

How is Marketing Evolution Different?

By Rex Briggs

To describe how Marketing Evolution is different, we will start by defining the category of companies that Marketing Evolution competes with. The category includes marketing mix models, attribution models, and the newly minted Forrester descriptor, “Unified Measurement.”

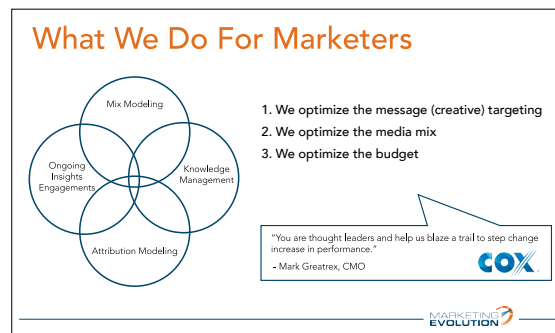


Image 1: What Marketing Evolution Can Do

Forrester named Marketing Evolution a Leader in “Unified Measurement” in their October 2016 Wave report. This means that Marketing Evolution combines mixed modeling and attribution modeling into one Unified Measurement. Forrester sees Unified Measurement as the evolution of marketing mix and attribution models. They encourage marketers to select Unified Vendors that integrate both marketing mix modeling and external factors, such as the weather and economy, with the attribution of the contribution of each marketing element.

As with other leaders, Marketing Evolution delivers results through dashboards, and offers what-if budget planning tools. In Marketing Evolution’s case, the software includes knowledge management and an optimization work flow system so that marketers can optimize their entire marketing mix while the campaigns are live.

What makes Marketing Evolution different—we think better—than other Unified Measurement Vendors are five key factors:

1. Faster
2. More detailed, therefore more actionable
3. More accurate, thanks to the person-level linkage of brand to behavior
4. Spatiotemporal analysis, which generate location-aware optimizations
5. Validation, with patented continuous design of experiments (control groups)

How Can You Tell If A Vendor Delivers?

1. Ask to see the speed advantage through a live demonstration.
2. Insist on seeing the optimization reports from a live campaign.
3. Look for documented case studies of the detailed optimization. For example, Marketing Evolution won the Big Data Award from the Advertising Research Foundation in part due to the amount of detailed optimization reporting. See Warner Brothers Case Study [here](#).
4. Does the vendor include a brand survey on-boarded with LiveRamp? If not, they may be cheaper in cost, but the real cost will be an optimization that fails to properly value brand, and hurts sales.
5. Look for documented case studies of the brand to behaviors linkage.
6. Ask for references to specifically document the person level brand & behavior linkage.
7. If you sell through a physical point of distribution (like a store, or branch location) have the vendor show you your specific store locations, and the propensity for people to buy based on their proximity to the location. Have them show you the closest out of home billboards by TAB ID. Have them show you geo-fencing activation.

		Marketing Evolution	Competitor 1	Competitor 2
SPEED				
	Reporting Cycle Speed	Weekly, daily optimizations possible.		
	On-Boarding Speed	4 weeks to dashboard, and 6 weeks to first optimization.		
	Level of Time Required From Marketer/Agency to On-Board	Low. 3 to 4% of the marketers' time is needed during on-boarding.		
	Level of Data Required from Marketer/Agency	80%+ of data is already in ROI Brain™.		

Image 2: Preview of vendor scorecard for ROI Vendors, highlighting Marketing Evolution's speed

We will explain each of these points of differentiation and why it matters to marketers. We began with “what to ask” vendors with regard to these key capabilities. The “what to ask” list is available as a [downloadable excel form](#). Marketers and agencies can use this form to save time when generating a request for proposal (RFP).

1. The Need for Speed

The majority of marketers that have used other vendors report that they are frustrated because they get results after the campaign is over— reports that fail to measure how their current creative message is working.

In contrast to these slow approaches, Marketing Evolution delivers speed and details necessary to optimize the creative rotation, message targeting, and cross-media mix while the campaign is running.

Why This Matters:

The speed advantage translates into an average of 31% higher ROI performance across the last 50 engagements for Marketing Evolution customers. For a marketer spending \$25 million on advertising, getting a current ROI of \$2.00 generates \$15.5 million in incremental profits due to advertising.

To quote a thought leading marketing executive: “Marketing mix modeling is not enough... Marketing Mix Modeling looks back... it is too late to make any changes. The reason we are excited

about working with Marketing Evolution is that their approach allows us to go in and make changes on-the-fly.”

- Mike Eichorst, SVP, Citibank

Hear it first hand [here](#).

Another dimension of Marketing Evolution's speed advantage is in the on-boarding process. Because the ROI Brain™ contains over 80% of all the data a marketer will need, customers are on-boarded in less than six weeks. In contrast, other attribution and mix modeling vendors can take six months.

To quote TimeWarner:

“With MarketShare, it took us 6 months just to get the data together, and we are still waiting for results. Marketing Evolution's on-boarding has been so much faster to insights and actions.”

To quote COX:

“We waited over a year for Adometry to integrate offline sales data. It never happened, now we are integrating under Marketing Evolution.”

2. Message + Person-Level Attribution = More Actionable Optimization

A CPG marketer shared with us that their mix modeling vendor promised weekly read-outs. When they got the readouts, all they showed were

Media	Optimized %	Optimized \$	Current %	Current \$	Difference %	Difference \$
Great - #20	30.0%	\$705,204	15.0%	\$352,602	15.0%	\$352,602
Destiny REV 90 - #12	20.0%	\$470,136	0%	\$0	20.0%	\$470,136
No Man - #23	15.5%	\$365,255	0%	\$0	15.5%	\$365,255
Become REV 15 - #37	11.5%	\$270,219	20.0%	\$470,136	-8.5%	-\$199,917
New Legacy 15 - #31	7.4%	\$174,809	20.0%	\$470,136	-12.6%	-\$295,327
No Man/Male - #24	4.2%	\$99,338	15.0%	\$352,602	-10.8%	-\$253,264
Become - #21	3.8%	\$88,151	15.0%	\$352,602	-11.2%	-\$264,451
Breathe - #14	3.8%	\$88,151	15.0%	\$352,602	-11.2%	-\$264,451
Belong Here/New - #19	2.0%	\$46,864	0%	\$0	2.0%	\$46,864
New Legacy/Sick - #13	1.8%	\$42,554	0%	\$0	1.8%	\$42,554
Life - #25	0%	\$0	0%	\$0	0%	\$0

Image 3: Marketing Evolution ROI Software's detailed TV Optimization

Media	Optimized Cost	Optimized Impact	Optimized Lift	Current Cost	Current Impact	Current Lift	Cost Difference	Impact Difference	Lift Difference
TubeMogul_Mob_VID_AiTargeting_15_VID_Raccoons_SITE	\$778,496	1,327	0.0%	\$444,855	786	0.0%	\$333,641	541	-0.0%
TubeMogul_Mob_VID_AiTargeting_30_VID_Lamp_SITE	\$771,259	1,342	0.0%	\$440,719	795	0.0%	\$330,540	547	-0.0%
TubeMogul_Mob_VID_AiTargeting_30_VID_Raccoons_SITE	\$768,080	1,335	0.0%	\$439,474	790	0.0%	\$329,606	545	-0.0%
TubeMogul_Video_AiTargeting_1x1_PancakeStand	\$257,672	271	0.0%	\$257,672	281	0.0%	\$0	-10	-0.0%
TubeMogul_Desk_VID_AiTargeting_30_VID_Raccoons_SITE	\$211,330	204	0.0%	\$316,996	318	0.0%	\$-105,666	-114	-0.0%
TubeMogul_Desk_VID_AiTargeting_30_VID_Lamp_SITE	\$201,618	189	0.0%	\$302,428	294	0.0%	\$-100,810	-105	-0.0%
TubeMogul_Desk_VID_AiTargeting_15_VID_Raccoons_SITE	\$194,646	184	0.0%	\$291,969	287	0.0%	\$-97,323	-103	-0.0%
TubeMogul_Desk_VID_AiTargeting_30_VID_PancakeInteractive_SITE	\$174,101	156	0.0%	\$281,151	242	0.0%	\$-87,050	-86	-0.0%
TubeMogul_Tab_VID_AiTargeting_30_VID_Lamp_SITE	\$172,355	283	0.0%	\$98,488	168	0.0%	\$73,867	115	-0.0%
TubeMogul_Tab_VID_AiTargeting_15_VID_Raccoons_SITE	\$168,198	289	0.0%	\$96,684	171	0.0%	\$72,514	118	-0.0%
TubeMogul_Tab_VID_AiTargeting_30_VID_Raccoons_SITE	\$168,875	279	0.0%	\$96,500	165	0.0%	\$72,375	114	-0.0%
TubeMogul_Mob_VID_AiTargeting_30_IA_Lamp_SITE	\$76,876	130	0.0%	\$43,929	77	0.0%	\$32,947	53	-0.0%
TubeMogul_Mob_VID_AiTargeting_30_IA_Raccoons_SITE	\$75,921	125	0.0%	\$43,383	74	0.0%	\$32,538	51	-0.0%
TubeMogul_Mob_VID_AiTargeting_15_IA_Raccoons_SITE	\$75,491	129	0.0%	\$43,137	76	0.0%	\$32,354	53	-0.0%
TubeMogul_Video_AiTargeting_1x1_Pancake	\$60,229	41	0.0%	\$60,229	43	0.0%	\$0	-2	-0.0%
TubeMogul_Desk_VID_AiTargeting_1x1_VID_David_SITE	\$43,302	37	0.0%	\$64,953	58	0.0%	\$-21,651	-21	-0.0%
TubeMogul_Desk_VID_AiTargeting_1x1_VID_Alyson_SITE	\$39,867	38	0.0%	\$59,801	59	0.0%	\$-19,934	-21	-0.0%

Image 4: This detailed optimization applies to TV, Digital, and every other media. Here is an example from Digital, for the DSP placements with TubeMogul.

sales and a high-level marketing contribution by TV, Digital, etc. There were no details to make the weekly reporting actionable. The executive noted, “What makes Marketing Evolution special is the ability to deliver to marketers the impact of each individual message, across every media, while the campaign is live.”

Marketing Evolution measures down to the individual creative level by identifying which people are being influenced by which message, while the campaign is running. This is done in online and offline media.

Marketing Evolution uses the detailed analysis to improve the targeting of each message—whether you have a single message, or a portfolio of messages. The message targeting builds into the optimization of the media placements.

Image 3 is an example that shows the detailed TV optimization. In this case, it is showing how much to spend over the next week on for each message on ESPN Non-Prime (Image 3). You can see the spend by each of the 12 creative messages. This analysis works even if the marketer has only a

single creative message, in which case, the focus is on optimizing the media placements that match the people that are most influenced by the message.

Why This Matters:

In practice, this detailed in-campaign optimization is necessary to take quick action. To quote a customer:

“In contrast to mix modeling and attribution modeling, which we’ve tried, Marketing Evolution is far more actionable”

-Laura Gross, VP, Research & Media

The key to any marketer’s success is speed combined with detailed optimizations.

	Marketing Evolution	Competitor 1	Competitor 2
ANALYSIS LEVEL			
Platform Handles Both Online & Offline	Yes		
Detail-Level Optimization	Person-level; optimize the message to the individual person.		
Message-Level Optimization - TV - Digital Display - Mobile - OOH - _____ (add top media) - _____ (add top media)	Omni-Channel Optimization: - Yes - Yes - Yes - Yes		
Ad Insertion-Level for Each Media - TV - Digital Display - Mobile - OOH - _____ (add top media) - _____ (add top media)	Detail-Level: - TV, at the program-level & placement - Digital, at the individual message placement - Mobile, at the placement, geo-fence, etc. - OOH, at the individual board-level		
Robust Facebook Data & Analysis	Yes. Proprietary App for person-level analysis, lookalike modeling & custom segments.		
DETAIL + SPEED: Is detailed optimization delivered as campaign unfolds?	Yes. Detailed analysis is delivered while campaign is still running.		

Image 5: Marketing Evolution’s ROI Brain™ software has an unmatched level of detail and customization

	Marketing Evolution	Competitor 1	Competitor 2
LONG TERM EFFECTS			
Brand + Sales Linked at a Person-Level to Unlock impact of Brand Equity	Yes		
Avoids 5 Flaws of Attribution (See ARF Whitepaper)	Yes		
Built-in Validation with Design of Experiments/Control Groups	Yes. Marketing Evolution holds a patent for continuous use of control groups.		

Image 6: Marketing Evolution's ROI Brain™ software has person-level detail in every optimization

3. Brand & Behavior Analysis at a Personal Level

Virtually every marketer spending over \$10 million a year on advertising does so because they know that their brand matters. Most products are bought because of brand awareness and preference. Few are bought from unknown companies on impulse. Yet, mix modeling and attribution vendors do a lousy job at measuring the connection between brand and behavior. A person-level analysis connecting brand perceptions to subsequent sales behaviors so marketers can properly value brand-building activities is necessary.

If a Unified Measurement Vendor measures brand at all, it is only on a superficial indirect trend regression level. In other words, the modeler will take brand tracking trend data and regress it against sales trends. It's not a direct person-level connection. The indirect measurement fails to capture the majority of the meaningful relationships between brand and behavior. This is frustrating to many marketers because they understand that an optimization that fails to directly connect brand and behavior will result in under-spending on many valuable brand-building activities.

Marketing Evolution is different. Marketing Evolution starts with a proprietary brand tracking survey. Since most marketers can easily link their CRM and sales data through LiveRamp, Marketing Evolution directly connects the brand perception to behavior at a personal level. Marketing Evolution analyzes the direct connection between brand and behavior over time. This has been proven to result in a mix optimization that invests more in brand-building activities, and generates more sales and profits by the end of the first year of implementation.

Why This Matters:

If an optimization fails to directly connect brand and behavior, it will result in under-spending on many valuable "brand building" activities because the mix and attribution models miss the relationship. This is a point highlighted in the whitepaper ["5 Flaws of Attribution."](#)

A sure sign your mix model is missing the deeper brand influence on behavior is a mix model that

has a meaningful amount of sales attributed to "base." The odds are, the mix model has either completely missed, or mostly missed the influence of the brand. This cost to brands can be significant. When comparing the implications of using the indirect approach versus the direct person-level approach, a retailer would lose as much as 20% of their sales.

To quote some of the customers that have unlocked the power of the brand in their optimizations:

"We always suspected that brand advertising had an impact on the business in a measurable way, in new accounts, new credit card usage, bank account openings, and deposits. But, we never knew how much. We discovered brand has a significant business impact both in the short and long-term."

- Mike Eichorst, SVP, Citibank

"Marketing Evolution answers the why behind the buy."

- Tom Dixon, CMO, Jack Links

4. Spatiotemporal Analysis

Perhaps you've heard the question, 'What are the three most important factors in retail?' Answer: "Location, location, location." Yet, in most attribution and mix models, location is missing, missing, missing. This leads to optimizing ads to people that are nowhere near a store and are not likely to convert. It leads to missing the fact that a big storm on the horizon should lead to local changes to the media investment level. It leads to missing pinpointed geo-fencing with digital media. It leads to sub-par analysis.

Marketing Evolution is different. Marketing Evolution pioneered the use of spatiotemporal analysis in marketing optimization. Marketing Evolution takes into account the store location, the people living near the store, or commuting by the store, the weather forecast, and other details that influence consumer conversion to buy.

Why This Matters:

When optimizations account for the specific points of distribution, they generate 7% more ROI for a highly distributed brand, and even more for a brand that is less broadly distributed.

		Marketing Evolution	Competitor 1	Competitor 2
LOCATION DATA				
	Every store/distribution location mapped and used directly for person-level gravity models	Yes		
	Advertising delivery by specific location (e.g. each specific billboards, zoned cable, etc.)	Yes		
	Person-level local weather, and economic variables (e.g. gas prices in each specific neighborhood).	Yes		

Image 7: Marketing Evolution's ROI Brain™ software has an unmatched level of detail and customization

“The top three Deciles of profitable customers are almost entirely explained by proximity to a specific store location. Yet, store locations and the how far each consumer lives from a store is left out of attribution and mix models. Marketing Evolution’s person-centric analysis, using location, was directly beneficial to our work in optimizing our entire mix, including Mobile geo-fencing.”

- Walmart

5. Validation

How do you know the answers a modeling company gives you are right? The gold standard, according to the Advertising Research Foundation (ARF), is design of experiments. They recommend using Exposed and Control groups to accurately measure incremental impact. Marketing Evolution was the first to design and implement a continuous use of design of experiments, and holds the patent on the approach. ([Reference](#))

The benefit is a greater confidence in the results and greater buy-in with finance and the C-Suite. No other analytic solution has the intellectual property (IP) to deliver continuous gold-standard validation.

Why This Matters:

Marketing Evolution has the unique ability to validate the recommendations. A competitor may be able to do a spot check here or there (though most don't). Only Marketing Evolution has the IP to continuously validate through the use of control groups.

If the goal is to create a cultural change that elevates the value of marketing and analytics, than the “gold-standard” validation will be useful. The built-in validation can help shift marketing to be seen as a predictable revenue driver rather than as a cost center.

COX has a five-plus year history with Marketing Evolution, and has validated the models with the highest levels of finance. To quote their marketing leader:

“Marketing Evolution are thought leaders and

help us blaze a trail to step change increase in performance.”

- Mark Greatrex, Chief Marketing Officer, COX
A new customer, AeroMexico, notes:

"Marketing Evolution goes beyond what we know as attribution models. It gives you a better understanding of how your audiences are getting the message with the confidence that the proper statistical treatment is being applied on your data. Very useful!"

- Julieta Hernandez Garcia, Manager, AeroMexico

Summary

When it comes to ROI measurement, Marketing Evolution is highly ranked by Forrester. In their report, Forrester observes:

“Marketing Evolution is a strong choice for firms that embrace a person-centric view of marketing's future and are willing to depart from the well-accepted paths of marketing mix modeling and attribution for a partner that, in the words of one customer, “will be on the cutting edge as the space changes.”

- The Forrester Wave™: Marketing Measurement And Optimization Solutions, Q4 2016

In our analysis, what makes Marketing Evolution different (we think better) than other Unified Measurement Vendors are the five key factors addressed in this report. In practice, Marketing Evolution’s ROI answers are far more useful because they are delivered in near real-time, with all the details necessary to put them into action. Every recommendation can be seen in terms of exactly who the message is most influencing, and where to best reach more of these people. The person-based approach allows for spatiotemporal analysis. Marketing Evolution’s proprietary data combined with the person-level analysis allows for brand linkage to behavior. Add the fact that gold-standard validation is built in, and it is not surprising why more and more marketers are adopting Marketing Evolution’s ROI Brain™ software.

		Marketing Evolution	Competitor 1	Competitor 2
VALIDATION				
	Open Access to Model, Variables and Calculations	Yes		
	Case Studies, Testimonials & Live Demonstration Available	Yes		
	Built-in Validation with Design of Experiments/Control Groups	Yes. Marketing Evolution holds a patent for continuous use of control groups.		

Image 8: Marketing Evolution's ROI Brain™ software has an unmatched level of detail and customization