

Performance Measurement (Attribution / MMM)

The Future of Media Mix Attribution and Optimisation

Roundtable Summary

Sunando and Rick will be hosting a roundtable on the challenges of media mix measurement and optimization and potential solutions towards a global AI-driven holistic, integrated, always-on measurement and optimization adapted for granularity and frequency depending on the data ecosystem by markets.

In this session we will discuss, provoke conversations, and share perspectives around the following questions:

- What are the challenges of measurement and optimization today with a range of solutions across marketing mix models, multi-touch attribution and experimental designs?
- What should be the ideal/desired state of a global measurement and optimization suite of solutions?
- What are the challenges in achieving the ideal solution?
- Outline examples of how the ideal state can be achieved. What could be the technical, commercial, and organizational success recipes in achieving the ideal state?

Background / Context

The topic of media mix measurement and optimization is gaining increased relevance due to a multitude of factors such as

- Proliferation in the number of brand-building and activation levers with constraints on overall media spend.
- Potential money on the table due to granular and always-on media mix optimization.
- Desire for a holistic understanding such as integrating earned and owned media in addition to paid media, integrating retail media, integrating measurement of levers such as Brand Purpose, and integrating impact and optimization of tactics such as 1P data.
- Measuring and optimizing for balanced short and long-term growth instead of optimizing for short-term sales only.
- Desire for granular understanding such as channels X platforms X creatives X audiences.
- Media cannot be in isolation from other brand-building and sales activation levers especially physical availability levers.
- Desire for measurement and optimization of new media tactics integrated with all other media tactics (and not in isolation)
- Different data ecosystems in different markets imply the definition of granularity and continuity will differ by market.

The above challenges have necessitated a need to evolve existing measurement and optimization systems to be fit for the future. On one hand, we have top-down marketing mix models which are at a high strategic level but with challenges in deployment due to lack of granularity and continuity. On the other hand, we have multi-touch attribution solutions that are becoming increasingly constrained due to privacy challenges, focus on short-term sales impact only and limitations in industries (such as fast-moving consumer goods) without access to sales data at an individual level on a scale.

This roundtable will focus on the above challenges, spark conversations on how to evolve the measurement and optimization systems, and outline examples of how the above challenges can be addressed.

Roundtable Chair



Rick-van Yperen

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Rick-van Yperen leads the digital measurement practice in the consumer and market insights team at Unilever. As part of his role, he works with digital measurement experts to develop, evolve and drive best practices in digital measurement globally and leads learning programs with digital advertising partners.