

# Next Generation Marketing ROI

IAB MeasureUp 2019

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Yes

# Agenda



1. The Optus  
Marketing Data  
Challenge



2. Marketing  
Evolution



3. Sample  
Insights



4. Lessons  
Learnt



# The Optus Marketing Data Challenge

# Challenge your accepted wisdom

# Measurement at Optus is Complex

Business KPIs			Sales Channels		
Consideration	Demand	Sales	Online	Telesales	Retail
Prepaid Mobile		Network	Mobile Broadband		
Postpaid Mobile			Watches & iPads		
		Home Internet			

# The marketing measurement challenge

Optus previously analysed marketing investment using siloed, retrospective data.

This did not meet business requirements and the often inconsistent models created a lack of believability around the results.

# The organisational challenge

Optus previously housed Offline and Digital Marketing in different business areas.

MMM favoured TV. Off the shelf digital measurement favoured search. MTA favoured display.

Teams “competing” for budget.

## The investment challenge



\$0.21

Poor data management wastes time,  
resources and money, leading to  
opportunities to improve decision-  
making on marketing investment










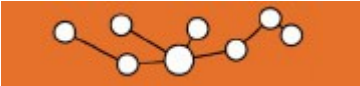


# Optus responded to the challenges with a global tender

## To find a MROI solution featuring:

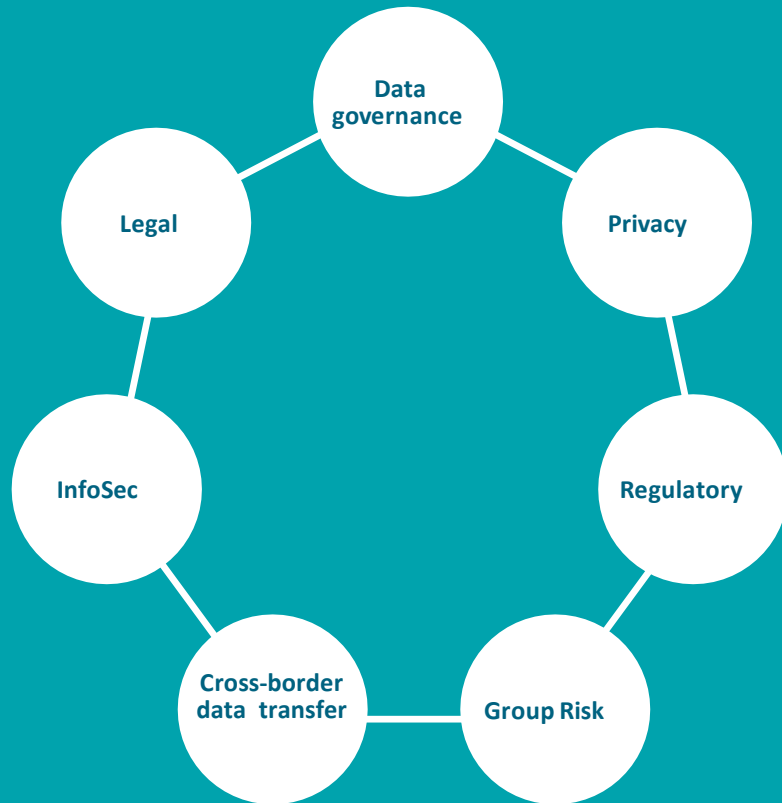
- an algorithmic model tailored to Optus business drivers
- powered by a robust and granular data platform and proven analytics
- with the ability to predict future outcomes
- with full transparency of data inputs, modelling methodologies & data relationships to drive confidence in the outputs

# Marketing Evolution - A Unified Approach

MTA			 <p>Digital</p>
MMM	 <p>All other</p>	 <p>Offline</p>	 <p>Digital</p>
Merged	 <p>All other</p>	 <p>Offline</p>	 <p>Digital</p>
Unified	 <p>All other</p>	 <p>Offline</p>	 <p>Digital</p>



# But first, we needed a major effort around privacy and security



## What we did

1

Assess all risk factors with the project governance committee

2

Engage legal team with relevant experience

3

Deliver risk mitigation based on recommendations  
e.g. set up cookie pop-up

# But first, we needed a major effort around privacy and security

Example risks	Collection and use of data	Online security	Privacy opt-in
<b>MROI solutions</b>	<ul style="list-style-type: none"><li>• All protected data is aggregated or encrypted</li><li>• System doesn't allow re-identification of customers</li><li>• Personally identifiable information is transferred to privacy-compliant safe harbour, then aggregated/hashed for model analytics</li></ul>	<ul style="list-style-type: none"><li>• IT firewalls block access from unauthorised requests</li></ul>	<ul style="list-style-type: none"><li>• Survey is opt-in - consumers agree to have their data merged and analysed</li></ul>

2

## Marketing Evolution

# We've integrated data to form a person-centric view across all touchpoints

## Scale of Project

8

External data vendors

>300

Data points on a single customer

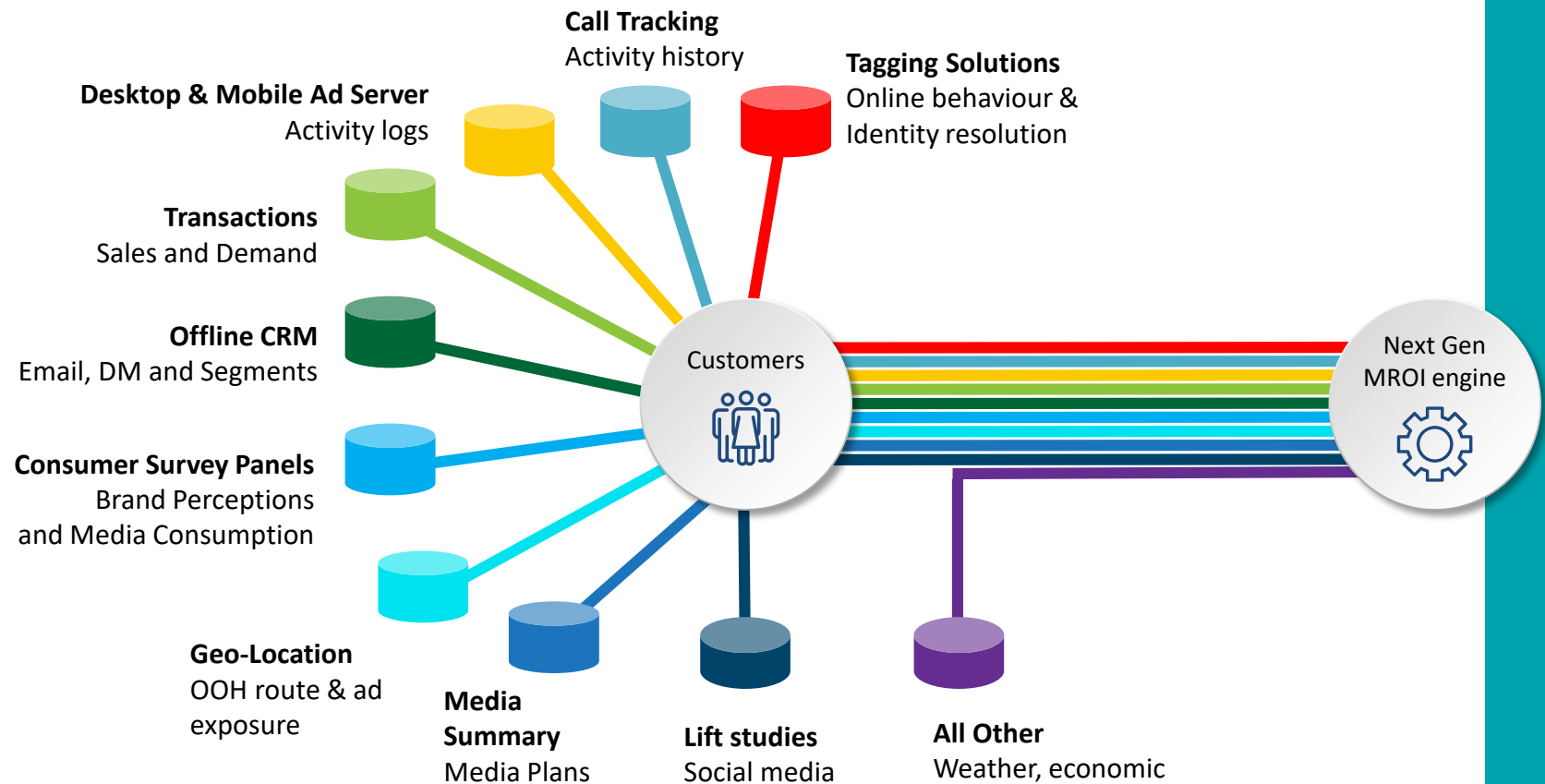
~30M

Customers & prospects

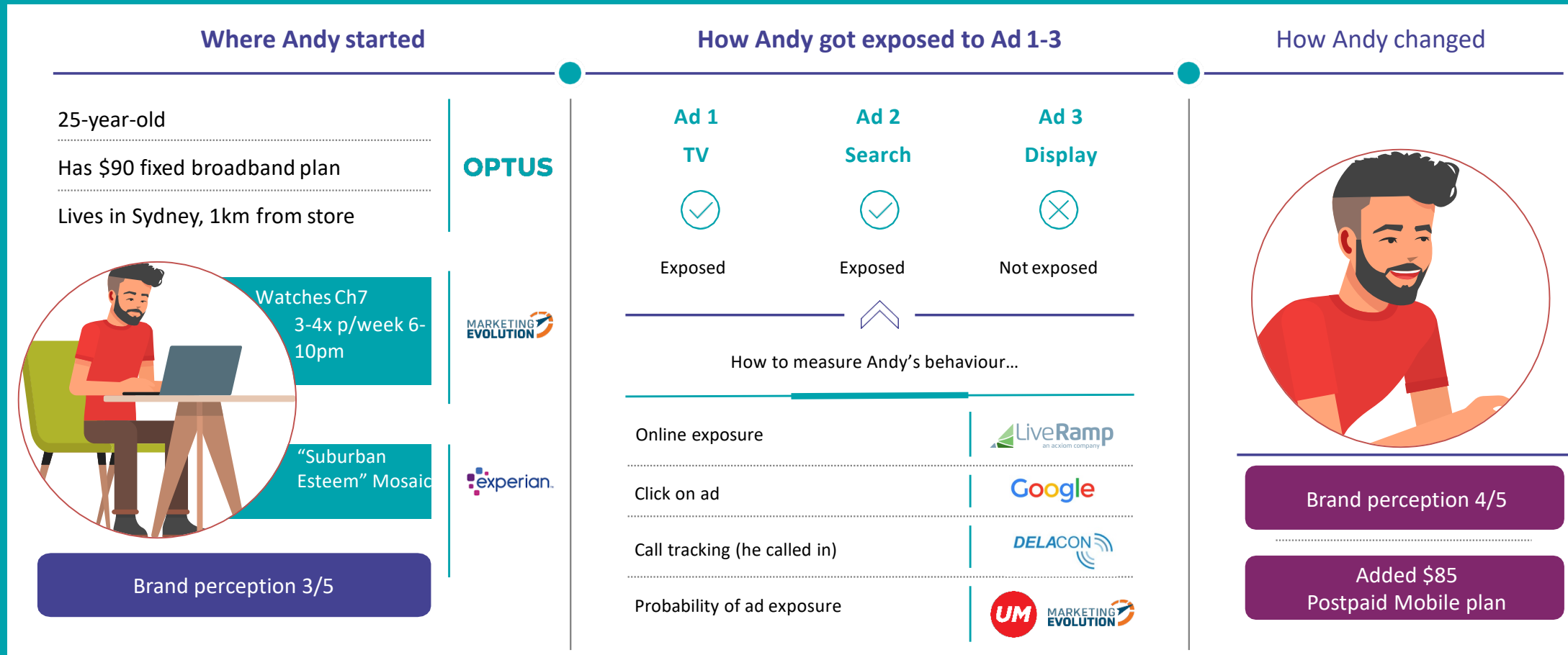
3+

Optus CRM systems accessed

## MROI Brain at Optus



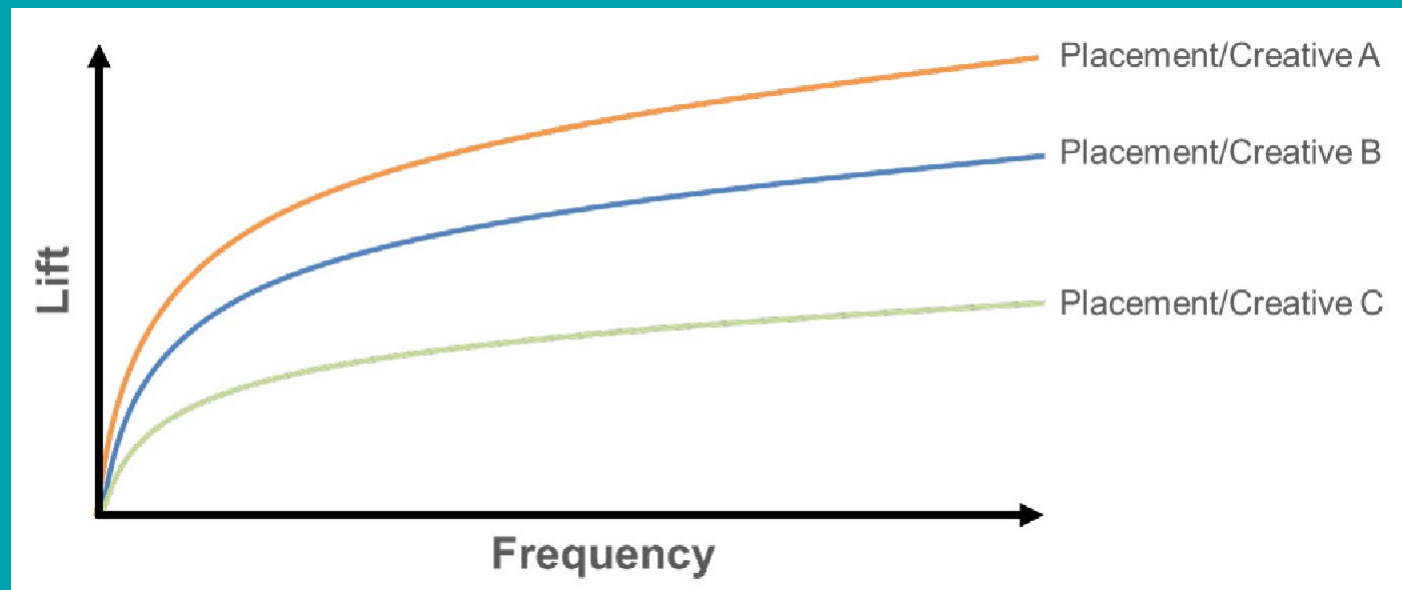
# How MROI uses data to track a sample customer journey



# Consumer Behaviour Modeling

## Goals:

- Determine advertising effectiveness against an objective
- Measure effectiveness at both creative and media level
- Observe differences in effectiveness by person level descriptors



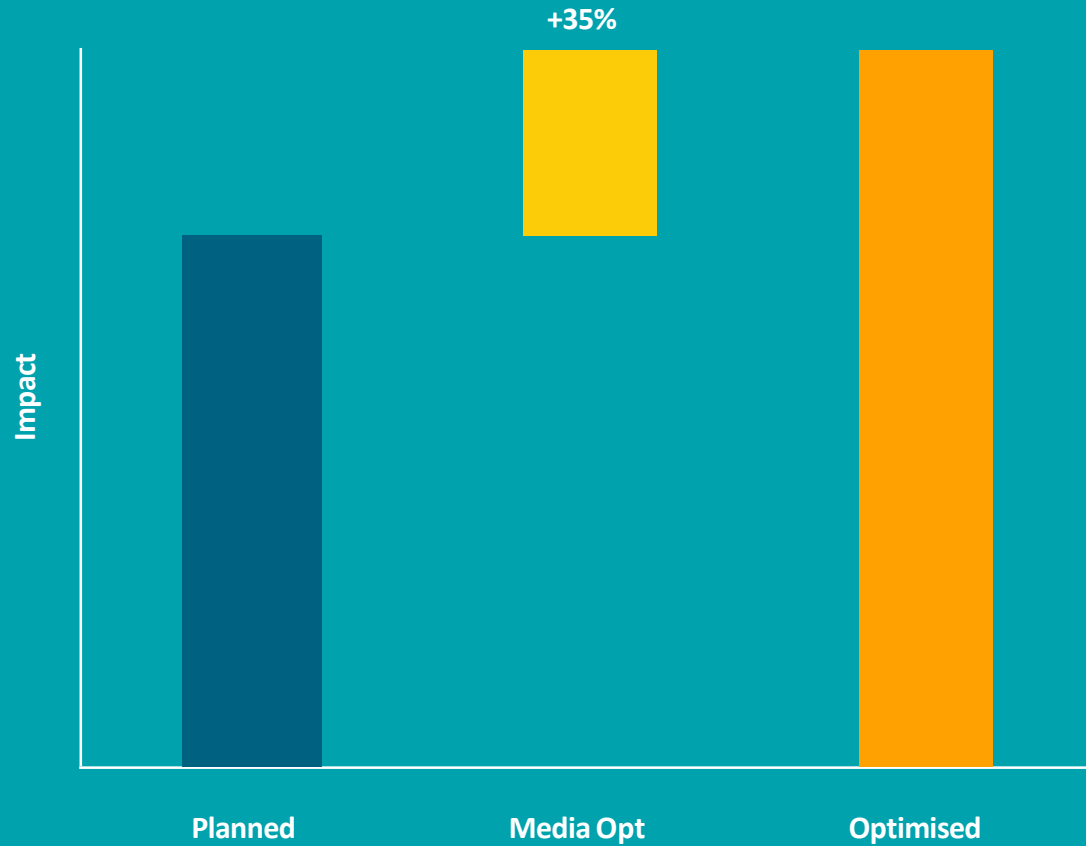




**Sample Insights**

# Optimised impact on category media investment

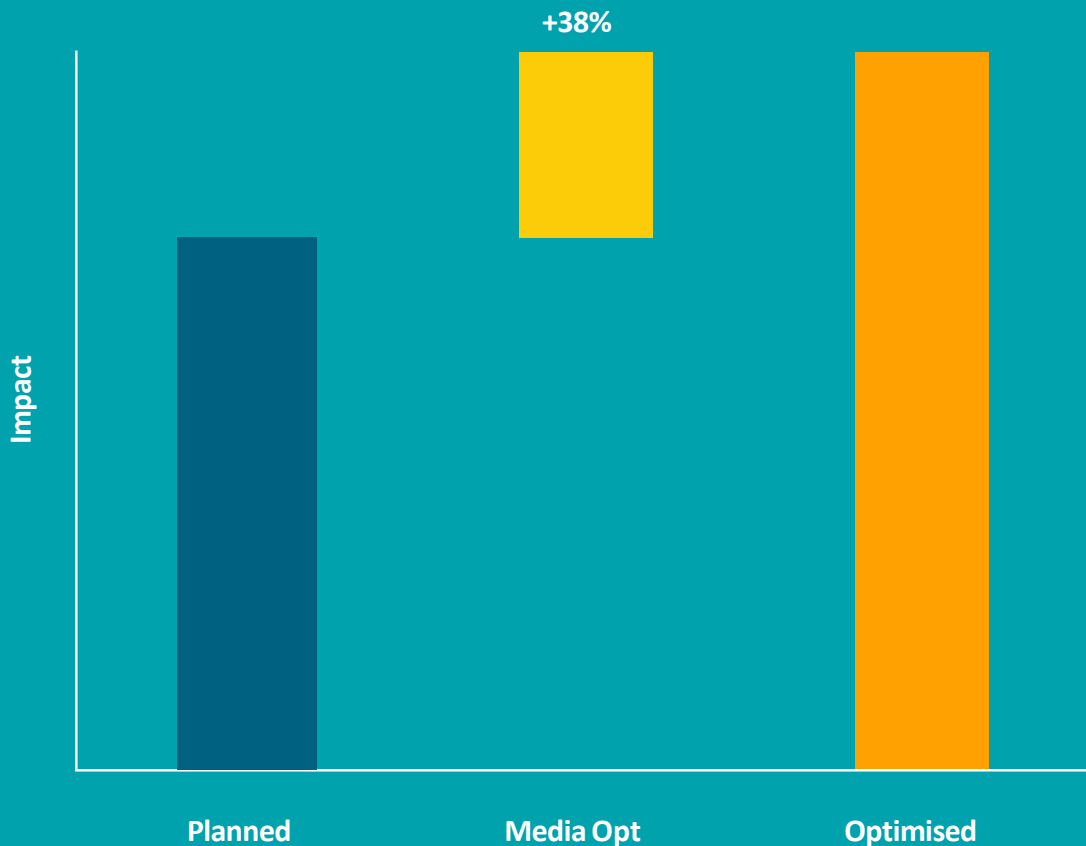
Postpaid mobile sales:



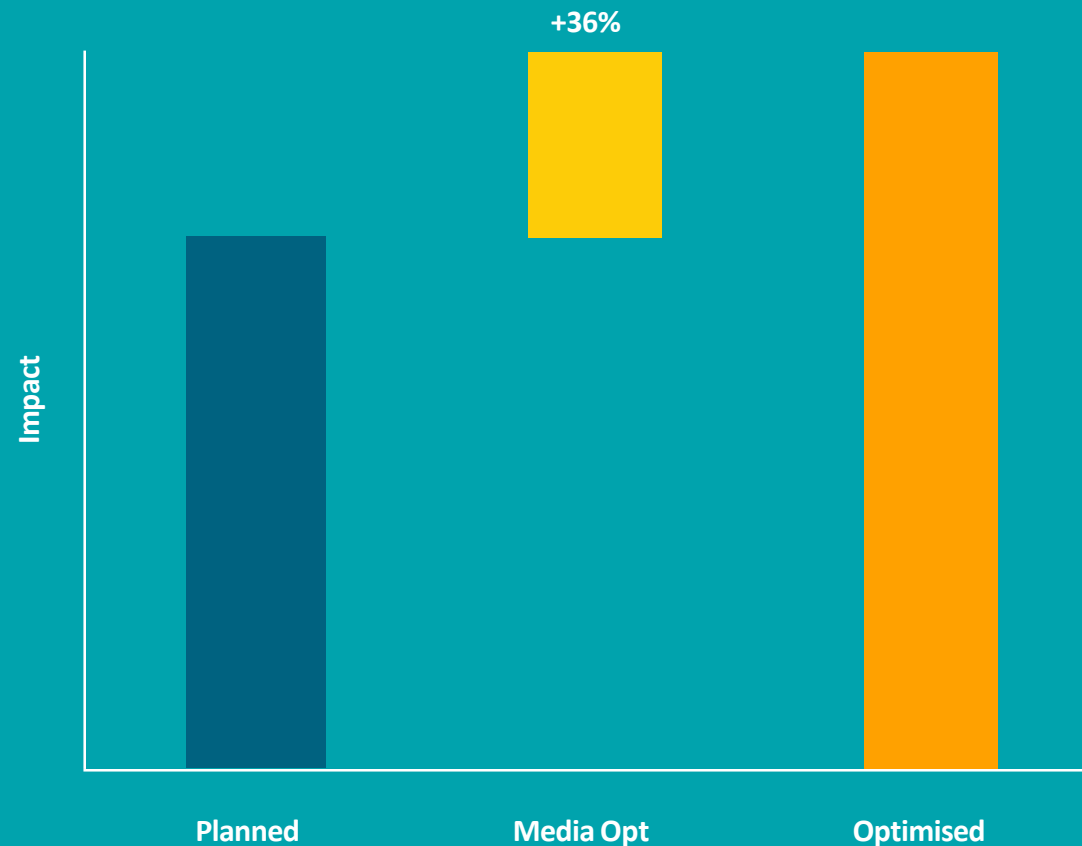
In this campaign, we could increase Postpaid Mobile sales by 35% from impact based planning

# Halo Effect... Postpaid mobile investment driving other categories









Prepaid sales:



Home Internet Sales:



# Investment change can drive uplift in impact in different media at different times

	Month 1	Month 2
Digital Display		
Out of Home		
Radio		
Social Media		

# Media level recommendations

Rollup ⇕	Optimized Cost ⇕	Planned Cost ⇕	Optimized Consideration Impact ⇕	Planned Consideration Impact ⇕	Spend Δ ⇕	Consideration Impact Δ ⇕
Digital Display	\$ 296,618	\$ 165,495	80,385	45,495	\$ 131,123	34,890
Radio	\$ 419,988	\$ 303,731	9,050	6,884	\$ 116,257	2,166
Social Media	\$ 358,016	\$ 179,008	56,793	29,638	\$ 179,008	27,154

# To action, more granularity is needed...

Rollup ↓↑	Media Channel ↓↑	Optimized Cost ↓↑	Planned Cost ↓↑	Optimized Consideration Impact ↓↑	Planned Consideration Impact ↓↑	Spend Δ ↓↑	Consideration Impact Δ ↓↑
Digital Display	Programmatic Display - Prospecting	\$ 247,138	\$ 140,755	59,807	34,840	\$ 106,383	24,967
Digital Display	Programmatic Display - Remarketing	\$ 49,480	\$ 24,740	20,577	10,654	\$ 24,740	9,922
Radio	Radio	\$ 419,988	\$ 303,731	9,050	6,884	\$ 116,257	2,166
Social Media	Social Prospecting	\$ 358,016	\$ 179,008	56,793	29,638	\$ 179,008	27,154

# Right down to individual placement level ...

Rollup ⇕	Touchpoint ⇕	Media Channel ⇕	Optimized Cost ⇕	Planned Cost ⇕	Optimized Consideration Impact ⇕	Planned Consideration Impact ⇕	Spend Δ ⇕	Consideration Impact Δ ⇕
Digital Display	Optus_DMK_MD_PT_BAU_AO_DGEN_PD...	Programmatic Display - Prospecting	\$ 3,898	\$ 1,949	629	325	\$ 1,949	303
Digital Display	Optus_DMK_MD_PT_BAU_AO_DGEN_PD...	Programmatic Display - Prospecting	\$ 69,560	\$ 34,780	10,751	5,566	\$ 34,780	5,184
Digital Display	Optus_DMK_MD_PT_BAU_AO_DGEN_PD...	Programmatic Display - Remarketing	\$ 456	\$ 228	167	86	\$ 228	80
Digital Display	Optus_DMK_MD_PT_BAU_AO_DGEN_PD...	Programmatic Display - Remarketing	\$ 47,612	\$ 23,806	19,702	10,201	\$ 23,806	9,500
Digital Display	Optus_DMK_MD_REP_BAU_AO_DGEN_P...	Programmatic Display - Prospecting	\$ 16,014	\$ 8,007	7,156	3,705	\$ 8,007	3,450
Radio	New South Wales Radio	Radio	\$ 126,274	\$ 96,647	4,657	3,658	\$ 29,627	999
Radio	Queensland Radio	Radio	\$ 114,439	\$ 82,962	1,294	947	\$ 31,477	347
Radio	Tasmania Radio	Radio	\$ 23,014	\$ 20,250	391	346	\$ 2,764	44



## Lessons Learnt



# 1. Get your data house in order:

find, clean, prepare and maintain all required data

## 2. Requires buy-in from:

C-suite to marketing team to project team

Ad/MarTech, media agencies and vendors

### 3. Ensure your business has a dedicated change management stream

# 4. Be prepared to challenge your accepted wisdom