

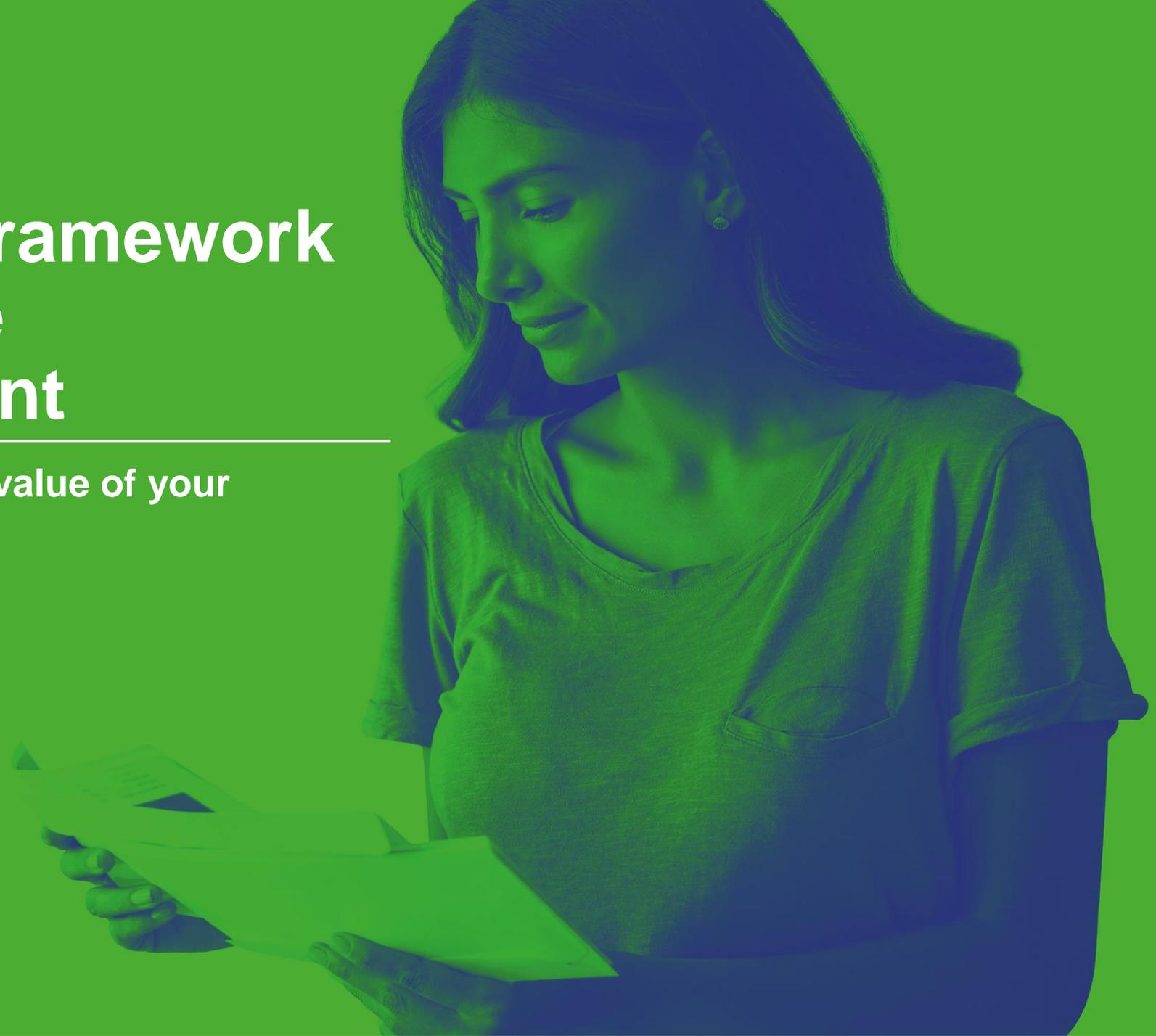
Building a framework for effective measurement

How to showcase the value of your
marketing investment

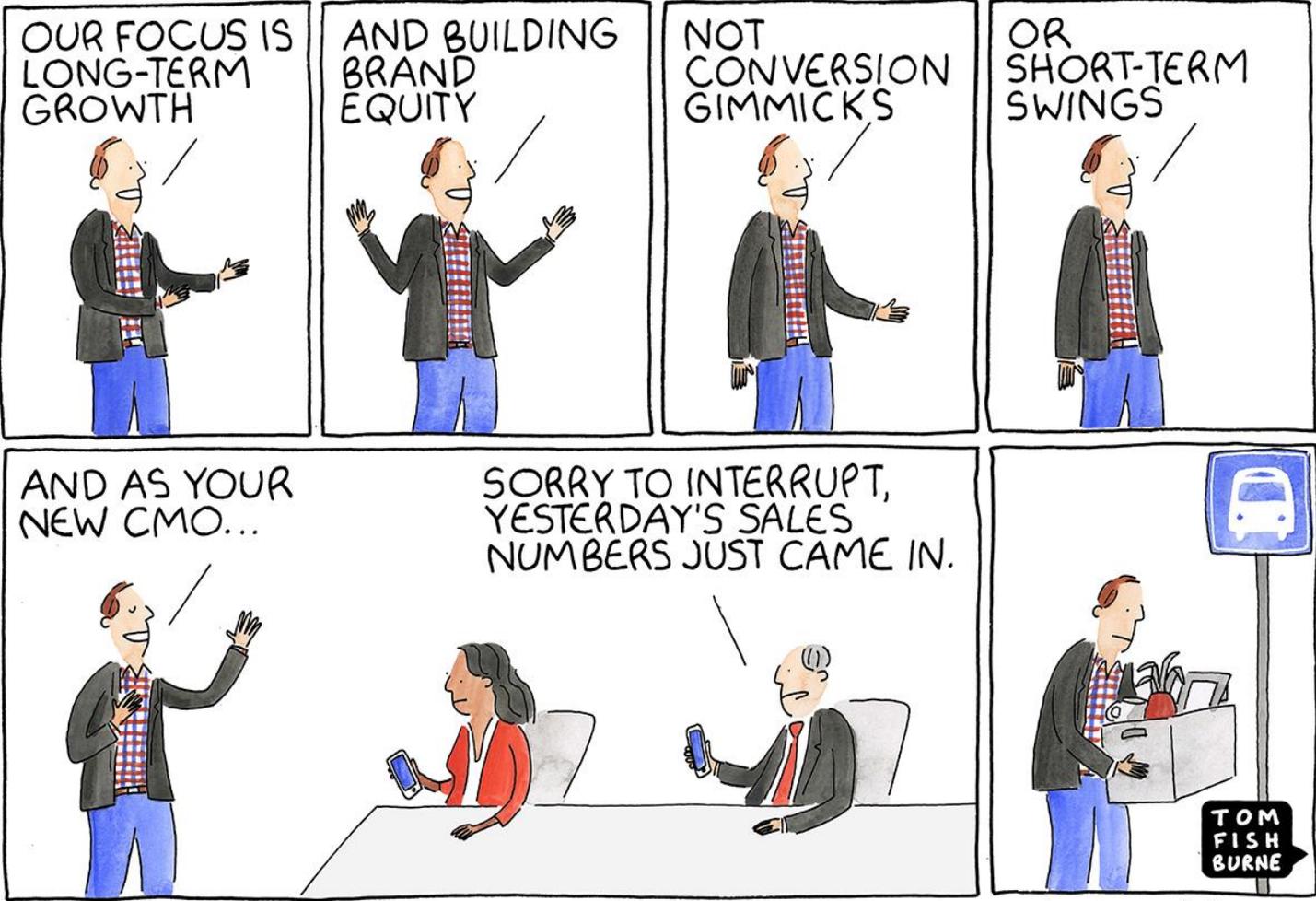
November 2023

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Marketing is viewed as a cost centre. Measurement is sub-standard and CMO tenure is trending downwards.



© marketoonist.com

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In other words... how should marketers select, shortlist, record, store and benchmark campaign measurement KPIs?



- 1. Pick your marketing model**
- 2. Agree on your taxonomy**
- 3. Choose your building blocks**
- 4. Develop a cross-org working group**
- 5. Measure Measure Measure**
- 6. Test and LEARN**

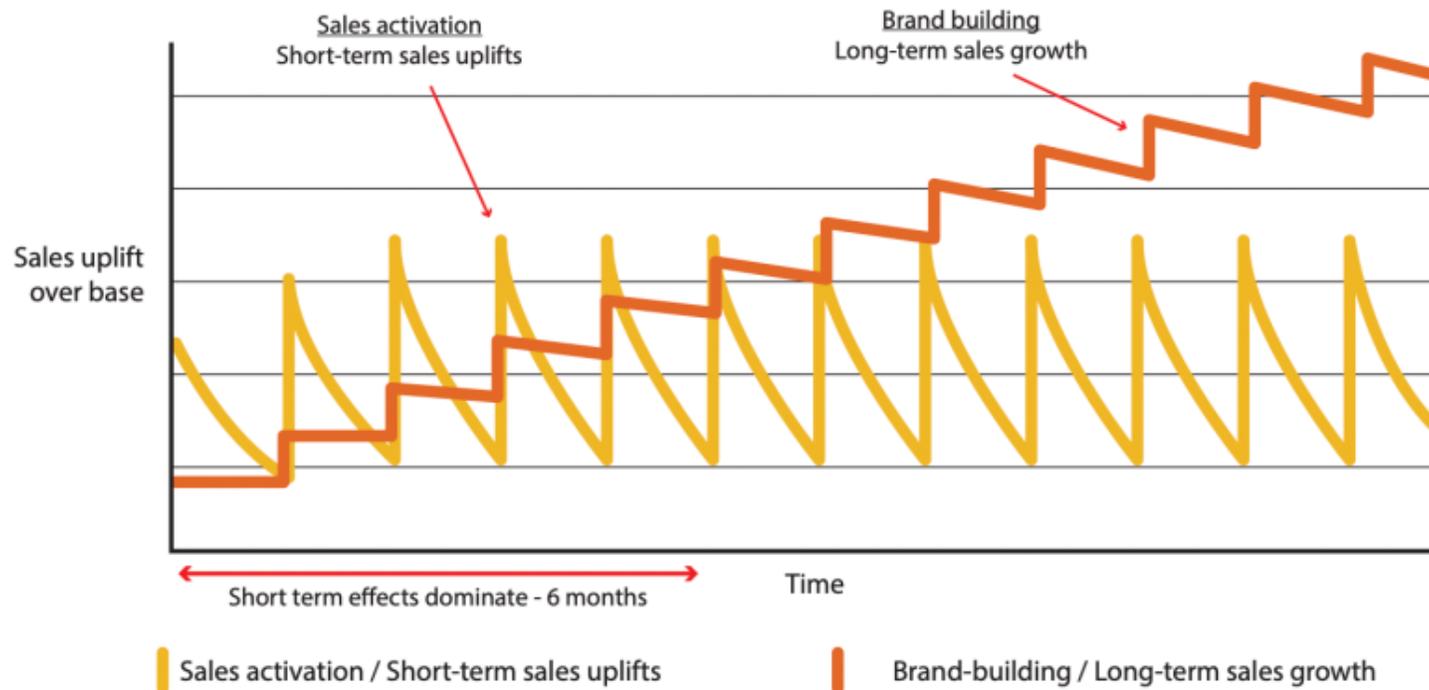
1. Pick your marketing model

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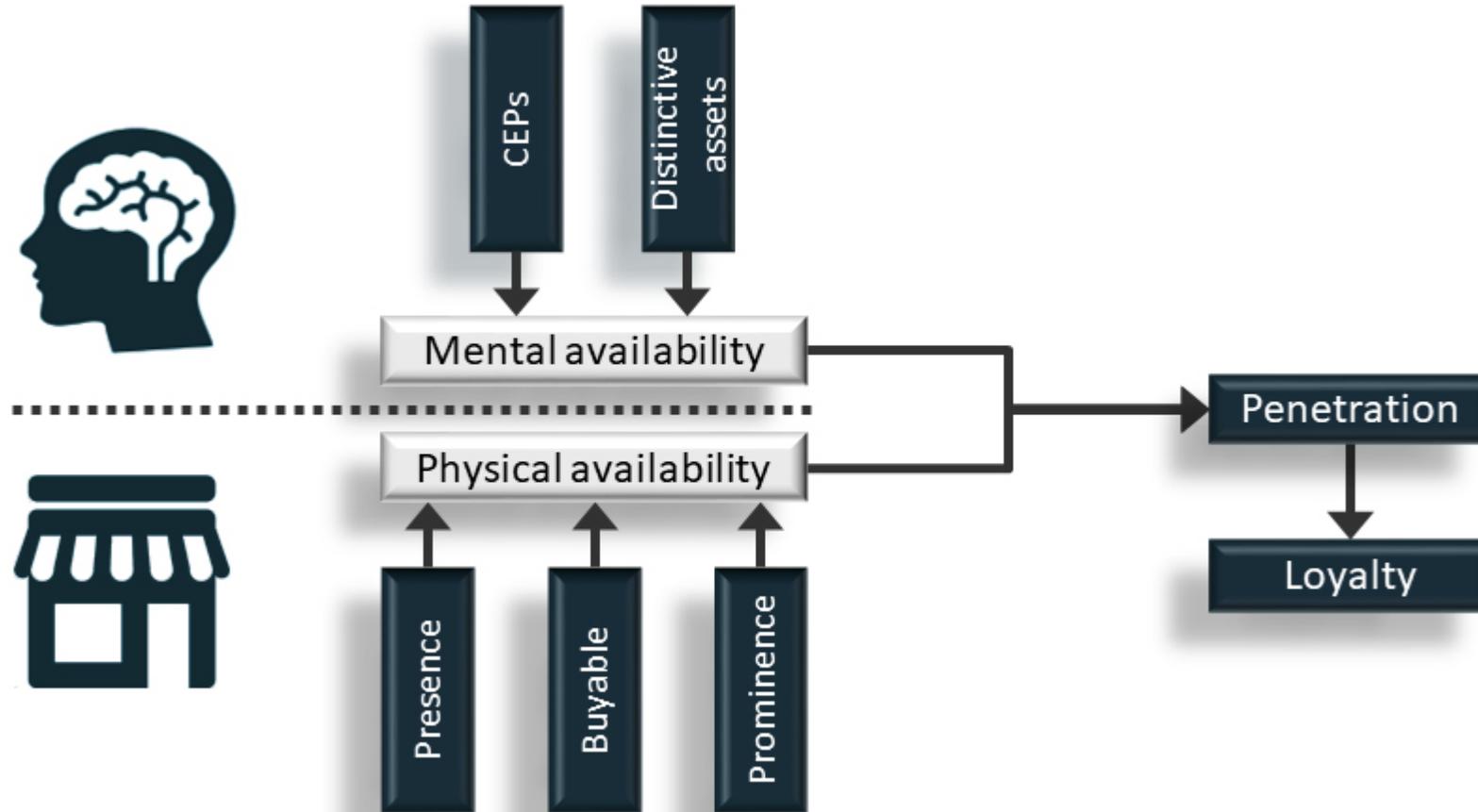
The long and short of it?

BRAND-BUILDING AND SALES ACTIVATION WORK OVER DIFFERENT TIMESCALES



Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA

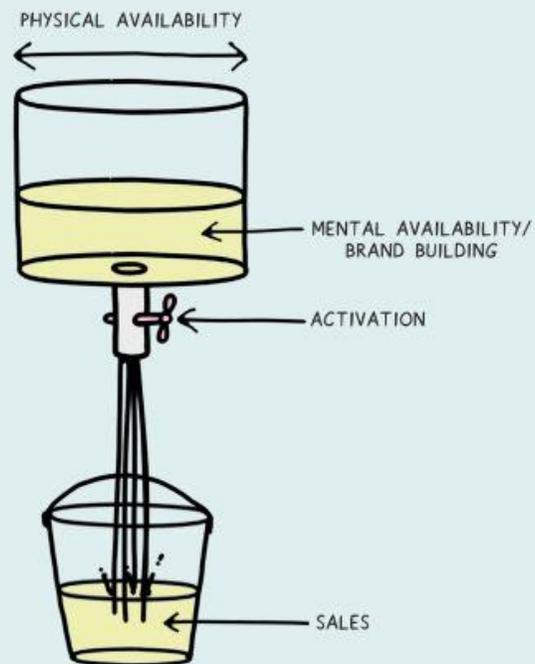
How brands grow?



Bringing different models together

THE SHARP, BINET & FIELD FUNNEL

If Sharp, Binet & Field had invented the sales funnel, this is what I think it might have looked like.



© Dan White  www.smartmarketing.me

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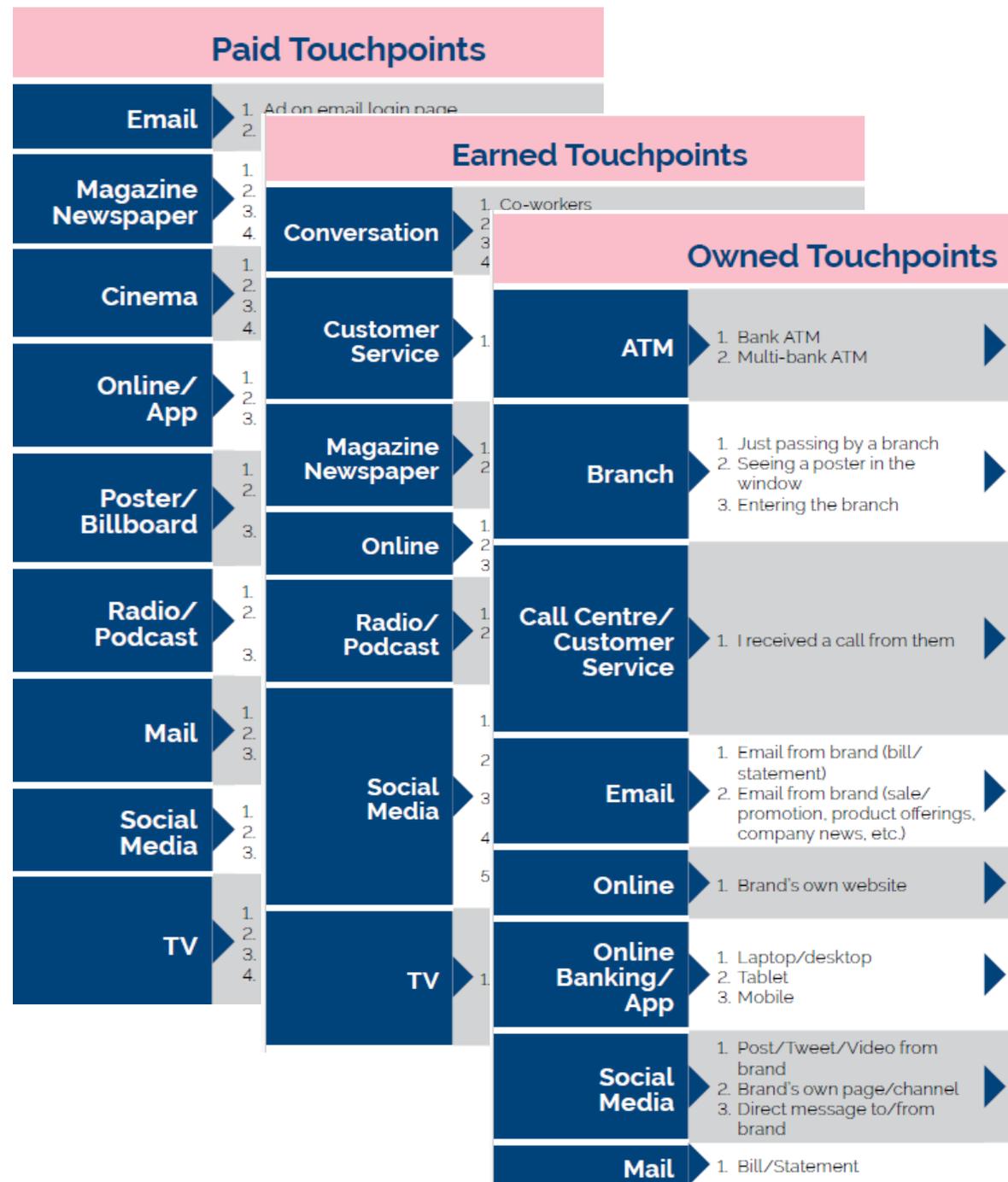
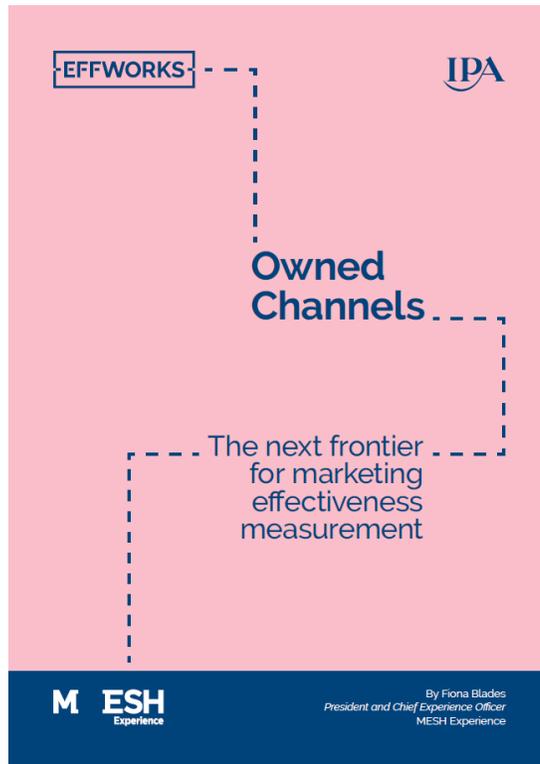
2. Agree on your taxonomy



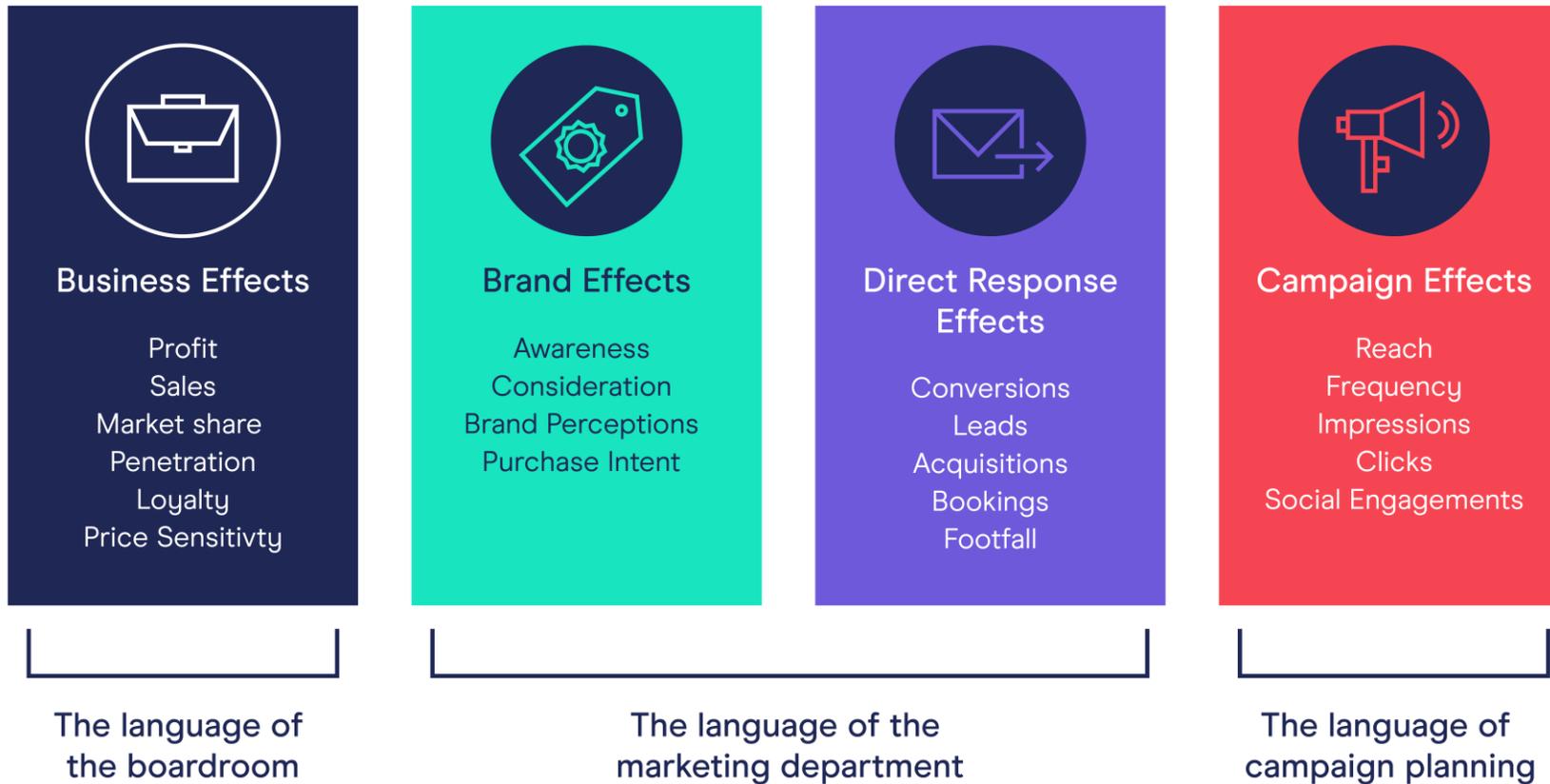
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A taxonomy for media channels



A taxonomy for effectiveness metrics: Four groups of metrics are generally being used to articulate effectiveness



How marketers were measuring in 2022

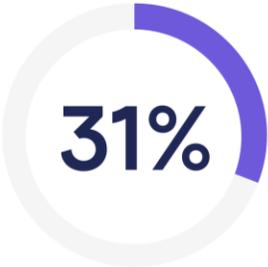
2022



Business



Brand



Response



Campaign

3. Choose your building blocks

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The building blocks of a measurement framework

| | | | | |
|---------------------------|------------------------|----------------------|--------------------|---------------------|
| CAMPAIGN INFORMATION | BUSINESS OBJECTIVES | MARKETING OBJECTIVES | TIME FRAME | CHANNELS AND BUDGET |
| DYNAMIC FIELDS | BENCHMARKS & BASELINES | TARGETS | PERFORMANCE | UPLIFT |
| METRICS | CAMPAIGN KPIS | BUSINESS KPIS | BRAND KPIS | RESPONSE KPIS |
| MEASUREMENT METHOD | ATTRIBUTION | MMM | TEST VS CONTROL | BRAND TRACKER |
| CAMPAIGN TYPES | ACTIVATION | BRAND | ACQUISITION | RETENTION |
| INSIGHTS FOR OPTIMISATION | MEDIA LEARNINGS | TARGETING LEARNINGS | CREATIVE LEARNINGS | DATA LEARNINGS |

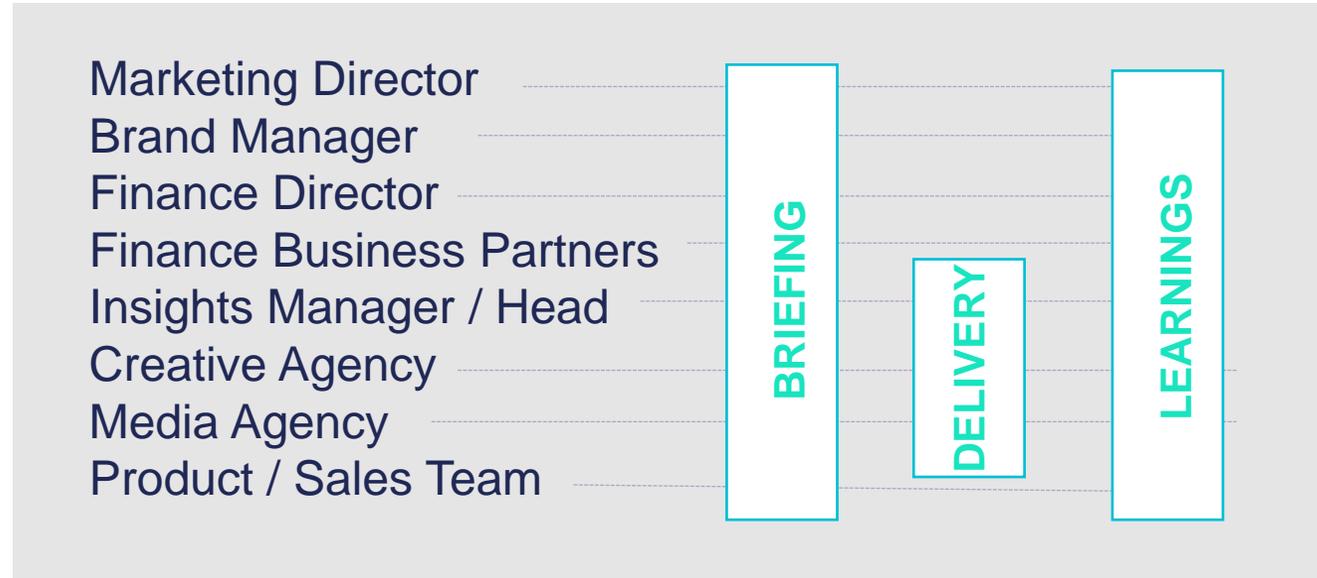
4. Develop a cross-organisational working group

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Who to involve and when



- **INTERNAL RESOURCE...** brings product and industry expertise; data access; strategic alignment; buy-in to results.



- **EXTERNAL RESOURCE...** brings alternative view-points; external benchmarks; creative and media expertise and hypotheses

5. Measure Measure Measure

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Measuring campaign inputs: support your JIC!



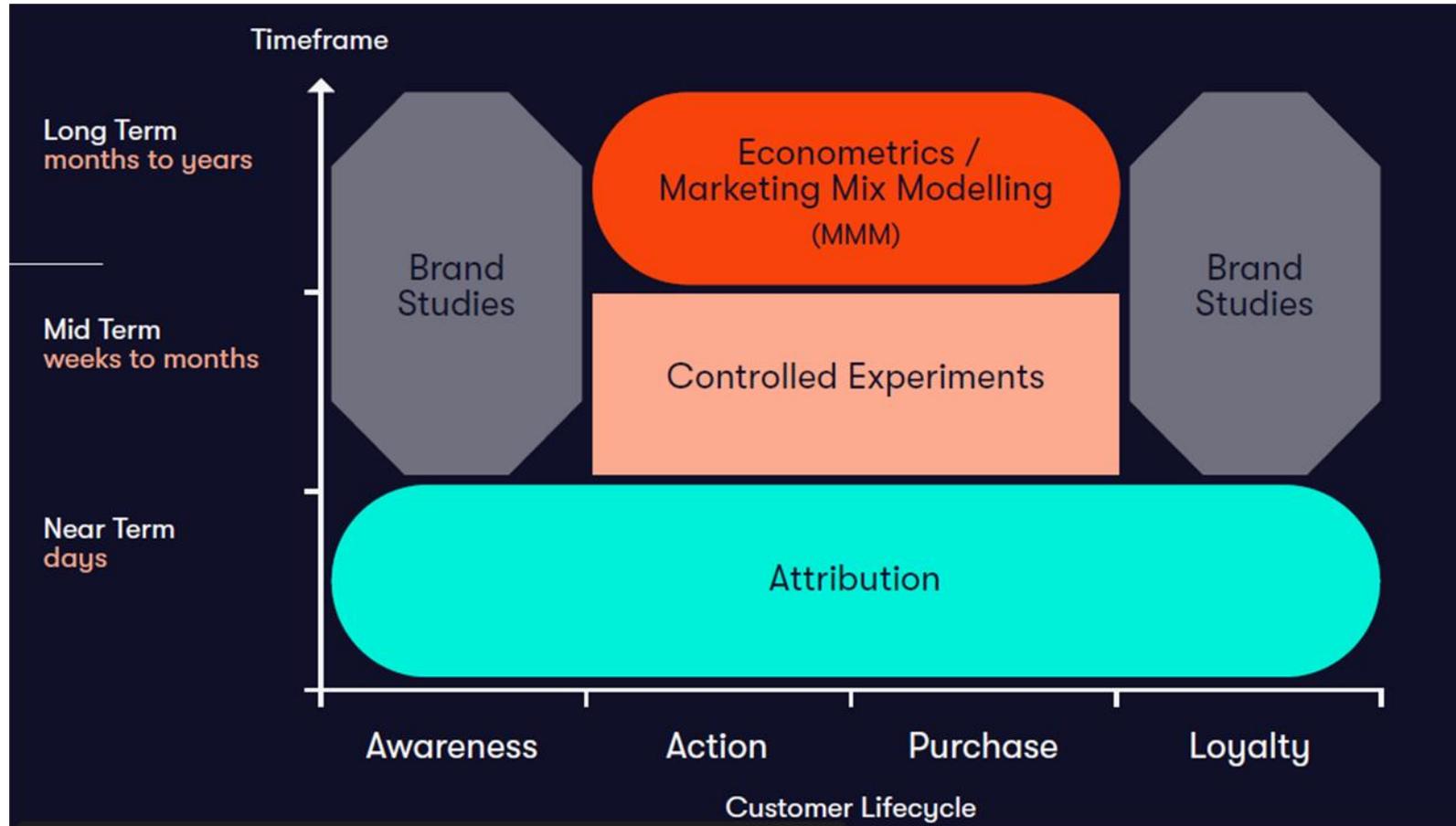
JICs are an expression of the underlying collective values of our industry, providing great value and should form the bedrock of all campaign evaluation and audience measurement.

Justin Sampson, Chief Executive, Barb



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Measuring campaign outputs: four fundamental options



Develop bronze, silver and gold measurement options

GOLD



MMM

**Test vs
Control**

SILVER



Copy-Testing

Brand Tracking

BRONZE



**Media-owner /
Platform
studies**

**Consider devoting 5-10% of budget to measurement.
It's better to sacrifice a bit of reach for a lot of certainty.**



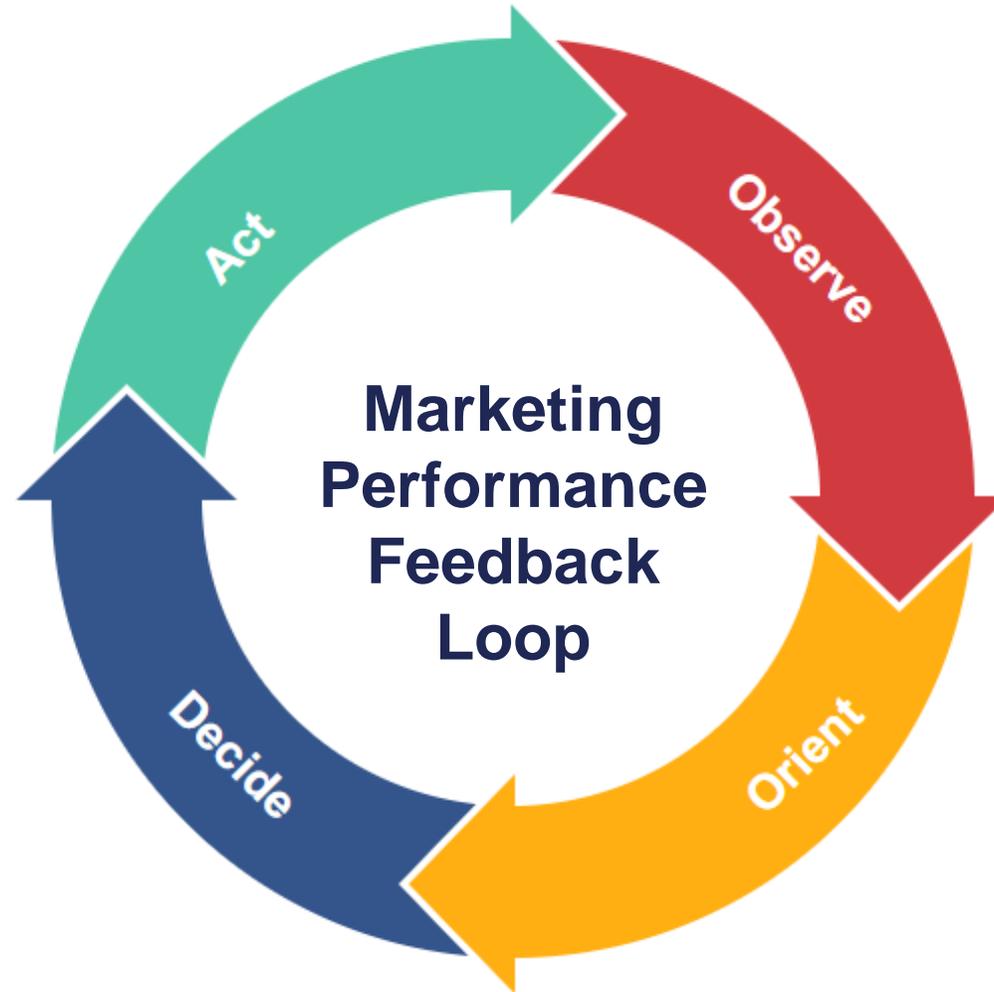
6. Test and LEARN



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A measurement framework enables marketing performance to be optimised



Questions to consider...



?

What have you learned?



?

How will you apply this to future activity?



?

What hypotheses will you test next time?

**Time to build a
framework together...**

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The building blocks of a measurement framework

| | | | | |
|---------------------------|------------------------|----------------------|--------------------|---------------------|
| CAMPAIGN INFORMATION | BUSINESS OBJECTIVES | MARKETING OBJECTIVES | TIME FRAME | CHANNELS AND BUDGET |
| DYNAMIC FIELDS | BENCHMARKS & BASELINES | TARGETS | PERFORMANCE | UPLIFT |
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| INSIGHTS FOR OPTIMISATION | MEDIA LEARNINGS | TARGETING LEARNINGS | CREATIVE LEARNINGS | DATA LEARNINGS |

Organise the blocks into a framework



| | BENCHMARK | TARGET | BASELINE | PERFORMANCE | UPLIFT | CHANNEL | MEASUREMENT METHOD | INSIGHTS |
|-------|-----------|--------|----------|-------------|--------|---------|--------------------|----------|
| KPI 1 | | | | | | | | |
| KPI 2 | | | | | | | | |
| KPI 3 | | | | | | | | |

| Summer '23 Brand Campaign | BUSINESS OBJECTIVE: Increase market share by 5% | MARKETING OBJECTIVE: Increase brand consideration by 10% | TIME FRAME: Q3 2023 | CHANNELS: £2 mill TV £1 mill BVOD £1 mill DM | BRAND CAMPAIGN | | | |
|---------------------------|--|---|------------------------|---|----------------|---------|--------------------|--|
| | BENCHMARK | TARGET | BASELINE | PERFORMANCE | UPLIFT | CHANNEL | MEASUREMENT METHOD | INSIGHTS |
| Brand Awareness | +2.5% | +3.0% | 80% | 84% | +4.0% | TV | Test vs Control | Channel A outperformed Channel B by 10% |
| Brand Consideration | +4.0 | +10.0 | 55% | 68% | +13% | TV + DM | Test vs Control | Creative A outperformed Creative B by 7% |
| Purchase Intent | +2.1 | +2.5% | 25% | 26% | +1% | TV + DM | Test vs Control | Purchase Intent peaked at frequency 4-5 |
| ROI | 0.8 | 1.2 | 1.0 | 1.3 | 30% | All | MMM | DM ROI x2 higher than BVOD |

**Xmas '23
Winter Sale**

**BUSINESS
OBJECTIVE:
Deliver £2 mill in
revenue**

**MARKETING
OBJECTIVE:
Improve AOV to
£120**

**TIME FRAME:
Q4 2023**

**CHANNELS:
£600k Display
£400k Door Drop**

**ACTIVATION
CAMPAIGN**

BENCHMARK

TARGET

BASELINE

**PERFORM-
ANCE**

UPLIFT

CHANNEL

**MEASUREMENT
METHOD**

INSIGHTS

**Offer
Redemption
Rate**

2.0%

3.0%

2.0%

3.5%

+1.5%

Door Drop

**Unique
Tracking Code**

**Offer A
outperformed
Offer B**

**Cost Per
Acquisition**

£12

£10

£14

£10

+/- 0%

Display

Attribution

**CPA's above
average for
social spend**

**Average Order
Value**

£110

£120

£111

£135

13%

**Display
and Door
Drop**

Attribution

**AOV higher
amongst
women**

ROI

0.7

1.1

1.0

1.3

18%

All

MMM

**Door Drop ROI
higher than
Display**

Final thoughts... why this all matters

1. Consistency in how we communicate the value of marketing
2. Breaking down siloes between agency and client
3. Building campaign performance benchmarks
4. Improved marketing performance through the adoption of a test and learn culture
5. Raised levels of organisational IQ around marketing effectiveness and measurement
6. Truly articulating the value of marketing in the boardroom



Thanks

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