



KPI's: Your Metrics or Mine?

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What does everyone want? To get paid for performing!

- What we'll talk about ...
 - MVV (Most Valued Vendor) to MVP (Most Valued Partner)
 - Understanding what success looks like
 - Useful vs. Meaningful Metrics
 - Descriptive vs. Prescriptive Analytics
 - What's in your toolbox?

... but before we get started

- My Metric for Today
 - Valued Time Spent at this Luncheon
 - Measured by:
 - Verbal/written feedback to Katie
 - LinkedIn requests to connect
 - Tweets referencing key takeaways (@brianwheelis)

MVV to MVP

– Which would you rather be?

- MVV's get included in most rate requests/RFPs and utilized for the basic and proven products. Reporting is used to assess credits/makegoods and we'll talk again soon.
- MVP's are the first call (that's call) when an opportunity arises, an agency or advertiser wants to understand an emerging media industry trend or is looking for help in selling you in.

MVV to MVP

- How do you make the jump?
 - Starts with the doing the core work.
 - Own our campaigns as if they were your own.
 - Suggest ways of optimizing our exposure in brand safe environments that show you understand the client's brand, and let them know when things go wrong before we find out.
 - Know your individual clients professional measures of success

“It isn’t that they can’t see the solution, it is that they can’t see the problem.”

– GK Chesterton





Understanding What Success Looks Like

Hint:

The advertiser wants to sell more stuff and demonstrate the value of the marketing group by advancing the perception of the brand.

The agency wants to show its expertise/thought leadership by bringing the right partners to the table and owning the advertiser's pain points.

“If the only tool you have is a hammer, you tend to see every problem as a nail.”

– Abraham Maslow



Useful vs Meaningful Metrics

Useful Metrics are those that are used to gather insights along the way and optimize or improve campaign performance



Examples include awareness lift, ad delivery, store visits/foot traffic, even beacons

Useful vs Meaningful Metrics

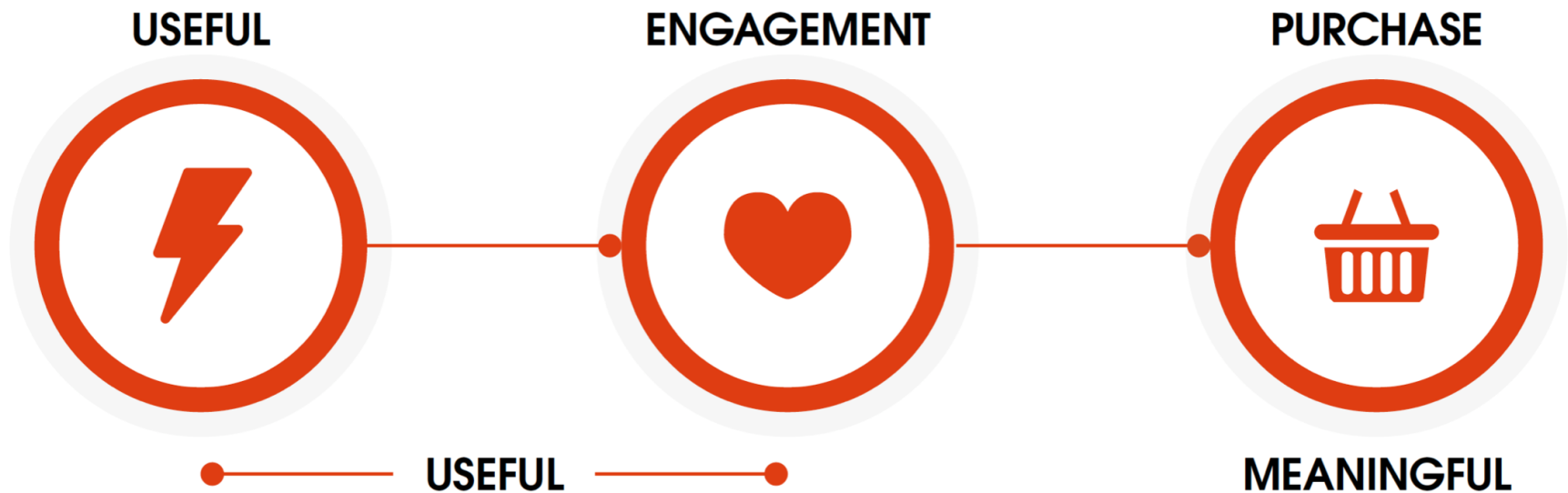
Meaningful Metrics are those that the C-suite will use to approve and justify ad spend

Examples include attribution models, basket size/volume of transactions, and sales lift



Useful vs Meaningful Metrics

Start with Awareness, Move to Engagement and Get to Purchase





Descriptive & Prescriptive Analytics

Descriptive Analytics tells us what happened and may happen again if the same forces are applied

Prescriptive Analytics look at pre-purchase indicators/behaviors and forecast what will happen if certain forces are applied

Descriptive & Prescriptive Analytics

Descriptive analytics would tell me that a customer has churned. *Predictive analytics* will tell me that a customer is likely to churn.



Turn-by-turn directions tell me how to get where I'm going and what time I should arrive based on speed limits.

Descriptive & Prescriptive Analytics

Prescriptive analytics will tell me that a customer is likely to churn and what the appropriate intervention strategy should be, based upon my objectives and constraints at that time.

With real time traffic data, guidance will tell me the shortest distance or time and direct accordingly.



What's in your toolbox?

- In-flight campaign delivery & optimizations
- E-mail capture opportunities
- Brand lift studies
- Audience breakdowns
- Data complementary of sales data
 - Impressions by channel, by daypart
 - API access for tracking dashboard integration



Thank You