

# MEASUREMENT 360: Evolving measurement solutions to drive collaboration



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# How data fuels advertising is changing



**Policies** are giving people more options to limit how their data is shared with businesses



**People** are choosing to opt-out of receiving ads on websites



**Platforms** are removing identity and grouping the data shared with businesses

And as a result, the picture of the customer journey is no longer complete

We're building some of the most advanced infrastructure in the industry across our ad systems



Two multi-year investments:

**Conversion modeling**

Designed to provide a more complete view of campaign performance when data is missing, or partial



**Privacy-enhancing technologies**

Uses techniques like encryption and aggregation to make the most of data in a privacy-preserving way

“  
Companies at the  
**highest level of  
measurement maturity**  
outperform others  
in attaining their  
business goals  
”

Bain & Company: “The Measurement Advantage”

Top 100 **most mature companies** are



as 100 least mature companies to:

- > **exceed business goals**
- > **increase market share**
- > **increase revenue**

Notes: n=622 marketing executives from companies in the US, Canada and the UK with more than \$50 million revenues; leaders defined as the 188 respondents that surpassed their peers in growing market share and exceeding top 2017 business goals; laggards defined as the 115 respondents that trailed in those two measurements.  
Source: Bain & Company and Google, Measurement Maturity Survey, December 2018-January 2019



## MEASURING PERFORMANCE

# Measurement is key to effective marketing performance

Businesses that run 15 experiments in a year see

# 30%

higher ad performance that year, compared to ones that run no experiments

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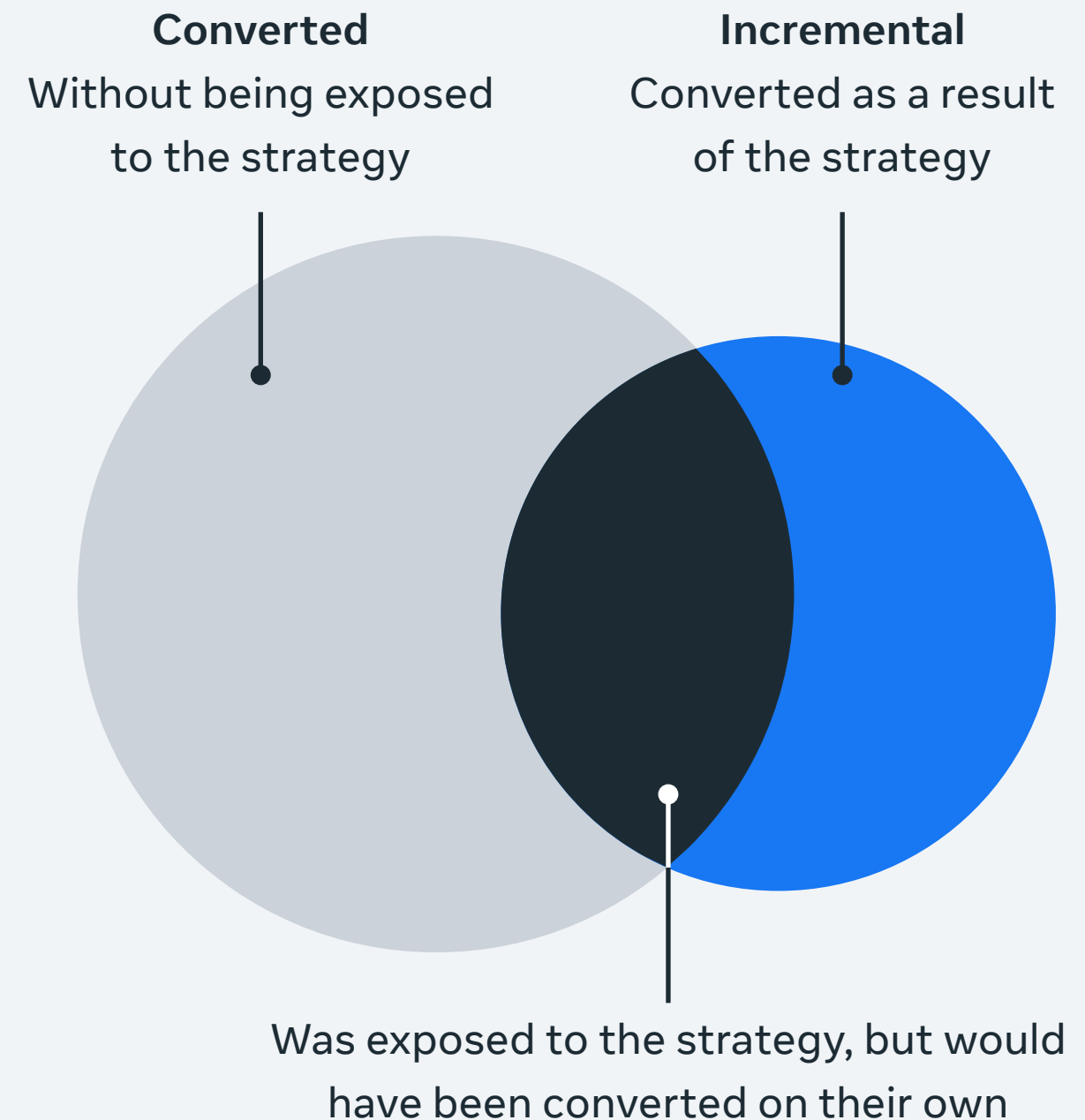
Source: "Marketers Underuse Ad Experiments. That's a Big Mistake," HBR

# Key concept: Incrementality

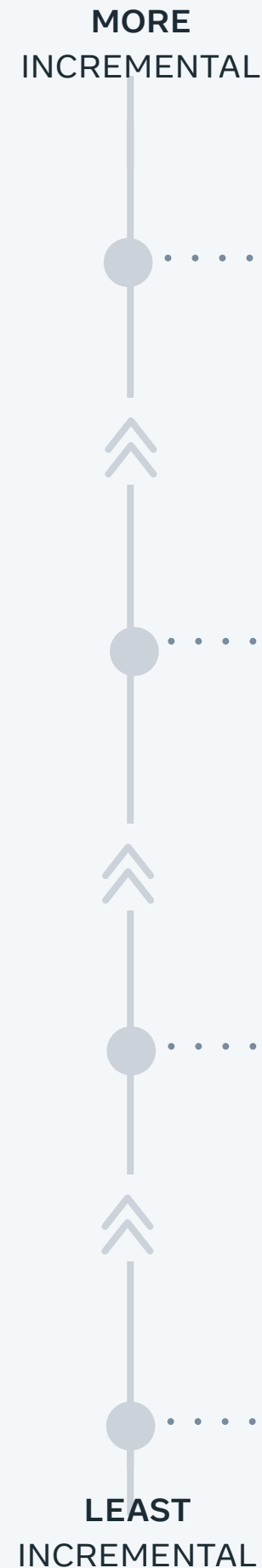
Incrementality is the measure of the true value created by any business strategy: purchases made or actions taken that **wouldn't have occurred without exposure to the media.**

Incrementality is best measured by **experiments.** Experiments can help you answer questions like:

- How should you allocate Meta budget across various parts of the funnel?
- Which audiences are best for driving conversions?
- What creative strategy is better at driving awareness for your brand?




You can think of incrementality as a ladder of options that get closer to measuring true business value as you climb




Conversion lift falls here


**Randomized Experiments**  
Trials to measure the precise difference between being exposed and not being exposed to an ad campaign.  
Conversion Lift, Brand Lift




**Quasi-Experiments and Incrementality Models**  
Techniques that estimate (but don't measure precisely) the incremental effect of being exposed to an ad campaign.  
Data-driven attribution, marketing mix modeling (MMM)



**Non-Incremental Models**  
Systems that don't make an explicit estimate for an ad campaign's effect above a baseline of behavior (i.e., what a person would have done anyways without seeing an ad campaign).  
Rules-based attribution models



**Proxy Metrics**  
Easy to measure KPIs that only loosely correlate with business outcomes at best  
Link Clicks







725  
Reach

349  
Engagements

638  
Clicks

142K

Buy Now



85K

Buy Now



### MEASURING PERFORMANCE

# There is no 'one-size-fits-all' tool for understanding performance

lis



M.G. Mangata & Gallo



Zoomture



129K

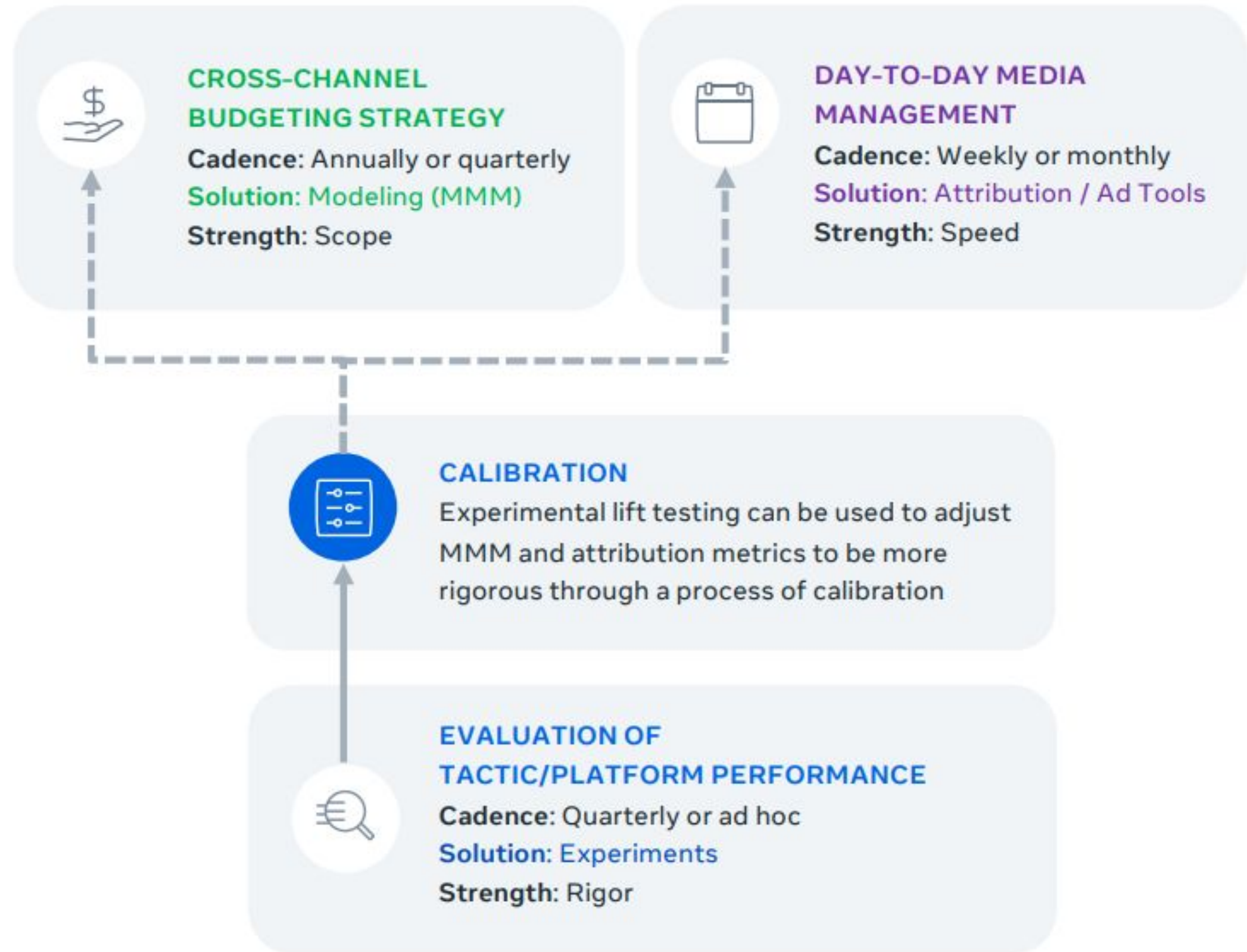
# Use the strengths of certain measurement tools to address gaps in others

Common measurement solutions will have fundamental tradeoffs, like scope, rigor, and speed

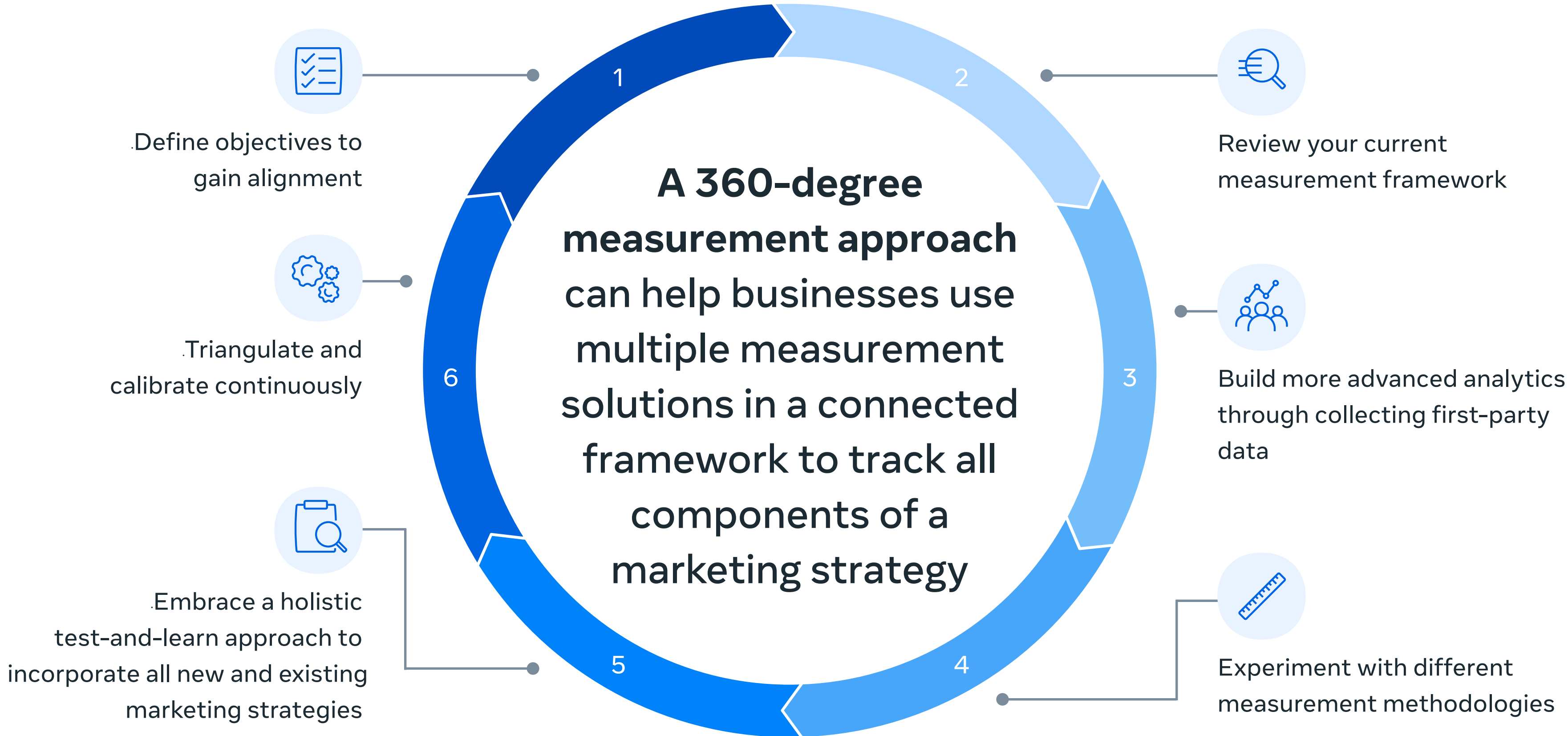
MEASUREMENT APPROACH	Scope Cross-channel	Rigor Causal incremental lift	Speed Frequency, real time
<b>Modeling</b> Marketing Mix Modeling			
<b>Experiments</b> Conversion Lift Studies, Geo-Based Testing			
<b>Attribution</b> Ads Manager, Web Analytics			

# Using experiments to check on other measures

Illustrative example of an integrated process



MEASURING PERFORMANCE



Sources: Measurement 360: an Advanced way to think about measurement strategy” Sept 2022 Deloitte

# MEASUREMENT SOLUTIONS OVERVIEW



Master foundational approaches inside Meta platform



Use Open-Source Techniques for comprehensive insights



Stay informed on evolving techniques

## Foundation Solutions

- A/B test
- Brand Lift Study
- Conversions Lift Study
- Search and Channel Lift

Leveraging 1<sup>st</sup> and 2<sup>nd</sup> party data

**Equip** partners to drive test & learn studies at scale

## Open-Source Solutions

- Geo Based Measurement Study
- MMM (Robyn)

Leveraging 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party data

**Empower** partners to run Robyn & geo based measurement in alignment to other solutions

## Advanced Solutions

- Advanced Analytics (AA)
- More to come with PETs (Privacy Enhancing Technologies)...

Leveraging 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> party data

**Enable** partners on 'clean room' use case

ROBYN MMM





## Project Robyn Vision:

Build a community of MMM methodologists, discussing innovation and contributing to open source code

## Marketing Science goal

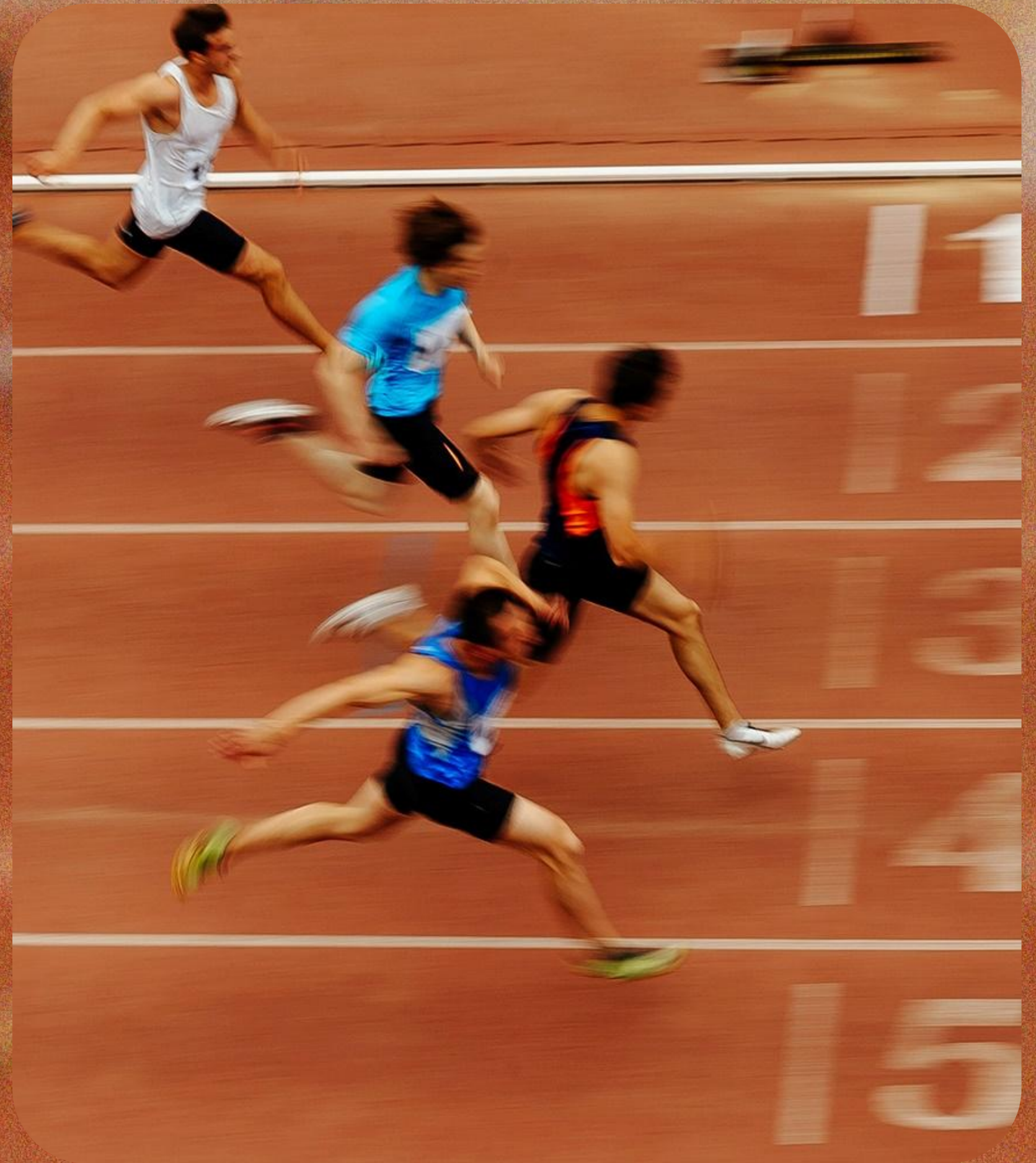
We want to help all businesses to grow by transforming marketing practices grounded in data & science and in a privacy safe way.

## What is Robyn?

Robyn is an open-source library for automated Marketing Mix Modeling using Machine Learning techniques.

# Robyn Vision

Democratising superior Marketing Mix Model for advertisers of all sizes and building an engaging MarTech community for all users.







# Minimizing Human Bias

Four specific main techniques for mitigating bias in MMM training, selection and decision making

Feature Engineering &  
Parameter Selection

Modelling  
methodology

Models Selection

Ground Truth  
Calibration



Install the open-source library from CRAN or Github, and visit Robyn's site to get started

Website with Quick Start Guide:

<https://facebookexperimental.github.io/Robyn/>

Robyn CRAN Repository:

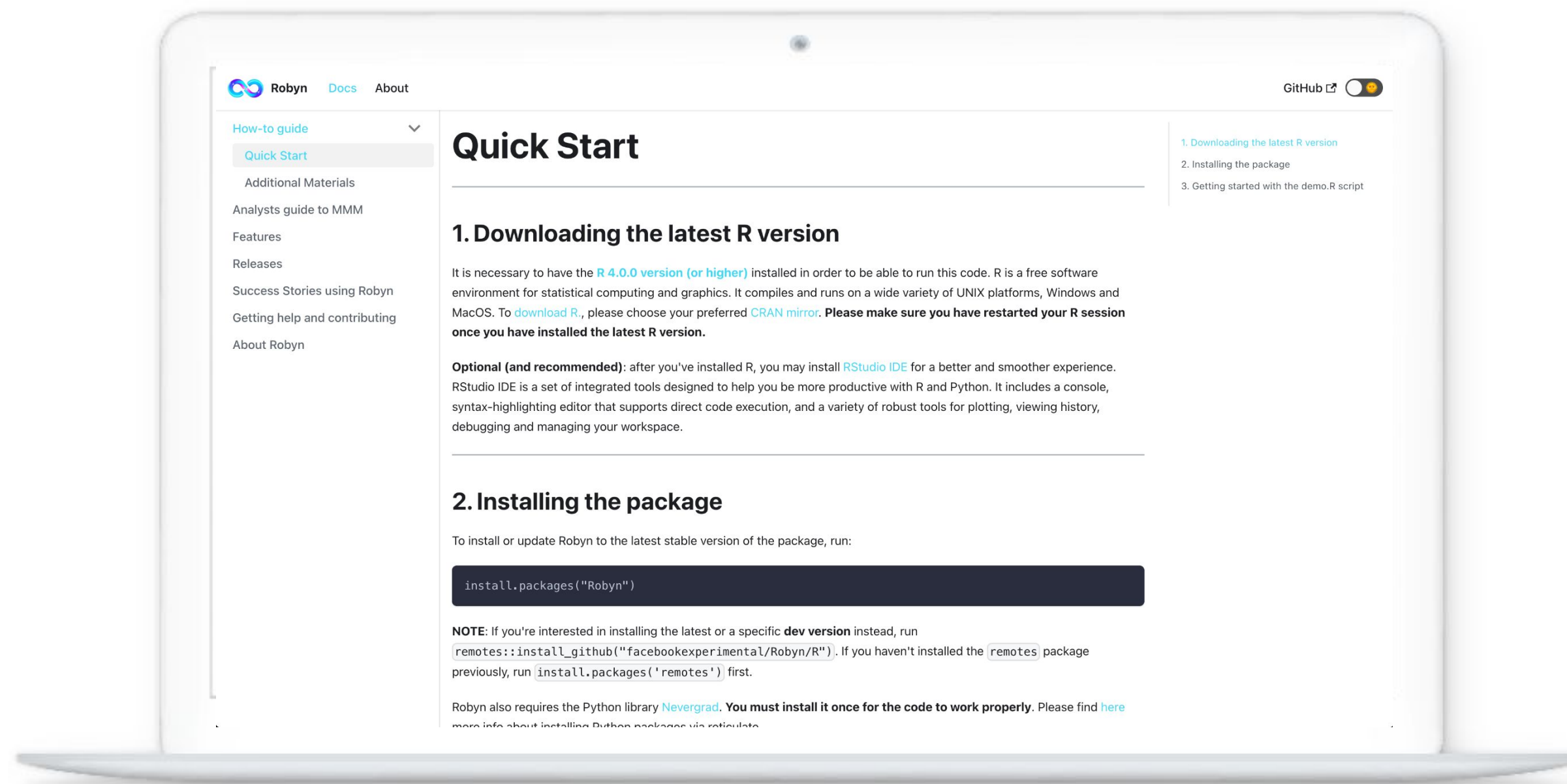
<https://cran.r-project.org/web/packages/Robyn/>

Robyn Github Repository:

<https://github.com/facebookexperimental/Robyn>

Robyn Facebook group:

<https://www.facebook.com/groups/robynmmm>



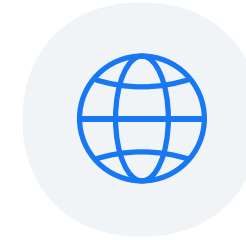
**STABLE:** `install.packages("Robyn")`

**DEV:** `remotes::install_github("facebookexperimental/Robyn/R")`

# GEO-BASED EXPERIMENTATION: GEO LIFT

# Geo-experimentation is an umbrella term for a number of geo-based tests

Any test that uses geographies as a unit of analysis can be categorized as a geo-experiment.



## GEOGRAPHICAL UNITS

- Regions
- States
- Cities
- Designated market areas (DMAs)
- Postcodes
- Storefronts and more



## GEO-BASED TESTS

- Matched market lift
- Controlled store tests
- Regional pilots

# Why GeoLift

## **Grounded in incrementality**

Incrementality is a strong indicator of ROI, and businesses can use it to make better decisions.

## **Complete solution**

GeoLift accounts for everything from data ingestion to power calculations, test design and inference.

## **Flexible by design**

GeoLift works for a wide range of use cases. It can also help you understand how online campaigns contribute to in-store sales.

## **Uses aggregated data - no PII**

GeoLift uses only aggregated data and doesn't need to map transaction to users, so its performance is not affected by any changes across digital advertising.

# GeoLift Adoption Requirements



## Data Availability

At least 3 months of daily data from your preferred KPI, split by date and location.



## Geo-based Targeting

Channel (s) you want measure need to have Geo-based targeting capabilities.



## Geographical Separation

There needs to be enough Geographical separation between test and control location. I.e. test and control locations cannot be within same city.

# Key use-cases of GeoLift - Lift without PII

Omni-channel lift  
measurement  
(Retail, CPG, TEC, FS)

Advertiser-side lift  
validation

Cross-publisher  
measurement and  
comparison  
(All verticals)

Measure other channels  
with lift, and calibrate  
source of truth

Digital Catalogue  
(Retail)

# Key takeouts

1

Scale Experiments

Equip your brands with test and learn opportunities

2

Leverage MMM/Geo-based insights

Empower your business with MMM/Geo based opportunities if not already embedded

3

Explore AA use case potential

Enable your brands to explore what AA uses cases may be right for your business





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