



If we think about an industry (planning, buying, selling, stewarding) that is geared toward outcomes instead of exposure, we need to learn about which variables correlate with ROI. If we can help advertisers understand where to put their next dollar, which can only come from comparable ROI analysis, we will be able to develop solutions that will deliver the best bang for their buck.

OBJECTIVE

- Identify which variables drive outcomes and impact ROI. Develop guidelines for each variable isolated through the research. Variables include, but are not limited to: brand and creative, reach/frequency, recency, program environment, and viewing engagement. The appendix includes a robust list of variables, but the potential for discovery of any new ROI impactful variables would be of interest as well.
- Identify new approaches that will enable in-market optimization.
- Identify methodologies that provide earlier reads on campaigns to enable advertisers to impact additional in-year executions.

BUSINESS APPLICATION

The results of this study will reveal the variables that have the largest impact on ROI. This information will be tremendously valuable to:

- Ad placement scheduling and optimization.
- The development of solutions to help advertisers understand where to put their next dollar to deliver the best bang for their buck.
- Media buyers and content producers, to identify the variables in a brand advertising campaign that will have the highest impact and will guide optimization of future creative, scheduling and ad placement.

The results will also be integral to the development of the Measurement Mandate. The Mandate's chief aim is to provide the industry with outcome-based measurement guidelines, a necessary progression to current measurement procedures predicated on impressions and exposures.

METHODOLOGY

The study will be conducted in two phases:

- **Phase 1:** Before we can develop a leading-edge research proposal, we need to understand what learning currently exists in the marketplace. Therefore, Phase 1: Rewind will be a review and presentation of the existing learnings on outcome metrics and correlated ROI variables and results. This will help identify white space for the second phase of the RFP and clarify the hypothesis.
- **Phase 2:** Knowledge gaps and the defined hypothesis from Phase 1 will be addressed by the Research Proposal in Phase 2. The proposed research will achieve the objectives as outlined above through a cross-platform study.

DELIVERABLES

- Identify 5-10 variables that affect an ad campaign, then prioritize the items on the list by the degree to which they drive impact.
- Develop guidelines on the impact of each variable on campaign ROI.

RESULTS

- **Phase 1** results due: Q4 2017
- **Phase 2** results due: TBD based on study design that is selected coming out of Phase 1 review