

MARKETING
EVOLUTION

Hands On With ROI Brain™ Software

Part 4



Agenda

1. Theory: SIRFs, Calculations & Logic
2. Theory: MONICA Algorithm
3. Theory: Design Principles, Product Tour
4. Practice: Hands-on with ROI Brain™ Dashboard
5. Practice: Hands-on with ROI Brain™ Planning Software
6. Practice: Hands-on with Support & The “What’s New, What’s Next, What’s Desired” cycle
7. Certification Quiz

Up Next: **Practice – Hands On**

Note: Ensure your login works

<http://dashboard.marketingevolution.com/>

User Name: first.last

Password: R3ach!



Hands On With The *ROI Brain™*

Orientation: **Toolbar**

TASK 1: Find & open the “Learning Agenda”

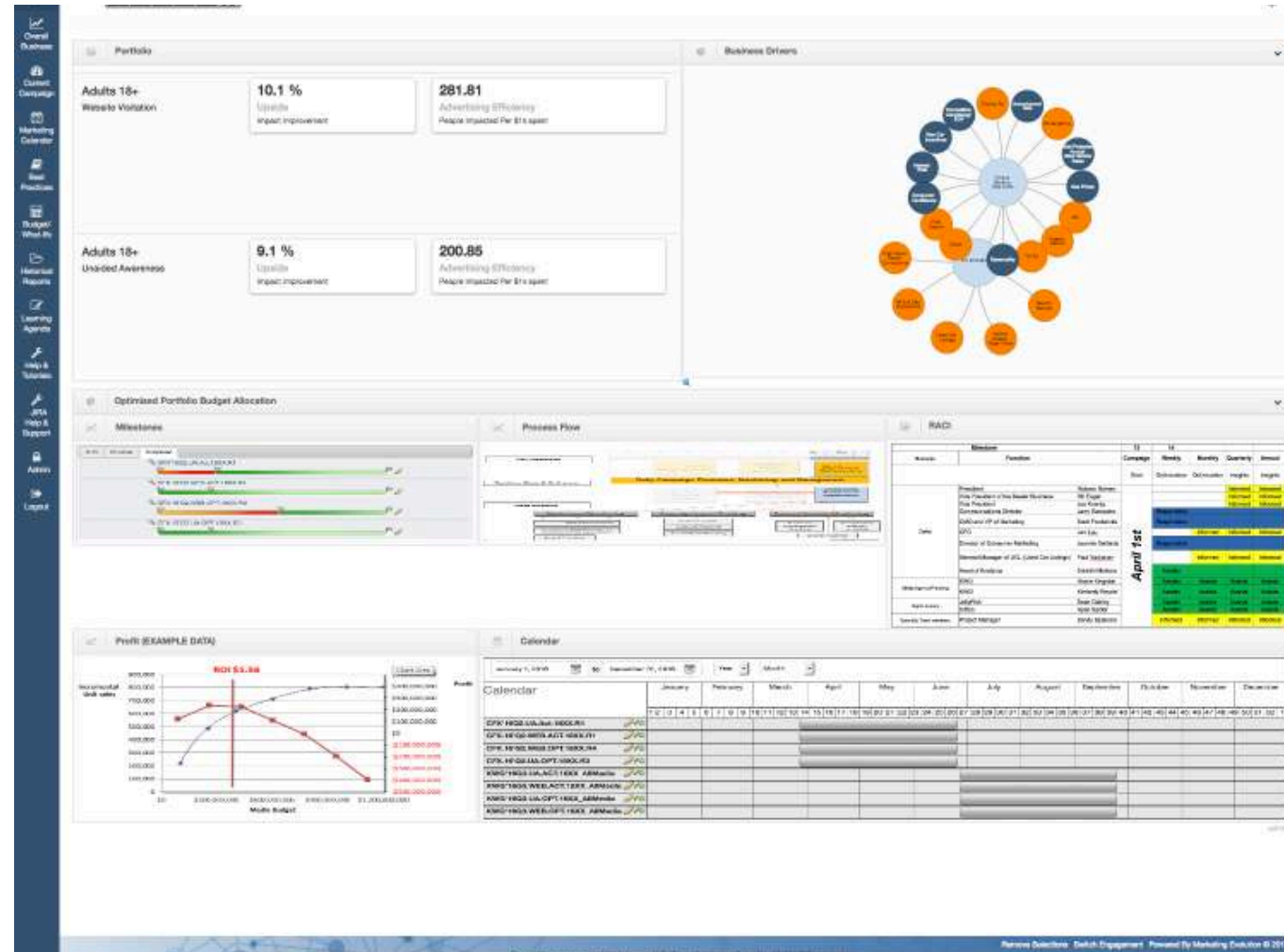
Overall Business

- Summary Results
- Hub & Spoke
- Budget (searchable)
- Milestones
- Process Flow
- (RACI): Responsible, Accountable, Consulted, Informed
- Overall ROI “Frontier Curve”
- Calendar

TASK 2: Who is responsible for weekly optimization?

TASK 3: Find spend on paid search for Q1 2017

TASK 4: What is the definition of success?



Hands On With The *ROI Brain™*

Orientation: **Current**

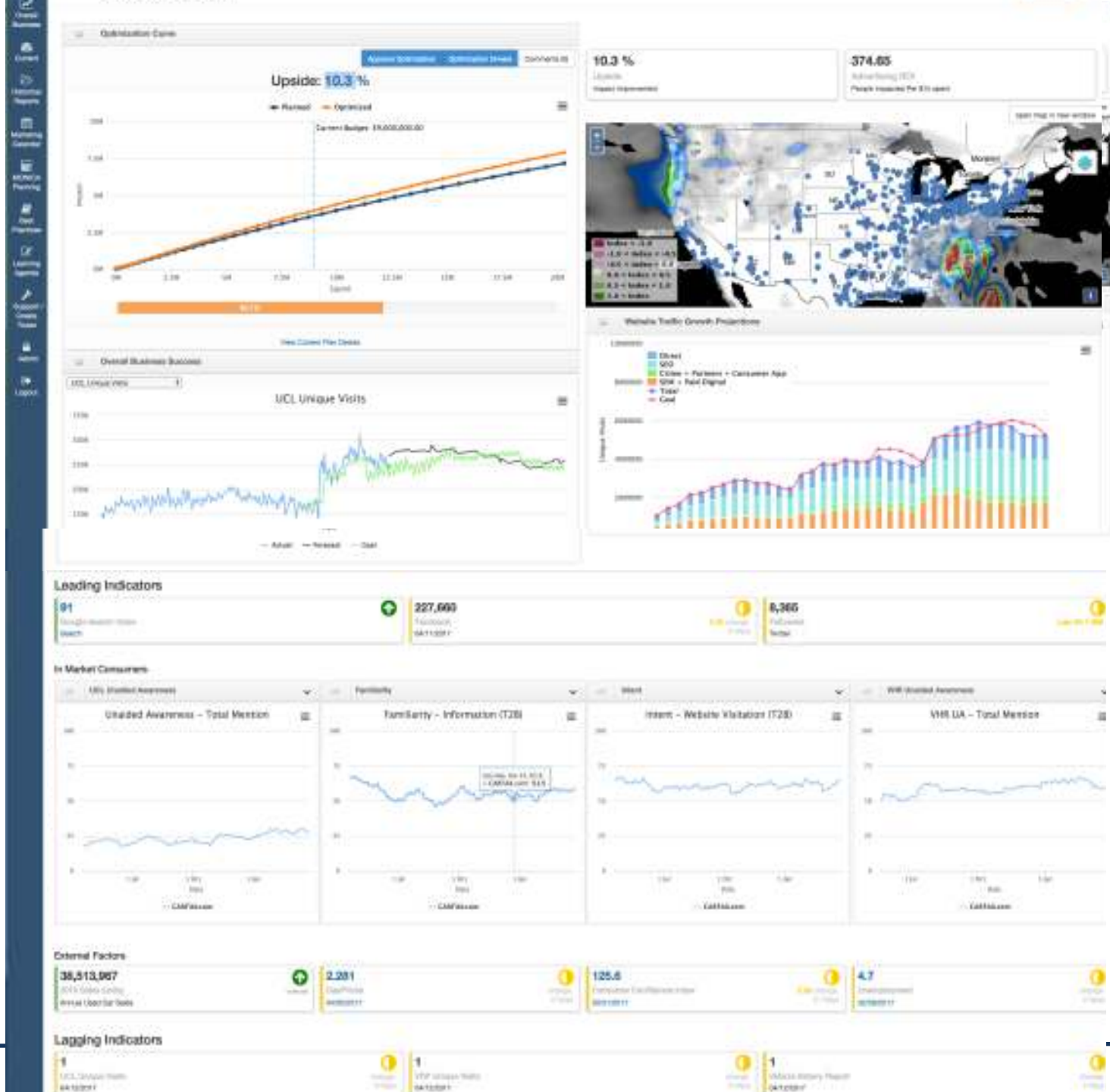
- Hero Chart
 - Upside (% and \$ value)
 - View media in the mix
- Business Success
 - Zoom Feature
 - Download PNG, Copy to report
- Map
 - Open in New Window
 - Turn on layers
- Leading Indicators
 - Search, Social, Etc.
- Lagging Indicators
- Competitive Visits
 - Hover
 - Turning on/off trends
 - Download CSV

TASK: Above or below their business goal?

TASK: How much upside from optimization?

TASK: Was there any radio in this campaign period?

TASK: Compared to December, is search up?



Hands On With The *ROI Brain™*

Orientation: Approve Optimization

- **Optimized**
- Current
- Difference
- Search (multi-key words)
- Sort
- Yes/Discuss/Edit
 - Edit & re-optimize
- Excel Output
- Column View Control

TASK: Search for “Dynamic” ads. How many?

TASK: Find how many “in stream 15sec liveramp”

TASK: Who is the biggest winner?

Approval	Media	Optimized Cost	Optimized Impact	Optimized LTR	Current Cost	Current Impact	Current LTR	Cost Difference	Impact Difference	LTR Difference
Yes	CARMA Post Search - Unbranded	\$3,000,287	3,495,232	0.8%	\$3,326,178	3,350,559	0.7%	\$325,891	147,327	0.2%
Yes	Digital Video CRM - Thought Leader - Topical Segment 1 - In-Stream Creative 1 - 15Sec - Liveramp Live	\$1,194,285	182,158	6.7%	\$1,288,008	282,158	6.7%	\$93,723	0	0%
Yes	Digital Publisher - a DBM - Preempting - Dynamic Message Tag - Live Messaging 1121 - 15Sec	\$48,121	68,517	1.9%	\$52,745	44,048	1.8%	\$4,376	28,471	0.4%
Yes	Network TV - AOC Desktop	\$446,222	48,958	0.2%	\$207,800	32,129	0.2%	\$238,422	15,829	0.1%
Yes	Network TV - CBS Desktop #1	\$388,383	43,837	0.3%	\$387,248	44,822	0.3%	\$1,135	19,204	0.3%
Yes	CARMA Post Search - In-Stream	\$388,028	347,588	29.6%	\$222,200	177,388	24.0%	\$165,828	10,200	0.3%
Yes	Network TV - CBS Early Morning	\$346,131	38,903	0.3%	\$207,800	33,979	0.3%	\$138,331	3,924	0.3%
Yes	Cable TV - 201 Non-Prime	\$278,019	31,322	0.3%	\$212,862	15,322	0.3%	\$65,157	-11,999	-0.3%
Yes	Cable TV - The Weather Channel Non-Prime	\$228,848	28,457	0.3%	\$216,525	27,662	0.3%	\$12,323	-8,425	-0.3%
Yes	Digital Publisher - a DBM - Preempting - Dynamic Message Tag - Live Messaging 1121 - 15Sec	\$228,222	115,772	0.8%	\$158,517	78,952	0.8%	\$69,705	35,820	0.3%
Yes	Syndication TV - CBS Television Distribution - Court News	\$222,817	27,294	0.2%	\$111,800	36,529	0.2%	\$111,017	-7,005	-0.4%
Yes	Syndication TV - NBCUniversal Television Distribution - The Good Book	\$222,628	27,178	0.2%	\$111,800	36,529	0.2%	\$110,828	-8,351	-0.1%
Yes	Syndication TV - NBCUniversal Television Distribution - The 5 Minute	\$218,991	31,457	0.2%	\$223,317	49,027	0.2%	\$4,326	-17,570	-0.4%
Yes	Cable TV - Fox News Non-Prime	\$216,228	27,229	0.2%	\$228,854	48,329	0.2%	\$12,626	-11,102	-0.3%
Yes	Cable TV - Animal Planet Non-Prime	\$207,147	28,222	0.2%	\$216,242	27,627	0.2%	\$9,095	4,628	-0.2%
Yes	Cable TV - MSNBC Non-Prime	\$207,137	28,172	0.2%	\$218,222	27,417	0.2%	\$11,085	4,222	-0.1%
Yes	Digital Publisher - a DBM - Preempting - Dynamic Message Tag - Live Messaging 1121 - 15Sec	\$191,288	223,529	4.8%	\$127,897	221,875	4.8%	\$63,391	10,654	0.3%
Yes	Cable TV - TBS Non-Prime	\$191,222	18,227	0.1%	\$225,000	14,224	0.1%	\$33,778	-3,227	-0.4%
Yes	Cable TV - TBS (Same Network Necessary) Non-Prime	\$181,828	12,888	0.1%	\$228,000	13,828	0.1%	\$46,172	-3,222	-0.3%
Yes	Network TV - ABC Early Morning	\$181,228	9,822	0.1%	\$222,884	12,722	0.1%	\$41,656	-3,227	-0.3%
Yes	Syndication TV - CBS Television Distribution - Talk Shows	\$181,222	22,278	0.1%	\$148,455	25,243	0.2%	\$32,767	4,227	-0.4%
Yes	Cable TV - Fox News Prime	\$173,029	13,822	0.2%	\$118,222	8,222	0.2%	\$54,807	4,228	0.2%
Yes	Cable TV - CNN Non-Prime	\$171,488	18,222	0.1%	\$121,222	9,222	0.1%	\$50,266	1,222	0.3%
Yes	Cable TV - A&E Non-Prime	\$146,242	15,242	0.1%	\$115,822	12,222	0.1%	\$30,420	2,222	0.3%
Yes	Cable TV - Investigation Discovery Non-Prime	\$124,222	17,222	0.2%	\$128,882	18,222	0.2%	\$4,660	-3,222	-0.2%

Hands On With The ROI Brain™

Orientation: Optimization Drivers

- Frequency to Lift Response Function (FLIRF)
 - Hover, Download CSV, Chart, Sort & Ratio
- Message Targeting
 - Message Asset, Targeting Bulls-eye
- Creative Response
 - Sort, Ratio of difference, Search & Filter
- Message & Media Optimization
 - Creative Rotation by spend table, More Details button, Map
- Summary tables & charts
- Explore Further (Tabs)
 - Detailed Digital Data
 - Looker (cross-tabbing)
 - Alternative Optimizations

TASK: For 65+ year olds, what is the Index of best vs. worst TV message?

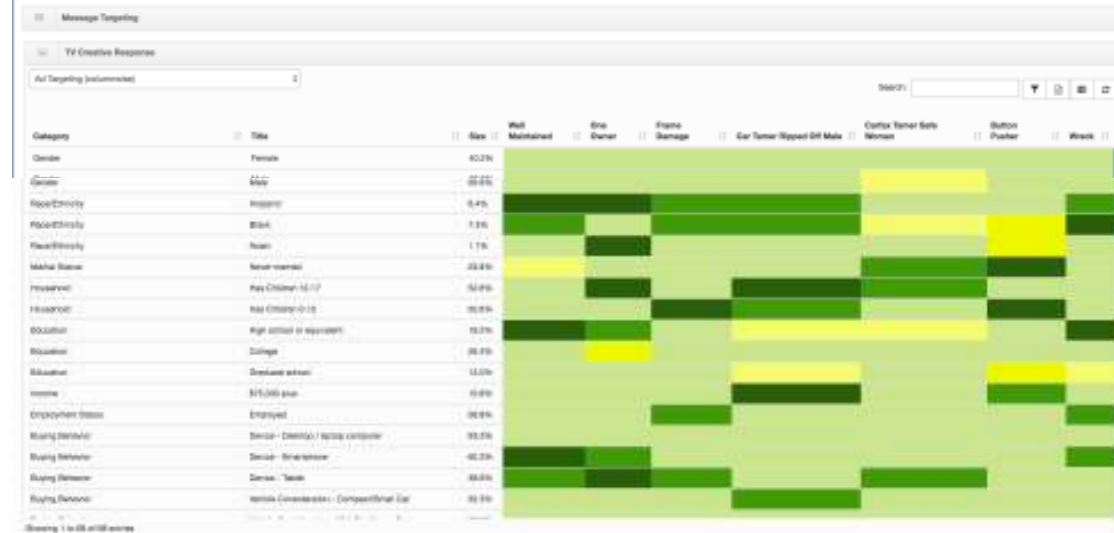
TASK: For TV Ad 1, what are some networks/programs to match the right people with the right message?

TASK: Search for “Cathy” in creative heatmap for TV

TASK: Search for 320 x 50 to find all the ads of that size

TASK: Overall, is Cable TV increasing or decreasing in budget

TASK: What is the click through for “Trueview Tracker - Targeting Segment 2 - In-Stream Creative 3 - 2:30 - Channel List”

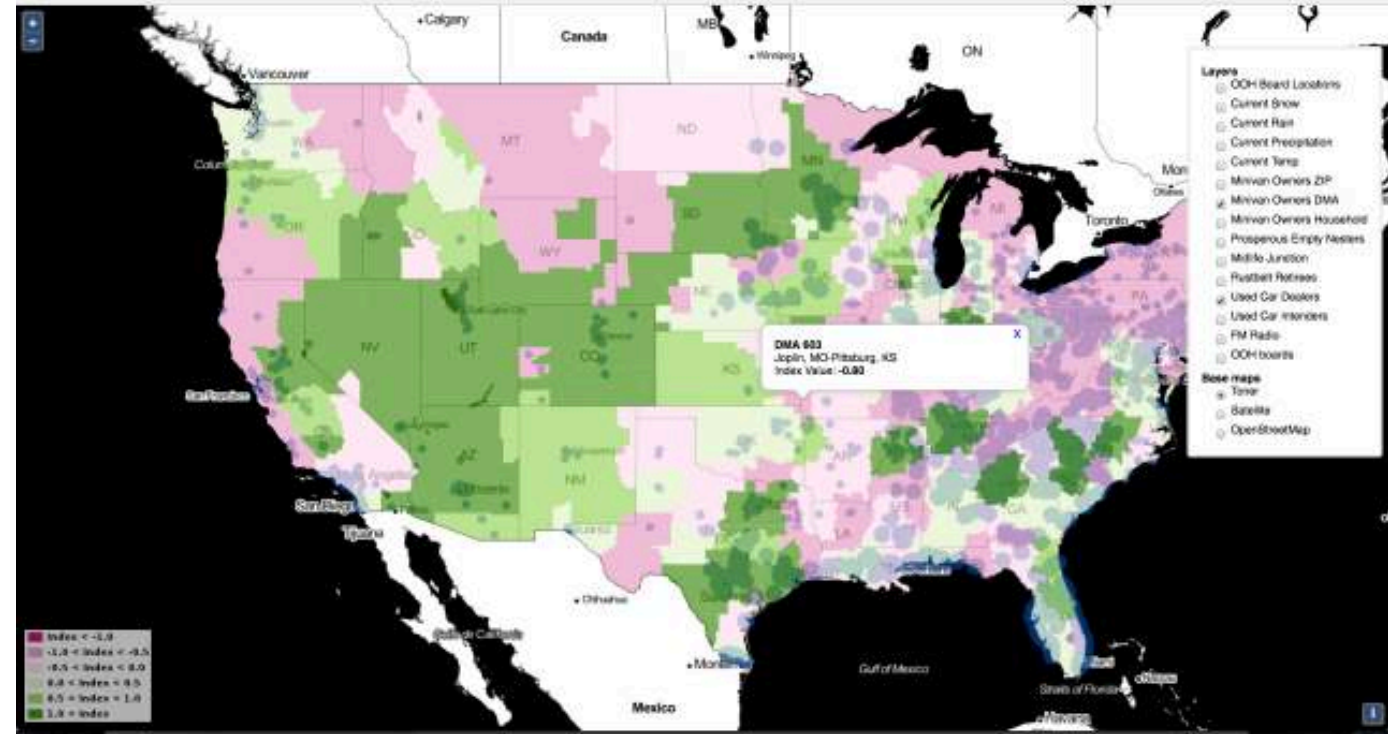


Hands On With The *ROI Brain™*

Orientation: Map

- Layers
- Indexes

TASK: Find the index by DMA of minivan buyers



Hands On With The *ROI Brain™*

Orientation: Historical

- Reports
- Approved Optimization
- Optimization Drivers

TASK: Find & open the January 2017 Monthly (pdf)

TASK: How much was Travel Channel Non-Prime changed in Q4 2016 Optimization?

The screenshot displays the 'Historical Reports' section of the ROI Brain interface. It features a grid of report thumbnails for various periods from May 2016 to January 2017. Below the grid is a 'Select Report' dropdown menu. The main content area shows a detailed report for 'Media and Message Optimization' for the period 'Jan 16 - Jan 17'. This report includes a table with columns for 'Optimized Cost', 'Optimized Impact', 'Optimized L/R', 'Current Cost', 'Current Impact', 'Current L/R', 'Cost Difference', 'Impact Difference', and 'L/R Difference'. The table lists several media spots with their respective metrics. Below the table is a 'Frequency L/R Response Function' chart showing multiple data series over a range of 0 to 20. The chart includes a legend with various campaign names like 'Leave The Leaves - Online', 'Make It Easier - Online', etc. At the bottom, there is another table for 'Media and Message Optimization' with similar columns to the one above.

Hands On With The ROI Brain™

Orientation: Learning Agenda

- Test & Learns
- Roadmap for marketing/advertising tech
- Enhanced data streams

When To Use Learning Agenda:

- What are test & learns you have going that aren't yet in ROI Brain? Add it to the backlog.
- What are some technologies you are exploring? Add it to the backlog.
- What are some data you could add to make ROI Brain smarter? Add it to the backlog.

TASK: Is the DCO integration into the ROI Brain completed or not?

	Person Accountable	STATUS	DUE DATE
DIGITAL DISPLAY			
1) Test digital display advertising to make it a more productive channel for UCL			
2) Better understand the potential impact digital display may have on product/brand awareness			
3) Use digital display to test messages that may be used in TV and other channels			
Develop creative assets for first round testing	CE – Jarett	DONE	
Integrate DCO into ROI Brain	ME – Jenn	DONE	
Design Framework for Test	ME – Adam	DONE	
Create creative pipeline for future testing	CE – Jarett	DONE	pher
Test Facebook Lookalike models on Desktop Display	JF – Sean	DONE	
Test Message/Placement combinations			
Onboard a Data Management Platform (DMP) In-House Option - GA360/Google with JF	ME – Jenn		
Generate a Digital Asset Manager (DAM)	ME – Jenn		
MULTI PLATFORM			
1) Utilize cross platform messaging test to determine optimal TV/Digital media mix			
2) Test messaging on/offline to determine which media environments are top traffic drivers			
Utilize Samba to test (1) broader media mix and (2) online/offline messaging strategy	KWG – Kim		
ONLINE VIDEO			
1) Test online video pre-roll as channel for boosting brand awareness or intent-to-visit			
2) Develop strategy for developing cost effective creative to test formats and messages			
Test Current TV Ads as pre-roll on YouTube	JF – Sean	DONE	
Design framework for testing other creative options/formats	JF – Sean	Completed on the 28th, revisions from Larry	11/11
Update/Organize/Optimize CARFAX YouTube Page	JF – Sean	DONE	11/11

Hands On With The *ROI Brain™*

Orientation: Support

- Support Ticket

TASK: Enter a support ticket.

TASK: Check on a ticket

The image shows two overlapping screenshots of the Marketing Evolution Support portal. The top screenshot displays the main support page with a search bar and two categories: 'Software/Technical Support' and 'Got a question?'. The bottom screenshot shows the 'Software/Technical Support' form with the following fields: 'Priority (optional)' set to 'Major', 'Support Type (optional)' set to 'None', a 'Summary' text box, a 'Details' text box, and an 'Attachment (optional)' area with a 'Drag and drop files, paste screenshots, or browse' button. The form also includes 'Create' and 'Cancel' buttons. The footer of the bottom screenshot shows 'JIRA Service Desk (3.3.0-CD-1006.1199.0) · Atlassian'.

Rhythm for Optimization

Recommended Rhythm

Weekly*



30min Dashboard Review

Forecast for week ahead

Actions: Message rotation, targeting and media mix optimization

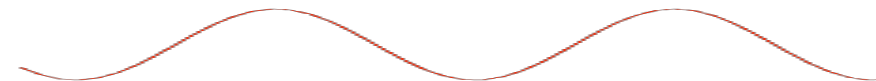
Monthly



2hr Monthly Deep Dive

Actions: Learning agenda prioritization and process improvements

**Annual &
Quarterly**



3hr Quarterly Strategy Workshop

Actions: Monthly, ROI review, strategic sync, RACI update, learning agenda read-outs, process improvements, system use and best practices



Up Next: Hands-on with ROI Brain™ Planning Software

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