

Overcoming the "Achilles Heels" of Creative Measurement

Know What to Ask Your Measurement Providers

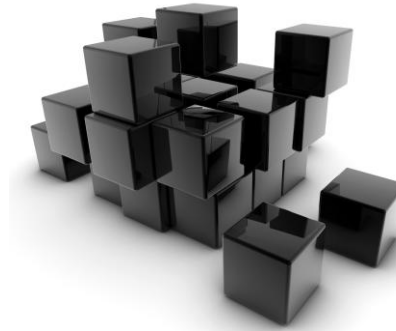
"The evolving media ecosystem and expanding data privacy laws are driving more media buyers to leverage Marketing Mix Modeling (MMM) to quantify ad impact and ROI.

This top-down approach to measuring media effectiveness and efficiency of an overall media investment portfolio is a critical component of media measurement."

[NBCUniversal Advertising Effectiveness](#)
[Look Book Volume 2: Marketing Mix Modeling](#)

Creative effectiveness measurement is essential and imperfect. Every measurement firm claims it has the most accurate data in the industry. However, most keep their methodologies tucked away in black boxes, rarely displaying them in the public square.

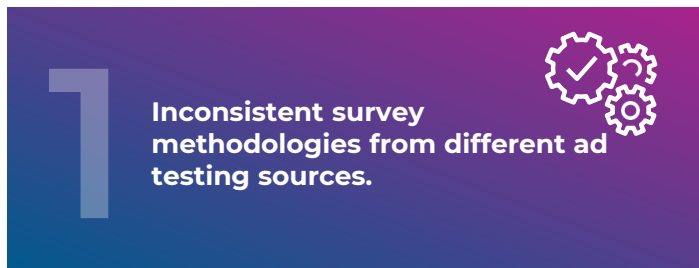
What exactly is in those black boxes? Are the methodologies sound? Do they rely on legacy systems and a group of different media suppliers? Are ads in different media types measured in the same way, or by different methodologies?



A recent CMO Council poll reported that 80% of marketing leaders consider data, analytics and insights "very important" to their business, but only 30% were "very confident" in their existing sources and systems. How can ad testing firms improve their testing methods so CMO's find the data reliable?

Three Common Practices that Compromise Results

- Evaluating campaigns with ads in different media types without accounting for differences in how each media type was tested.
- Using inconsistent survey methodologies from different ad testing sources.
- Using pre-test norms rather than more accurate in-market norms.



How can an integrated, holistic view of marketing success be visible if you've used a variety of measurement techniques and sources from survey to survey? Or across different media types? Or comparing instantaneous DIY surveys to full-service surveys?

To reduce the bias inherent in these practices, look for solutions that offer the same measurement process in:

- Sampling frames, panel sizes and data providers
- Structures of questions and questionnaires
- Survey implementations and completions over similar time periods
- The number of panels used
- Periods used for averages or rolling-averages
- Setting identical measurement standards for testing creative across all media types

“Market Mix Models often rely on media costs per-ad to gauge ROAS, leaving out creative effectiveness, which accounts for 40-60% of the sales driven by advertising.

Without creative effectiveness in the model, the level of detail needed for an accurate picture of ROAS is impossible.”

[Gary Getto, President, ABX](#)



Most marketers don't fully appreciate how different the results can be from using "mix and match" solutions and methodologies. Every one of these variances is critical to producing valid and reliable results.

For example, mixing results from a DIY "instant" survey with established professional surveys introduces tremendous bias since recruiting identical panels surveyed at given times with different questionnaires and completions will produce very different results.

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Using pre-test norms for pre-tests rather than more accurate in-market norms.

Most clients don't know that many creative testing firms that only provide pre-testing services, without in-market testing, must rely on their own clients' results to form norms. Problem is, such norms are skewed and don't reflect the real universe of ad effectiveness tests across all categories, products, demographics and more.

Supplier pre-test norms tend to skew lower than in-market norms because they include poor creative that never made it to market. So, advertisers may think their pre-tested ads are better than they are.

Furthermore, pre-tests are usually run against very specific audience and product criteria, which make direct comparisons to other pre-tests impossible.

Syndicated testing of live, in-market ads over many years with an enormous range of variables is the only way to establish accurate and reliable norms against which to compare pre-test results.



"A Marketing Mix Model for a nationwide discount chain revealed its advertising effectiveness had declined 6%, from an ABX Index of 113 to 106.

If we applied model elasticities and assumed an enterprise-wide total revenue of ~ \$572 billion, the impact of this decline would be about -\$2.4 billion."

[Michael Wolfe, Bottom-Line Analytics](#)

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Evaluating campaigns with ads in different media types without accounting for differences in how each media type was tested.

Most marketers rely on ad testing firms that measure creative effectiveness in singular media types.

For example, one supplier might measure creative in TV and online video ads. Another might measure audio, print, OOH or social media.

Each of these suppliers may provide excellent creative data for individual media types, but they will be using different norms and methodologies. Pulling disparate testing results together and rationalizing them into a singular picture, or into data for marketing mix models, is challenging at best.

Consequently, the creative scores for campaigns with different media types are often left out of the analysis. Instead, campaign evaluation relies on CPM or CPI results. But those metrics are not weighted by creative scores, so every ad is considered to have the same effectiveness.

A new solution to this problem has recently come to light addressing the disparate data problem:

- **Data Analytics Harmonization Models.** These models take measurement data from any type of source and translate it into a kind of whole. This requires machine learning that needs a significant amount of data as well as manual work. Consequently, these models are costly and time-consuming and can't provide results fast enough to be actionable.

Another solution is to rationalize creative data on the front-end by using survey sources with the same methodologies, thus avoiding the errors listed on Page One. Obviously, we prefer the latter!

- **The ABX Global Integrated Single Solution™** is a one-of-a-kind answer for making sense out of disparate data because it was built for this purpose.



Ad creative comprises, which is why accurate creative measurement is critical.

This syndicated solution measures thousands of in-market creative(s) a day for every media type, across media channels locally, regionally and globally, using identical methodology, so all ad creative data is directly comparable in virtual real-time. More than 485,000 ads are measured to date, which provide the most accurate norms in the world.

The ABX solution measures are consistent through every survey, media type, media channel, demographic, psychographic, geographic, social sensitivity and more, so marketers don't have to rely on a black box or an after-the-fact harmonization model.

This real-time, integrated solution provides the depth and granularity needed for marketers to make informed, time-sensitive business decisions. Data and insights are provided on the **ABX Multimedia Dashboard**, through standard and custom analysis reports.

Bottom line, for Marketing Mix Models to accurately predict sales and other business outcomes, they must include **Ad Spend weighted by Creative Effectiveness** from ads measured across **all media types through identical methodologies**.

For more information on the ABX solutions, contact:

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The new ABX Creative Feedback Loop™ takes creative teams through a five-step process to help them optimize real-time, continuous and rationalized data. Steps include Pre-Test, Edit and Retest, Evaluate Launched Ads, Revise Campaign and Learn & Apply.

Contributed by: Angela Jeffrey, Vice President Brand Management for ABX, is a national award-winning veteran of public relations, advertising, and marketing. She has been a recognized leader, speaker, and teacher in the use of verifiable metrics to measure paid and non-paid communications impact for more than 20 years.

