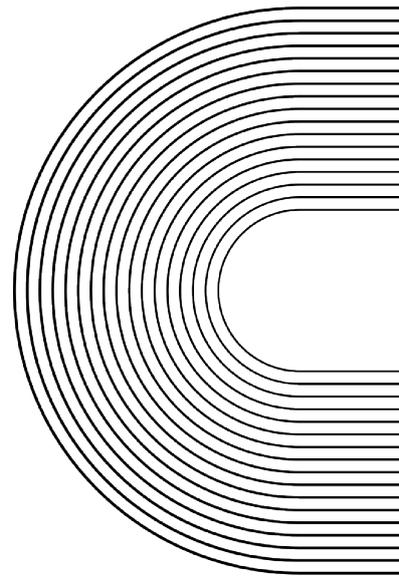


FUTURE-PROOFING MEASUREMENT: WHY THE **MEASUREMENT TRIFECTA** IS ESSENTIAL FOR MARKETERS



IN TODAY'S INCREASINGLY PRIVACY-COMPLIANT LANDSCAPE

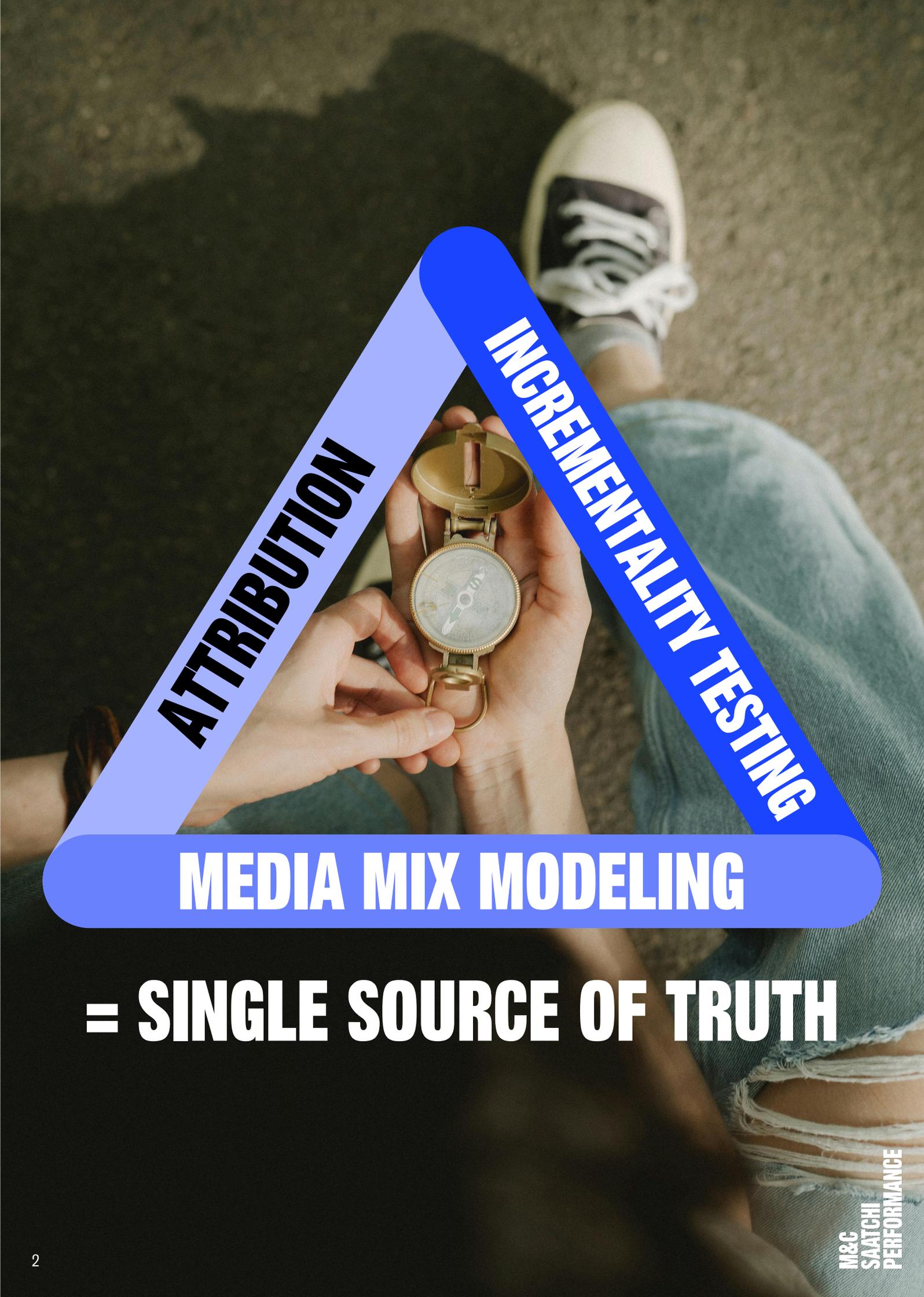
having more than one single measurement system is required to assess the impact of marketing efforts accurately. Advertisers must build a comprehensive measurement approach to truly understand performance and enable informed decisions about media spend with fewer user identifiers to rely on. This requires combining multiple elements to triangulate performance insights.

While every brand's ideal measurement framework is unique, they should all have three core pillars in common. These three elements form what we call a 'measurement' trifecta and consists of Attribution, Incrementality Testing and Media Mix Models.



“As data privacy evolves, digital marketers are losing the signals and granularity they once relied on. Instead of panicking, view this as an opportunity to refine your measurement approach, explore new solutions, and embrace a more holistic framework. This change will help marketers focus on what truly matters, rather than getting caught up in measuring vanity metrics.”

**DANE BUCHANAN, CHIEF DATA & ANALYTICS OFFICER,
M&C SAATCHI PERFORMANCE**

A person is sitting on the ground, wearing blue jeans and white sneakers. They are holding a gold pocket watch in their hands. The watch has a white face with Roman numerals and a small seconds sub-dial. Overlaid on the image are several blue banners with white text. The background is a dark, textured surface, possibly asphalt or concrete.

ATTRIBUTION

INCREMENTALITY TESTING

MEDIA MIX MODELING

= SINGLE SOURCE OF TRUTH

THE THREE SIDES OF THE MEASUREMENT TRIFECTA

ATTRIBUTION MODELING

Purpose:

Attribution determines the contribution of each touchpoint in the customer journey which led to conversion. This method remains important due to its ability for granularity measuring within channel effectiveness.

Difference:

Focuses on individual user interactions to understand the path to conversion and the effectiveness of each touchpoint.

INCREMENTALITY TESTING

Purpose:

Measures the incremental impact of marketing activities by comparing groups that were and were not exposed to marketing campaigns.

Difference:

This approach separates the true impact of marketing efforts from other factors, providing a clear measure of causality.

MEDIA MIX MODELING (MMM)

Purpose:

Provides a strategic framework for setting and optimizing media budgets across channels, by measuring and understanding the impact of media and other factors on KPIs.

Difference:

Looks at aggregated data across all media activities and other factors to provide a detailed understanding of the key drivers of your KPIs, providing deep insights into your marketing effectiveness.

THE MEASUREMENT TRIFECTA IS THE KEY TO 'A SINGLE SOURCE OF TRUTH'

MMM+Attribution

MMM provides a detailed understanding of the incremental impact of your media activity across channels and platforms. Attribution then supplements this with highly granular insights into individual touchpoints within those channels.

Attribution + Incrementality:

Attribution identifies the touchpoints that drive conversions, while incrementality testing validates its findings by measuring the true incremental impact of those touchpoints.

MMM + Incrementality:

MMM provides a detailed understanding of the incremental impact of your media activity across channels and platforms. Incrementality testing validates this by providing a high definition of the incremental impact of a media channel.

BENEFITS OF THE MEASUREMENT TRIFECTA

Holistic Lens:

Each piece of the trifecta offers unique and diverse insights that, when combined, provide a complete picture of marketing performance.

Accuracy:

Combining multiple measurement methods helps validate results and ensure accuracy, especially in a cookieless environment.

Optimization:

The measurement trifecta enables advertisers to make informed decisions about budget allocation, channel optimization, and overall marketing strategy by providing a comprehensive view of performance from the individual channel level up to the full media mix.

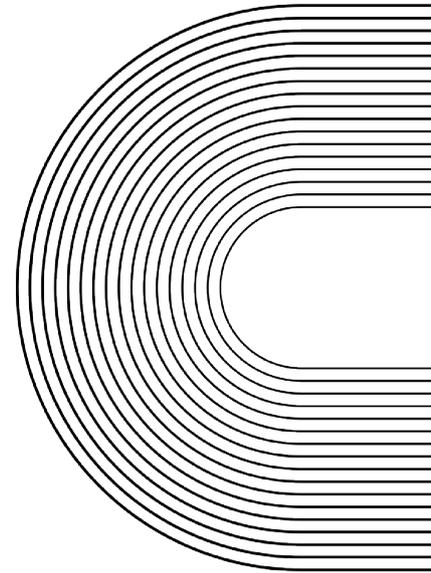
IN CONCLUSION

To fully future-proof media measurement, marketers need to build a unified measurement framework on which they can depend. With the measurement trifecta as a cornerstone to this framework, advertisers are positioned for long-term success regardless of how major tech platforms choose to change their data privacy frameworks.

“Digital media measurement is changing, but this is an opportunity to shed outdated measurement practices and embrace new, more effective ones. Brands need to start building and testing their privacy-focused measurement frameworks now. This proactive approach is essential to continue delivering efficient media campaigns.”

**DANE BUCHANAN, CHIEF DATA & ANALYTICS OFFICER AT
M&C SAATCHI PERFORMANCE**

**WATCH DANE BUCHANAN TALK ABOUT THE
POWER OF THE MEASUREMENT TRIFECTA HERE**



CONTACT US

WWW.MCSAATCHIPERFORMANCE.COM

GROWTH@MCSAATCHIPERFORMANCE.COM

