

On which media should I spend my budget to perform?

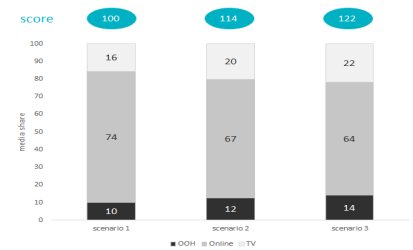
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Summary

Defining the issue

“Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.” – John Wanamaker.
This quote from the founder of what would later become Macy’s is negated by big data. Today, it has become possible to address this problem in numerical terms, getting insights about where performance is being generated most and how to support this performance going forward.

Example: The following example looks at a cleaning product. In this example, studies of past data show an efficiency pool link to the TV strategy: reducing the GRP / week levels and start flighting reduce the spend level while maintaining sales. At the same time, the positive effect of video and display indicated to the need to increase campaign length and invest more. The brand in our example increased its sales volume in accordance with this prediction.



What is the best approach?

1. Study the impact of the current media activity on the target you are monitoring
2. Include the relevant external parameters that are influencing this particular sector
3. Identify a set of key levers that push performance
4. Select the most efficient level of usage for each lever
5. Monitor changes closely to confirm optimum levels

When to use it?

Our modelling approach has been tested on cross-channel and mono-channel activity with clear proof of effectiveness in terms of traditional media and digital activity out of walled gardens.

What is important to note?

- The granularity of data is directly correlated to the granularity of the results.
- If historical data is not available, MMT builds predictions from similar sector conditions and product characteristics.
- Once we have detailed weekly data over more than 2 full years, we can identify efficiencies up to channel and campaign level. The creative format level requires daily data, covering the past two years.