Attribution Case Study Showcase

Ken Nelson
VP Partnerships & Alliances

Mike Eichorst
Financial Services Specialist
Regions Bank Frustrated By Limitations of MMM & MTA

1. Too slow
2. Not detailed enough
   ○ Wanted to see results by message, by customer segment
3. Too focused on the transaction
   ○ Wanted to measure the relationship to the brand and how that influenced lifetime value
4. Missed influence of location
5. Didn’t translate results from the person level all the way to shareholder value in a way Regions could trust and validate
Marketing Evolution’s Unique Approach

1. Fast
   ○ On-board is fast because ME has built a software platform for speed
   ○ Monthly optimization is standard
   ○ Weekly or more frequently is available

2. Detailed
   ○ Measures at the person level, by customer segment, by message
   ○ Uses ML/AI to find patterns

3. Transactions + Brand
   ○ Rather than only measuring the transaction, ME continuously measures brand, and connects at a person level the longitudinal influence of brand on behavior, generating LTV models that show the value of brand advertising over time

4. Includes location of retail outlets and people

5. Translates results to actionable message + media mix all the way to shareholder value
Objectives

Goal of campaign(s):
• New Accounts & Life Time Value (LTV)

Target:
• Adults in 17 states

Size of campaign:
• $40 to $50mm/year in advertising

Goal of attribution study:
• Message and Media Mix Optimization

Campaign Reached 90% of Target Population
Sources of Data

• **First party**
  - CRM database
  - Advertiser cookie file
  - Login IDs
  - Transaction database

• **Third party**
  - Acxiom/Experian/Epsilon
  - IRI, Kantar, Nielsen Catalina Solutions (NCS)
  - Lotame, Oracle BlueKai, Oracle Datalogix, Nielsen Marketing Cloud, Viunt
  - Publisher cookie files
  - Publisher Mobile IDs
  - ComScore, Quantcast
  - comScore TV, Nielsen KeepingTrac
  - Simply Measured, Netbase, Crimson Hexagon, Spredfast

• **Media included:**
  - Video (TV & Digital)
  - Audio (online & offline)
  - Display (Digital, Out-of-Home, Magazine, Newspaper, Direct Mail)
Modeling Approach Summary

1. Software-as-a-Service Platform
   - Full transparency and permission based dashboards and scenario based media planning modules utilized by brands, research firms, and management consulting firms for insights and actions based on Brand Tracking, Segmentation, and MMM/MTA outputs.

2. Person-level data
   - Deterministic matching of exposure for Digital, TV (with Smart TV feed), Direct Mail, Email, Out-of-Home (with location data feed), etc.
   - Probabilistic for Radio, using same data used in MMM + individual data and measurements (e.g. exposure mapping based on fusion & survey of stations listened to most often).

3. Statistical and Machine Learning analysis
   - Logit, Elastic Net, Ensemble ML
   - Published whitepapers on methodology & modeling for full transparency
1. RICH, USER-LEVEL DATA INTEGRATION

Regions Bank’s Person-Level Spend Optimization Data (Illustrative)
Captured by Marketing Evolution’s ROI Brain

Rich, User-Level Data
Integration of a broad range of user-level data (including brand insights) reveals purchase drivers for each individual...

Media and Creative Impact by Micro-Segment
...and enables creative and media optimization by micro-segment in real-time.

Insights

Creative Impact by Segment: Views and purchase lift by user-level data

<table>
<thead>
<tr>
<th>Campaign Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be You</td>
</tr>
<tr>
<td>Segment 1</td>
</tr>
<tr>
<td>Segment 2</td>
</tr>
<tr>
<td>Segment 3</td>
</tr>
</tbody>
</table>

Media Impact by Segment: Purchase lift data, controlling for proximity to bank branch and prior brand affinity

Frequency to Impact Response: Cable TV: ESPN Prime

Source: Regions Bank Inc.; Marketing Evolution, Inc.; CEB analysis. © 2017 Gartner, Inc. and/or its affiliates. All rights reserved. MLI20787/1
2. BRAND INFLUENCE MAPPING

Marketing Evolution's Brand Impact Assessment

**Run Brand Surveys**
Marketing Evolution surveys thousands of consumers (both existing customers and prospects) every day to gauge baseline affinity with Regions’s brand.

**Link Brand and Behavior Data**
Software combines brand perception data with media and purchase data at the person level.

**Infer Brand Effects**
Look-alike modeling helps infer broad trends from 10,000 consumer surveys on a yearly basis.

Source: Regions Bank Inc.; CEB analysis.

Regions Financial Corporation's Use of Brand-to-Behavior Data

*Illustrative Examples*

**Analysis 1: Brand Influence on Purchase and Leading Indicators**
Marketers at Regions learn which brand perceptions correlate best with sales—by linking brand perception, media exposure, and subsequent purchase data.

**Analysis 2: Campaign Impact on Brand Affinity**
Marketers at Regions learn which ads boost brand affinity most effectively—by comparing consumer views before and after exposure with control versus exposed groups.

**Analysis 3: Ideal Balance of Brand Versus Product Messages**
Marketers at Regions learn how much brand advertising boosts conversion rates from subsequent product messages.

Source: Regions Bank Inc.; CEB analysis.

*Learn more on how Regions’s marketers select the optimal mix between product and brand advertising on page 10.*
Why The Modeling Approach

Frequency Lift Response Function

- Life #25 - TV-Network Freq: 9  Lift: 3.69
- Destiny REV 90 - #12 - TV-Network Freq: 9  Lift: 0.25

Message Targeting

Creative Response

- Age 13 - 17
- Age 18 - 24
- Age 25 - 34
- Age 35 - 44
- Age 45 - 54
- College or more
- Employment: Full...
- Stay-at-home pa...
- Retired
- Hispanic
- Braun or Africa...
- White or Caucas...
- Race: Other
- Now Married
Why The Modeling Approach

Frequency Lift Response Function

Life - #25 - TV-Network Freq: 9
Lift: 3.69

Destiny REV 90 - #12 - TV-Network Freq: 9
Lift: 0.25

Message Targeting

Age 13 - 17
Destiny Rev
3.24522

Age 13 - 17
Life
0.894291

Creative Response
MEDIA PLAN OPTIMIZATIONS AND WORKFLOW

Optimization Recommendations Connected to Activation TV & Digital Channels

<table>
<thead>
<tr>
<th>Approval</th>
<th>Media</th>
<th>Optimized Cost</th>
<th>Optimized Impact</th>
<th>Current Cost</th>
<th>Current Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cable TV - SYFY Non-Prime</td>
<td>$459,288</td>
<td>2.863</td>
<td>$380,999</td>
<td>2.244</td>
</tr>
<tr>
<td></td>
<td>Cable TV - History Channel Non-Prime</td>
<td>$259,814</td>
<td>2.600</td>
<td>$199,857</td>
<td>2.038</td>
</tr>
<tr>
<td></td>
<td>Cable TV - ESPN Non-Prime</td>
<td>$4,036,268</td>
<td>2.076</td>
<td>$4,282,289</td>
<td>2.245</td>
</tr>
</tbody>
</table>

Instant notifications and one-click approvals for campaign updates simplify real-time optimization.

A “Discuss” button initiates e-mail discussions to speed up decisions requiring judgment.

Regions Bank’s Accountability Framework for In-Campaign Optimization (Illustrative)

Campaign Optimization RACI

<table>
<thead>
<tr>
<th>Business</th>
<th>Name</th>
<th>Role</th>
<th>Campaign Start Date</th>
<th>Weekly Optimizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regions Bank</td>
<td>Tom Jepsen</td>
<td>VP Marketing</td>
<td>May 1st</td>
<td>Responsible</td>
</tr>
<tr>
<td>Digital Agency</td>
<td>Jane Doe</td>
<td>Brand Strategist</td>
<td></td>
<td>Responsible</td>
</tr>
<tr>
<td>Agency Partner</td>
<td>Henry Seine</td>
<td>Account Manager</td>
<td></td>
<td>Assists</td>
</tr>
<tr>
<td>Consultant</td>
<td>Tim Browne</td>
<td>Project Manager</td>
<td></td>
<td>Informed</td>
</tr>
</tbody>
</table>


Clear authority for executing campaign changes (including agency roles) ensures efficient follow-through without lengthy discussions.
Results

• Business Doubled account production in first year. Continued to grow in year subsequent years.

  ○ Validation: Control Groups (ME Patent for combining continuous measurement + design of experiments)
  ○ Validation: Gartner CEB independent assessment – case study was published.
1. Software based platform
   ○ Research firms for Brand Tracking, Segmentation, and MMM that want to adopt Marketing Evolution’s platform can do so (Examples: Morpace, Screen Engine)

2. Person-level data
   ○ Deterministic matching of exposure for Digital, TV (with Smart TV feed), Direct Mail, Email, Out-of-Home (with location data feed), etc.
     ○ Probabilistic for Radio, using same data used in MMM + individual data and measurements (e.g. exposure mapping based on fusion & survey of stations listened to most often).

3. Statistical and Machine Learning analysis
   ○ Logit, Elastic Net, Ensemble ML

4. Why that approach was used:
   ○ Because Person-Level measurement reveals message and targeting impact while campaign is live, so changes can be made to improve ROI.
Validation: Gartner Independent Findings:

RESULT

Regions Bank’s Average Optimization Frequency

In Days

Before Person-Level Optimization

After Person-Level Optimization

180
90
0

7

Incremental Revenues from New Checking Account Openings

Before Person-Level Optimization

After Person-Level Optimization

18%

7.5%

Incremental Sales Contribution

Source: Regions Bank Inc.; Marketing Evolution Inc.; CEB analysis.

Source: Regions Bank Inc.; Marketing Evolution Inc.; CEB analysis.

96% Decrease in Optimization Cycle Time

140% Increase in Account Production

$10.71

1H 2017 Payback on ROI Brain™

4 Yr Tenure

Number of years as customer

More Visibility and Precision

“We now know exactly what we are doing with our media spend, who we are targeting, and how are we using our media to do it.”

Michele Elrod

Executive Vice President, Head of Marketing

Regions Bank
How Results Were Used

Regions’s Implementation Team

Project Sponsor:
Marketing Head

Analytics Lead
Finance Lead

Data Lead
Quantitative Measurement and Performance Specialist

Agency Integration Committee

Regions’s Implementation Timeline
Illustrative

<table>
<thead>
<tr>
<th>30 Days</th>
<th>60 Days</th>
</tr>
</thead>
</table>
| 1 | Define Success
Hold on-site meetings; analyze historical data. |
| 2 | Media and Data Feed
Define agency integration, activate data feeds, and onboard additional data. |
| 3 | Dashboard Release
Initial release and training on ROI brain software. |
| 4 | First Optimization
Initial weekly and monthly readout with message & media optimization. |
| 5 | Ongoing Optimization
Apply weekly, monthly, and quarterly optimization rhythms. |
| 6 | Portfolio Optimization
Use daily and weekly data to refresh optimizations across all brands in corporate portfolio. |

Source: Regions Bank Inc.; Marketing Evolution; CEB analysis.
*Initial optimization cadence is monthly or bi-weekly to train teams. Pace moves to weekly by end of first six months.

©2017 Gartner, Inc. and/or its affiliates. All rights reserved. MLC172873
Biggest Challenge

• Building the Software Platform to Ingest over 1 million data points per person, and generate message and media mix optimization while campaigns are live.
  ○ Taken years, $10s of millions in investment, requiring new patented approaches

**Learning/Implications:**

We believe person-level analysis will subsume MMM, segmentations, brand tracking and MTA. It is a great time to help customers evolve.