



Turning Data into Action with Real-Time Insights

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Analytic Partners & Colgate-Palmolive



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Patrick McGraw is Director, NA Analytics at Colgate-Palmolive. He has more than 25 years of experience as a marketing and business analytics leader at CPG marketers such as Procter & Gamble, Gillette (Duracell Division), Campbell Soup Company (Pepperidge Farm Division), and Kraft Foods.



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Seth Weisel is a Senior Director at Analytic Partners, where he currently oversees a team of client engagement consultants and analysts focused on delivering exceptional business results. Seth joined Analytic Partners in 2007, and has worked across the company's global offices in his 10+ years with the organization



Measurement Programs Need to Evolve



Making the Shift to a Flexible, Holistic Measurement Program



The Mindset

- ▶ Shift perception and legacy realities of MMM speed and cycle times
- ▶ Ensure alignment with decision-making cadence and processes



The Approach

- ▶ Monthly Commercial Mix Modeling with customized Deep Dives
- ▶ Gain a holistic understanding of the business from multiple lenses through Commercial Mix Analytics

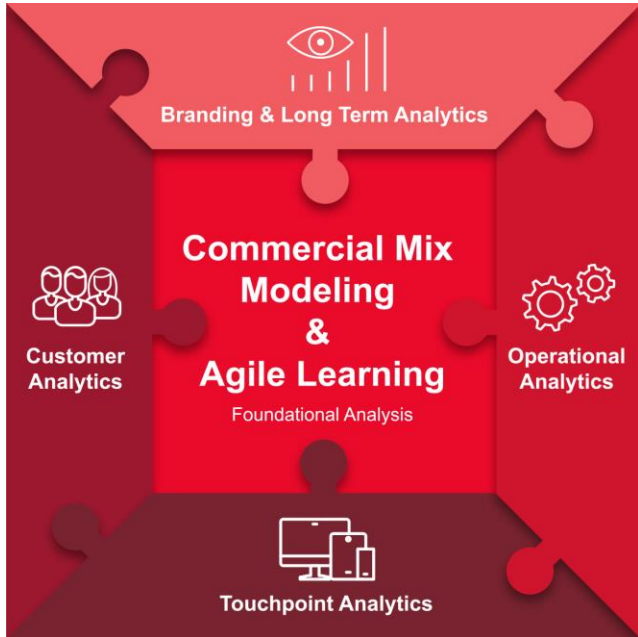


The Key Benefit

- ▶ Holistic measurement coupled with deep, but targeted focus insights
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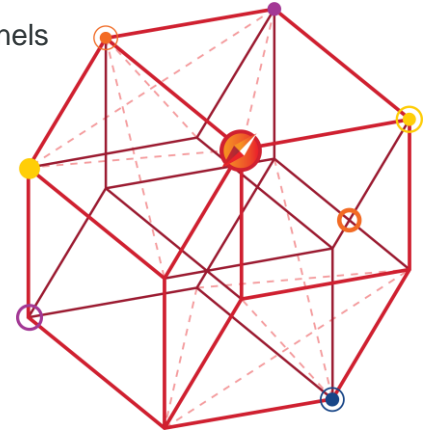
Unlocking the Power of Commercial Mix Analytics

Analytic Partners' proprietary method enables multiple views of a business for impact



Holistic, Integrated & Multi-dimensional

- ▶ Holistic, not biased media-only or marketing-only
- ▶ Integrated business, brand, campaign & customer views
- ▶ Multi-dimensional for depth & breadth
 - Integrate multiple KPIs, brands, sales channels
 - Campaign understanding vs. just channel
 - Route to Market – omnichannel
 - Personas – for customer insight
 - Geo-spatial – location views

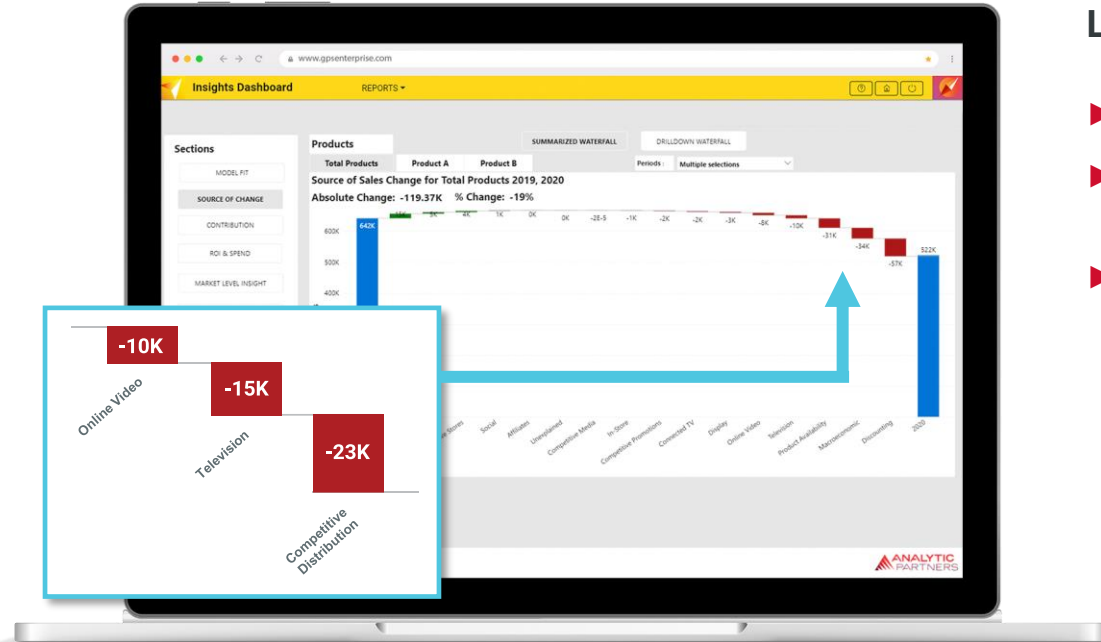


The Evolution of Measurement



in Action

Live Models deliver real-time, right-time results to mitigate risks and identify new growth opportunities

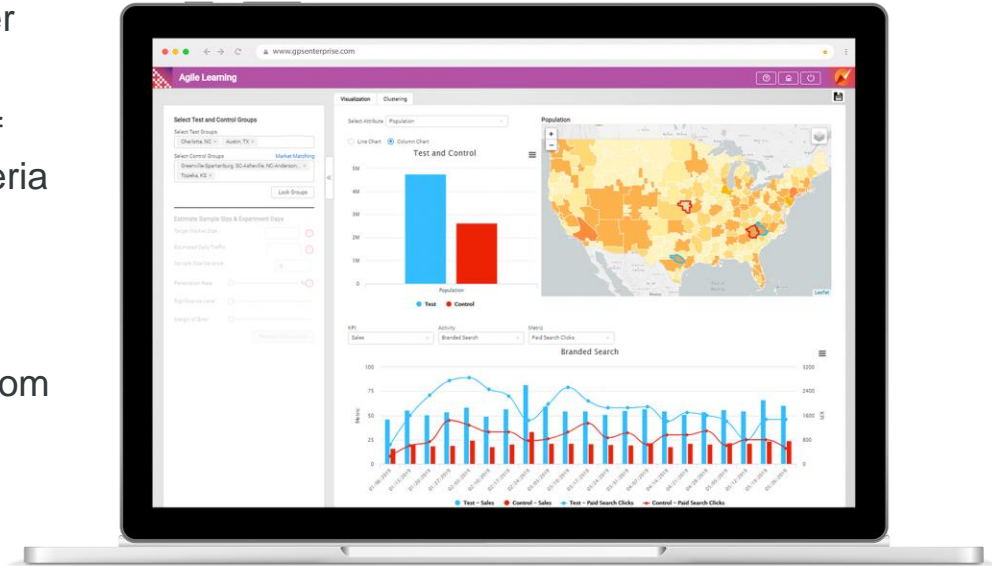


Live Modeling allows us to:

- ▶ Identify any external / macro trends quickly
- ▶ Help to evaluate marketing programs, messages, channel mix faster
- ▶ Extra triangulation point for larger business drivers and their effectiveness:
 - Price sensitivity, Operational Incrementalities
 - Supporting information to feed into Business Re-Projection

Disciplined Test and Learn approach on top of the monthly cadence can increase learning, flexibility, and speed

- ▶ Define key business question(s) and whether Test & Learn is right approach
- ▶ Align on business objectives, KPIs, length of test, markets/units of measure, success criteria
- ▶ Ensure statistical and business significance
- ▶ Align stakeholders and resources
- ▶ Guide the process actively – very different from typical MMM mentality (just do it, we'll figure out a way to measure it)



The Two Key Elements: Technology and People



Data



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- ▶ Enabling Fast and Continuous Data Collection
 - Work with agencies; leverage partnerships
 - Create processes that are repeatable
 - Leverage technology (data processing / deliverables)

Change Management

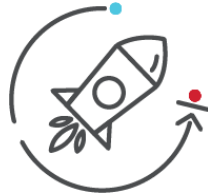


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- ▶ Develop the Case and Readiness for Change
 - Refresh and reassess business needs and strategy
 - Determine organization capability, capacity
 - Ensure measurement continuity where possible

Key Lessons Learned: Shape the Mindset



Find the intersection of what the organization needs *and* is ready for



Start now: If you don't start, you don't start learning



Set annual, quarterly, monthly learning goals



Test and Learn your way to success (marketing, analytics, and organization)



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Thank you

Analytic Partners is a proven global leader in measurement and optimization. Our adaptive solutions integrate proprietary technology powered by the latest data science delivered through our platform and high-touch consulting. We enable deeper business understanding to support better, faster decisions.

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