

MSIGHTS fuels innovative campaign optimization program for global consumer electronics giant, delivering 6X ROI.

The Challenge

Despite the large amount of data generated by digital campaigns, brand marketing teams often lack the relevant metrics needed to evaluate performance. Meaningful shifts in awareness, preference or purchase intent, and consumer engagement are among the metrics that matter most for brand advertisers, but few companies measure much beyond impressions and clicks.

Recognizing this gap, a global consumer electronics company and its media agency sought out a new way to optimize digital campaign performance. Unsatisfied with traditional metrics and last-click attribution, they assembled a team of industry experts to find a better way.

An innovative, data-driven approach

The team of experts in media, ad-serving, universal tagging and attitudinal research put together a program that would measure both attitudinal shifts (how consumers think) and behavioral proxies (consumer engagement) as key performance metrics to drive campaign optimization. What began as a pilot in 2011 has now grown to support more than 10 international subsidiaries across more than 25 markets worldwide.

MSIGHTS' role is to manage the overall process with the data partners to ensure efficient execution of the program, coordination among partners and data quality. Day in and day out, MSIGHTS collects and unifies millions of rows of data, assesses consumer engagement, attributes results and monitors efficiency measures to fuel analysis and drive decision making.



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With performance results available in near real time, the client can optimize consumer engagement in-campaign to ensure that results at campaign end align with overall objectives. By going beyond last-click attribution, the client is now able to reward media and creative at various consumer touch points along the path to conversion.

More than meets the eye

The client's marketing executives are thrilled not only with the program's innovative focus on consumer attitudes and behavior, but also with the insights available and quantifiable ROI at the end of each campaign.

Unlike data warehouses or visualization tools, the MSIGHTS Platform and support team work tirelessly to ensure program relevance, scale and continuous value as the program expands globally. These benefits include:

- ▶ **Data Source Neutrality.** MSIGHTS has been able to work across markets with diverse local data partners while maintaining overall program structure and value.
- ▶ **Single View of Marketing Performance.** By unifying all data sources and markets into a single structure, the client can seamlessly compare performance across channels, products and markets. MSIGHTS Data Exchange provides the client easy access through any tool, including MSIGHTS Reporting, Excel and its own BI platforms.
- ▶ **Cost Normalization.** By housing media cost details from the agency and linking all data sources together, the client can assess both the effectiveness of media and creative and cost efficiency. Now the client knows where to invest its Euros.



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- ▶ **Data Harmonization.** Using MSIGHTS Applications, users can continually monitor and update media and creative attributes throughout the campaign to ensure data is consistent. This saves time on the reporting side as the data exchanged is always clean, relevant and consistent.
- ▶ **Mass Customization / Configuration.** Through the MSIGHTS Platform, individual teams can customize parameters at the media plan, objective, product and local market level in order to meet specific product or media needs – without compromising overall program integrity.
- ▶ **Operational Efficiency.** By having MSIGHTS collect data at source, implement QA routines, and deliver cleansed, unified data sets, the media agency saves time and can refocus its energies on strategic analysis and decision making.

The Result

Through the innovative use of big data, this global consumer electronics company has gained a competitive edge in how it manages media. The company now turns countless rows of digitally generated data into actionable insights, with quantifiable returns as high as six times their program investment.