

# Measurement Has Gone to the Cloud

Scot Richardson, Director, Data Science  
Strategy & Visualization

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# Measurement Evolution

It's been a crazy ride

## Single Channel to Multi-Channel to Omnichannel

- ✓ The industry has move from simple A/B Direct Mail campaign testing to Omnichannel campaigns requiring significant coordination of efforts

## Non-Addressable vs Addressable to All Media

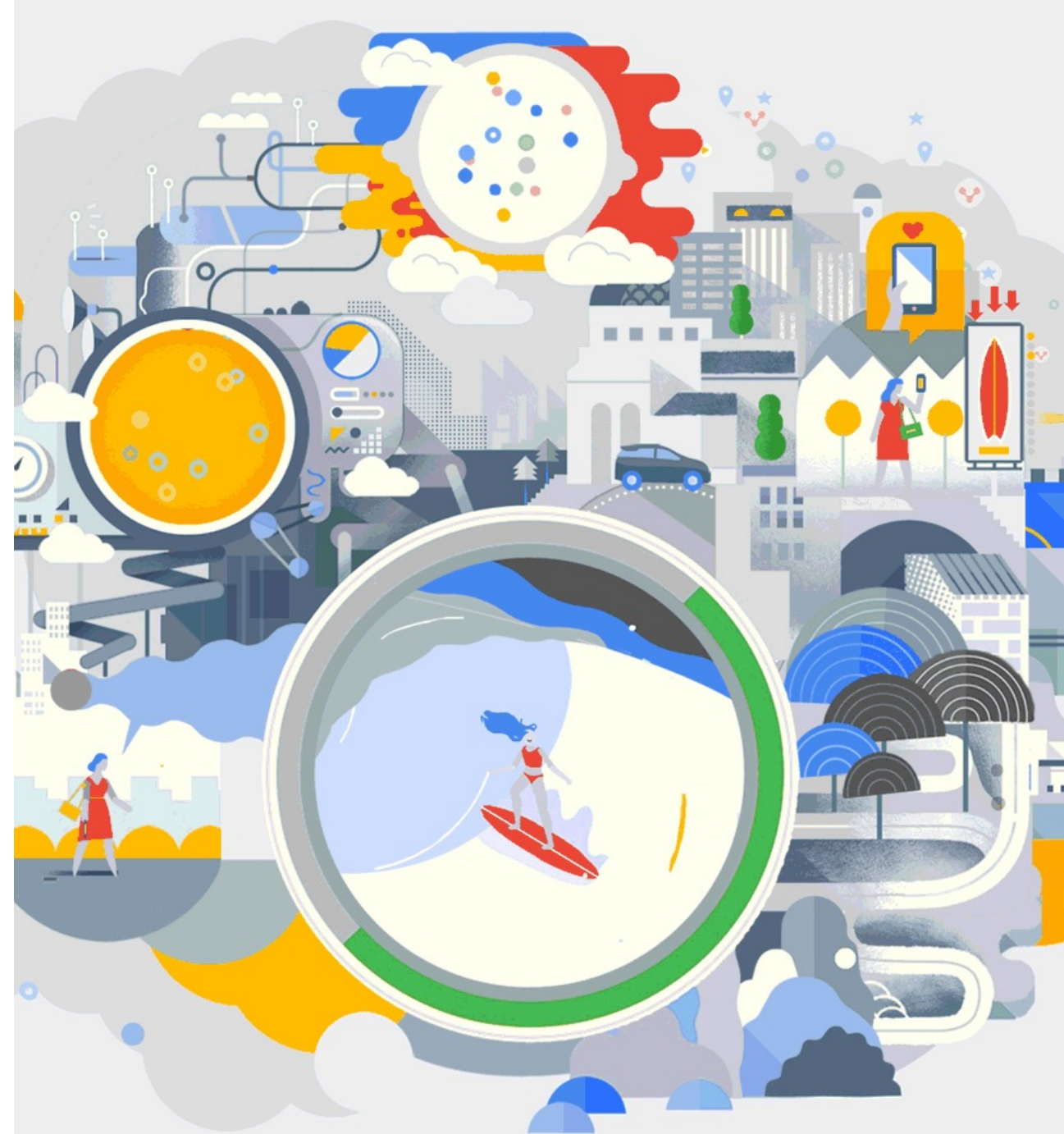
- ✓ Ad recall reporting has migrated to MMM and simple addressable campaign reports have evolved to MTA. Now we're combining MMM and MTA to simultaneously optimize across all media. Don Draper wouldn't recognize our world today

## Metric Proliferation

- ✓ With the increases in complexity, the availability of metrics has exploded to the point that we track everything

## Decision Sciences

- ✓ As the environment has become more complex, decision sciences has kept pace to help us be more effective as marketers



# PROMISES FOR TODAY

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## Rethink Traditional Measurement

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Much of what we do in measurement today is rooted in our past.

We'll discuss why some of the tried-and-true methods may not be good for our business.

## Understand Key Benefits of Cloud for Measurement

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Cloud solutions are hyped from the backroom to the boardroom – from the water cooler to the wire closet.

We'll point out key aspects of Cloud that will drive business results and explain why.

## Walk Through Cloud Measurement Architecture Example

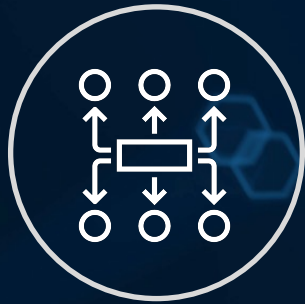
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The Cloud can be very complicated, but it need not be so.

We'll walk you through a simplified architecture example to point out the key things you need for success.

MEASUREMENT EVOLUTION

# INCREASING COMPLEXITY



## CONNECTIVITY

Marketing systems are highly interconnected. MADtech ecosystem complexity continues to grow every day



## PROLIFERATION

Multiple platforms for campaign execution, measurement and optimization require deep and broad expertise to be effective



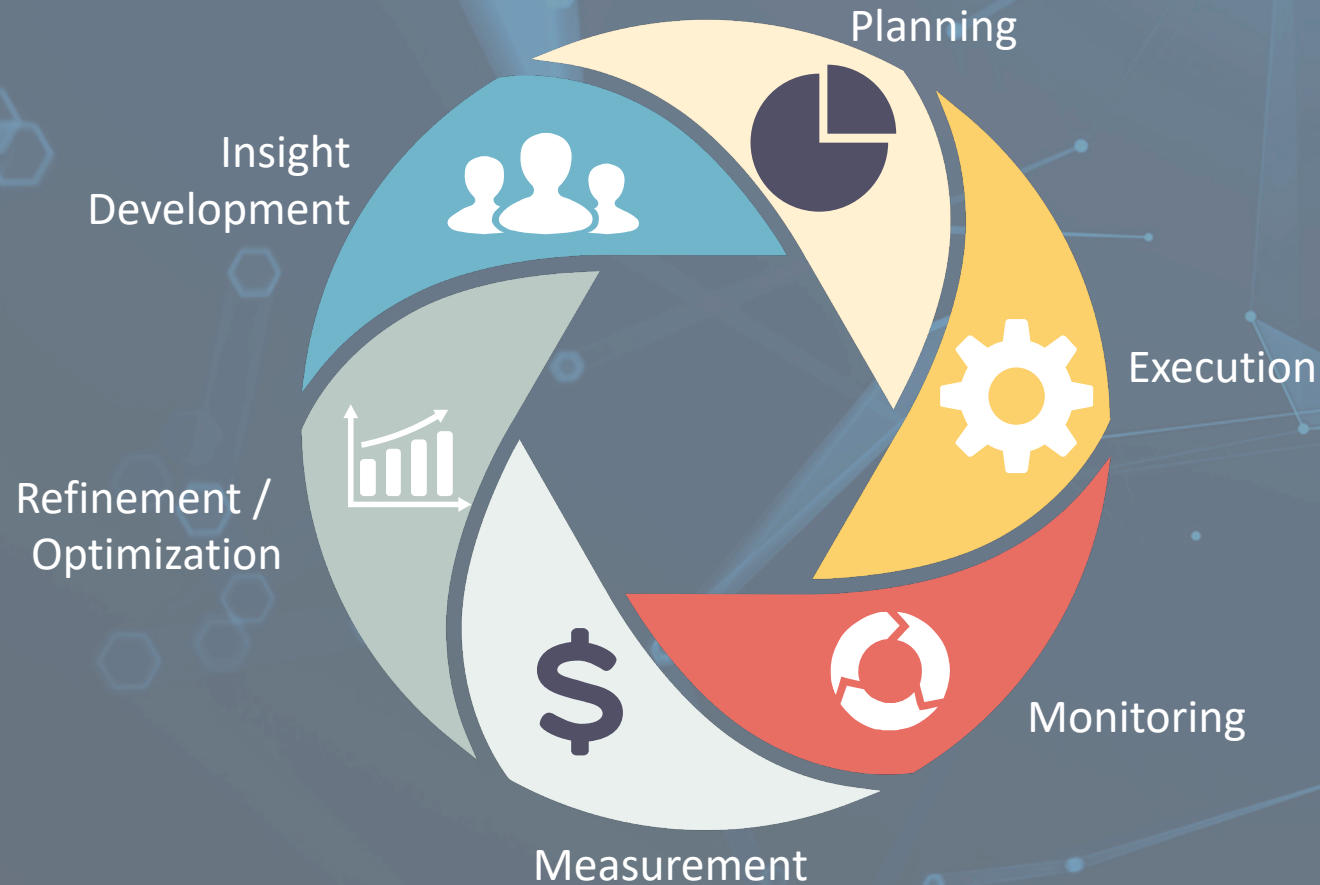
## ECOSYSTEM

Available data for measurement due to industry changes and privacy regulations will continue to be an issue we all face

TRADITIONAL MEASUREMENT

# Tried and True. But Effective?

As Marketers, we're on a quest to be more effective.  
Are our measurement practices working as hard as we are?







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What if we changed the game?

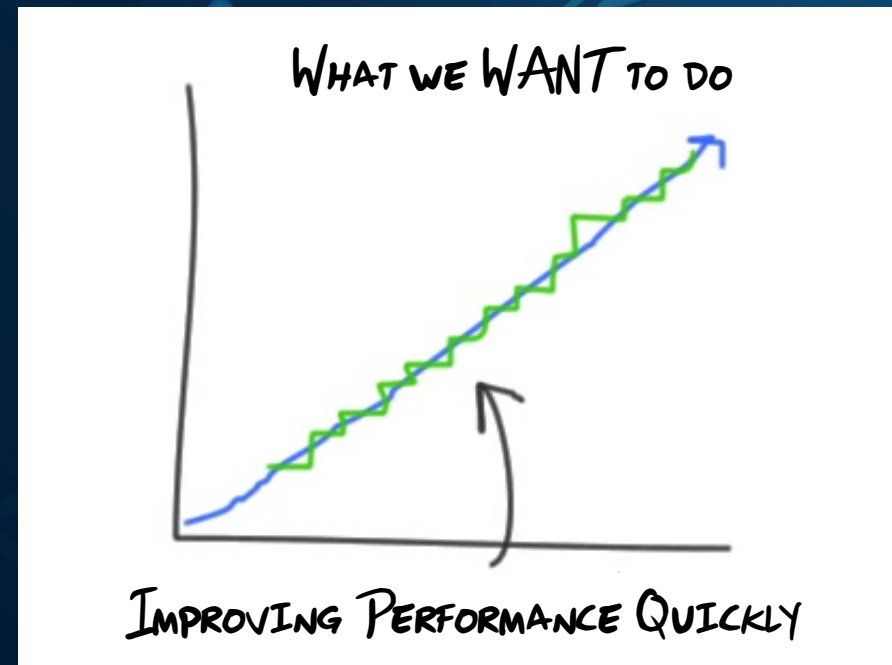
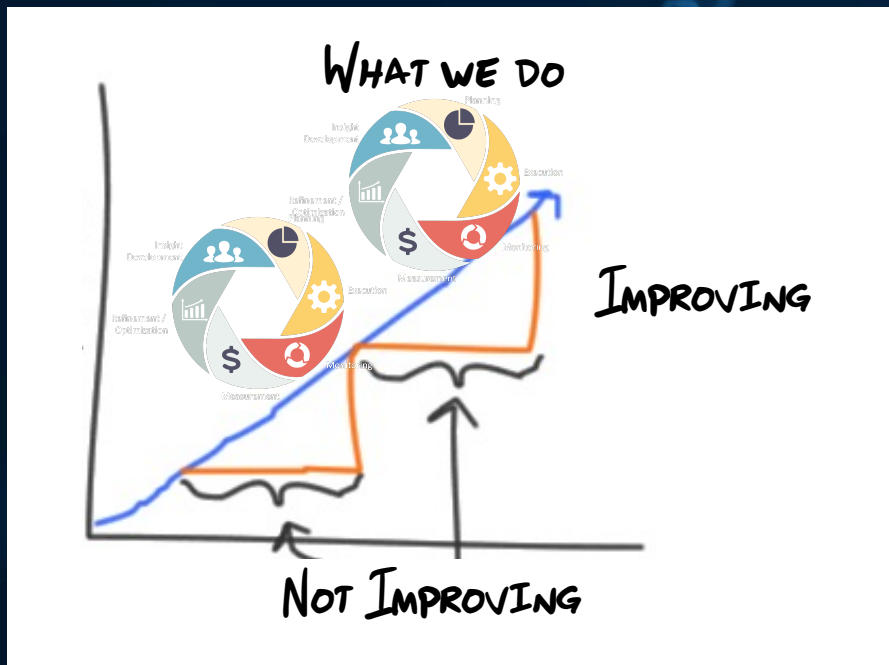
-- GRATUITOUS PROVOCATIVE QUESTION

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ALTERNATIVE MEASUREMENT PARADIGM

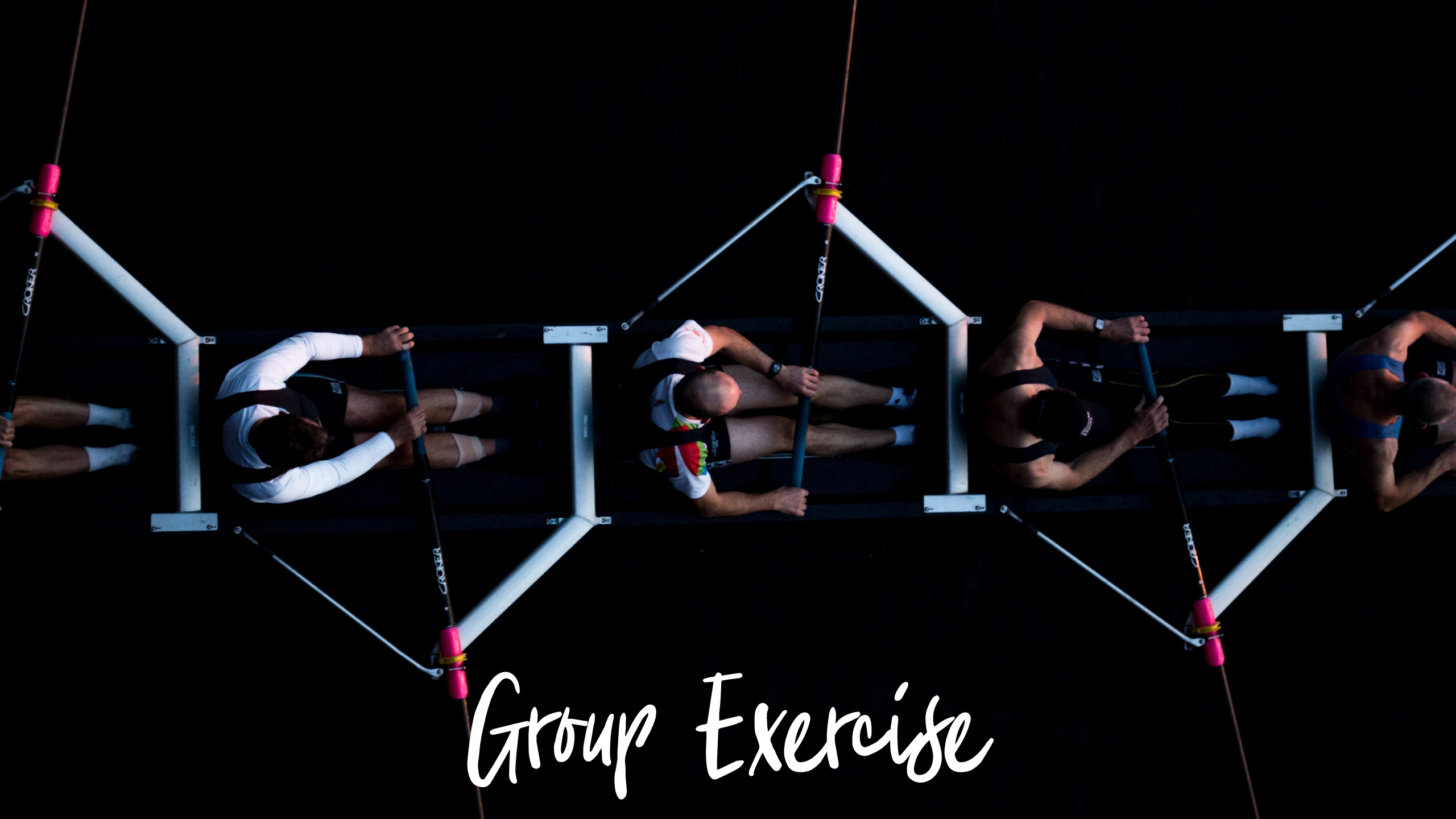
# New View of Measurement

Less Time Waiting, More Time Improving



Getting  
Started!





Group Exercise

ALTERNATIVE MEASUREMENT PARADIGM

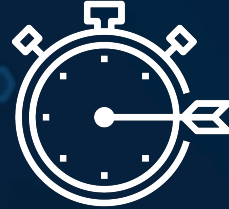
# Reduce Complexity

Focus on Impact



## Measure the Right Things

Focus on measuring items that we control that are directly tied to desired outcomes



## Timeliness

Ensure that measurement systems provide feedback so the Marketer can pivot



## Design for Improvement

Design measurement solutions that yield opportunities to improve performance

# Measurement Questions

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Measurement Timing Often Forces Us Into Past Tense Questions

We often ask:

- Did it work?
- What performed well / not so well?
- What was the ROAS?
- How many exposures were served?
- What was the average CPM?
- How many conversions did we get?
- What was the CPC?

Even with good answers to the right questions, our ability to positively influence performance is subject to measurement cycles



# Asking the Right Questions

Stop Using Past Tense

We should ask:

- How is it working?
- What can we change?
- What parts are performing?
- What is the current ROAS?
- How can we improve it?
- Are we optimal in our strategy?
- Can I further minimize Cost Per Conversion?

Focus has changed  
to a continuous  
improvement  
throughout

# Changing Measurement Goals

Optimization Focus

Find what is working, do more of that...

Find what is not working and quickly eliminate that...

Optimize as quickly and efficiently as possible...

In a new paradigm, measurement becomes a calibration step in optimization processes

WPHZ HKWR EIBH UZTV  
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**Acknowledgment**  
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MEPWKEMV LASSPICE



# Cloud Computing Enables A Paradigm Shift

**Key enablers of cloud computing for shifting focus to ongoing optimization:**

- **Connectivity**
- **Scalability**
- **Decision Sciences Moved to the Edge**

GETTING STARTED

# Targeting Success

Design includes determining what you'll optimize as well as creating the infrastructure to do it



## Determine

Determine the target you wish to optimize. Understand how inputs influence outcomes.

Ask: What levers can I pull across my systems that increase my target yield?



## Develop

Develop predictive models across levers throughout your system.

Ask: Have I represented my controllable inputs such that they are mathematically related to my target (directly or indirectly)?

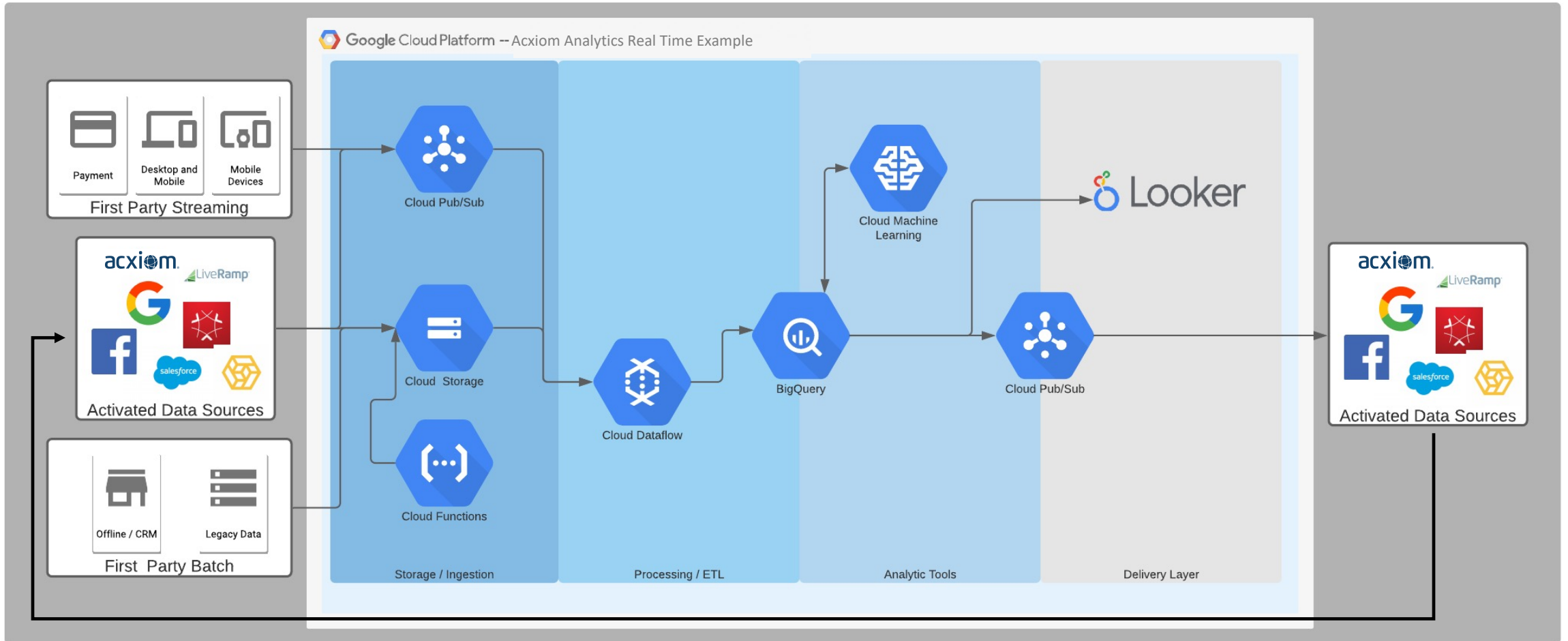


## Orchestrate

Integrate across your Ecosystem with automated Data / ML Pipelines.

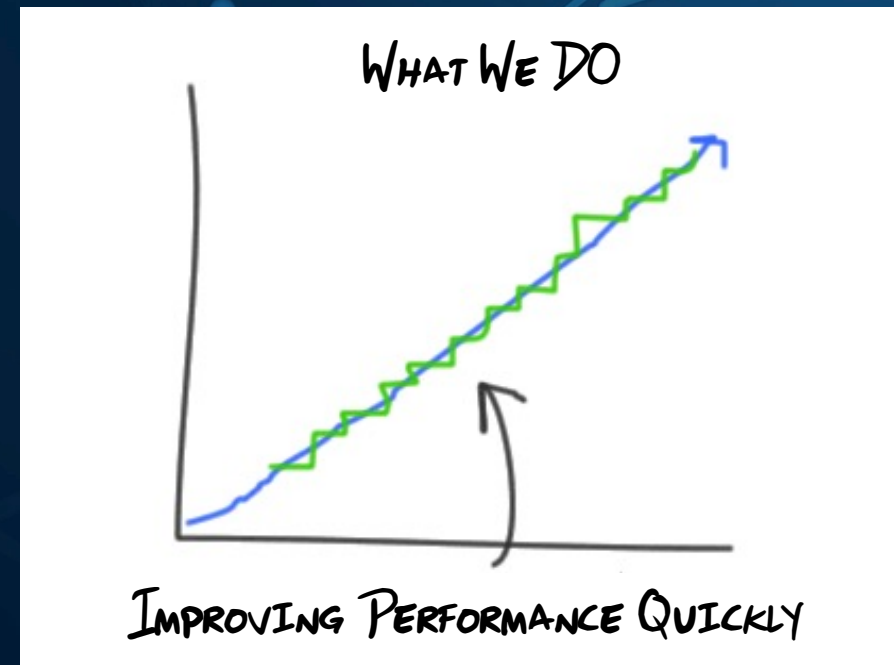
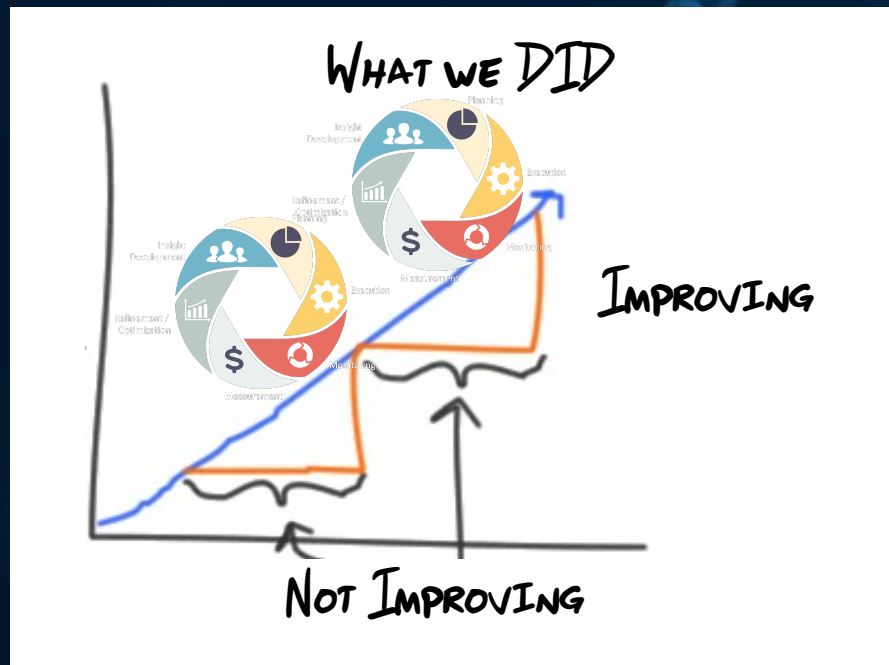
Ask: Where can I go 'lights out' and where do I need human intervention?

# Simple Cloud Measurement Architecture





# Cloud Platforms Enable Change



Thank  
You!