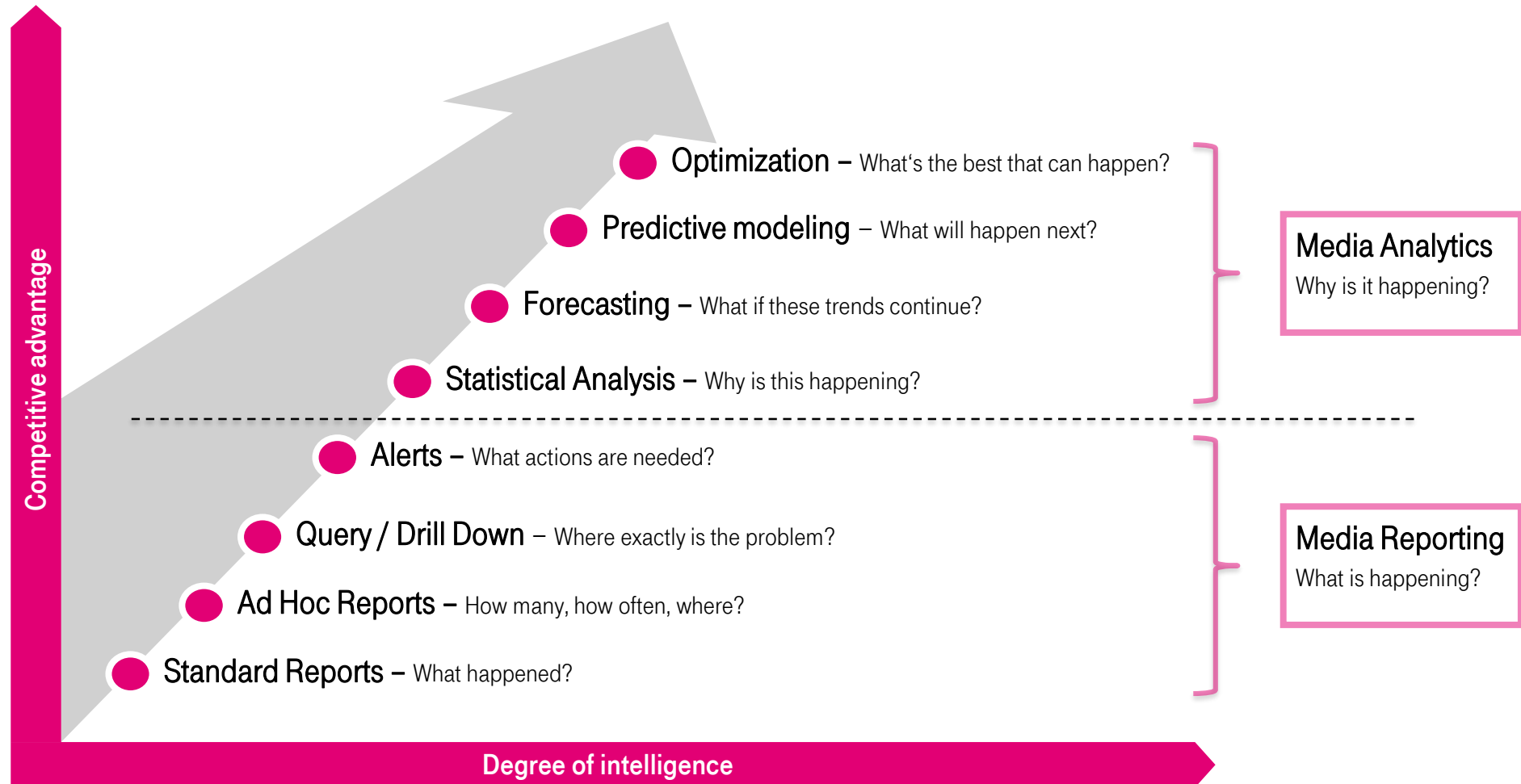


A man with glasses and a beard, wearing a dark shirt, is pointing at a whiteboard. A woman with long brown hair, wearing a white top, is looking at the whiteboard. The whiteboard displays architectural drawings of a building. The background shows a modern office environment with a table and chairs.

ATTRIBUTION MODELING: AN ADVERTISER'S PERSPECTIVE

Gerhard Louw, Deutsche Telekom AG.
Inaugural AAI Conference, London 2017

AFTER THE „WHAT“ COMES THE „WHY“



BEHIND „WHY“ ARE EVEN MORE QUESTIONS, FROM DIFFERENT PERSPECTIVES

BUSINESS PERSPECTIVE:

- How can achieve more with the same input costs: website visits? Store visits? Online sales? Total sales? Market share? Less churn?
- How can we optimize brand/awareness and sales/conversion KPIs at the same time?
- How can we predict future scenarios: What happens if we increase budget? Decrease budget?

MEDIA PERSPECTIVE:

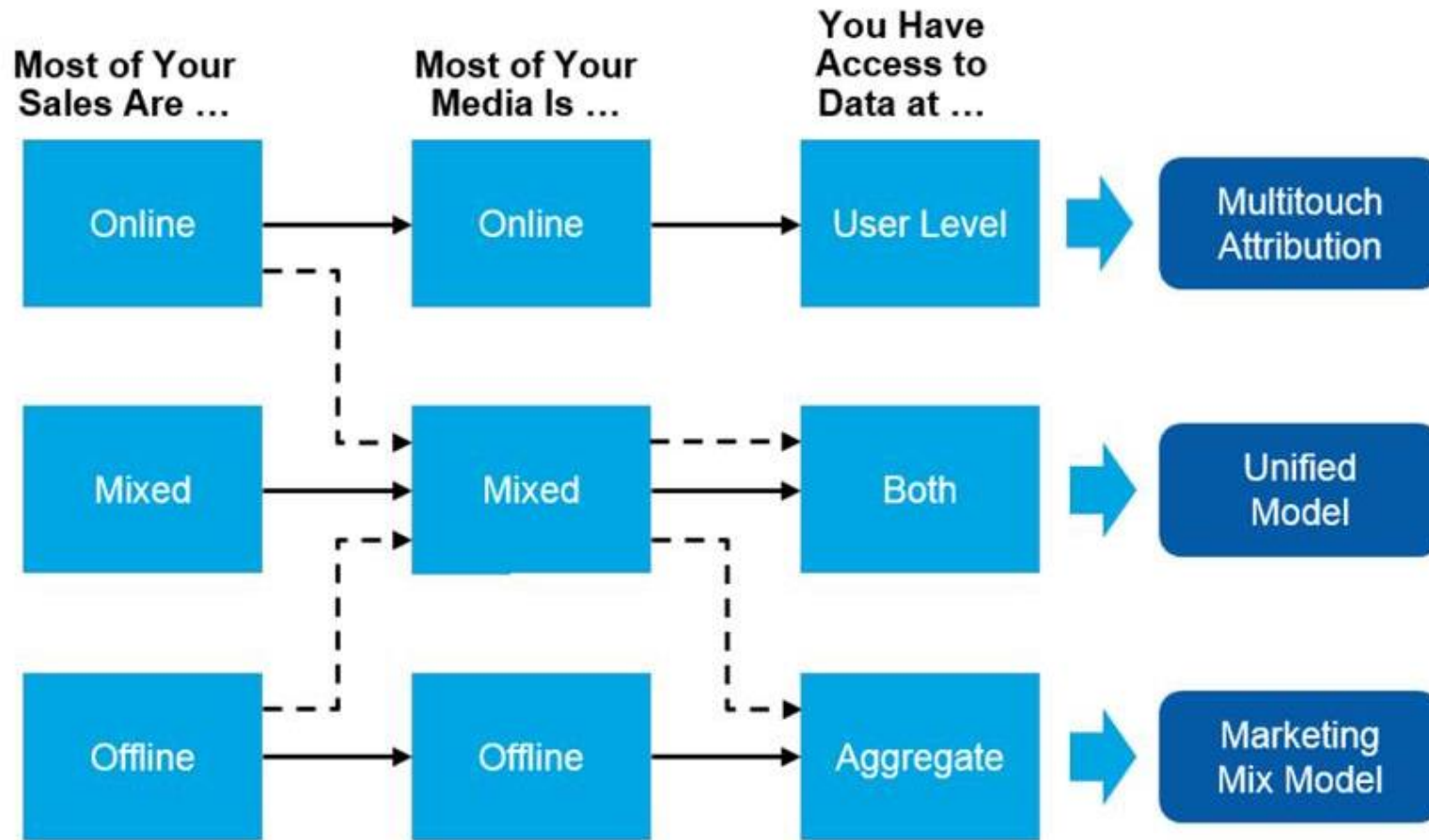
- What are the main KPIs we need to optimize? How do they influence each other?
- How can we allocate our budget in an integrated way?
 - Which channels are performing best?
 - Which placements/publishers are working best?
 - Which creative assets are working best?
- What is the optimal number of contacts needed?
- Looking back versus looking forward: how can we predict future scenarios? How can we increase the accuracy of predictions?

Marketing ROI

Single source of truth



STEP 1: ALIGN ON TOOL/S

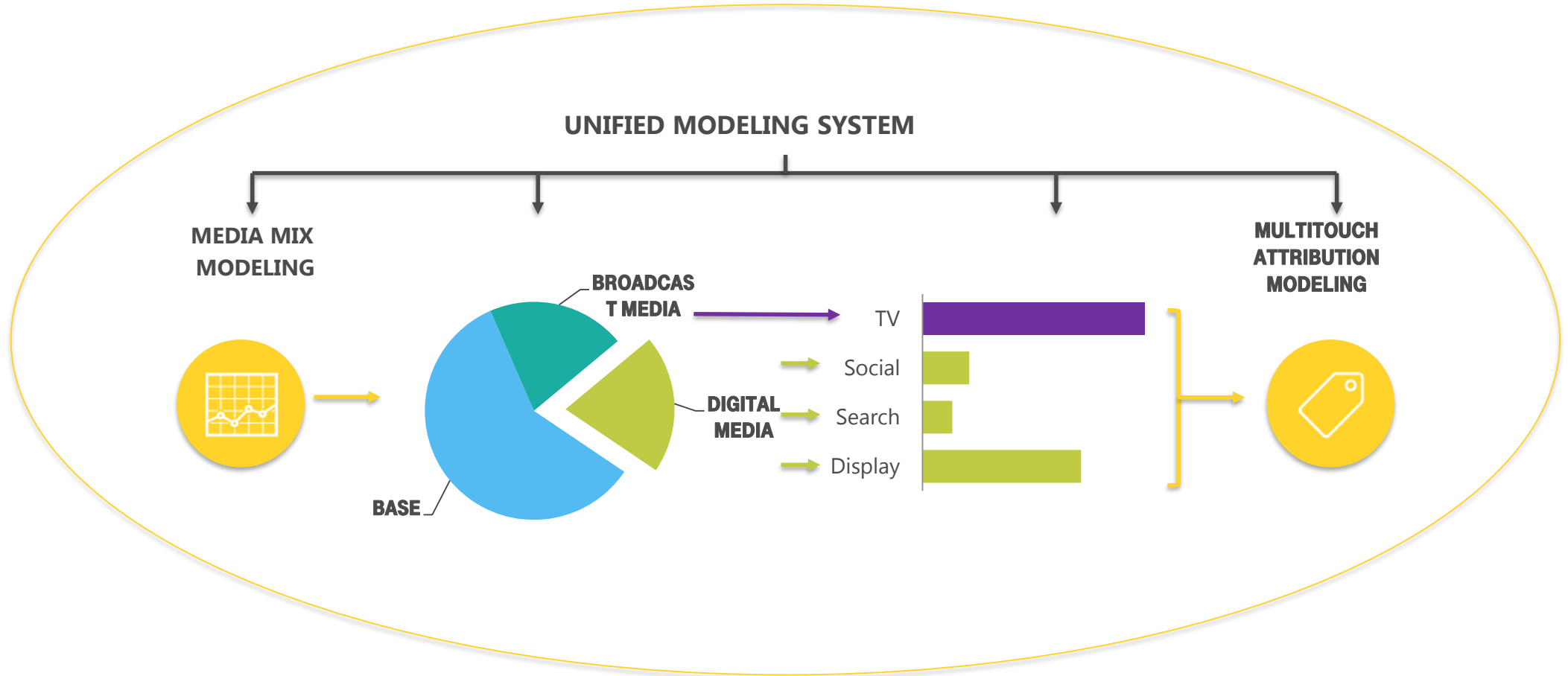


Our approach:
Start with MA OR MMM
Medium term goal:
Unified Model

Source: Gartner (September 2016)

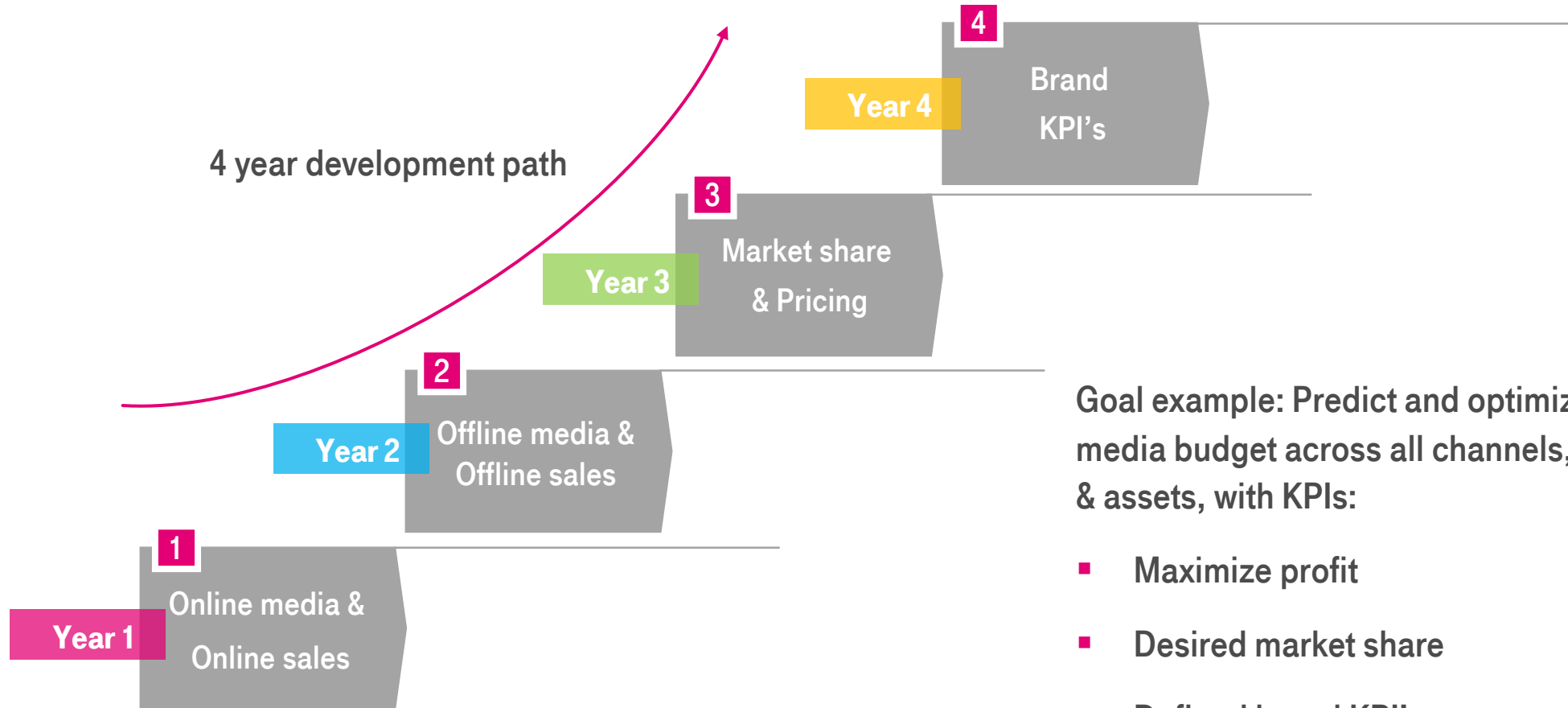


TOOL VISION: AN UNIFIED MODEL



LIFE IS FOR SHARING.

STEP 2: ALIGN ON DEVELOPMENT PATH & GOAL



Goal example: Predict and optimize, required media budget across all channels, placements & assets, with KPIs:

- Maximize profit
- Desired market share
- Defined brand KPI's



MANY CHALLENGES

KPIs

- KPI's are not shared across departments
- Media channel performance is measured in silo's: budget, departments, suppliers & channel

Data

- Data collection, storage, security
- Data normalisation & standards

Supplier management

- Costs
- Continuous development, e.g. AI
- Politics across the media supply chain

Internal change management

- Internal politics - structure & cross-silo cooperation
- Dedicated resource/s: availability, skill levels, etc.
- Implementation/application of the learnings



IN THE END, WE ARE ON A LONG, DIFFICULT JOURNEY TO MROI & A SINGLE SOURCE OF TRUTH

AN OLD ADAGE GOES...

HALF THE MONEY I SPEND ON ADVERTISING
IS WASTED; THE TROUBLE IS I DON'T KNOW
WHICH HALF.

– JOHN WANAMAKER

"15-25% of ad budget is wasted"

Martin Sorrell, CEO of WPP
World biggest ad agency

