

Digital Accountability Measurement Targeting Accuracy Research Initiative

Kevin Richardson

External Consultant, Nielsen Plan & Optimize

April 7, 2022



**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

MASB DMA Project

Project	Digital Marketing Accountability (Ford & Papatla)
Issue Addressed	Shortcomings in quality, delivery, & measurement
Project Objective	Identify key challenges and propose solutions
Expected Outcome	Practical validated guidelines for how to plan, protect, and measure digital marketing investments and their returns
When	2021-2022

Strategy:
Start with a measurement framework for digital marketing investments

Project Statement

As marketers lean more into digital to reach today's connected consumer, there is increasing pressure to demonstrate ROI.

Yet shortcomings in the quality, delivery, and measurement of certain areas within digital lead to a lack of transparency and confidence in digital's true contribution.

The project will continue to identify the key challenges to Digital Marketing Accountability so that marketers can make informed decisions about the planning, execution and measurement of digital investments.

Project Work Structure: 3 Task Forces

Plan Task Force
Targeting
Brand Experience
Programmatic

- Each task force is creating deliverables aligned with the needs of that challenge
- Central Team will coordinate across

DMA
Team

Protect Task Force
Data Integrity
Transparency
Upskill Talent/Tools

Measure Task Force
Standard Digital KPIs
Marketing Mix Models
Omnichannel attribution

Classification of Key Challenges

Plan

Drive for digital marketing effectiveness & efficiencies

- **Targeting**
 - Contextual, keyword, location, retargeting
 - Targeting w/o cookies
 - First party data
- **Brand Experience**
 - Ad units
 - Digital storytelling best practices
- **Programmatic**
 - Set-up
 - Ongoing Management

Protect

Protect brand and digital investment

- **Data Integrity**
 - Ad verification
 - Brand safety
 - Data privacy
- **Transparency**
 - Third party audits
 - Agency disclosures - fees/mark-ups
 - Ad tech services fees
- **Upskill Talent/Tools**
 - Data science expertise
 - Ongoing digital governance

Measure

Ensure proper digital valuation

- **Standardization of Digital KPIs**
 - Key metrics and norms
- **Marketing mix modeling**
 - Benefits and limitations
- **Omnichannel data attribution**
 - Key considerations
 - Real-time optimization

Poll Results From MASB 2021 Summer Summit

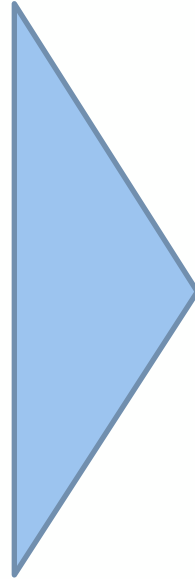
Please Choose the TOP 3 challenges facing Marketers today in managing their digital investment (% Respondents Choosing Item):

■ Targeting	25%
■ Brand Experience	25%
■ Programmatic	25%
■ Data Integrity	50%
■ Transparency	33%
■ Upskill Talent/Tools	0%
■ Standardization of Digital KPIs	75%
■ Marketing Mix Modeling	17%
■ Omnichannel Data Attribution	42%

Primary Ways in which to Capture

Data Identity

Today we use multiple ways to track someone's identity for targeting purposes. Some examples are:



 First-Party Data	
 Authenticated Log-In Data via Publishers	 Third-Party Cookies
 Browser Attributes: Fingerprinting	 Browsing Behavior: Contextual
	 

CONSUMER SENTIMENT

Balancing Data Privacy Concerns with Desire for Relevancy

PRIVACY CONCERNS



feel a growing concern
about data privacy



expressed fears about the
amount of data being collected



want greater transparency
about how their data is used

OPPORTUNITY

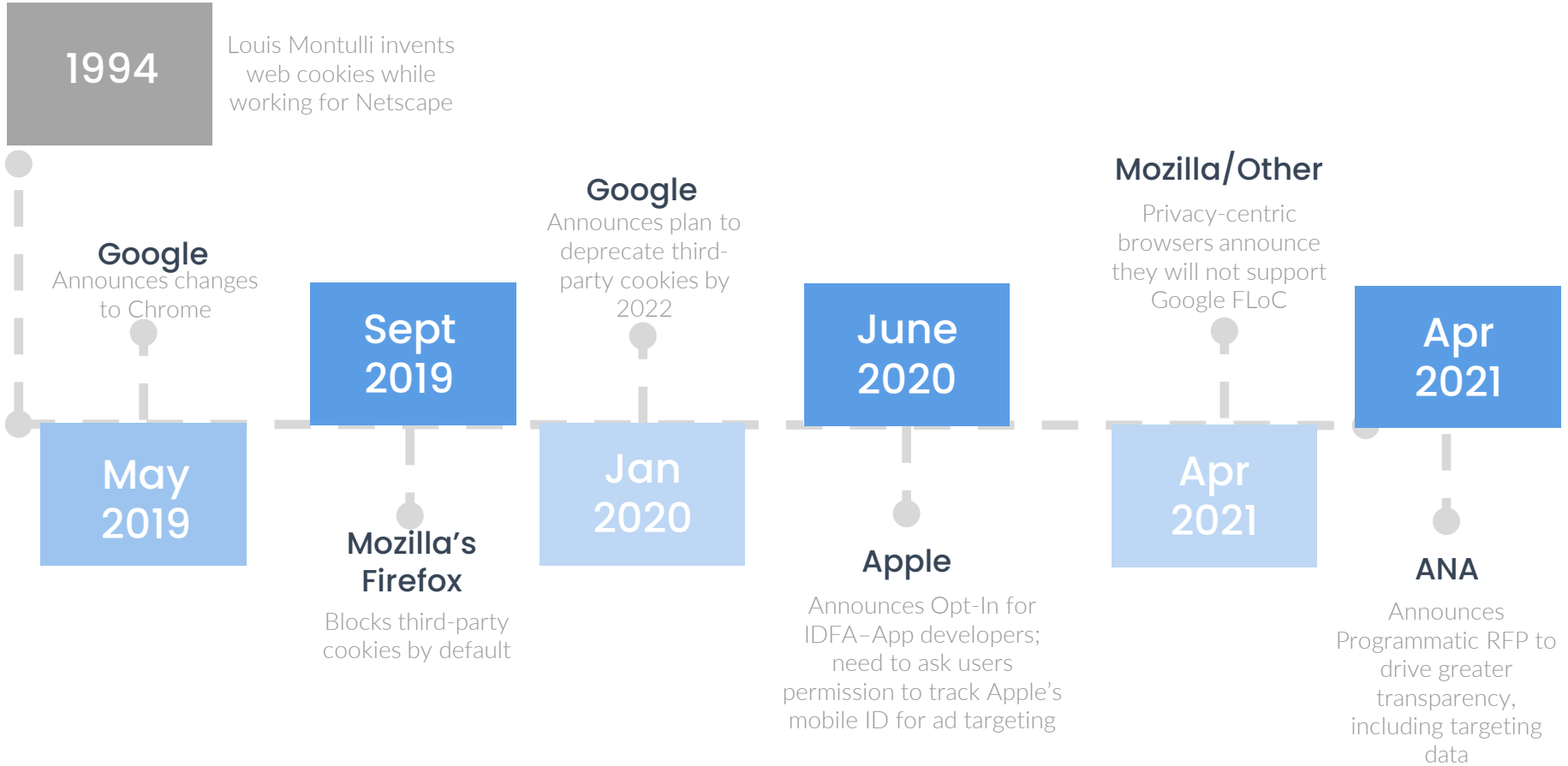
75% want to buy from brands that offer
personalized experiences (Yieldify)

72% claim that they respond to marketing
messages that are exclusively crafted to
their choices (SmartHQ)

60% will share personal information for
offers and messages that suit their personal
interests (Deloitte)

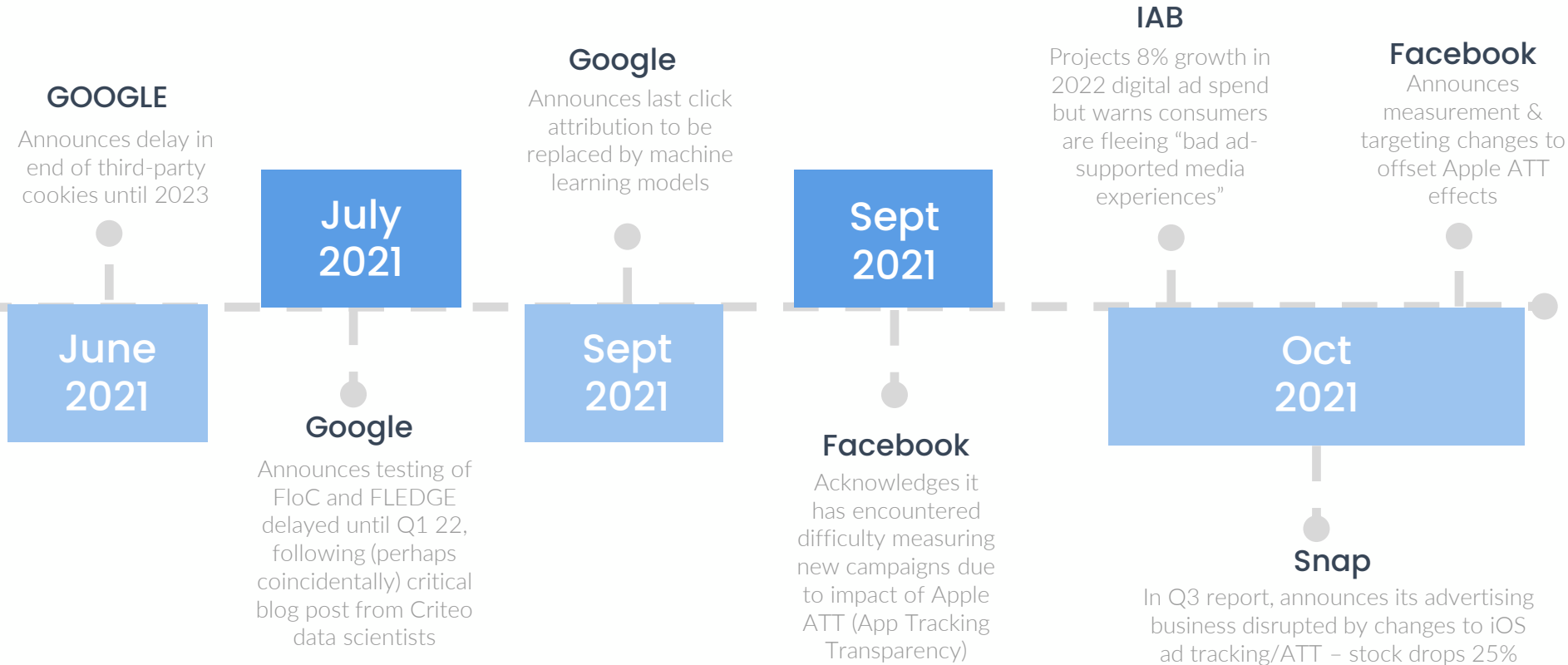
KEY FACTORS IMPACTING THE FUTURE OF TARGETING

Driven by Regulation and Privacy Concerns



KEY FACTORS IMPACTING THE FUTURE OF TARGETING

Driven by Regulation and Privacy Concerns



PROLIFERATION OF IDENTITY SOLUTIONS

- Will evolve as cookies phase out
- Brands will use one or more options
- Complexities sure to arrive with lack of standardization between solutions
- Industry ripe for consolidation

The Identity Partner List

Presented by **MMA**
 Powered by **PROHASKA CONSULTING**

Deterministic & Probabilistic

No one partner scales to 100% for brands and publishers today. Scale requires a cocktail/portfolio of Deterministic, Probabilistic, & Contextual.

The grid lists the following companies and their regional coverage:

- Row 1:** axiom (GL), ADELPHIC (NA), adform (GL), adstra (NA), amazon (GL), Amperity & (GL)
- Row 2:** Apple (GL), audigent (GL), BDEX (NA), BritePool (NA), cardlytics (NA, EM), CDS Global (NA)
- Row 3:** CMA 中国广告协会 (AP), Clear Channel Outdoor (NA), comscore (GL), criteo (GL), EPSILON (GL), netID (EM)
- Row 4:** experian (NA), Facebook (GL), flashalking (GL), Google (GL), ID5 (GL), infutor (NA), intent IQ (NA)
- Row 5:** KOCHAVA (GL), LG (GL), lifesight (GL), LiveIntent (GL), LiveRamp (GL), LOTAME (GL)
- Row 6:** Mastercard (GL), MediaVest (GL), MEDIAWALLAH (NA), MERKURY (NA), NBCUniversal (GL), neustar (GL)
- Row 7:** NewPassID (NA), n (NA), nova.tiq (NA), PARADISE (GL), Permutive (EM, NA), PubMatic (GL)
- Row 8:** Quantcast (GL), Retargetly (LM), ROKU (EM, LM), Roq.ad (EM), SAMSUNG (GL), SEMCASTING (GL)
- Row 9:** Snapchat (GL), SWAN (GL), TAPAD (GL), TEMELIO (EM), THROTTLE (GL), TL3 mkt (EM)
- Row 10:** T Mobile (GL), towerd@ta (NA), theTradeDesk (GL), TransUnion (GL), TRUEDATA (NA)
- Row 11:** twilio (GL), verizon media (GL), VISA (GL), VIZIO (GL), ZEOTAP (AP, EM)

Contextual

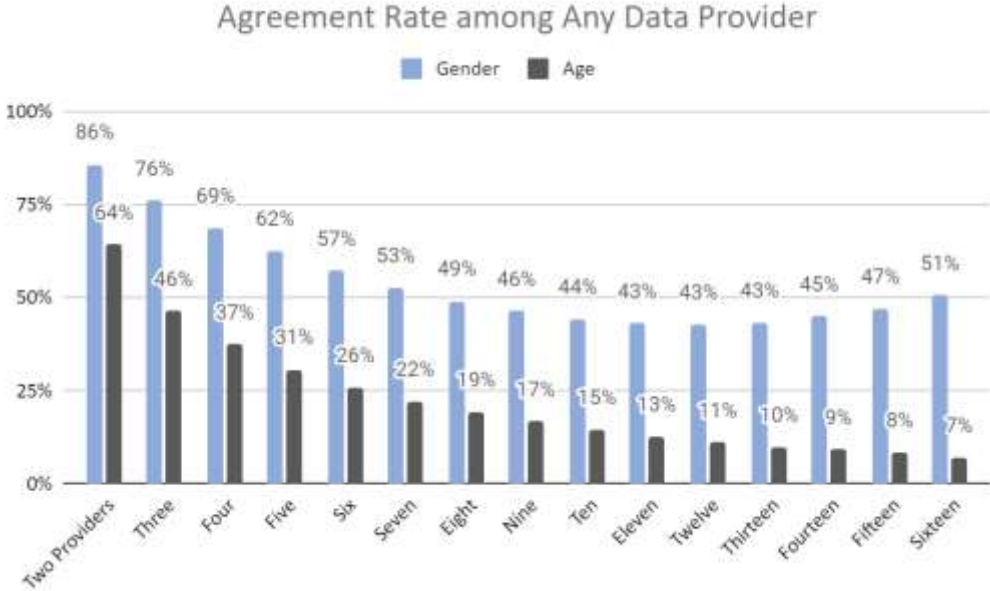
The grid lists the following contextual companies and their regional coverage:

- Row 1:** AD YOU LIKE (EM, NA), coptify (GL), getintent (AP, EM), gumgum (AP, EM, NA), IAS (AP, EM, NA), IRIS.TV (GL), OpenState (AP, EM, NA), ORACLE DATA CLOUD (GL)
- Row 2:** PEER (GL), [primis] (GL), seedtag (EM, LM), semasio (EM, NA), VuePlanner (NA), ZEP (EM, NA), zvelo (AP, NA)

*Should we be that worried about
cookies going away?*

In Q2 2021, Truthset scored consumer demographic attributes from 16 large scale data providers. Before looking at the accuracy of the attribute assertions, Truthset took a look at agreement rate AMONG the data providers to determine if the industry rumor/understanding that “the data is all the same” is true.

The data is NOT all the same:



For Gender (male/female), among *any* two data providers in the group, the data only agrees 86% of the time.

Across any 3 data providers, the rate of agreement drops to 76%, all the way down to agreement of 43% across 12 providers. One would have to pull in 13+ providers to start seeing the agreement rate increase again.

For Age, where more ranges are available, we start at *any* 2 data providers only agreeing 64%.

Even with all of our 16 providers stating age, the agreement never rebounds.

MASB History Sponsoring Large-Scale, Pressing Research



Effectiveness and Efficiency of TV's Brand-Building Power: A Historical Review of the Persuasion Rating Point (PRP) Is a More Accurate Metric than the GRP

FRANK WHEELER
Marketing Effectiveness
Institute (MEI)
frank@mei-research.org

KELLY JOHNSON
The Hill, Steve Grunberg
kjohnson@thehill.com

BRUNO DE SAUS
MEI Research
bruno@mei-research.org

DAVID W. STEWART
Lund University
David.Stewart@fek.lu.se

This article examines the effectiveness of television advertising and changes in television audience response in the United States since the 1960s. It concludes that television remains one of the most effective platforms for advertising, despite the rise of digital media and new technological developments. On a single, quality-equivalent basis, television advertising continues to be highly effective, although the rate of delivery of advertising selling power per gross rating point (GRP) has declined, but the decline is mitigated by the increasing number of households in the United States. Television advertising remains effective despite the potential increase in cluttered viewing, i.e., advertisers need to manage the quality of their messages and the media weight of their advertising more carefully than in the past. The persuasion rating point (PRP) offers an accurate measure of that effectiveness.

INTRODUCTION

Radical changes continue to shape the media landscape. Although email, social networks, and text have disrupted the effect reach of mass media platforms, few alternatives have been given to that reach other than television advertising. A more recent question in media planning is not so much whether television is as effective as SET as it is in the 1960s or whether its role has diminished in the years of fragmentation. Even if television remains the most effective advertising medium, there are

questions about how television compares with the more ubiquitous digital-media alternatives today.

The article answers these questions from the 1960s through the 2010s, the history of television advertising, when effect reach in its best and single-quality-equivalent has been measured statistically by means of regression (Cherrier and Ruston, 2010). This measurement provides a unique quantitative alternative to whether advertising remains second choice. Additionally, regression and

Management Alert

- Research still has the power to find robust, and serious, advertising effectiveness metrics for reaching large audiences at a low price when costs per impression in paid print are sky-high and audience attention is low.
- Television's ability to influence consumers is not dependent on the effectiveness and the attractiveness of the message.
- Present advertising agencies the efficiency of television as an advertising medium by testing weight against the most productive message structures.
- The benefit of media alternatives available to advertisers today makes estimation of message effectiveness more important than ever.

Downloaded from
http://jadr.sagepub.com
at 00:00:00 on 08/22/12



Measuring the Long-Term Effects of Television Advertising: Nielsen-CBS Study Uses Single-Source Data to Reassess the "Two-Times" Multiplier

FRANK WHEELER
Marketing Effectiveness
Institute (MEI)
frank@mei-research.org

KELLY JOHNSON
The Hill, Steve Grunberg
kjohnson@thehill.com

BRUNO DE SAUS
MEI Research
bruno@mei-research.org

DAVID W. STEWART
Lund University
David.Stewart@fek.lu.se



LESLIE A. WOOD
Nielsen-CBS Solutions
Leslie.Wood@nielsen.com

DAVID H. POLTRACK
CBS Corp.
dhp@nbcuniversal.com

HOW NEUROSCIENCE WORKS

How Reliable Are Neuroscientists' Measure Data from Ongoing Research? Hidden No Cores
By James M. Cunningham, University of California, San Diego; and James M. Cunningham, University of California, San Diego

A Psychophysiological Approach for Measuring Consumer Emotionally Process Green
By Jennifer A. Sparks, University of North Carolina, Charlotte; and Jennifer A. Sparks, University of North Carolina, Charlotte

Visual Processing and Need for Cognition: Do How Sporting Event Sponsorships Benefit It?
By David J. Reardon, University of Georgia; and David J. Reardon, University of Georgia

The Power of Direct Content as Revealed by A Model: Trends Relative Attention to Groups
By David J. Reardon, University of Georgia; and David J. Reardon, University of Georgia

Advertising influences brand purchase through short-term effects determined by direct increases in penetration, basket size, and buy rate. Advertising also influences brand purchase through long-term effects determined by indirect increases of future purchases through trial and increases in loyalty and brand equity. This current study measured the long-term effect of television advertising by tracking households' purchases that were exposed to advertising out for a year after the initial short-term period. By measuring the increases in these "future purchases," this method captured the influence of advertising on long-term brand purchases. It also reported the multiplier required to translate the short-term measured effect into the total long-term and short-term effects of advertising.

REFERENCES

- Cherrier, D., and Ruston, J. (2010). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 48(4), 30-40.
- Cunningham, J. M. (2010). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 48(4), 30-40.
- Cunningham, J. M. (2011). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 49(1), 1-10.
- Cunningham, J. M. (2012). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 50(1), 1-10.
- Cunningham, J. M. (2013). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 51(1), 1-10.
- Cunningham, J. M. (2014). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 52(1), 1-10.
- Cunningham, J. M. (2015). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 53(1), 1-10.
- Cunningham, J. M. (2016). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 54(1), 1-10.
- Cunningham, J. M. (2017). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 55(1), 1-10.
- Cunningham, J. M. (2018). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 56(1), 1-10.
- Cunningham, J. M. (2019). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 57(1), 1-10.
- Cunningham, J. M. (2020). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 58(1), 1-10.
- Cunningham, J. M. (2021). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 59(1), 1-10.
- Cunningham, J. M. (2022). The power of television advertising: A quantitative analysis using marketing mix models. *Journal of Advertising Research*, 60(1), 1-10.

Management Alert

- The greatest tool of choice for measuring the true influence of television advertising is to measure the short-term effect by itself.
- Though an average effect may be helpful for a general understanding of how advertising works, measuring and monitoring the actual long-term multiplier is critical in developing further insights.
- The size of the long-term effect has a direct effect on the return on advertising and across through advertising and the balance in value between advertising and sales.
- Learning how to increase the long-term effect, therefore, will have a direct impact on how well an advertising campaign will perform over and in the future.

MASB History Sponsoring Large-Scale, Pressing Research

ANA | MASB

IMPROVING
SPONSORSHIP
ACCOUNTABILITY
METRICS

JULY 2018

Original Article

Brand value, accounting standards, and mergers and acquisitions: “The Moribund Effect”

By Roger Swartz

ABSTRACT “The Moribund Effect” is defined as an accounting phenomenon where a brand that is acquired, measured, and added to the balance sheet is recognized as an asset but will then underperform for some time. We discuss the accounting conventions for brands to reemerge as an asset and the role of the auditor. Our main contribution is that the value of an acquired brand should be reported annually in the notes and Analysis (MD&A) section of a company’s annual report. If the value of the acquired brand has declined, an explanation should be provided to why this occurred. If there is a gain to asset value, it should be explained to those related financial markets. We also review the role of the auditor in making such calculations, pointing to the importance of understanding the relationship between brands and trademarks versus customer-related relationships, the importance of marketing in guiding and driving these disclosures, and the importance of the auditor in making these disclosures. *Journal of Brand Management* (2018) 34, 178–192. doi:10.1007/s40202-018-0040-0

Keywords: brand value, brand equity, mergers and acquisitions, accounting standards

The FINANCIAL VALUE of BRANDS Imperative

Why Brands Must be Valued in Financial Terms

JUNE 2021

MASB
Marketing Accountability Standards Board

Brand investment and valuation – a new, empirically-based approach

By Roger Swartz

ABSTRACT

And Delivering That Learning to Practitioners



IMPROVING SPONSORSHIP ACCOUNTABILITY METRICS

BC

News | Blogs | Events | Outlook Central | Need to Know | Resources | The Wire | TV Careers

Home » The Wire

Sponsorship Measurement Needs Improvement: ANA/MASB Study

New Report Says Assessment of Business Impact Also Lacking

Wire Contributor | Jul 15, 2018



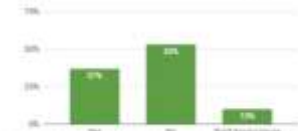
NEW YORK (July 10, 2018) — Marketing expenditures on sponsorship have increased considerably over the past several years, but progress in measuring and assessing sponsorship's business impact has been marginal, according to a new study.

MASB

ResearchIntelligence Most Marketers Have No Standard For Measuring 'Return' On Sponsorships

By Dan Heston | WIS | June 28, 2017 11:22

Do you have a standardized process for measuring return?



Source: Assessment of National Advertisers' Sponsorship Accountability (ANASAS) Study: Improving Sponsorship Accountability (MASB) Report, pp. 4-10. Downloaded from www.masb.org.

Finance in Sponsorship-linked Marketing

T. Bettina Cornwell



Sponsorship ROI Metrics

Metric	Percentage
Marketing Spend/Revenue Ratio	100%
Marketing Spend/Revenue Ratio	97%
Marketing Spend/Revenue Ratio	95%
Marketing Spend/Revenue Ratio	93%
Marketing Spend/Revenue Ratio	91%
Marketing Spend/Revenue Ratio	89%
Marketing Spend/Revenue Ratio	87%
Marketing Spend/Revenue Ratio	85%
Marketing Spend/Revenue Ratio	83%
Marketing Spend/Revenue Ratio	81%
Marketing Spend/Revenue Ratio	79%
Marketing Spend/Revenue Ratio	77%
Marketing Spend/Revenue Ratio	75%
Marketing Spend/Revenue Ratio	73%
Marketing Spend/Revenue Ratio	71%
Marketing Spend/Revenue Ratio	69%
Marketing Spend/Revenue Ratio	67%
Marketing Spend/Revenue Ratio	65%
Marketing Spend/Revenue Ratio	63%
Marketing Spend/Revenue Ratio	61%
Marketing Spend/Revenue Ratio	59%
Marketing Spend/Revenue Ratio	57%
Marketing Spend/Revenue Ratio	55%
Marketing Spend/Revenue Ratio	53%
Marketing Spend/Revenue Ratio	51%
Marketing Spend/Revenue Ratio	49%
Marketing Spend/Revenue Ratio	47%
Marketing Spend/Revenue Ratio	45%
Marketing Spend/Revenue Ratio	43%
Marketing Spend/Revenue Ratio	41%
Marketing Spend/Revenue Ratio	39%
Marketing Spend/Revenue Ratio	37%
Marketing Spend/Revenue Ratio	35%
Marketing Spend/Revenue Ratio	33%
Marketing Spend/Revenue Ratio	31%
Marketing Spend/Revenue Ratio	29%
Marketing Spend/Revenue Ratio	27%
Marketing Spend/Revenue Ratio	25%
Marketing Spend/Revenue Ratio	23%
Marketing Spend/Revenue Ratio	21%
Marketing Spend/Revenue Ratio	19%
Marketing Spend/Revenue Ratio	17%
Marketing Spend/Revenue Ratio	15%
Marketing Spend/Revenue Ratio	13%
Marketing Spend/Revenue Ratio	11%
Marketing Spend/Revenue Ratio	9%
Marketing Spend/Revenue Ratio	7%
Marketing Spend/Revenue Ratio	5%
Marketing Spend/Revenue Ratio	3%
Marketing Spend/Revenue Ratio	1%

SPONSORSHIP ACCOUNTABILITY

a special series from MASB

Part 1 provides an overview of the current state of sponsorship use and management.

Part 2 explores the long-term nature of sponsorship relationships and the resulting importance of fit between properties and brands.

Part 3 establishes the importance of developing the business case for sponsorship as well as contractual considerations.

Part 4 sets forth best practices in sponsorship stewardship and activation.

Part 5 provides an examination of the measurement of sponsorships.

Part 6 explores eSports as a fit for a brand's sponsorship portfolio.

Part 7 addresses the COVID-19 pandemic and complements the previous installment on eSports.

Part 8 examines the role social media plays in managing and measuring sponsorships.

Part 9 reviews the emerging opportunity brought about by student-athlete "rights to publicity" decisions.

MASB Approved Project on Targeting Accuracy

- **MASB and Truthset have partnered to further dissect the level of accuracy of data sets used for demographic targeting/media investment**
- **Truthset's mission is to measure the accuracy of record-level consumer data so that companies can make more informed decisions to produce better business outcomes**
- **Truthset will score data sets based on their level of accuracy of key demographic attributes used for media investment: gender, age, household income, etc.**
- **Two Phases: Accuracy and ROO/ROI Impact**

Phase I: Accuracy (Active)

- Dispel the rumor that “all the data is the same” in the ecosystem
- Share Truthset Benchmarks on accuracy
- Quantify the change in accuracy with improved practices
 - No advertiser input is required for this first phase of the project
 - Truthset will work directly with existing data providers, DSPs, etc.
- Impact on spend/costs calculated (i.e. potential for “wasted spend”)

For the first time the Marketing Industry will definitively know the current state of targeting capabilities and how much will be gained by adopting improved practices

Phase I is “Compatible” with Other Initiatives

How Accurate Are the Demographics in Your Data Set?

Startup **Truthset** scores demographic accuracy in big data sets. It has developed demographic probability scores associated with over 850 million hashed emails, sourced from over a dozen widely used commercial, individual-and household-level, commercial databases.



The ARF is collaborating with

Truthset to offer members a free evaluation of one of their big data sets, be it CRM, panel or smart TV data. After an initial consultation, the owner of the data set draws a representative sample of 10,000 records from the member’s database and sends that to the ARF, using a hashed email match key. The ARF will then provide an accuracy score for each of the demographics submitted, while members’ samples will be kept in the strictest of confidence.

Contact ARF CRO Paul Donato at pdonato@thearf.org for more information.

- Similar initiatives underway for other stages of the marketing process
- For example, the ARF has launched the “Panels and Big Data” project looking at accuracy within research data sets
- MASB encourages participation in these initiatives to ensure end-to-end quality

Phase II: ROO/ROI Impact

- Measure the activation for individual live campaigns
- Actual post-exposure impressions
- Campaign run using segmentation as they exist today and against segments that have inaccurate records removed (i.e. A/B test that isolates and balances the two groups)
- Compares the outcomes to demonstrate lift in key ROO and ROI metrics (i.e. clicks, site visits, on-target rates, brand measures, sales, etc.)
 - 3 to 6 advertisers (depending on number with multiple brands)
 - Represent diverse categories using targeting (CPG, financial services, etc.)
 - Campaigns with minimum of 50M impressions across two months or more
- More details will be released in coming months



Kelly Barret
Truthset



Karie Ford
The LYCRA Company



Brian Hamilton
Double Check Advertising



MASB **Scott McKinley**
Truthset



Joe Plummer
Sunstar



Kevin Richardson
External Consultant, Nielsen

Pillar 1 Project Contributors

Thank You!



Marketing Accountability Standards Board
of the Marketing Accountability Foundation