





ROI Brain™ Certification

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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



Use Case

In-Campaign Adjustments



Rich Stoddart
Ford

SERIOUS BUSINESS CHALLENGE:

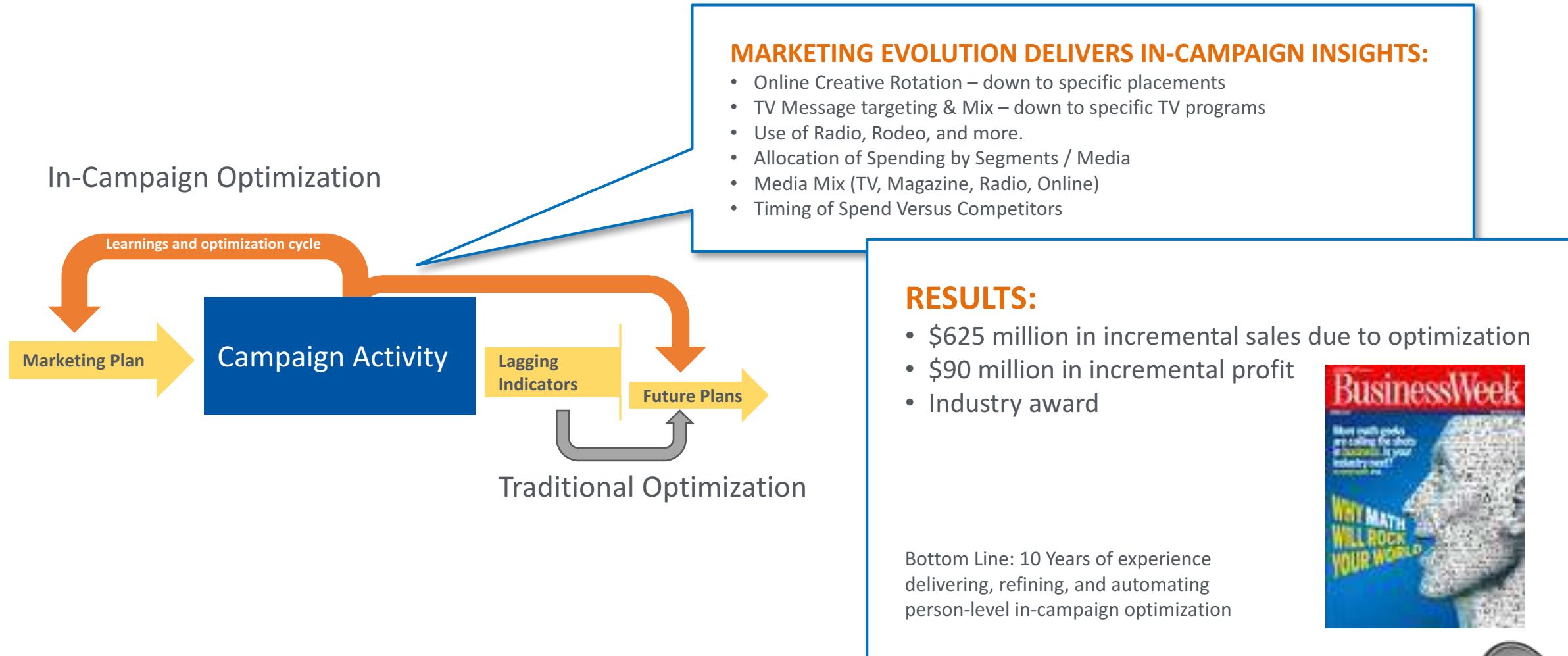
- “Most Important Launch in 100 year history”
- “Biggest ad blitz in Ford’s history”

THE NEED:

- **Real-time Learning Needed for In-Campaign Adjustments**
 - Post Hoc Reporting & Marketing Mix Modeling aren’t enough
 - Need for “leading indicators” to make mid-course adjustments
 - Insight on consumer Motivation, Message & Media mix
- **Industry leading ROI measurement, across media**
 - Stakes too high to rely on anything less



The Speed Advantage



The problem with the traditional approach: It is rear-view mirror. It is slow, and not very detailed. Can't answer which message from which brand should reach which consumer – future plans assume same creative and competitive context, which isn't always the case.



Why Marketing Evolution Is Different

Person-Level Optimization



“Message” ROI

Impact happens with each person and each message – media ROI misses.

Detailed Optimization

At the message and insertion level – every impression.

Speed

Optimization as campaign is live. Faster on-boarding than competitors.

Leading Indicators & Brand to Behavior

Only ROI system to measure brand to behavior connection at the person-level.

Simplicity

Dashboard designed to make optimization easy and transparent.



Design Principles

ROI Brain™

A new generation of dashboards....

- Look forward (not rear-view)

Principles:

1. Simplicity
2. Action oriented/Control
3. Integrated

Orange represents action

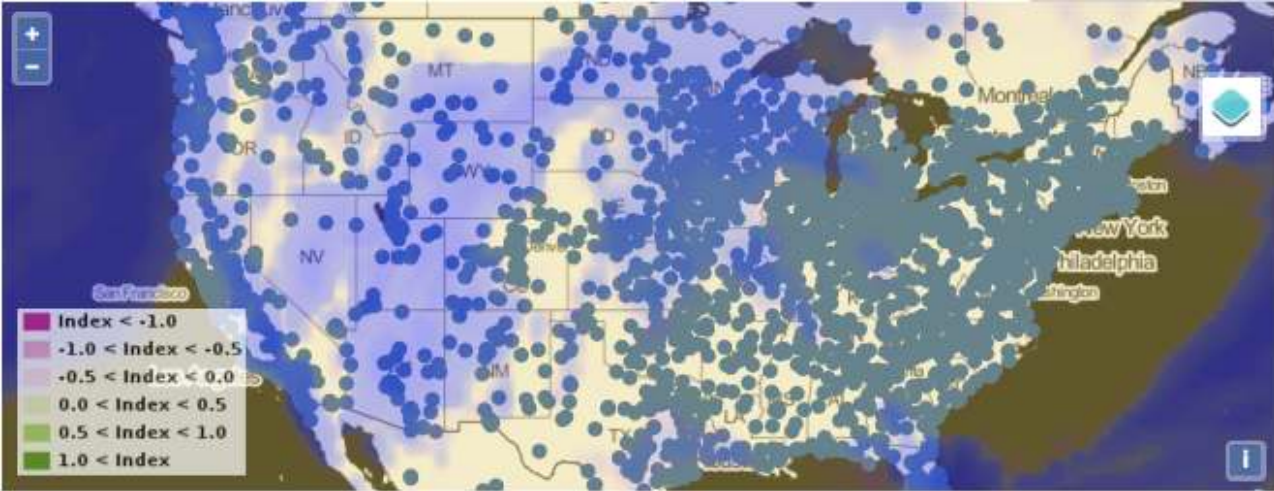
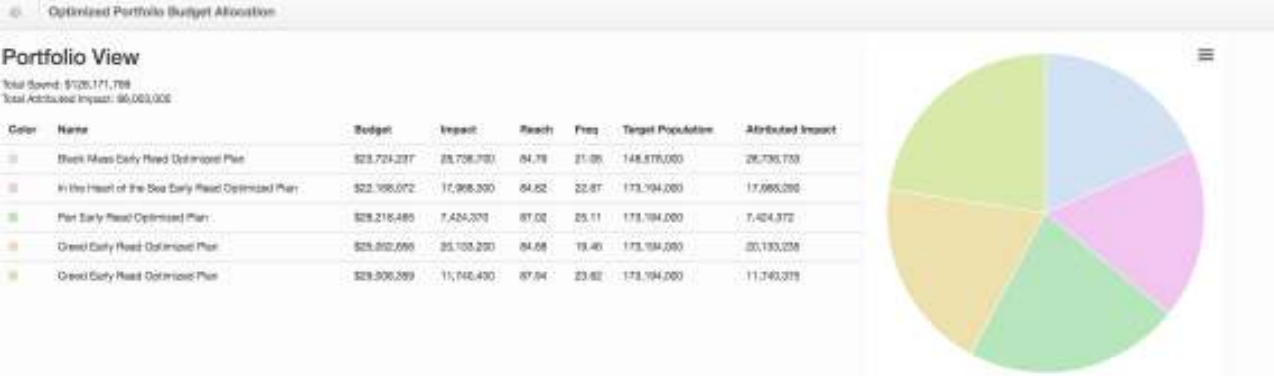
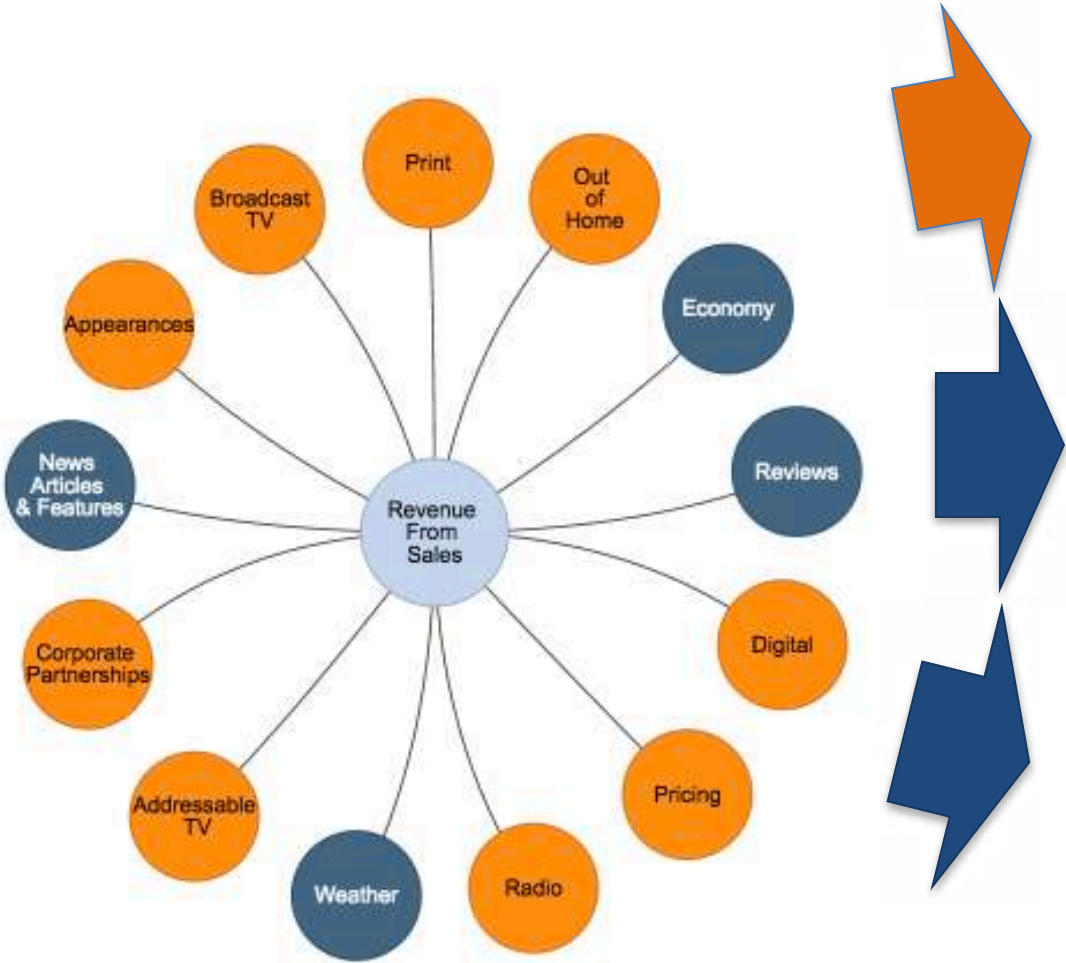
1. Hero chart is your upside
2. It indicates factors the marketer controls

The Map is the integration of all the influential data



Define Success

Business Drivers



Leading Indicators

20

Google Search Index

Search

↓

9,329

Page Likes

Facebook

↑

A

Theatrical Performance

⬅

RACI

And Implementers

Business	Function	Name	P-12 wks	P-8 wks	Premier/Support	End of Season
			Audience Discovery	Pre-Campaign Marketing Planning	Launch	Best Practices Apply Forward
Fox	CEO	Gary Newman		Informed	Informed	Informed
	CEO	Dana Walden		Informed	Informed	Informed
	EVP & CMO	Angela Courtin	Informed	Informed	Accountable	Informed
	SVP Media and Planning	JuHee Kim	Informed	Accountable	Accountable	Informed
	Media (on-air / cross-channel)	Ryan Keating	Informed	Responsible	Informed	Informed
	Owned Digital	Jena Eisenberg	Informed	Responsible	Informed	Informed
	VP	Natalie Park	Informed	Informed	Informed	Informed
	Executive Director - Digital	Matt Fox	Informed	Informed	Informed	Informed
	SVP Marketing Strategy and Planning	Emily King	Accountable	Informed	Informed	Informed
	Associate Director Marketing Strategy	Andrea Shuff	Responsible	Informed	Informed	Informed
	Director Marketing Strategy	Lauren Heiman	Responsible	Informed	Informed	Informed
	VP Media and Planning	Susan Keating	Informed	Informed	Accountable	Informed
	SVP On Air Promo	Scott Edwards	Informed	Accountable	Accountable	Informed
	VP On Air Promo (Alternative)	Brandi Wismann	Informed	Responsible	Responsible	Informed
	VP On Air Promo (Comedy)	Brian Gawronski	Informed	Responsible	Responsible	Informed
	VP On Air Promo (Drama)	Aaron Goldman	Informed	Responsible	Responsible	Informed
	SVP Content Marketing	Megan Wahtera	Informed	Accountable	Accountable	Informed
	SVP Head of Research (Ratings)	Will Somers	Informed	Consulted	Informed	Informed
	Social Media Research	Judit Nagy	Informed	Consulted	Consulted	Consulted
	Research (ratings)	Dounia Turrill	Informed	Consulted	Consulted	Consulted
Vizeum	VP Research and Marketing (Tracker)	Laurel Fitzgerald	Consulted	Consulted	Consulted	Consulted
	EVP Marketing & Communications	Shannon Ryan	Informed	Accountable	Accountable	Informed
	Head of Marketing & Publicity	Tim Farish	Informed	Accountable	Informed	Informed
	President of US	Patrick Affleck	Informed	Informed	Informed	Informed
	Director, Communications Planning	Paul Gerlando	Informed	Responsible	Consulted	Responsible
	Digital	Jason Yoong	Informed	Responsible	Consulted	Responsible
	Digital	Ranu + Alexandra	Informed	Responsible	Consulted	Responsible
	Strategist	Cody Kennedy + Team	Responsible	Informed	Informed	Informed
360i	TV Buying	Lauren Glazer	Informed	Informed	Responsible	
	Director of Digital Analytics	David Albini	Consulted	Consulted	Consulted	Consulted
iProspect (Social)	Vice President, Analytics	Mike Bregman	Consulted	Consulted	Consulted	Consulted
	Vice President, Group Account Director	Amy Simpson	Informed	Informed	Informed	Informed

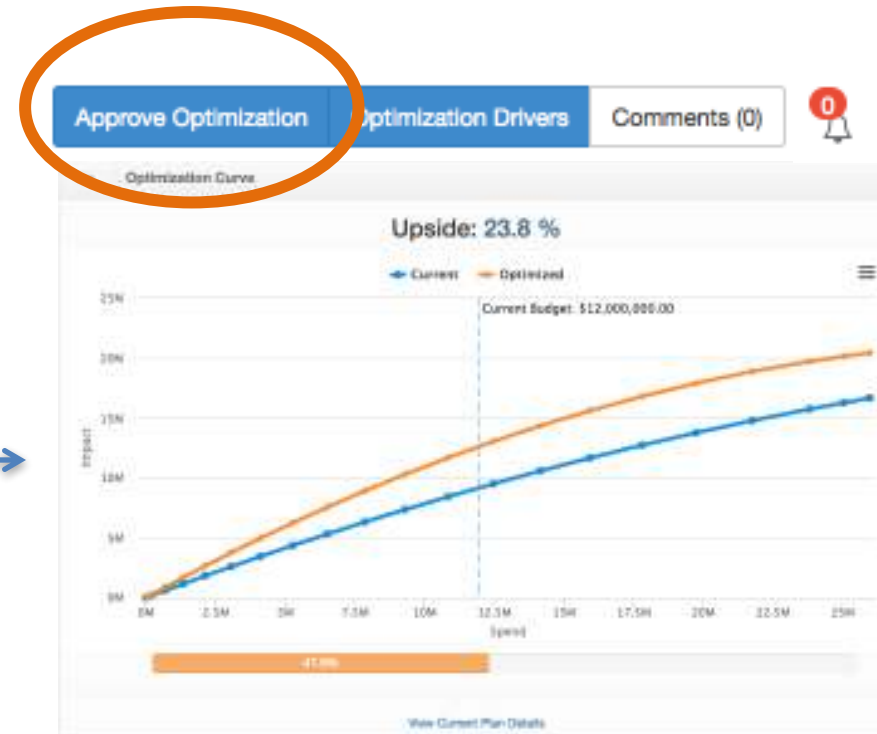


Optimization: Creative Rotation, Targeting, Media Mix

Right Message to The Right Person



OPTIMIZATION



ACTION



Select Optimization Type

Media and Message Optimization

Show25entries

Search:

Approval			Media	Optimized Cost	Optimized Impact	Optimized Lift	Current Cost	Current Impact	Current Lift	Cost Difference	Impact Difference	Lift Difference
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - ESPN Non-Prime	\$2,350,681	1,223,558	5.4%	\$1,972,047	1,215,130	5.8%	\$378,634	8,428	-0.3%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Network TV - FOX Prime Time	\$2,342,572	227,992	0.5%	\$4,685,145	441,615	0.8%	\$-2,342,573	-213,623	-0.2%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Network TV - ABC Prime Time	\$1,544,680	310,987	0.6%	\$1,023,614	204,424	0.4%	\$521,066	106,563	0.1%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Network TV - NBC Prime Time	\$1,446,877	131,314	0.4%	\$2,893,754	257,293	0.5%	\$-1,446,877	-125,979	-0.1%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - AMC Non-Prime	\$937,531	698,159	3.0%	\$592,916	553,735	3.0%	\$344,615	144,424	0.1%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Network TV - Spanish Language Network - Non-Prime	\$881,258	315,220	1.5%	\$440,629	160,895	1.0%	\$440,629	154,325	0.5%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Network TV - FOX Weekend Sports	\$815,423	136,135	0.5%	\$1,630,847	265,334	0.7%	\$-815,424	-129,199	-0.2%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - Comedy Central Non-Prime	\$757,306	911,545	4.0%	\$573,141	871,945	4.4%	\$184,165	39,600	-0.4%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - ESPN Prime	\$735,339	544,815	2.8%	\$367,669	309,849	2.9%	\$367,670	234,966	-0.1%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - Bravo Non-Prime	\$662,535	563,966	4.1%	\$358,213	388,692	3.7%	\$304,322	175,274	0.4%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Network TV - CBS Weekend Sports	\$654,762	71,033	0.4%	\$1,309,525	138,948	0.5%	\$-654,763	-67,915	-0.1%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - Adult Swim	\$545,846	527,322	4.2%	\$509,999	602,008	4.9%	\$35,847	-74,686	-0.7%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - TBS Non-Prime	\$542,638	543,299	3.1%	\$716,428	853,645	4.4%	\$-173,790	-310,346	-1.3%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - USA Non-Prime	\$537,321	974,860	4.3%	\$268,660	631,651	3.3%	\$268,661	343,209	1.0%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - TNT (Turner Network Television) Non-Prime	\$525,662	347,142	2.4%	\$341,320	279,300	2.3%	\$184,342	67,842	0.1%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - SPIKE Non-Prime	\$501,500	750,273	2.6%	\$250,750	486,488	2.5%	\$250,750	263,785	0.1%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - FX Non-Prime	\$501,500	626,143	2.7%	\$250,750	383,815	2.1%	\$250,750	242,328	0.6%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - History Channel Non-Prime	\$501,500	471,798	2.3%	\$250,750	284,966	1.9%	\$250,750	186,832	0.4%
<div>Yes</div>	<div>Discuss</div>	<div>No</div>	Cable TV - MTV Non-Prime	\$394,942	325,884	2.4%	\$501,499	498,297	3.3%	\$-106,557	-172,413	-1.1%



Evolution in Design



Product Tour & Analytics Explanation



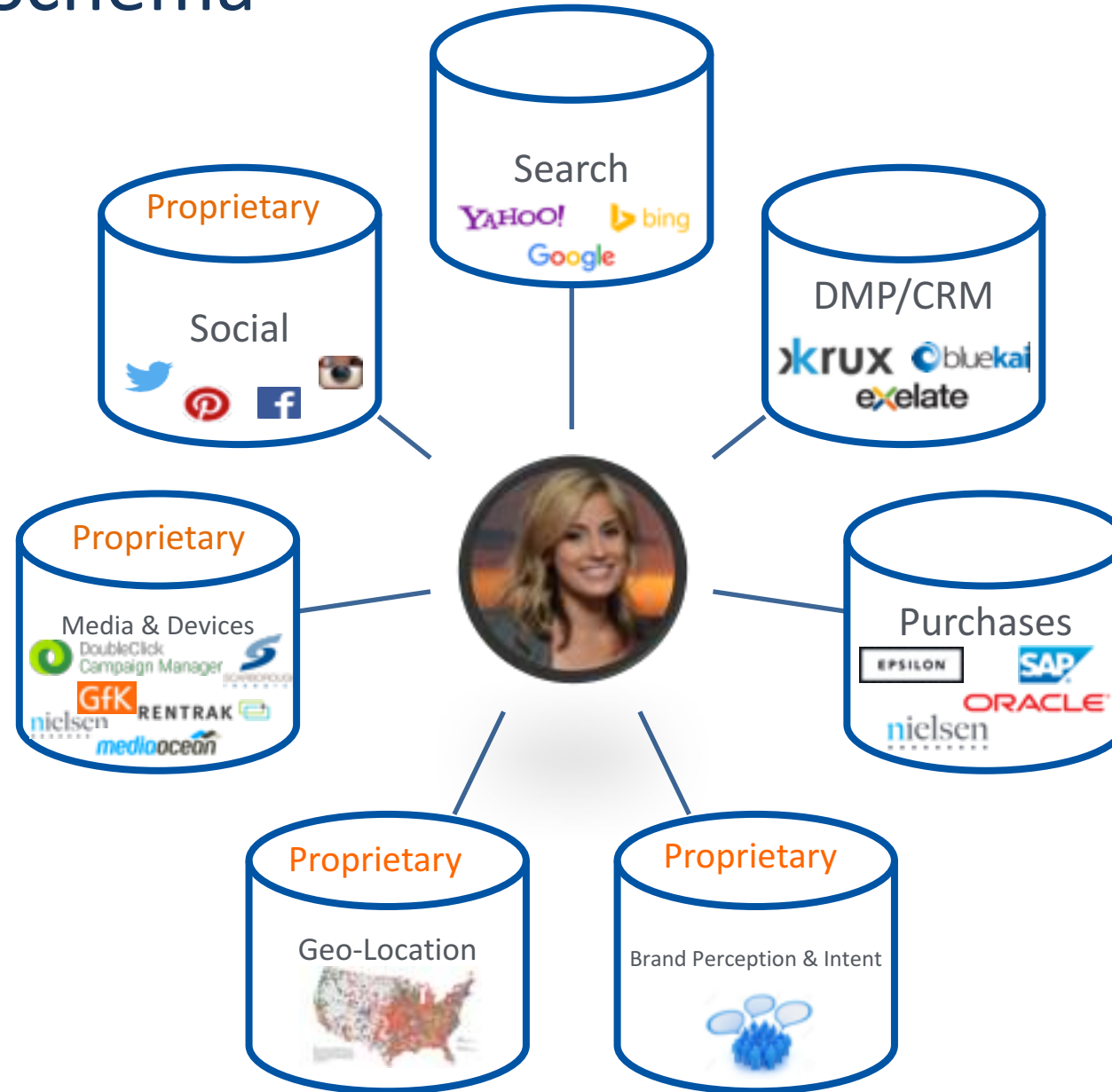


MARKETING
EVOLUTION

How Person-Level Measurement & Optimization Works

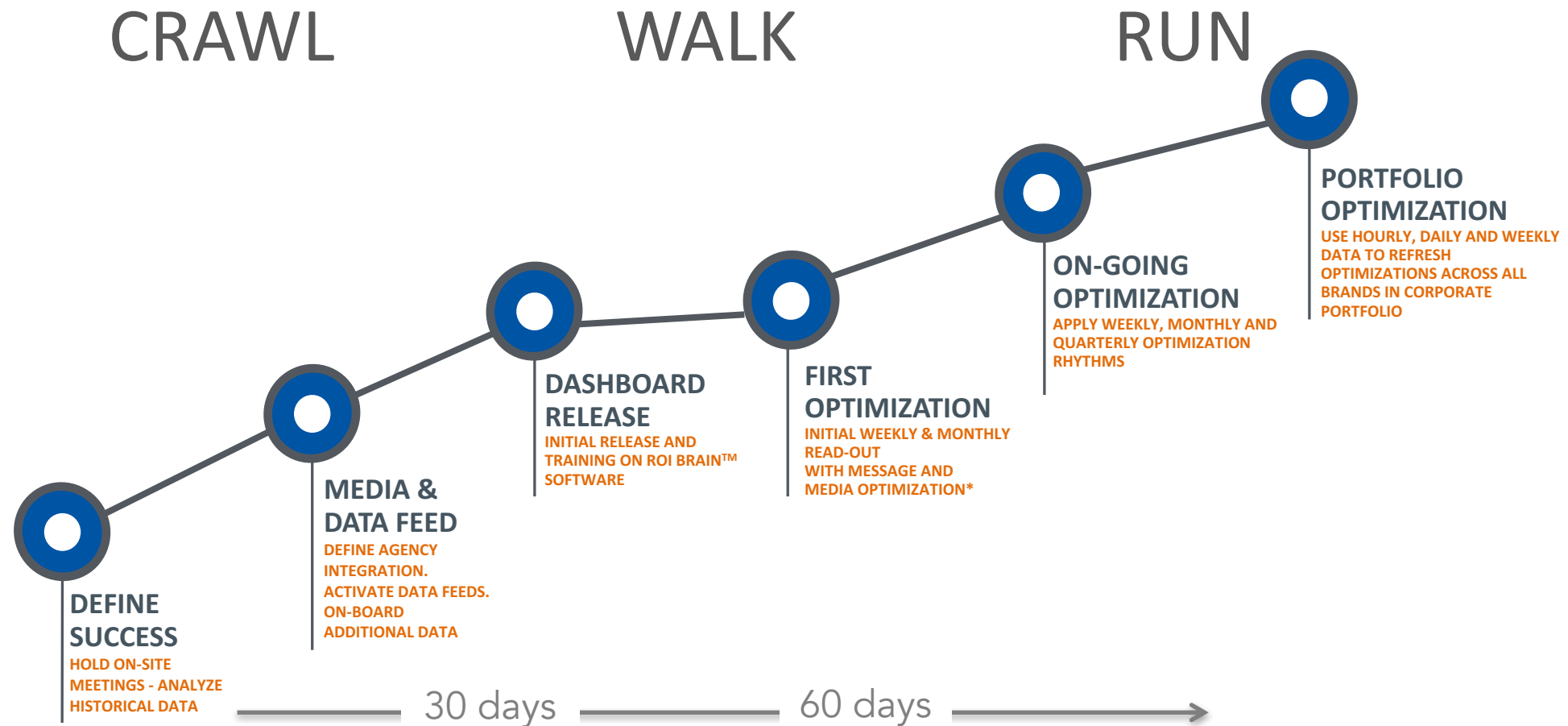


The Graph Schema



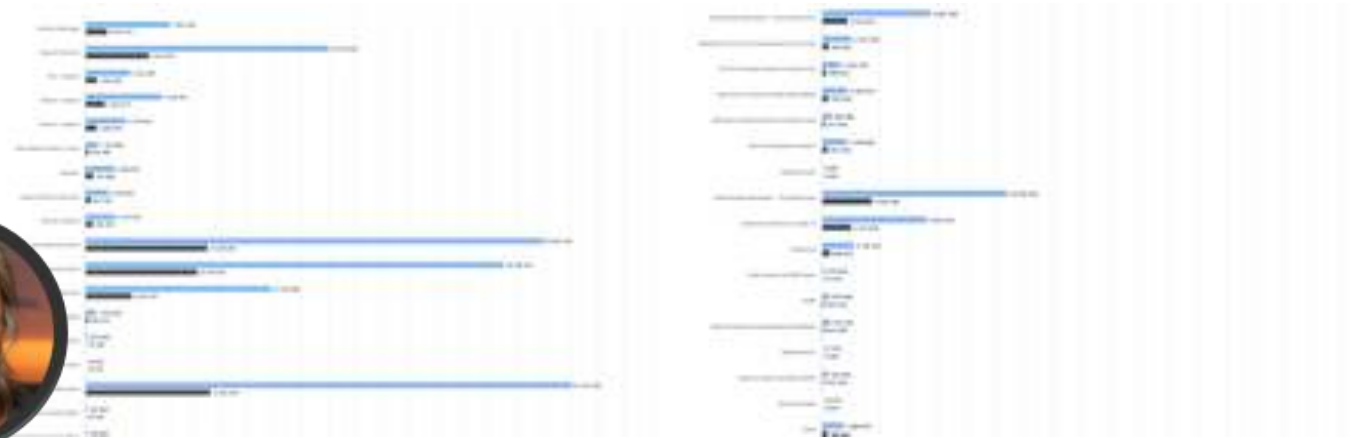
On-Boarding

Implementing The Software

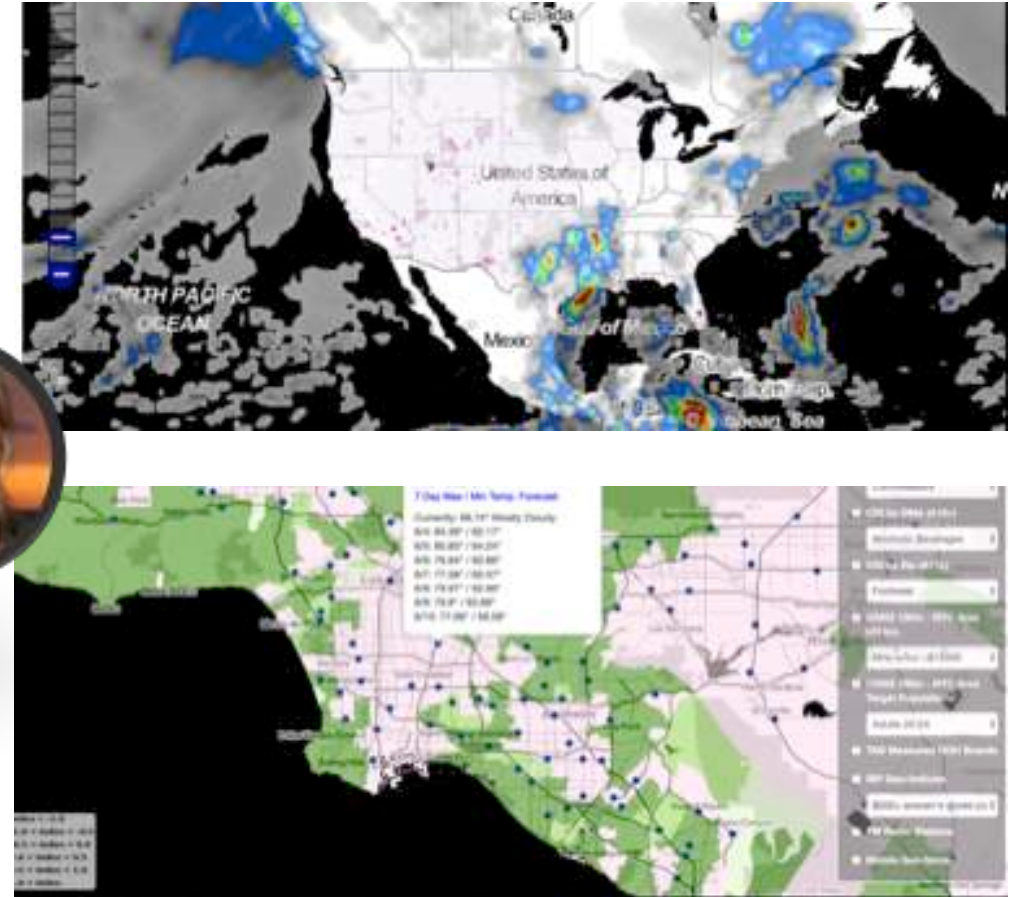


1. Purchase Propensity

Index of Purchasers



2. Predictive Analytics

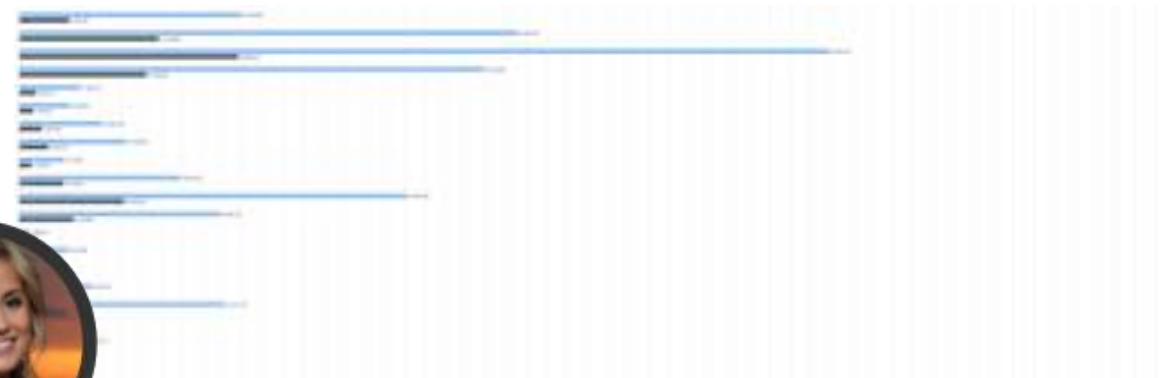


3. Advertising Optimization

a. Exposure Decile



Index of Program Viewers

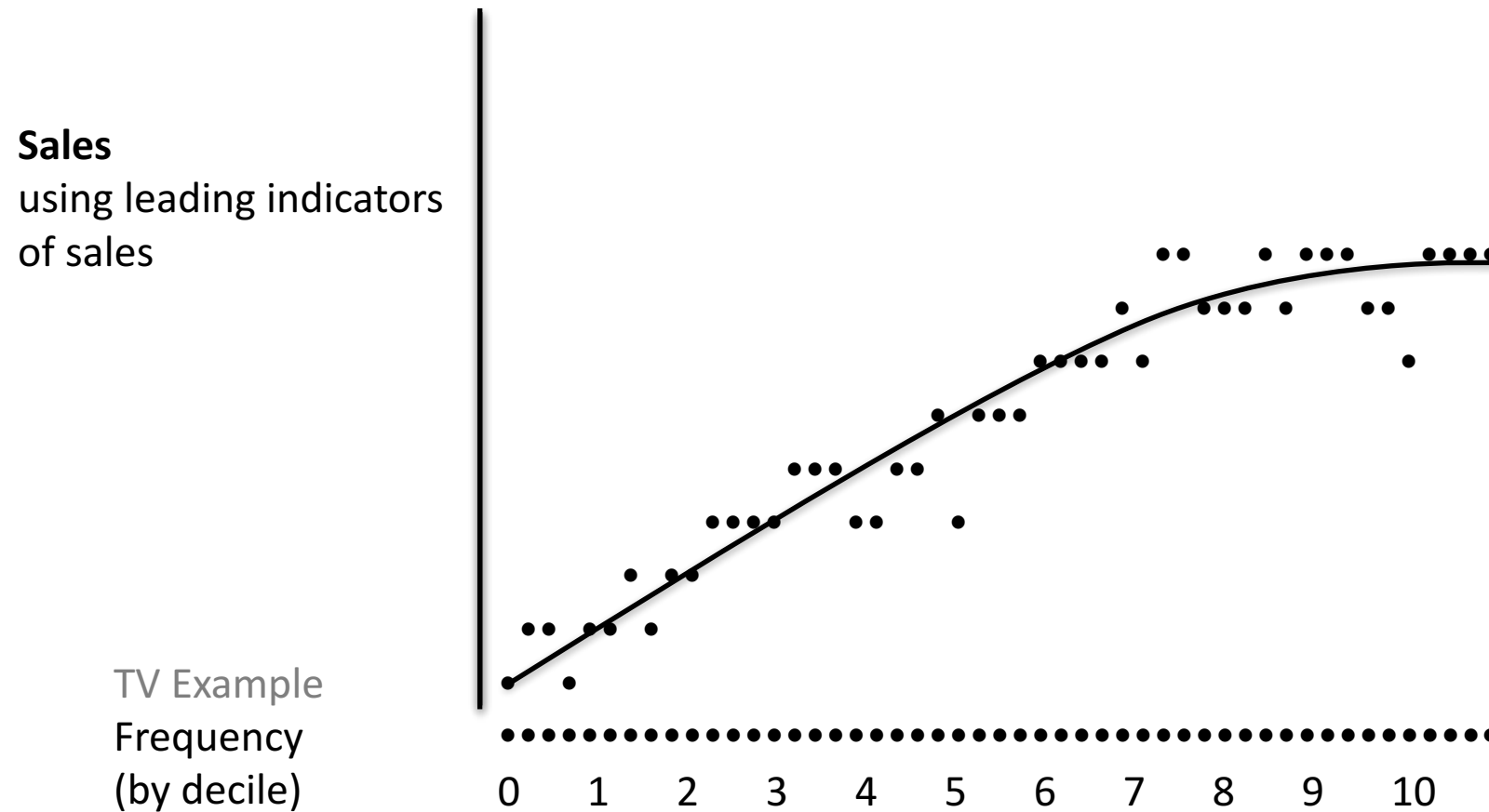


TV Example
Frequency
(by decile)

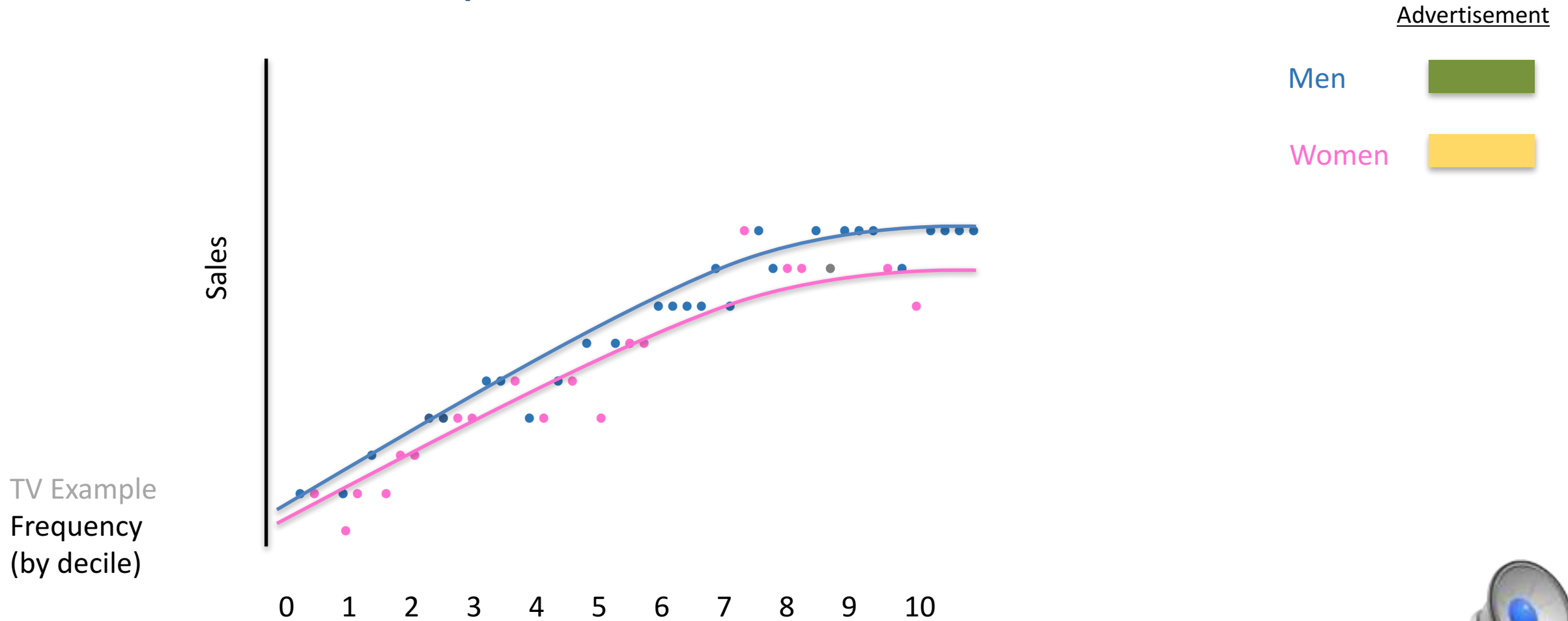


a. Exposure Decile

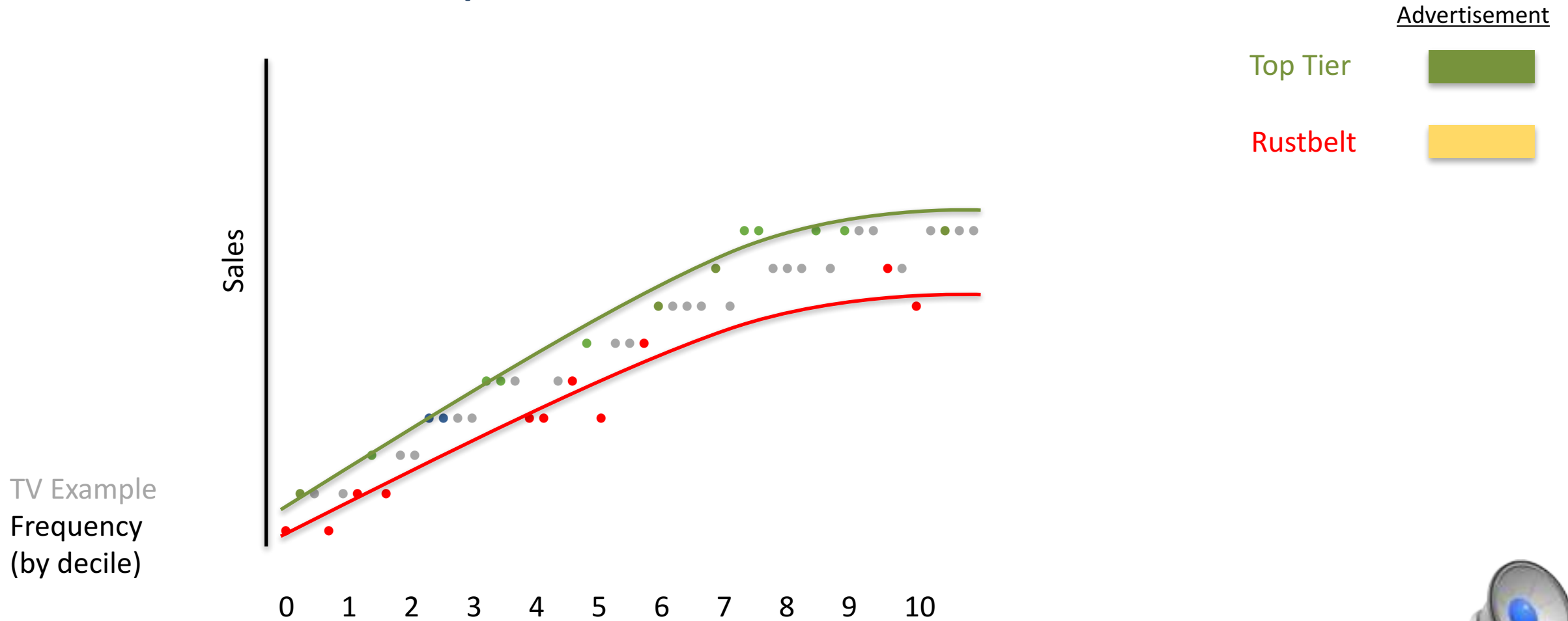
b. Advertising Impact



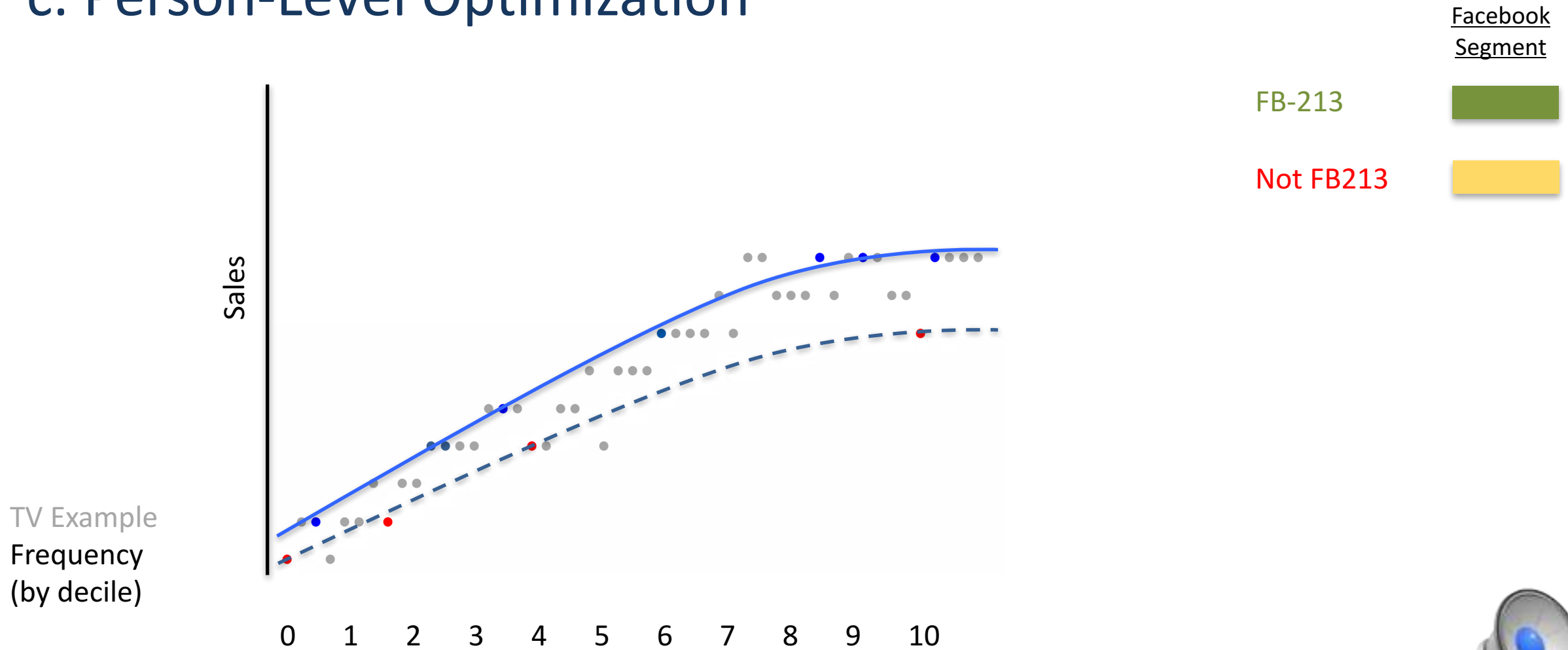
- a. Exposure Decile
- b. Advertising Impact
- c. Person-Level Optimization



- a. Exposure Decile
- b. Advertising Impact
- c. Person-Level Optimization



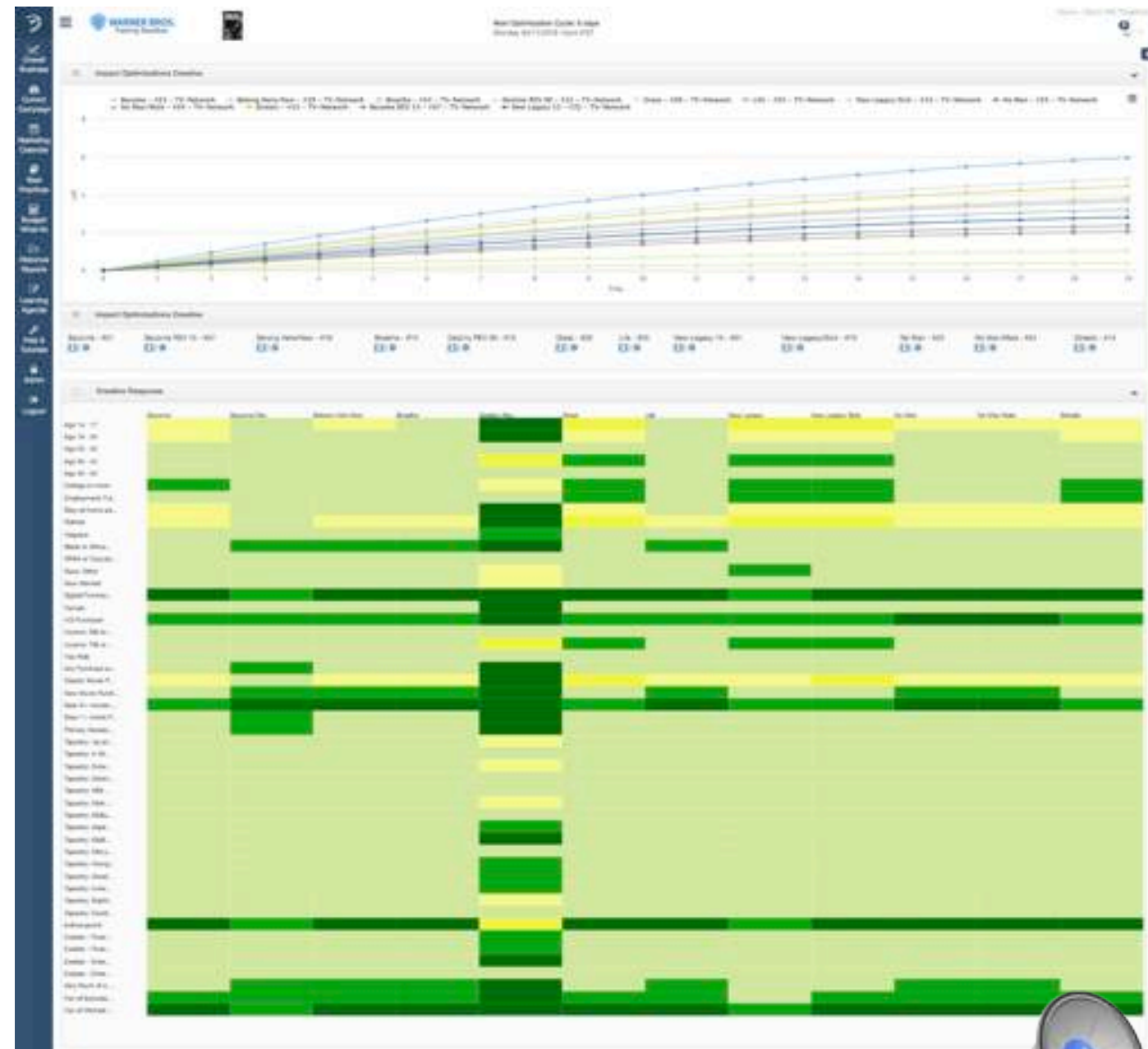
- a. Exposure Decile
- b. Advertising Impact
- c. Person-Level Optimization



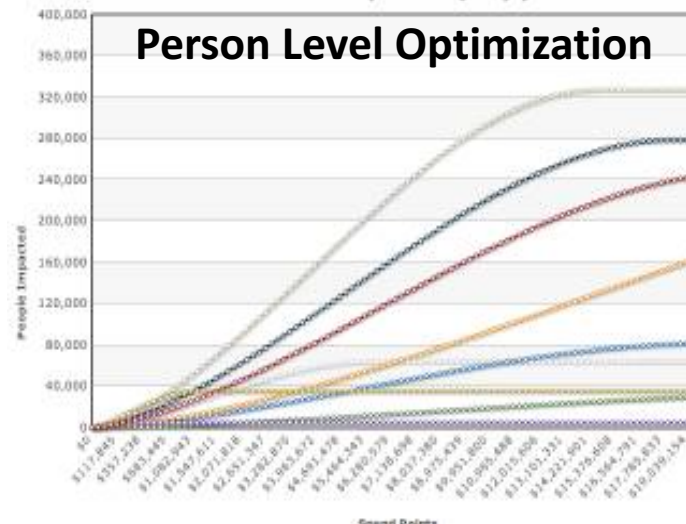
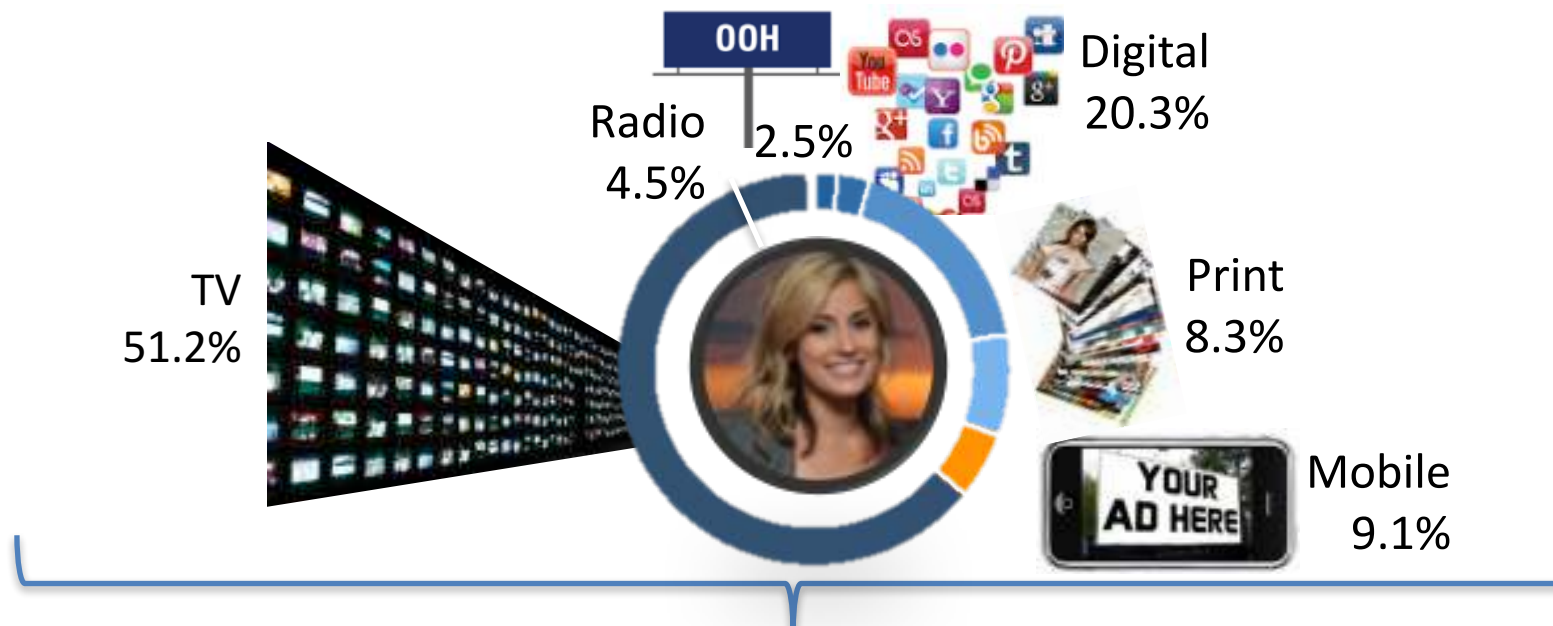
Optimizing message and media: 1000's of profile variables analyzed

- Demographics
- Purchase behavior
- Neighborhood
- Digital behaviors
- Social media likes / interests
- Etc.

All media analyzed & optimized



3. Advertising Optimization



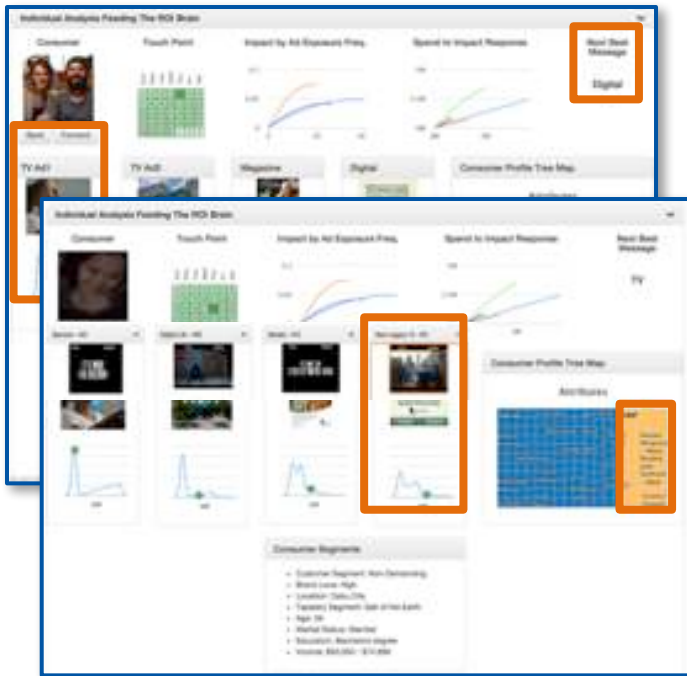
Overall Optimization



Actionable Data

Detailed Optimization

Person-Level



Location / Local Level



Broadcast / Overall Optimization

