





#### **ROI** Brain<sup>™</sup> Certification

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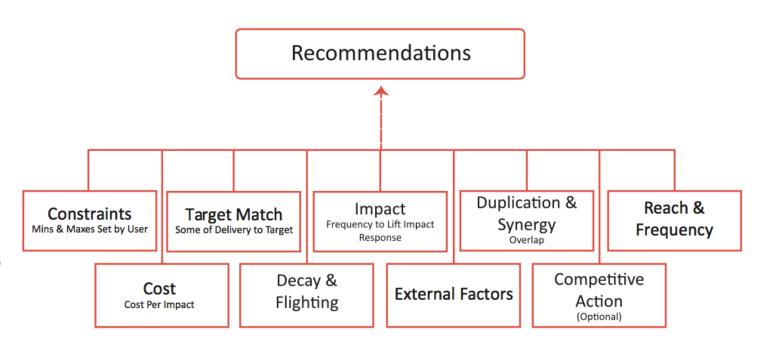
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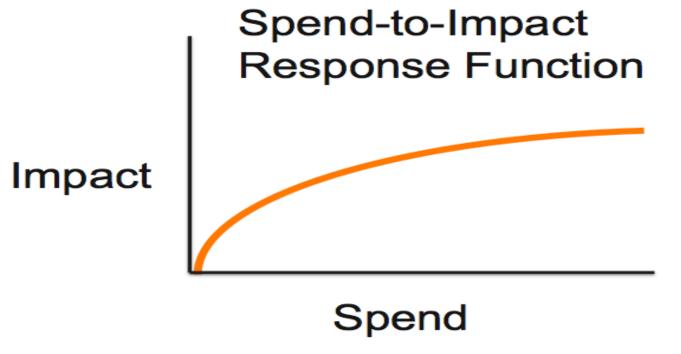
#### See whitepaper

The ROI Brain™ Optimization Algorithm is composed of the following elements:

- 1. Impact
- 2. Cost
- 3. Reach & Frequency
- 4. Duplication & Synergy
- 5. Decay/Carryover Effects & Recency
- 6. Audience Selection
- 7. Message Response By Audience
- 8. Fully Addressable Media
- Constraints
- 10. External Factors/Competitive Factors
- 11. Over-rides



# Discussion: Why Does the ROI Curve?



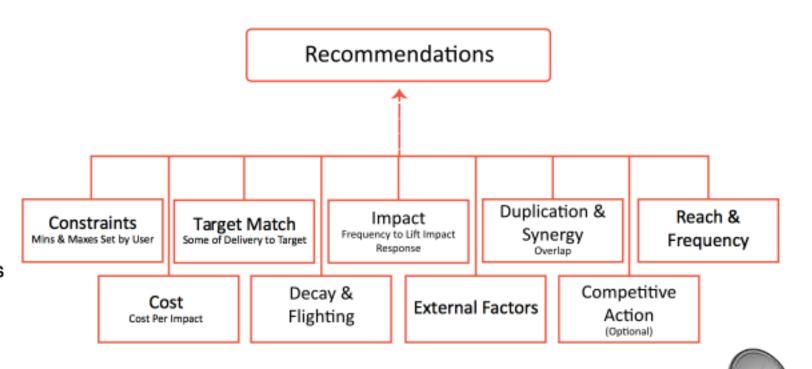




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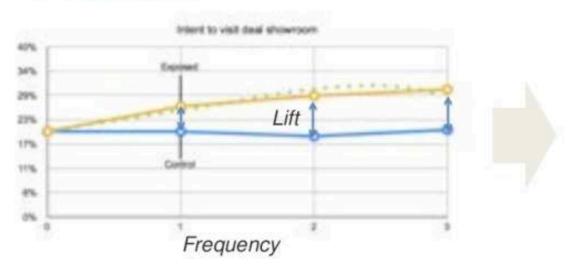
- Brand Awareness
- · Brand Perceptions
- · Purchase Intent
- · Advocacy (NPS)
- · Etc.





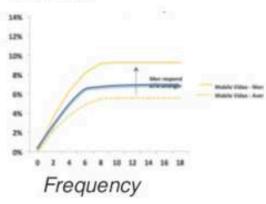
- · Website visit
- Foot traffic
- Sales
- · Etc.

#1 Impact

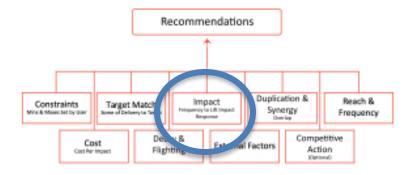




#### Impact by Frequency & Targeting

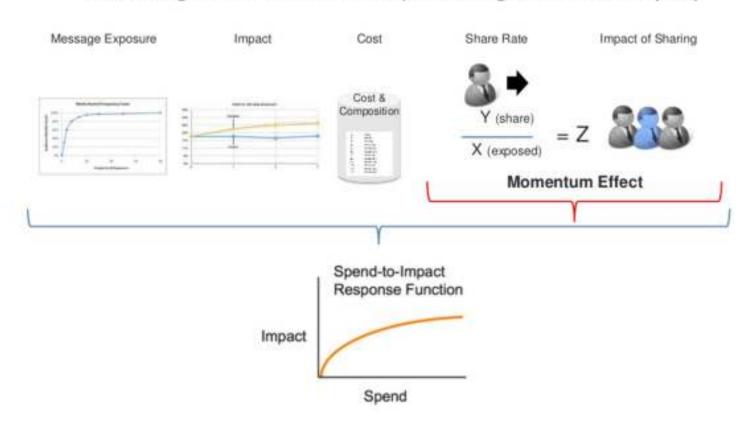


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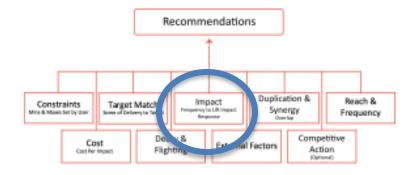


#### Calculating The Momentum Effect (forecasting Social Media Impact)

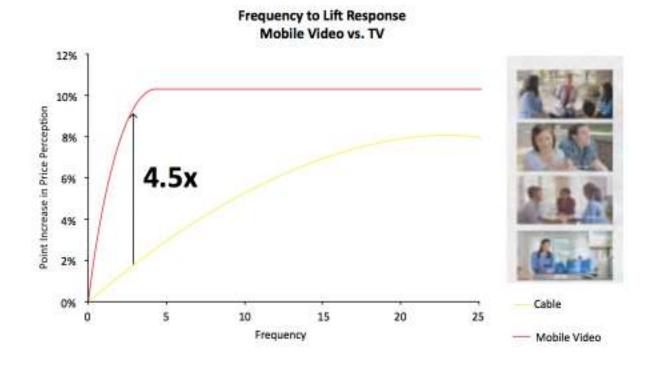
#1 Impact



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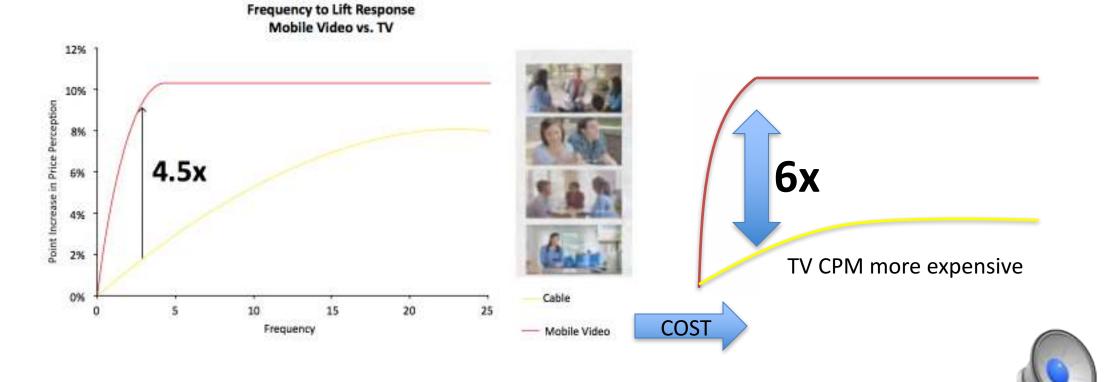
#1 Impact



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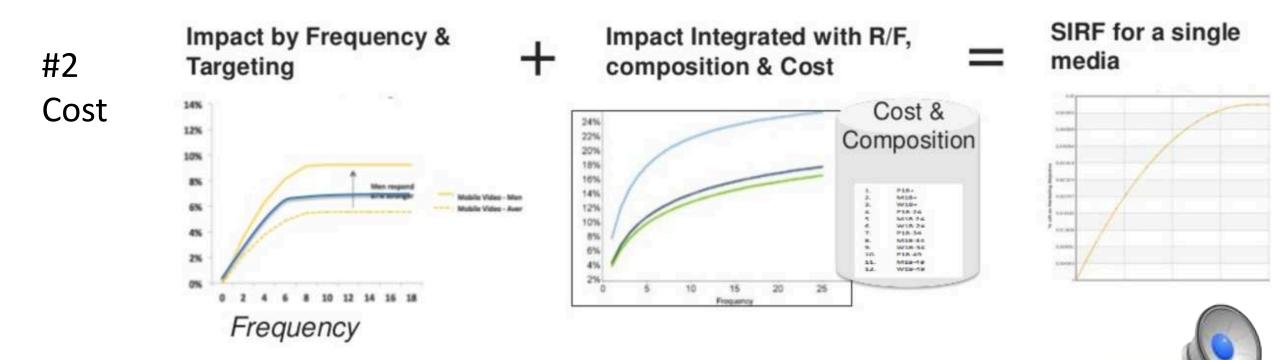


#2 Cost



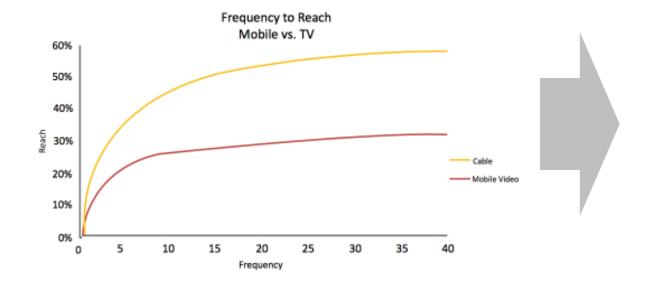
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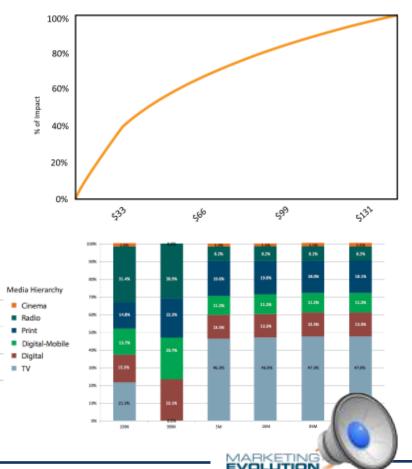


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#3 Reach & Frequency



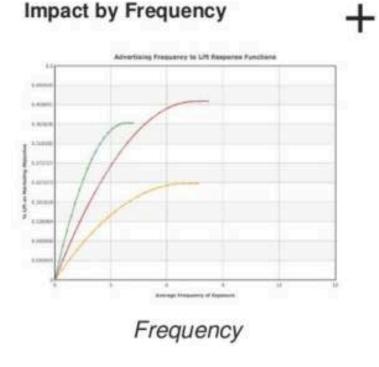


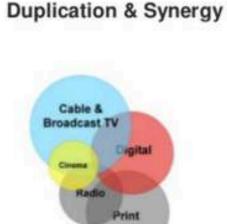


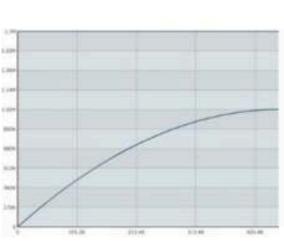
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#4
Duplication
& Synergy

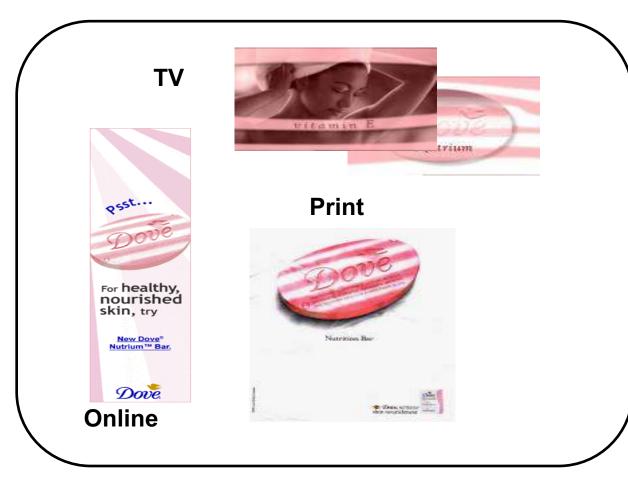


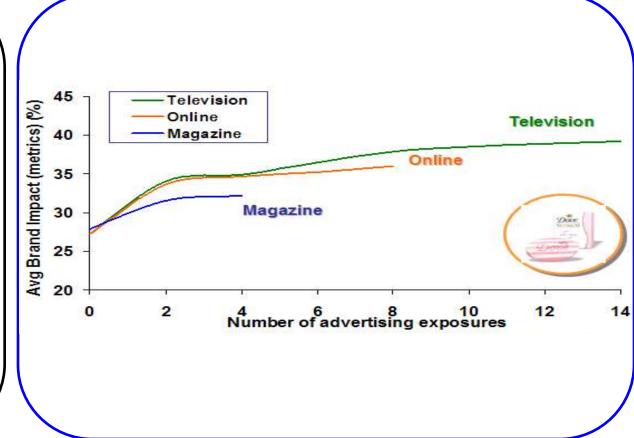




SIRF

# Message Reinforcement & Synergy





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Section: 1 2 3 4 5 6 7

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# "Surround Sound Marketing"





"Just as each speaker accomplishes the same goal by exploiting its unique position and strength, each element of the marketing mix must find its strength and leverage it to surround the consumer with a synergistic and consistent message."

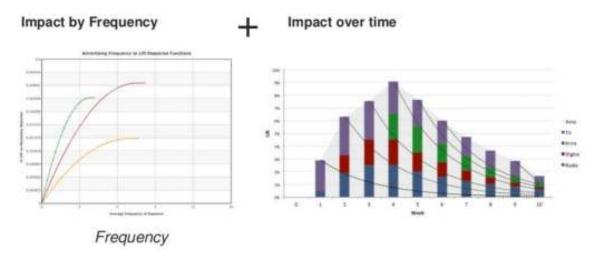
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#5
Decay &
Flighting



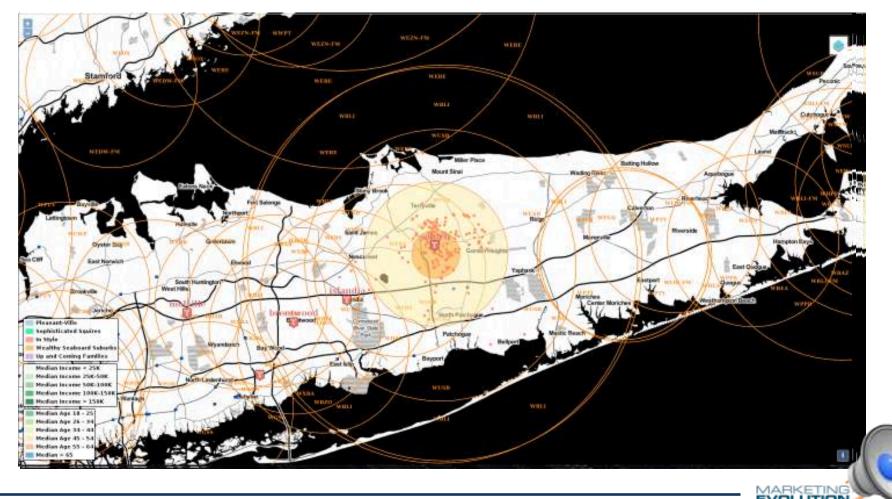




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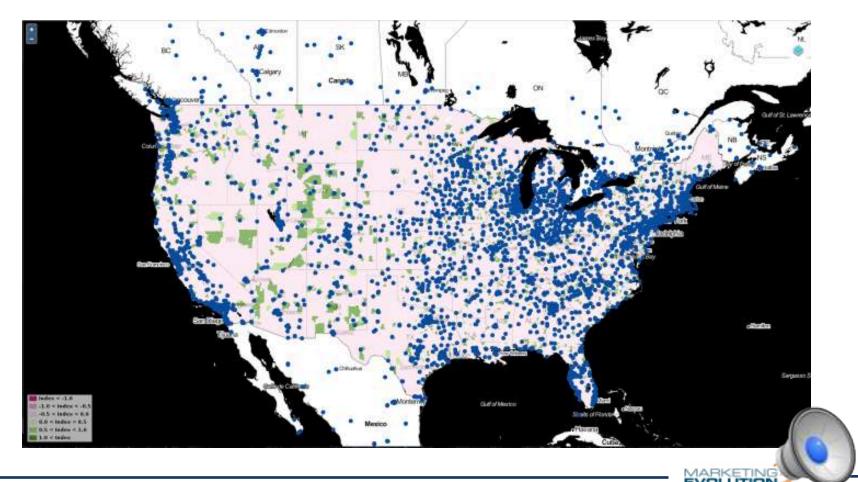
#6 Audience Selection



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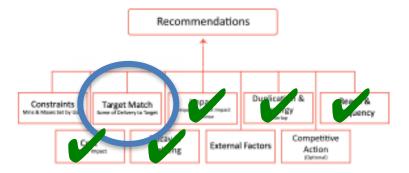
#### **Step 1: Define your audience Do you intend to...**

- L. Influence Repeat/Existing customers
- 2. Attract new customers that are similar to existing customers
- 3. Attract new customers that are different than existing customers

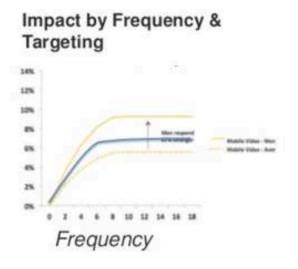
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#7 Message Response By Audience





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# 8 Addressable Media Person-Level



Location / Local Level



Broadcast

Target Match

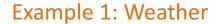
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Action (Optional)

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# 9 External Factors

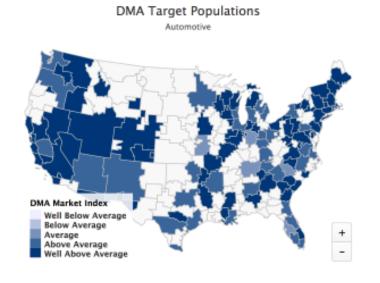


Impact On KPI of Weather

Indexing the SIRF Accordingly

Example 2: Store Density

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Recommendations

External Factors

Competitive

Action (Optional)

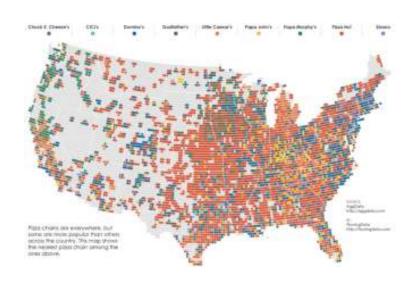
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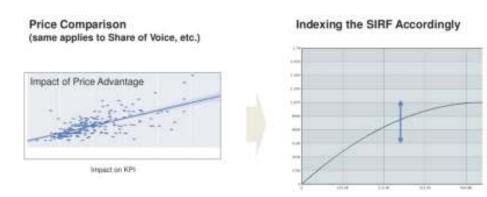
Example 1: Competitive Location Advantage

# 9 External Factors

Competitive Actions



Example 2: Price Advantage



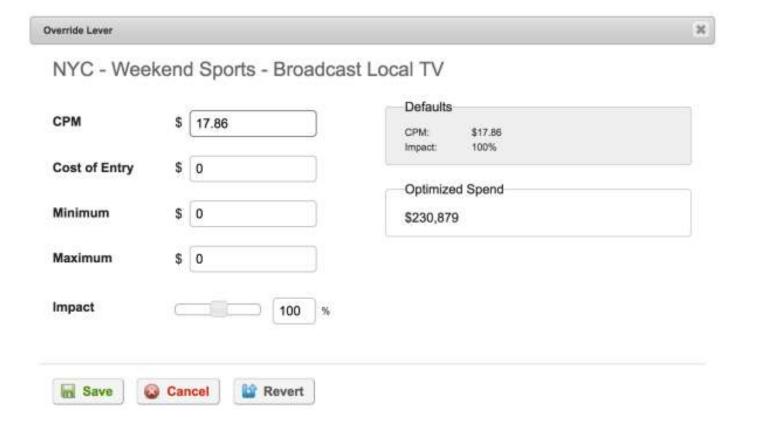
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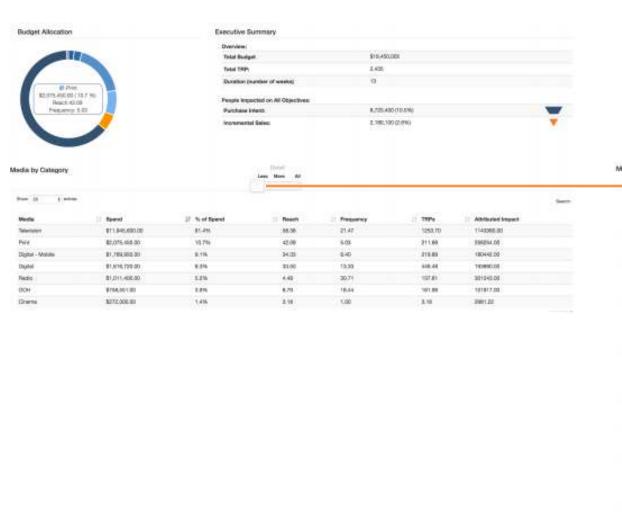


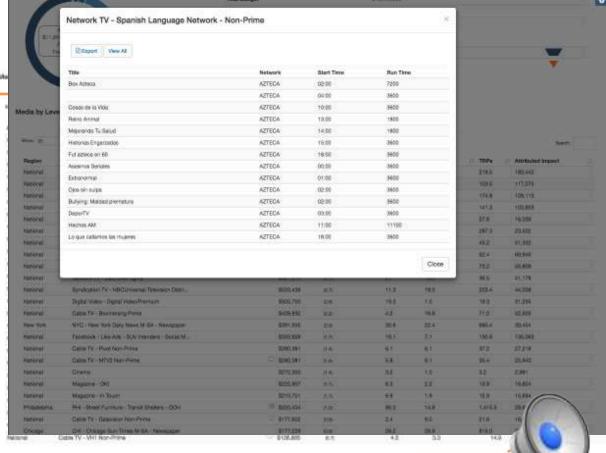
# 10 Constraints



#### Output

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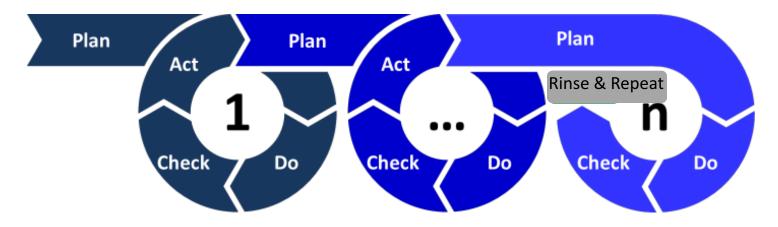


# When planning a <u>future campaign</u>, what is the ONE critical factor missing from MONICA algorithm?

Hint: It can increase ROI by 20 to 40 percent?

#### Answer: The Message Impact!

The PDCA Cycle (Plan, Do, Check, Adjust)



#### Up Next: Design Principles, Product Tour

- 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

