MINDSHARE

MANAGING AND REPORTING ON CAMPAIGN SUCCESS

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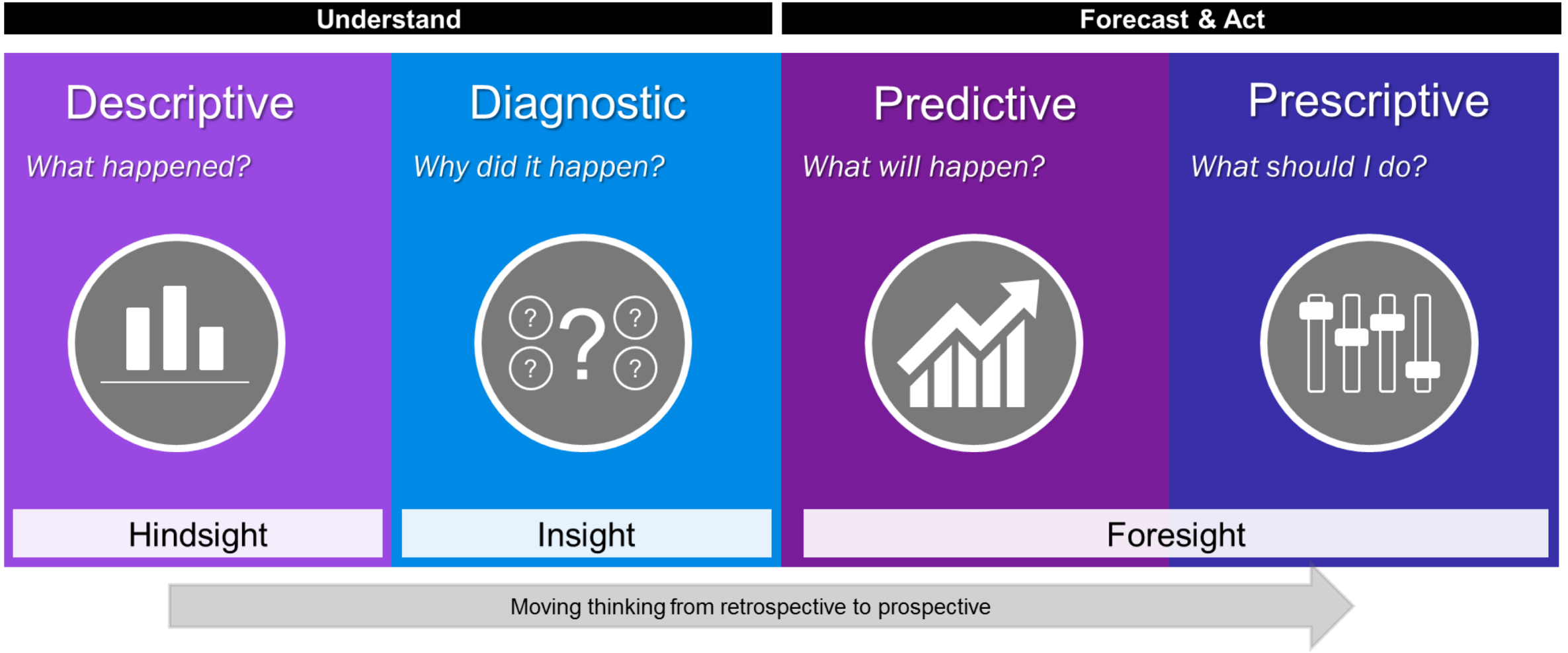
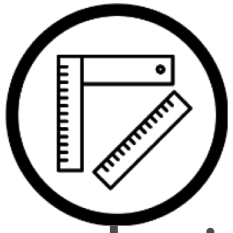
ANALYTICAL FRAMEWORK



MEASUREMENT FRAMEWORK

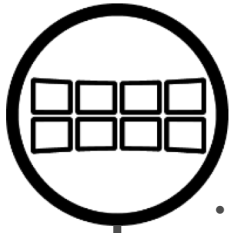


UTILIZE MEASUREMENT FRAMEWORK TO PICK THE RIGHT KPIS

- Purpose vs. Performance
- Performance algorithm in MDO
- Ultimate success measured in BDM

SELECT AND CONFIGURE MEASUREMENT SOLUTIONS

- Measurement Plan and Learning Agenda
- Test and Learn
- Algorithm Development
- Tagging Review



VISUALIZE AND REPORT

- Review all campaign signals and external data
- Look for agile and flex optimization opportunities

TAKE ACTION AND OPTIMIZE

- DIG, Planning and Trade Desk functions adjust media investments
  - Firm
  - Flex
  - Agile
- Report back to Media & Brand teams

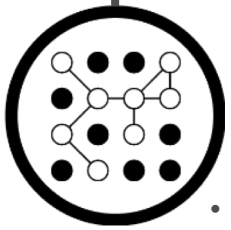
MEASURE THE RETURN

- Overall optimization impact
- Allocation review for firm, flex and agile budgets
- MMM channel impacts

MEASUREMENT LEARNING AGENDA

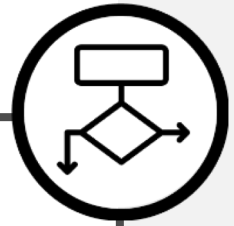
CREATE LEARNING AGENDA THAT IDENTIFIES THE MOST IMPACTFUL QUESTIONS TO ANSWER

- How much should we invest in TV vs. Digital Video?
- Is Click-Through Rate a good indicator of in-store sales?
- When is the optimal time to flight each media channel?



IDENTIFY RELEVANT DATA SETS

- Media weight by channel by day coupled with store-level sales
- Ad-Server log files
- Xaxis event-level records
- Smart TV records



COUPLED WITH THE RIGHT METHODS AND TOOLS TO ANSWER LEARNING AGENDA QUESTIONS

- Marketing Mix Models
- Multi-Touch Attribution
- MDO
- Live Audience
- Ad-hoc Analysis
- Test and Control

COMMUNICATE LEARNINGS, IMPLICATIONS, AND RECOMMENDATIONS (Book of Learnings)

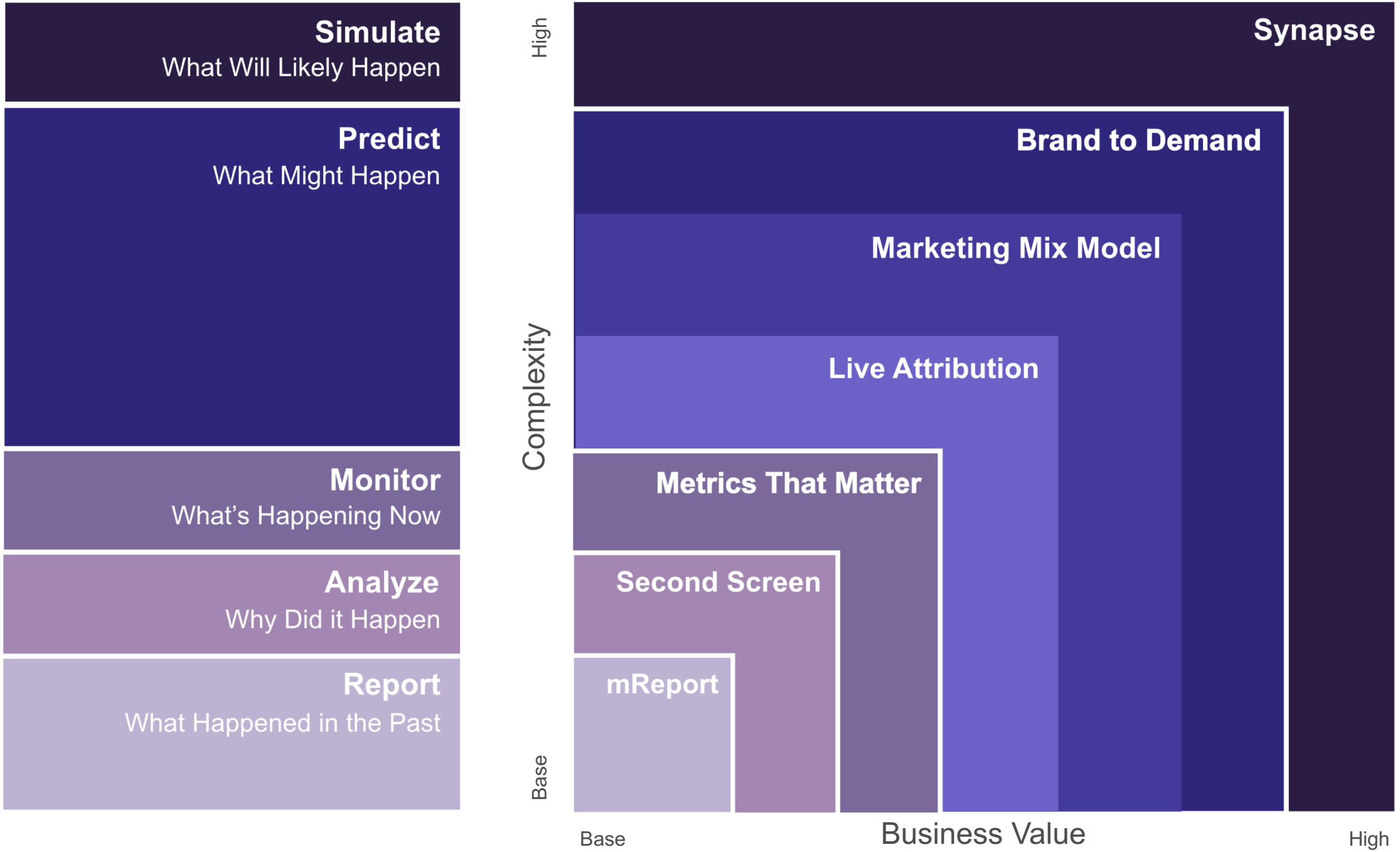
- Recommend the optimal investment levels across TV, digital video and other channels
- Identification of the best fast moving metrics to use for optimization

TAKE ACTION AND OPTIMIZE

- DIG, Planning and Trade Desk Functions adjust strategy, tactics and media investment according to learnings

MEASURE THE RETURN FROM OUR LEARNING EFFORT

- Marketing Sciences calculates that optimizations based on learnings drove incremental sales by 20%


Simulate
What Will Likely Happen
Predict
What Might Happen
Monitor
What's Happening Now
Analyze
Why Did it Happen
Report
What Happened in the Past
High
Complexity
Base
Synapse
Brand to Demand
Marketing Mix Model
Live Attribution
Metrics That Matter
Second Screen
mReport
Base
Business Value
High

USE PREDICTIVE ANALYTICS TO DRIVE STRATEGIC PLANNING

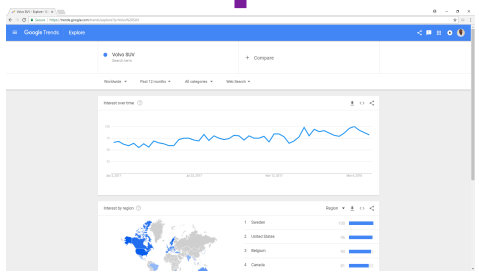
WHAT IS SYNAPSE?

Synapse is an analytics tool that recommends optimal media channel allocations and flighting

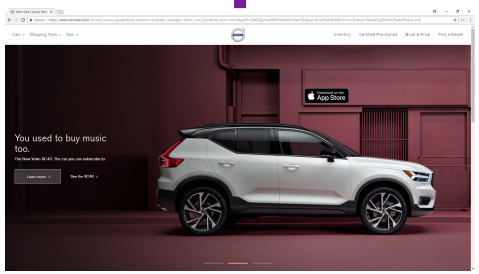
The tool forecasts KPI outputs of different media plans and can account for non-media impacts as well

Response curve data is required from Marketing Mix Models (MMM)

Mindshare built models for clients to measure the impact of media on various KPIs



Consideration



Website Visits

Sales

Synapse

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COLLABORATION IS THE KEY TO EFFECTIVE ANALYTICS

Collect data and build plans

Strategy & Planning

Feed plans into Synapse

Marketing Sciences

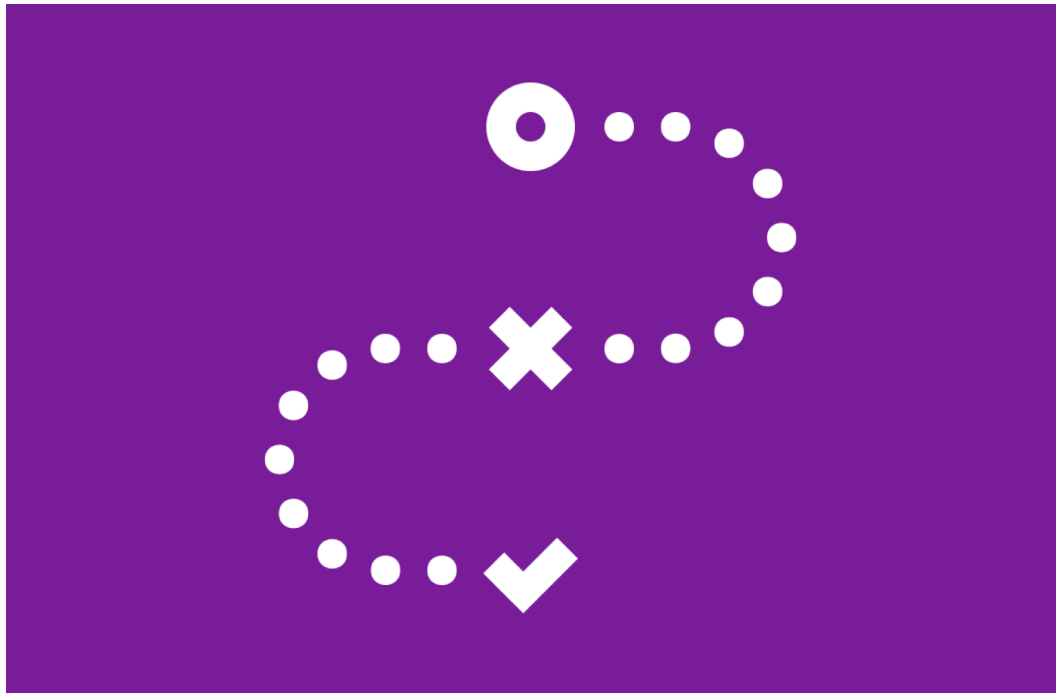
(Advanced Analytics)

Discuss with client in the Loop

FAST

ADAPTIVITY & TRANSPARENCY

This process eliminates silos and ensures that the right information and approach is used to achieve maximum client impact



Mindshare is empowered to run multiple scenarios and optimizations in real time. Our clients can adapt their plans with agility

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AUDIENCE PARTICIPATION EXERCISE

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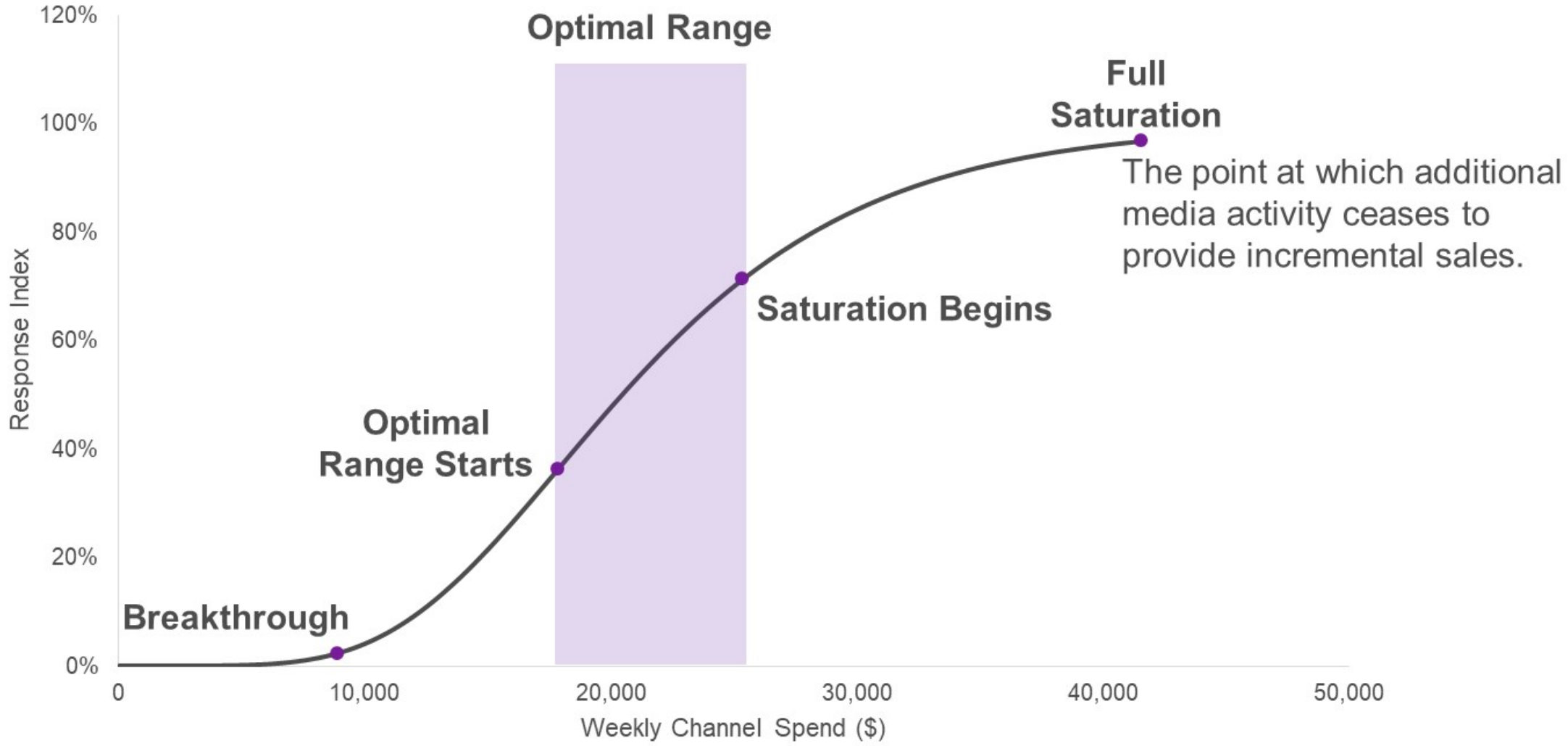
HOW DO YOU OPTIMIZE?

WHICH CHANNEL DO YOU OPTIMIZE TOWARDS?

CHANNEL A
ROI = $1.90

CHANNEL B
ROI = $2.50

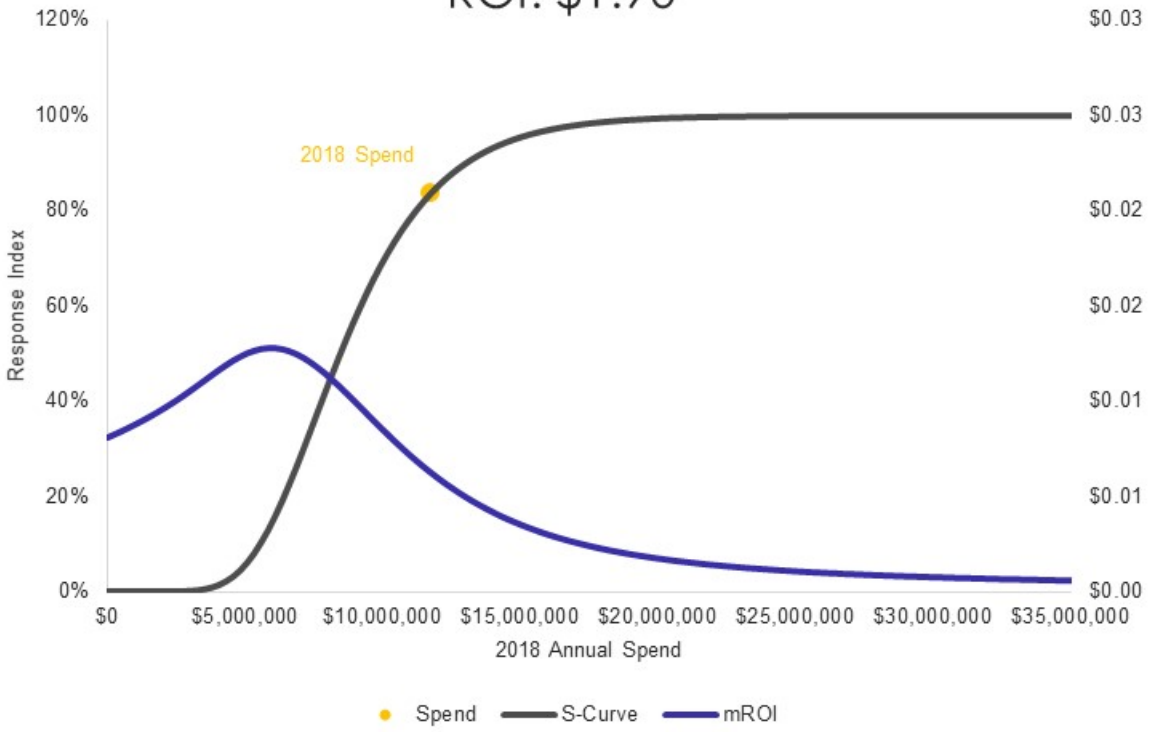
MEDIA RESPONSE IS NOT LINEAR



CHANNEL B HAS A HIGHER ROI, BUT INVESTMENT LEVELS ARE SATURATED

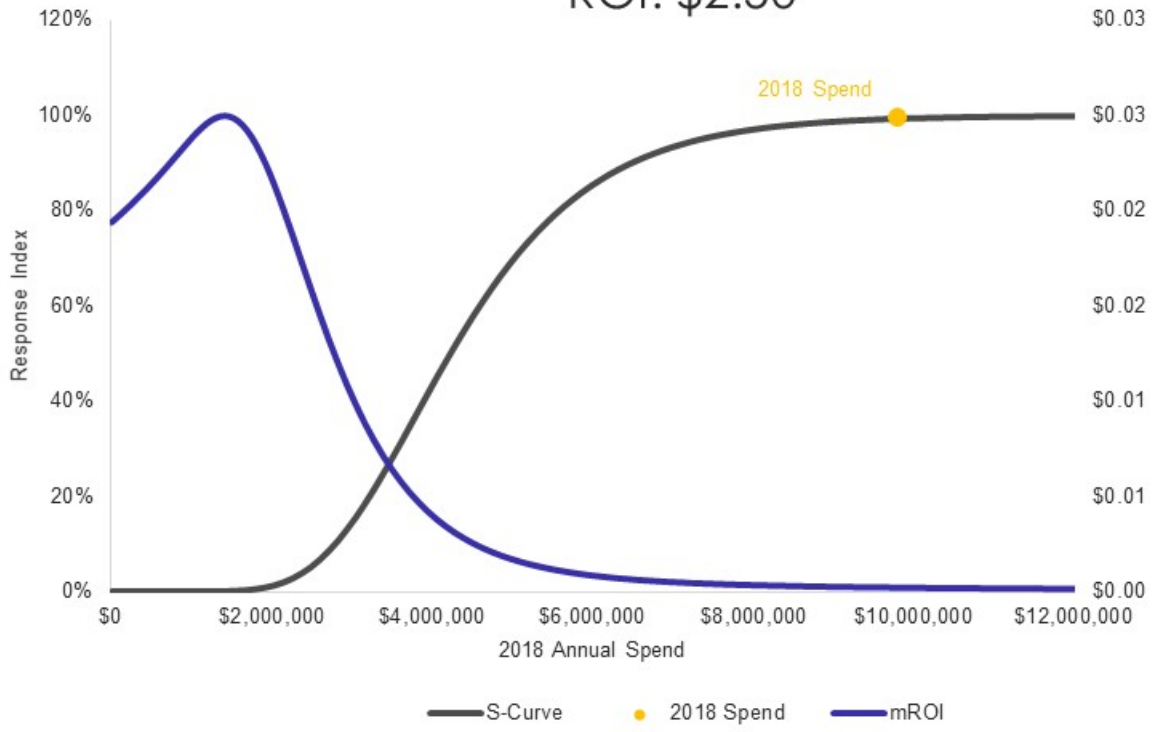
CHANNEL A

Spend: $11,800,000
ROI: $1.90



CHANNEL B

Spend: $9,850,333
ROI: $2.50



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ROI IS NOT AN OPTIMIZATION METRIC!!!