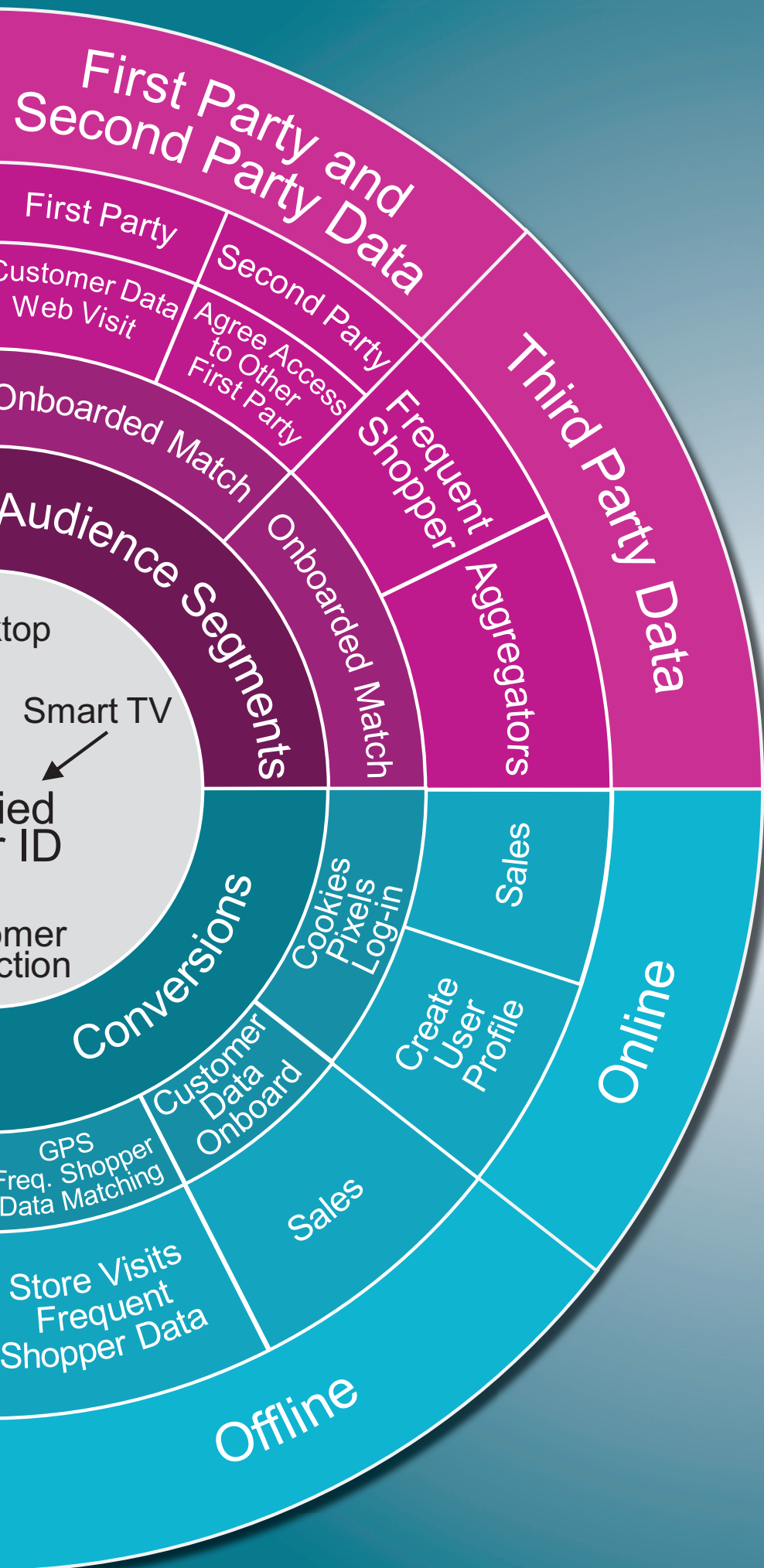


MATT

MARKETING ATTRIBUTION THINK TANK

MMA MTA DataMap™

A critical reference tool of all the data assets needed for successful Multi-Touch Attribution (MTA) execution.



Learn more about MATT and get involved
matt@mmaglobal.com | mmaglobal.com/matt

LETTER FROM CEO

Marketers need to implement Multi-Touch Attribution now -- and they know it.

That's why, for the last year, the MMA – through our MATT attribution initiative – has been collaborating with member working groups comprised of over 50 global brands, to build the critical tools needed for marketers to select and apply MTA solutions with confidence.

As part of this process, we uncovered that successful MTA deployment begins with a proper data strategy. As a first step, we created the enclosed MTA DataMap™, designed as a concise reference tool of all of the data needed for successful MTA execution.

- How can Aggregate Data be tied back to Unified User IDs?
- What are the components of Linkable Marketing?
- How does First, Second and Third Party Data flow into creating Audience Segments?

The MTA DataMap poster visualizes all of this and more, giving you a clear picture of how datasets can interact and be integrated to create a successful MTA data strategy. We hope you'll not only refer to it frequently, but also hang it prominently in your office!

I'd also like to point you to our just published MTA Data Strategy Guide™, a comprehensive planning manual on everything you need to know about data assets, data linking and other elements necessary to building your MTA data strategy. The full guide* can be downloaded at mmaglobal.com/mtastrategyguide.

These new tools build on other MTA solutions from MMA's Marketing Attribution Think Tank (MATT) and there is more in development.

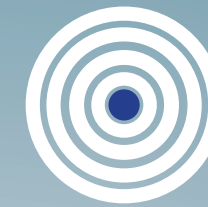
To get more involved with the MMA, please email membership@mmaglobal.com or reach out to me personally.

Best,
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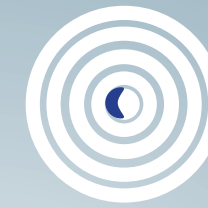
* The full guide is currently available to MMA members.

MMA MTA DATAMAP™



THE CENTER

Represents the creation of unified user data that brings together different devices and customer interactions. A Unique User ID links user information across multiple data sets.



CRECENT RING

Represents advertising cost; some marketers will want to bring in cost data to calculate ROI.



RING 1

The main data categories, which include Linkable Marketing, Aggregate Data, Conversions and Audience Segments.



RING 2

Identifies the technology for linking each type of data, such as Cookies or IDs and GPS.



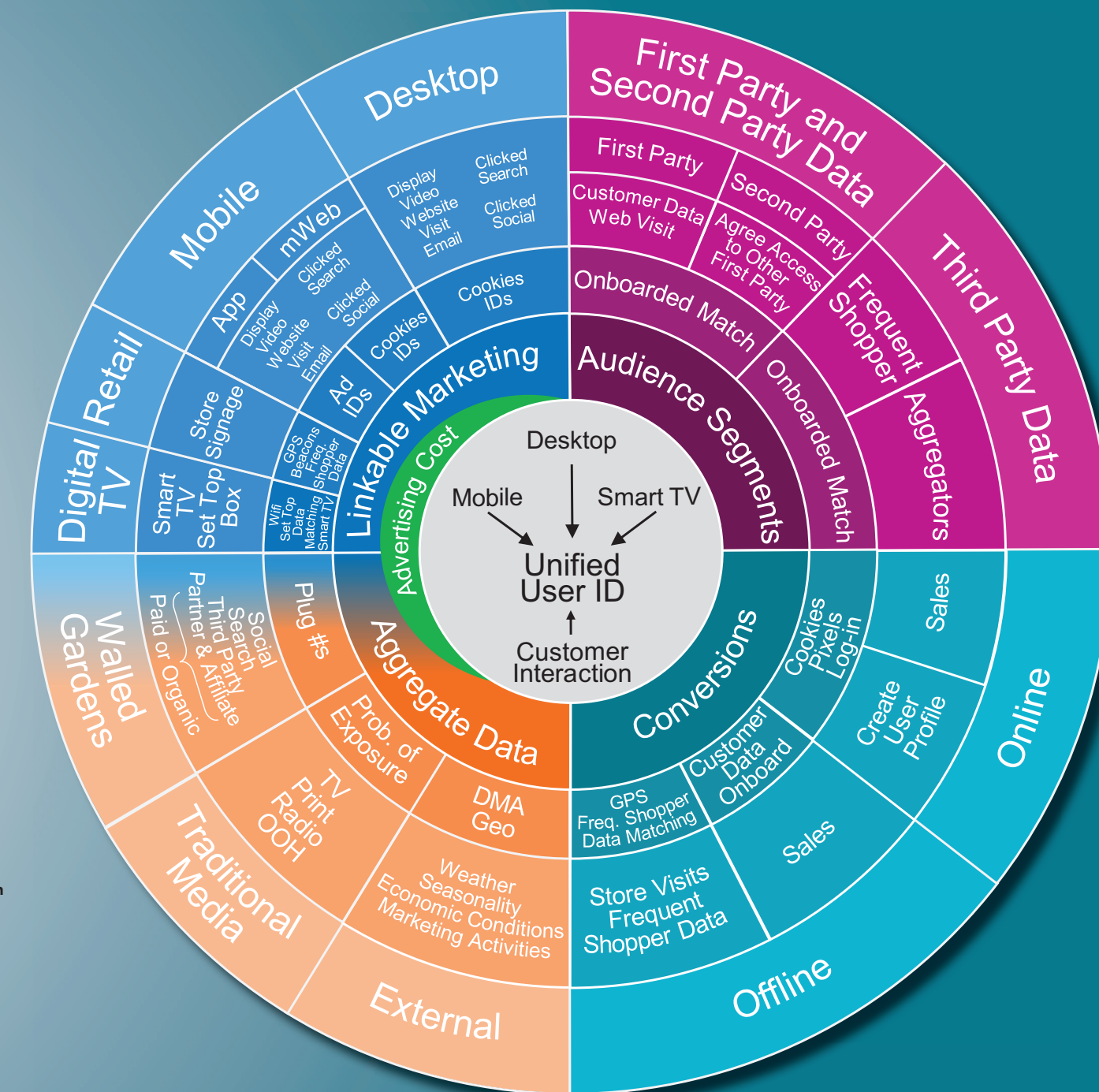
RING 3

Delineates the types of data within each sub-type, such as website visits and sales.



RING 4

The important sub-types of data, such as desktop and mobile.

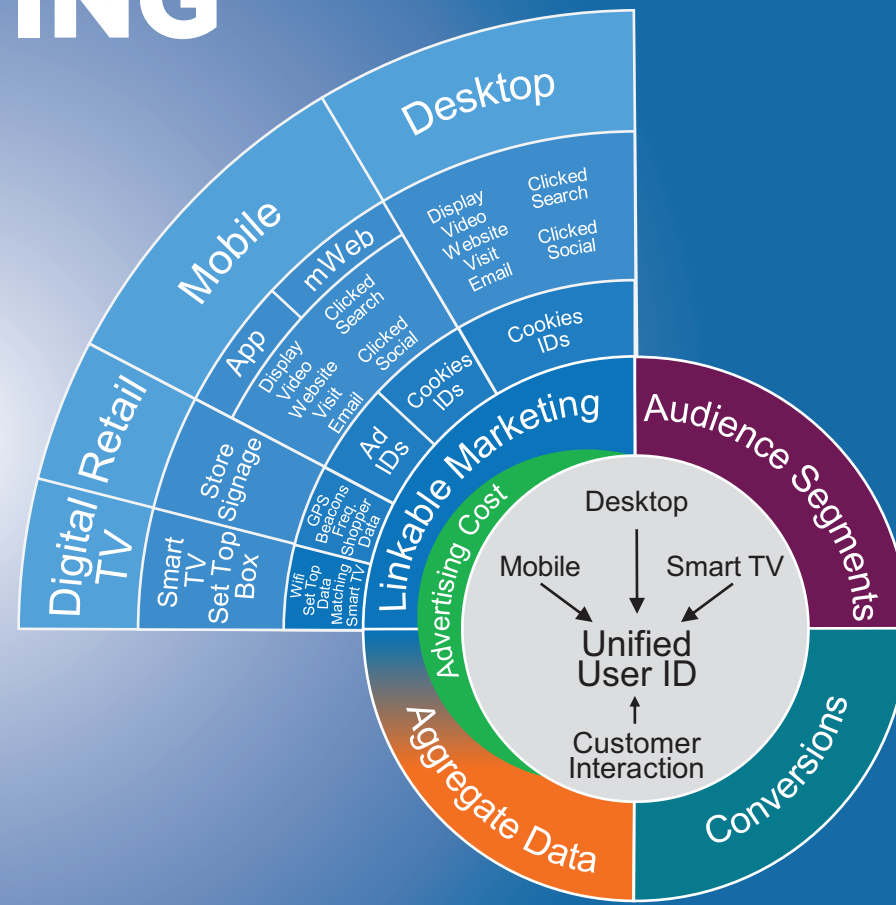


ULTIMATELY, BEING SUCCESSFUL AT MTA REQUIRES THE FOLLOWING:

1. Linking together four types of data at the user level.
2. Mapping Unified User IDs, so that, for example, the ad impression on a mobile device can be linked to the conversion on a desktop.
3. Recognizing that each type of data has sub-types that each require their own technology and data strategy.

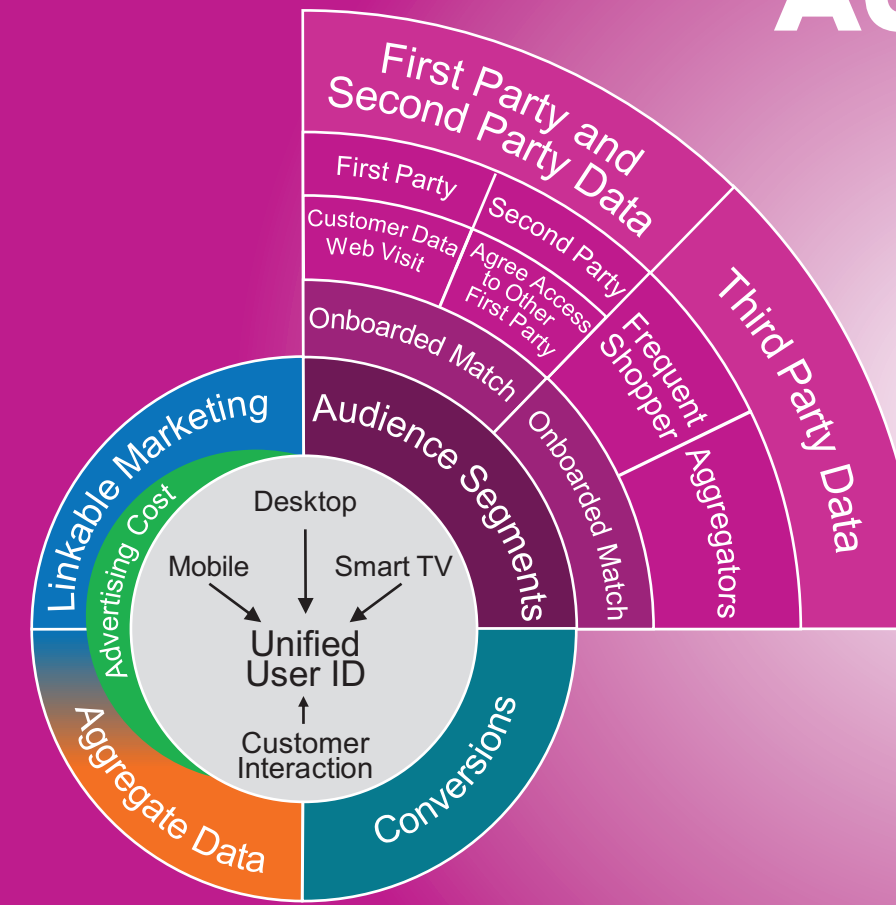
LINKABLE MARKETING

Many marketing events can be linked to user IDs via devices and browsers. While the preferred situation, these linkable activities probably represent a minority of ad spending because getting a completely holistic view of the customer - although the promise of MTA - is not yet fully realized.

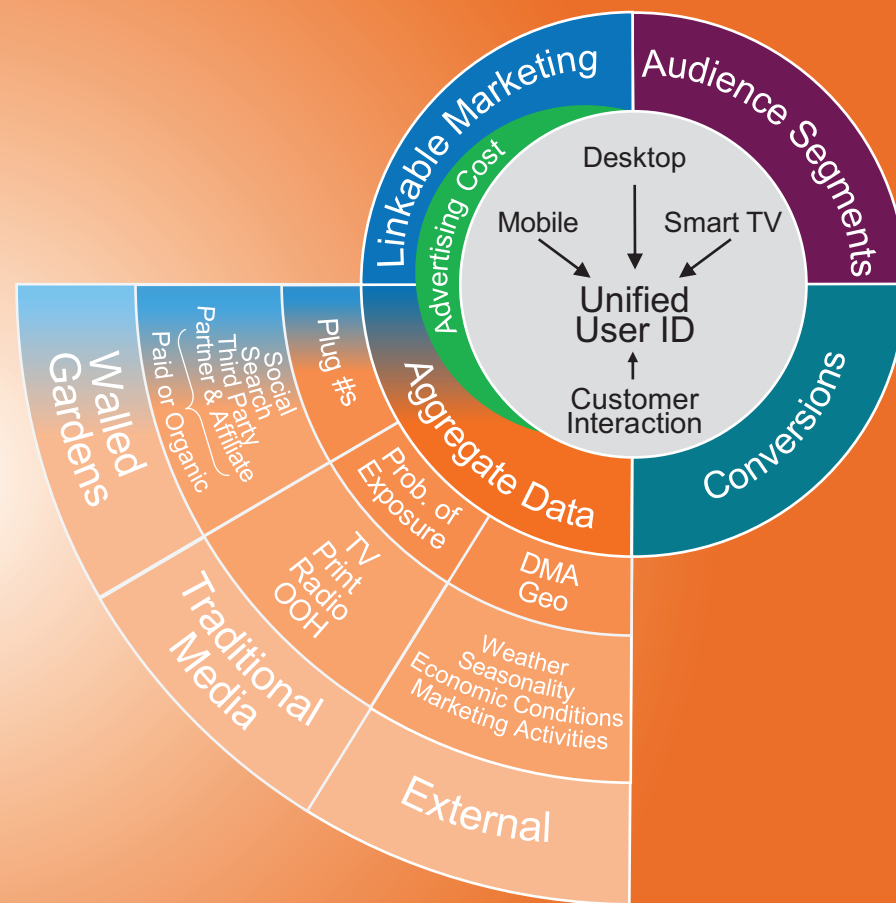


AUDIENCE SEGMENTS

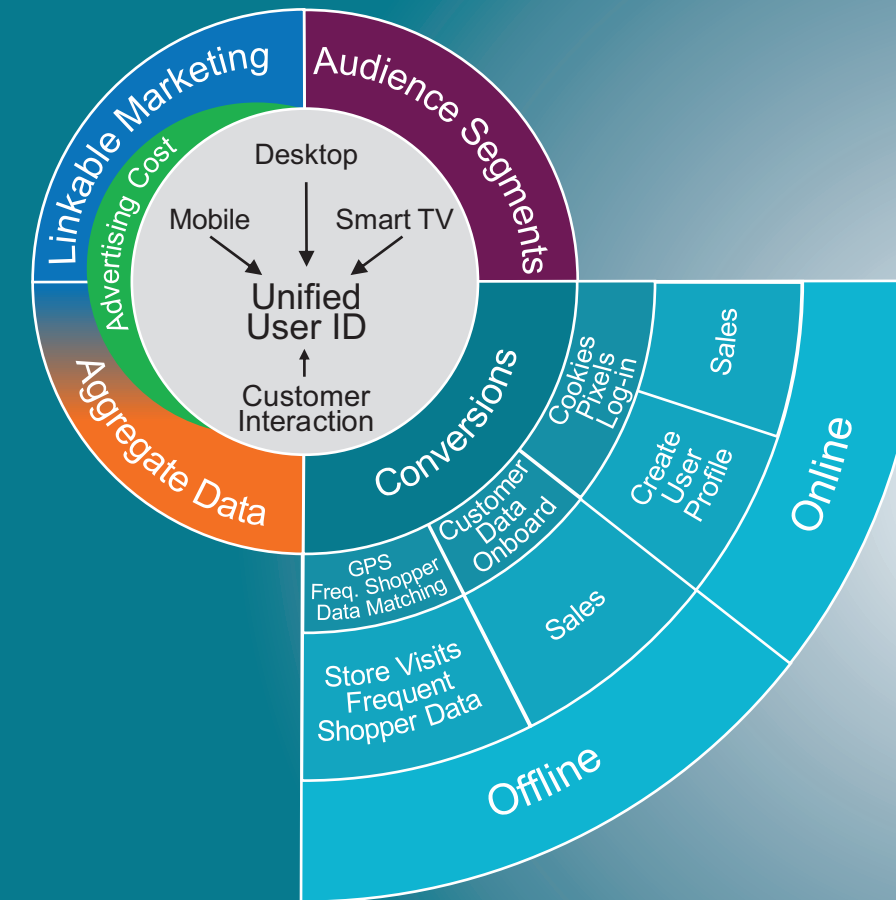
Unlike traditional media, digital allows marketers to target specific users. MTA can help marketers focus their efforts on those segments that are more responsive.



This data comes from a variety of sources, including traditional media, which is still the majority of ad spend for many marketers and cannot (yet) be linked to individual users. (There are various analytic methods for inputting data in the aggregate so that this activity can still be included.) In digital, aggregate data is a last resort when certain publishers - the so-called "walled gardens" - do not allow marketers to link their marketing activities within their walled garden's ecosystem to activities outside it. For instance, one walled garden practice is to not allow ads within their environments to contain tags or pixels. This is what causes marketers to need to develop a less-preferred aggregate data strategy.



Because the ultimate goal of a marketer is conversions, they become the outcome measure when modeling effectiveness. Digital conversions are the easiest to link. Store visits can be linked if the marketer has access to mobile location data. Offline sales can be linked via customer IDs.



AGGREGATE DATA

CONVERSIONS

GLOSSARY OF TERMS

CENTER

Unified User ID: A unique customer ID that links together devices and customer interactions. A unique user ID links user information across multiple data sets. IDs created from log-ins on platforms across multiple devices are called deterministic, and are most accurate. Probabilistic matches – which are not based on direct information about a customer – are less accurate.

RING 1

Aggregate Data: Data that is not available at the user level but is important to include in a fully articulated MTA approach.

Conversions: Successful business outcomes, as defined by the marketer.

Linkable Marketing: Marketing activities that contain identity information so they can be easily linked to user data.

Audience Segments: Segment classifications used for targeting ads that can come from first, second, or third party data.

First party: Data that comes directly from customer and user interactions with a business, its web presence and apps.

Second party: First party data that companies agree to share between one another. Data that comes directly to a business from customer and user interactions with another company’s business, web presence, or apps.

Third party: Data from aggregators that businesses can get from a variety of sources.

RING 2

Ad IDs: Unique IDs on smartphones used to link ad serving and conversions. Android and iOS each have their own versions.

Beacons: Technology which is used in-store to track and count shoppers as they navigate through the store.

Cookies: A small piece of text placed in a browser so a server can recognize that browser as one it has encountered before.

DMA: An abbreviation for Designated Marketing Area, this is a Nielsen definition used by virtually all marketers, media, and agencies to identify different geographical markets.

Frequent Shopper Data: Longitudinal purchase data that is collected by retailers or third parties for individual shoppers. This data is usually made available via aggregators, but under certain business terms some retailers might provide it directly.

Location/GPS: Data from various apps that have permission to access a phone’s longitude and latitude. This data is useful for ad serving and profiling.

Onboarded Match: With Personally-Identifiable Information, this is how different proprietary databases can be matched to one another anonymously by a third party.

Pixels: A 1x1 pixel is a prevalent way to link ad serving and conversions.

Plug #s: Technique used when a business wants to represent a variable but has no basis for differentiating one user from another, plugging in the same number for all users, sometimes broken by geography.

Probability of Exposure: A method used to take TV commercial schedules and assign a probability that a viewer will see an ad, based on his or her viewing habits. This is used for other media channels as well.

WiFi: From a data-gathering perspective, WiFi is a way to link devices in a home together. For example, if a TV and a smartphone use the same router, there is a probability they are owned by the same person.

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