



THE GROWTH MARKETER'S MEASUREMENT HEALTH CHECK

WHAT ADVERTISERS NEED TO KNOW

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INTRODUCTION



DANE BUCHANAN

Chief Data & Analytics Officer, M&C Saatchi Performance

There is no escape from the fact more changes are on the way for growth marketers. Transformations such as cookie depreciation will mean a host of data signals that we, as marketers, have relied on to manage and measure the impact of marketing campaigns will no longer be available. Our specialist data consultancy services will enable advertisers to prepare for success. [Read on to find out.](#)

The next year will bring about another set of seismic changes in digital marketing. For example, thanks to cookie depreciation, the impact will be significant, with up to 80% of users untrackable by the end of 2025.

% OF WEB AND MOBILE USERS FOR WHOM COOKIES AND DEVICE IDENTIFIERS WILL BE BLOCKED			
USA	33%	67%	80%
APAC	14%	36%	81%
EMEA	24%	52%	82%
	Q1 2024	END OF 2024	END OF 2025

STEPS TO SUCCESS

This guide covers three measurement areas advertisers need to succeed: Attribution, Incrementality and Media Mix Models.

The benefits of these three strategies are:

- Refinement of media plans based on insights and campaign performance
- Driving growth through ROI

“ CHIEF DATA AND ANALYTICS OFFICER DANE BUCHANAN SAYS,
There is no one-size-fits-all solution for media measurement. Instead, advertisers should consider a 'measurement triangle'. The triangle consists of; Attribution, Incrementality, and Media Mix Models. Combining these approaches enables marketers to understand the effectiveness of their campaigns and how to optimize ROAS.
”

M&C SAATCHI PERFORMANCE OFFERS EXPERT MEASUREMENT CONSULTANCY SERVICES TO ADVERTISERS. CONTACT US TODAY TO ENSURE YOUR MEASUREMENT STRATEGIES ARE FUTURE-PROOFED. GROWTH@MCSAATCHIPERFORMANCE.COM



MEASUREMENT FUNDAMENTALS

Having the right structure in place is essential. For example, working with an attribution provider such as a Mobile Measurement Partner (MMP) as well as data experts will enable success. At M&C Saatchi Performance, we work with clients and MMPs to ensure measurement strategies deliver results. Bear in mind the following:

#1:

No 'one size fits all' solution exists; measurement will only get more complex as cookies disappear, and thorough measurement requires multiple approaches to understanding the impact of media spend.

#3:

Implementing a robust measurement framework requires the support of an experienced partner like M&C Saatchi Performance to implement your MMM and Geo-testing framework alongside your MMP partner for attribution. MMPs are also important for their role in providing attribution frameworks and SKAN implementation.

#2:

Change is coming, and to ensure success means starting a measurement health check now.

#4:

The biggest change for most brands will be a shift from attributed performance to incremental performance.

#5:

The one thing that won't change is the ability to drive business growth through efficient and effective media activation.



WHY IS A MEASUREMENT HEALTH CHECK IMPORTANT?

In an increasingly complex and privacy-centric marketing landscape, the precision of media measurement and, therefore, ROI has never been more critical.

EFFECTIVE MEASUREMENT IS THE KEY TO UNDERSTANDING AND MAXIMIZING THE IMPACT OF YOUR MEDIA INVESTMENTS.

Avoid the uncertainty of the cookieless era and ensure your measurement approaches are fit for purpose.

1 **ATTRIBUTION: TIME FOR A TEMPERATURE CHECK**



The role of attribution in digital media measurement is evolving, and marketers urgently need to reevaluate their measurement approaches. They should explore advanced methods such as incrementality testing and Media Mix Modeling (MMM) while redefining the role of attribution within a privacy-focused measurement framework.

DANE BUCHANAN



The backbone of digital measurement for many years, attribution assigns a value to the various actions that lead to an outcome. While there are numerous different approaches to attribution, the most common is 'Last-Touch,' which attributes the last marketing channel interacted with before conversion.

ATTRIBUTION HEALTH QUESTIONS:

- How will you continue to incorporate attribution when cookies are blocked?
- Can your attribution consider the impact of channels such as CTV or Digital Out of Home?
- Does your attribution model provide a holistic view of the full customer journey across devices and multiple marketing touchpoints?
- Could ad fraud be impacting the accuracy of attribution models?
- What measures are in place to ensure ad fraud does not go unnoticed?

NEXT STEPS:

- Understand what your stakeholders need to see and get ahead of any reporting changes that might be requested in the next 12 months
- Decide what role channel attribution will play in your measurement framework in the post-cookie world
- Ensure fraud detection is in place. Sometimes, campaigns can perform far better than expected; this spike in results should be investigated to understand the underlying cause. A combination of MMM suspicious activity detection and in-house solutions can help detect fraud.
- Research advanced measurement methods such as Incrementality testing and Media Mix Models that take the entire customer journey into consideration.
- Unsure where to start? Contact us and we can help build a plan to ensure your measurement framework is optimized for the cookieless world.



INCREMENTALITY: SET UP CLINICAL TRIALS



Incrementality testing is the gold standard in media measurement, serving a dual role: It's the key to optimizing your media investments and can also verify and refine your other measurement approaches.

DANE BUCHANAN



Incrementality testing will become the cornerstone of your privacy-focused measurement framework. It is the ultimate litmus test for understanding which media campaigns have worked and which haven't. Unlike attribution, which, for the most part, tracks correlation, incrementality isolates causation.

For instance

ATTRIBUTION = CORRELATION; "THIS WAS THE LAST CHANNEL MY CUSTOMER INTERACTED WITH IN THE LAST 30 DAYS. THIS CHANNEL IS RESPONSIBLE FOR THE SALE"

INCREMENTALITY = CAUSATION; "AFTER CONTROLLING FOR ALL OTHER FACTORS THAT MAY HAVE DRIVEN THIS SALE, THIS IS THE ONLY POSSIBLE FACTOR THAT COULD HAVE CAUSED THIS PURCHASE."

Incrementality is measured using advanced statistical methods, including conversion lift, geo lift, econometrics/ media mix modeling, etc.



INCREMENTALITY HEALTH QUESTIONS

- Moving beyond attribution, incrementality measurement is gaining traction. Do you know how to get started measuring the incremental impact of your media?
- How do you synergize attributed results with incremental results?
- Do you have the right data in place to conduct geo-lift tests (the gold standard in cookieless measurement solutions)?

NEXT STEPS:

- Ensure you're tracking your KPIs at as granular a regional level as possible so you can conduct geo-lift tests.
- If possible, conduct a geo-lift test before cookies completely disappear so you can compare/ contrast attributed and incremental results.
- Educate teams on the benefits of this approach and foster a culture of continuous testing and optimization.



MEDIA MIX MODELS: ENABLING ADVANCED DIAGNOSTICS



Media Mix Modeling (MMM) has been the backbone of offline media measurement for over 30 years. Today, advancements in computing power and AI allow us to harness the power of MMM for digital media measurement. MMMs will allow us to continue measuring and optimizing our cross-channel media campaigns in the privacy-first, cookieless world.

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Media Mix Modeling (MMM) can measure the impact of media against any KPI across the user journey, e.g. web visits, offline sales, footfall, etc. Also known as marketing mix modeling or econometrics, MMM employs statistical techniques to unpick the incremental impact of your media investment and campaigns. When fully integrated, it can become a core solution for optimizing your media investment and making far broader strategic business decisions.

A key strength of MMM lies in its holistic approach to measurement. It doesn't just focus on the impact of media; MMM considers a broad spectrum of factors, including product changes, seasonality, competitor activity, economic conditions, etc. Because MMMs rely on aggregated data from a wide variety of sources rather than user-level data, they are the ideal measurement solution in today's privacy-centric landscape



TYPICAL QUESTIONS MEDIA MIX MODELLING ALLOWS US TO ANSWER

TACTICAL

- What is the ROI/CPA of our media investments across individual media channels?
- What is the impact of competitor advertising on our business?
- What media campaigns drove the greatest return?
- What is the halo impact of our advertising across our product portfolio?
- If we had extra budget to invest (e.g. \$500), what is the optimal mix and what will it return?

STRATEGIC

- What is the level of non-media driven sales for our business i.e. what is our base level?
- What is the optimal time of year to invest?
- What should our budget be to achieve our annual targets?
- Identify from which channels budget cuts/reductions would be least harmful/most effective.
- How should we allocate our media budget across product and region?
- What is our optimal media mix?

MEDIA MIX MODEL HEALTH QUESTIONS:

- Is your data ready to be ingested?
- Do you have an expert in-house team or partners to build future-proofed Media Mix Models?
- Does your Media Mix Model enable you to evaluate the contribution of each marketing channel in driving conversions?
- Can your attribution consider the impact of channels such as CTV or Digital Out of Home?
- Does your Media Mix Model consider external factor like seasonality or market trends.
- Do the results of your Media Mix Models feed into a Media planning or optimization solution?

NEXT STEPS:

- Ensure your models integrate all factors that can impact your brand, including seasonality, economics factors, promotions, and both online and offline media channels such as TV, CTV, podcasts, DOOH, etc.
- Regularly recalibrate models to adapt to changing market dynamics.
- MMM is a complex analytics solution and requires expertise to set up correctly; work with your media agency or an experienced third party to build this - we strongly advise against looking in-house from the outset.
- Ensure key stakeholders are aligned and educated so there are no surprises when you present the results.

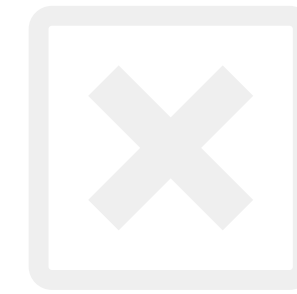
DO'S AND DON'TS OF MEASUREMENT HEALTH



DO'S

- ✓ Do Align your measurement framework with intelligent, measurable, attainable, relevant, and time-bound (S.M.A.R.T.) goals that support your business objectives and target audience.
- ✓ Do build a robust & unified measurement framework that captures all dimensions of media performance. This will entail tracking metrics across all channels, platforms and campaigns, giving a holistic view media efficiency and effectiveness.
- ✓ Do ensure that all key stakeholders, from media managers through to CFOs, understand how attribution will change and the role incrementality will play.
- ✓ Do stay updated on industry trends, continuously learn, and be agile in adjusting measurement strategies to adapt to the changing media landscape.
- ✓ Do adhere to privacy regulations and ethical standards to maintain trust and protect user privacy in data collection and analysis.
- ✓ Do explore data integration solutions and platforms to effectively consolidate and analyze data from multiple sources.
- ✓ Do invest in advanced attribution models and tools for a comprehensive view of the customer journey and insights into touchpoint effectiveness.

DO'S AND DON'TS OF MEASUREMENT HEALTH



DON'TS

- ✗ Don't trust solutions that over promise. Measurement is changing, it requires a considered and multifaceted approach, your agency or partner should highlight this and help you build a unified measurement framework
- ✗ Don't rely on digital fingerprinting. Not only is this banned by Apple, it can be quite a nefarious practice and does not adhere to the spirit of privacy regulations like GDPR, CCPA etc.
- ✗ Don't wait until it's too late. There is still time to build and test your privacy-focused measurement framework alongside your existing, attribution focused approach.

SOLUTIONS FOR SUCCESS



Digital media measurement is changing, but this is an opportunity to shed outdated measurement practices and embrace new, more effective ones. Brands need to start building and testing their privacy-focused measurement frameworks now. This proactive approach is essential to ensure they can continue delivering efficient media campaigns even when the cookie crumbles.

DANE BUCHANAN



Growth marketers can't afford to wait for campaigns to fail before investigating why, especially with the rapidly approaching cookieless future. Implementing and regularly assessing fit-for-purpose measurement techniques is not just beneficial, it is essential for all growth marketers.

Remember, there is no one-size-fits-all solution. Instead, advertisers will require a collection of techniques to triangulate the impact of their media investments.

REGARDLESS OF WHERE YOU ARE ON YOUR MEASUREMENT JOURNEY, IT IS ALWAYS WORTH REVIEWING. THE M&C SAATCHI PERFORMANCE DATA & ANALYTICS TEAM PROVIDES A FLEXIBLE APPROACH, OFFERING ADVISE ON MAXIMIZING YOUR CURRENT SET UP, OR WORKING WITH YOU TO BUILD FROM THE GROUND UP.

Staying agile, keeping up with the market, and choosing the right partners are crucial to maintaining a competitive edge.

**CONTACT US TO FIND OUT MORE ABOUT OUR MEASUREMENT SERVICES.
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