



Marketing Measurement framework 101

Intelligent Marketing

DM
Data &
Marketing
Association **A**

/ Why do we want marketing measurement frameworks

1

Allows you to demonstrate the value of your marketing to budget decision makers

2

Aids future business and communications decisions for you and your clients

3

Provides you with robust data sources allowing you to write better award entries

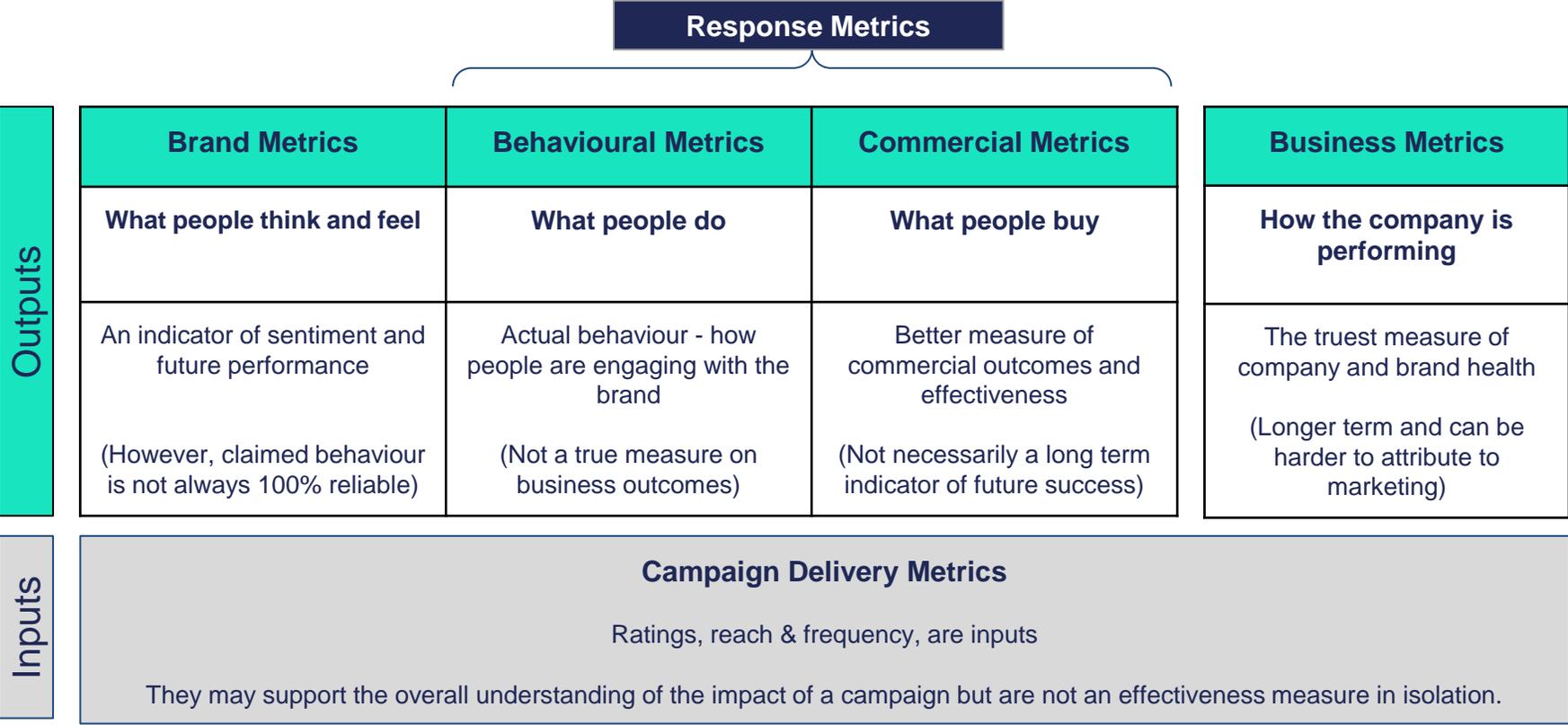
4

No campaign is a failure if you learn from it

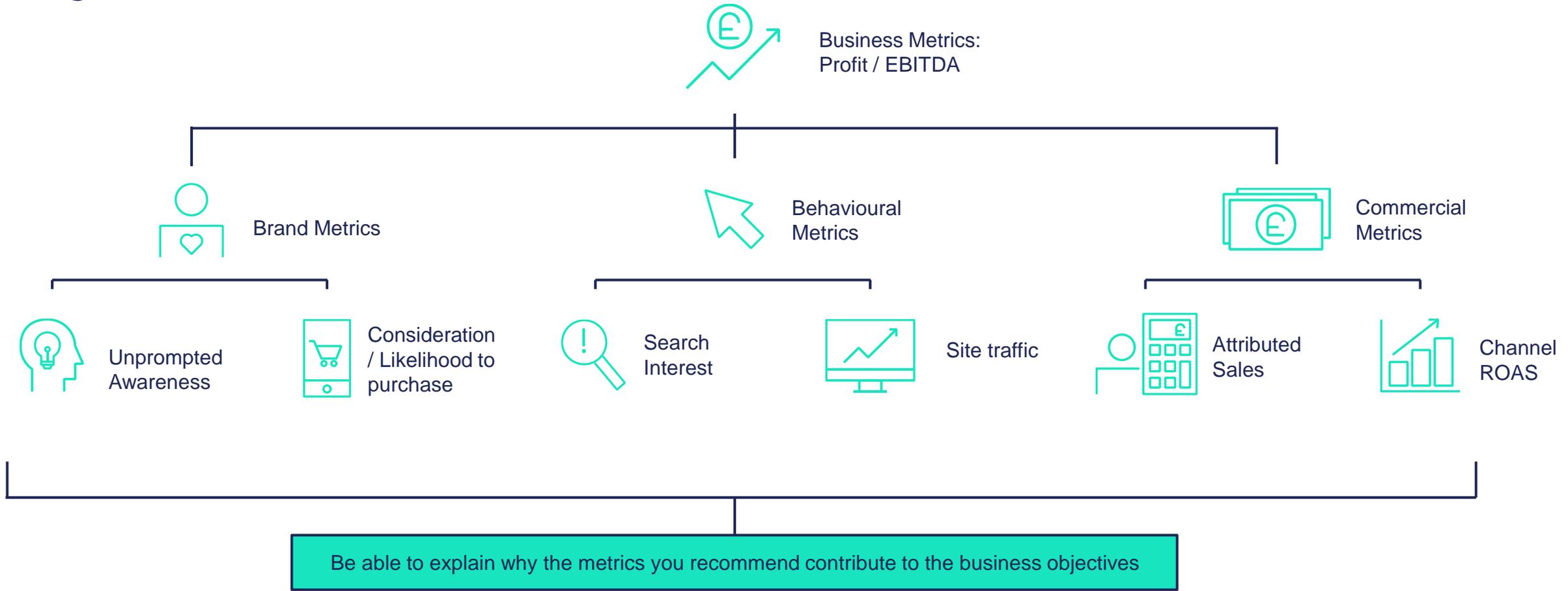
/ The basics for approaching a measurement framework

1. **You are agnostic, treat everything the same, don't approach measurement with any bias**
 - That could be media channel bias, or assuming what results should look like
2. **Allocate budget and time to measurement**
 - Failure to do so is probably the main reason for poor quality results
3. **Get the gang together**
 - Ensure your core team are aligned early on in the process
4. **Consider previous results and information**
 - Nothing happens in a vacuum: what can previous activity tell you as you look forwards?
5. **Challenge the process**
 - Ensure what you want to measure can be measured within the capabilities of the organisations involved

/ When considering campaign measurement there are four categories that you need to consider



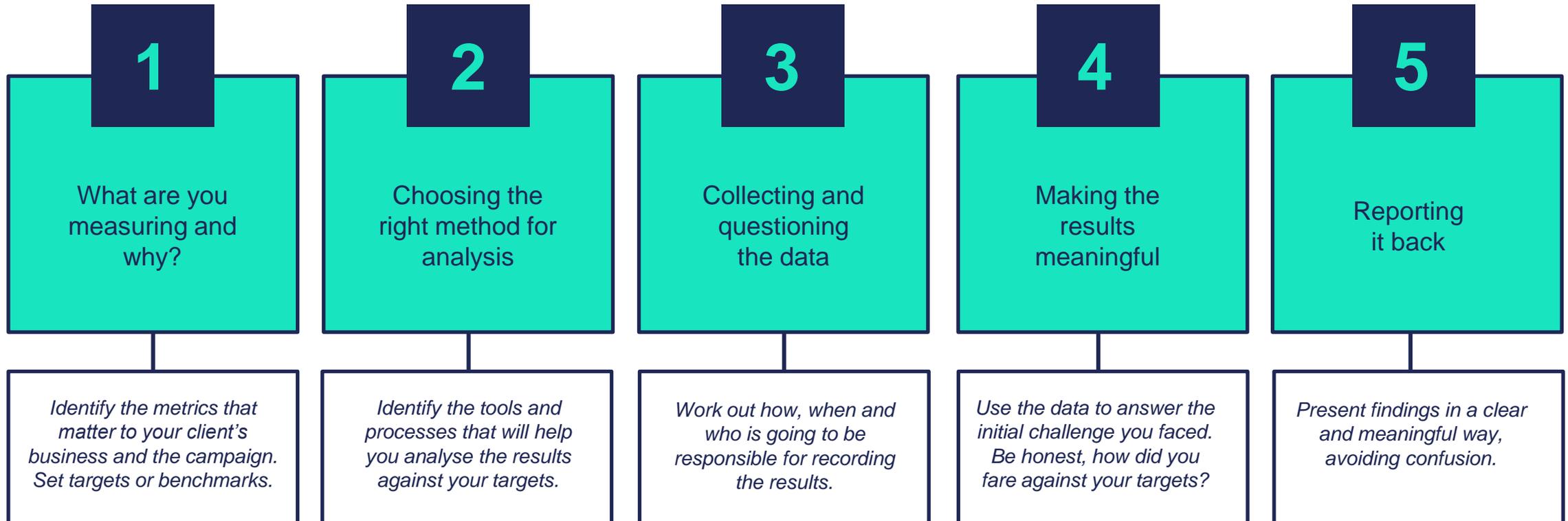
/ All brand and response metrics need to ultimately ladder into the company's commercial objectives



/ The process for data measurement falls into 5 core areas



/ Key tasks and considerations at each stage



/ Setting out the basic methodology for data collection

Example based on a retail client

Step 1		Step 2	Step 3			Step 4
KPI Category	Objective	Measurement Technique	Source of Data	Cadence of measurement	Responsibility	What happened?
Business	E.g. Share of Market	Correlation with spend	Kantar World Panel	Quarterly	Client	Share of market up 1%
	E.g. EBITDA	Uplift on previous	Company accounts	Annually	Client	EBITDA of £3m from £2.9m
Commercial	E.g. £CPA	Econometrics	GA360 / FB business manager	Weekly	Econometrics Partner	Campaign CPA down 15%
	E.g. New Customers	Exposed vs. unexposed region	Client	Weekly	Client	2% incremental new customers in exposed region
Brand	E.g. Awareness	Survey	E.g. YouGov BrandIndex	Pre / during / post	Agency	Awareness up 12pp
	E.g. Consideration	Survey	E.g. YouGov BrandIndex	Pre / during / post	Agency	Consideration up 3pp
Behaviour	E.g. Site Traffic	Uplift analysis	GA360	Monthly	Client	Site traffic up 18% in campaign period
	E.g. Footfall	Footfall study	IPSOS	Weekly	Agency Partner	50,200 incremental customers in Q1 2022

/ Top tips for reporting back

1

Your results shouldn't come as a surprise to your clients because you have collated the data along the way

2

Keep your results and supporting understanding tight so the information can travel through the clients business more easily

3

Don't be tempted by spin, focus on what you agreed to measure not what tells the best story

4

Identify what the results mean for future decisions, not just as a reflection on what happened

/ A caveat to this guide for best practice

1. Every brand and business is at a different point in its life-stage and therefore what is valued and meaningful for measurement will vary.
2. The growth of an established brand will be much slower than that of a new entrant (1% growth for an established global brand is a good thing).
3. Timescales for measurement and the evaluation of results will vary for different categories, businesses and brands.
4. The cost and value of measurement will need to be proportionate to the size and ambition of the business and the marketing direction (i.e a brand refresh or change in strategic direction may require a more in-depth measurement approach compared to a continuation of existing communications).