

# Mind the Measurement Gap Whitepaper Launch

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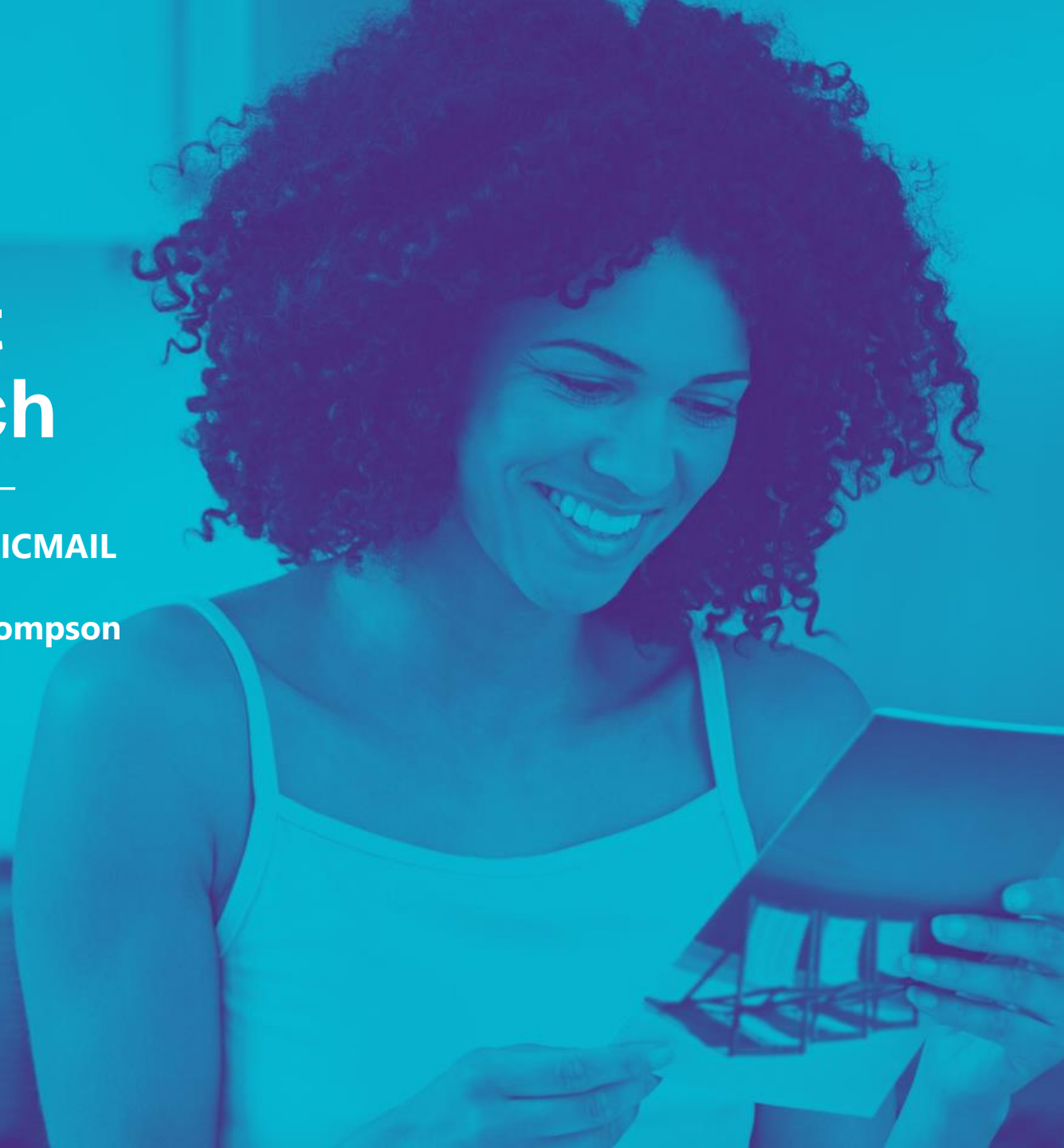
Ian Gibbs - Director of Data Leadership and Learning, JICMAIL

Lynda Helyer – Data Strategy Director, Wunderman Thompson

Matt Dailey – Chief Performance Officer, Havas



Mail Media Metrics



# Why measurement matters

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**EFFECTIVENESS**



**AD FRAUD**



**DOMINANCE OF GAFA**



# Four groups of effectiveness metrics identified by the DMA

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## BUSINESS EFFECTS

- Profit
- Sales
- Market Share
- Penetration
- Loyalty
- Price sensitivity

## BRAND EFFECTS

- Awareness
- Consideration
- Brand Perceptions
- Purchase Intent

## RESPONSE EFFECTS

- Conversions
- Leads
- Acquisitions
- Bookings
- Footfall

## CAMPAIGN DELIVERY EFFECTS

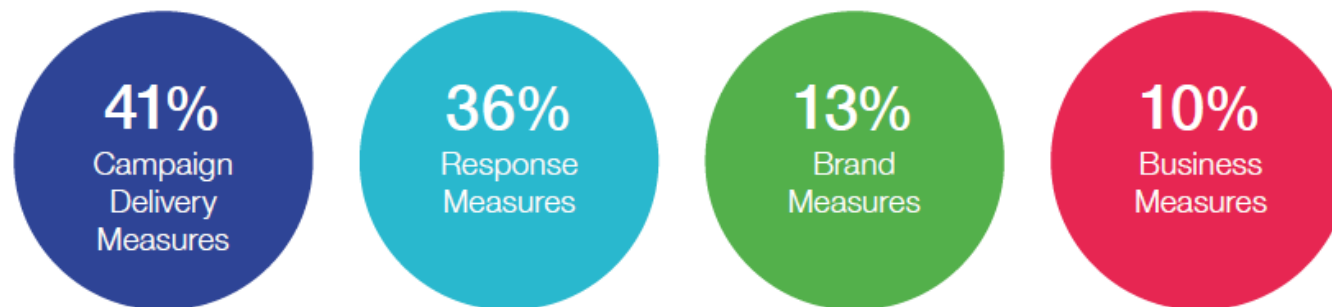
- Reach
- Frequency
- Impressions
- Clicks
- Social engagements

# Of the effectiveness metrics identified....

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## Profile of Effectiveness Measures Identified

2017 to 2020

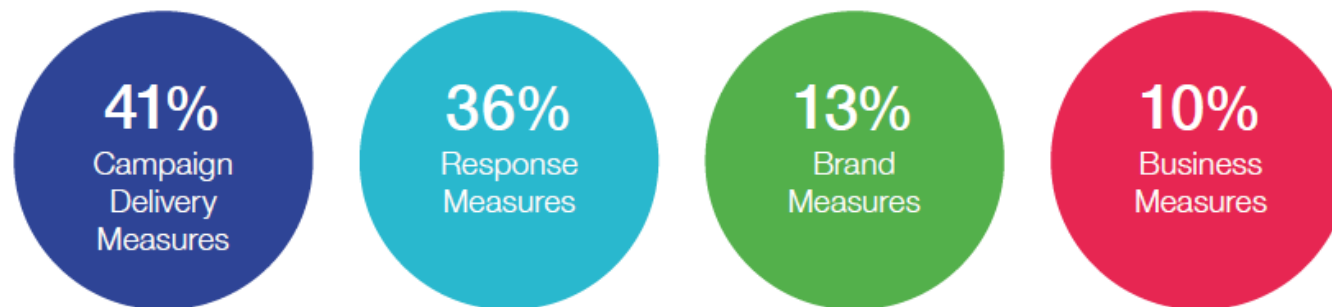


# Not much improvement in 2021

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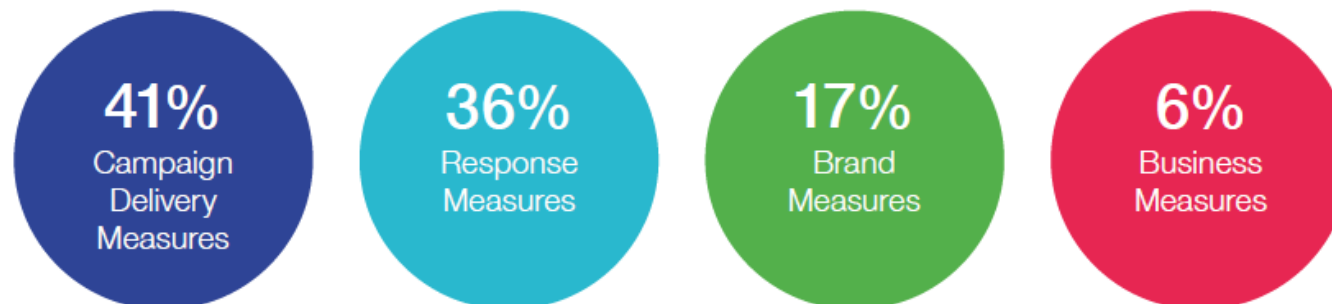
## Profile of Effectiveness Measures Identified

2017 to 2020



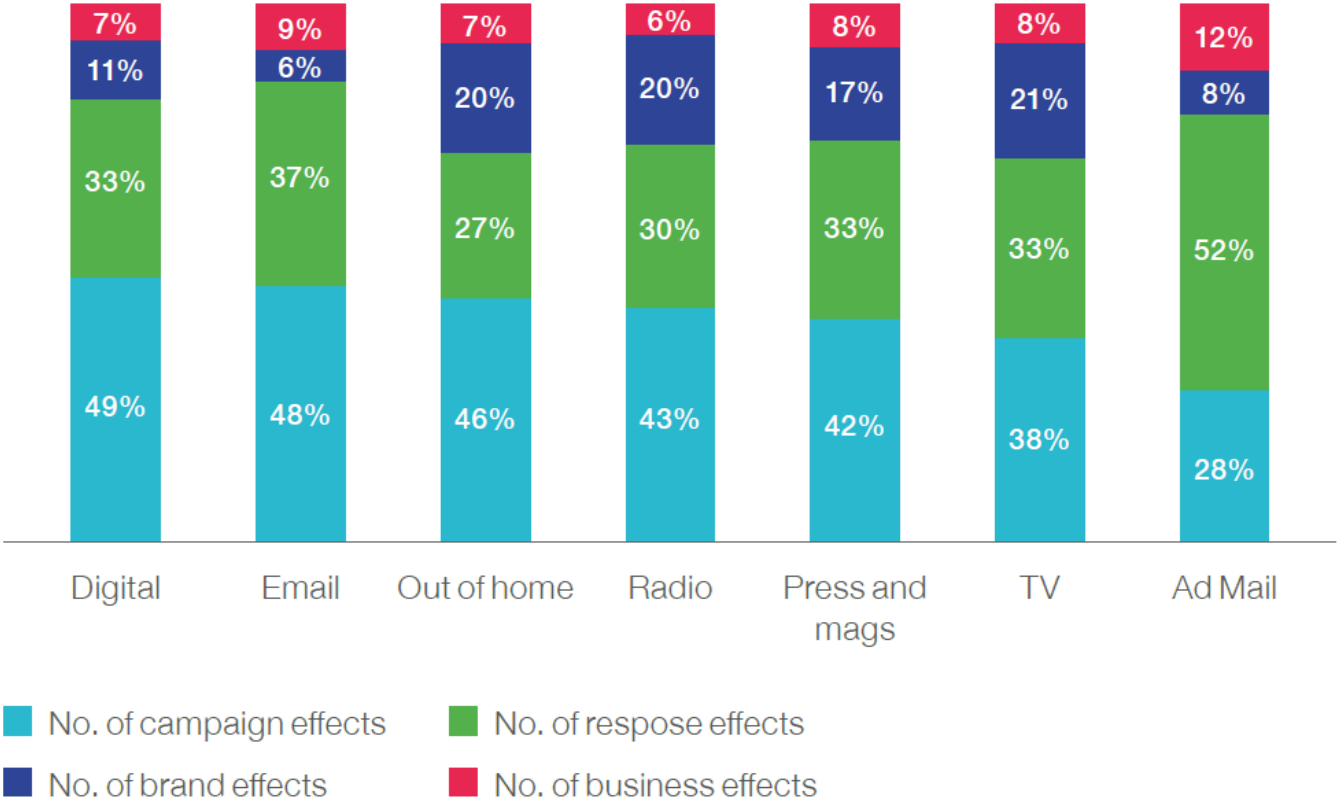
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2021



# Ad mail is the channel most focused on meaningful measurement metrics

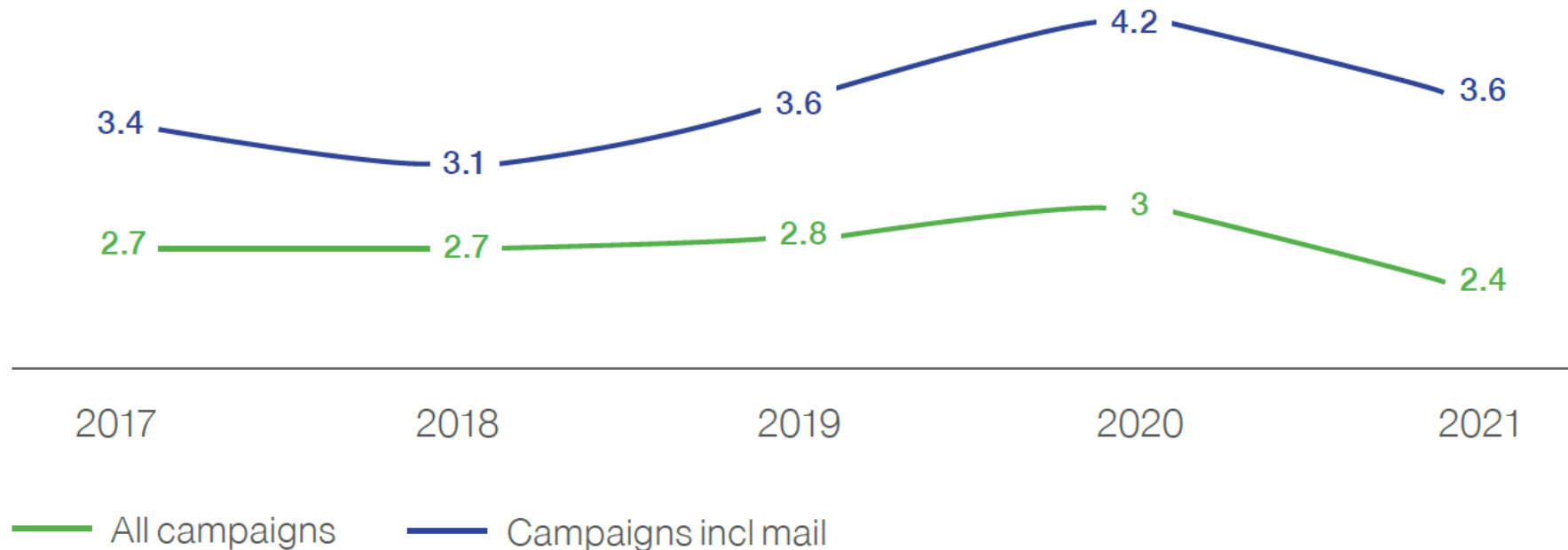
Percentage of effects recorded for campaigns that include the following channels...



# Is sub-standard measurement prompting a decline in overall marketing effectiveness?

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Total number of effects over time



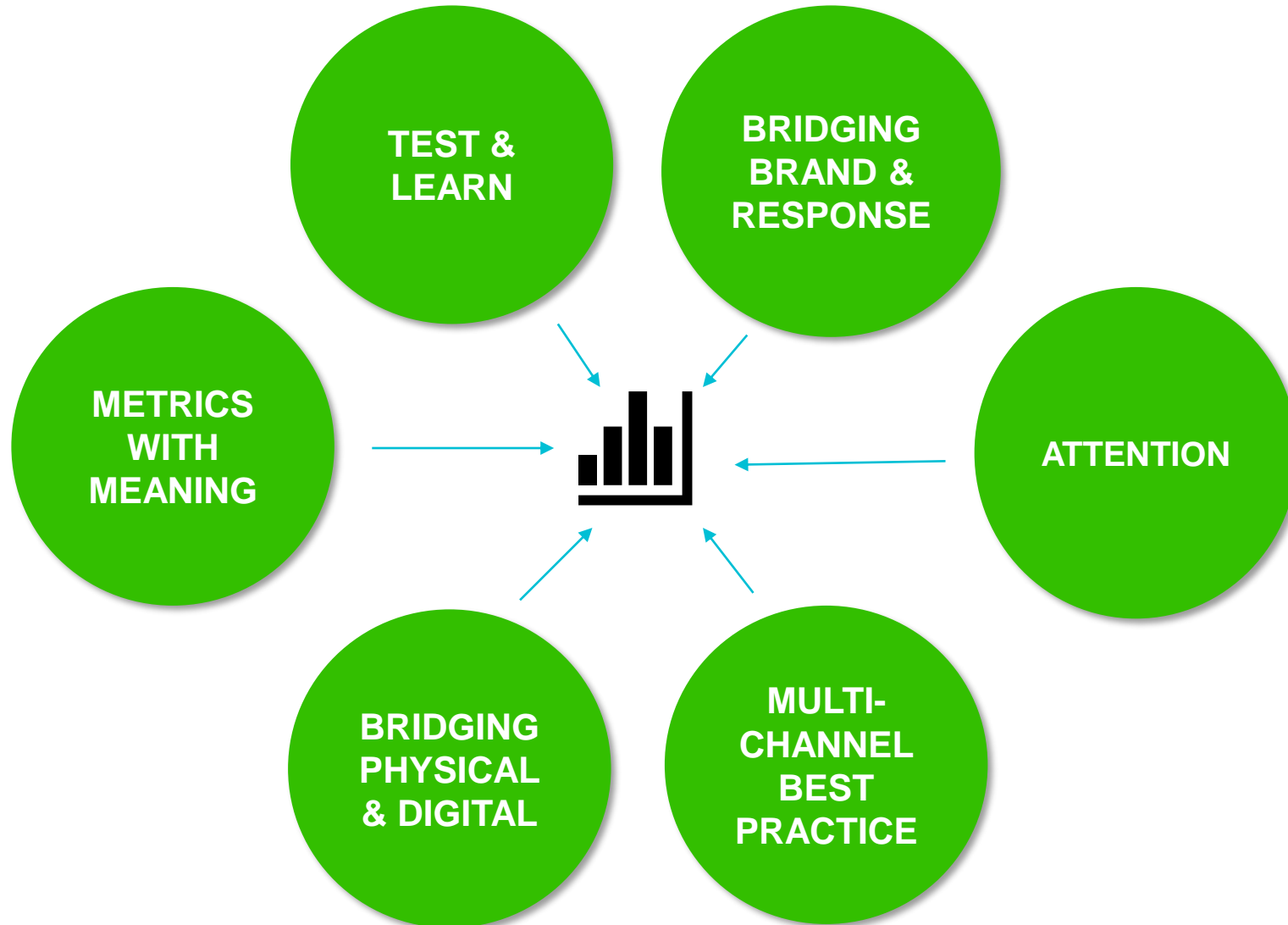
# Opinions from a cross section of the industry





# Six key measurement themes covered

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## Siloed thinking and structures were a recurrent theme

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“In our organisation marketing and 1-to-1 are viewed separately, but in reality, our existing customers are going to see our mass marketing too. We know from research that exposure across multiple channels increases the likelihood of the purchase of an additional product, yet our attribution approaches are separate. Having said that our MMM is an extremely effective tool in combating this across marketing channels, it provides a channel-agnostic view that enables us to plan a campaign as a whole. The next step is channel agnostic measurement.” – Sophia Walmsley, Santander



# Ten top tips

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