



DRIVING MARKETING PERFORMANCE



Scalable Planning with Econometrics and MMM Partners

Demo

Case Studies



AN ENGINE FOR GROWTH

Omnicom's End-to-End Marketing Orchestration Platform

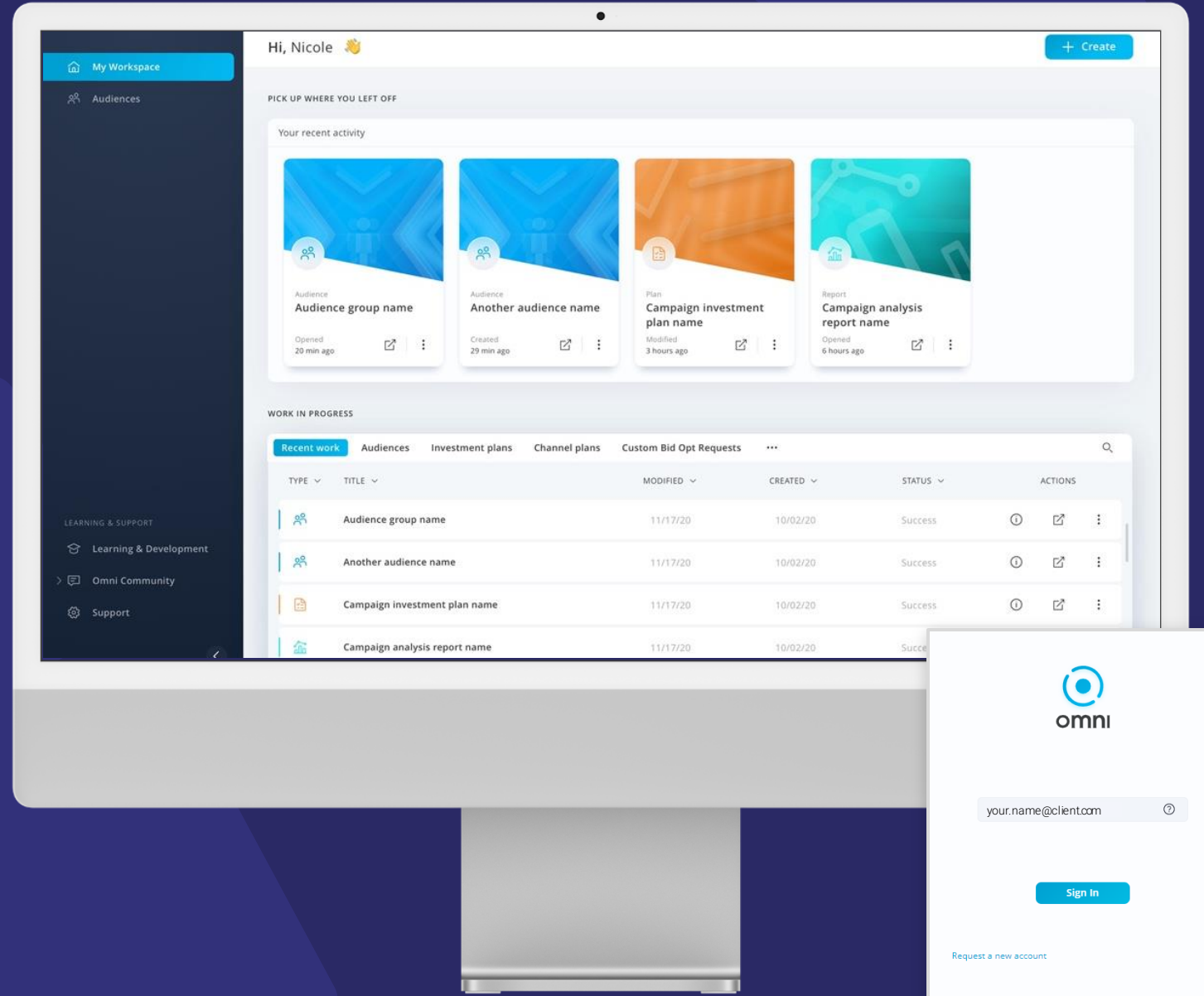
Future-ready Identity & Audience Solutions

Used in **100+** Markets Globally

1B+ Consumer IDs

50+ Global Data Partners, **10,000+** Data
Attributes & **100B+** Bid Request

Largest Commerce data asset, with **100+**
Global Retailer Platforms & Marketplaces



SCALABLE PLANNING SOLUTION STARTS WITH STRONG ECONOMETRIC FOUNDATION

Whether You Utilize Our Ready-made Benchmarks, or Bring Your Own Partner

Omni's planning tools have revenue and brand benchmark curves from **2000+** anonymized cross-category MMM studies, over **100+** markets

For your MMM studies, integrate curves and extrapolate and amplify to new markets - driving additional ROI from MMM.

Significant experience with all Forrester Research report's Measurement players (Ekimetrics, Analytics Partners, Nielsen, etc)

EKIMETRICS CLIENTS

L'ORÉAL



OTHER VENDORS



CONNECTING TOP-DOWN AND BOTTOM-UP PLANNING

Market Portfolio Allocation

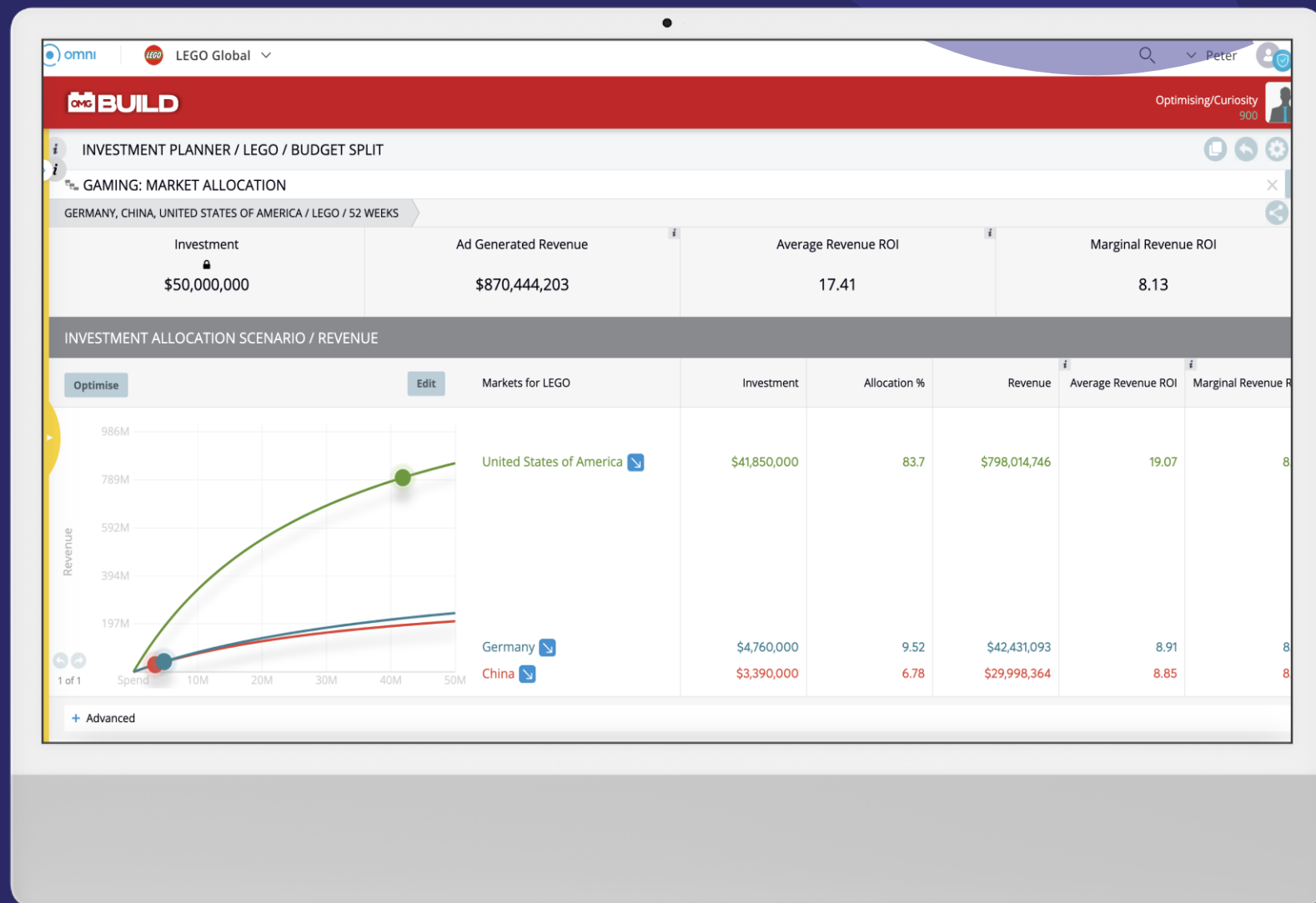
Product Mix

Retail vs Traditional Media

OESP

Channel Mix

Potential data sets and insights:
 Euromonitor, Nielsen Ad Intel, YouGov, Omni's MMM
 Curves Vault, GWI, Flywheel Commerce Cloud data



PARTNERSHIP OPPORTUNITY:
OUR AGILE MMM SOLUTION
SIGNIFICANTLY **INCREASES VALUE**
FROM YOUR MMM TO DRIVE
TACTICAL OUTCOMES

Start with your existing 3P MMM

Improve frequency, speed and
granularity of MMM

Better informed forecasting and
optimization decisions with
tactical level results



BUILDING ON AN EKIMETRICS PARTNERSHIP TO DRIVE SCALABLE AND TACTICAL OUTCOMES

CHALLENGE

Client's 3P MMM is key in helping brand drive growth. However, lack of visibility at more granular, tactical deep dives, which was needed to calibrate & optimize client's segment growth strategy.

SOLUTION

Ingested existing MMM curves to provide investment and channel level planning. Agile MMM was applied as a bolt-on to their results, providing in-depth understanding of how media performs on different consumer & customer segments.



1

SCALABLE PLANNING

100+ MMM based scenarios carried out as part of the Annual Planning, showing up to +20% improvement in top-line metrics

2

IMPROVED AUDIENCE ROI & EFFECTIVENESS

Agile MMM outputs provide basis to quantify the value of different audience strategies to the business (1P vs 3P etc)

3

ENHANCED SCENARIO PLANNING

Relationship between audience source and expected sales output built into optimizations / "What If" scenario building.



COLLABORATING WITH AN IN-HOUSE TEAM TO EXTEND VALUE OF MMM INVESTMENT TO GLOBAL SCALE

CHALLENGE

MMM data is managed by Philip's in-house Measurement & Analytics team to understand the impact of marketing on the business, but the data was not looping back to Marketing to drive performance improvements

SOLUTION

Omnicom created a toolbox of programs that enabled Philips to scale the MMM data into 'dark' markets and categories and critically, moved the MMM to impacting Marketing Planning & Activation



SCALE MMM TO 25 MARKETS AND 5 CATEGORIES

Extrapolating 10 markets and 3 categories of MMM data into 25 markets and 5 categories using Omni benchmark curves and econometric modelling



GLOBAL PROGRAMME, PLANNING EXCELLENCE

Global budget programme (60+ markets, 5 categories), centrally created insight and planning playbook (Media Book of Insights) fusing MMM, Brand & Digital Performance data to deliver continuous improvement



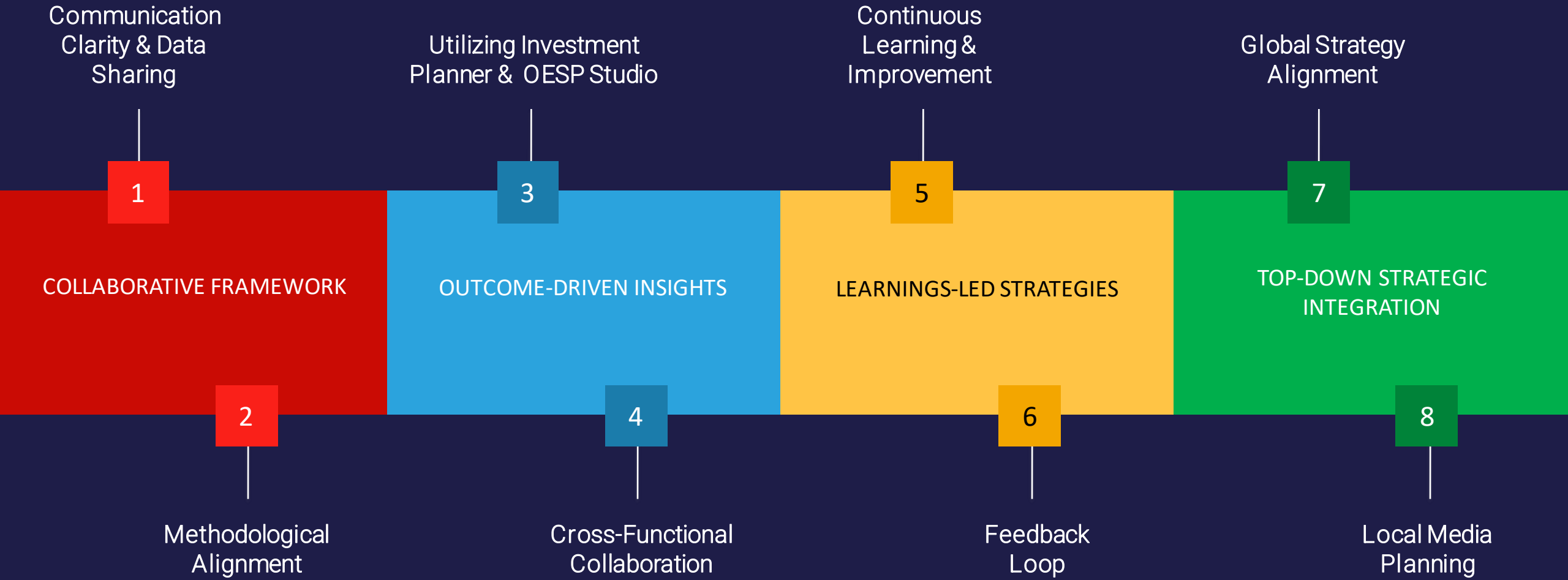
NEW AGILE MMM TEST AND LEARN

Launched a new single market test and learn with Agile MMM to increase the frequency of results. If the test is successful, the next phase will be to onboard the in-house team to do the study.

APPENDIX



WE ENSURE A PRODUCTIVE RELATIONSHIP WITH A CLIENT'S CHOSEN MMM PARTNER/PROVIDER



CLIENT OR 3P MMM CURVE ONBOARDING

If the advertiser has multiple econometric models or studies that establish the functional form of Revenue vs. Spend (investment) by channel, we can integrate their revenue response curves directly into our Omni platform.

Each MMM curve is described by a formula which explains its overall shape:

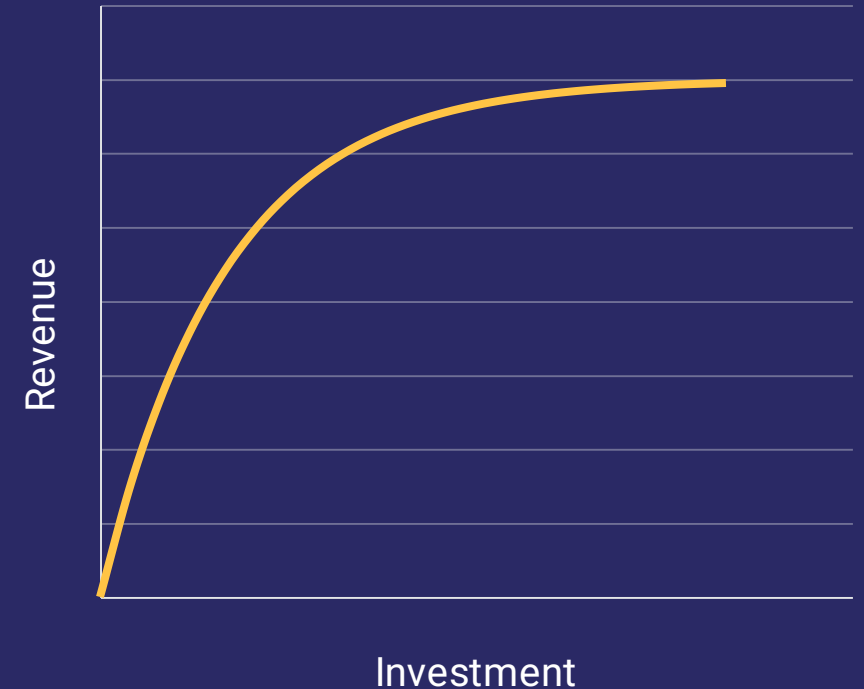
$$\text{Revenue} = \frac{A}{1 + B(\text{Spend})^C}$$

A – the height of the curve

B – the speed with which the curve grows

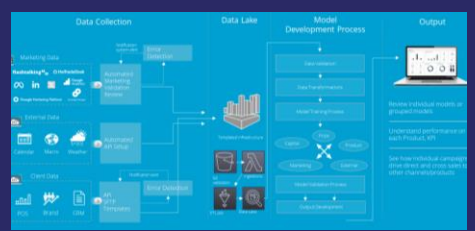
C – the inflection or curvature

To load an MMM curve into Omni, we must know its ABC parameters. Our machine learning algorithms help clients or 3P vendors calculate those parameters and onboard your existing revenue response (ROI) curves.

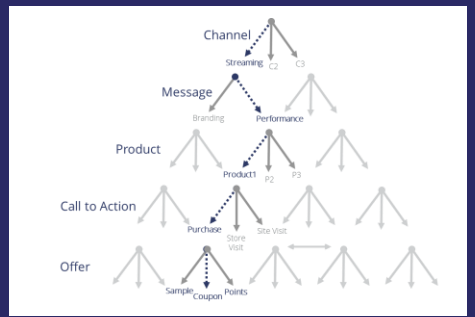


FLEXIBLE SUPPORT MODEL FOR CLIENT INTERNAL TEAM

INFRASTRUCTURE SET-UP



Data Harmonization



Data Taxonomizing



CODE TRANSFER



Machine Learning

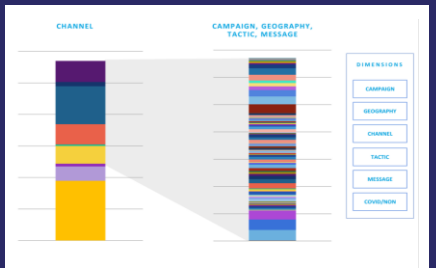
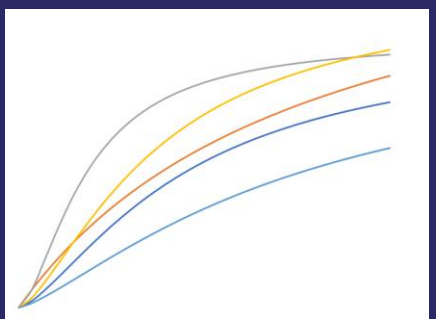
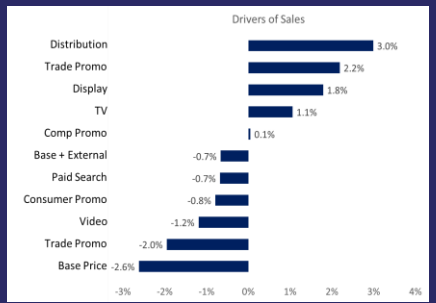


Bayesian Regression

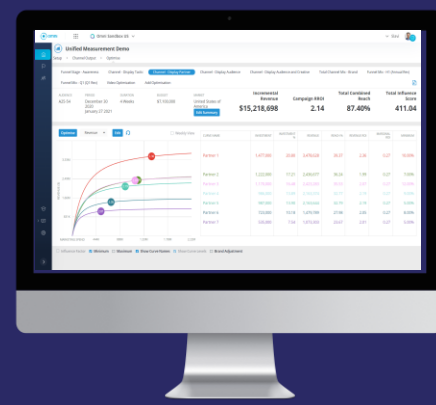
Transparent



RESULTS DELIVERY



Application / Activation Support



OMNI CAMPAIGN PLANNING & TRACKING DATA FLOW

