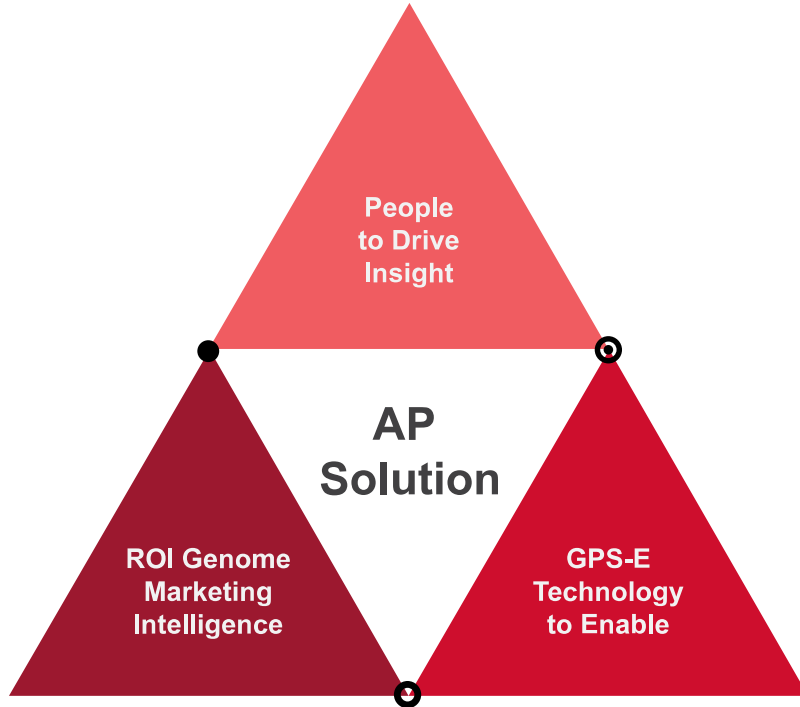




THE WORLD HAS CHANGED - HAVE YOUR ANALYTICS?

Maggie Merklin, EVP
Analytic Partners

Introduction



Maggie Merklin
EVP

Maggie Merklin leads Analytic Partners Global Client Engagement team and is responsible for client delivery excellence and creating long-term client partnerships.

Analytic Partners Mission



**Turn data into
expertise**

**Enable stronger
brand-customer
connections**

**Drive competitive
advantage for bottom-
line results**

Analytic Partners Overview



Independent

privately-held
unbiased perspective

Long-term partnership view

90% client retention

Global marketing analytics company

strong legacy, founded in 2000
13 Global offices

Solely focused on

Enabling Analytic Adoption to
Unlock Potential



Analytics are not one thing



Origins of Marketing Mix Modeling



The Digital Explosion



(Failed) Promises of MTA



+ THE
CUSTOMER

Legislation
(GDPR)



DATA RESTRICTIONS



Fraud



Bots

Disruption!

Privacy



Walled
Gardens



Ad Blocking

BLIND SPOTS



Shortfalls of MMM

↓ ↓ ↓
140cm.
**YOU
MUST BE
AT LEAST
140 cm.
TALL
TO RIDE
NO**

**Xtreme
5G POWER**



Need #1

Granularity of measurement





Need #2

Adaptability of measurement

I FEEL THE NEED

Need #3

THE NEED, FOR SPEED!

Need #4

One
version of
the truth



Next Evolution: Commercial Mix Modeling



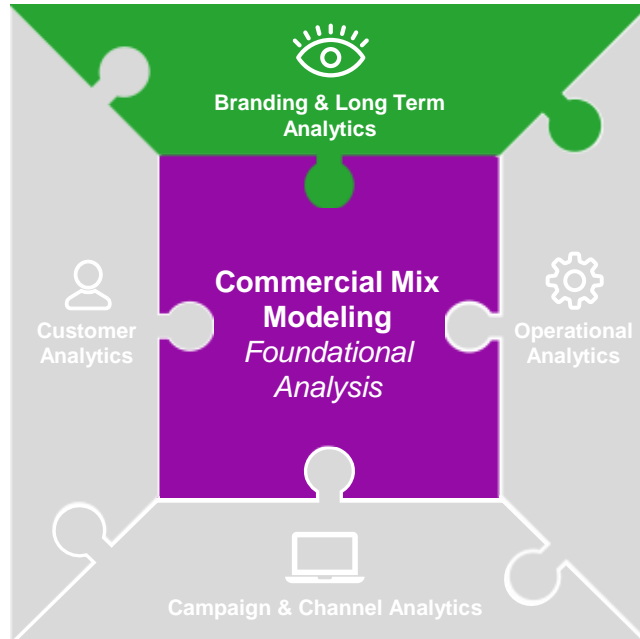
A red balloon is positioned at the top center, floating above a horizontal line of seven white balloons. The background is a solid teal color. The text 'How is CMM Different?' is written in red to the right of the balloons.

How is CMM Different?

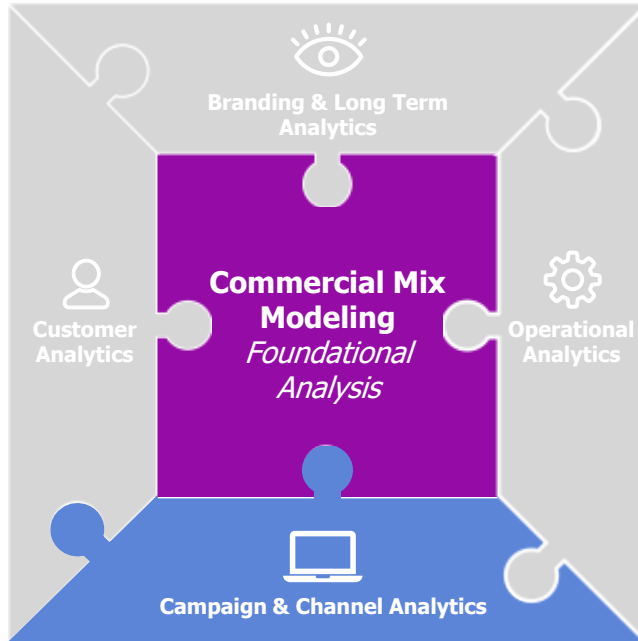
Not One model A Decisioning System



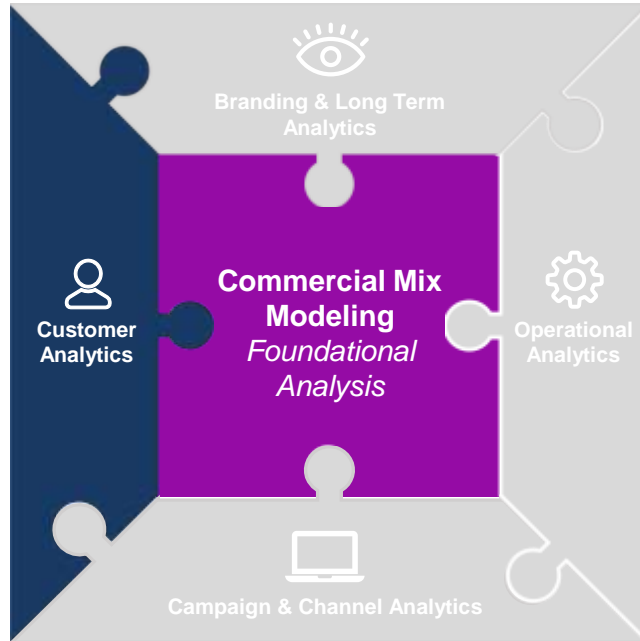
Branding & Long-Term Analytics



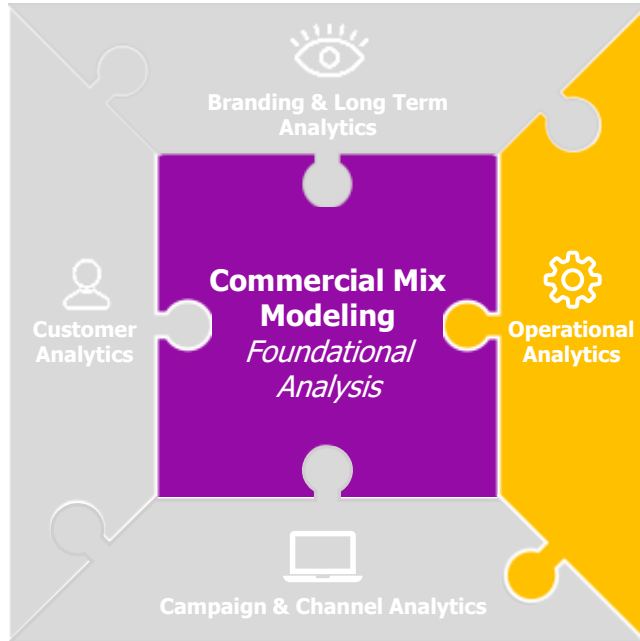
Campaign & Channel Analytics



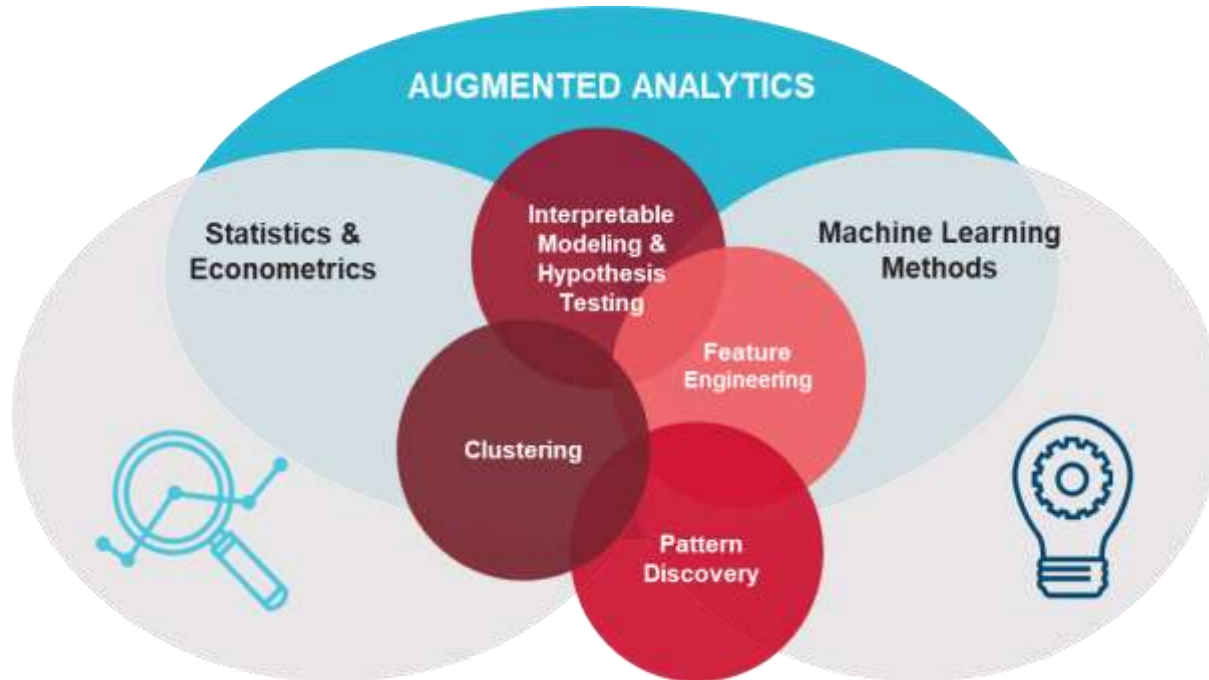
Customer Analytics



Operational Analytics



Blending AI/ML with Statistics



CMM + Experiments

- ▶ History does not simply repeat itself
- ▶ New business environments arise continually
- ▶ Experiments address the unknown
- ▶ Don't force models on inconsistent and non-applicable historical data,
- ▶ Experiments can help obtain concrete business insights to guide business through volatility





Speed to Insights

Case Study: Specialty Home Goods

Challenge

- ▶ Adapting to disruption caused by COVID-19
- ▶ An enormous amount of information and complex dynamics
- ▶ Needed to separate “the signals from the noise” in order to produce actionable insights for the whole organization – strategic and tactical
- ▶ Insights needed to not only be actionable, but they also needed to be produced on a “real-time” basis



Case Study: Specialty Home Goods

Measurement Framework

- ▶ Upon a CMM framework, we implemented Live Models, on demand insights
- ▶ Complex data infrastructure for real-time ingestion
- ▶ Leveraged machine learning models to quickly determine COVID's impact at a granular level
- ▶ Enabled insights across marketing and non-marketing factors on an ongoing basis
- ▶ Facilitated insight-driven collaboration, ultimately enabling more informed data-driven decisions *faster*



Case Study: Specialty Home Goods



Adaptive Decisioning

- ▶ Informing overall strategy in response to COVID-19
- ▶ Informing marketing strategy and make the case for increasing budgets to extend the season
- ▶ Informing messaging strategy
- ▶ Informing 2021 forecasts and budgets

Delivered
incremental
revenue of

+\$50M

in just the first few
months of the year

Case Study: Retail

Challenge

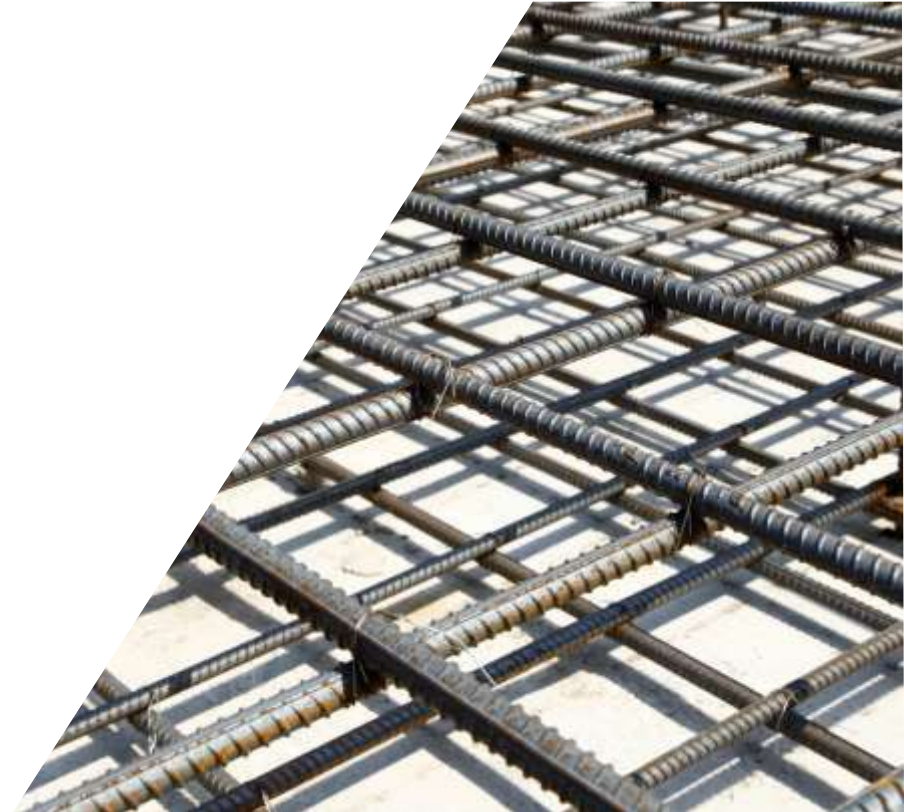
- ▶ Supporting omnichannel with increased pressure from ecommerce competitors
- ▶ Facing the closing of stores
- ▶ Siloed measurement with MTA, MMM and internal CRM tactics
- ▶ New leadership wanted holistic solution to optimize against evolving objectives



Case Study: Retail

Measurement Framework

- ▶ A multi-level/multi-dimensional and holistic model was developed as the foundation
- ▶ The depth of the analysis incorporated data by store/store groups, geo, department, customer segment and sales channel
- ▶ Analysis delivered deeper insight into the impact of operational factors, store closings, local marketing tactics and regional marketing response dynamics
- ▶ Touchpoint analytics provided granular results, incorporating synergies with offline media, seasonality, and other external factors



Case Study: Retail

Adaptive Decisioning

- ▶ Can build upon the foundation
- ▶ Strategic planning
- ▶ Strong foundation for Agile Learning / experimentation
- ▶ Supports tactical planning and activation of addressable media

Delivered
incremental value
of
+\$120M
vs. the brand's
prior measurement
solution

Case Study: Financial Services

Challenge

- ▶ Seeking holistic measurement for strategic and tactical optimization
- ▶ Had multiple measurement solutions in place, but unable to action results at the level in which marketing and media is activated
- ▶ Lacked the flexibility to quickly adapt to changing business priorities



Case Study: Financial Services

Measurement Framework

- ▶ A multi-dimensional solution was key to ensure measurement could adapt to evolving business needs
- ▶ Analysis ensured the inclusion of non-marketing, customer experience and detailed macroeconomic drivers
- ▶ More granular data collection, incorporating synergies with offline media, seasonality, and other external factors
- ▶ Brand measurement as a KPI for understanding of long-term and brand



Case Study: Financial Services

Adaptive Decisioning

- ▶ Flexible framework
- ▶ Scenario planning and optimization at a strategic and tactical level with both a total business and customer view
- ▶ Optimize against multiple KPIs
- ▶ Enables tactical planning and optimal spend within marketing channels as well as quick activation of addressable media

Delivered
incremental value
of
+\$75M
vs. the brand's
prior measurement
solution in 1st year

ROI Genome shows CMM Impact

On average CMM has

7x the impact

and at least

20% higher ROI



ROI GENOME.



**Look forward,
not back**



Thank you

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