

## OMNIATT:

**Accurately attribute marketing effectiveness and maximise response**

# WHAT IS OMNIATT?

In a simple sentence, Omniatt is a tool which allows organisation to evaluate which channels and communication touch points drive customer behaviour. In most cases this will be sales.

Omninatt is a multifaceted optimisation tool crafted by Metrix Data Science. Its purpose is to understand what is driving sales, taking into account channel interactions, ad stock effects, and diminishing returns. The result is a comprehensive breakdown of what fraction of sales can be explained by each channel. The analysis incorporates a blend of econometric modelling, marketing mix analysis, time series algorithms, and supervised machine learning. Omninat utilises AI to provide a robust solution within the intricate landscape of modern media.

Omniatt provides the client with all the information required to make future budgeting decisions, be it attracting new customers or maximizing sales and renewals. Drawing on multiple pieces of analysis, the result is an exhaustive list of recommendations geared towards optimizing the potency of media activity. Additionally, it serves as a tool to predict the outcomes of different budget allocations.

Omniatt will deliver key insight that can only be attained from a holistic approach to attribution analysis. Inevitably driving conversion rates upwards, optimising growth levels for your business.

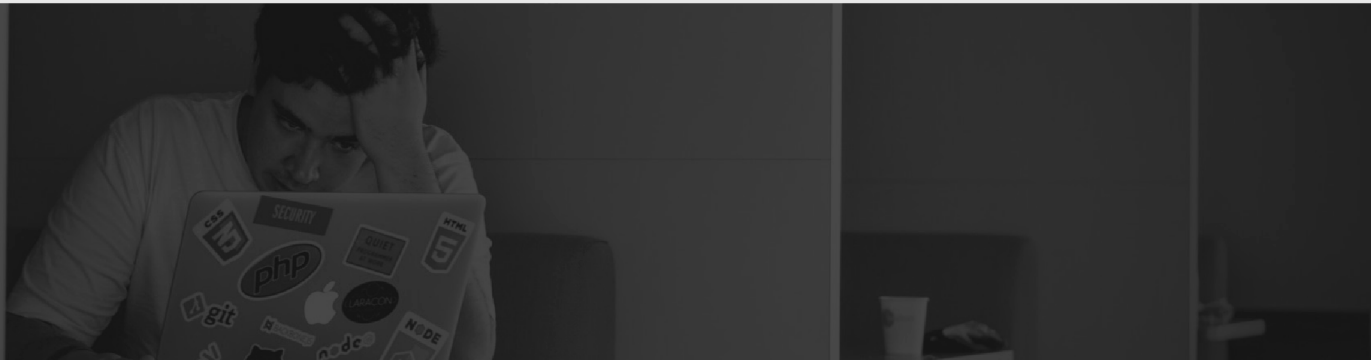


## WHY DO BUSINESSES NEED OMNIATT?

Most organizations, by default, use omni-channel marketing campaigns, but measuring their impact is confusing because of the large number of channels involved, how they interact, and the resultant mass of data. Omniatt demystifies this complicated picture by using a set of algorithms which assess the impact of multiple channels on sales or an alternative target variable.

The fact of the matter is most organisations don't know what is driving sales and a lot of media buying is done by black box.

Most attribution analysis is done using either last click models or analysing channel performance in isolation. Both methods are overly simplistic and mean that the crucial interplay between marketing channels is ignored.



# \$100 million

The best industry example of the need for sophisticated attribution analysis is that CPG giants P&G cut \$100 million in digital ad expenditure and saw no decrease in sales activity.

Clearly there was wasteful spending that could have been redeployed to more meaningful use.

Crucially, businesses need Omniatt to make more informed marketing budget decisions.

# WHY DO BUSINESSES NEED OMNIATT?

There are myriad ways that Omniatt can guide businesses in the right direction:



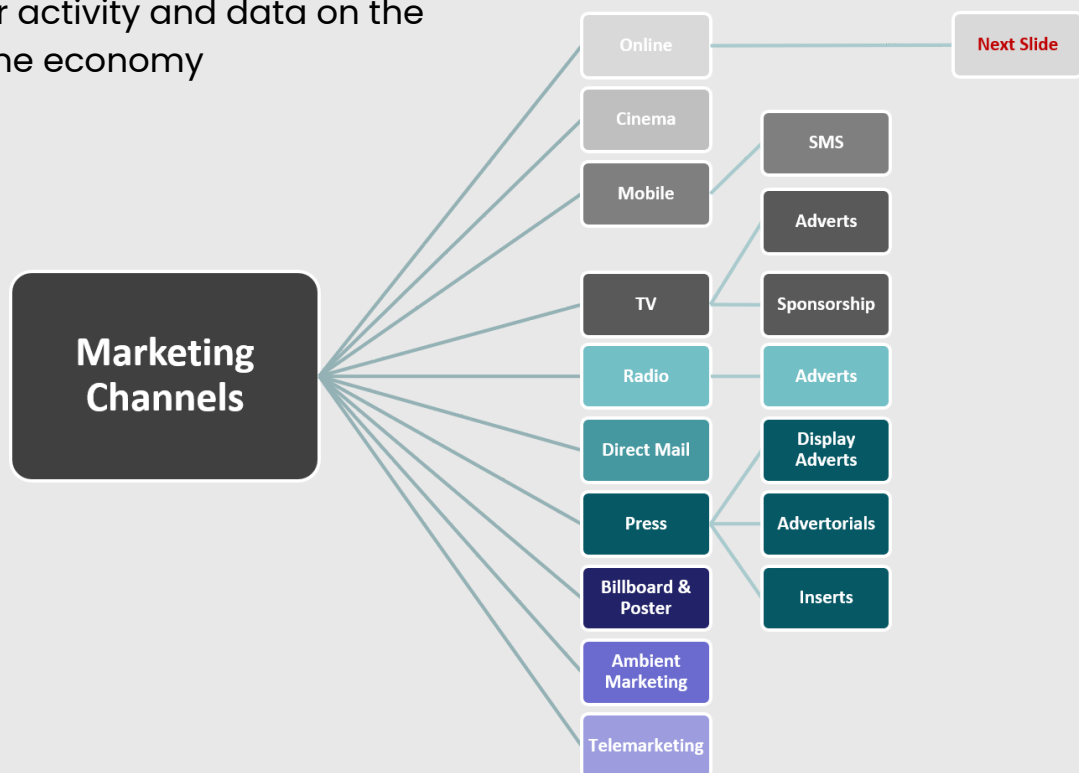


# HOW IT WORKS

## The Omniatt process is as follows:

### Collect Data

- Channel activity - i.e. costs, impressions and drop dates from all channels and touch points e.g. Display, TV, PR etc. over a period of time.
- Price data - all info concerning promotions and discounts
- External events - data is collected on external factors that could impact sales e.g. the weather, competitor activity and data on the health of the economy
- Response data - what you are trying to measure. This can be sales value, transactions, web site visits etc.
- Data collection should be as granular as possible and be over a period of at least one year



# HOW IT WORKS

## Understanding each touch point - this is know as univariate analysis

- Univariate or single variable analysis involves looking at one channel at a time
- This analysis involves the construction of line graphs, scatter plots, bar charts and correlation matrixes to give an indication of the existence of ad stock effects, diminishing returns and potential outliers.
- In addition, univariate analysis gives the statistician early indication of which channel or touch points will be powerful drivers in the Omniatt algorithm

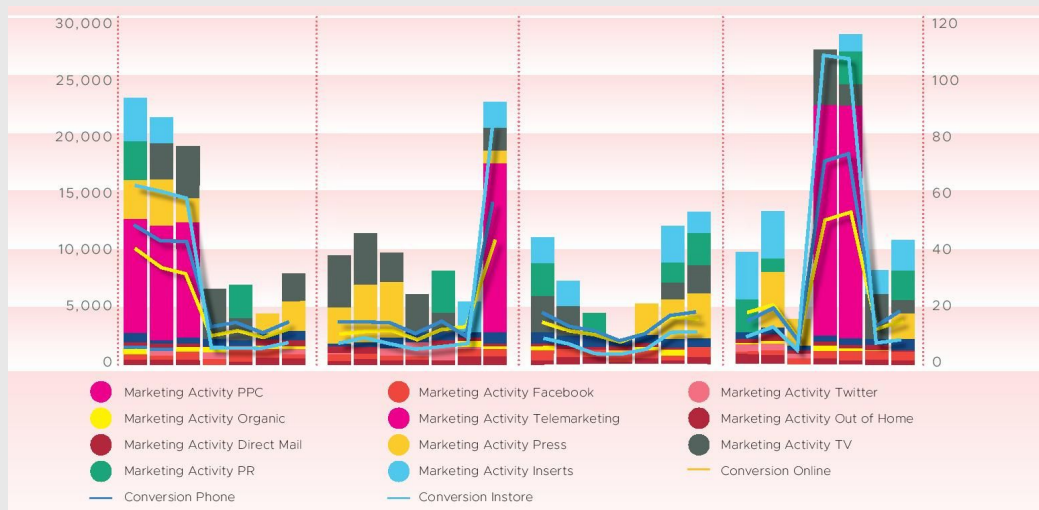
## White Box

- Omniatt is an example of 'white box' machine learning, this is in direct opposition to 'black box' systems. 'Black Box' works on the basis of unsupervised learning, meaning the internal workings of the system are not transparent, an algorithm takes in data and generates an output.
- 'White Box' affords a far greater role to the statistician in controlling how the algorithm comes to a decision. The precise statistical process is explainable, and the outputs will match intuition from univariate analysis
- This approach ensures the analysis has a human media-neutral touch that is based entirely on statistical expertise

# HOW IT WORKS

## Omniatt Algorithms

- This stage of the process involves building several econometric models to understand the relationship between media channel spend and a target variable like sales
- The key question that this stage addresses is what is the aggregate contribution of each marketing channel to total sales and how does this vary with respect to time and the simultaneous deployment of other channels? The chart below shows how daily sales can be broken down into their constituent parts by channel. This gives a granular view of how the effectiveness of marketing channels varies over time.
- To ensure the algorithms are non-biased external factors that affect sales must be considered. This can include things like economic indicators, temperature and competitor activity. MM attempt to minimise this bias by collecting as much external events data as possible
- After the algorithms are built MM run robustness tests to ensure that they are as statistically powerful as possible



## DIMINISHING RETURNS

- Diminishing returns is the point at which spending beyond a certain point derives no extra benefit.
- Diminishing returns is a crucial aspect of any marketing plan since it aims to minimise wastage and unnecessary spending.
- Diminishing returns analysis is best understood by combining insights from the univariates with the coefficients from the econometric models.
- The presence of diminishing returns is implied by a non-linear relationship between spend and response. This relationship can be picked up using the correct model specification and corroborated by looking at the univariate analysis.





# BRAND ECOSYSTEM ANALYSIS

**Brand ecosystem analysis looks at how brand sentiment interacts with marketing channel spend.**

The correlations between the brand metrics and channel spends are calculated then visually represented in a table. Those with the strongest association are coloured in green, mild association is orange and no relationship is denoted by red.

This is a useful tool in creative development. In this example, the strong link between innovation and Facebook would point towards using creatives emphasising the business' innovation to maximise the potency of Facebook display ads.

Brand Metrics	Channel		
	Facebook	Key blogger	On-line gaming
Specific Ad Awareness	V. High	Med	High
Unprompted Awareness	Med	High	V. Low
Positive Impact	Low	Low	Med
Consideration	High	Med	Med
Innovative	V. High	Med	V. High
Prompted Awareness	Low	V. Low	Low

## SCENARIO BUILDER

A scenario builder is a tool which illustrates the impact of a given budget allocation on aggregate response, channel spend and ROI. The tool links with the statistical models to calculate the impact of a relative change in the budget allocation on response from each channel. From this the value produced with each channel can be calculated.

Assuming costs remain constant between years, the predicted change in ROI can be calculated. Looking at the historical composition of new versus existing customers means this analysis can be segmented between these two groups.

