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Digital



Advanced Analytics
for Marketing ROI
Optimization with Deloitte Digital

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Introduction

More digitalization, more data: our clients are impacted by highly complex brand ecosystems more than ever before.

In today's world, companies are facing more complex business landscapes, particularly when it comes to data generation within brand ecosystems. Customer journeys are packed with a growing number of touchpoints that require consumers to interact with the brand. This engagement leads to exponentially increasing customer-data accumulation, especially in personalized customer journeys. Simply gathering data points is not effective or sustainable, and companies are under significant pressure to make the most out of the data they collect. Applying the right approach and the right technology to process, analyze, and utilize the data they have is the key to maintaining a competitive advantage.

Achieving the most effective and efficient mix of media and allocation of resources across customer journeys: this is the core of marketing optimization.

There is no doubt that collecting data across all customer touchpoints is essential. It allows brands to gain insights into consumer behavior, identify valuable marketing tactics and measures, and then make informed decisions to steer and coordinate marketing strategies.

Despite the clear benefits, companies tend to lose focus on the big picture, especially if the data is fragmented, isolated in silos, or even maintained by external partners. While service providers could aid in data analysis, this comes with risk. Disconnected sources and systems and lack of transparency in the data contributes to a dependency on outside providers.

What today's consumers expect is a seamless experience involving several touchpoints that are interpreted and utilized to create relevant, personalized interactions across the entire customer journey. This goal cannot be reached if data sources are not sufficiently integrated across an organization resulting in potentially lower performance of a business's marketing strategy.

Don't let your marketing efforts fizzle out. Deloitte's Advanced Analytics Approach helps your business leverage and manage large amounts of data, resulting in tangible outcomes driven by deeper insights into your customers and marketing campaigns.



Get in the driver's seat of your own data

With our Advanced Analytics Approach, we combine proven methods like media analytics (e.g., media efficiency analyses, media mix modeling, web analytics and attribution modeling) with generative AI and algorithm-based content analysis.

The goal is to enable and empower businesses to determine the most effective and efficient media mix and budget across the customer journey using a systematic data-driven approach.

To achieve this, our step-by-step approach builds on the following techniques or, for a more mature business, customizes each step according to individual needs.

Maximizing returns: a full ROI approach to marketing and media optimization.

The Deloitte approach is focused on optimizing return on investment (ROI) in marketing and media overall and for each channel. By reallocating marketing and media budgets to enhance the customer journey, organizations can ensure that their marketing efforts have the intended effect. There are many different techniques for measuring advanced ROI, ranging from a top-level strategic approach to more tactical methods.

Marketing Mix Modeling, for example, is an analytical technique used to identify and quantify the key drivers in the evolution of your brand. Designed to impact business generation, the tool gathers historical information – from business metrics, marketing insights and competitive data to intangible or external factors such as macro-economic variables and internal indicators – to determine which variables have a real impact on the business series.

MEDIA CONTRIBUTION



ADVERTISING +22%

- 7% TV
- % OOH
- 8% APP
- 2% SEARCH
- 1% YOUTUBE
- 3% APPLE
- 1% FACEBOOK
- 1% TWITTER +REST

10%

- 5% TV
- 4% APP
- 1% SEARCH

14%

- 7% TV
- 6% APP
- 1% SEARCH

17%

- 6% TV
- 7% APP
- 2% SEARCH
- 2% APPLE
- 1% FB

37%

- 7% TV
- 11% APP
- 5% SEARCH
- 2% YOUTUBE
- 6% APPLE
- 2% FB
- 3% TWIT

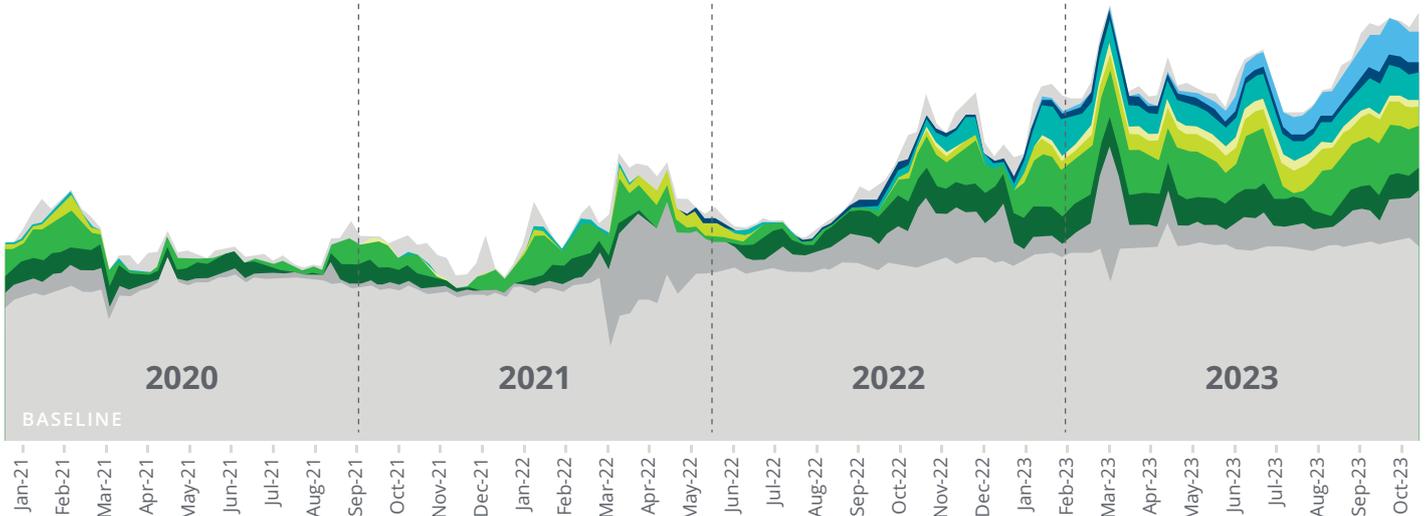


Figure 1: Sample analysis with Marketing Mix Modelling showing the impact of different drivers

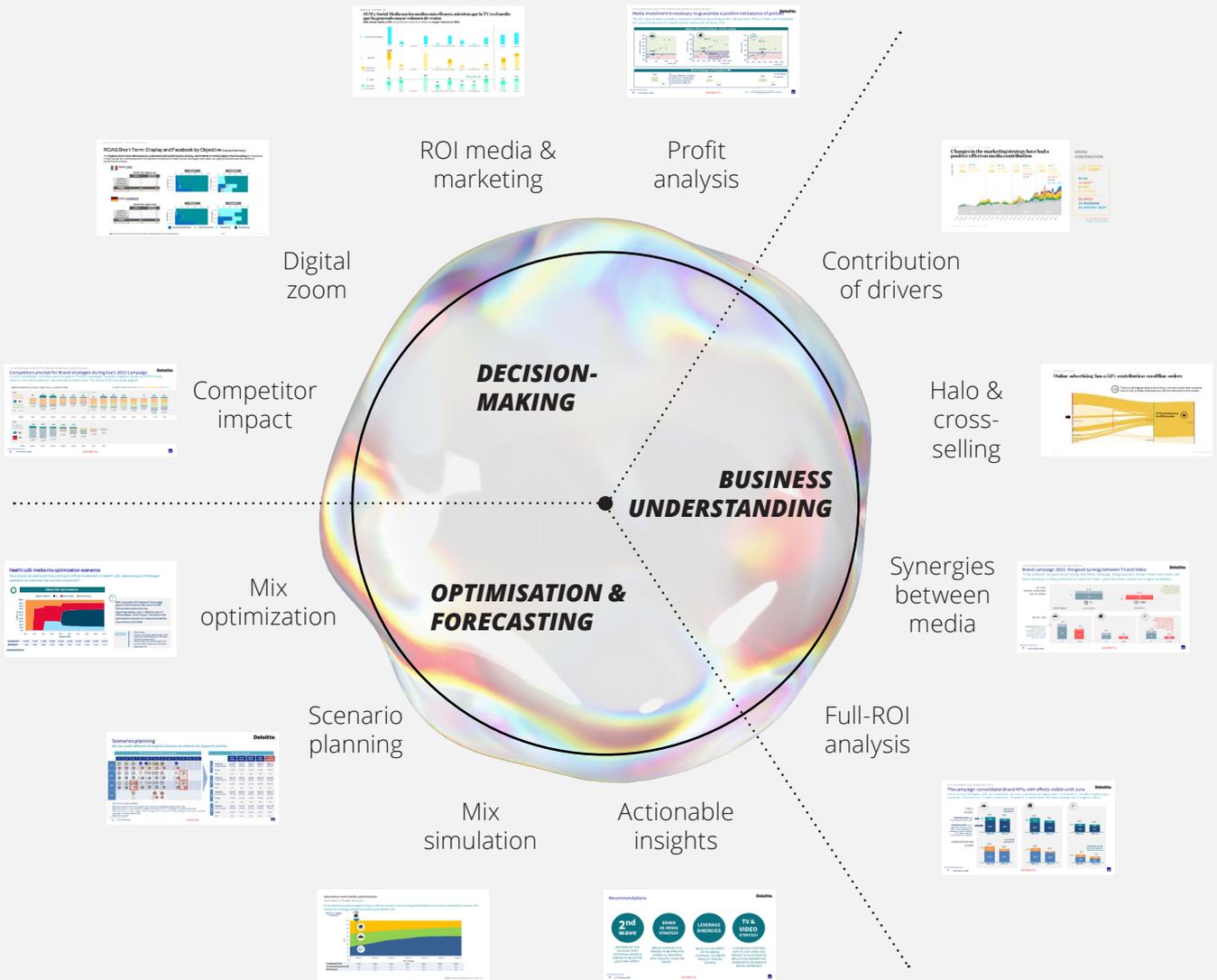


Figure 2: Sample outputs with the Marketing Mix Modeling tool

Marketing Mix Modeling provides the answers to many of the most common questions of today's marketers. What impact do the advertising and marketing campaigns have on business performance? Which channels yield the best results in terms of ROI? What is the maximum spend before saturation is reached? What is the optimal media mix for a specific budget? How many incremental sales can be achieved with a x% budget increase?

Deloitte's Media Optimizer platform: a powerful tool to boost campaign performance

The Deloitte Media Optimizer platform is a powerful continuous optimization tool that helps organizations take control of their own marketing campaigns and proactively implement measures to enhance marketing performance.

Building on key insights obtained from the scientific models we have developed, this tool provides quick visualizations and fast

navigation of the results. It is embedded in a simulation and equipped with optimization modules to create hypothetical scenarios and provide recommendations on how best to allocate a specific budget.

This interactive, GenAI-supported solution not only enables better understanding and interpretations of the data using free-text questions; the Media Optimizer actively

drives campaigns and tracks their sales performance, makes informed decisions to optimize the customer journey, and finds the most efficient way to allocate the budget.

Our goal is to help clients build trust in data-driven decision-making, develop their own media optimization strategies and reduce their reliance on external partners.

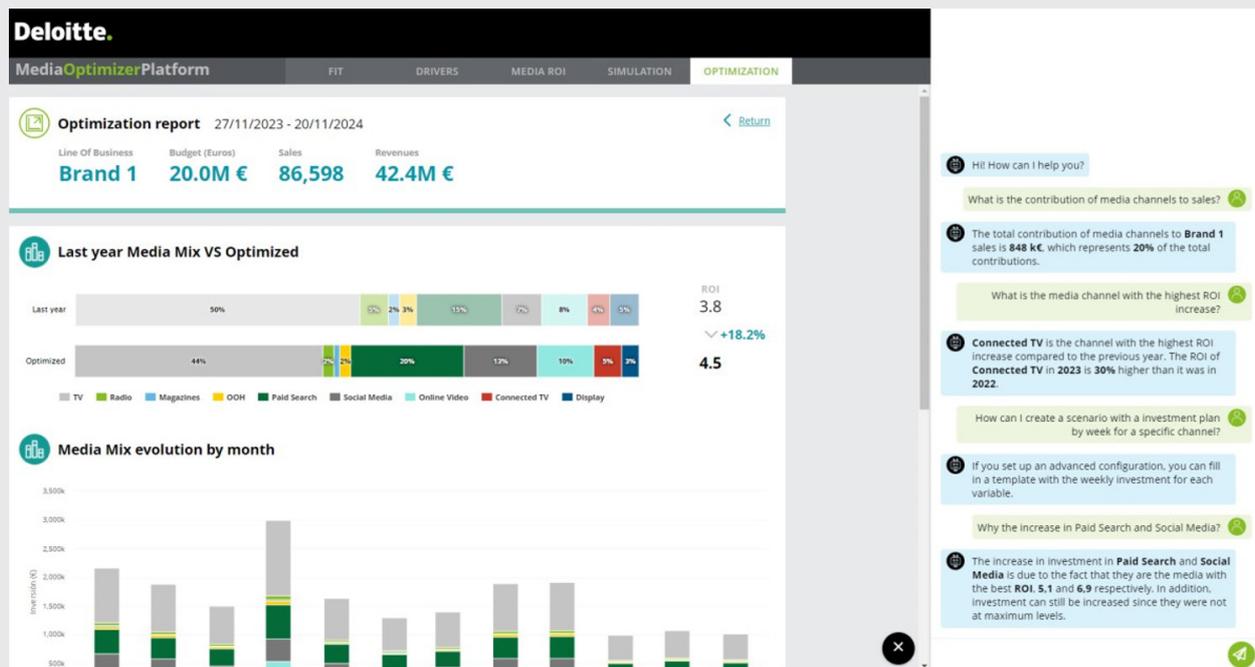


Figure 3: The optimization module and chatbot of the Media Optimizer platform

Creative Effectiveness Modeling (CEM): measuring the impact of creative elements on advertising ROI

In addition to supplying the data clients need to optimize their media mix, our end-to-end approach also analyzes creative elements. The Deloitte Creative Effectiveness Modeling (CEM) tool provides a comprehensive, well-rounded assessment of advertising effectiveness.

Using cutting-edge techniques such as computer vision, text analysis and other GenAI tools, organizations can accurately measure the various dimensions of a campaign's creative content. Which visual elements stand out? Which genre of music blends seamlessly with the content? Which message does the chosen campaign claim convey? And perhaps most importantly, what kind of emotional response does the audience have to a particular advertising campaign?

Once you have made a deep analysis of your advertising activities, we can explore how each element impacts overall perception and pinpoint the key drivers of an effective advertising campaign. This goes beyond merely measuring advertising ROI. This approach helps identify and emphasize specific elements of the advertising activities that have the most profound impact – and this is the key to optimizing the return on your investment.

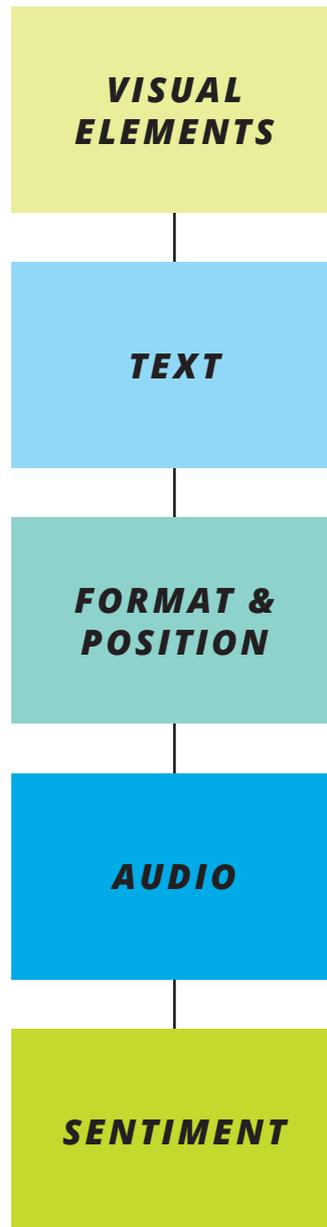
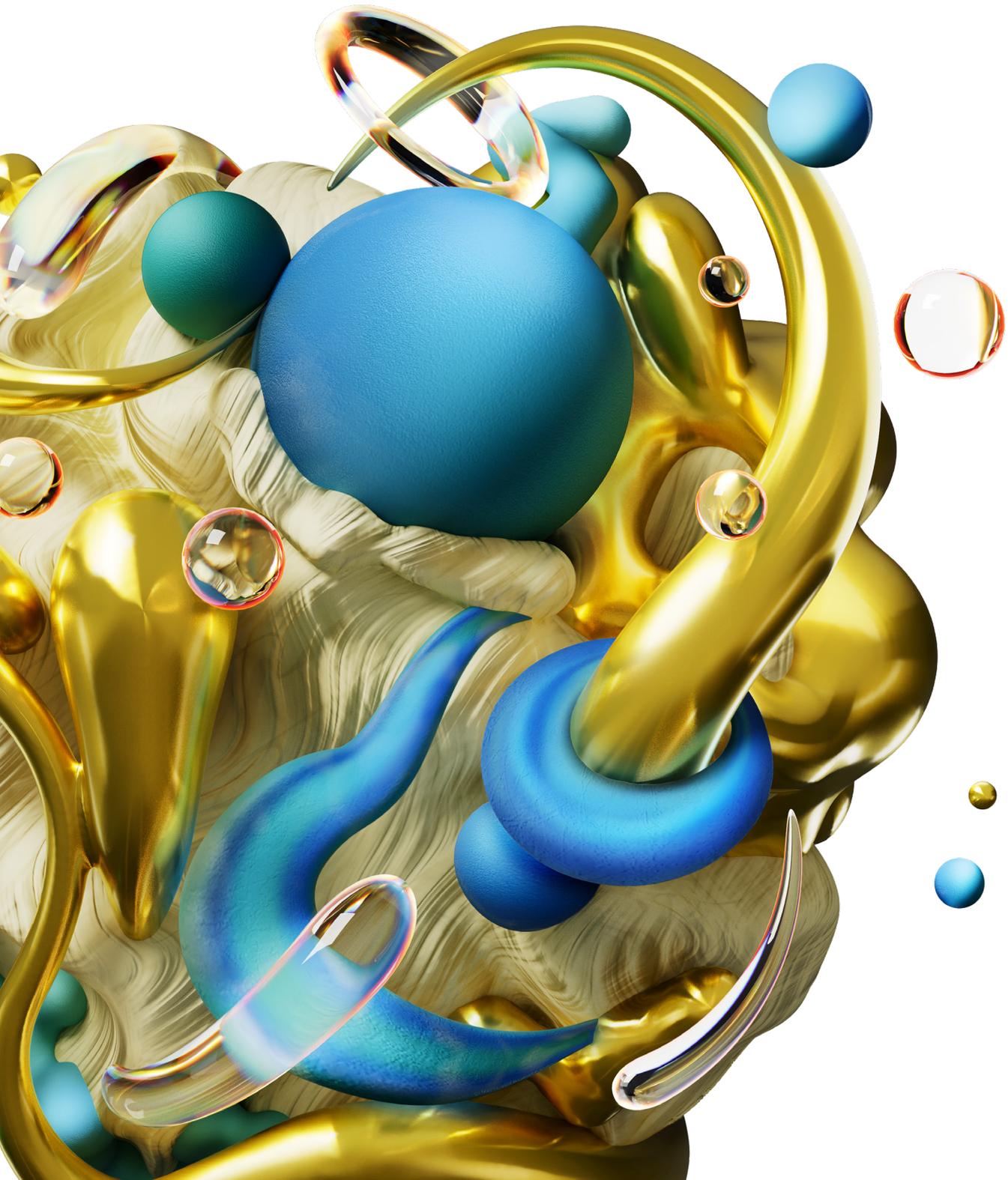


Illustration 4: Analytical techniques used to quantify the creative elements of an advertising campaign



Substantial impact. Lasting benefits



With Deloitte's Advanced Analytics Approach, your business has immense potential to minimize data siloes and gain more insights into customer behavior with every interaction. This will help you create better, more relevant customer journeys, thanks to the personalized and relevant messages of your creative marketing campaigns.

With the profound insights of deep data analysis, you can identify successful marketing efforts and find more effective ways to allocate your budget across various channels. Ultimately, this will ultimately lead to higher marketing ROI because, as they say: **YOU CAN ONLY MANAGE WHAT YOU CAN MEASURE.**

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