

CMO Brief March 2019

| Attribution: How to Measure the Impact of TV Advertising

Despite the growth of digital media and platforms, television remains a major part of most advertising campaigns and measuring the impact of TV commercials in this new environment is more important than ever.

A number of providers have responded to this need. Advances in data science promise a fast, accurate assessment of a campaign's impact which can provide insights for tactical optimization as well as for long-term strategy. A new report, by Sequent Partners for CIMM and the 4A's, analyzes the new methods and compares the various providers' approaches. While the report is focused on TV attribution, it has many insights that are also relevant for digital Multi-Touch Attribution models.

These are the most important conclusions and recommendations from this report:

- The various providers use different approaches regarding the data included in the model and their analysis methods differ. This suggests careful examination. Best practices demand inclusion of all relevant data, quality controls, and adherence to scientific principles to assess impact.
- Accurate and complete exposure data are, of course, essential. This can be a challenge for TV exposure measurement as good data on OTT and viewing on some platforms are not always available. It is important to be aware of such limitations. Also, when TV exposure is based on smart TVs or set top boxes, there are likely biases against linear TV.
- Many studies have shown creative quality to be a strong, if not the most important driver of ad impact. However, many attribution models do not include data on creative quality. Again, such limitations needed to be considered carefully.

Finally, no matter the circumstances or methodology applied, it is easier to accurately measure short-term effects than long-term impact. This is very much evident in attribution models and can lead to an emphasis on short-term impact. Therefore, we recommend that providers and users of attribution models don't overlook brand metrics and the importance of brand building.

The report "Television Attribution" by Sequent Partners was issued in February 2019