



# MEASUREMENT CHECKLIST

## MARTECH

Ensure compliant data capture, close the conversion loop and enable value-based bidding in this data constrained environment.

- Consent Management Platform.** Make the most of your potential data collection post the March EU consent capture deadline. Google's Consent Mode v2 (among others) to allow you to send anonymous 'signals' instead of nothing at all for non-consenting marketing website users.
- Server-Side Tagging.** Remove some of the heavy lifting from your clients browsers; avoid some automated browser tracking blocking; enhance or redact event and conversion data sent to ad tech platforms; centralise back end event logic across web, app, and internal systems. (e.g. subscriptions and product returns)
- Enhanced Conversions.** Capture additional personal information, with consent, and report back to ad platforms to close the attribution loop when click based identifiers aren't available or were placed on the consumers' other research device.
- Conversion Import.** For repeating purchases, or those with a time-lag, capture and report back the click IDs from ad platforms to join the dots when the sale is made later. Particularly valuable for recurring B2C and all B2B CRM businesses.
- Mobile Measurement Platform.** Not for everyone, but if you're running app install campaigns and need to track this effectively, consider using a measurement platform which handles all the appropriate cross-platform tracking and ads platform API event reporting for you.
- Customer Data Platform.** Unify all customer communications and actions in a singular customer view. Track and model lifetime value, recency and frequency. Segment customers and use these first party audiences across marketing communications, advertising and more.

## TESTING & EXPERIMENTATION

Prove the value of specific marketing investments

- Incrementality testing.** Stop relying just on digital attribution and look at the larger geographic causal impact of advertising through controlled testing. Test investment levels across new or existing channels and platforms to learn more accurate ROI figures and account for externalities in near real-time.
- Creative testing.** Get scientific with your creative testing to prove which message copy, creative application, or overarching advertising campaign is the most effective. Compare head to head in real time or compare campaign vs campaign to look for casual sales lift.

## ECONOMETRIC MODELLING

Model how all long term advertising, business strategy and externalities affect long term business impact

- Media mix modelling.** Take into consideration: all online and offline advertising exposures; business strategy including pricing, promotion and events; and external context including seasonality, market, competitors' actions and so much more to establish the incremental sale value and which media channels have contributed towards them. Then use this to re-balance your media mix and optimise it for growth. Answer "where do I put my next pound of investment".