



To Last Touch & Beyond: Measuring Performance CTV

*An Exploration of Sophisticated OTT Attribution
Strategies for Growth Marketers*



Meet The Team



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The Marketing Funnel is Collapsing

Why is this happening?

Google
facebook

The duopoly is ever-shifting its privacy policies and data transparencies.



Improvements in measurement for “upper-funnel media” are coming fast and furious.



The duopoly is getting increasingly saturated.



Lower-funnel media can have branding impact and upper-funnel media can have performance impact.

Nowhere is this more evident than in the CTV space.

A History of Streaming

The early days



Remember This?



A History of Streaming

The emergence of programmatic

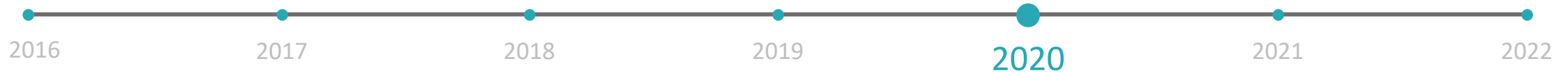


2017-2019

- OTT becomes the new media channel within major DSPs (i.e., TTD, Xandr, Amobee, DV360, etc.) but DSPs didn't know where to put it, so it became an extension of pre-roll. With this, the benchmark for success became video completion rate (VCR).
- The problem? Tracking pixels weren't ready for this brave new world. Enterprising companies realized when you cut out long-tail, VCR ceased to have any reliable variance (aka people were finishing ads because they *had* to, which is not a very good indicator of interest).
- Enterprising companies realize this market gap and starting building toward better indicators of success.

A History of Streaming

The emergence of measurement and attribution



2020

Enhanced performance measurement on CTV becomes available

- Something unprecedented happened, turning more eyes toward streaming services than ever.
- These enterprising companies who realized we needed something other than VCR emerged with a performance focus on OTT. They were connecting CTV impressions to real-world actions) and existing companies (e.g., The Trade Desk, Foursquare) started to build out tools for this cookieless environment using other identifiers (DSP ID, CTV ID, UID, IP address)

A History of Streaming

The proliferation of measurement and attribution



2021

It's common for CTV providers, buyers, and measurement partners to be able to directly match a real-world event driven by a CTV impression.

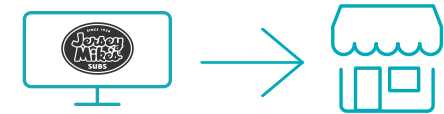
Scenario 1:

Someone sees an Allbirds ad on Hulu, then goes on laptop 10 minutes later to buy shoes.



Scenario 2:

Someone sees a Jersey Mike's Subs ad on Hulu, then gets in their car and goes to a store location.

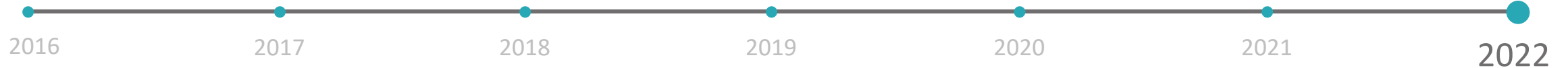


We know, deterministically, at the household level, when someone is exposed to an ad and then takes whatever action a brand desires, be it digital or physical.

VCR is no longer the standard for brands to use.

A History of Streaming

The emergence and proliferation of enhanced measurement and attribution



2022 & Beyond

In a few years, that match will only be the first step in a much more sophisticated process of analysis and optimization—in a feedback loop that ultimately drives bottom-line results, not just meets CPA goals.

The point? Last-touch CPAs and ROAS metrics as barometers for success in this space are just as useless as VCR.

Let's Take A Poll

Performance Marketers

Why do you use the duopoly?

Google facebook

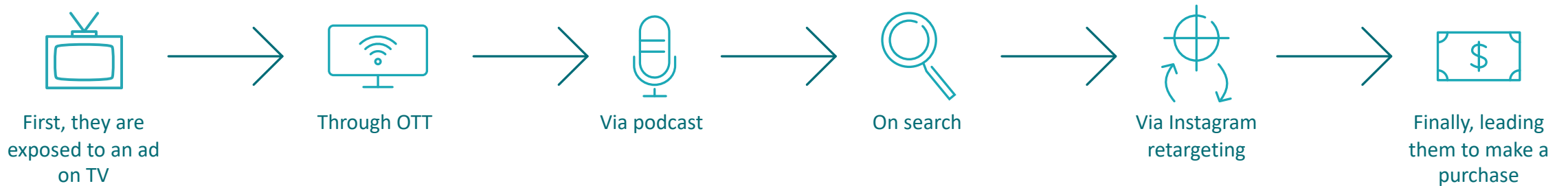
CTV Also Works

Beyond last-touch attribution and CPA goals

Let's not lose touch of how advertising works in the real world.

In the modern age of marketing across platforms, devices, and channels, the typical retail consumer requires an average of **56 touchpoints** before making a purchase.

Consumer Journey



Consumer Journeys Within OTT

Very rarely does someone convert after only a single ad exposure

This gets more complicated when you realize that within any of these channels there are usually multiple touchpoints

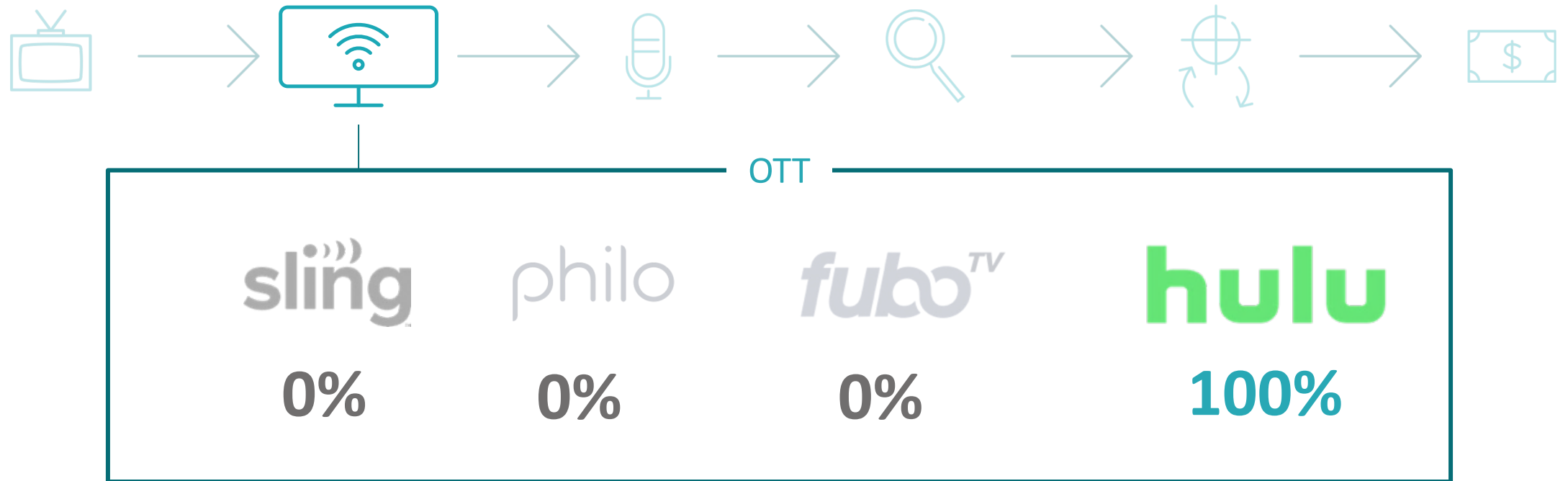


OTT

How do we determine the impact that any one of these touches had?

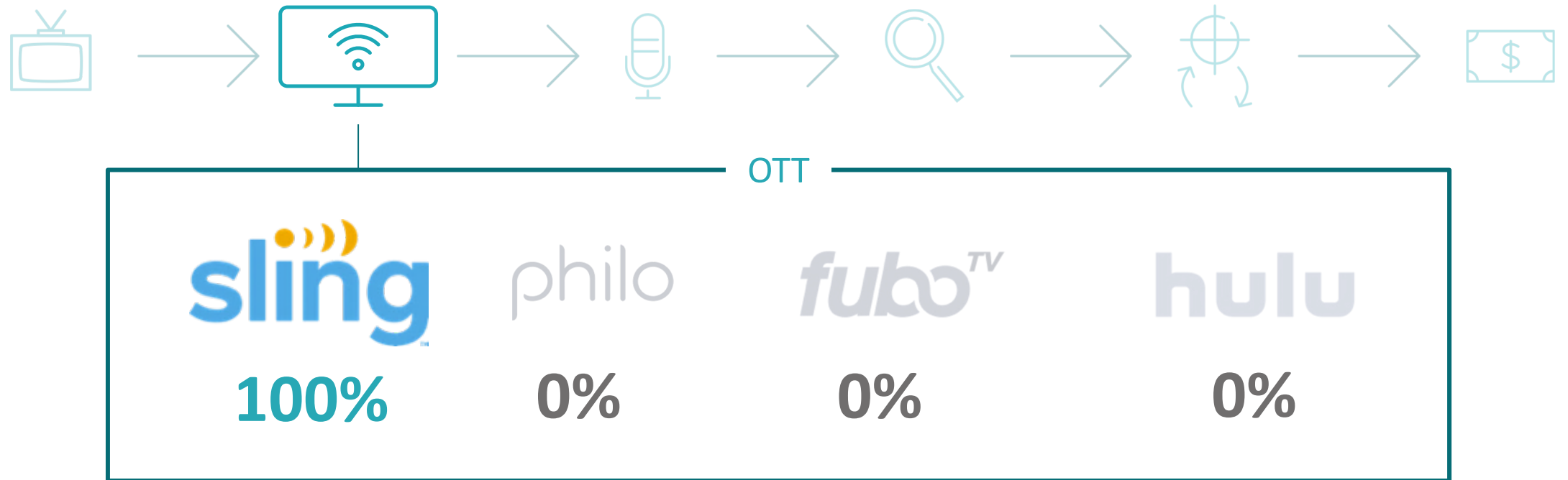
Multi-Touch Attribution Methodologies

Last-Touch: The last exposure gets all the credit



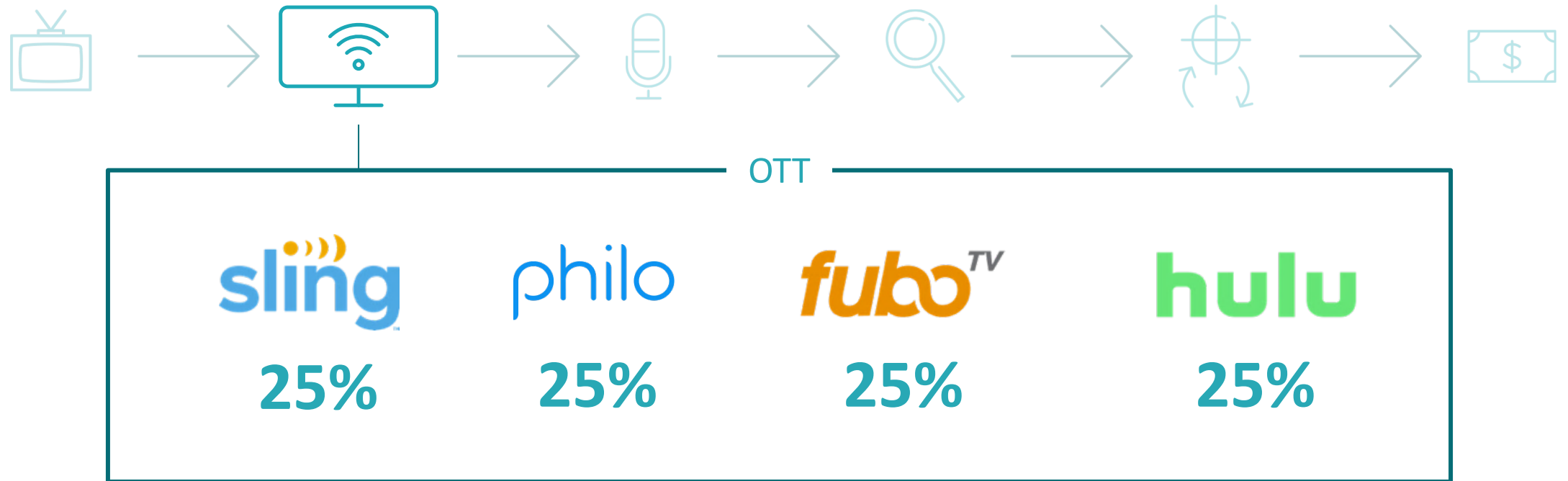
Multi-Touch Attribution Methodologies

First-Touch: The first exposure gets all the credit



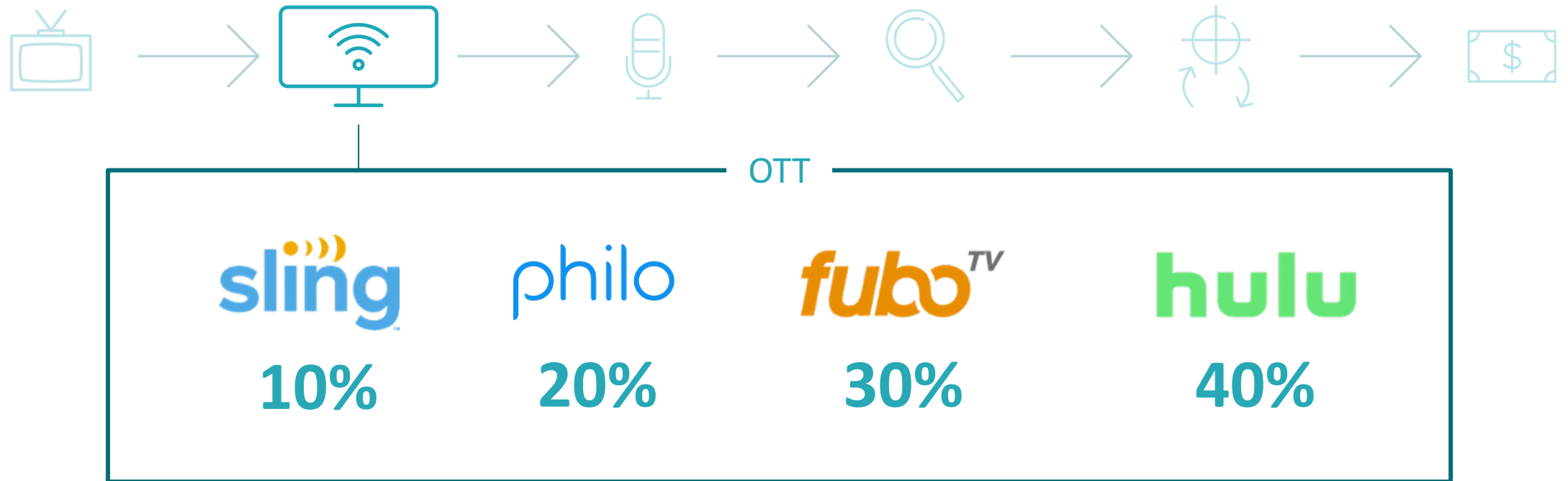
Multi-Touch Attribution Methodologies

Linear: Even credit for each touch



Multi-Touch Attribution Methodologies

Time Decay: Credit increases as time to conversion decreases



Attribution Takeaways



Think about using more sophisticated attribution methodologies than last-touch.



Linear and time decay should associate credit in more realistic ways.

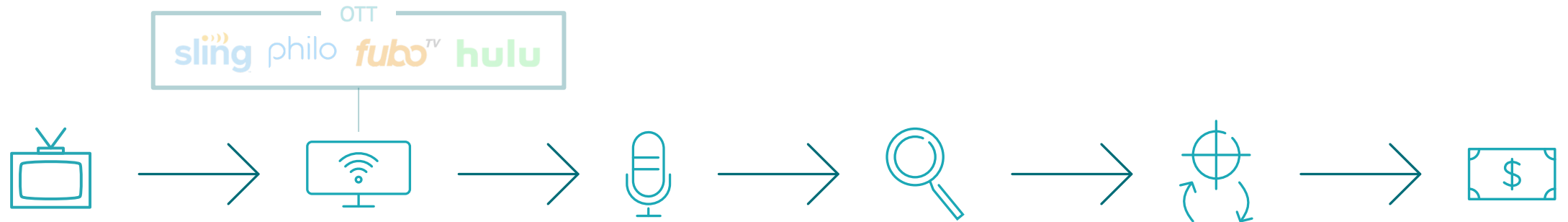
If your OTT measurement partner is offering you metrics about performance across channels, or publishers, or dayparts, or anything really, it's time to ask them if those metrics are last-touch only!

Incrementality

Measure and isolate the impact of OTT

We've got a more nuanced way of measuring within a channel, but remember, most of the time, individuals are exposed to more than one channel before a conversion. Remember the 56 touches.

How do we account for all this other media, especially if we aren't the ones charged with running and tracking it?



Incrementality measures which desired actions, like purchases or site visits, occurred as a direct result of a brand's campaign, or variable within a campaign.

Step 1: Create a Control Group

A group of people intentionally held out from seeing OTT ads



Matches characteristics of exposed group



Optimizations mirror exposed group optimizations



No competitive blocking



Don't break the bank

How To Create A Control Group

A group of people intentionally held out from seeing OTT ads

Holdout	Mirrors Exposed	Optimization Mirrors Exposed	Avoids Competitive Blocking	Free!
Random IP	✘	✘	✓	✓
PSA	✓	✘	✘	✘
Ghost Bid	✓	✓	✓	✓

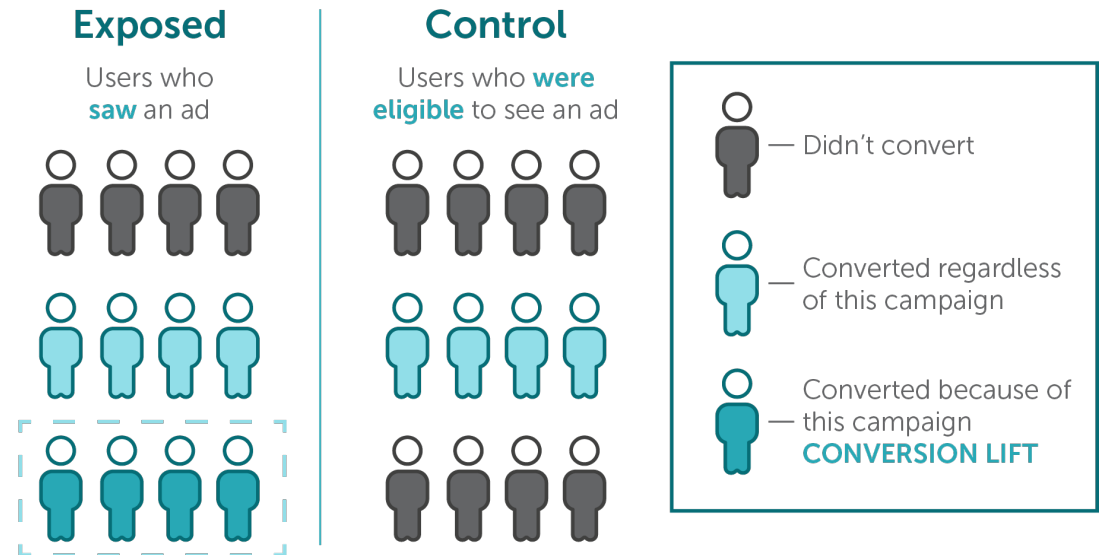
Step 2: Analyze Against the Exposed Group

Did people exposed to your ads respond at a higher rate?

Compare conversion rates of the exposed vs. conversation rates of the control.

$$\frac{(\text{exposed} - \text{control})}{\text{exposed}}$$

The resulting percentage will tell you the percent of conversions that would not have happened if not for exposure to this campaign.



Why Incrementality?

Answering the important questions

Incrementality addresses two major concerns, especially when you're trying to assess a single, possible experimental media type:



Native demand for products/site visits/leads etc.



All the other media,—especially walled-garden media—a brand is running to drive conversions

With proper incrementality testing, we can factor both out entirely, getting right to the heart of the media type we're analyzing to assess a true, bottom-line impact.

Incrementality in the Real World


Impacting bottom line, not CPAs

 Budget – \$1,000

 Creative A – 100 Conversions

 Creative B – 75 Conversions


Scenario 1:


 A – \$10 CPA

 B – \$13.33 CPA

Where should you spend your money? Creative A or B?

Scenario 2:

 A – 50% incremental

 B – 90% incremental

Now, where should you spend your money?

What works incrementally rarely looks exactly like what works directly, so you may be actively optimizing against your bottom line.

Are You Asking the Right Questions?

Never settle for aggregate or last-touch attribution

Brands, if your OTT vendor isn't asking you the following questions, it's time to start demanding your own answers.

- What conversion window do I prefer?
- What's my preferred multi-touch attribution methodology?
- Do I want to apply an incremental multiplier?

Key Takeaways

1. **This probably won't last forever - the world is trending probabilistic, and identifiers are disappearing.**

Now is the time to learn—while we can make definitive matches and get full exposure to every touchpoint along the consumer journey, there won't be a better time for performance analysis for your brand in this space

2. **Stop using CPA and ROAS as the “end all be all”.**

Remember how media works in the real world to drive actions. It's not that immediate, desired responses to ads don't happen, it's just that they happen infrequently, and even when they do, they're usually predicated on some prior knowledge of the brand that we don't want to discount.

3. **Work with a media partner who knows growth marketers and who knows OTT.**

In emerging spaces, performance marketers often don't know the breadth of targeting, tracking, and data science possibilities available. Work with a vendor who can actively help you ask the right questions, actively bring you new ways to dig into your data, and most importantly, think like a performance marketer to drive results.

Questions?

Thank You.

For additional information, visit
www.digitalremedy.com/flip