

MARKETER'S HANDBOOK TO

WHERE'S MY MARKETING GOING



A MARKETING ATTRIBUTION GUIDE
THAT HELPS YOU TO FOLLOW YOUR
NORTHERN STAR

sellforte

Contents:

MARKETING ATTRIBUTION 101	03
WHY OLD JUST ISN'T GOOD ENOUGH ANYMORE	06
NAVIGATING WITH A MAP VS GPS	08
ARE YOU DRIVING FIAT OR FERRARI	11
FUEL FOR YOUR FIAT/FERRARI	15
EARLY CHRISTMAS PRESENT FROM US	17

MARKETING ATTRIBUTION 101

Let's start at the beginning – which, by the way, isn't "What is Marketing Attribution?".

No, it's "Why should I care?".

With today's consumers being bombarded with numerous ads, promotions and messages on a daily basis, good media coverage alone isn't enough.

You need to reach your customers via channels they prefer, with items that will appeal to them the most, priced according to the customers' price perceptions, promoted correctly, and so on. You know, the whole customer orientation approach in marketing.

And on top of that, you want to track and analyse your efforts too.

No easy task, we know.

That's why we've created this guide to guide you (no pun intended) through the first steps on your way to the top.

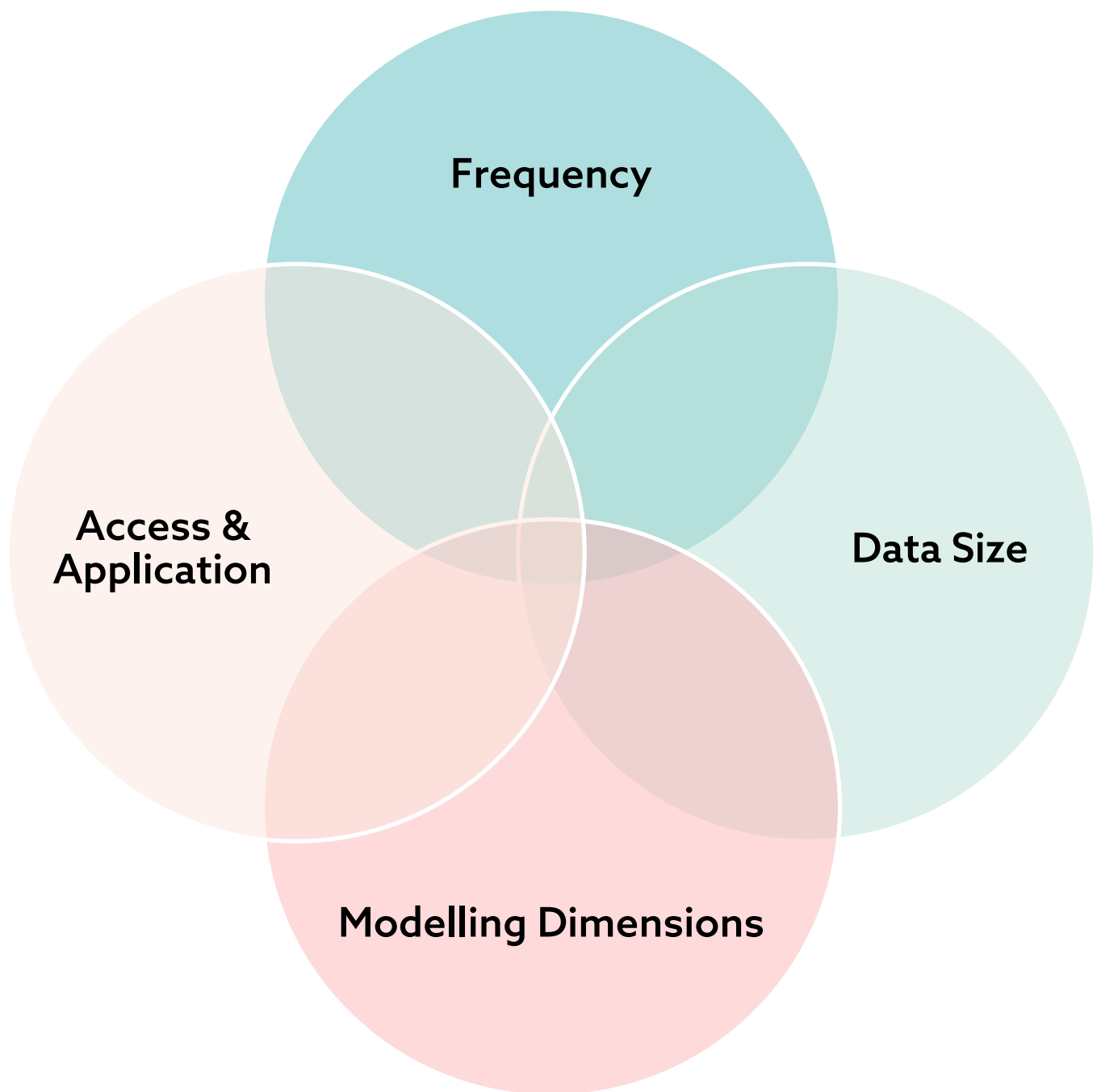
WARNING!



Going for that extra mile with your marketing attribution initiative can provide a substantial bottom-line growth.

LET'S FIND OUT WHERE MY MARKETING IS GOING!

Top 4 features to be considered with marketing attribution



Top 4 features to be considered with marketing attribution

Frequency

How fast can you adapt to changes and align your activities with the current context? Try not to settle for quarterly (not to mention yearly) modeling projects – you'll end up living in the past while the life happens, well, you know, today.

Data Size

This part is more about the amount of specific data, not about the number of independent variables you have in your model to explain the results. More data (sales & marketing data) from a longer period of time enables the number cruncher to recognize how individual activities drive up the results in different scenarios.

Modelling Dimensions

Attributing sales uplifts is great, but it's only one side story. Including margin data in your modeling reveals the true business impact for the various marketing activities and makes the results much more appealing to your CEO.

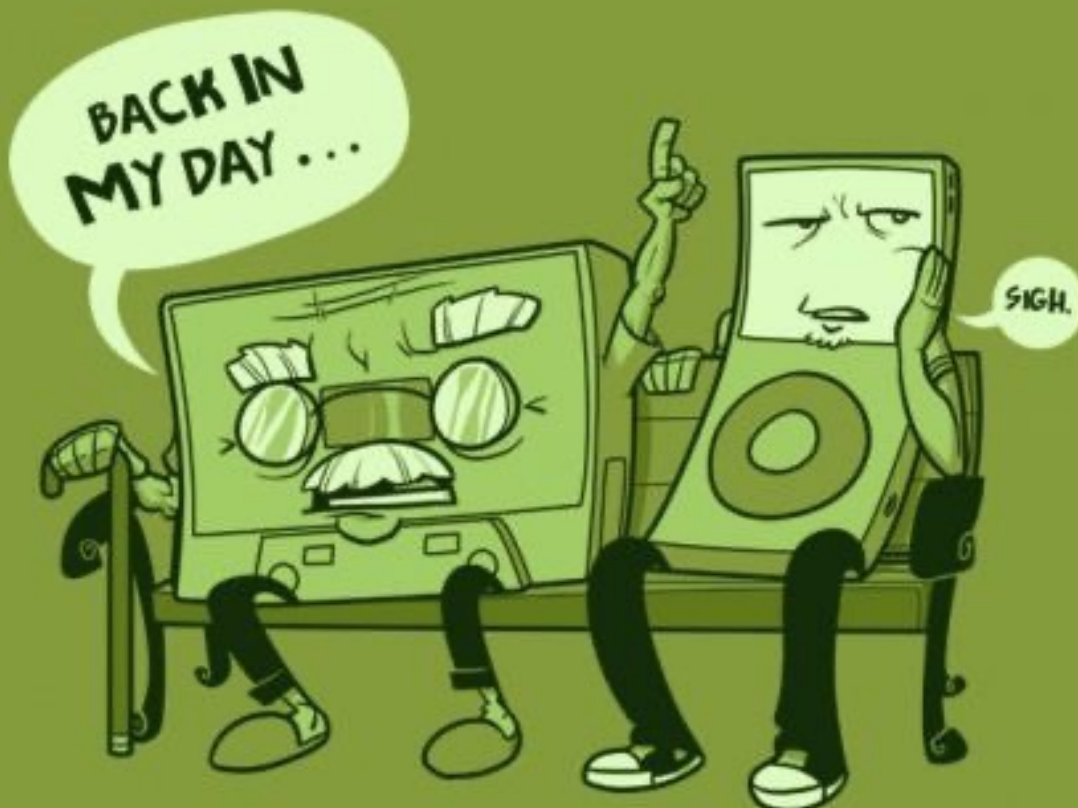
Access & Application

Lastly, it is important to determine who are utilizing the results and are the insights implemented into everyday operations. Involving more people, both vertically and horizontally, ensures bigger impact than assigning few power users and trusting them to continuously share information on top of all the other tasks they have at hand.

WHY OLD JUST ISN'T GOOD ENOUGH ANYMORE

Statistical models used by marketers to measure the effectiveness of their advertising spend have been around in various forms since the 1960s. The natural selection has favored regression analysis above other lifeforms, and not least because it's somewhat easily grasped and implemented regardless of the company size or marketing environment. But as time goes by, older versions become obsolete and new, smarter ways of life ascend the food chain.

The reactions are surprisingly similar for each generation: "Things used to be simple and straight-forward back in the days!". Which is true. The amount of complexity and stimulus has increased exponentially throughout the decades, which in turn has slowly eroded the feasibility of the simpler and slower analysis tools.

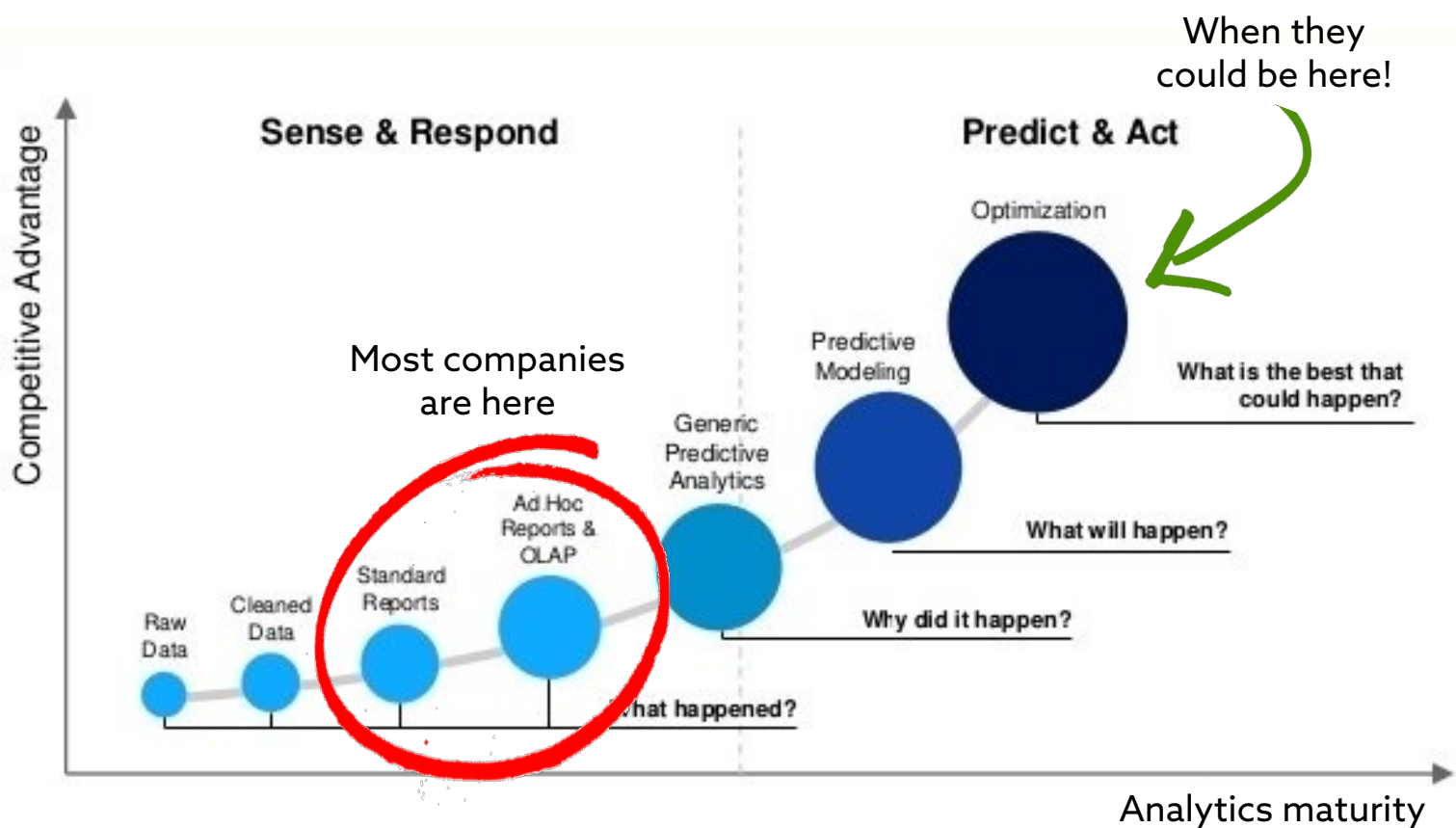


The price of frugality

There are a couple tricks you can do to prolong older models' applicability before the AI-powered supermodels (they're actually as good as they sound like) take over the industry.

None of these tricks can, however, deny the fact that there are already far more powerful models at the markets. The cycle of life continues, and the Bayesian modeling framework is gaining a bigger and bigger foothold on the industry.

Here's what you're missing if you decide not to update your modelling game:



NAVIGATING WITH A MAP VS GPS

If you made it this far, it must be self-evident that measuring the effectiveness of marketing makes sense. As the great thinker Peter Drucker put it, “You can’t manage what you can’t measure”. Or to put it the other way, you can manage what you can measure.

Even if your marketing feels to be working just fine and seems to need absolutely no fixing, how can you be sure it’s not broken unless you measure it?

Embracing a *continuous* approach in marketing attribution brings a bunch of benefits by enabling continuous testing, and thus continuous improvement. Especially the emergence of digital marketing has made marketing more susceptible to experiments. If a marketer has an idea, it is relatively easy to test it first with a small sample before going all-in on a larger scale.



There is no reason why the experimental mentality should not be adopted for the whole media mix. Besides pushing boundaries with online marketing, digitalization has made the constant integration of offline marketing data more feasible than ever, even if the number of marketing channels keeps increasing.

How? Most reporting and management tools tend to leave some sort of digital footprint, whether you’re dealing with online or offline media channels. And when the information can be transformed into digital format – that’s when the magic starts to happen. Or at least that’s when the algorithms can utilize the data. Which is pretty close to magic.

We do these things not because they are easy but because they are hard

The continuous approach does require commitment, and commitment sounds scary to many people, but it brings lots of rewards. Mr. Drucker has another famous quote: "Management is doing things right; leadership is doing the right things". Consistent leadership requires staying on top of your game every day. Not every three months. Not every week. Great leaders know what are the right things to do every day.

So not only will continuous approach deliver better results businesswise, it'll also help you pursue leadership instead of management. This win-win situation should be decent enough reward for anyone to consider moving from projects to continuous marketing attribution.



ABOUT FIATS & FERRARIS

ARE YOU DRIVING A FIAT OR FERRARI

Let's start at the beginning – which, by the way, isn't "Am I driving a Fiat or a Ferrari?".

No, it's "Should I drive a Fiat or a Ferrari?".

It's crucial to use the right tool for the job. Bringing out the big guns for a simple modelling task will inevitably lead to poor ROI for the investment, as does trying to utilize simpler solutions in more complex environments.

After all, not everyone can drive a Ferrari. And not everyone wants to.



How to choose your approach

1. Industry & Business model

- How many products/services you have in your assortment, and are they physical or digital
- Are you selling through physical stores or are you a pure play e-retailer
- How promotion-driven your business model is

2. Current state of Media Mix

- Diversity of your media mix
- Yearly media budget
- How much offline media channels are utilized in campaigns

3. Quantity & quality of your sales and marketing data

- Complexity of your data sets (usually marketing data provides the toughest challenges)
- Do you have enough data (2-3 years is usually enough)
- Do you have accurate enough data (media items, promotion flags, campaign investments and duration marked in the data)

A peek under the hood (1/2)

Solution 1: In-house

Pros:

- Your team has a deep understanding of your data
- Maximal customization capabilities
- To keep all of the data within the company

Price:

- Experienced staff of Data Scientists and/or analytics experts
- Software developer team to transform the findings into actionable insights
- Developing comprehensive in-house marketing analytics system costs a lot

Who is it for

- Companies that can't (for one reason or another) provide data to external partners
- Companies that have large amount of resources to invest in developing in-house capabilities over longer period of time
- Small companies that can't afford media agency modelling

Solution 2: Media Agencies

Pros:

- A partner that is taking lead of the process
- Compared to in-house excel, more data and knowledge to build on
- Expertise on media industry (usually the agencies have run hundreds of modellings)

Price:

- Usually pretty decent price for one modelling, that covers most costs
- More frequent modelling becomes expensive quickly

Who is it for

- For companies with basic media mix and modest media investments
- For companies that seek quick one-off snapshot to their marketing campaigns

A peek under the hood (2/2)

Solution 3: Consultants

Pros:

- Clear recommendations for next actions
- Comprehensive analysis & trustworthy results
- Results-driven team
- Objectivity

Price:

- Consultant agencies' projects come with a hefty six-figures price tag
- The effort of usually starting a new project, sometimes even completely from scratch

Who is it for

- Companies in difficult spot, looking for a one-time fix
- Large enterprises that have bottomless pockets

Solution 4: SaaS solutions for marketing attribution

Pros:

- Continuous updates
- Actionable insights & recommendations
- Results-driven partner (subscription businesses depend on delivering continuous growth)

Price:

- Usually quite cost-efficient, but you don't get to keep the expertise in-house
- Onboarding and setting up systems can feel a bit overwhelming

Who is it for

- Companies seeking competitive advantages through technology
- Companies that have agile organization structure that is able to integrate external partners into processes

FUEL FOR YOUR FIAT/FERRARI

Refuelling your dear speedster is undoubtedly one of the less preferred tasks, yet it's necessary to keep the wheels rolling.

Here's what you'll need:

1) Business/Transaction data

	Minimum	Decent	Superior
Time Frequency	Weekly	Daily	Minute
Location	Total	Store chain or city	Store
Product	Category-Brand	SKU	SKU
Time Range	2 years	> 2 years	> 3 years

2) Media data

	Offline media data	Online media data	Own media	Trade marketing (FCMG/CPG sector)
Example channels	TV, print, radio, OOH	Google, Instagram, Online display and video	Email, sms, newsletter	Retailer campaigns, store placement
Data source	Media agency (e.g. a cloud-based system)	Google/Facebook (through API)	Internal marketing department	Internal reporting system
Media metrics	TRP, GRP, OTS, gross spend	Impressions, clicks	Number of people reached (distribution)	Floor priority, number of stores

The Holiday season is coming, but

DON'T PANIC

we'll have little something to help you through it

TIPS FOR GETTING THROUGH THE HOLIDAY SEASON

Santa Claus is coming to town, and unfortunately his coming brings a whole bunch of headache for marketers in charge of the Holiday campaigns. Planning and executing big campaigns is always strenuous task, and the game gets even harder during the holiday season.

It won't be easy with any kind of marketing attribution approach, but here's a short list of different things you can do to *reduce* the amount of stress:

Make a list

If it works for Santa, it'll work for you as well. Split the list into two columns, and list (based on past holidays) what needs to be done, work- and leisure-wise. If you're checking items off from only one column, it's time to call in the reinforcements.

Get help

Not in a go-to-a-shrink fashion, but more in we're-in-this-together style. Don't let the stress enter your Santa hat. Instead, recruit little helpers whenever possible. Christmas is a time of giving, and the best presents are not physical. You just have to give people the chance to participate in the tasks.

Choose quality over quantity

Whether it's presents or work, people most likely prefer good quality. As for how to make the choice, don't buy presents if you're not sure what the recipient wants, likes or needs. In campaign cockpit, automate as much of the mechanic tasks as possible. Freeing up resources from laborious calculations, analyses and predictions improves the quality of your work in those areas where your skills can be utilized the best. After all, you're not a machine.

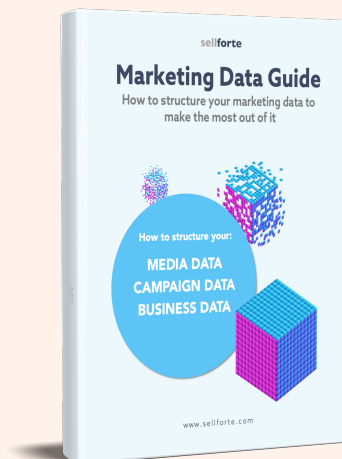
JUST IN: MARKETER'S HANDBOOK TO HOW MARKETING DRIVES SALES AND PROFIT



MAKE EVERY CAMPAIGN COUNT

selfforte

OTHER BESTSELLERS:



Marketing data guide



Half Wasted -podcast