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USE CASE

Digital Media Measurement and
Optimisation

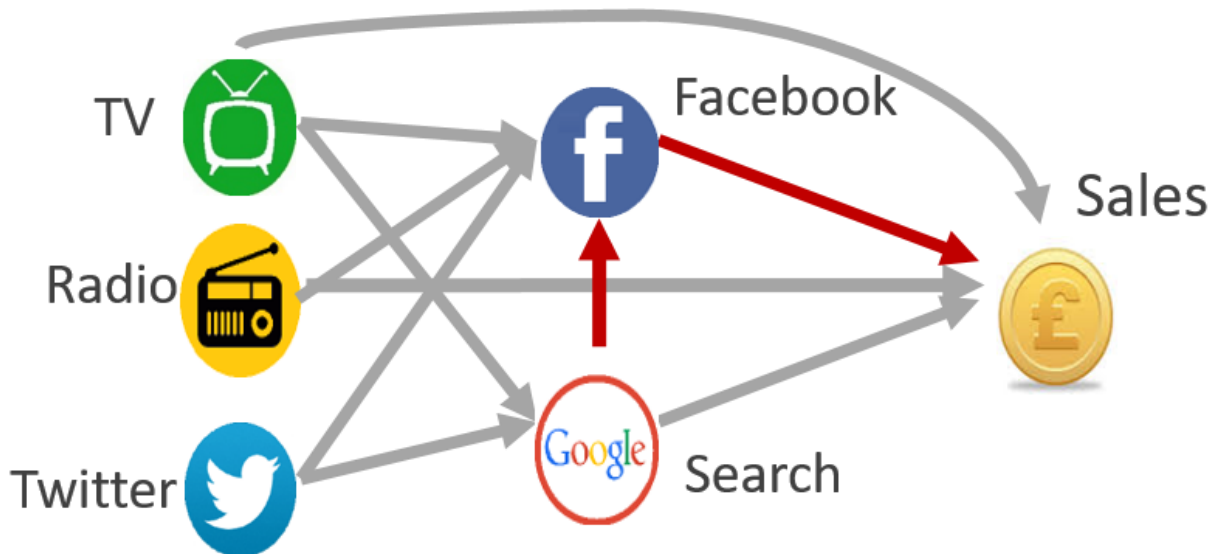


CHALLENGE

A major telecom operator wanted to understand the full customer path to purchase, taking into consideration the influence that Paid, Owned, and Earned Media have on the different touchpoints. The objective is to understand the full impact of their investment in digital media: display, search (split branded and unbranded), social media and offline media.

SOLUTION

To optimise the total customer experience, each media element was studied to measure its direct and indirect contribution on the key business performance:



This was made possible through the nested modelling feature available in our flagship software solution MassTer. The model has been built covering 3 years' worth of weekly data and a specific focus has been put on Digital media where data was requested, collected and analysed at the most granular level to understand the impact of each element of the digital mix. The Model was built using interactive modelling approach to account for the direct and indirect influence of the elements on each touchpoint using MassTer's nested modelling algorithm.

$$\text{Sales} = \text{TV} + \text{Radio} + \text{Search} + \text{Facebook}$$

$$\text{Facebook} = \text{TV} + \text{Radio} + \text{Search} + \text{Twitter}$$

$$\text{Search} = \text{TV} + \text{Twitter} + \text{Others}$$



RESULTS

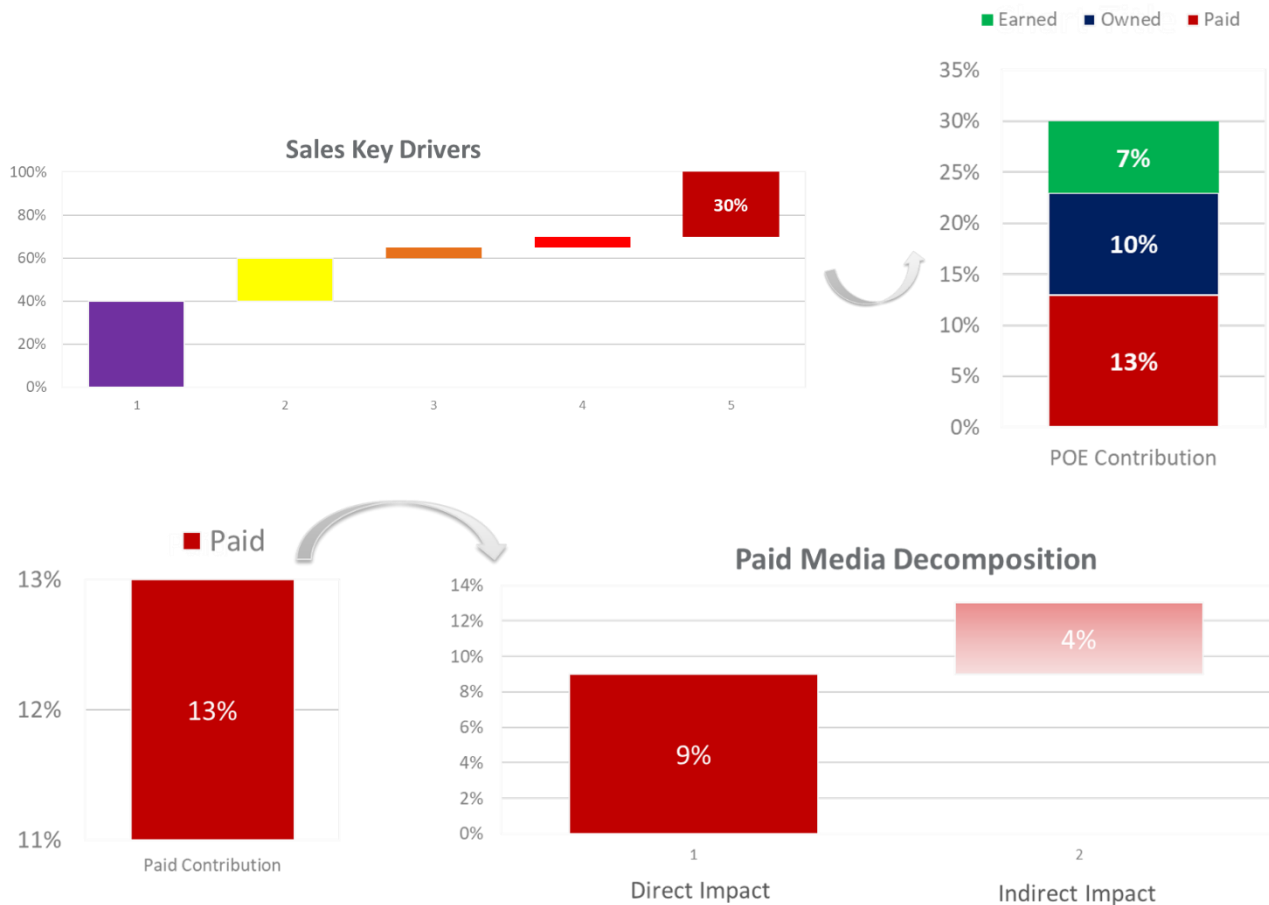
Through the handy feature of the attribution screen available in MassTer, the client was able to measure the full impact of each media channel and decompose the direct and indirect impact.

Attribution:		Variables	Group			
		Group	Total	Direct	Indirect	Source
<input type="radio"/> Coefficient		Distribution	120.01%	114.67%	5.34%	
<input type="radio"/> Contribution		Promotion	23.64%	23.25%	0.39%	
<input type="radio"/> % Contribution		Radio	12.23%	12.16%	0.07%	
		TV	5.84%	5.84%	0.00%	
		Press	6.21%	5.16%	1.05%	
		Digital Media	12.10%	3.20%	8.90%	
		Seasonality	0.14%	0.01%	0.13%	

Digital media generated 12% in terms of sales uplift and paid back. There is a strong interaction between TV and digital media, particularly search. TV generated a great interest that was captured and directed to the brand website through the search activity.

Display activity had a lower ROI when compared to Search.

The social media campaign has also been successful and generated a big buzz leading to 30% more interactivity on the Facebook page and Twitter.





INSIGHT

As a result, Search budget has been increased at the expense of Display. At the same time and during TV time, branded search budget has been decreased to avoid paying for interested customers that would convert anyway through organic search channels. However unbranded search budget has been increased during periods characterised by heavy TV activity to allow quicker conversion.