

MMM Data Collection | 2019/2020 Update

December 2019

Project Mission

Create a datamart for clients, to help facilitate a variety of data analysis and modeling work

Phase 1.0

Make **company's data collection process more efficient through automation**, to better service clients MMM efforts

2019 FOCUS

Phase 1.5

Company to give access to and support for **media data** to client & allow for self-serve **data pulls for MMM efforts**

2020 WORK

Phase 2.0

Company to give access to and support for **ALL data*** to client & allow for self-serve **data pulls for variety of analytical & modeling needs**

TBD

What We Are Solving For

Problem Statements

Takes too long to get MMM data





Data is not accurate

Process is dependent on too many people





2019 UPDATE

2019 Status of Work



CENTRALIZE the work

-  Implement program & project level management
-  Streamline process documentation & templates
-  Sharing best practices across pods & regions
-  Move from pod specific to centralized data pulling

AUTOMATE the process

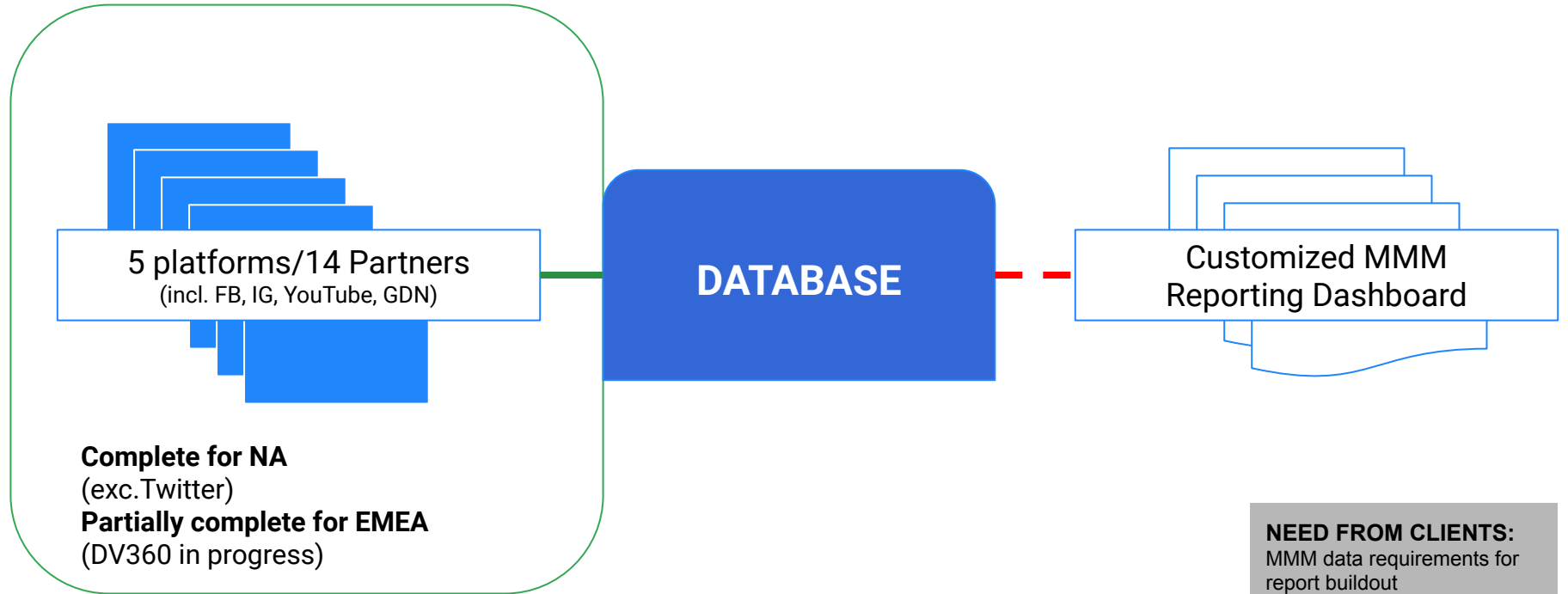
-  Enable centralization of all media data pull efforts to one platform
 -  For NA
 -  For EMEA
-  MMM specific reporting dashboard

FUTURE PROOF for MMM only

-  Promotion & product level granularity in data
-  Enable client platform for independent spend QA for clients

 Completed  In process  Not started

Automate: Connecting the Pipes



Future Proof: Creative Level Changes

Creative name changes applied to Q4'19 campaigns

Product	Sub-Product	Concept	Variation	Creative Version	Creative Objective	Promo Code	Market	Language	Size/Duration	File Type	Asset Type
(e.g.)	(e.g.)	(e.g. Helpful Home)	(e.g. Makeup)	(e.g. V2)	Promo	(e.g. 12345)	(e.g. US, UK)	(e.g. EN, JP)	(e.g. 15s, 300x250)	This is file type (e.g. html5, mp4)	(e.g. video, banner, tracking, audio)






Separate master promo code tracker will have this information

Product	Sub Product	Promo Code	Market	Language	Offer	Date Briefed	Offer Start	Offer End	Retailer	Offer Status
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COMPANY NEXT STEP:

Scale out to all NA campaigns

2019 Data Collection Results

-  On track/worked
-  Some delays/issues
-  Many delays/issues

Product	Region	Time Range	Delivered on time?	Accurate data?	What Worked		
					People	Process	Tools
	UK	Q4'18					
		Q1'19					
		Q2'19					
	US	Q4'18					
		H1'19					
	AU (NEW)	Q4'16 - Q4'18					
	US	Q4'18					
	UK	Q2'17 - Q4'18					
	US	Q4'18					
		H1'19					
	UK (NEW)	Q1'17 - Q2'19					
	US	Q1'19 - Q3'19					
	US (NEW)	Q1'19 - Q3'19					

In 2019, 8 out of 13 MMM data projects were delivered **on time** and were **accurate**

2019 Learnings

Standardization of & consistency in people, process, & tools, on both Client & Company side, are key to success of data collection efforts

- **People**

- Teams with the most experience with the MMM process consistently deliver accurate data on time
 - Company & client partnership in UK has helped create deep understanding of MMM process resulting in reliable delivery of data (*i.e. prod UK*)
 - Company & client partnership in NA is less established given larger teams, leading to more siloed work where some teams are more consistently delivering reliable data on time (*i.e. prod2 US*)
- Resource turnover/rotation is an everyday reality in company's world, which makes it challenging to retain and/or pass on knowledge & expertise
 - Teams that saw most rotation of people had most issues with data delivery due to lack of experience with this process (*i.e. prod US/AU*)
 - New data pull requests for 1+ years of data faced challenges like providing media rationale for legacy buys (*i.e. prod US/AU*)

2019 Learnings, cont'd

- **Process**

- Differing priorities/lack of alignment on client end can cause issues even with the most experienced teams (*i.e. prod2 UK*)
- Client Central vs. non-central specific MMM requests are challenging to manage, especially if company team has no previous MMM data collection experience (*i.e. prod3 US*)
- No standard way of working with the client side modelers results in more ad hoc follow ups (*i.e. prod4 US & prod3 US*)
- Lack of client knowledge of region specific data limitations, i.e. DMA vs city vs region, result in lots of back and forth post data delivery (*i.e. prod AU*)

- **Tools**

Lack of standardized & consistent data requirements & template(s) from client has posed an ongoing challenge in 2019 & slowed down automation effort

WORK FOR 2020

What we need for Q4 data pulls in Q1'20 & beyond

Areas needing attention

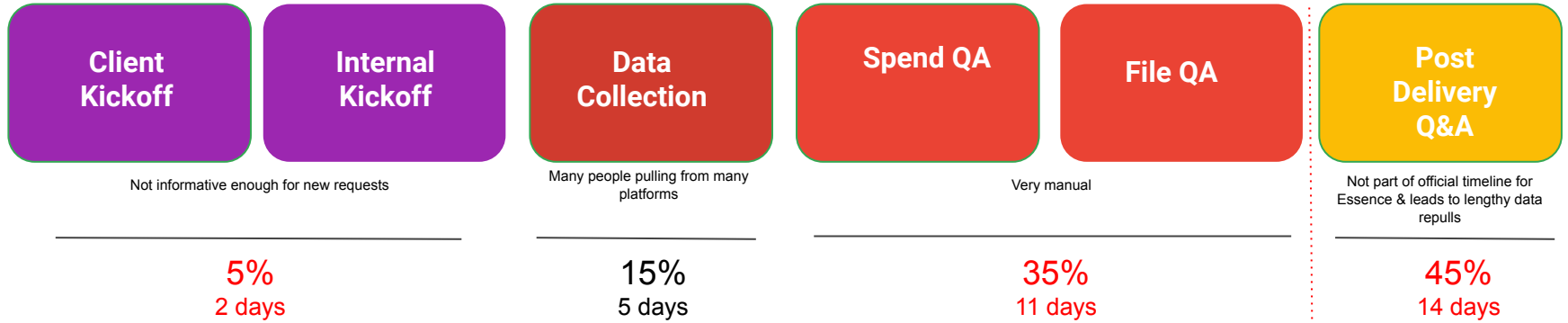
Tweak MMM data collection process & timeline

Streamline data pulling efforts on company side

Progression to Phase 1.5 & 2.0

STEP 1: Right Size Data Collection Process & Timeline

CURRENT (Expectation = 3 weeks, Reality = ~6 weeks)

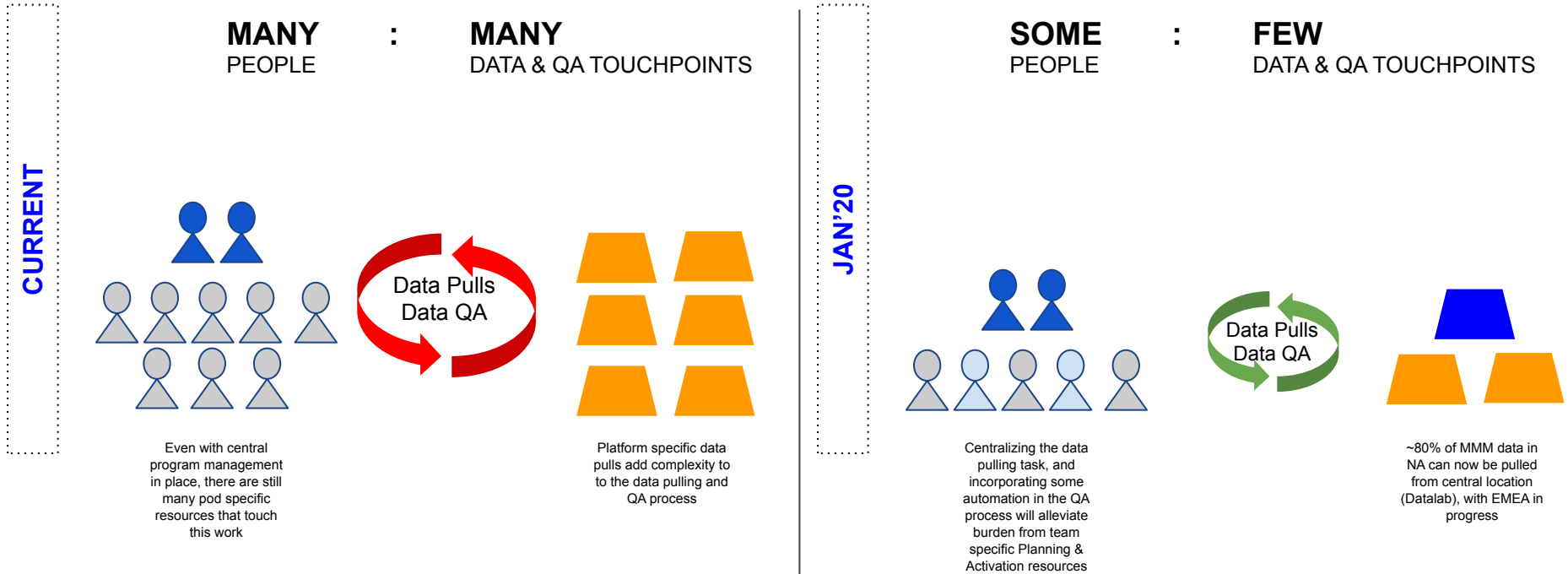


RECOMMENDATION (4 Weeks)



NEED FROM CLIENT:
Approval on recco'd timeline

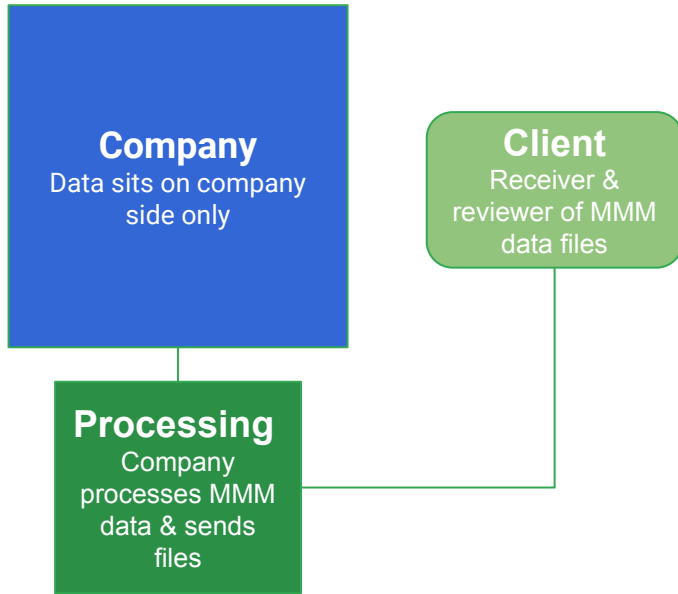
STEP 2: Streamline data pulling efforts on company side



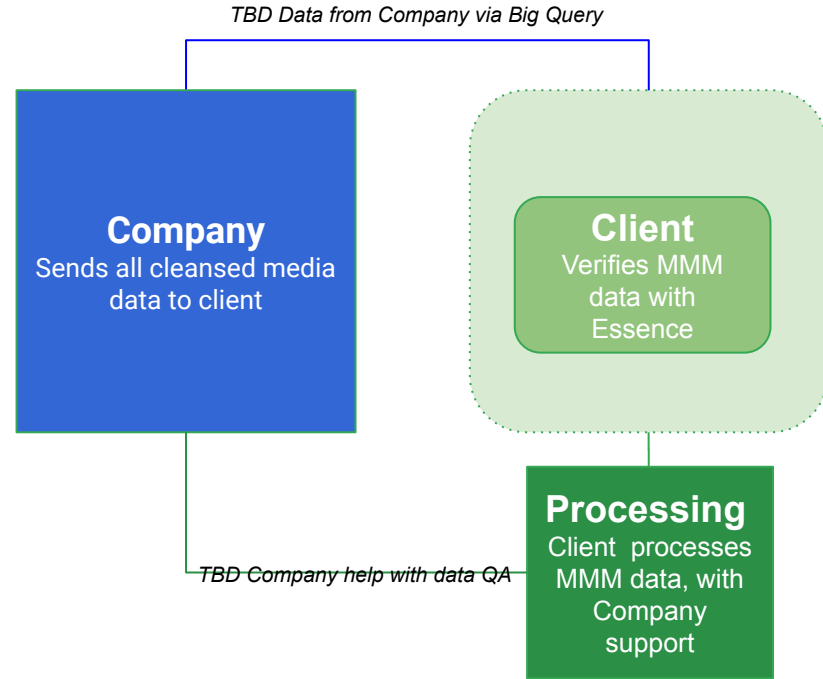
NEED FROM CLIENT:
Formalized data requirements/template

STEP 3: Moving from Phase 1.0 to 1.5

CURRENT



Q1'20



NEED FROM CLIENT:

Validate the data we send over
(it's what you need for MMM)

NEXT STEPS

What we need from Client

Immediate

1. Clear MMM data requirements/template -
2. Approval to increase data collection timeline to 4 weeks
3. List of Q4'19 data pulls that will take place Jan 2020

Mid-term Ask

4. Calendar of 2020 MMM data collection projects
5. Validate data we send over for phase 1.5
6. Consistent and timely share out of MMM analysis results