



# **Modern Marketing Measurement Stack**

# WHO WE ARE



## Tomas Putnoky

CEO / CTO, CO-FOUNDER

Senior software engineer and team lead with over 14 years of experience working for tech leading companies and startups worldwide.



## Andy Kozak

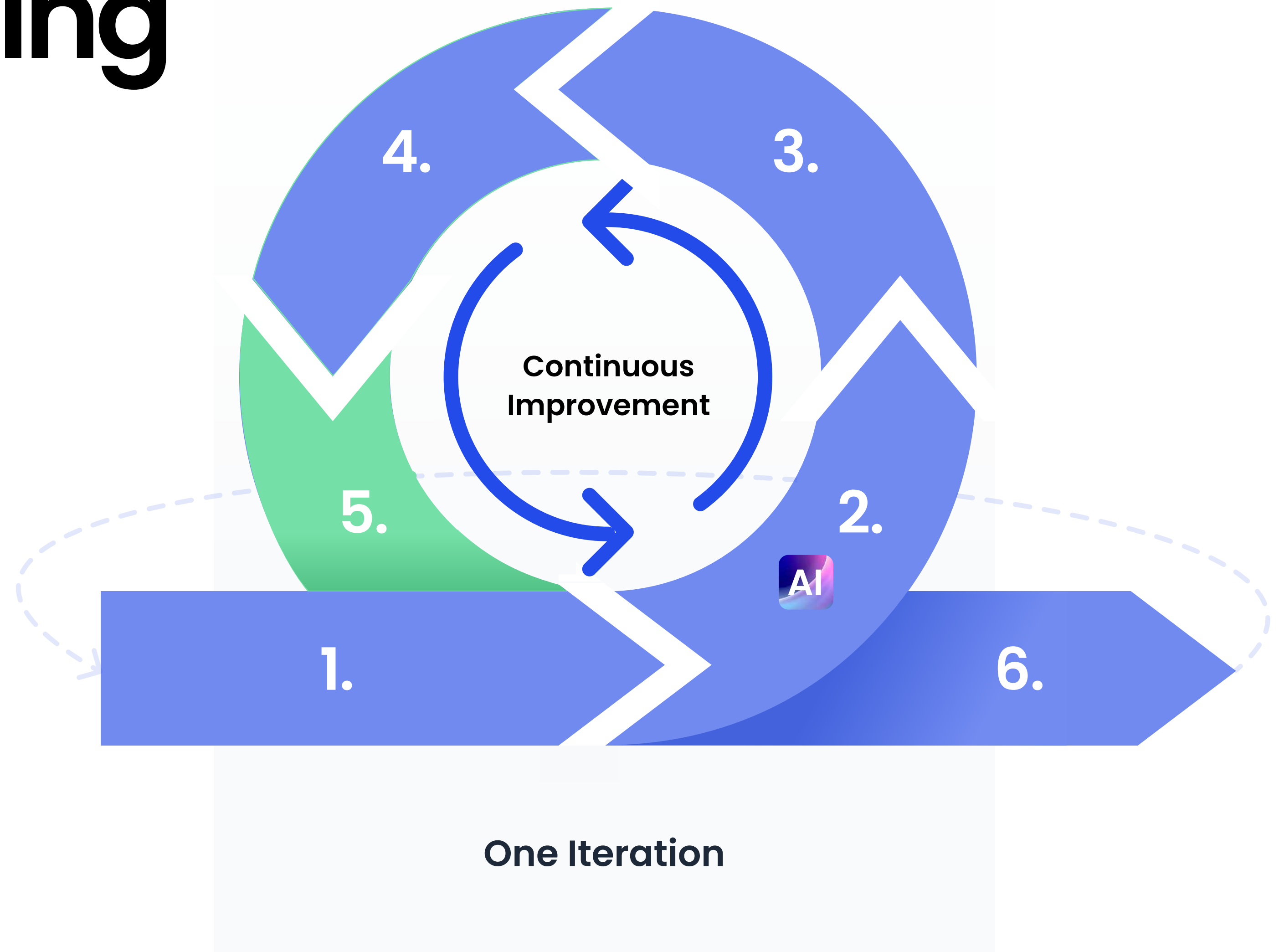
CPO, CO-FOUNDER

Data and analytics veteran with over 25 years of working experience in the field. Built and launched several successful multi-million products.



# Marketing ongoing optimization

- 1. Objective setting
- 2. Content creation
- 3. Content/Campaign deployment
- 4. Data collection
- 5. Measurement
- 6. New objective setting



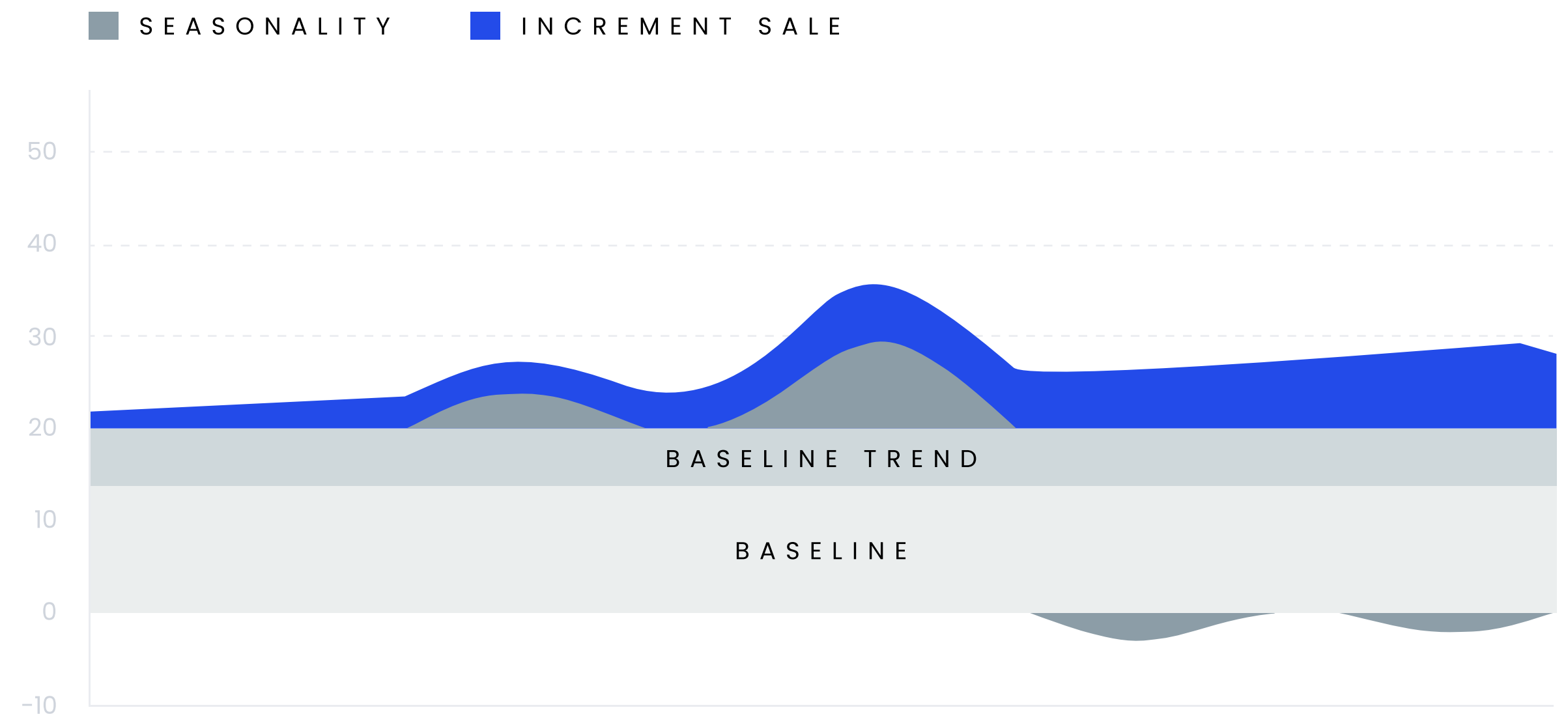
# Customer journey tools

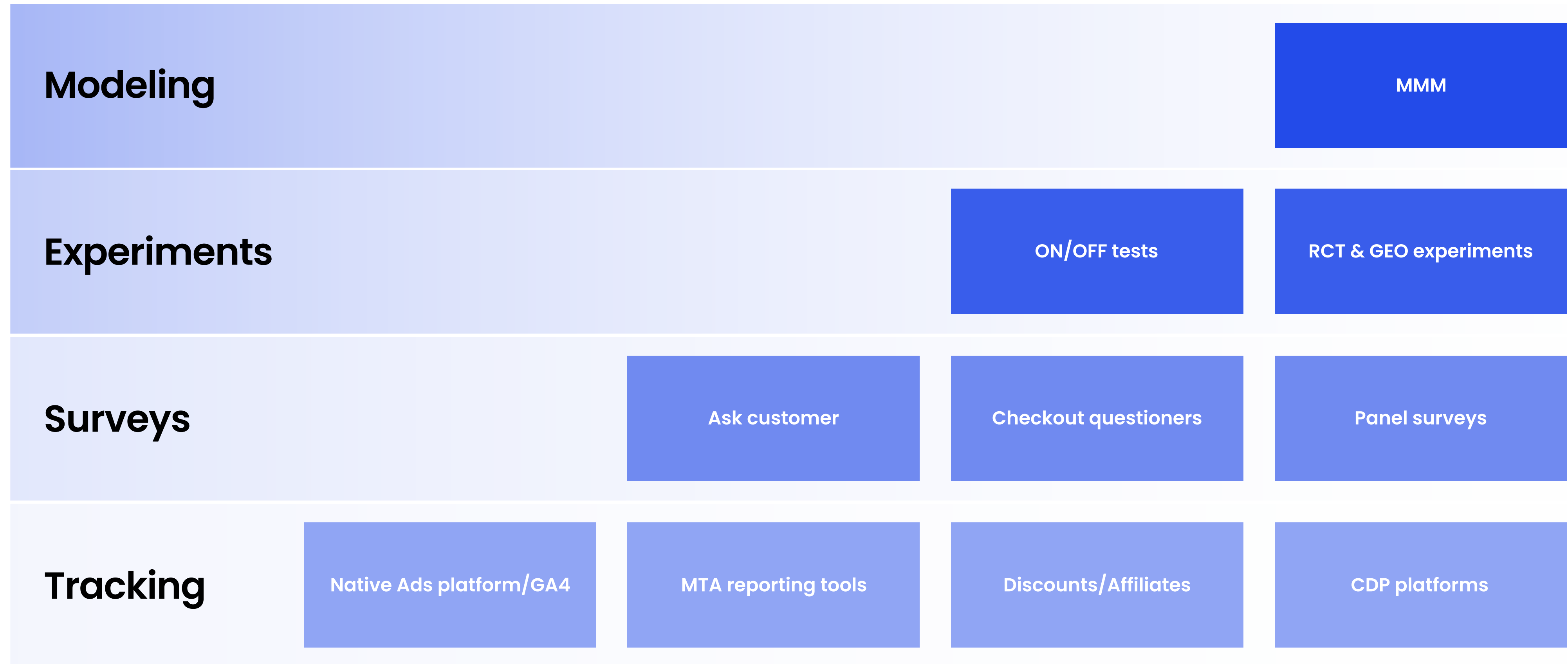


# Incrementality Decoded

Incrementality measures the additional value generated by paid media campaigns vs. what would have occurred organically.

- Baseline or organic growth/general demand is typically 70%-90%
- Paid media true ROAS is share which would be lost if turned off, what is in reality fraction of conversion reported by platforms or GA4
- **Total Revenue = Paid + Baseline(Organic + Season + Trend)**





STACK COMPLEXITY / MEASUREMENT SOFITICATION

# Tracking

WHAT BELONGS THERE

- Last Touch / UTM (GA4, etc.)
- Platform Pixels, Server-Side Tracking
- Discount codes
- Customer ID matching (CDP)

PROS

- ⊕ Real-time data
- ⊕ Detailed attribution
- ⊕ Adoption

CONS

- ⊖ Data privacy concerns
- ⊖ Over-simplification
- ⊖ Technical complexity

USER JOURNEY

D

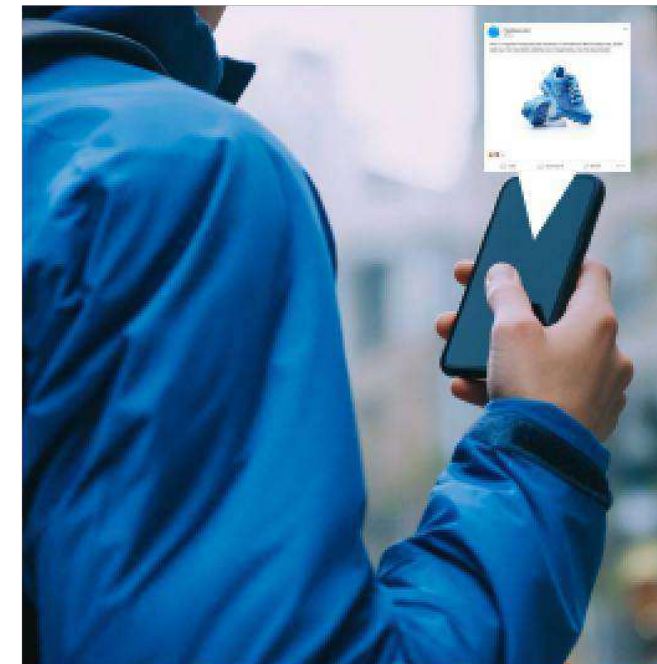
News Ads



OFFLINE

B

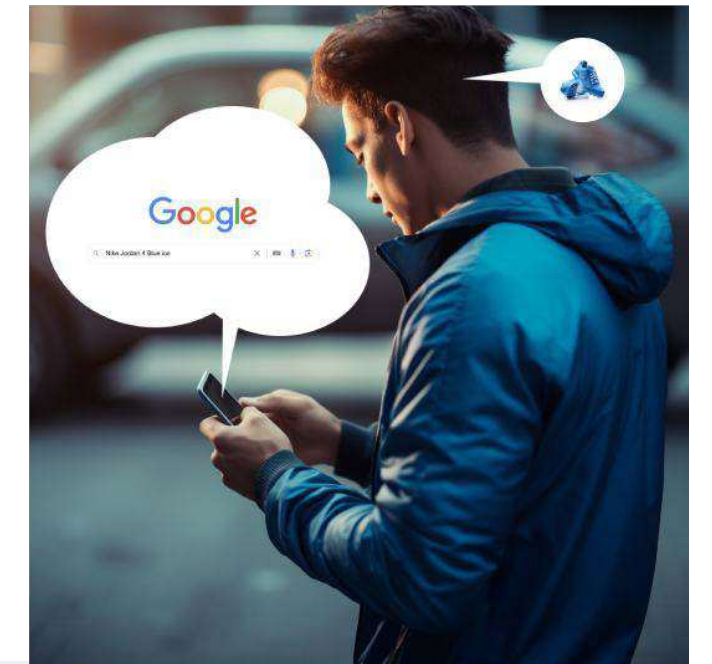
FB Ads



ONLINE

A

Google Search



ONLINE

Web Ads



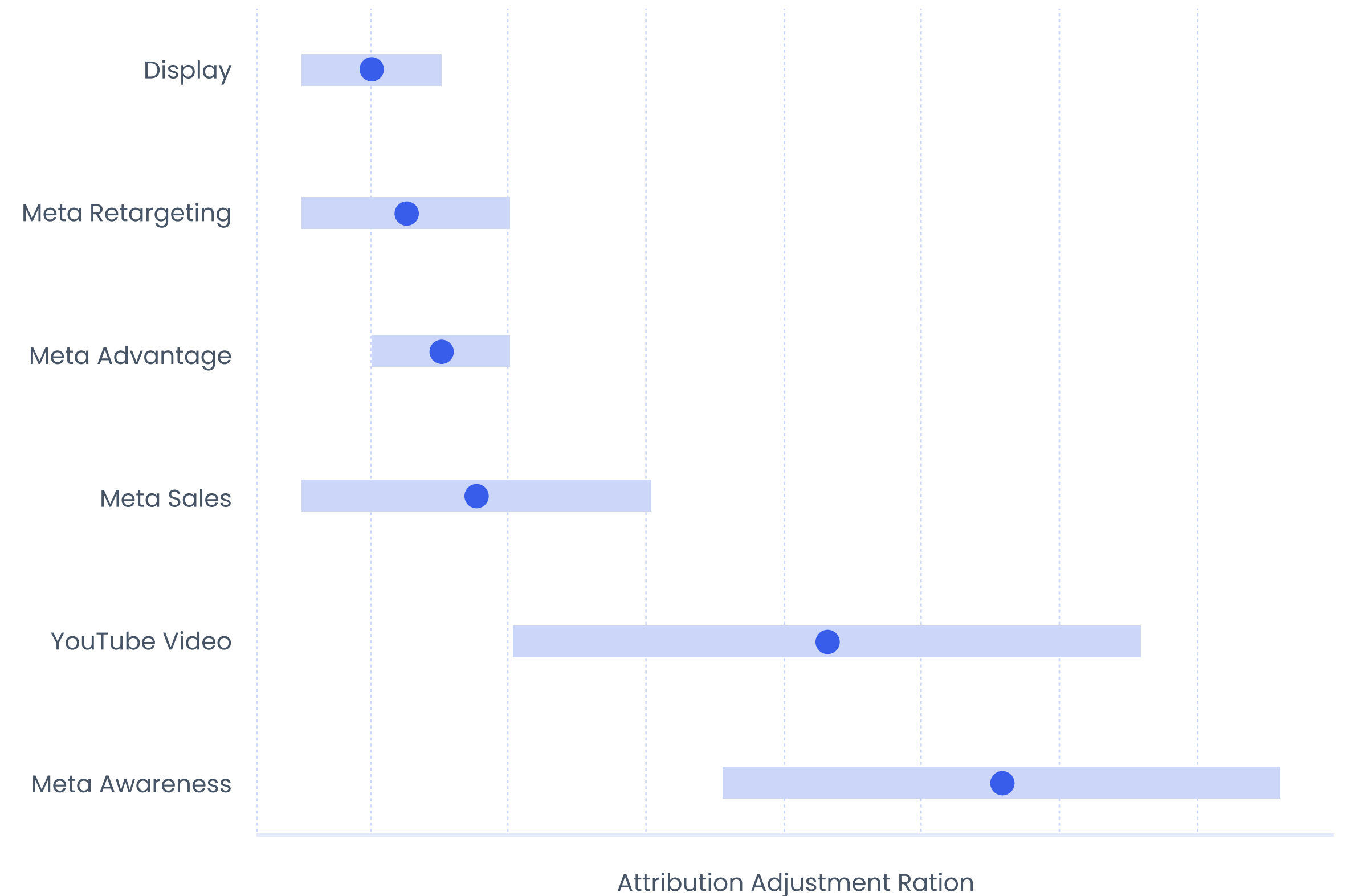
ONLINE

C

- A: Last touch – Search
- B: First touch – FB Ads
- C: Weighted or other methods
- D: True driver – offline

# Attribution Adjustment Ratio (AAR) for GA4 Reported last click conversions on typical Top of the Funnel channel

Based on Google Measurement playbook and sample taken from 5 Ecommerce clients.



# Surveys

WHAT BELONGS THERE

- First party data
- Panel surveys
- Checkout survey
- Customer calls / Sales calls

PROS

- ⊕ Direct consumer feedback
- ⊕ Complementary data
- ⊕ Flexible and customizable

CONS

- ⊖ Response bias
- ⊖ Limited scalability
- ⊖ Costly

USER JOURNEY

News Ads



OFFLINE

Billboard



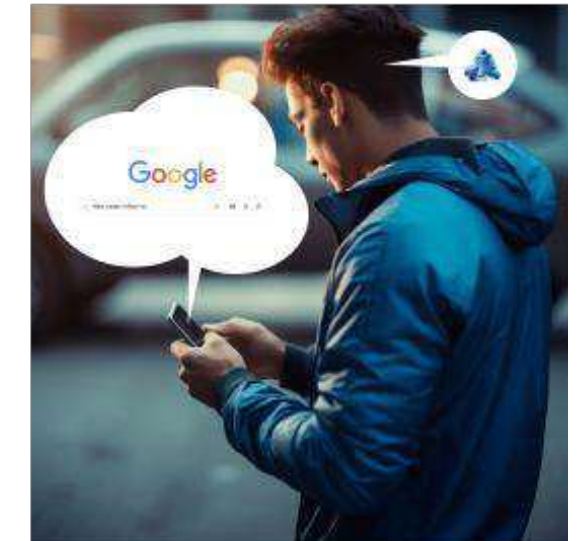
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TV Ads



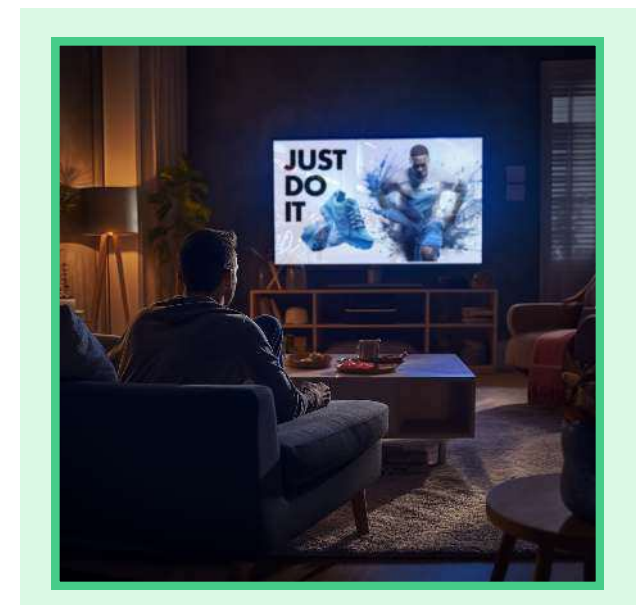
OFFLINE

Google Search



ONLINE

TV Ads



SURVEY QUESTIONS FOR CUSTOMER

**How/Where did you hear about us?**



# Experiments

## WHAT BELONGS THERE

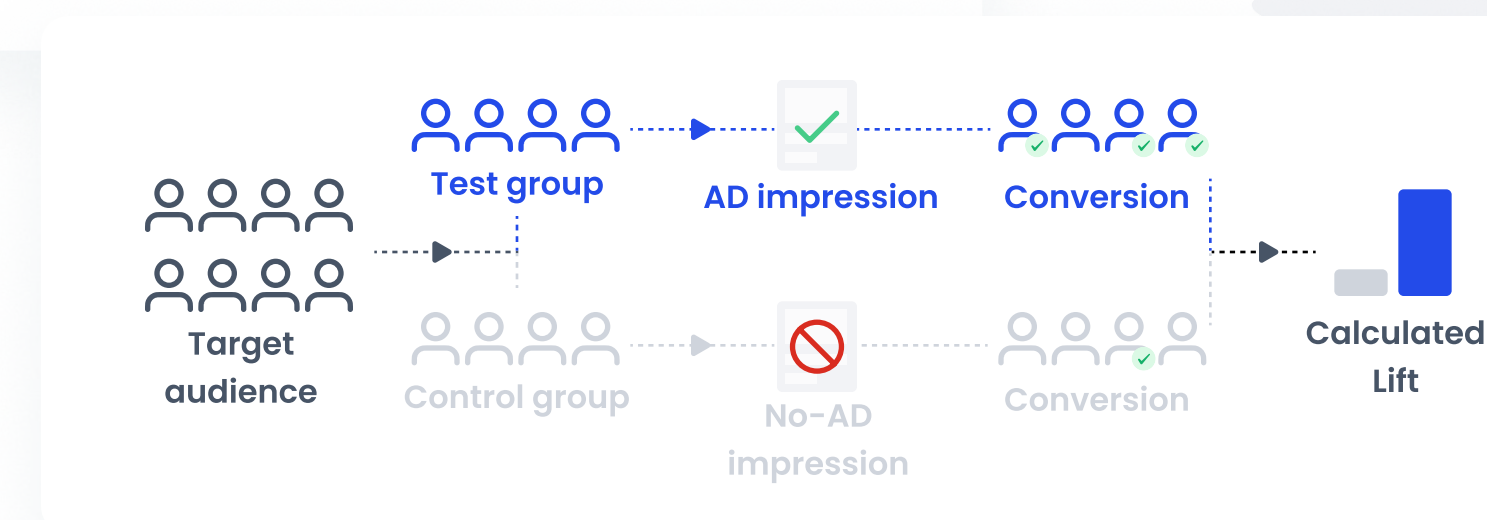
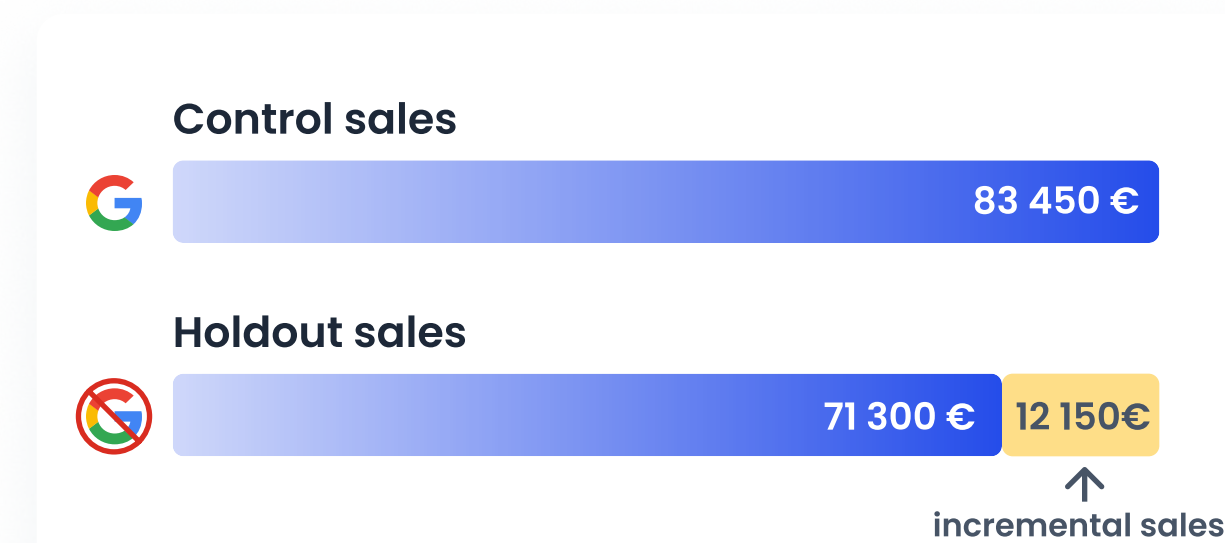
- RCT Randomized control trials
- GEO Lift Study
- Observations tests (ON/OFF tests)

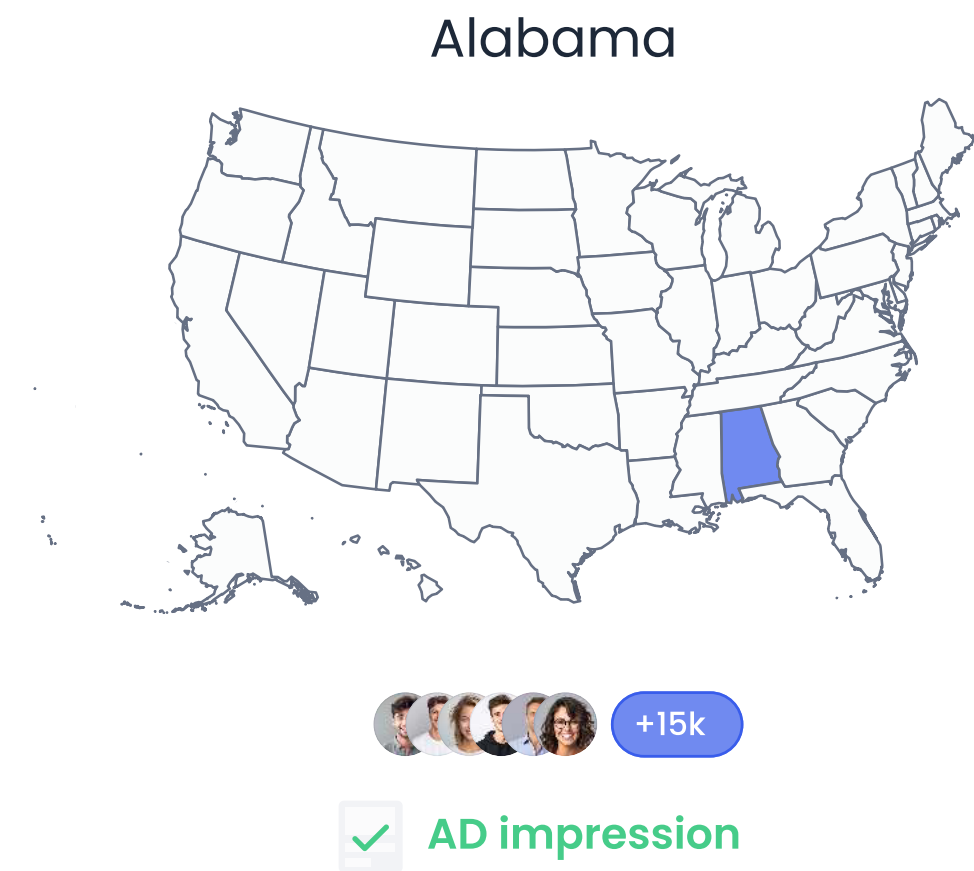
## PROS



- + Causality
- + Precision:
- + Actionable insights

## CONS

- Complex implementation
- Limited scope
- External factors





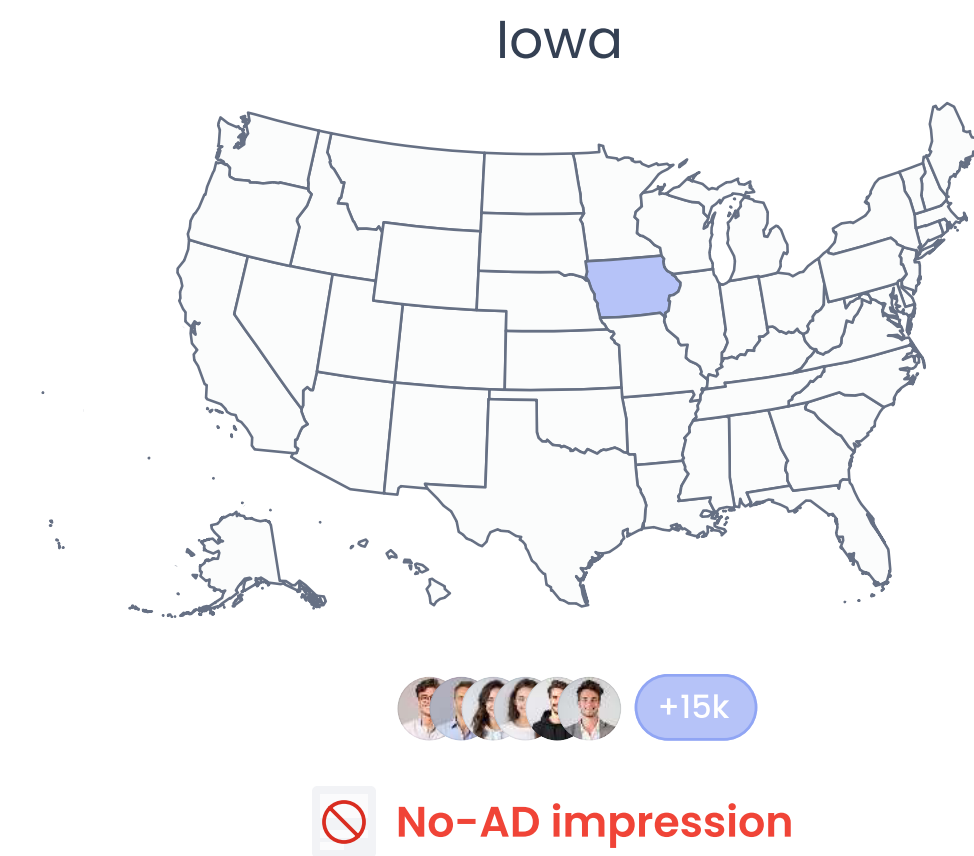
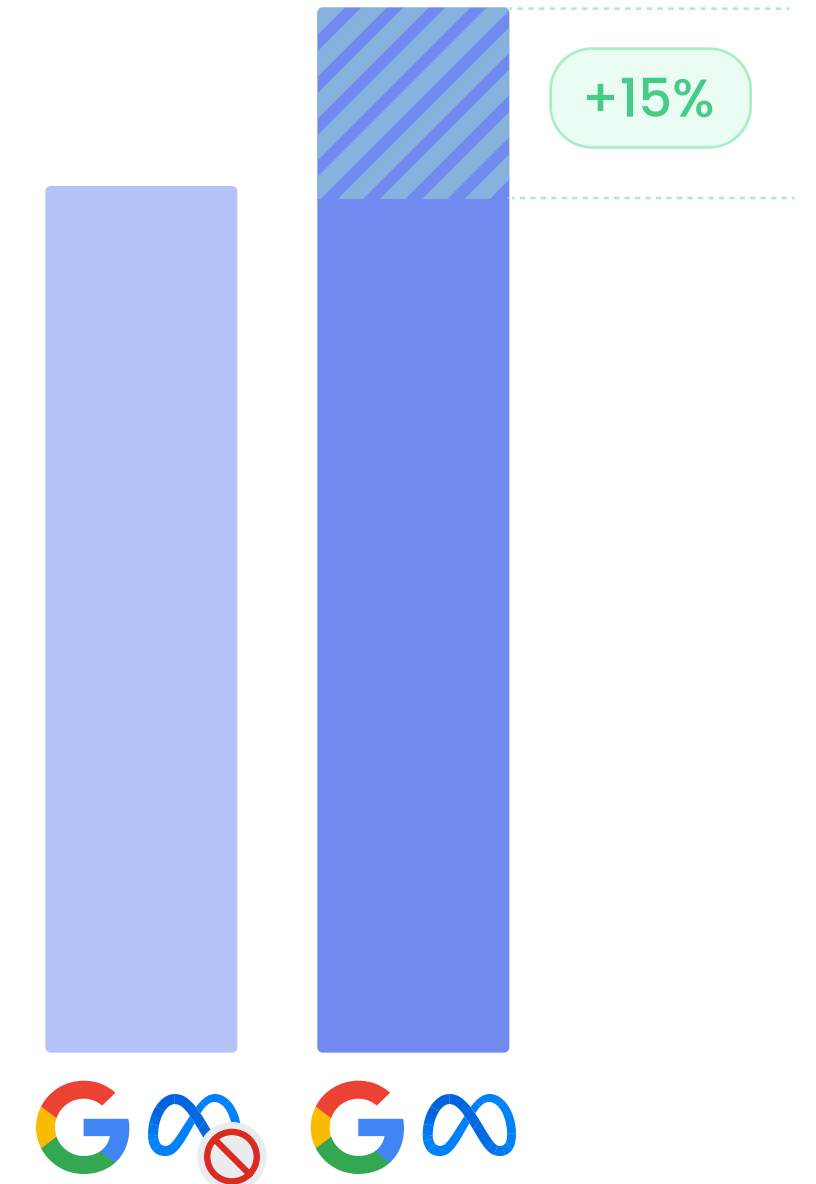
 AD impression  
 AD impression





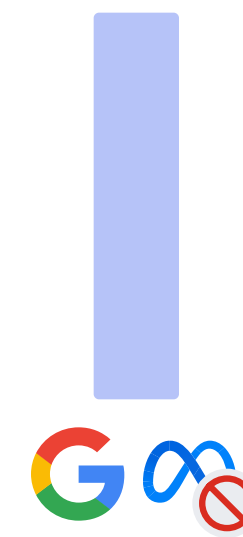
Conversions



GEO Lift



 AD impression  
 No-AD impression



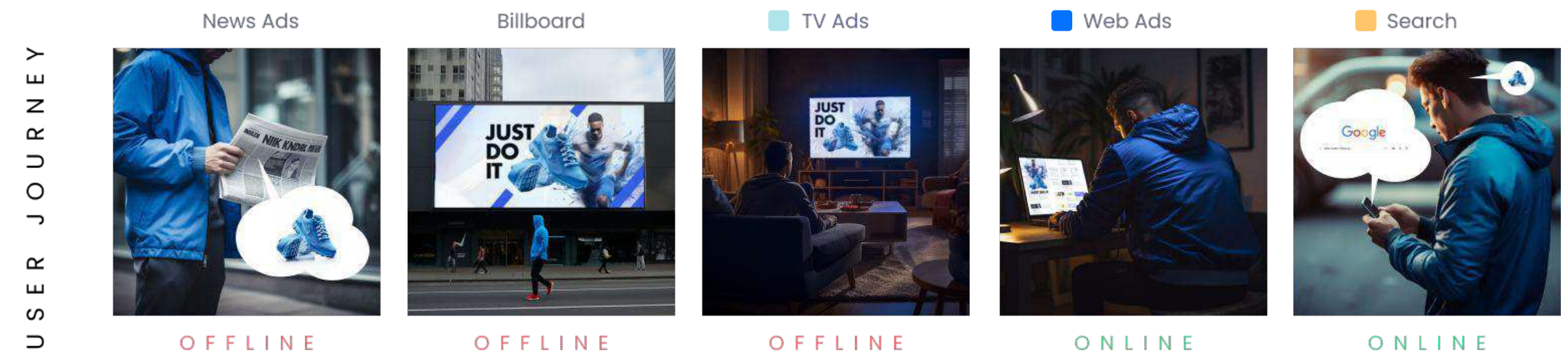
# Modeling

PROS

- ⊕ Comprehensive analysis
- ⊕ Causal insights
- ⊕ Strategic value

CONS

- ⊖ Complexity
- ⊖ Needs 12-24 moths of historical data
- ⊖ Resource intensive
- ⊖ Lag in insights



Channel attribution



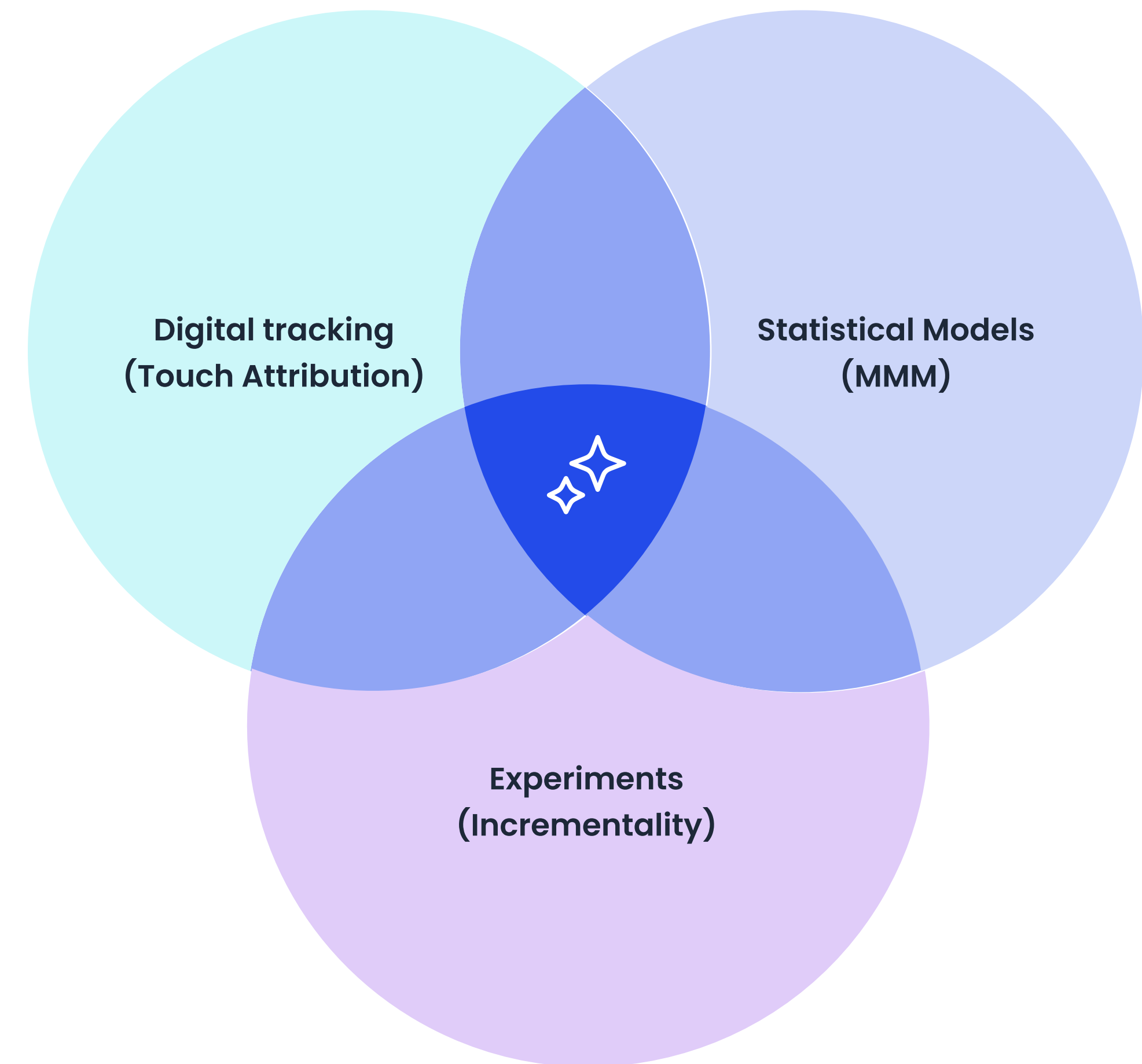
# Core of MMM is response curve (S-shaped)

- Underspend (ROAS unders 100%)
- Break even (ROAS above 100% to 500%)
- Saturated
- Optimal channel mix and budgets takes into account all channels



# There is no single source of truth

- **Broad Analysis (MMM):** MMM creating understanding of high-level effectiveness across all channels and allocate budget accordingly. Can give insights into non marketing influence.
- **Validation & Refinement (Experiments):** Highly precise and strongly causal single point in time measurement to validate specific elements or hypotheses derived from MMM and MTA findings.
- **Granular Optimization (MTA):** Use MTA for in-depth insights into digital channels and up to campaign level, adjusting your strategy in real-time based on customer interactions.



**Thank you  
for your attention**

# Contact

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