Dimensionalized by *what decisions are being supported*, *who makes these decisions*, and *how these decisions impact each other*.**

2. **Full-Funnel Measurement is quantitative AND qualitative.**
   Almost all of it is predictive.

What Is Decisioning or Decision Science?



BLACKJACK BASIC STRATEGY CARD

DEALER'S UP CARD

	2	3	4	5	6	7	8	9	10	A
17+	ST	ST	ST	ST	ST	ST	ST	ST	ST	ST
16	ST	ST	ST	ST	ST	H	H	H	H	H
15	ST	ST	ST	ST	ST	H	H	H	H	H
14	ST	ST	ST	ST	ST	H	H	H	H	H
13	ST	ST	ST	ST	ST	H	H	H	H	H
12	H	H	ST	ST	ST	H	H	H	H	H
11	D	D	D	D	D	D	D	D	D	H
10	D	D	D	D	D	D	D	D	H	H
9	H	D	D	D	H	H	H	H	H	H
5-8	H	H	H	H	H	H	H	H	H	H
A 8-10	ST	ST	ST	ST	ST	ST	ST	ST	ST	ST
A 7	ST	D	D	D	D	ST	ST	H	H	H
A 6	H	D	D	D	D	H	H	H	H	H
A 5	H	H	D	D	D	H	H	H	H	H
A 4	H	H	D	D	D	H	H	H	H	H
A 3	H	H	H	D	D	H	H	H	H	H
A 2	H	H	H	D	D	H	H	H	H	H
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PLAYER'S CARDS

ST STAND
H HIT
D DOUBLE
SP SPLIT

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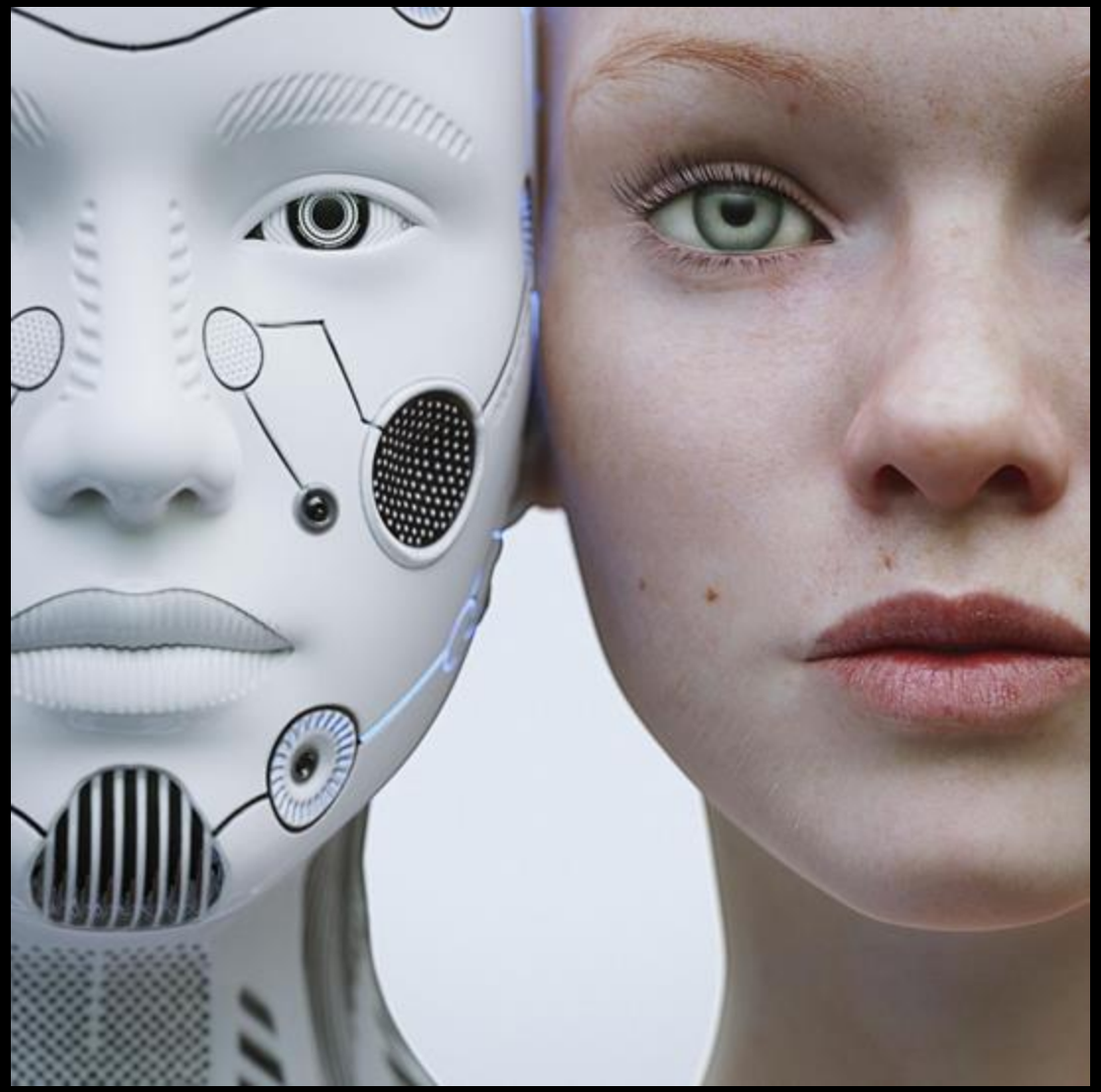
- "Making a decision" in plain language. Statistically optimal outcomes ideal.
- Often repackaged under other language, like ”Recommendation" or ”Prediction" engines/layers.
- Human and algo decisioning both run on data. Measurement is the main ingredient for both.

Measurement Supports Decisioning: Activation Pivots on 3 Key Questions



- What **processes** are you managing **outcomes** for?
- Are **Algos or People** **optimal** for that kind of decisioning?
- How does **Measurement** done **elsewhere** impact your work?

Applied A&M Is Optimally Dimensionalized by 3 Key Questions

Which Process Are You Supporting?

- **Planning:** Decisions about assets/budgets before they are allocated to the market
  - "Where to spend"
  - "How to buy"
  - "Balance Inputs & Output"
- **Optimization:** Decisions about assets/budgets after their allocation to the market
  - "How to spend"
  - "Allocation in Proportion to Elasticities"

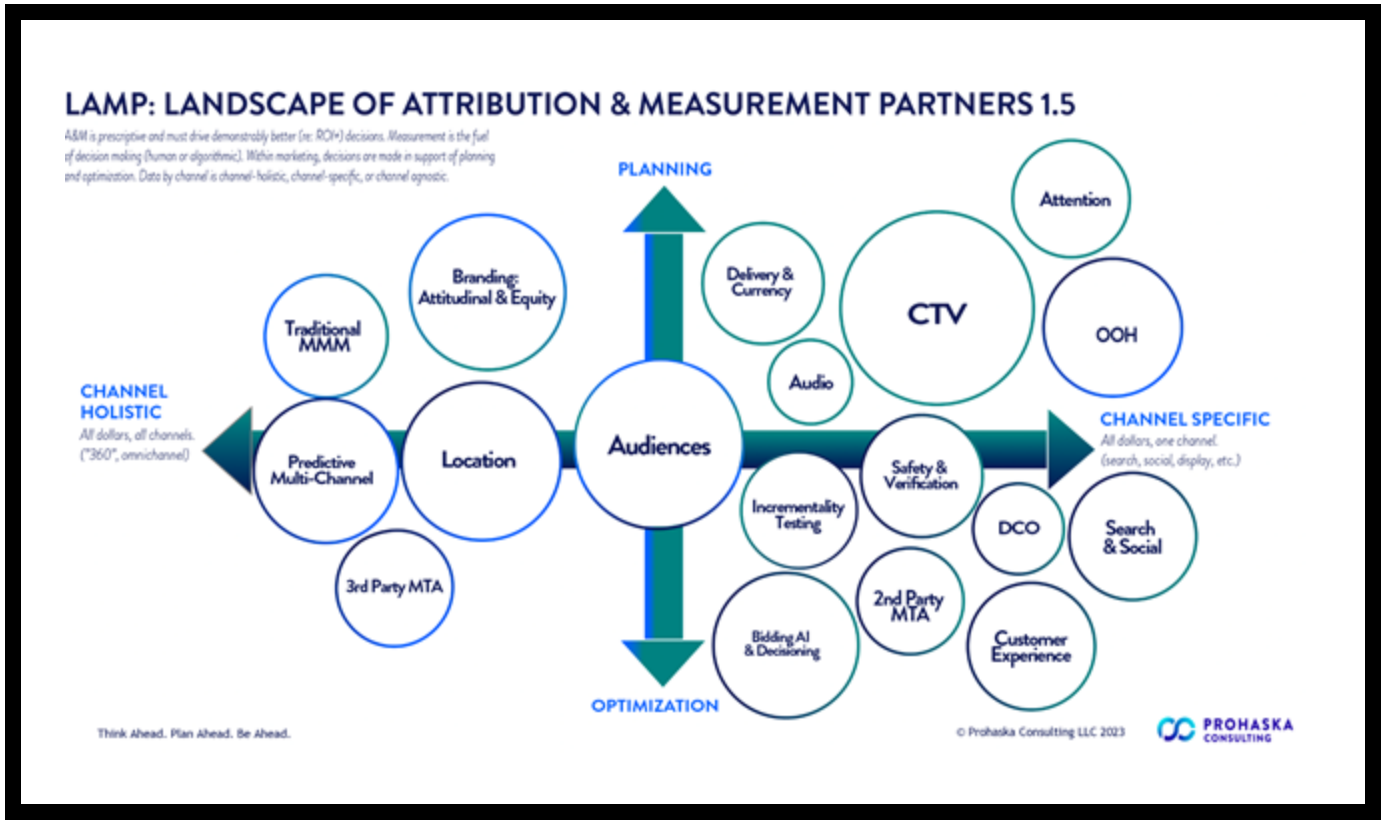
Who Best Makes Those Decisions?

- **Human Decision Making:** Planning, High Impact, Emerging Channels
- **Algorithmic Decision Making:** Auction-Based Buying, High-Level Budget Fluidity

How Do The Decisions Work Together?

- **"Holistic":** Maximum Channel Inclusion (“360”, Omnichannel)
- **Channel Specific:** All dollars, one channel (Search, Social, Display, etc.)
- **Multi-Channel:** More than one channel, fewer than all channels (“Multi-Channel”)

Measurement Specialization Is Usually Preferred To The “Multi-Tool”



Measurement usually involves curating specialized tools.

Need flows from process and channel demands

Advanced practices manage cross-decision impact.

Download the LAMP 1.5 here: https://prohaskaconsulting.com/the-landscape-of-attribution-measurement-providers-lamp-1-0/

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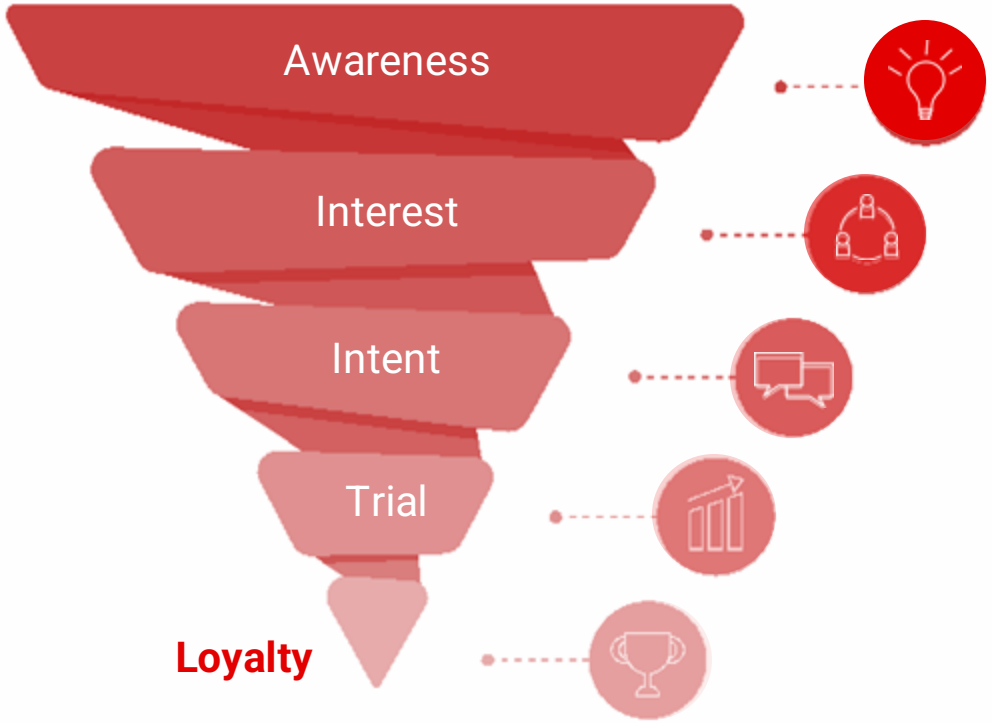
Measurement Is Best Seen As Predictive by Default

Historically M&A Doesn't Just Count - It Predicts

The Data Used in Marketing Is Usually a Proxy of One Sort or Another

- "The Funnel" predicts
- Demographics & Psychographics predict
- Media Plans predict, GRPs/TRPs predict
- The predictions we already know have limitation



The data sets you build must help others make accurate predictions – AI Or OI

Humans & ML Don't Usually Make the Best Decisions Using the Same Data

Humans

- **Aggregation & Curation (Not Big Data)**
- **Storytelling**
- **Relationships**
- **Required skills:**
  - Be connective
  - Be great at explaining the ML decisions (201)
  - Be great at curating the data sets that ML loves (301)

Machines

- **Open-Aperture: Don't Assume**
- **Let The Math Tell You: Feature Importance**
- **GIGO**
- **Automation-Friendly**
- **Big Data**
- **Does more data really mean more lift?**

We are heading to a future in which the data good for one kind will not work on the other.

/LiveRamp

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Strategic Sponsors – LiveRamp

10:15 – 10:45

/LiveRamp

Better Measurement with Next-Generation Addressability

Why optimal measurability requires person-level addressability

Agenda

1

The State of the Ecosystem

What is changing? How are the most sophisticated marketers moving beyond programmatic tokens to more safely build a deeper understanding of the customer and drive engagement across the entire customer journey?

2

A New Infrastructure

What has LiveRamp built? How does it enable addressability and measurability at the person-level?

3

Best practices from marketers for reach and ROAS

How does better personalization, activation, and measurement drive improved ROI for brands today?

4

Action Plan

The industry has been talking about the deprecation of third-party cookies and restricted use of IDFAs and IP addresses for years. How can we take action now?

The State of the Ecosystem

This is a Today Problem, Not a Tomorrow Problem

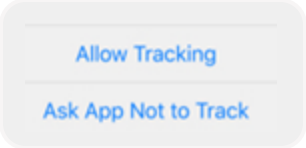
Signal loss today is more than cookies

50% of the **web** is already cookieless

60% | 40%

Cross-app activation is severely challenged

Apple's ATT limits IDFA, Google to follow w/AAID



The IP address is on Google's chopping block

ITP and Google's Gnatcatcher break the use of IP addresses for **CTV** addressability and measurement

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Brands are **losing audience data connectivity** across all channels, not just web

Publishers are subject to **data loss**, preventing them from connecting inventory to brand first-, second-, and third-party audiences

Different Timelines, Same Story:

Cookie deprecation is delayed

Third-party cookie deprecation to be phased out over a three-month period beginning in mid 2024

The industry must continue to move away from third-party cookies as the ROAS, reach, and measurability of RampID exceeds cookies while respecting privacy

Topics & FLEDGE technologies were slow to progress, replaced by PAIR

Technologies emerging from Google's Privacy Sandbox initiative will be available starting late 2022

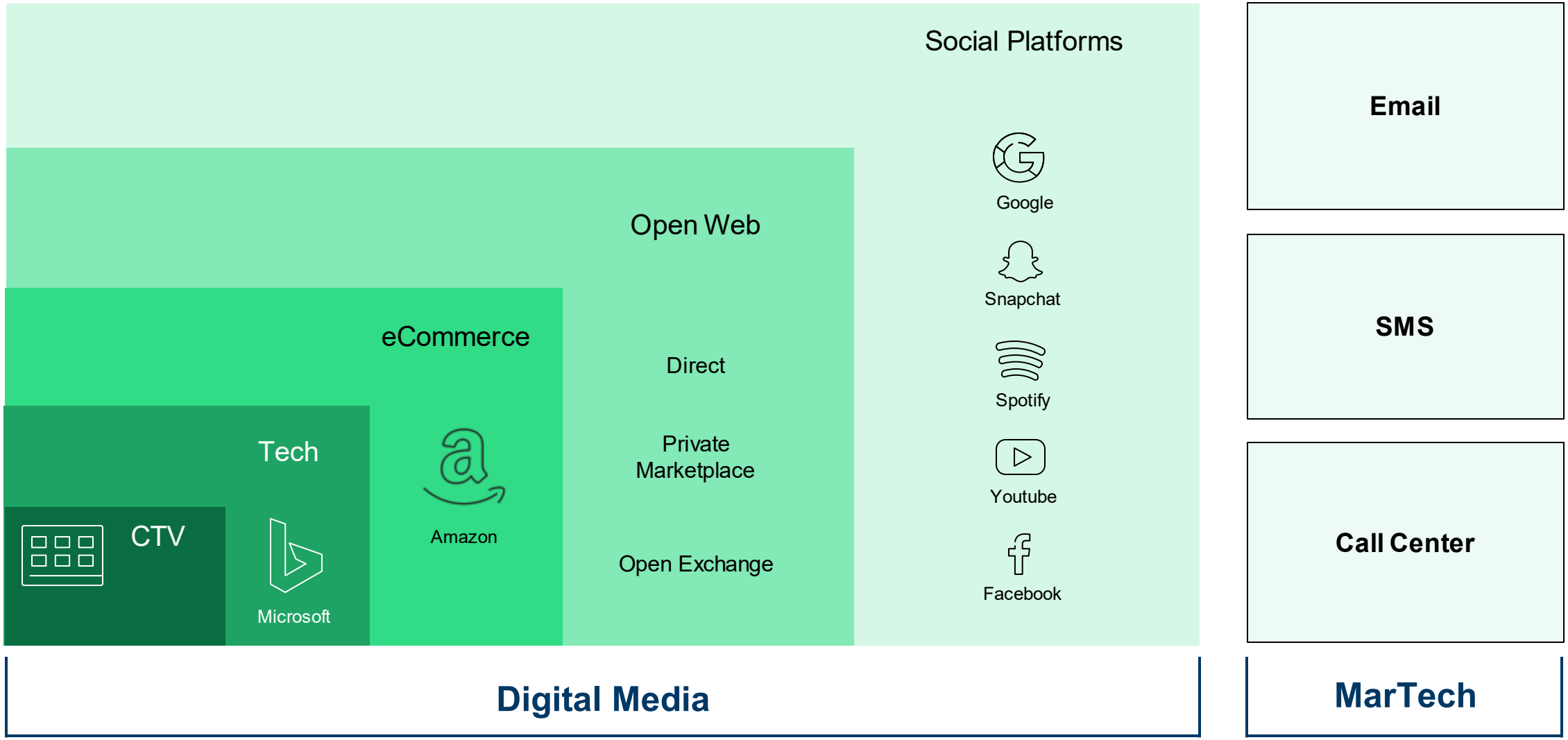
Marketers and publishers continue to move server-side, reducing their reliance on Google technologies to maintain targeting and measurement capabilities

Google, Apple stamp out fingerprinting

Fingerprinting (and similar solutions) is not a privacy-safe approach

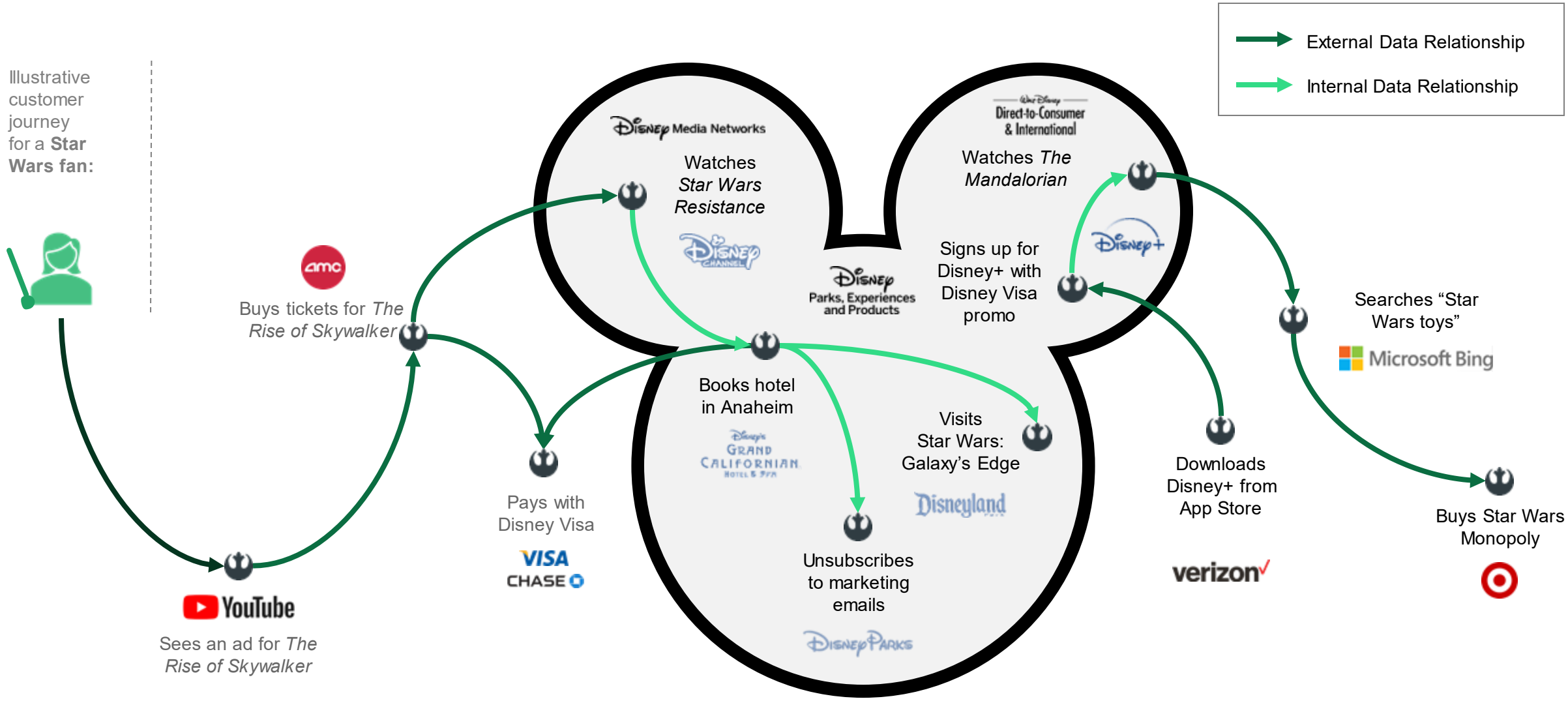
Google and Apple will continue to discourage its adoption through removal or masking of a user's IP address via Gnatcatcher and the extension of ITP to block IP addresses

Enabling every consumer experience to be addressable and measurable



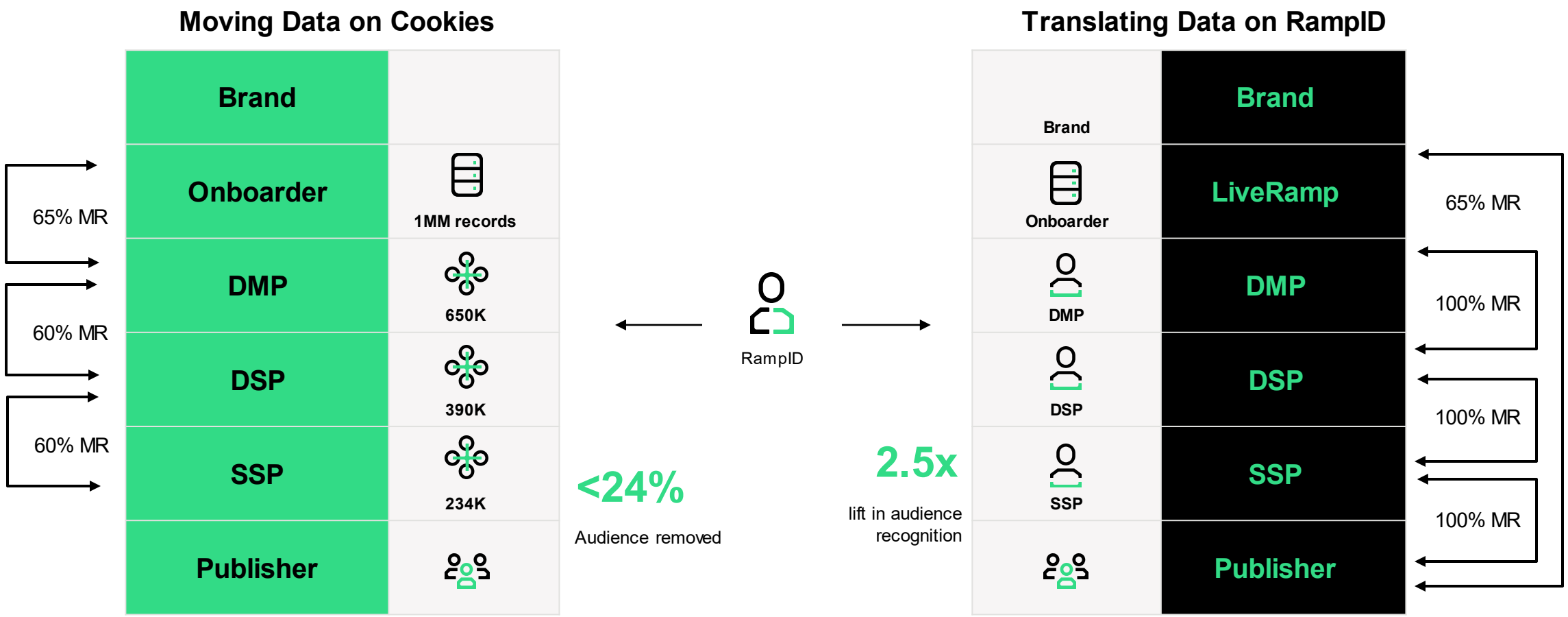
How does signal deprecation impact measurement of the customer journey?

Collaboration is essential



Moving Data on Cookies vs. Translating Data in RampID

Mitigate cookie-based drop off using RampID throughout the programmatic chain



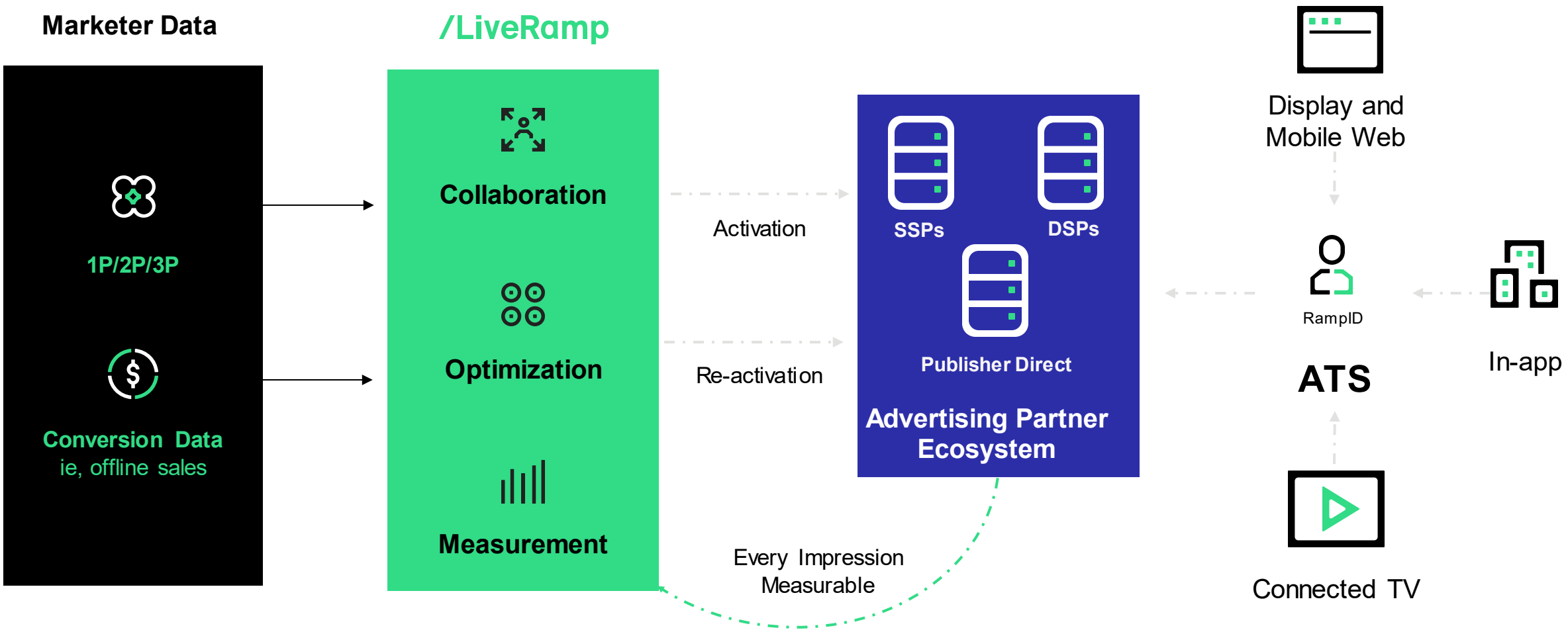
Comparing Durable IDs in the Ecosystem

		Hashed Emails	Other Authenticated IDs	RampID
Most IDs support basic programmatic functions	Email compatible	✓	✓	✓
	Programmatic open exchange buys	✗	✓	✓
ATS is neutral and built around actual people	Neutral and without media bias	✓	✗	✓
	Resolved to person-level	✗	✗	✓
Supporting a much broader array of both marketing and other use cases	Direct and private marketplace publisher buys	✓	✗	✓
	Addressable TV	✗	✗	✓
	Social platforms	✗	✗	✓
Allowing companies to work with partners, scale globally, and measure their effectiveness	Second-party data collaboration	✗	✗	✓
	Global scale	✗	✗	✓
	Omnichannel measurement and attribution	✗	✗	✓
Reducing privacy and security risk while remaining compliant today and tomorrow	Protects marketer and publisher data	✗	✗	✓

How Our Infrastructure Works

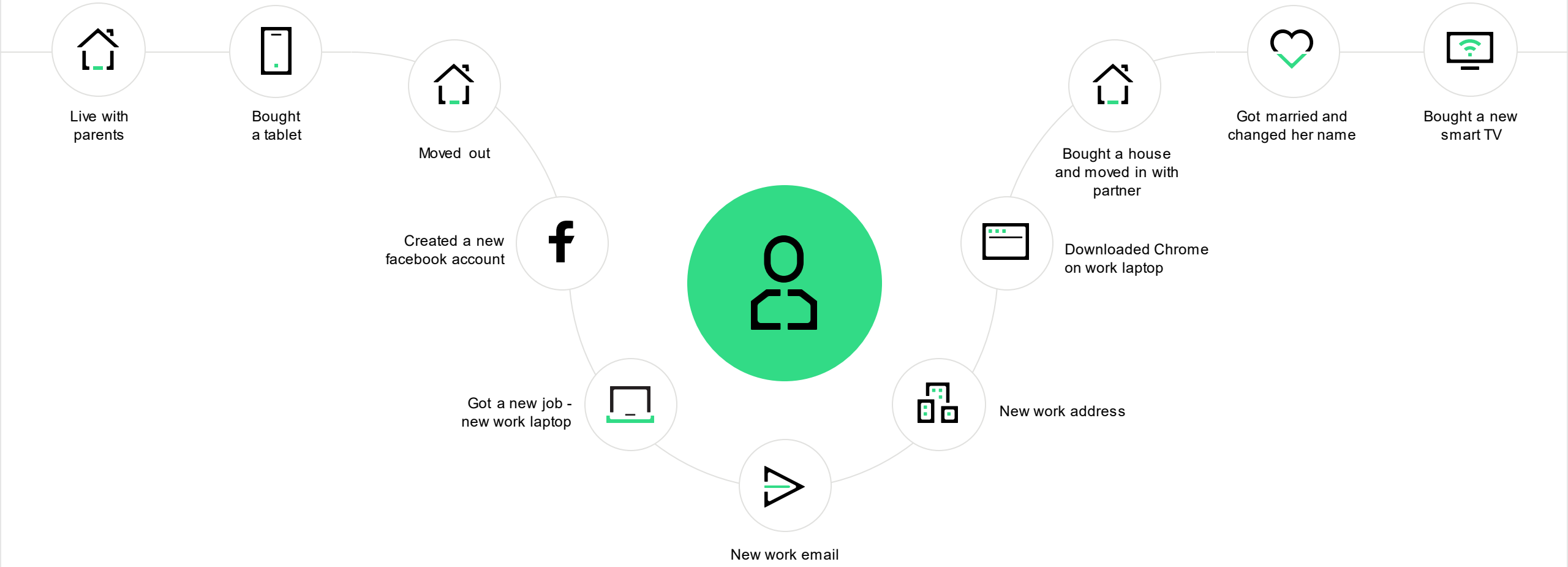
How do advertisers optimize addressability for measurement?

Higher fidelity data-driven coordination between buy and sell-side across all channels



Identity is More Than an email or a cookie

The customer journey happens at the person level. An email is not a person. A device is not a person.



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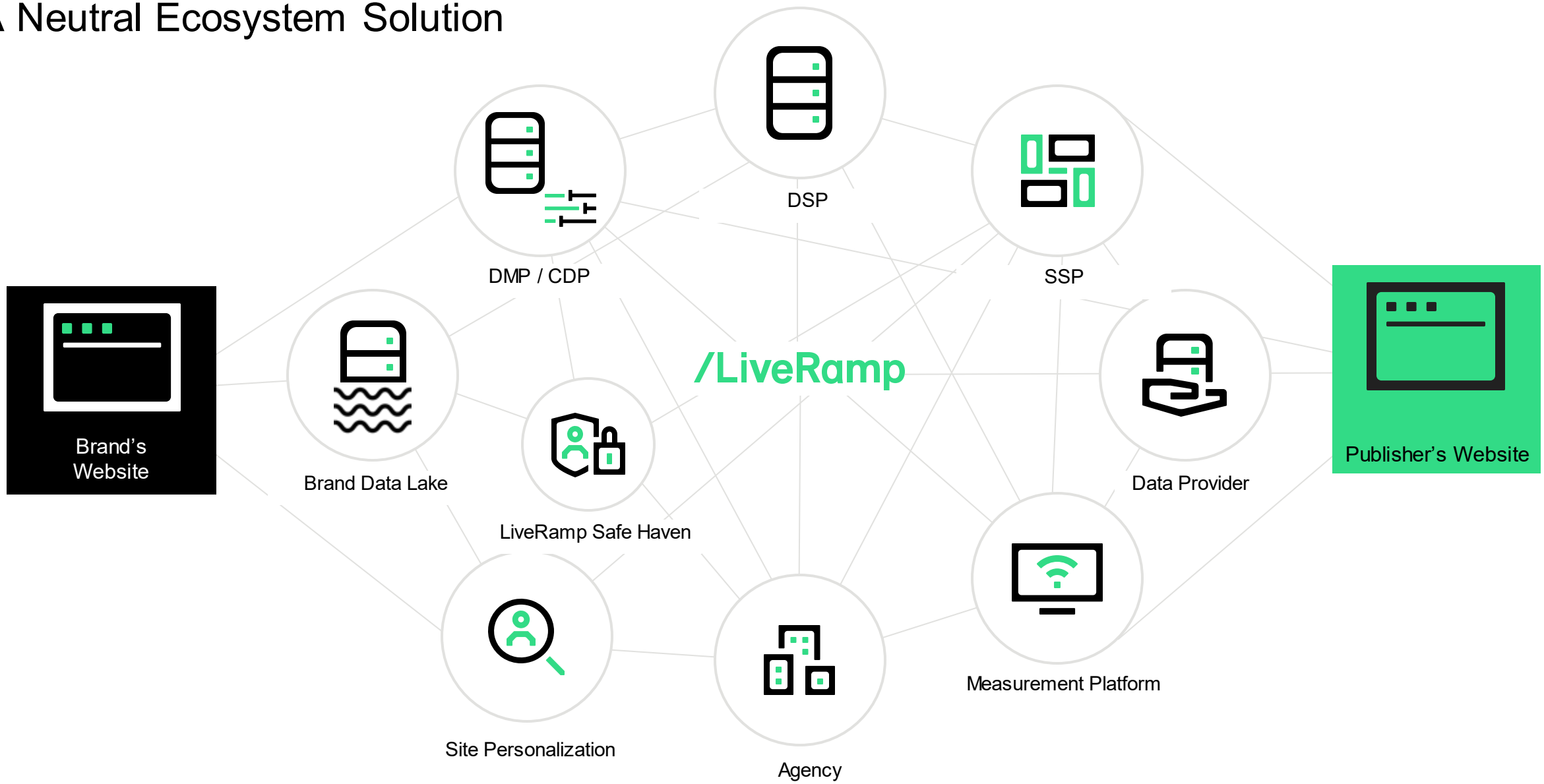
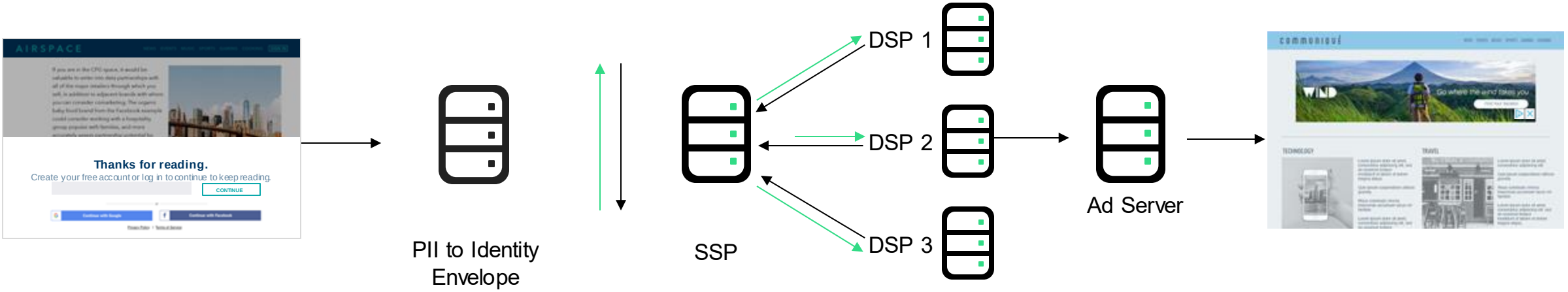
A Neutral Ecosystem Solution



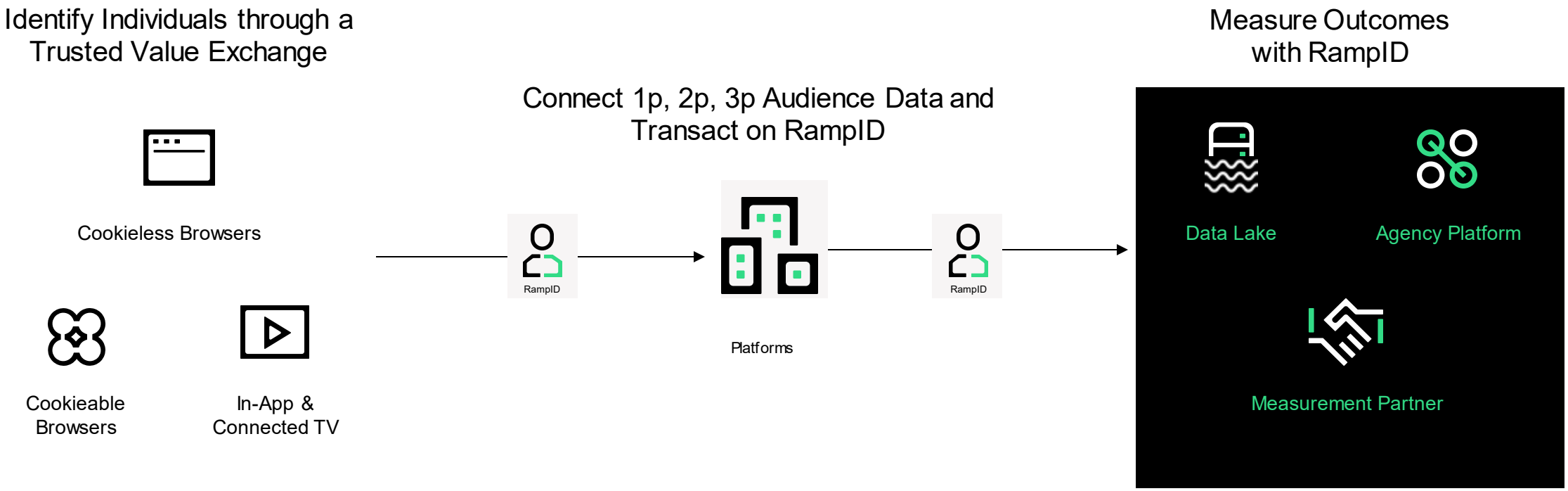
Optimizing for measurability across the programmatic chain

1. Email is converted into encrypted RampID envelope
2. SSP decrypts RampID envelope and retrieves RampID
3. SSP translates RampID to DSP-encoded RampID & passes in bid request
4. DSP decisions on bid request and logs RampID in exposure logs



An End-to-End Solution for Addressability and Measurability

RampID, powered by ATS, is embedded across the ecosystem to enable marketers to use first-, second-, and third-party data to connect with authenticated audiences across publishers for your entire media buy without sharing customer data—without relying on third-party cookies or device-based identifiers.



End to End Measurability on RampID

Proof Points

Fitbit Achieves 2x Higher ROAS

LiveRamp Authenticated Identity Infrastructure

Challenge

Find cookieless solution that:

- Reaches Fitbit's high-value audiences
- Measures the same business outcomes

Solution

- A/B test Fitbit's Father's Day campaign
- Compare audience reach between a leading DSP's cookie vs. deal ID from Index Exchange leveraging LiveRamp's Authenticated Identity Infrastructure

Results

2x Return on ad spend (ROAS)

34% Cost per page view (CPPV)

13% Average order value (AOV)

Danone Improves Cost Efficiency by 40%

LiveRamp Authenticated Identity Infrastructure

Challenge

- Determine the impact of third-party cookie deprecation on audience strategy
- Find a feasible cookieless alternative ahead of 2024
- Evaluate the effectiveness of people-based addressability on the cost of media buys

Solution

- Use authenticated publisher inventory to reach high-value Silk audiences on a people-based level
- Conduct the media buy using a deal ID

Results

40% In cost efficiency metrics

4% Video completion rate

National Specialty DTC Brand Drives Higher ROAS

Higher ROAS

Challenge

Evaluate the true difference in sales lift after removing third-party cookies from the supply chain:

- Isolate differences in performance across inventory and audience composition
- Measure business outcomes

Solution

- Use authenticated publisher inventory to reach high-value Silk audiences on a people-based level
- Conduct the media buy using a deal ID

Results

84% ROAS lift

>20% Reach Increase

Take Action Today

Getting Started

Primary

Begin activating addressable, people-based campaigns

- ✓ Ensure that all of your 1p and 3p campaigns run on a durable identifier such as RampID
- ✓ As you prove success with this method, measure, frequency cap, and optimize 100% of impressions across your entire first-, second-, and third-party media buy

Secondary

Build a closer relationship with the consumer across their journey

- ✓ Implement a durable identifier on all O&O site and app traffic for full measurability across MTA + CAPIs
- ✓ Ask your top 20 publisher partners to implement ATS and increase the amount of their authenticated inventory you can measure.

Don't wait! Embracing new strategies sooner, rather than later, will ease the transition and foster better ways to connect with consumers

Applied Measurement Essentials

KPIs, Metrics, and the Sales Funnel

10:45 a.m. - 11:15 a.m.

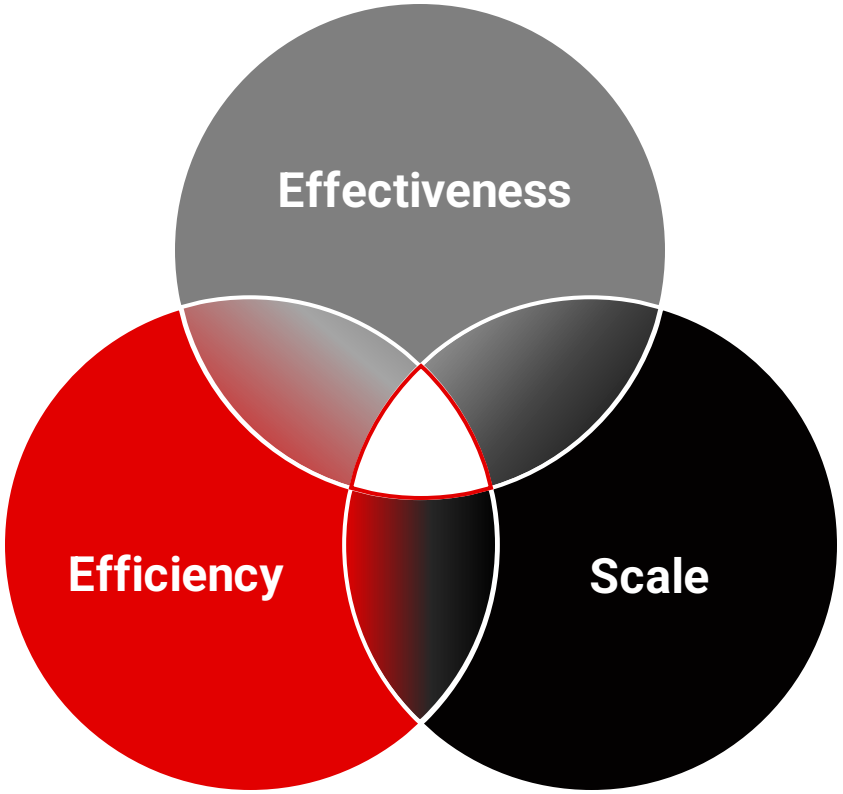
iab. PROHASKA CONSULTING

Key Points/Topics

1. KPIs & Metrics: What's the Difference?
2. Dimensionalizing KPIs & Metrics With Precise Language
3. Heuristics for the Application of Measurement
4. Optimizing Data Set Production for Humans vs. Algos

KPIs Aren't Metrics – They Are Buckets for Metrics

- **S.E.E. Covers Key Performance for Outputs**
  - Scale – Volume of Productivity
  - Effectiveness – Rate of Productivity
  - Efficiency – Cost of Productivity

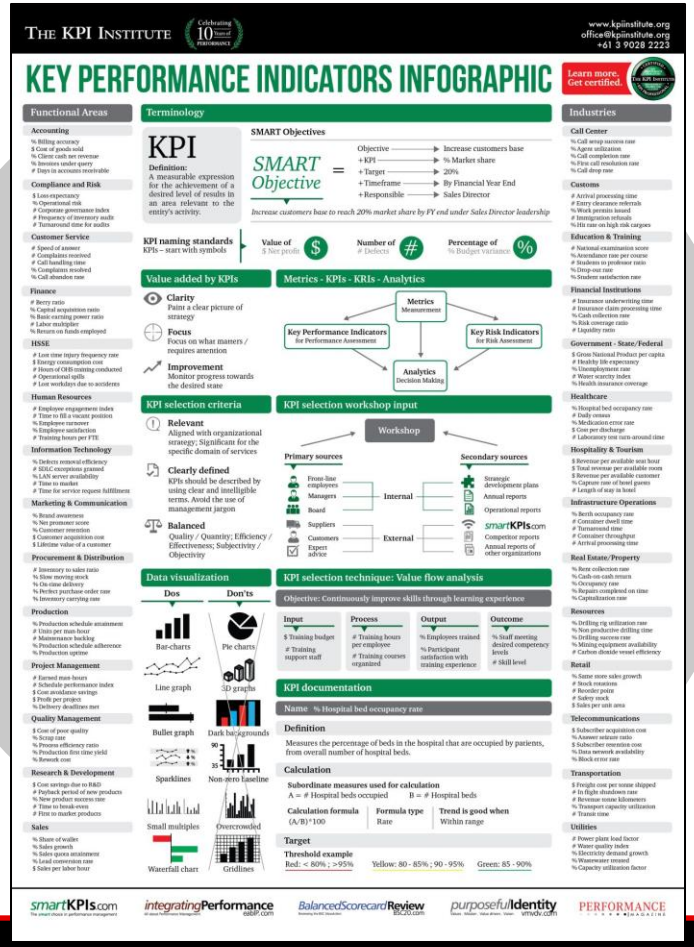


- **Sample Metrics: What Is Your Specific Desired Output?**
  - Scale - Imps, Clicks, Conversions, GRP/TRPs
  - Effectiveness – CTR, CR, Yield
  - Efficiency – CPC, CPO, CPPoint

- **The Algos Are Great At 2-of-3 Already**

KPI & Metric Selection Determines Successful Decisioning and A&M

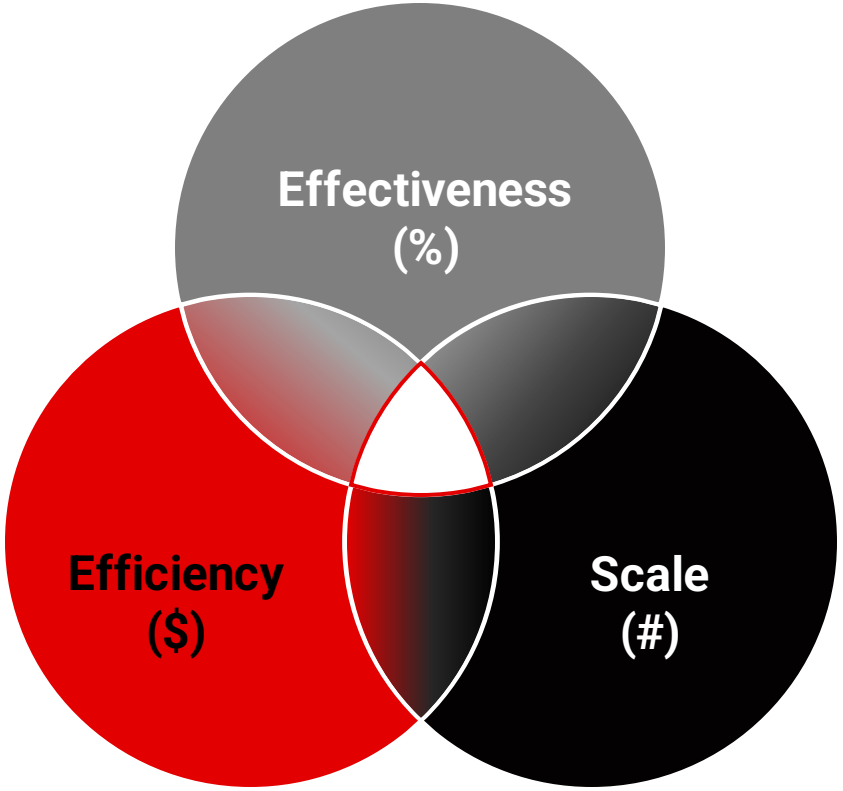
- If all you really need is to be efficient and spent in full, then an **Algo can do it.**
- **Bad News:** It's unlikely you're necessary if all you need is spent in full & efficient.
- **Good News:** It's unlikely that all of your company's goals can be met that way.



Anyone can do 2 of 3. Algos can do 2 of 3 best.

The Efficiency Trap: Competing With Performance Media Directly

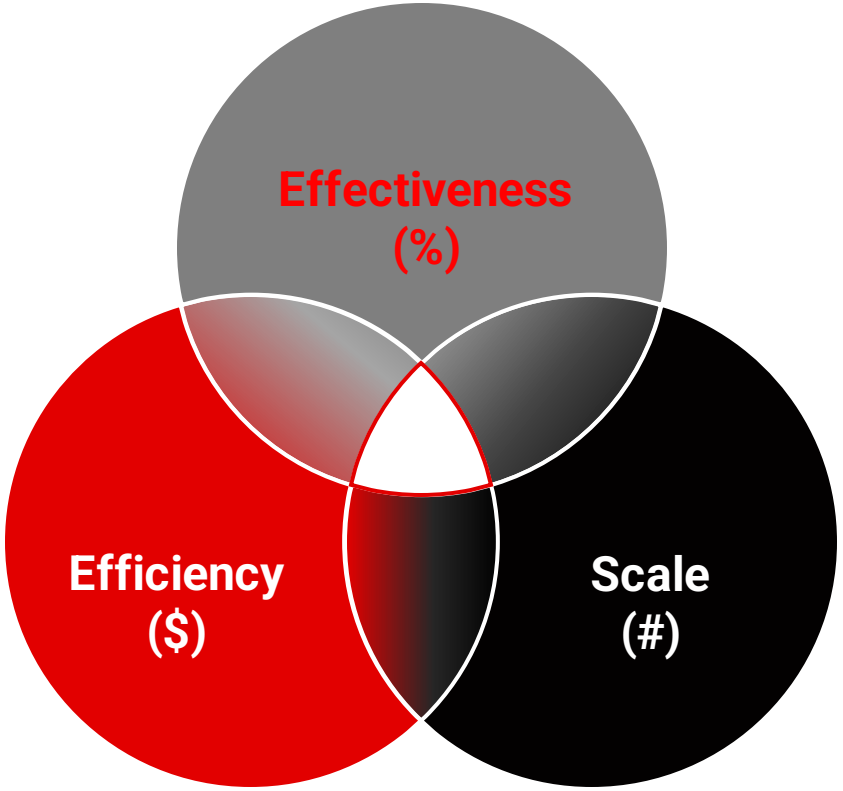
- Efficiency (and the *cost per x*) is – even if informally – usually the ALPHA KPI.
  - Efficiency doesn't infinitely scale because reach doesn't.
  - % matters, but $ has guarantees
- Efficiency above all tempts people to use incomplete ROAS inputs
  - Balance with incrementality
- Optimal marketing will have times they need to trade efficiency for scale and/or effectiveness



Be willing to trade Efficiency for Scale and Effectiveness for balance

The Effectiveness Trap: How Often, Not How Many

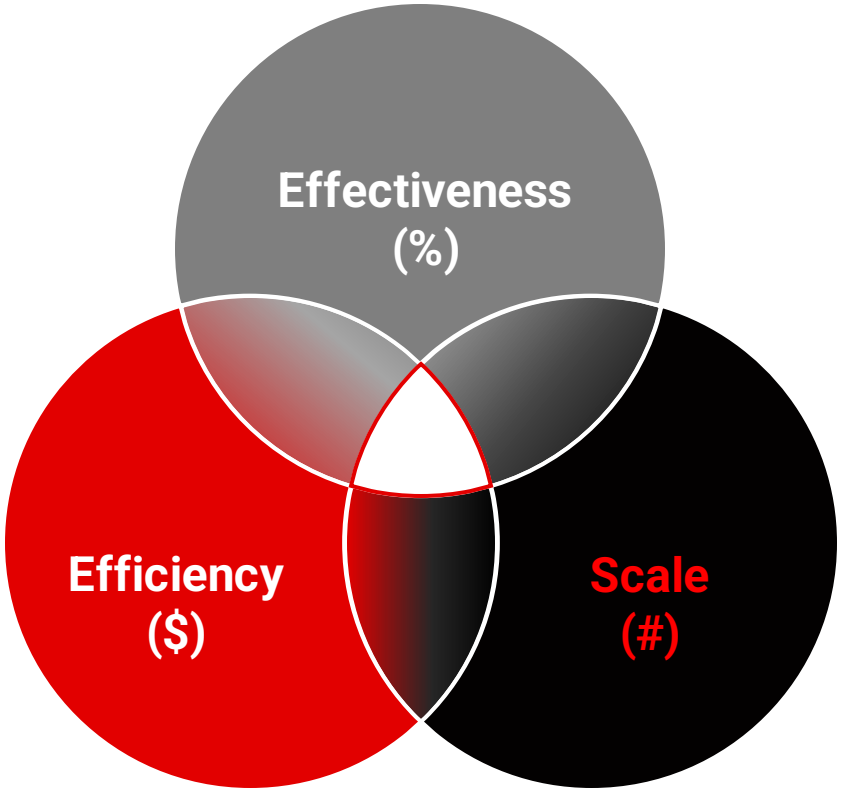
- Most data vendors sell “Effectiveness” without discussing “Efficiency” or “Scale”
  - Performance Lift In % Without $ or # Equals Fail
- The Super Bowl is the most effective (& least personalized!) vehicle there is. That doesn’t mean you can afford it or that you even need it.
- "Can you capture the lift efficiently & at scale?" is the #1 question to ask of efficiency claims



Most Can’t Meet Their Overall Objectives Without KPI Balance.

The Scale Trap: When Smaller Is Easier...

- Scale should be easy. Every impression has value. Every impression can be a bargain if you pay for it less than it is worth.
  - Accurate value predictions + Accurate cost estimates are a sure solve for scale needs
- Optimal Scale favors those who can generate incremental demand, not simply depend on harvesting latent demand
  - This is why incrementality is so important
- Scale drivers in the upper funnel are often the hardest to measure



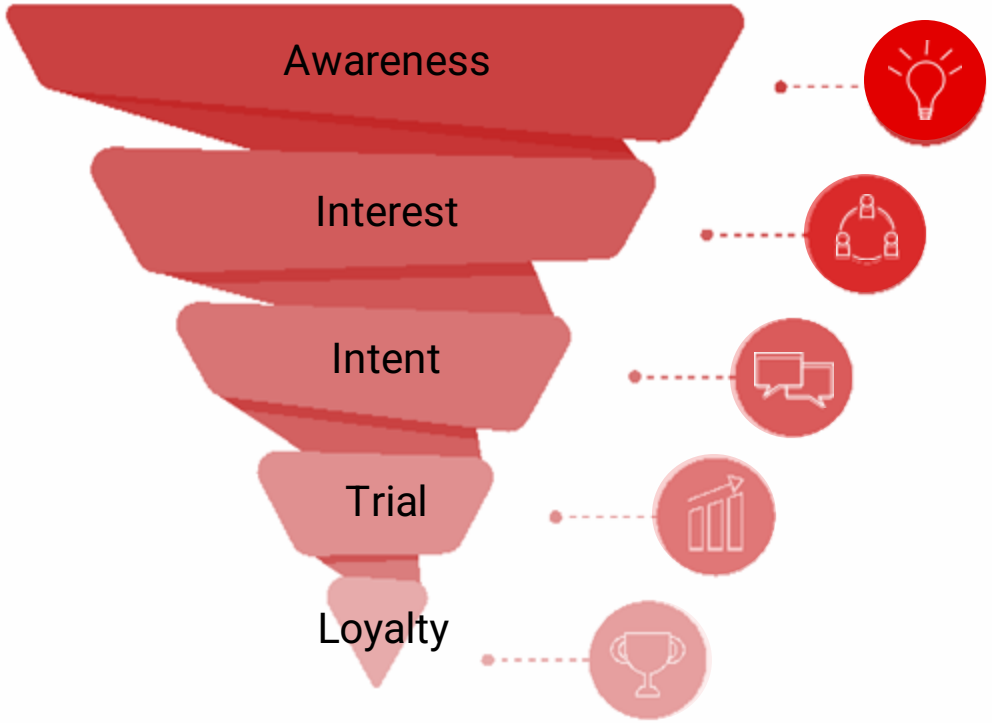
You can have any effectiveness or efficiency you want if you don't care about scale.

Indexing and The Point of Diminishing Returns

- **Balance of Inputs & Outputs Is a Good First Optimization Goal**
- **What % of Your Inputs Are Generating Your Outputs?**
- **Example – What % Of Reach Generates What % of Your Visits? Sales? Etc.?**
- **Perfect Balance isn't the only goal – but it is the best starting place**

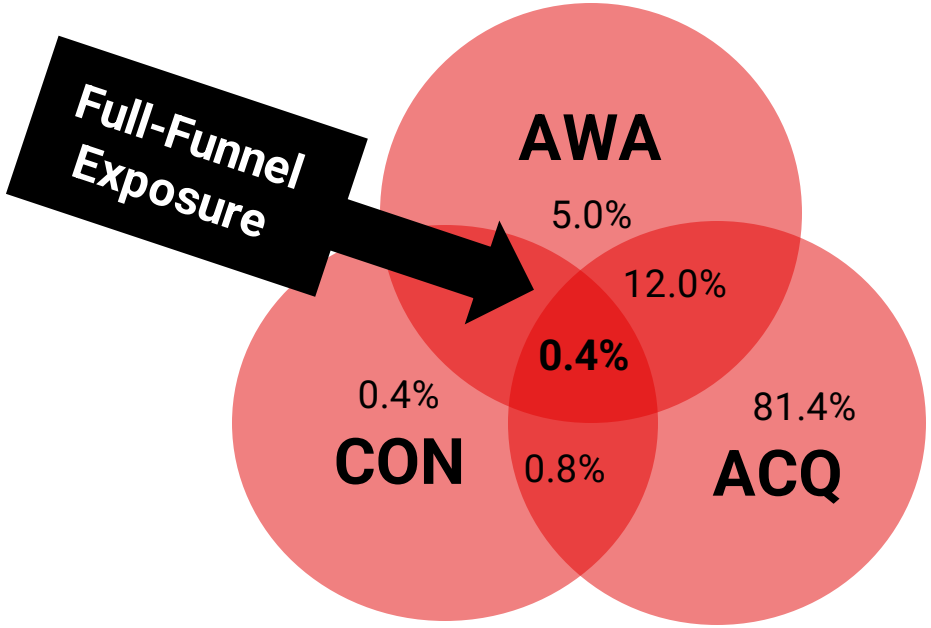
Your Funnel Is Likely Different Than the Consumer's Experience

- **Most of the funnel matters less for what it does than what it predicts.**
- **The entire ad funnel is just a subset of the overall business funnel.**
- **How does your funnel lead directly to the things being discussed on your earnings call?**



The data sets you build must help others make accurate predictions

Your Funnel Is Likely Different Than the Consumer's Experience



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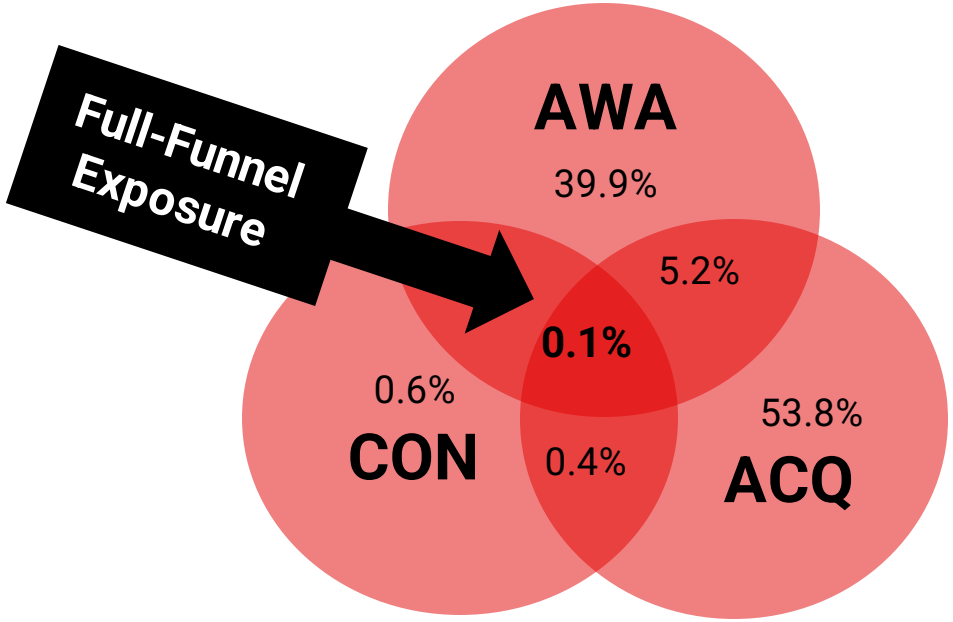
Converters



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Non-Converters

- Very few of your conversions follow the funnel in order.
- There will always be touchpoints with the consumer you will not have info on.
- CX mapping is a fantastic multi-disciplinary optimization option.

KPI & Metric Application: The Changing Role of Proxies

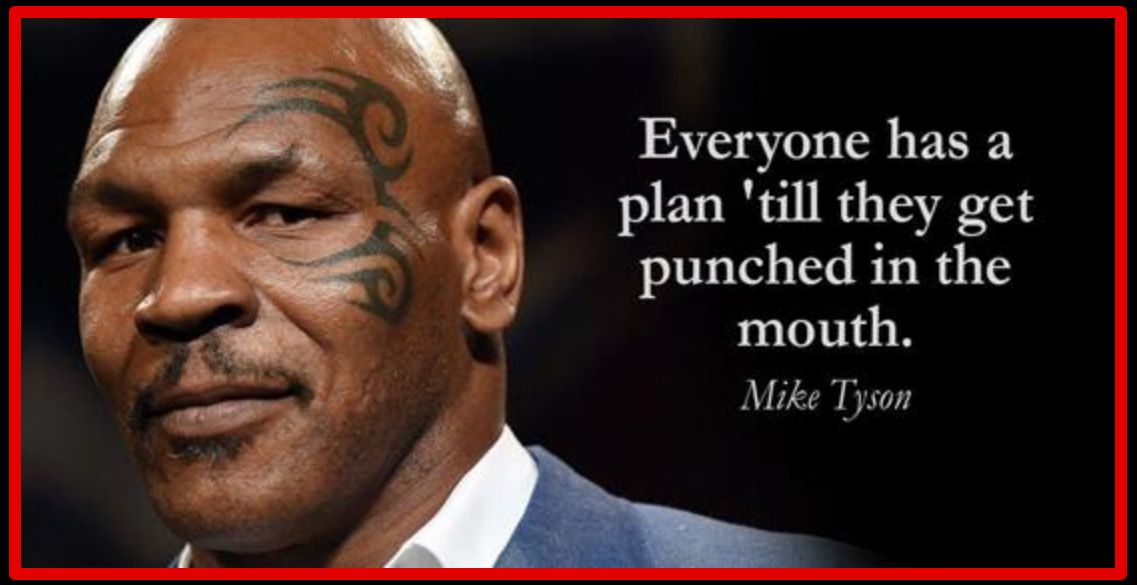
- **Proxies Are Dead.**
- **Long live Proxies!**
  - This has always been an industry of Proxies
    - This is not a problem
    - Things like RMNs are changing this quickly
- **You will need new assumptions**

What It's Called	What It Is
Conversion	Pixel Request
Click	Ad Server Request
Visit	Pixel Request
Person	Device
Audience	Feature-Assigned Profile
Point	Reach X/Or Frequency

Nice Plan You Have There – Shame if Something Bad Happened to It

- **Language Precision Key In Metrics. Metrics Are Tangibles.**
  - **"Planned" - Delivery As Estimated**
  - **"Effective" - Delivery As Reported**
  - **Reconciled – Delivery As Verified**
    - "Accounting quality numbers"

- **Sample Metrics: eCPM**
  - **Planned - Aggregated**
  - **Estimated - Delivered**
  - **Bid-Ready - Verified**

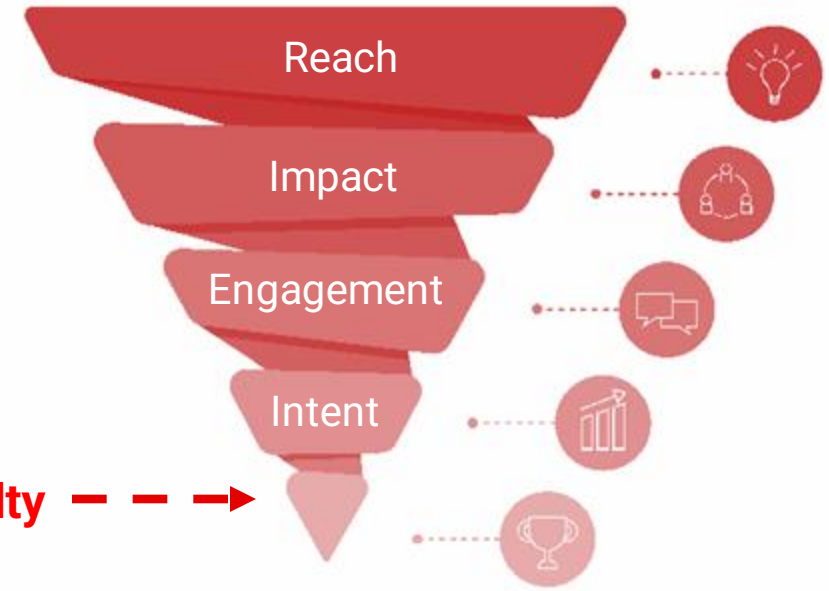


The Funnel Is for Planning, Optimization, & Prediction

Changing Your Seeds Changes Your Funnel

Use The Funnel For What It Is Good For

- *Is CTV Better For Driving Site Visits or Unaided Recall?*
- *Is CPC Better For Driving Site Visits or Unaided Recall?*
- *Is RTG Better For Driving Initial Awareness or Conversion?*



The funnel is a specialized tool for a specialized job.

Applied Measurement

Non-Media Measurement

11:15 a.m. - 11:45 p.m.

iab.

Key Topics

1. Basics of Non-Media Measurement
2. Audiences
3. Creative
4. Brand

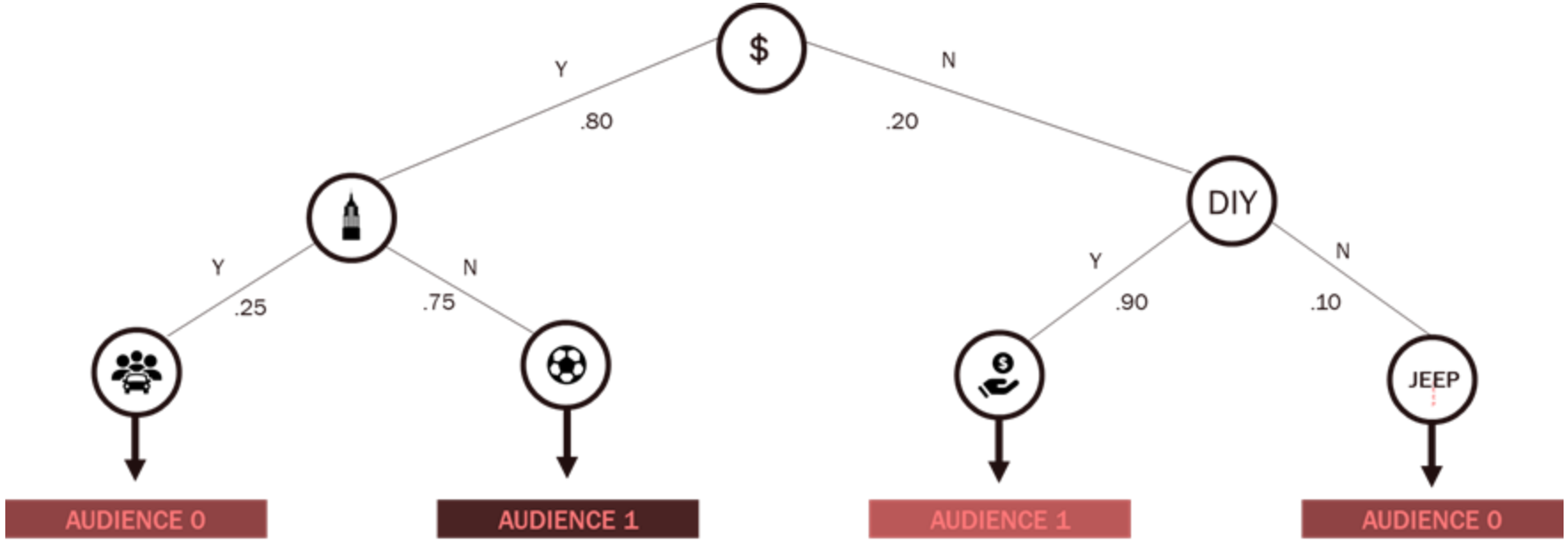
Basics of Non-Media Measurement

- **Audience Performance Metrics**
  - Predictive Audience "Scoring"
- **Brand Safety Management**
- **Creative Measurement**
- **Bridging Working & Non-Working**

Audiences Measurement Essentials

- **Audience Effectiveness Is Sensitive to Collection Methods**
- **Algos sniff out cooked data**
- **Audience Performance Can't Be Effectiveness Without Costs**
- **Audience Optimization needs to be a channel-specific approach**

Audience Measurement & Target Audiences



Features

Traits or Attributes Associated To Individuals, Clusters, Cohorts

Seeds

Values To Be Predicted

Feature Importance

What Data Matters? What Doesn't?

Basics Of Feature Importance – Universal & Local

Segment Name	Cluster Value	FI Score	FI Score %	Local Importance
Acxiom US Home > Dwelling Type > Single-Family	3.93	0.0263394	2.63%	10.354
Acxiom US Demographic > Inferred Housefould Rank > 1st	2.63	0.0349006	3.49%	9.181
Acxiom US Retail > Mail Order Buyer	5.81	0.0131784	1.32%	7.653
Acxiom US Technology > Electronics/Computers	5.43	0.0130113	1.30%	7.065
Acxiom US Demographic > Gender > Head of Household > Male	4.24	0.0163837	1.64%	6.953
Acxiom US Demographic > Marital Status > Known Single	3.08	0.0195574	1.96%	6.029
Acxiom US Demographic > Age > Specialty Age Range > 21-55	3.43	0.0172464	1.72%	5.915
Acxiom US Demographic > Marital Status > Single	3.08	0.0183662	1.84%	5.662
Acxiom US Demographic > Gender > Input People > Male	3.89	0.0145198	1.45%	5.649
Acxiom US Demographic > Net Worth Gold Range > Less than $100,000	2.63	0.0179146	1.79%	4.708
Acxiom US Demographic > Gender > Head of Household > Female	2.87	0.0158798	1.59%	4.562
Acxiom US Demographic > Home Ownership > Owner	5.62	0.0077043	0.77%	4.329

Features (traits) can be universally important or ”locally" important.

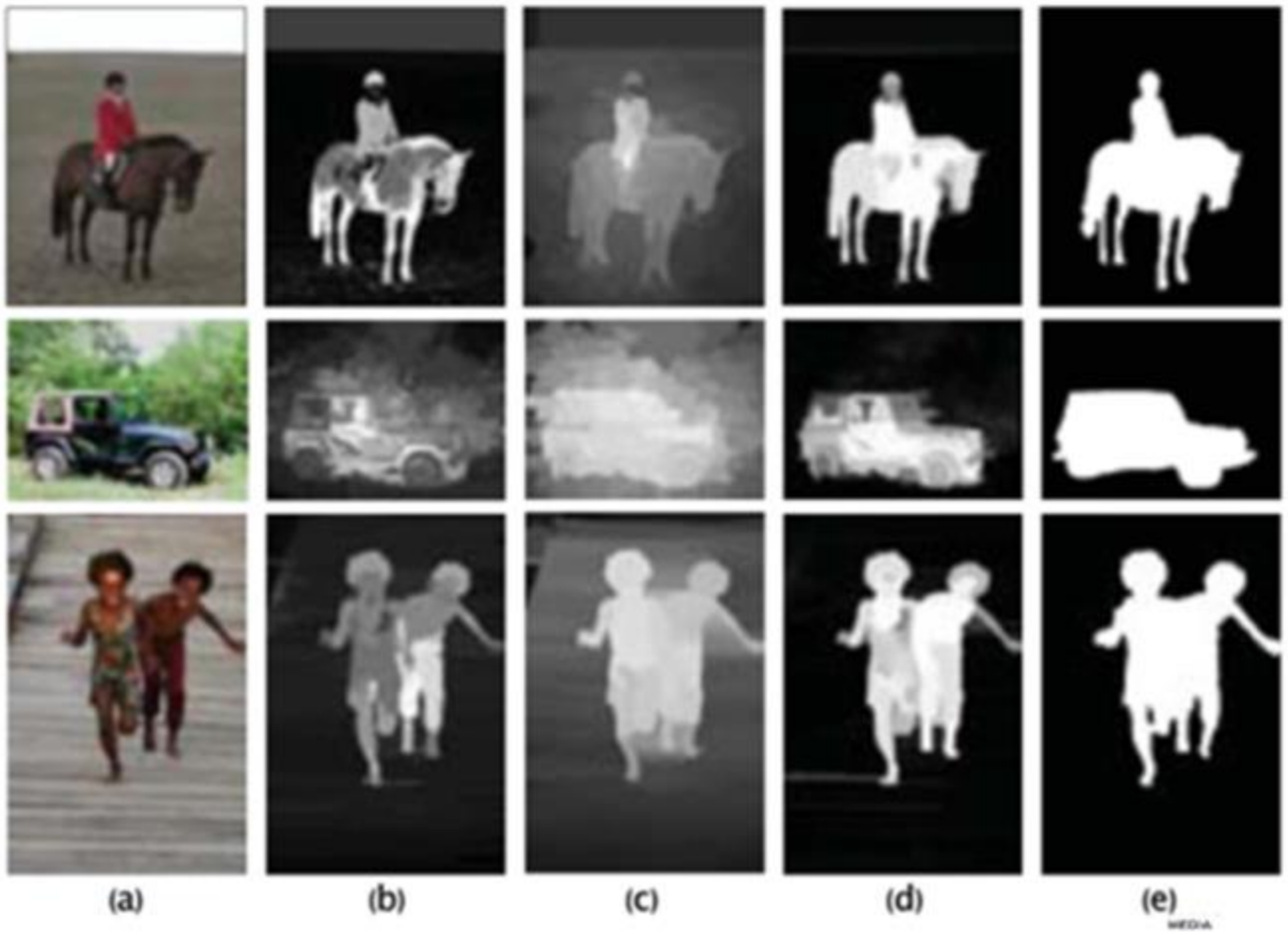
- **When a feature is important in general and on its own, it is <u>Universally</u> important – even with *variance by vendor*.**
- **When a feature is only important when found in combo with other traits, it is <u>Locally</u> important.**

Basics of Feature Importance – Universal & Local

- **Measure Data Value as an Output, Not Just as an Input or by "We Used It"**
- **Dimensionalize Your Data by All Attributes – Vendor, Channel, Tech, Etc.**
- **Making each data feature a feature of all other data is key to building data sets that AI can use to make good decisions.**

Basics of Non-Media Measurement: Creative & Ideation

- **Good News & Bad News**
  - Most Improved by Far
  - Still Biggest Underachiever
  - DCO mostly competes against DCO
- **Technology Isn't the Barrier – Process Is**
- **Being Multi-Disciplinary Is Hard**
- **Effectiveness Alone Is No Virtue**



Basics of Non-Media Measurement

- **Brand Safety Costs Are Content Costs**
- **Brand Safety Looks Expensive Until You're Caught**
- **Avoid Commoditized Metrics for Brand Specific Work**
- **The "Special Sauce"**

Interactive Pod: Which Tools Generate the Most ROI?

What Do You Consider the Most Important Places To Invest "Non-Working Media Dollars"?

1. **Delivery**
   Ad Serving,
   ID,
   Brand Safety

2. **Reporting**
   Data Visualization,
   Platforming,
   Versioning

3. **Data**
   Data CPMs,
   Privacy,
   Security

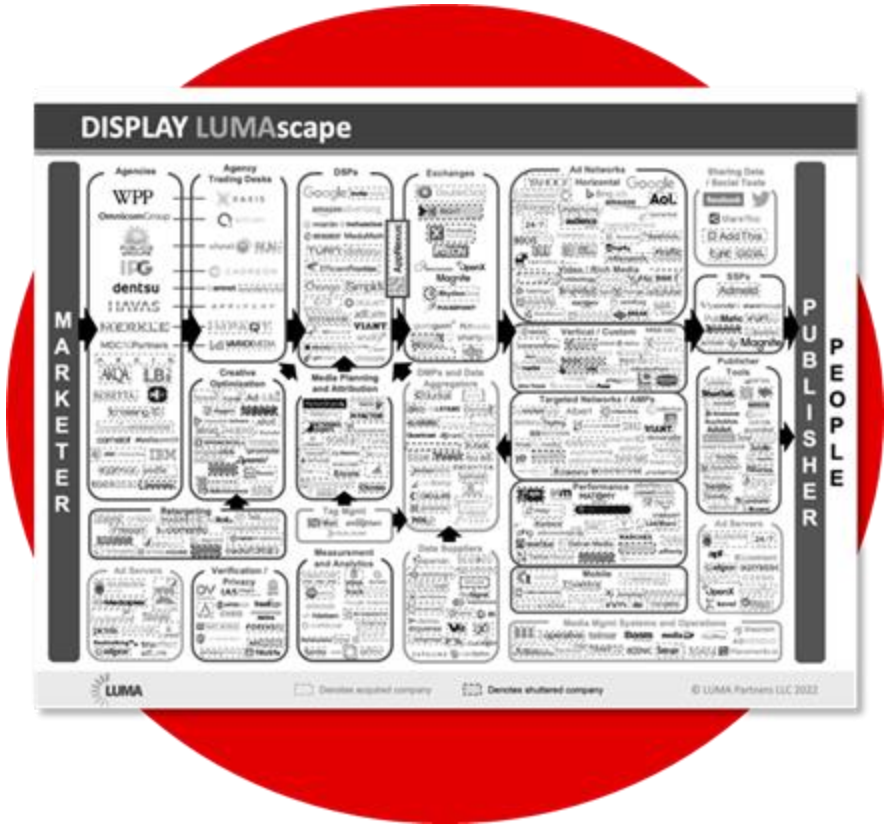
4. **Services**
   Analytics,
   Data Science,
   Creative,
   You

5. **Operations**
   AdOps,
   Data Engineering

Of the 10 types of Ad-Tech & Mar-Tech listed, have your team rank them by importance and be prepared to explain your rationale for your #1-2-3 picks.

If You DIY, You Need To Make Sure You Use Real ROI Costs

Performance Media has accurate all-in costs



- **Managed Service Ain't A Dirty Word. Be Agnostic & Darwinian**
- **I/O Based Buying Likely Includes More Costs In The eCPM Than BYOD**
- **Data Cost Externalities Count**
  - **Privacy**
  - **Compliance**

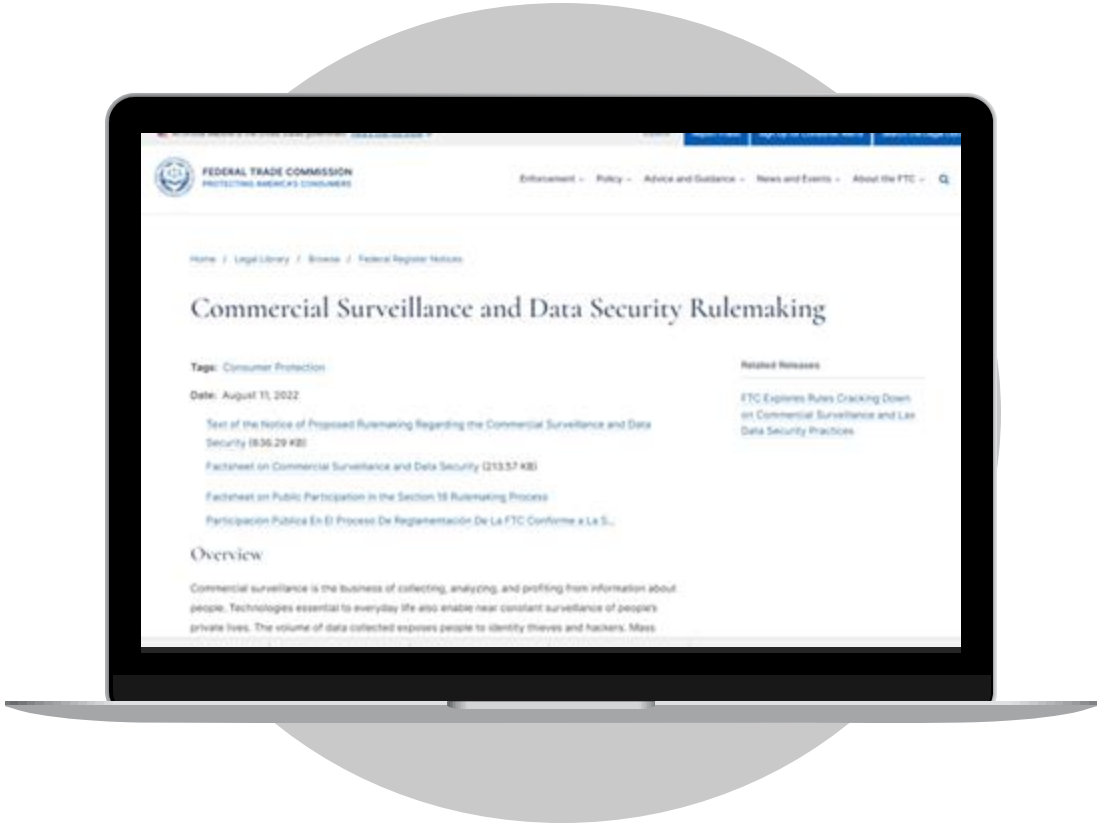
Non-Working ROI Analysis Requires Rigor Equal To Media ROI

Privacy Costs Are Data Costs!

Only Human Beings Have Privacy. Only Human Features Create Privacy Costs.

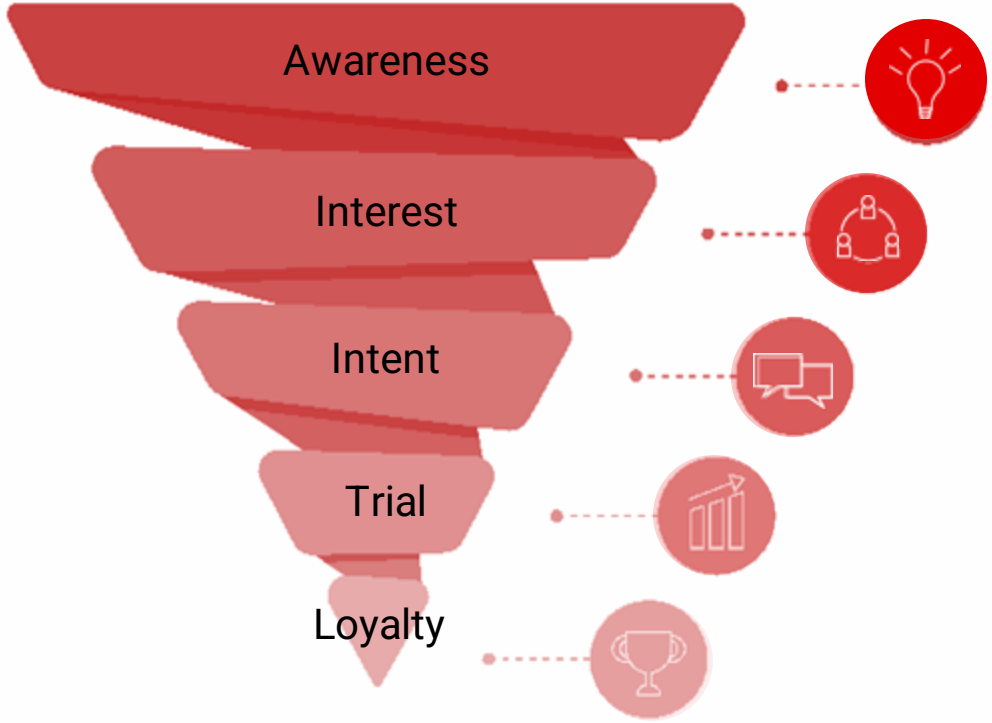
Programmatic split media & data CPMs without returning both to ROI models.

Privacy Mitigation & Regulatory Costs Are Not Totally Attributable – Yet.



Assessing the ROI of cookieless options requires knowledge of the true ROI of privacy sensitive options.

Basics of Holistic Measurement: How Branding Measurement Works



- **Awareness:** Recall – Aided v. Unaided
- **Interest:** Favorability
- **Intent:** Consideration & Intensity
- **Trial:** Self vs. Observed
- **Loyalty:** Observed

Brand measurement can be proprietary and predictive in ways that other data sets can't

Brand Equity Has Never Been More Important

- What's in a Name?
- Brand Equity Determines What You Can Charge. It's a Hard Metric.
- Lessons From COVID – What Is the Lysol or Clorox Brand Worth Now?
- "Revenue Without Advertising"

Upwave

Strategic Sponsors – Upwave

12:30 –1:00

iab.

The Analytics Platform for Brand Advertising

Make brand advertising more impactful.

Upwave

Economic downturns are typically short-lived.

Consumers' memories are long.

On average, sales fell 16% after one year, and 25% after two years **when budgets were slashed**.

Marketers should **avoid slashing budget** in a recession, instead: **optimize** and invest in channels that are performing well.

In order to optimize: **measurement** should be among the last of places to cut spending. It is a fraction of the overall advertising campaign, but its **impact is oversized**.

Currency is Top of Mind Industry-Wide, But Currencies Must Tie to Outcomes

Measurement

Effectiveness (Why)

Outcome Metrics

Incrementality

Brand Lift

Search Lift

Footfall Lift

Sales Lift

Attribution

MMM

MTA

Counting (Who)

Audience Metrics

Ratings/Currency

Targeting Verification

On-Target

Table Stakes (What)

Delivery Metrics

Viewability

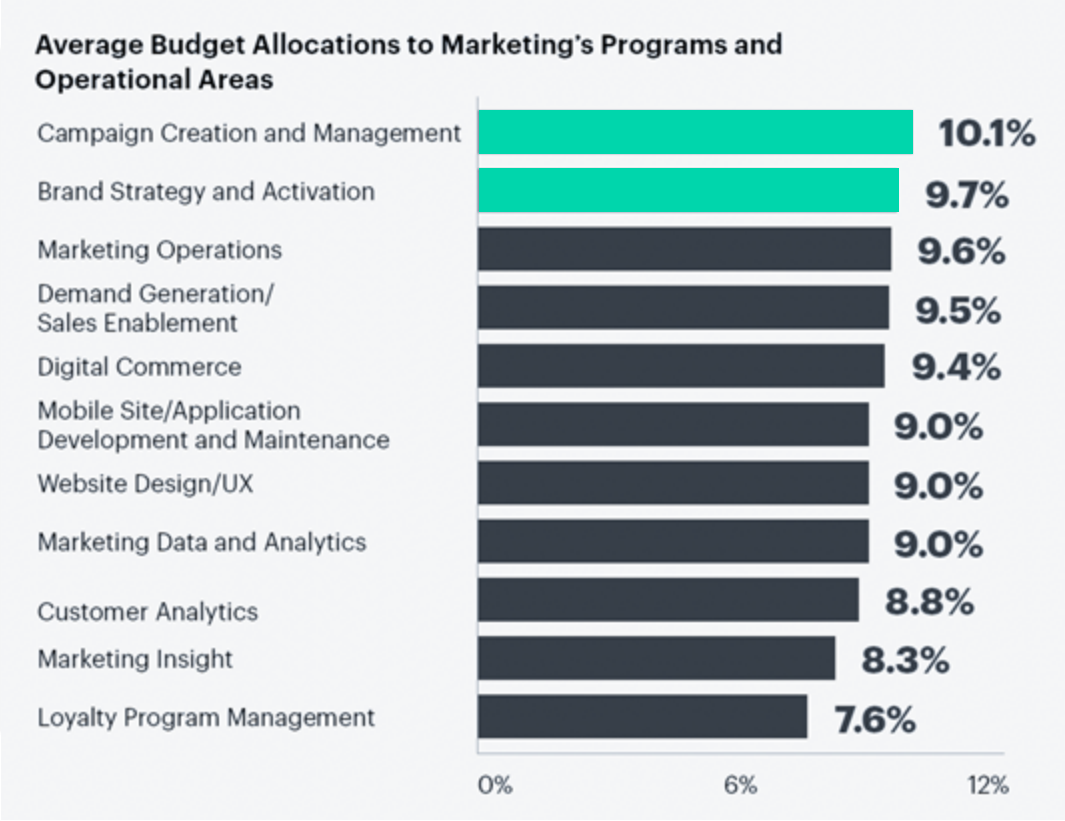
Fraud

Brand Safety

Clicks

Impression Served

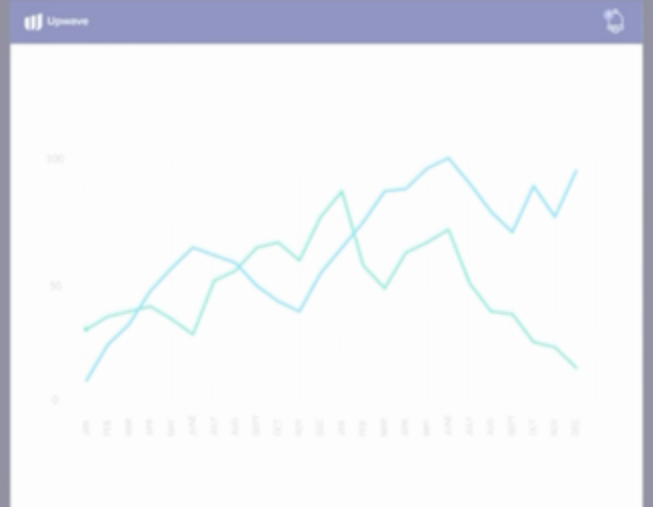
Gartner's *The State of Marketing Budget and Strategy* suggests marketers are back-to-basics: building awareness and engagement through compelling brands.



Brand Strategy rose and Digital Commerce fell in 2022.

In terms of advertising ROI, we're really pleased with our approach to the marketing strategy that we've had. Our ***brand marketing results are delivering excellent results overall*** *with a strong rate of return.*

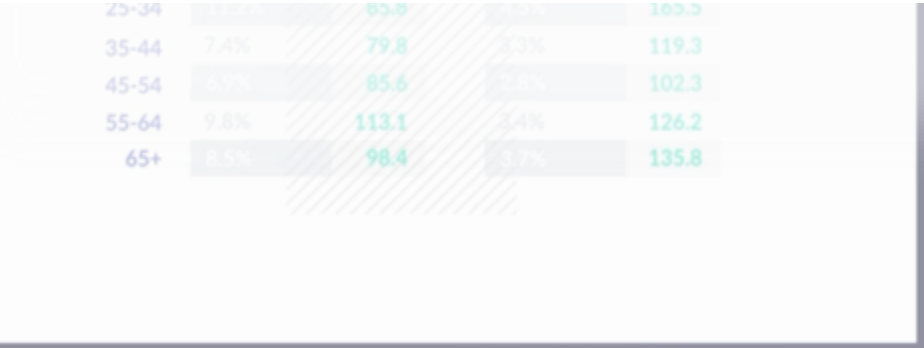
Dave Stephenson
CFO, Airbnb



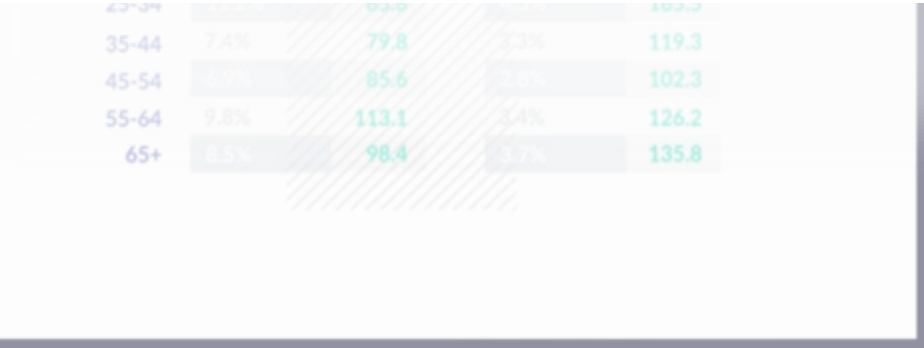
How is my campaign performing? How does that compare to industry benchmarks?

What elements are working best? How can I maximize my outcomes, and reduce waste?

What audiences am I truly reaching? Are those audiences proving valuable?



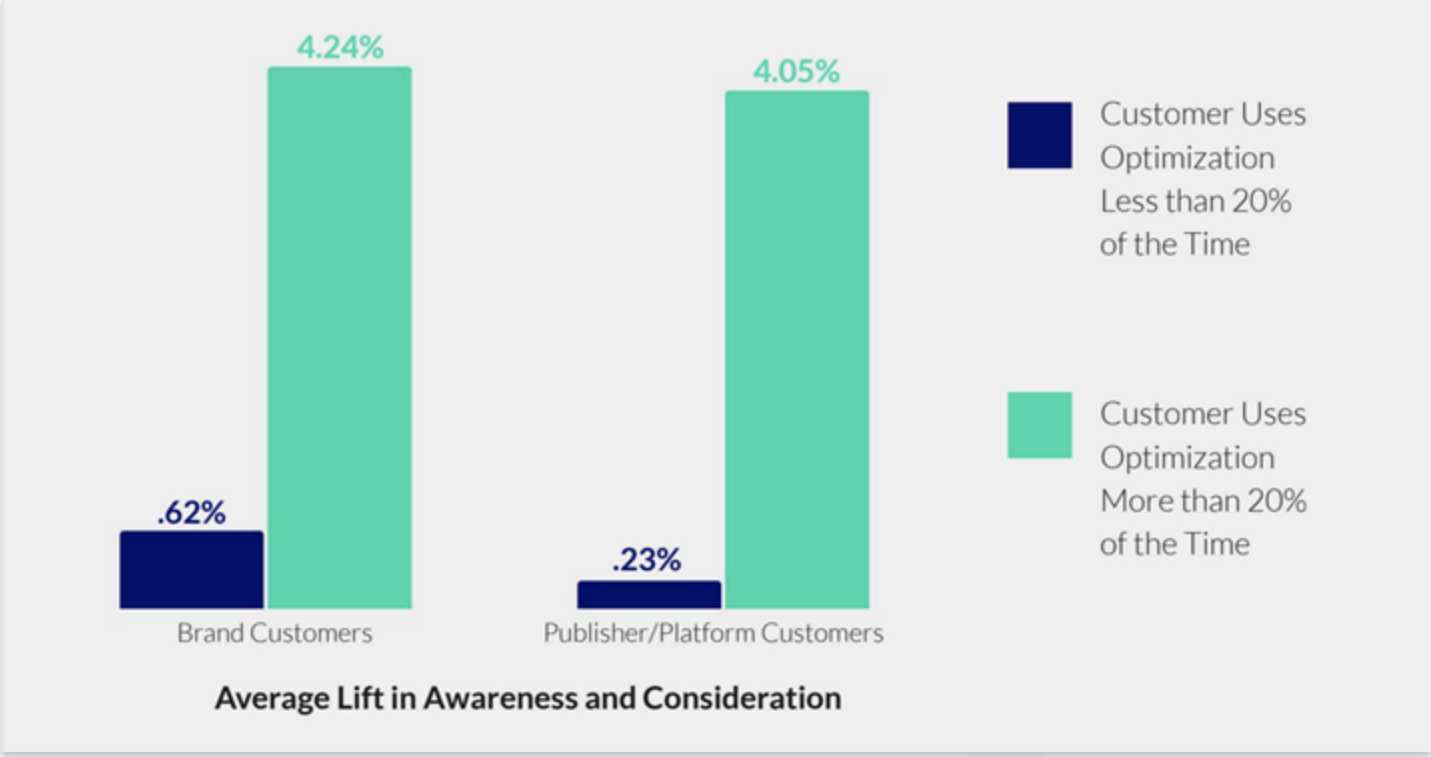
How do I maximize brand impact, and drive future demand?



Maximizing Brand Outcomes with Upwave's Brand Optimization

7X

increase in lift
among customers who utilize
Brand Optimization

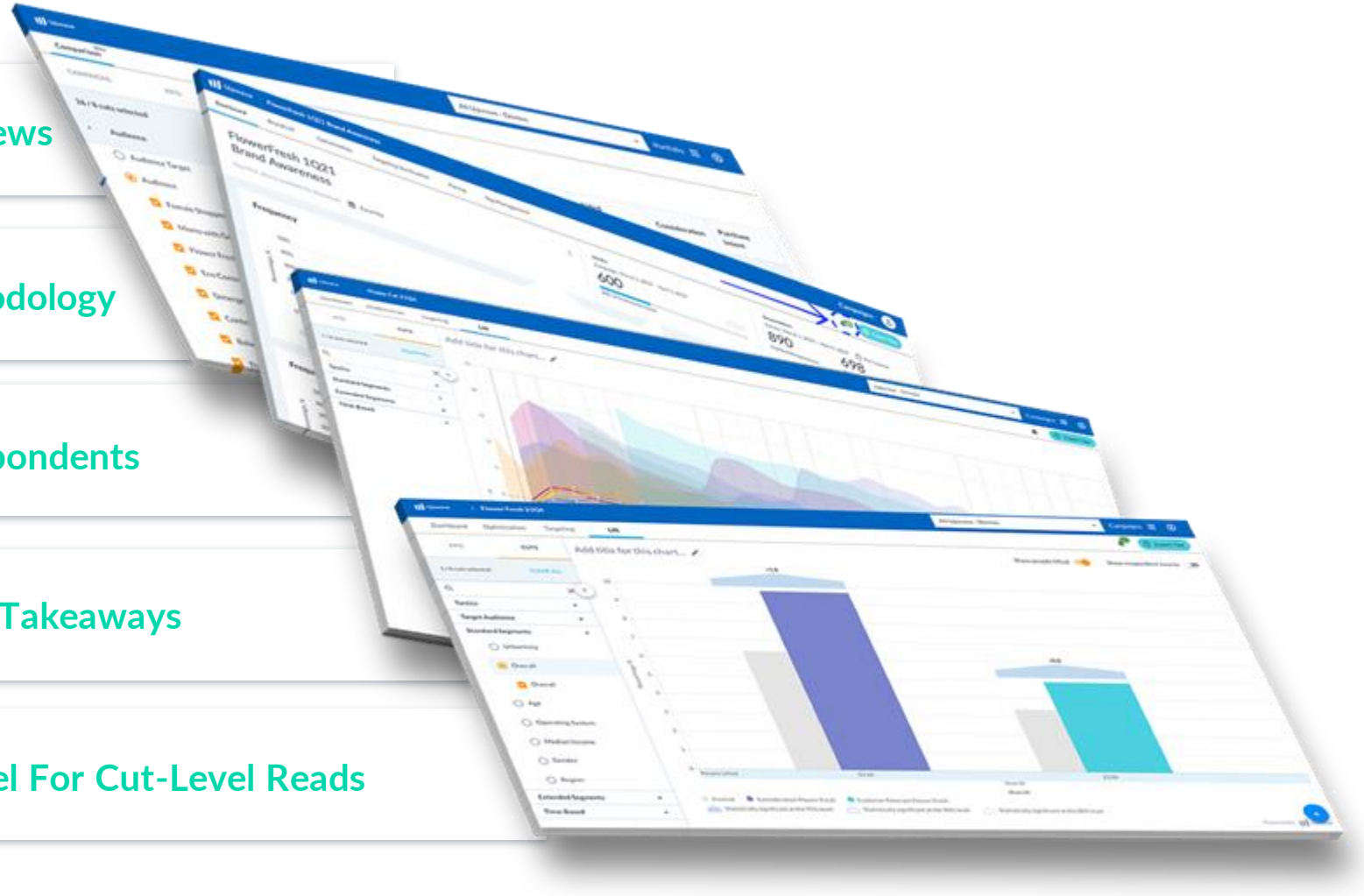


A Brief History of Brand Measurement

Brand Research		Brand Media Analytics
Understand a brand's consumers, answer important "why" questions, and story-tell	Goal	Maximize your brand objectives via media
Cross-Tabs Powerpoint Recaps	Approach	Accurate Methodology and Deconfounding Causal Analysis Daily-Updated Dashboards
Can't see incremental lift from specific media tactics; Can't compare and optimize	Limitations	Can't customize "study design"; Not built for answering abstract consumer insight questions

Purpose-Built Software, with Real-Time Dashboards to Measure and Maximize

- Cross-Media Coverage, Portfolio Views
- Future-Proofed, Privacy-Safe Methodology
- Massive Scale, Value-Exchange Respondents
- Exploratory Dashboard, Automated Takeaways
- Unlimited Cuts, Low Impression Level For Cut-Level Reads



Brand Outcomes

Total Effectiveness

Impact of Brand Advertising Campaign on Brand KPIs: Ad Recall, Awareness, Consideration, Purchase Intent, Favorability, etc.

Brand Optimization

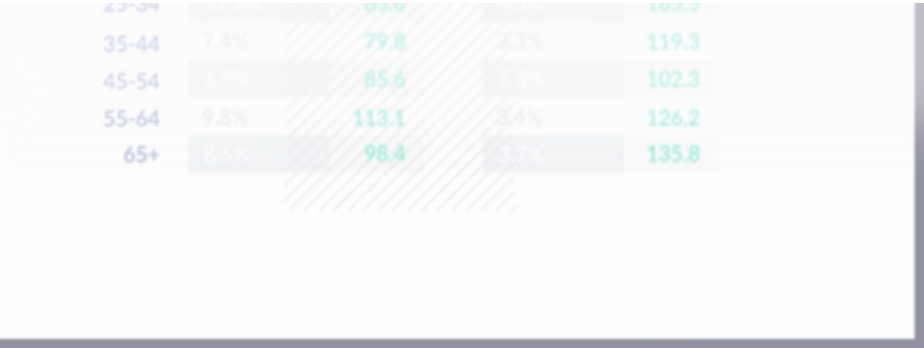
Tactic Effectiveness

Real-Time metrics for overperforming and underperforming tactics, across channels, publishers, creative concepts, ad units, etc.

Brand Reach

Audience Effectiveness

Verification and Validation of On-Target delivery, and insights on which audiences were most receptive



BRAND

OUTCOMES

Brand Lift | Be Proactive, Not Reactive

Upwave's granular, real-time dashboard surfaces optimization opportunities early, and elevates the conversation between brands and media companies from clicks to brand building.

Brand marketers wait too long for mid-campaign reports, only to realize the data is out of date by the time it's reviewed. With Upwave, marketers have access to actionable Brand Lift data early.

Same-Day Campaign Set-Up

75% of campaigns start seeing results within 7 days, leveraging integrations with DCM and instant, easy setup in-platform.

Cross-Media Methodology

The only platform of its kind — unifying media exposure into one cross-media view.

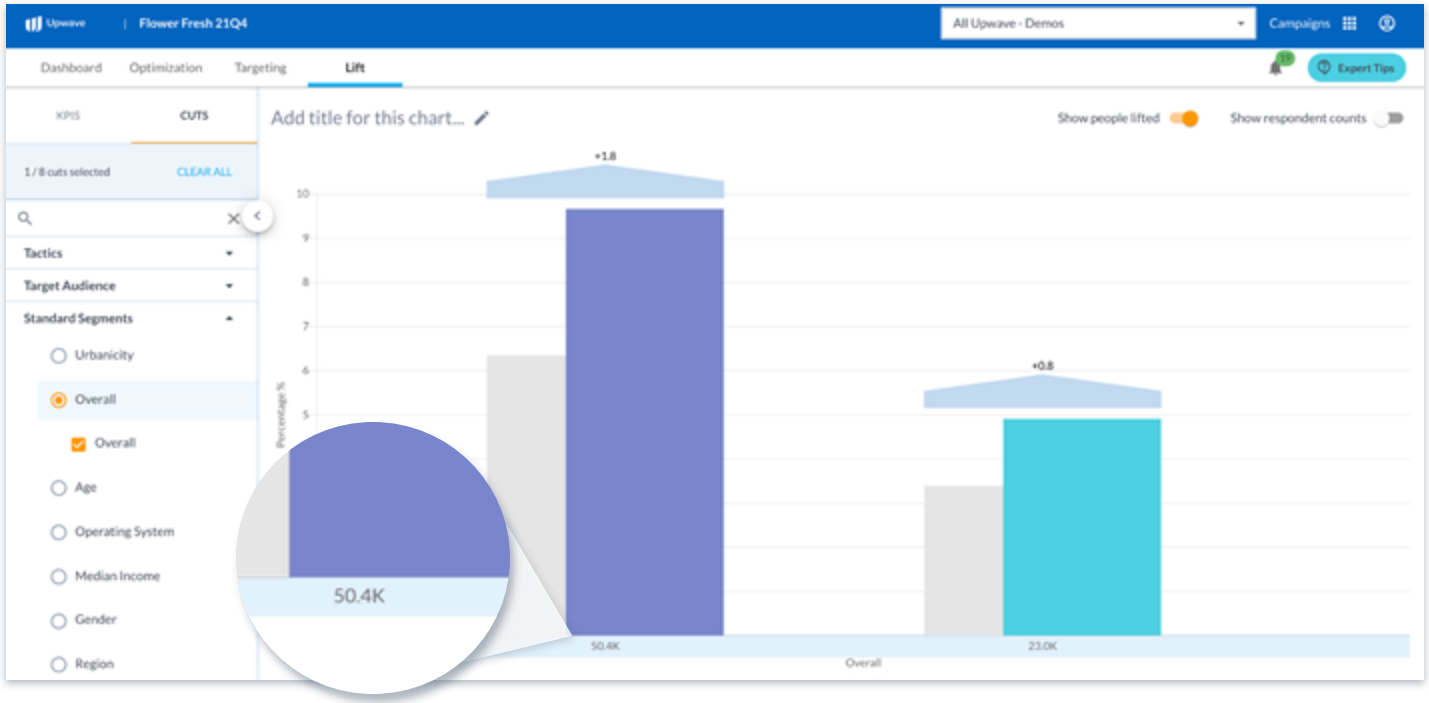
Daily, Automated Reads

Analytics are automated through AI, re-modeling and re-weighting all cuts every night, providing up-to-date data.

Customer Forecast | An Industry-First Metric

A common challenge marketers face is an inability to tie top-funnel brand investments to bottom-of-funnel outcomes, the missing link is the customer.

You can now tie your brand campaign to the number of new customers acquired or retained and measure outcomes of brand advertising that has been validated by real sales data.



Close the Gap

Marketers can now see the number of customers they've acquired and retained who have been exposed to their brand campaign.

Value the Impact of Brand

Better understand the sales cycle, by measuring the length of time between exposure(s) to a brand campaign, and becoming a customer.

MMM Alone Isn't Enough

Bring longer-term impact traditionally available as a part of Media Mix Modeling forward to the campaign-level in real-time.

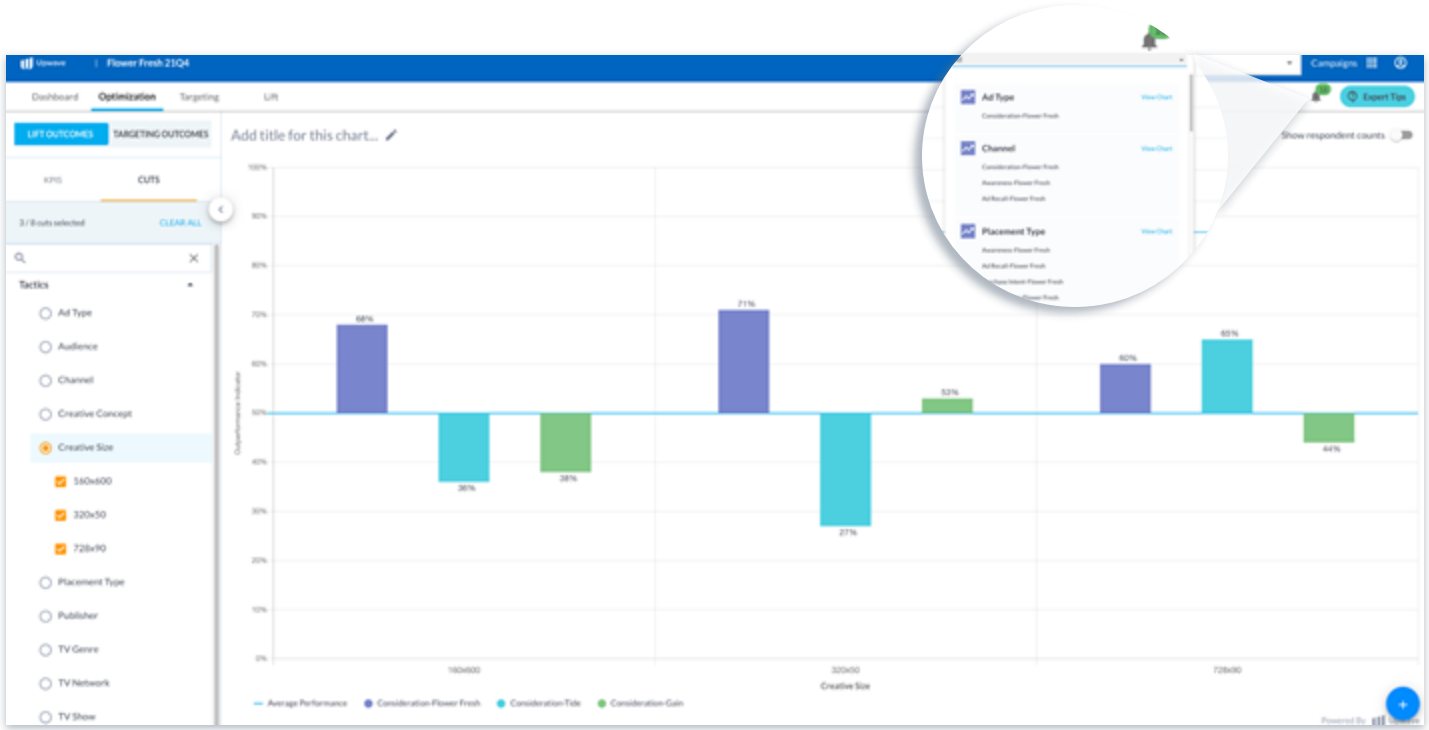
BRAND

OPTIMIZATION

Optimization | with Outperformance Indicators

When optimizing a campaign – reallocating budget or traffic between media tactics or creative tactics – it's important to use the right metric. Upwave's Brand Optimization capability provides access to Outperformance Indicators for every tactic in a campaign.

Outperformance indicators are simple – they show the probability that a tactic is helping a campaign.



Empower Optimizations

Make optimization decisions when it's still early enough to improve ROI and efficacy of brand campaigns.

Automated, Actionable Insights

Answer the question: How likely is it that this tactic is helping the campaign? Actionable email notifications make it even easier.

True Mid-Campaign Read

Upwave's data is refreshed every 24 hours allowing frequent optimizations during your campaign.

BRAND

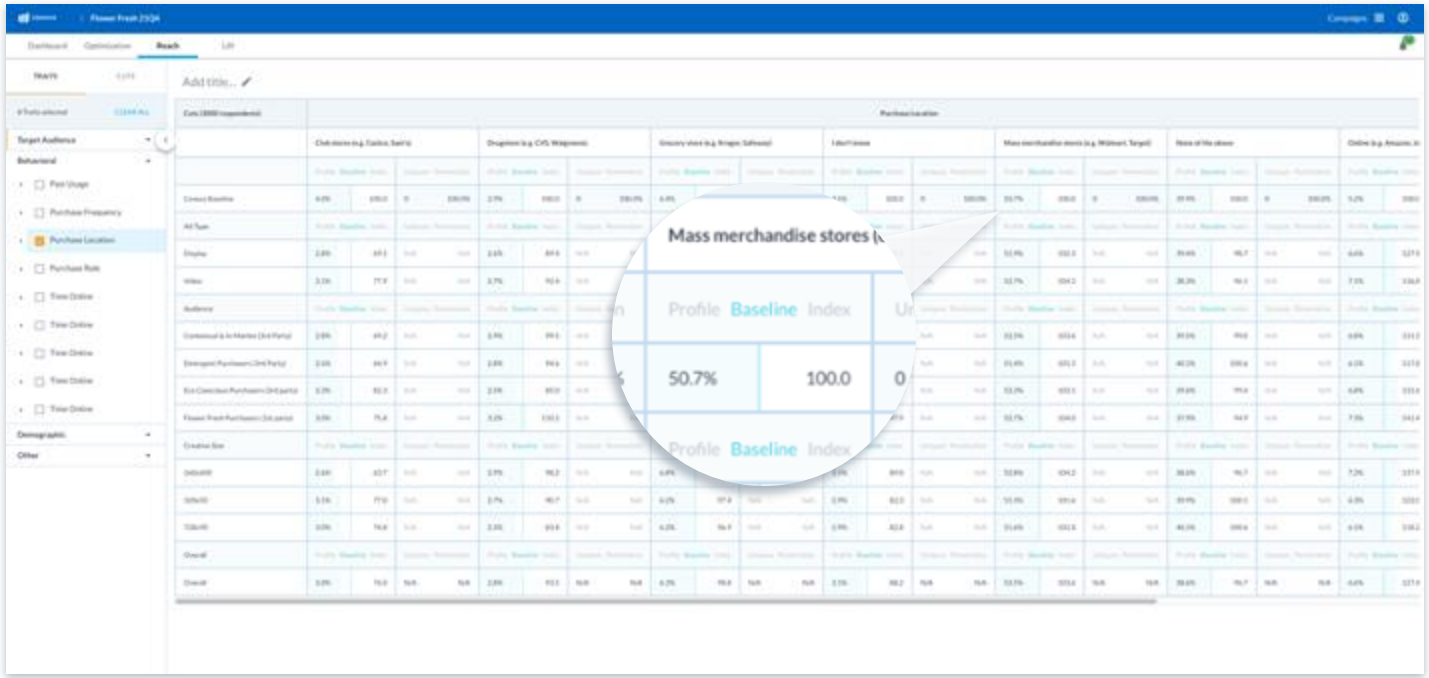
REACH

Brand Reach | Cross-Media Reach Beyond Age and Gender

Upwave's Brand Reach is an industry-first metric, using real attitudinal data and machine learning to verify whether a campaign is reaching your brand-specific audience, and go further with reach by channel, by media partner, by programmatic segment and any other media tactic.

This capability enables advertisers to better assess whether their campaign has the effectiveness *and* scale needed to drive ROI, reduce media waste, and deliver meaningful impact within a target audience.

Upwave leverages its comprehensive audience response and machine learning platform to determine:



Target Audience Size

How many individuals in the Target Audience exist in the entire population

Campaign Reach

How many total people were reached by a campaign or a specific media strategy (channel, partner, segment, etc)

On-Target Reach + Penetration

Measure how many individuals in the Target Audience were reached by the campaign or media tactic, and what percent was penetrated by the campaign or media tactic.

Measure *and* *Maximize* Your Brand Investment.

- ✓ Do you have a brand you are measuring?
- ✓ Do you have brand objectives?
- ✓ Do you want to measure those brand objectives with accuracy?
- ✓ Do you want to evaluate your on-target audience reach during a campaign?
- ✓ Do you want to maximize the outcomes for those brand objectives in real-time?

Upwave is the first, *and only*, measurement platform to provide best-in-class causation and comparison tools, helping you *improve* your Brand Outcomes.

Holistic, Multi- and Single Channel A&M

Measuring One, All, Or Some

1:00 p.m. - 1:15 p.m.

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Key Points

1. Key Distinctions: One, All, Or Some
2. Decisions Follow Asset Allocation
3. Properly Dimensionalizing Your A&M Strategy: When to Measure?
4. Basics Of Holistic Measurement: "All" Assets, One Data Set
5. Single Channel Measurement in Context
6. Applied Multi-Channel Measurement: More Than One but Less Than All

Your Channel Footprint Has Huge Methodology & Outcome Implications

The Kind of Measurement You Need Is Dictated by the Decisions You Need To Make

Single-Channel

- **One Channel At A Time**
- Highly specialized data & methodologies
- High frequency cadence
- Distinct ops
- Distinct budgets
- Usually, the lowest level of data aggregation
- Specialized areas of responsibility

Holistic

- **Most Channels Feasible**
- Highest level of data aggregation
- Generalist responsibility
- Most likely to have senior attention
- Low frequency cadence
- Political sensitivity high
- Longitudinal importance
- *Holistic = aspirational*

Multi-Channel

- **More Than One Channel, Fewer Than All Channels**
- Creating common data aggregation levels across channels will be job one
- Easiest with shared metrics/ halo, budgeting, cadence & partners
- Likely needs hard skills neither channel needs on alone (modelers, DS/DE)

Holistic Distinctives

One Data Set To Measure Most Or All

1:15 p.m. – 1:45 p.m.

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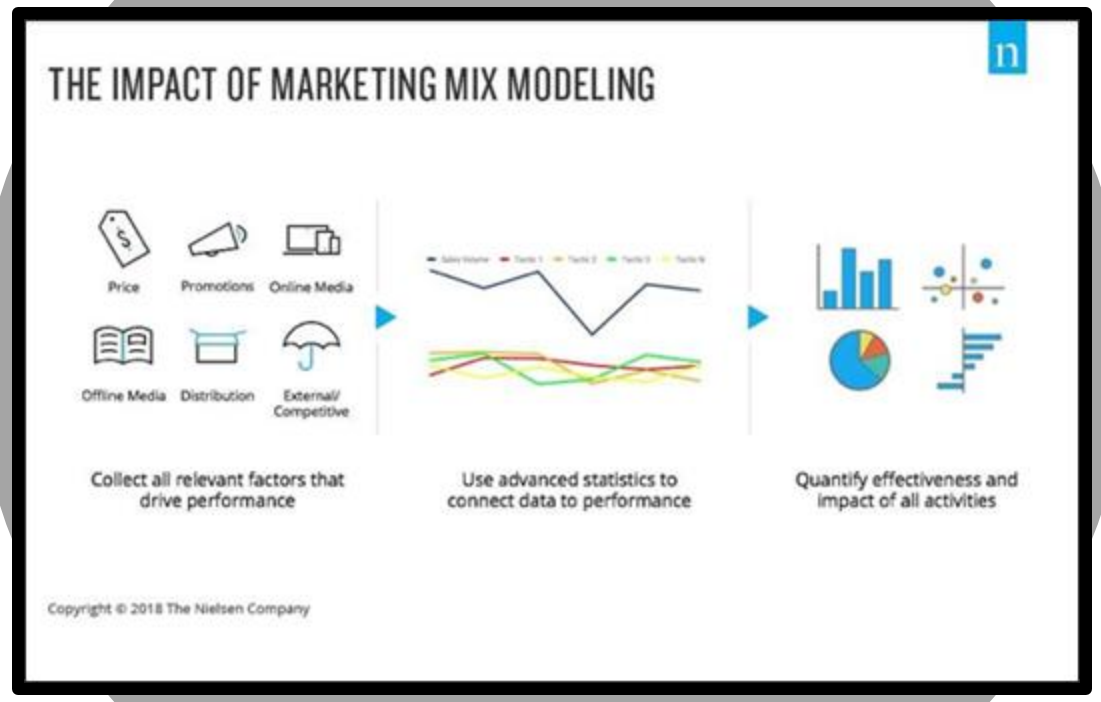
Basics of Holistic Measurement: The Most Channels



- **Truly Unified measurement would need to include everything – Holistic, Multi- & Single Channel.**
- **Holistic is more than MMM, but MMM is the majority of Holistic.**
- **Don't confuse Holistic measurement with a Unified Strategy.**

Basics of Holistic Measurement: Distinctives

Holistic usually requires the highest level of aggregation.

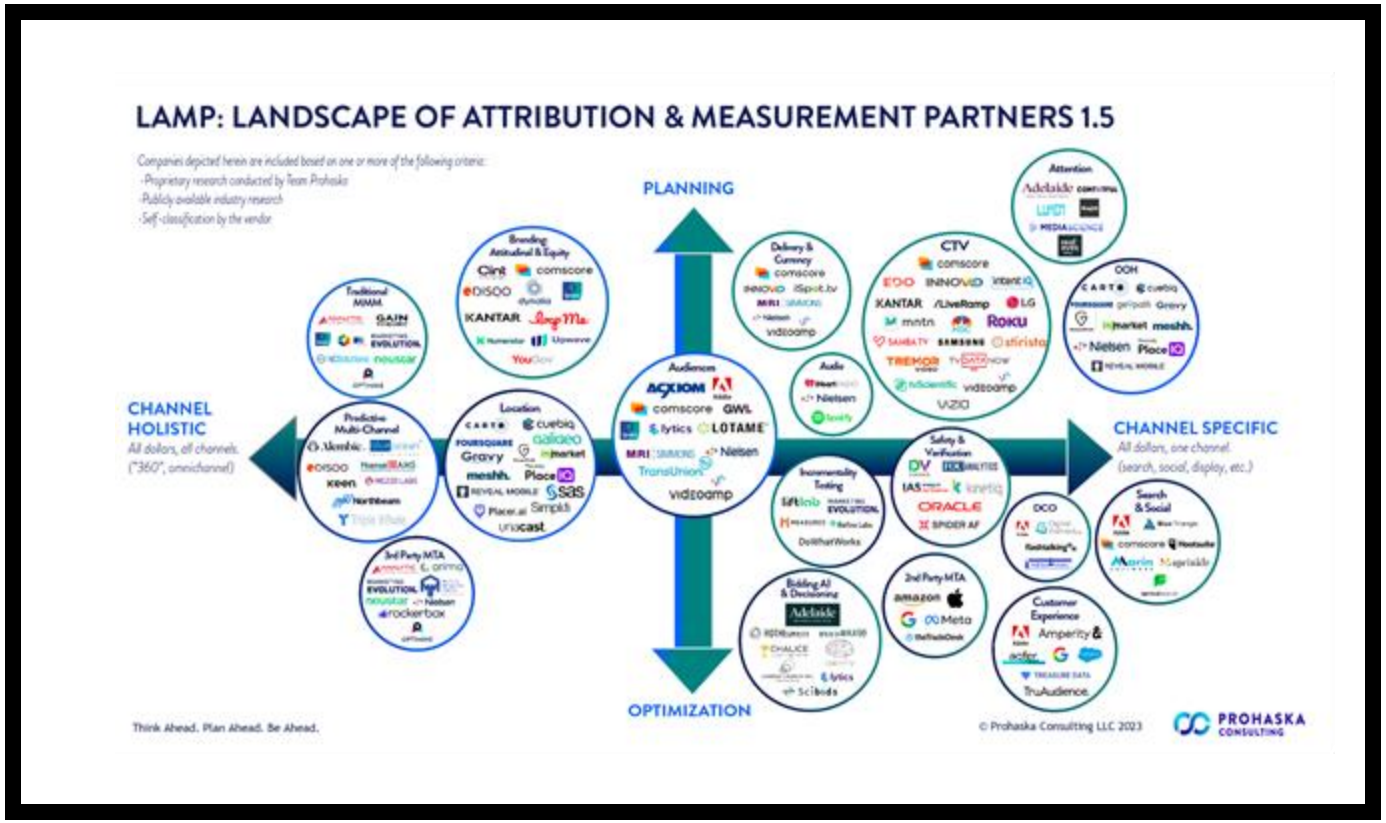
Holistic usually has the fewest metrics in common.

- Spend
- Delivery

Holistic is most likely to be modeled & inclusive of external data.

Marketing
Digital
Content
Placement
Search
Internet
Consumer
Seo
Business
Traffic
Website
Push
Web
Sem
Analysis
Rank
Sales
User
Blog
Values
Risk
Video
Tracker
Relevant
Media
Social
Target
Strategy
Qualification
Remote
Access
Security
Cost
Global
Page
Feds
Search
Solutions
Popularity
Commerce
Campaign
Mobile
Statistics
Content
Seo
Direct
Display
Virtual
Results
Demographic
Creativity
Products
Techniques
Message
Traffic
Conceptual
Consumer
Online
Placement
Engine
Communication
Database
Mobility
Inclusion
Search
Cost
Group
Recipient
Community
Advertising
Linkbaiting
Values
Technology
Page
Browser
Access
Security
Keyword
Global
Strategy
Qualification
Tracker
Group
Website
Electronic
Feds
Search
Marketer
Solutions
Commerce
Popularity
Statistics
Mobile
Access
Adwords
Content
Marketer
Infrastructure
Companies
Digital
Keyword
Sales
Values
Direct
Potential
Access
Risk
Networking
Relevant
Campaign
Download
Idea
Web
Performance
Digital Marketing
Website
Infrastructure
Remote
Campaign
Popularity
Commerce
Business
Engine
Rank
Website
Affiliations
Presentation
Remote
Companies
Idea
Seo
Advertising
Traffic
Electronic
Promotion
Information
E-mail
Business
Optimization
Affiliations
Networking
Website
Electronic
Marketing
Target
Link
Feds
Search
Marketer
Solutions
Linkbaiting
Commerce
Popularity
Statistics
Campaign
Mobile
Access
Content
Seo
Adwords

No Measurement Practice Is a Swiss Army Knife: LAMP 1.5 Release



Measurement creates data tracking assets before, during, and after allocation.

Need flows from which channel and which processes need decision support.

Advanced practices manage cross-decision impact.

Download the LAMP 1.5 here: https://prohaskaconsulting.com/the-landscape-of-attribution-measurement-providers-lamp-1-0/

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Basics of Holistic Measurement: Activation Essentials

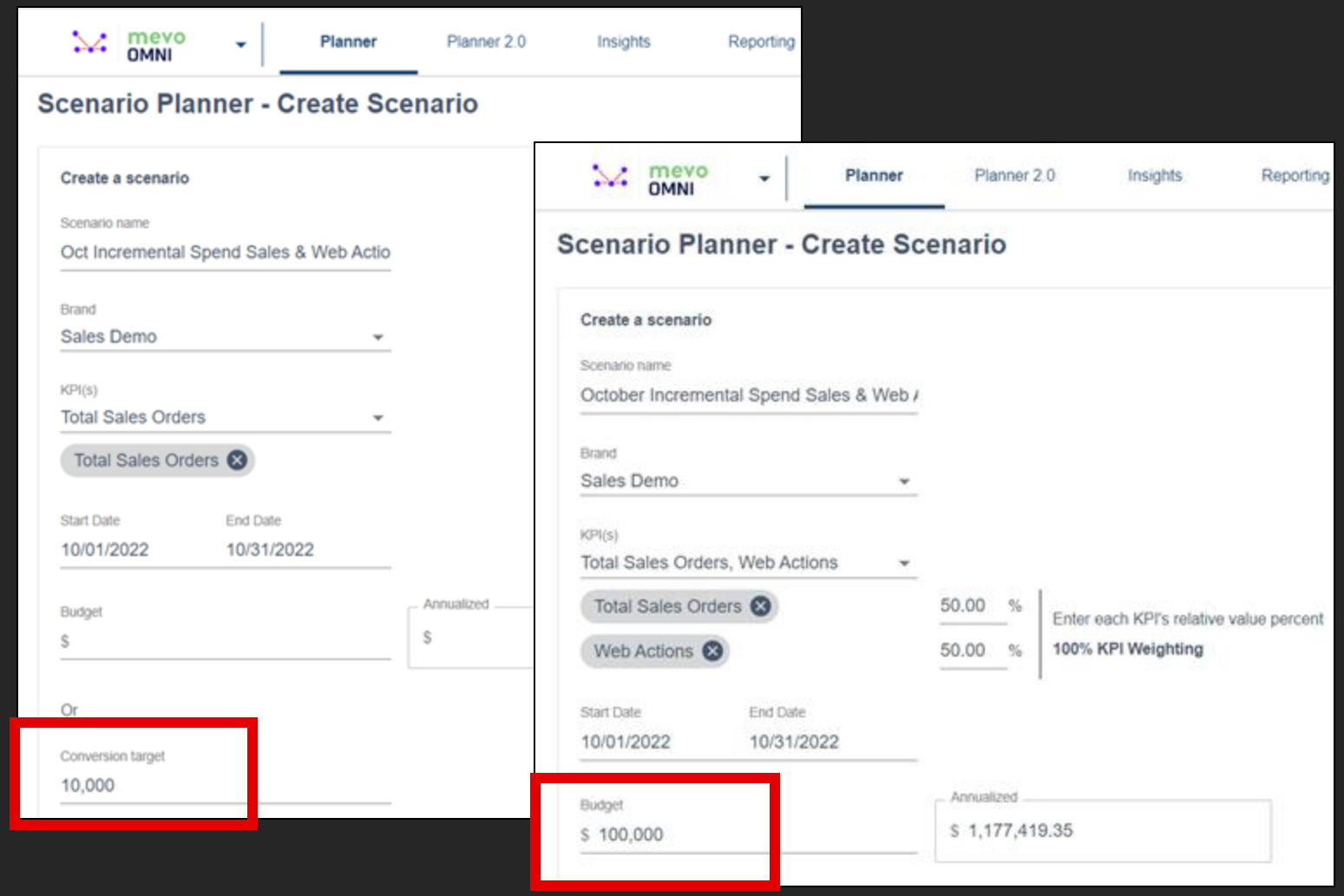
Linear Measurement Depends On
Strict Classification Continuity

Linear Measurement Makes Holistic Particularly Valuable
(YoY, QoQ, MoM)

Most Likely To Have Senior Eyes On Holistic:
Know "THE NUMBER"

Basics Of Holistic Measurement: Predictive Scenario Planning/MMM

- **Holy Grail Material**
- **Culture Is The Barrier**
- **Real-Time Budget Fluidity Likely A Top Growth Area**
- **AI > Human Decisions**



Strategic Sponsors – LiftLab

2:00 – 2:30

Hierarchy of Advertiser's Needs

Marketing Effectiveness

Unify and integrate all information to maximize outcomes with current investment

Actionable Results

Make more accurate investment decisions supported by causal information

New Data & Tests

Scientific method to create new data and evidence to accept/reject hypothesis

Hypothesis / Knowledge

Decisions made based on base knowledge, hypothesis formulation

Measurement

Understanding what the data is telling us

Data

Raw Material - What we can count and information collected

Outcome-based measurement differences

Top Down vs. Bottom Up

Identity vs. Geo Signals

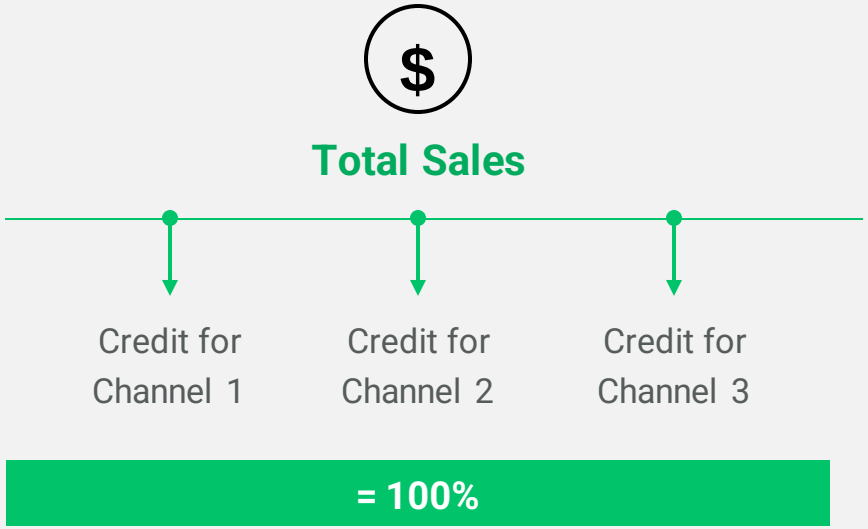
Correlative vs. Causal

Attributed vs. Incremental

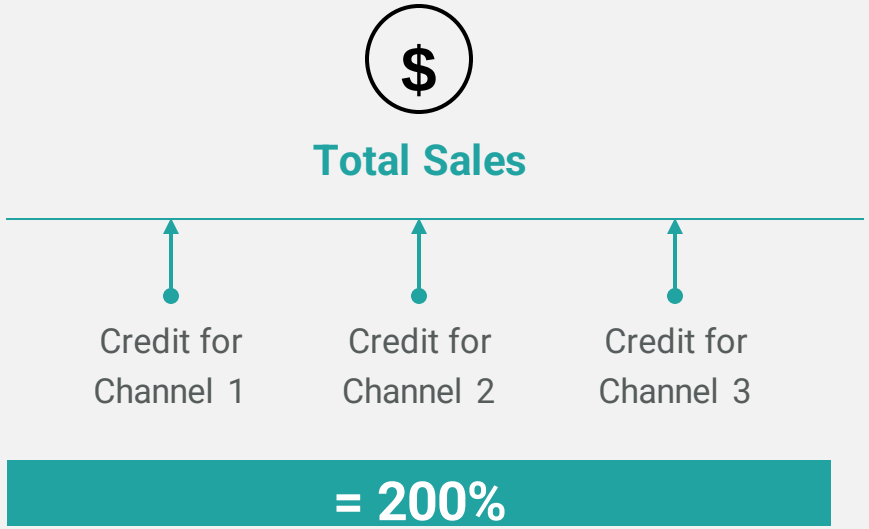
Marginal vs. Average

Top Down or Bottom Up

TOP DOWN



BOTTOM UP



Identity vs. Geo Signals

April 2016
General Data Protection Regulation **(GDPR)** Introduced

June 2017
Apple releases Intelligent Tracking Prevention **(ITP)**

June 2018
California Consumer Privacy Act **(CCPA)** signed into law

May 2018
General Data Protection Regulation **(GDPR)** Implemented

January 2020
Google announces 3rd-party cookie depreciation

May 2020
New York SHIELD Act goes into effect

Apple blocks 3rd-party cookies on Safari

September 2020
Apple released iOS 14

November 2020
California Consumer Privacy Act **(CCPA)** passes; Expands on CCPA

March 2021
Virginia Consumer Data Protection Act (**CDPA**) signed

April 2021
IDFA limitations with iOS 14 update

2016 2017 2018 2019 2020 2021

Cookie Depreciation

IP/Email Relay (iOS)

Brazil LGPD

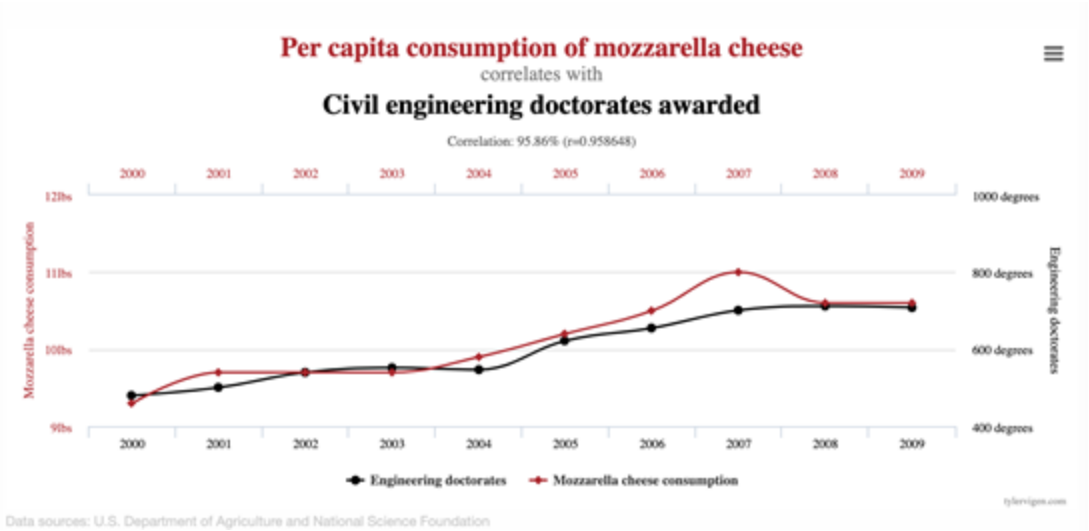
The Evolution of the Privacy Landscape

Identity vs. Geo Signals

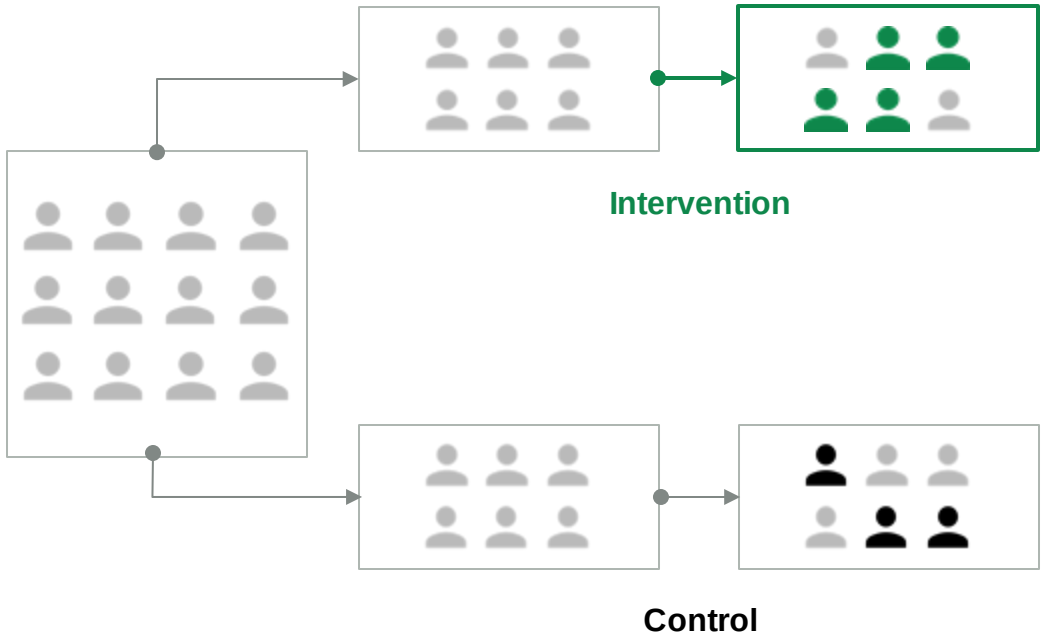
Geo signals account for word of mouth, householding, different email addresses and other things that might be hard to resolve with identity

Correlative vs. Causal

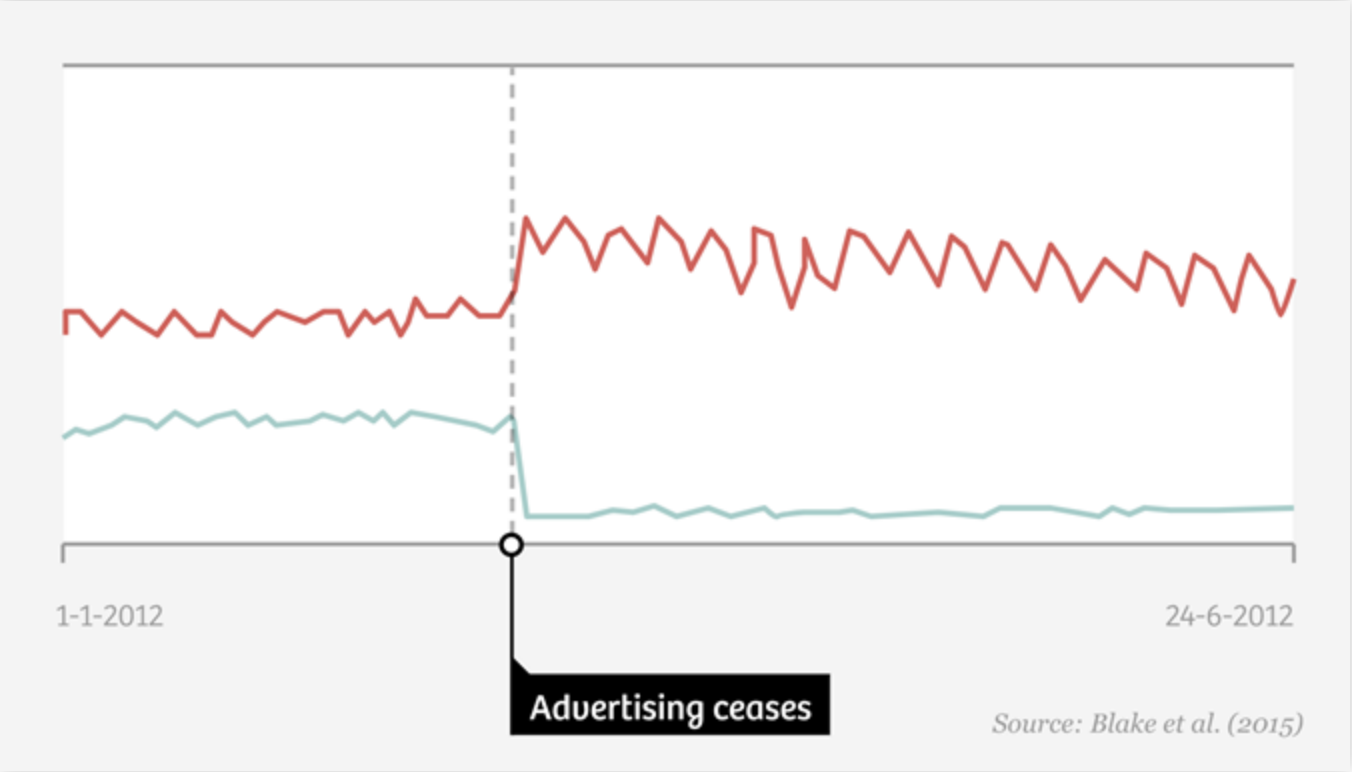
Correlation = Passive



Causation = Active



Incremental or ~~Attributed~~ Cannibalizing?



What did the ad stop at eBay accomplish?

Absolutely Nothing.

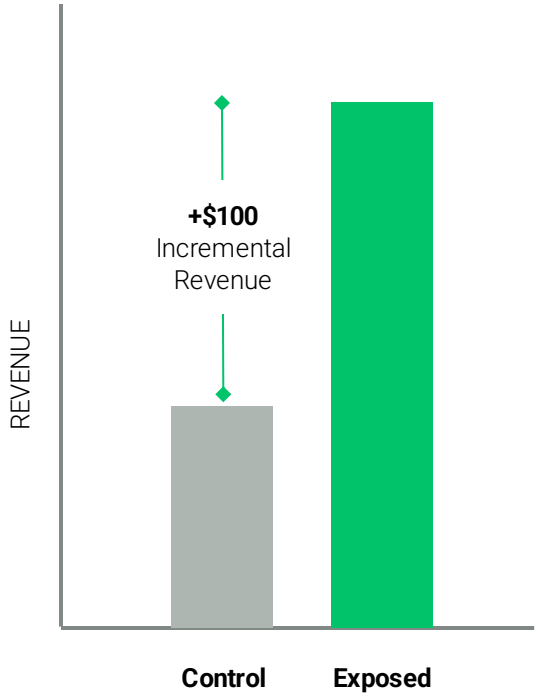
- visitors via unpaid link
- visitors via paid link

Marginal vs. Average

Media Lift Curve

Increasing your daily spend from $563 to $1,063 (Action)

- Increases your revenue from $176k to $199k
- Increases your profit from from $34,680 to $34,850
- For $500 more spend, you get a marginal $23k Rev, $200 marginal profit



$100 incremental / $50 spend in exposed =

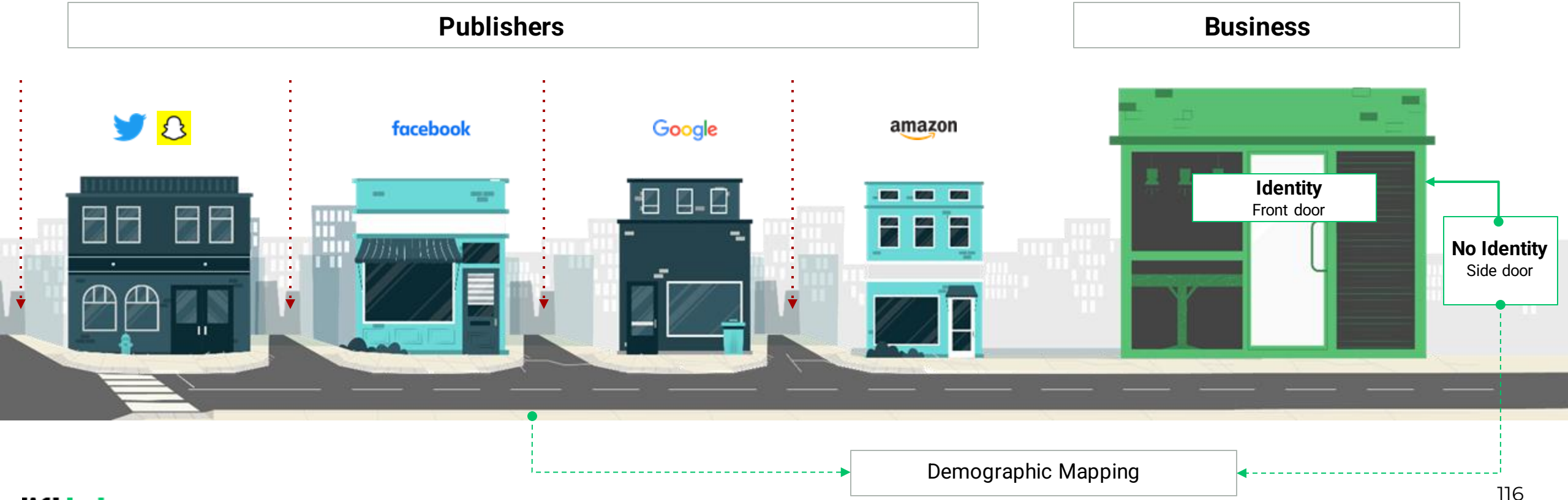
$2 iROAS is the AVERAGE performance of your TOTAL investment

Outcome-based measurement Landscape

Measurement Type	Top Down / Bottom Up	Correlative / Causal	Attributed / Incremental	Geo / Identity	Marginal/Average
Market Mix Modeling	Top Down	Correlative	Incremental (Baseline Sales)	Geo / Aggregate	Both
Last Click	Bottom Up	Correlative	Attributed	Identity	Average
Multi-touch Attribution	Bottom Up	Correlative	Attributed	Identity	Average
Platform Lift Testing	Bottom Up	Causal	Incremental (Control Group)	Identity	Mostly Average
LiftLab Agile Mix Model	Top Down	Correlative	Incremental (Baseline Sales)	Aggregate	Both
LiftLab Experiment Reinforcement Learning	Top Down	Causal	Incremental (Control Group)	Geo	Both

Bringing It Together

A Real-World Example



THANK YOU

Jonathan Lorenzini
VP Marketing Science & Product Marketing
Jon@liftlab.com

Angelo Quagliata
VP Business Development
Angelo@liftlab.com

Lean more about how LiftLab can optimize your digital media spend

liftlab.com

Multi-Channel Distinctives

More than one; less than all

2:30 p.m. - 3:00 p.m.

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Key Topics

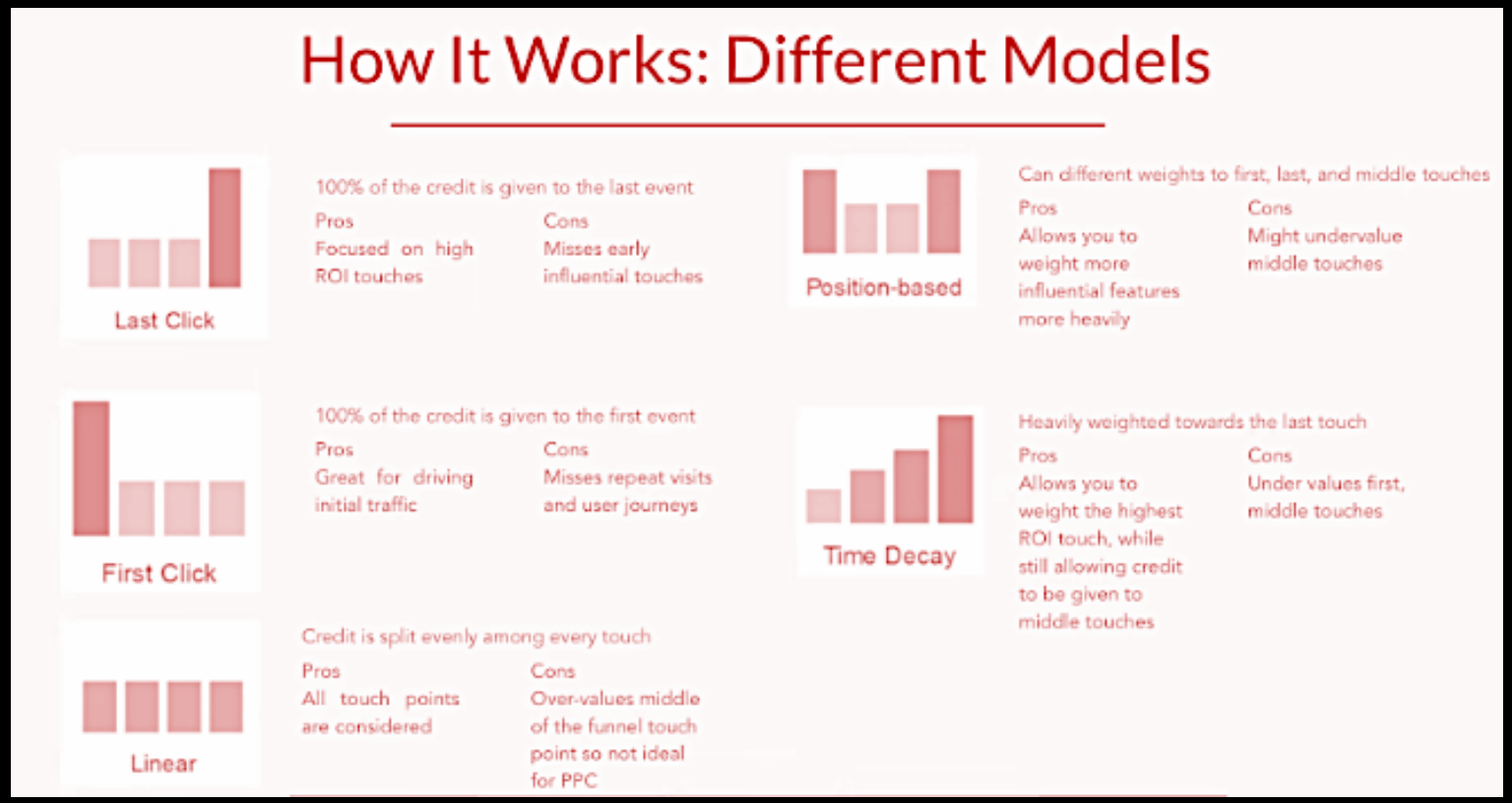
1. Most Multi-Channel Being Done Is Some Form of MTA
2. MTA Is Changing, and So Should How You Use It
3. MTA Problems You Didn't Know You Have
4. Emerging Multi-Channel Options Are Far Enough Along That You Should Be Testing Them – IPA & Incrementality
5. Always Keep a Bonded Pair Together

The Death Of MTA Is Greatly Exaggerated

- **Scoring Sequential Delivery – by varying means – is still most common Multi-.**
- **MTA's troubles were *time to value* and "Us & Them".**
- **Don't buy what you can't apply.**
- **Most attribution is still sell-side (2nd party).**

The worst MTA on the market is usually better than the best last-click-last-touch.

Basics Of Measurement: Beyond MMM/MTA



Algo v. Rules

- **LCLT Is Rules Based. Don't Let That Ruin The Idea Of Rules Based For You**
- **With Continuity, Algo Can Become Rules-Like**
- **Work v. Reward (ROI) Needs To Lead Your Thinking**

MTA Isn't Typically Seen as Holistic In The Way MMM Is

There is still a long way to go in terms of reconciling results from different tools, especially when it comes to measuring brand

A with other tools

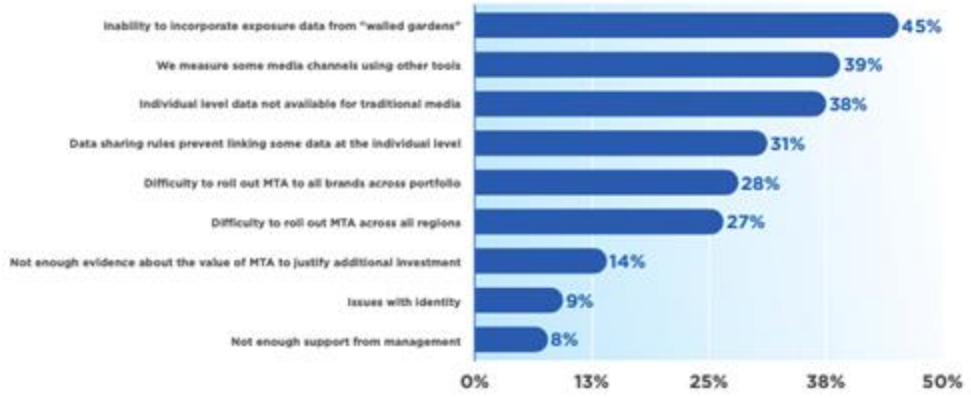
	Fully/to a good extent
egression modeling	48.72%
	39.13%
	38.10%
	21.95%

16 To what extent have you managed to reconcile your MTA results with those from each of the following methods? N=60

MMA

MTA is typically not seen as a holistic attribution solution

Main reasons/barriers that prevent marketers from using their MTA solution more broadly (%)

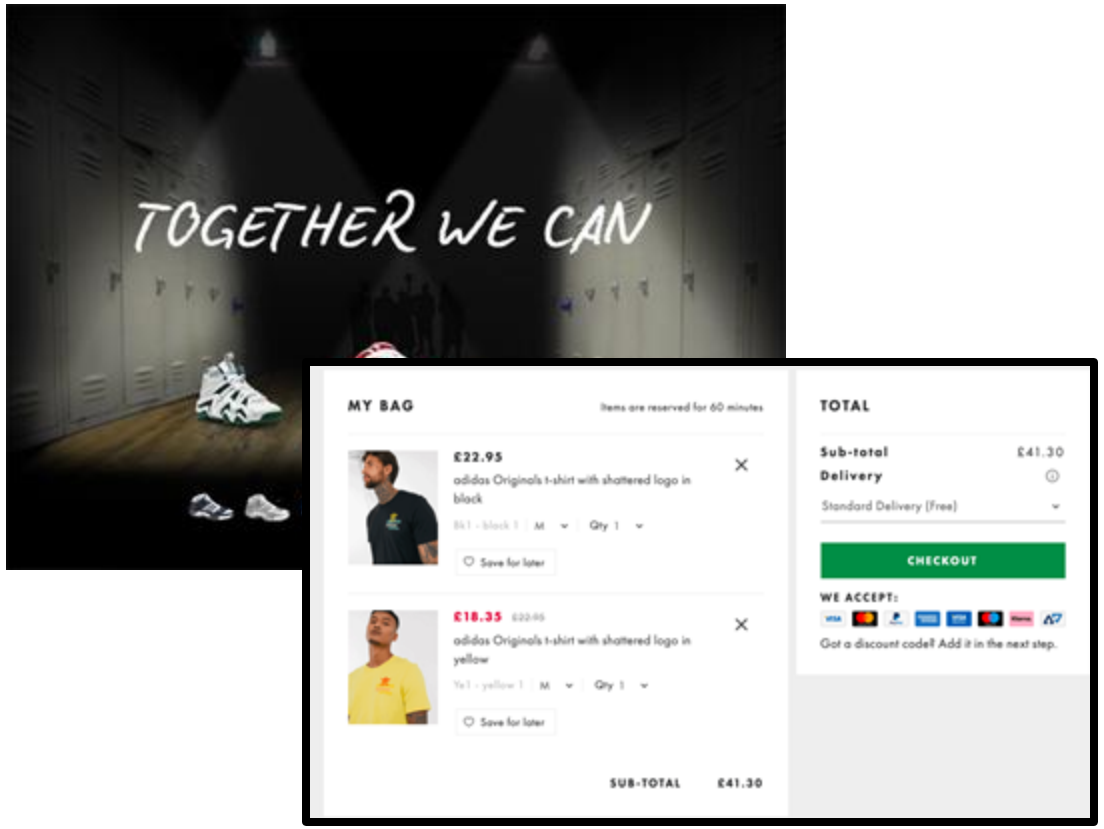


11 What are the main reasons that you don't use MTA to assess your total media spend? (Users)

MMA

Attribution Issues You May Not Know You Have: Carts & Browsers

- **Cart contents, browsing history, & ad creative relationships matter.**
- **If what is in the ad isn't what is in the cart – that is an attribution issue.**
- **Advances in algorithms make seed-specific attribution more viable.**
  - Buy what you get credit for

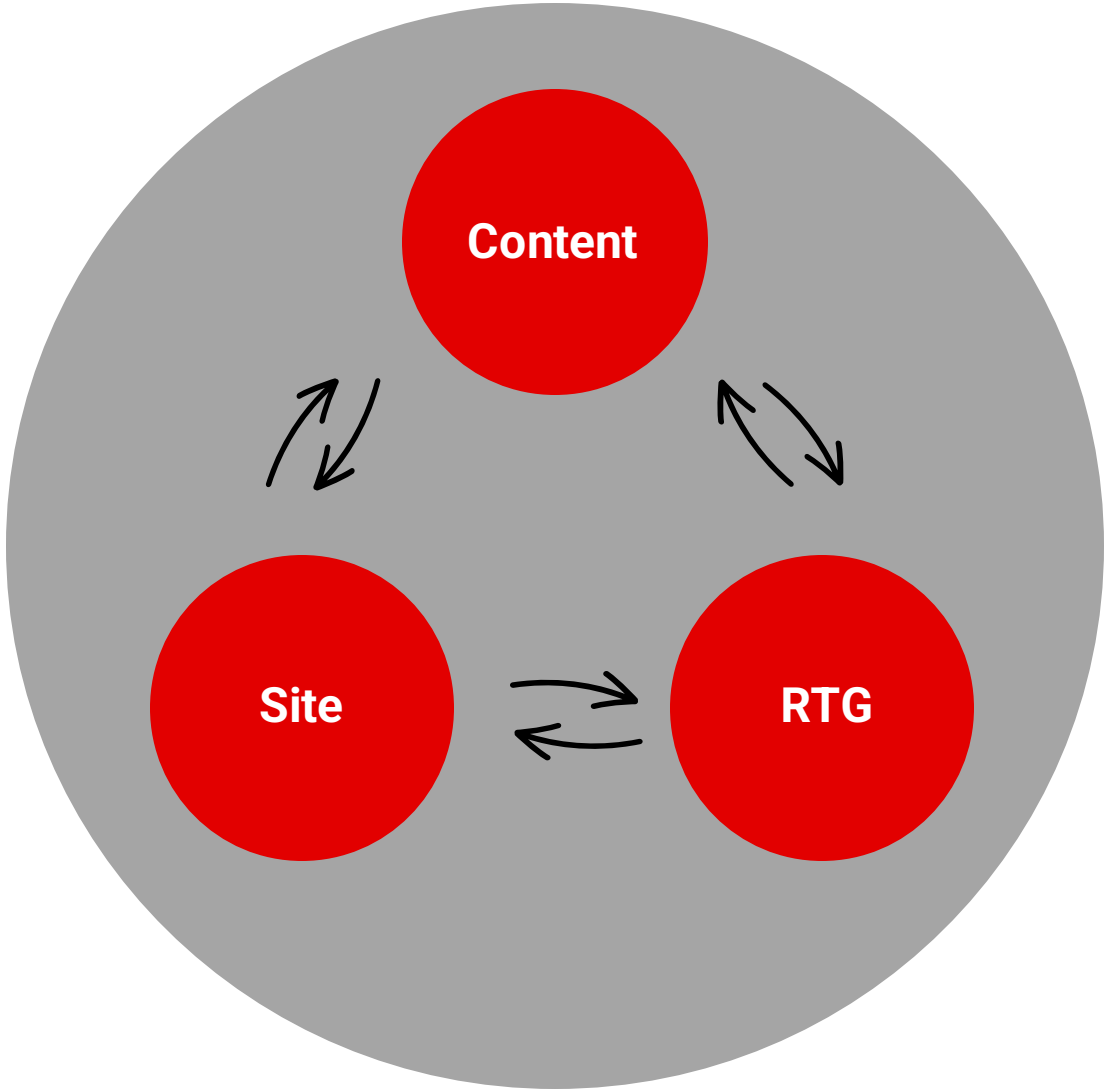


Introducing a new approach likely requires diverse stakeholder buy-in FIRST.

Attribution Issues You May Not Know You Have: Endemic Attribution

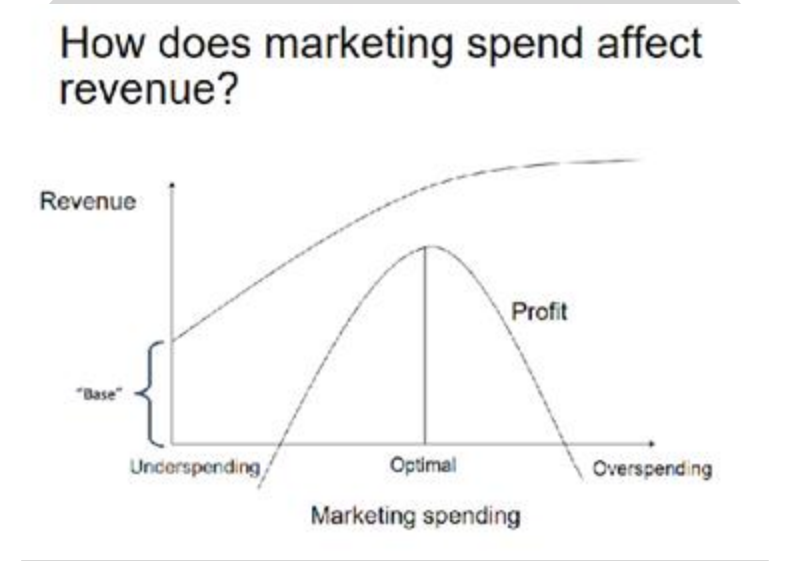
- **No media pro should be operating on multiple attribution models at once.**
- **Most conversions have many claiming credit. deduplication precedes real ROI measurement.**
- **Advances an algorithms make seed-specific attribution more viable.**
  - Buy what you get credit for

If what you credit media with gets you no credit internally, you are doing it wrong



Applied Multi-Channel Measurement: Incrementality Measurement

- **Incrementality testing could be single channel but its best use cases are multi-channel.**
- **Pacing & media scheduling are key discovery & optimization levers (Halo).**
- **Budget fluidity can be tougher to achieve than the measurement itself.**



As data sets expand, opportunities to expand incrementality testing will too.

Basics of Holistic Measurement: Multi-Channel Imperatives

- Every channel likely has a bonded pair of specific importance
- What influences you and what you influence may not be the same
- Metric overlap one indicator
- Every channel bonds to high reach channels

"Bonded Pairs" Of Single Channel Measurement: "Second Screen"

- If your campaign involves TV at all, every other channel likely has significant synergy with it.
- Optimization that doesn't exploit intra-channel synergy leaves significant value on the table.
- This isn't just multi-channel tracking or QR codes.

Channel-Specific Essentials

Measuring one channel at a time

3:00 p.m. - 3:30 p.m.

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Key Topics

1. Basics of Single-Channel Measurement: Currency & Media
2. Basics of Single-Channel Measurement: Display Deep Dive: Direct vs. Algo
3. Basics of Measurement Tech & Talent: Qual vs. Quant

Single-Channel Measurement Distinctives: Media & Currency

- **Most Practitioners are Single-Channel Practitioners**
- **As You Learn New Channels, You Don't Bring Assumptions Along**
  - Learn Metrics From Ops First
  - Event Records Good Guide
- **Audience Sensitivity**
- **Learn Your Bonded Pair**

Video
CTV/Streaming, Linear, Platform-Specific

Display
Direct Buying vs. Algorithmic Buying

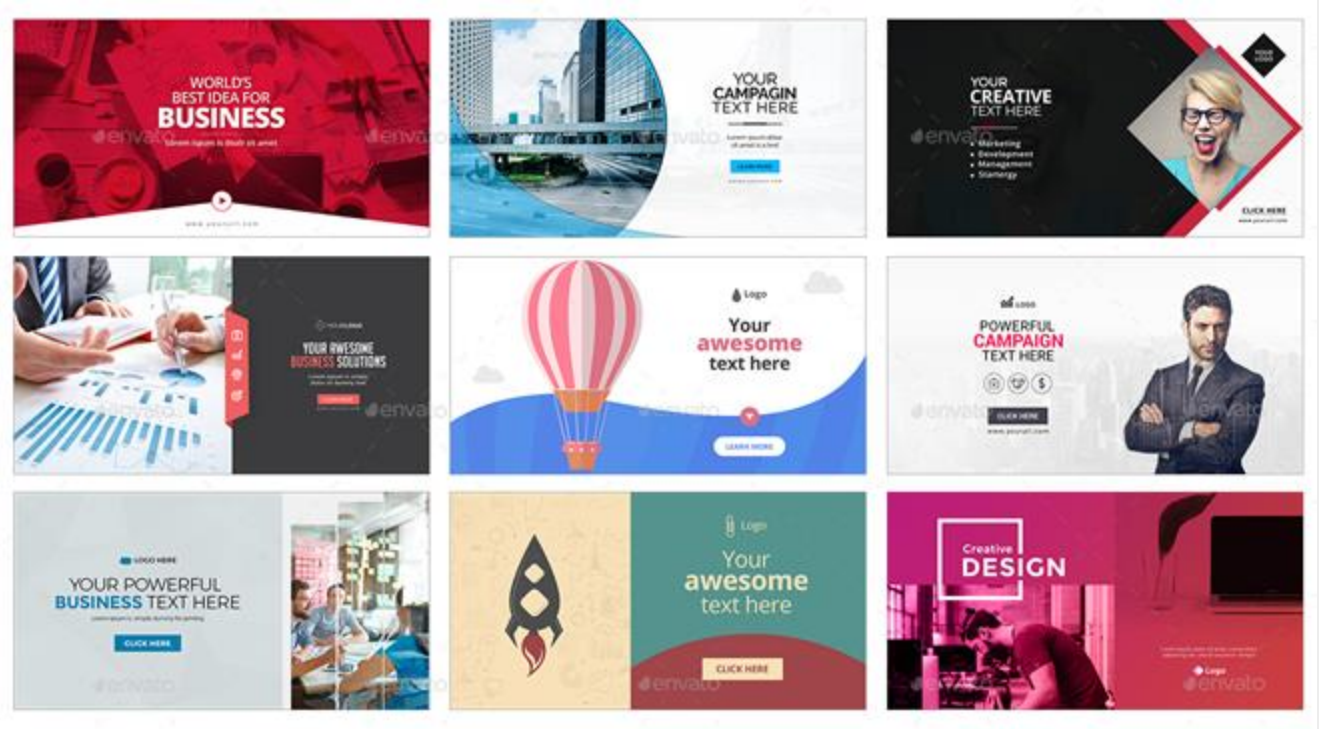
Audio
Streaming, Podcasting, Terrestrial

Gaming/In-App

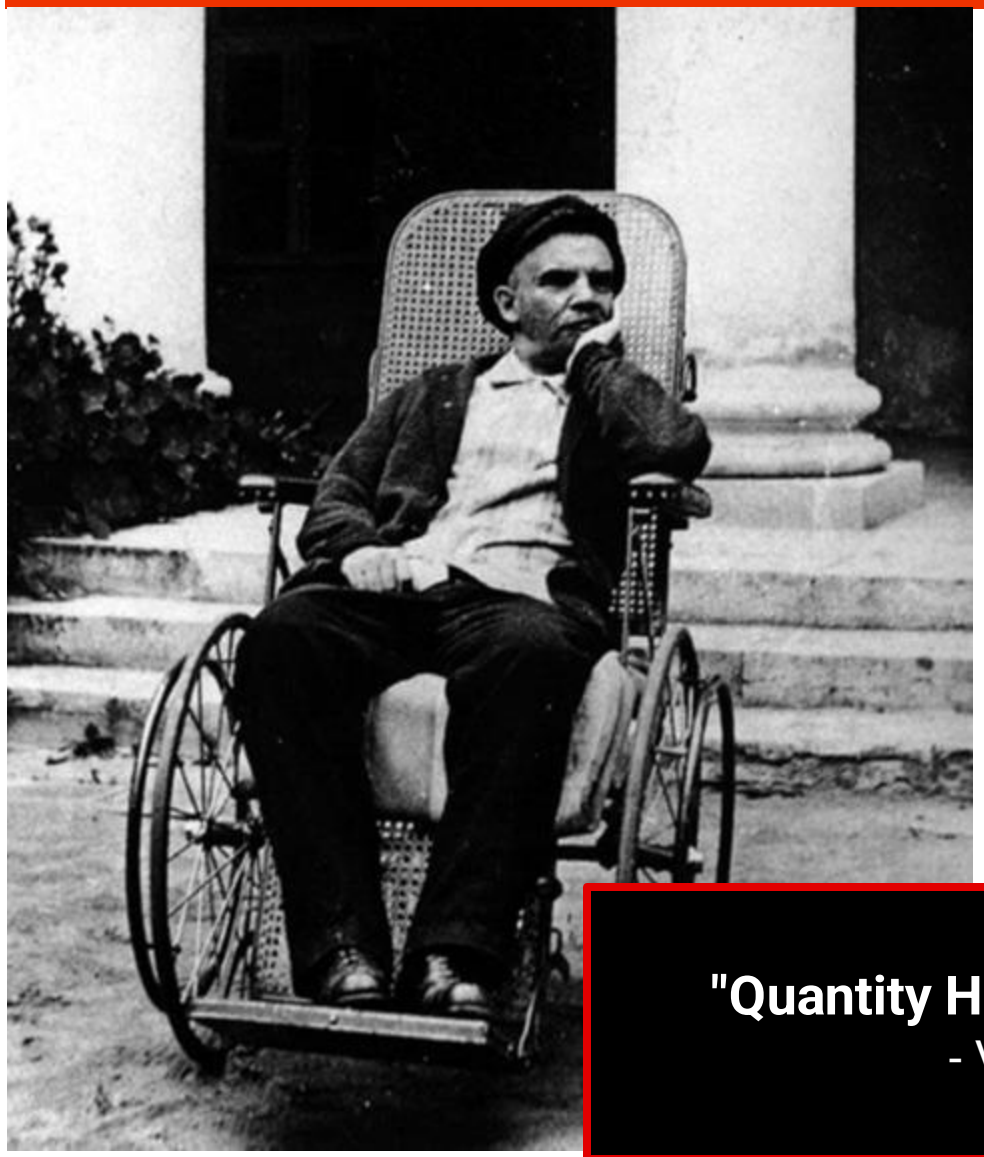
Currency

Basics of Single-Channel Measurement: Display

- **IO v Programmatic**
  - How You Pay REALLY Matters
  - JBPs
- **Human v Algo**
  - Different Data Needs
  - Relationships Matter To ROI
- **Consolidation vs. Diversification**



Basics of Single-Channel Measurement: Display Distinctives



- **Effectiveness, Efficiency, & Scale**
  - No channel scales like Display
  - Cut only what can be re-spent
- **No Standards for Impact**
- **Creative Optimization Key**
- **Excessive Frequency Usually Biggest Performance Drag**

"Quantity Has A Quality of Its Own"
- Vladimir Lenin

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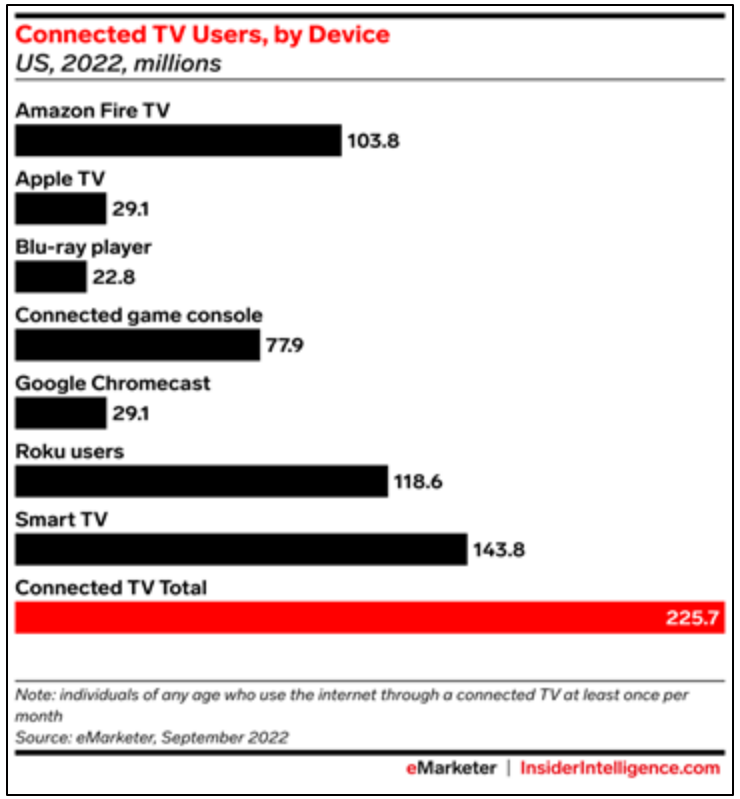
Basics of Single-Channel Measurement: Video

Key factors in maximizing productivity in single-channel measurement

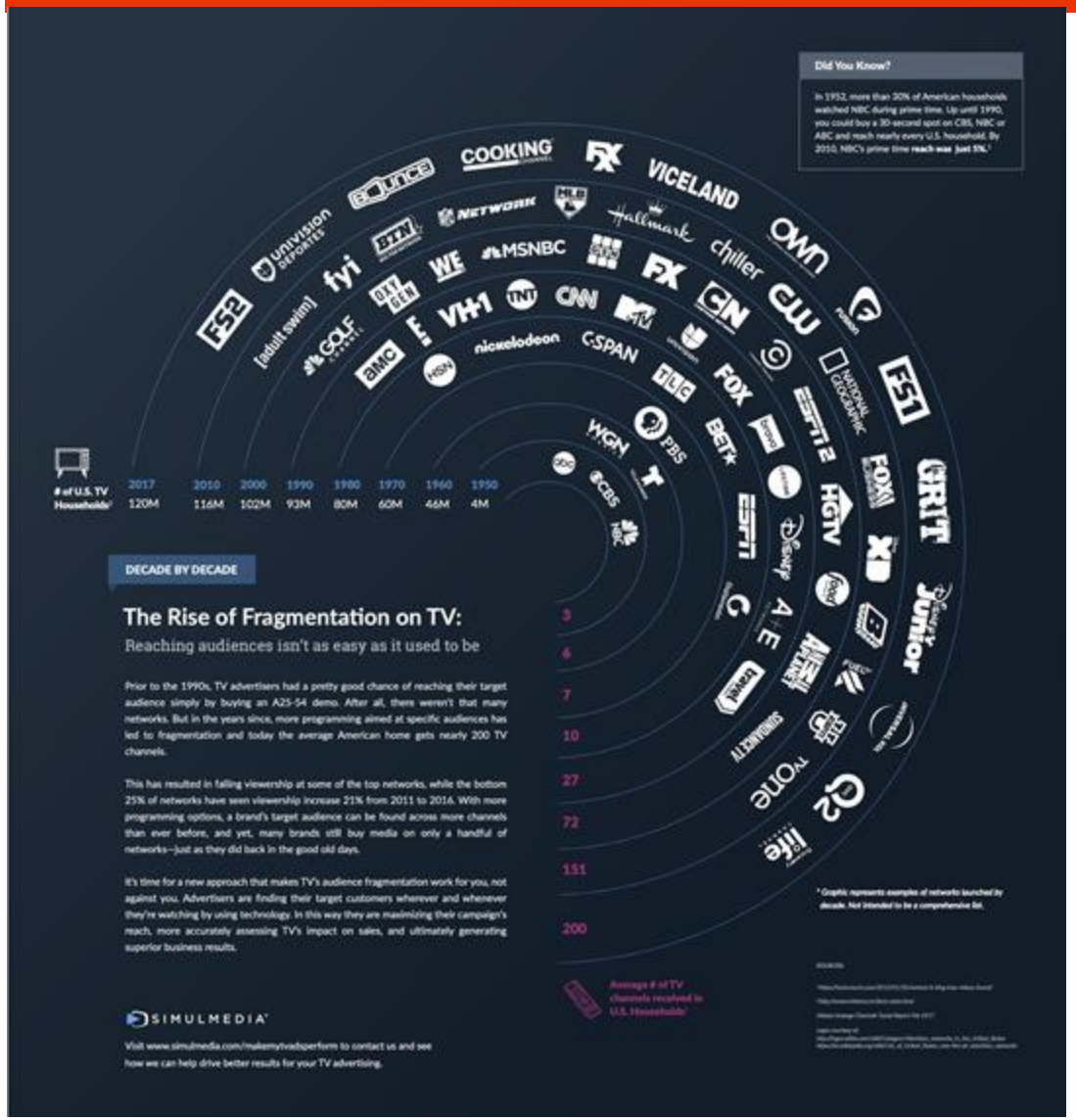
- Most Marketers Define Video Differently Than Consumers Do
- The Debate On Language Is Equal To The Debate On Methodology
- Manage The Continuity Of Your Language As The Debate Continues

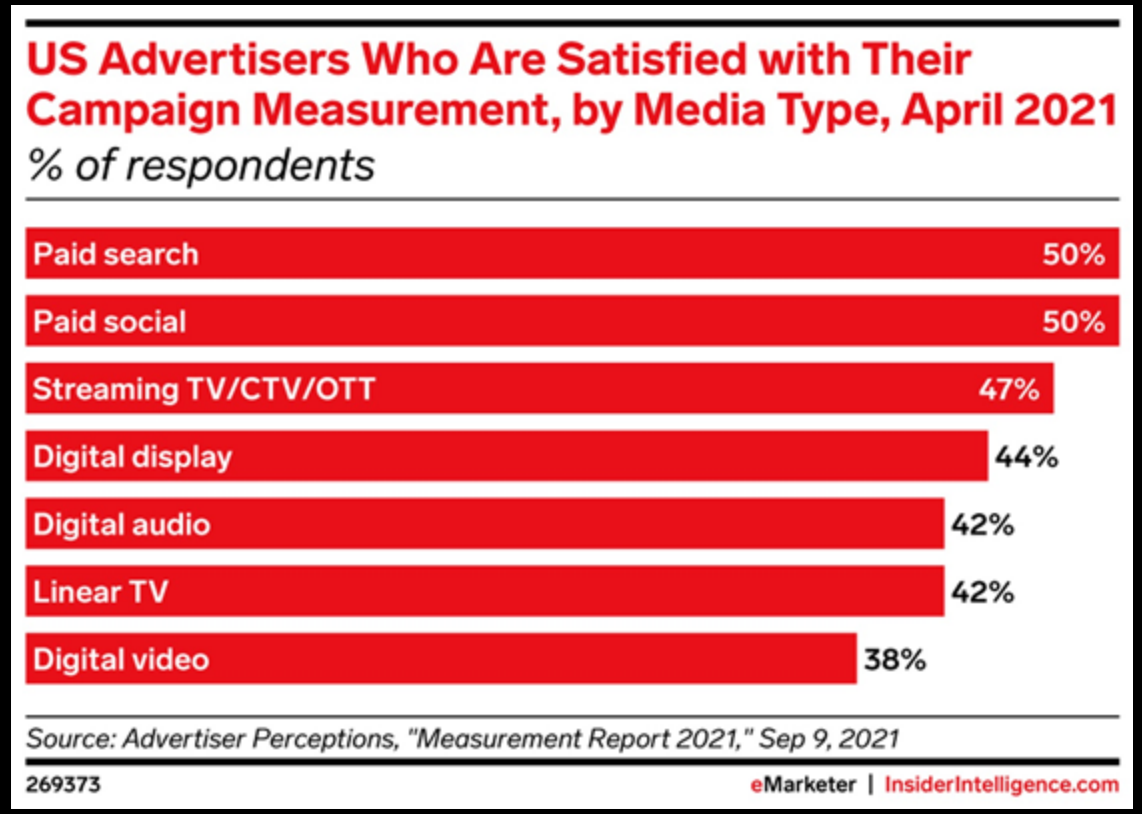
Channel-Specific Distinctives

- Video: Streaming, Linear, Platform-Specific
- It is essential that there be continuity in your definitions
- Continuity usually comes from budgets



The Rise of Fragmentation of TV: “Narrowing at Scale”





Digital video has the lowest satisfaction rate (38%), according to an April 2021 Advertiser Perceptions survey.

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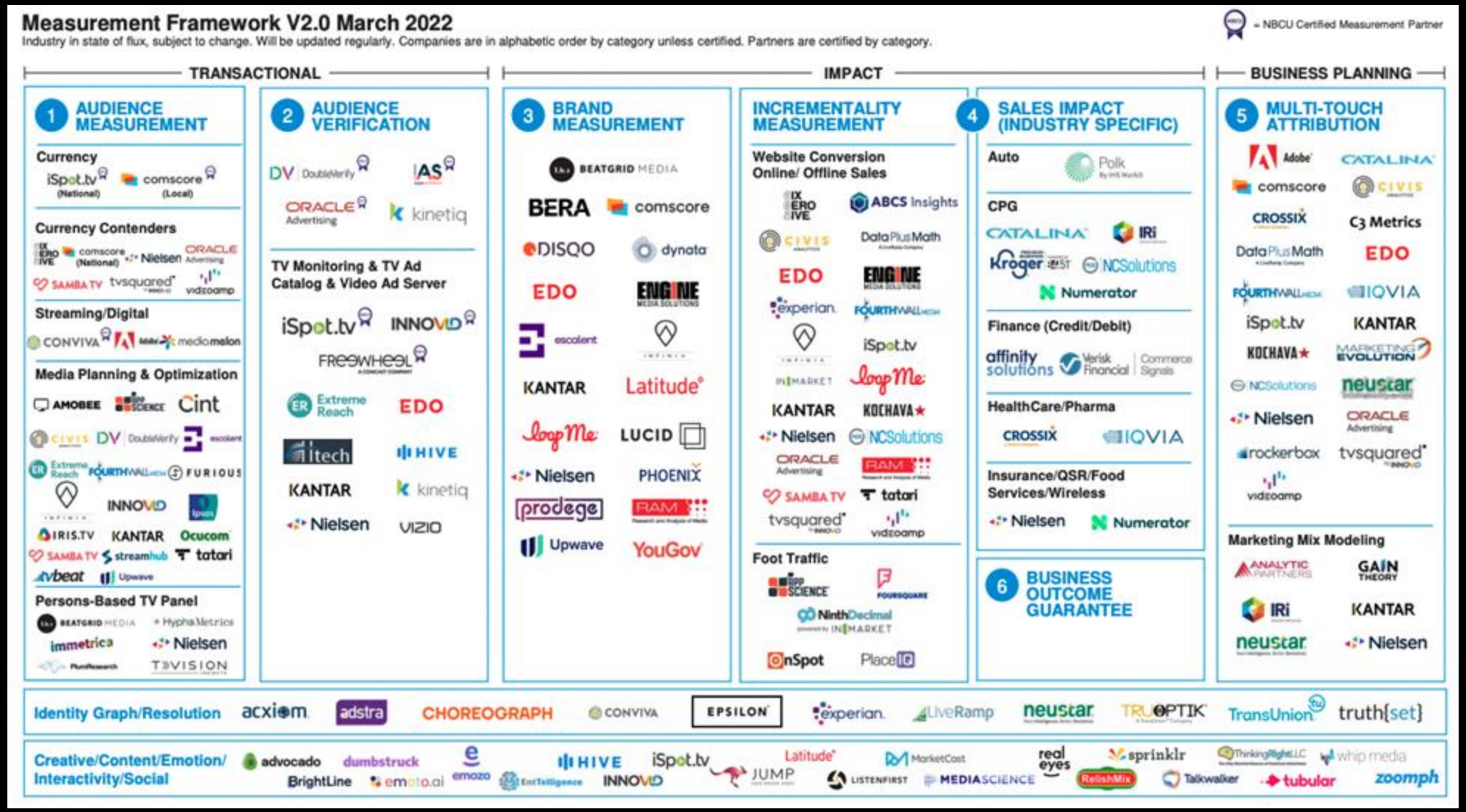
The Currency Challenge In Video: NBCU Certified



OpenAP JIC: Large TV publishers/agencies coming together

MediaPost News Events Awards Members More

Networks, OpenAP Form JIC To Certify New 'Currencies'

by **Wayne Friedman** , January 9, 2023

Major TV network-based media companies, working with advanced advertising company OpenAP, are forming a committee to start up a process to certify multiple cross-platform currencies planned to be ready for the upfront TV advertising market set to commence this summer.

National TV programmers in the group include Fox Corp., NBCUniversal, Paramount Global, TelevisaUnivision, and Warner Bros. Discovery.

The creation of a new, cross-platform measurement certification will be established in conjunction with a new, unified streaming viewership dataset through OpenAP.

Starting this month, a measurement certification process will begin for third-party measurement firms in partnership with the VAB.

In April of this year, the joint industry committee (JIC) will host an initial event with the goal of accelerating multi-currency industry efforts.

Basics of Single-Channel Measurement: Audio

- **Streaming**
  - Podcasting
  - IO v Programmatic
    - How You Pay Is Key
- **Popularity Is Still A Force Multiplier**
- **Terrestrial**
  - "The Book"

Basics of Single-Channel Measurement: Gaming/VR

- **Expect Robust Full Funnel Measurement**
  - In-App Lower / High Impact Above
- **Key Pair With Other Immersive & Experiential**
- **HVA Acquisition Channel Sensitive**

Hot Topics, Red Flags, Q&A

3:30 p.m. - 4:00 p.m.

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Big Mistakes To Avoid

- Tactics Can Be Winners or Losers – Never People
- Carry 3x5 Pix of Your Ops Team in Your Wallet
- Use Business Metrics With Businesspeople
- Total Overhauls Should Be Very Rare
- Don't Cut What You Can't Re-spend
- Pattern Recognition, Not Pattern Regurgitation

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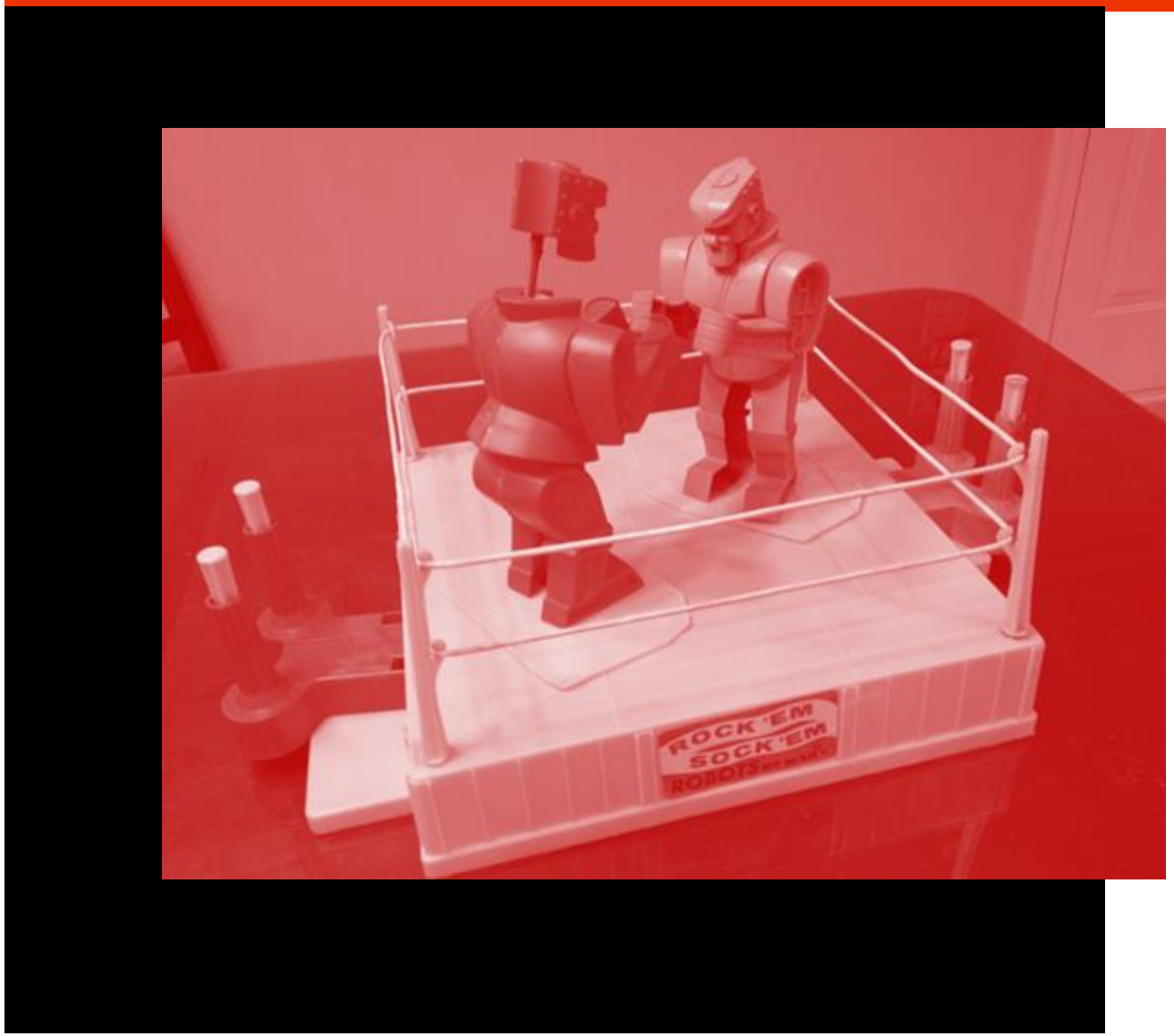
Measurement Hot Topics: A



- The Cookieless Future: Accurate Predictions of Value Will Be More Important Than Accurate Post-Mortems on Value
- Automation: Don't Fear the Techno-Reaper
- Unified Decisioning: More Personalization, Fewer Personalizers
- Data Engineering: Speed > Perfection

Measurement Hot Topics: B

- **Storytelling, Data Viz, AI Interpreters: Last Mile Utility**
- **Negotiating With Data: Proprietary Wins**
- **New Currencies: Impact & Attention**
- **Mastering the Qualitative Is Likely Key to Creating Differentiation & Growth**

Q&A

iab. PROHASKA CONSULTING

Fireside Chat

Tameka Kee

Deputy Managing Director, CIMM

Jeff Bernstein

Interim CMO, Apollo Nuero

In Partnership w/

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