

Georgia Zacharaki

Digital Strategy & Innovation Director at Tempo OMD Hellas

Unlocking the Power of Metrics in Digital Advertising

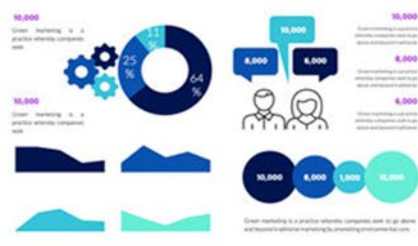
Around this time of year, companies are starting to kick off their budgeting process for the next year

A perspective view of a road leading to a bright sun on the horizon, with the text '20↑23' overlaid on the road. The sun is low on the horizon, creating a strong lens flare and illuminating the road. The road has a dashed white line down the center and solid white lines on the sides. The text '20↑23' is written in a large, white, sans-serif font, with an upward-pointing arrow replacing the number '1'.

20↑23

**Struggling to choose among a
plethora of Digital Marketing
Channels**






Dozens of digital marketing metrics to choose from



Digital marketing measurement is fragmented and inconsistent



COLD HARD FACTS

Less than 50% of marketers are satisfied with campaign measurement in any single channel.

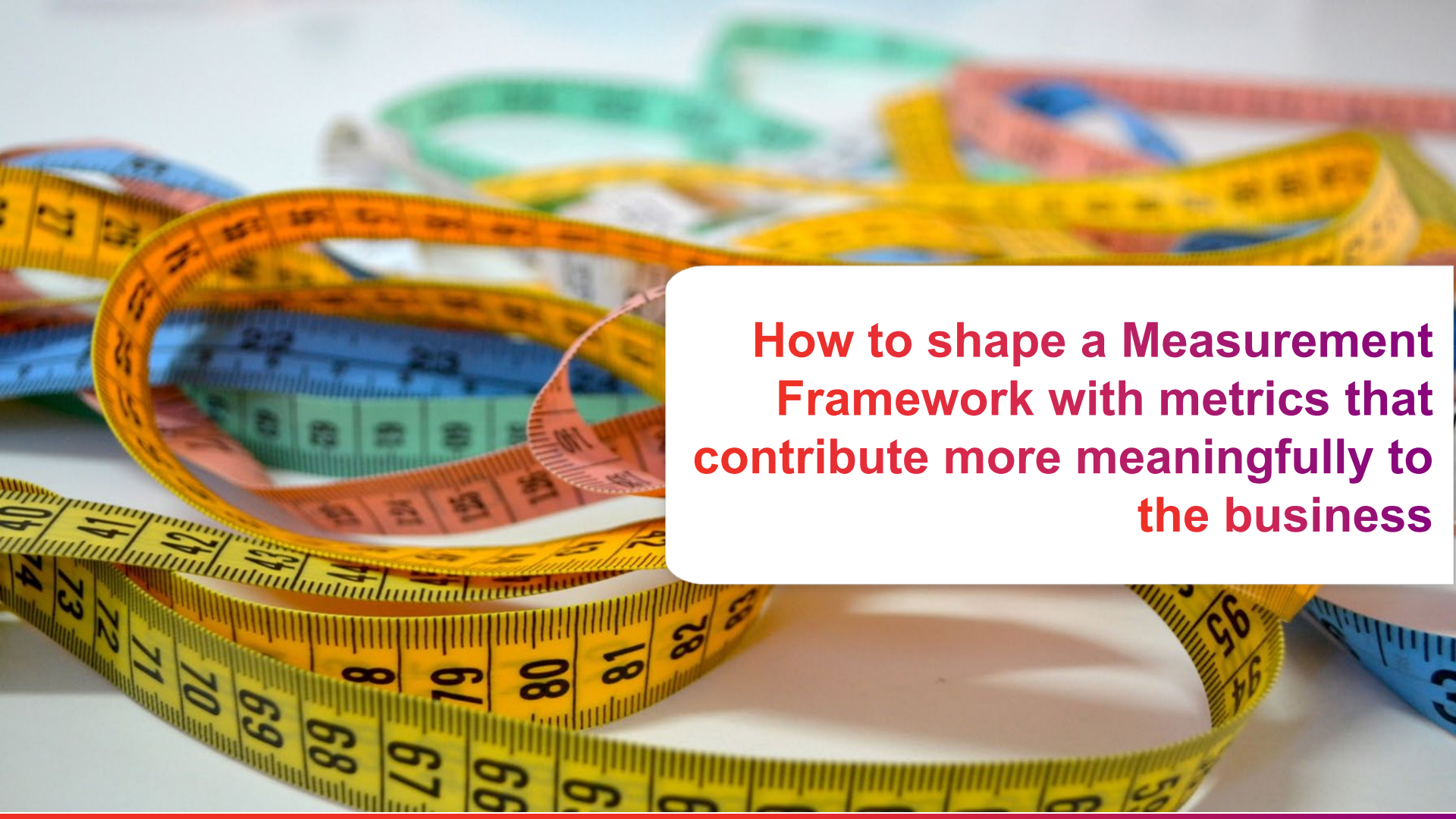
US Advertisers Who Are Satisfied with Their Campaign Measurement, by Media Type, April 2021 *% of respondents*



Source: Advertiser Perceptions, "Measurement Report 2021," Sep 9, 2021

269373

eMarketer | InsiderIntelligence.com



How to shape a Measurement Framework with metrics that contribute more meaningfully to the business

Branding vs. Performance

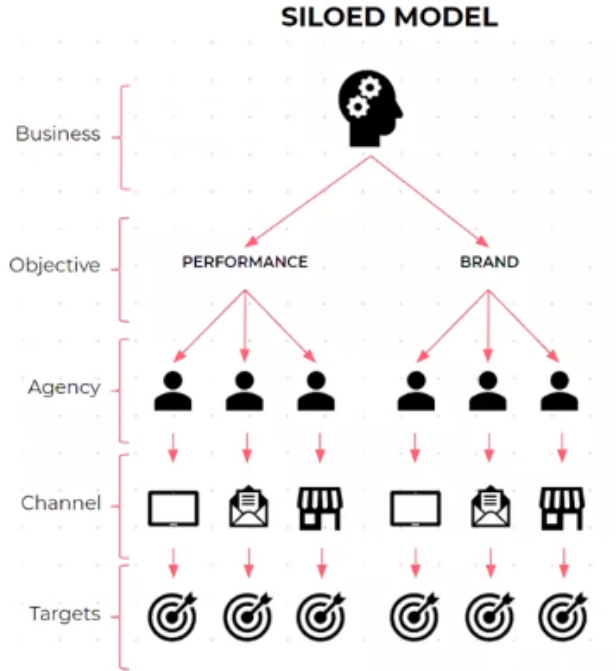


Brand Perception

Sales Stimulation



Performance Branding to align marketing program with the business objective and maximize long term profitability



The framework applies creative brand rules and fundamentals throughout a measurable performance funnel to maximize revenue potential and increase brand lifetime value (LTV).



**Compare spend impact across media,
analyze brand impact across a
consumer's entire decision journey**

A Customer Journey which is no longer linear



Create
Push
Comms

Convert
Pull &
Push
Comms

Sustain
Expand
Pull
comms

Define the right channel mix to optimize Performance Branding



Premium Display
Facebook - Reach
Hybrid TV
Tik Tok -In Feed
Premium Ad Networks

Search – DSA
Programmatic –
DMP, 2nd party data
Facebook – Traffic
Paid Content
Content Discovery
GDN

Search – Branded Terms
Facebook – Conversions
Performance Max
Smart Display
Native Ads

Remarketing Campaigns:
Facebook
Google
Programmatic – 1st Party Data
eMail
Instant Messaging

Evaluate a full funnel communication strategy and goals with the metrics that matter most



Comms Goal
Awareness
Education

Key Metrics
Reach
Viewable Impressions / View Through Rate
Cost Per Mille / Cost Per View



Comms Goal
Consideration
Likeability

Key Metrics
Engagements/ Page Views
Engagement rate
Click Through Rate / interaction Rate
Cost Per Engagement / Cost Per Interaction



Comms Goal
Sales
Trial

Key Metrics
Conversions/ Conversion Rate
Conversion Value/Average Order Value
Return On Ad Spend
Cost Per Action/Acquisition



Comms Goal
Upselling
Loyalty

Key Metrics
Customer Life Time Value
Customer Churn Rate
Upsale Rate

Content is fuel for the customer's journey with Paid Content to gain ground in digital spend



Paid Content success metrics to start tracking

Average Time
Spend

Readership
Viewership

Social
Interactions

Cost per
Piece

Branded Traffic Drivers
Impressions

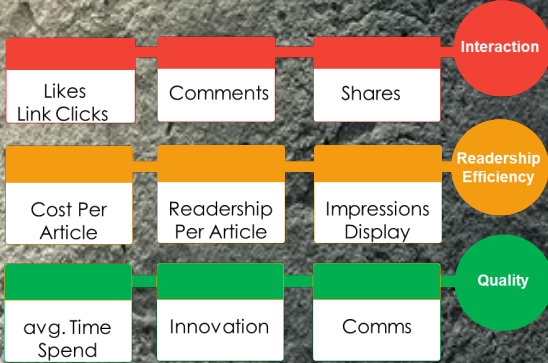
Writing Quality

Link Clicks

Content Innovation



Three layers of evaluation



MEDIA VENDOR	SOCIAL INTERACTION INDEX	READERSHIP COST EFFICIENCY INDEX	CONTENT QUALITY INDEX	FINAL EVALUATION SCORE
SITE	98	96	131	107
SITE	78	92	123	99
SITE	43	77	119	85
SITE	38	108	91	92
SITE	201	137	125	143
SITE	156	180	118	158
SITE	10	156	71	109
SITE	6	114	73	85
SITE	26	218	110	157
SITE	3	67	73	59
SITE	16	118	77	90
SITE	426	82	119	144
SITE	699	94	125	194
SITE	8	92	91	79
SITE	78	51	106	71
SITE	40	93	121	94
SITE	222	125	97	131
SITE	58	131	81	105
SITE	3	70	113	73
SITE	1	87	77	71
SITE	76	126	82	105
SITE	2	73	68	61
SITE	12	40	110	57



Marketing Mix Modeling ties marketing metrics to business objectives and align media plans

Tempo OMD MMM Services in a Nutshell

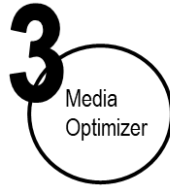
A high level of understanding the business performance and make decisions about investment levels.



Get to know your data; Unearth possible correlations between variables



Detailed ROI of marketing activities through econometric modeling



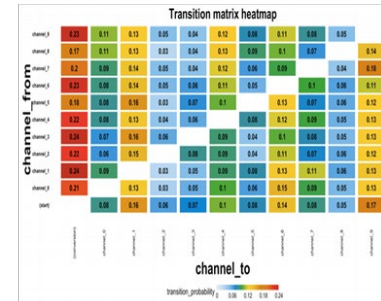
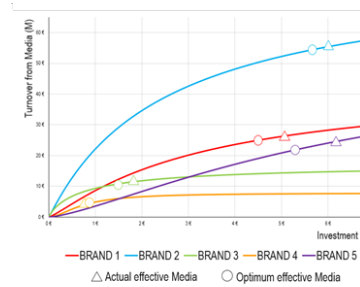
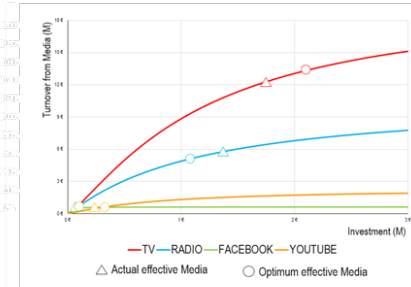
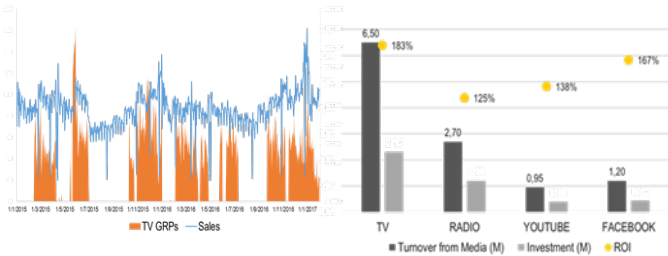
Optimally allocate your budget across media channels



Set and optimally allocate your budget across a brand portfolio



Attribute number of conversions / conversion value to each digital channel





Win in digital
battlefield by
leveraging the
digital metrics
that matter

Thank you