



HOW TO UNLOCK YOUR DATA

FOR MARKETING ROI

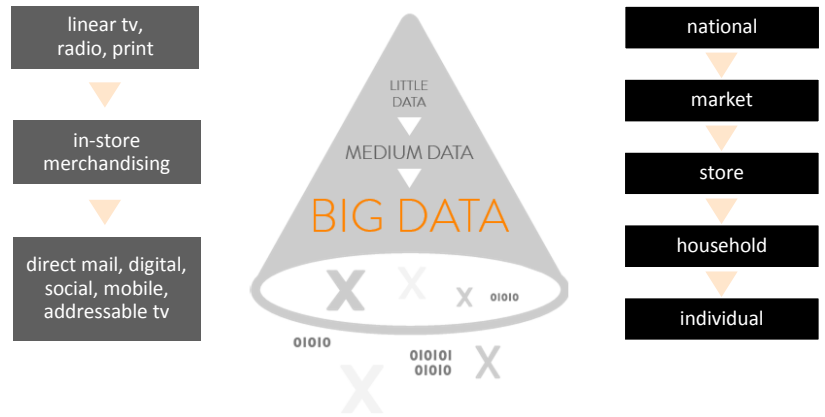
As advertising moves from broadcast to “narrow”-cast (with more targeted media being executed at the store, household and even person level), marketing analytics requires more granular data to figure out what’s working and what’s not.

But big data keeps getting bigger as the number of devices we use on a daily basis continues to grow – and it’s confounding marketers looking for the most accurate measurement of their marketing return on investment.

Nielsen founded and now leads the Digital Media Consortium (DMC) to push forward how the industry provides the best read on measurement of marketing tactics. The R&D project was created in response to the recent proliferation of data which has driven a rapid change in marketing ROI measurement techniques.

The first round of the DMC included a partnership with Google, Facebook and seven major advertisers to identify groundbreaking insights on accurately measuring the ROI of social (including paid, owned and earned media).

DMC II was formed to improve practices in the precise measurement of marketing effectiveness using granular, household-level data to see how the various statistical approaches compared in getting the most accurate ROI.



KEY CHALLENGES & ANALYTIC APPROACHES

in marketing ROI measurement today:



CHALLENGES

- 1 Multiple approaches
- 2 Incomplete Data
- 3 Targeting/ Selection Bias



ANALYTIC APPROACHES

- 1 Household-level regression
- 2 Store-level regression
- 3 Household-level propensity score matching
- 4 Household-level machine learning

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So the question remains: Which method is right to use and when? And more importantly, how should they work together given challenges in the marketing analytics industry today? It turns out that each modeling methodology is right but when to use which depends on what data the marketer has available.

To learn about the possible limitations of your data and how you can improve the precision of your marketing ROI measurement, contact us for more details.

DMC II PARTICIPANTS

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NO ONE MODEL TO RULE THEM ALL

It turns out that each modeling methodology is right but when to use which depends on what data the marketer has available.



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