

DATA**SCIENCES**ALON
NEW YORK

HOW JELLYFISH USES EXPERIMENT TO MEASURE MEDIA INCREMENTALITY



Di Wu

VP of Data Science
Jellyfish

One Jellyfish

- 2100+ Digital Experts
- 12K+ Owned Freelancers network
- 37 International Offices
- >\$1bn Managed Media
- Tier 1 Platform Partnerships
- 50+ Global Specialisms



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 New York
 Baltimore
 Reston

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 Mexico City
 Monterrey

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 Rio de Janeiro
 São Paulo

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 Warrington
 London
 Reigate
 Brighton

Ireland
 Dublin

Denmark
 Copenhagen

Sweden
 Stockholm

France
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Netherlands
 Amsterdam

Germany
 Berlin

Spain
 Barcelona
 Madrid

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 Durban
 Johannesburg
 Cape Town

Israel
 Tel Aviv

UAE
 Dubai

India
 Mumbai
 Bangalore

Singapore
 Singapore

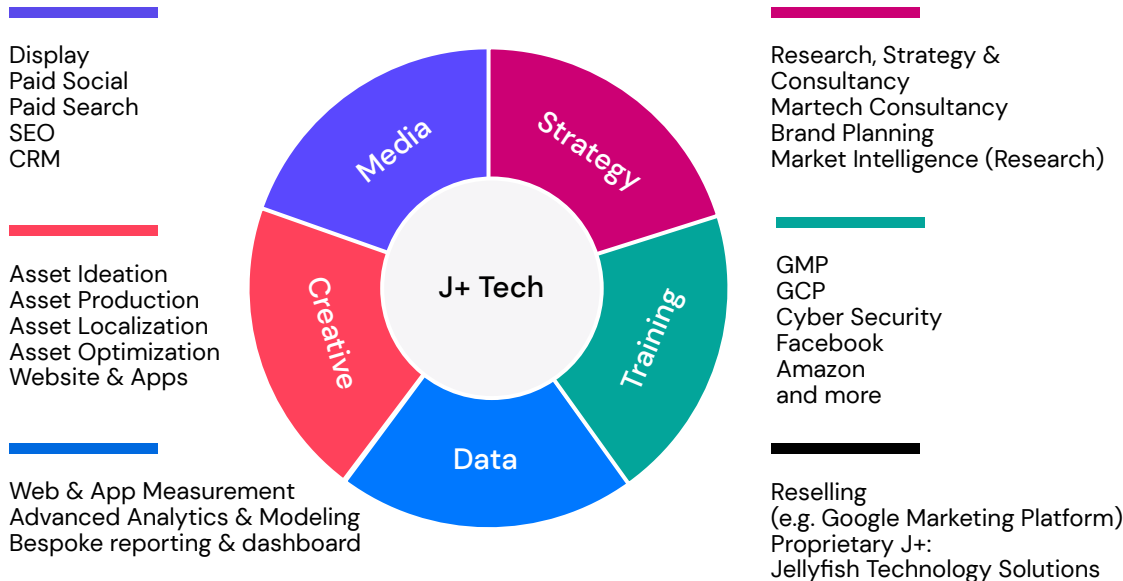
South Korea
 Seoul

Japan
 Tokyo

Australia
 Melbourne
 Sydney

Accessing our expertise

5 core capabilities powered by proprietary tech



Client access to our expertise is simple, via specific products or more integrated solutions that meet today's marketing challenges.

What is measurement?

It's a process of evaluating and quantifying the impact and effectiveness of marketing initiatives and campaigns.

It involves collecting and analyzing data to assess various marketing metrics and KPIs that help determine the success of marketing efforts.



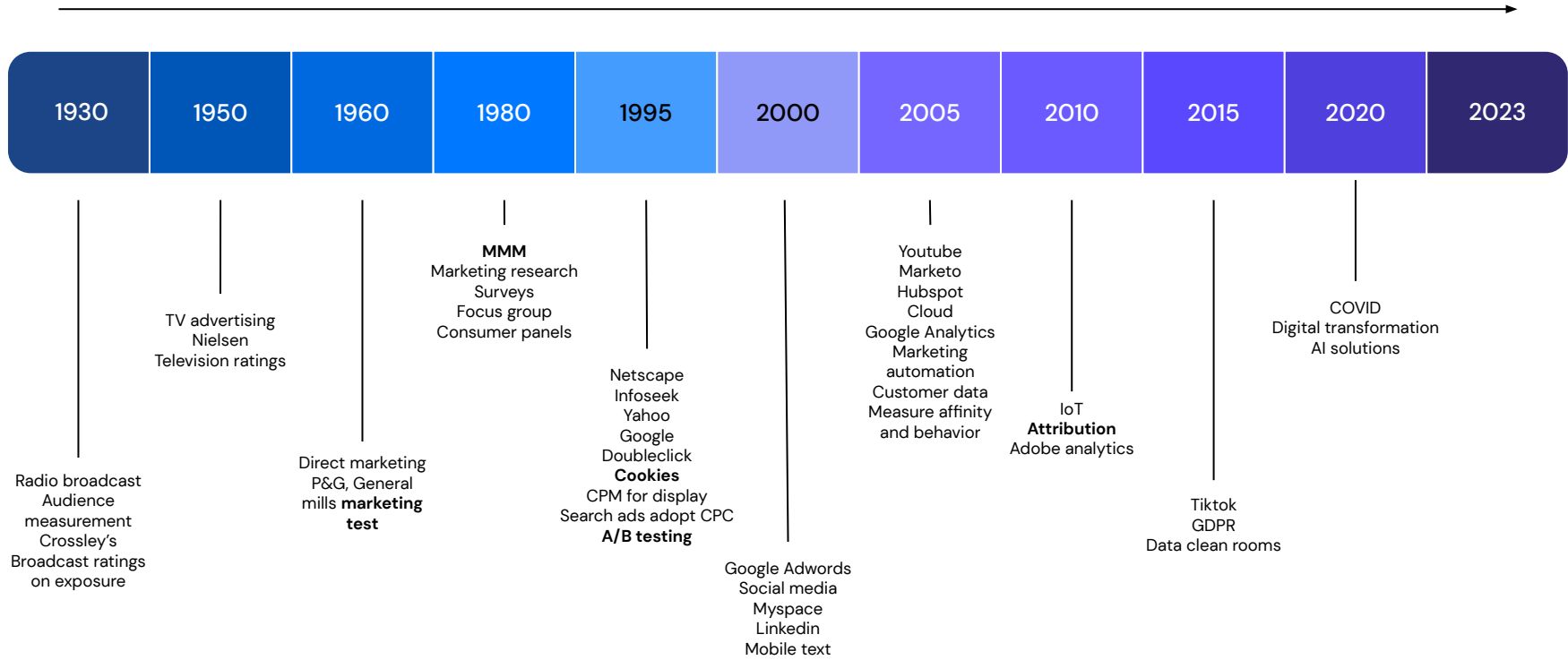
Attribution

MMM

A/B test

Incrementality

A bit of history



We are in a time of change ...

What are some of the implications brought by privacy and technology?

Cookie Deprecation

Walled Gardened
Platforms

New media
formats

Measuring
long-term

Advancement of
measurement

Different measurement solutions

Diagnostic Analysis

- MMM
- Causal Impact
- Pre/post
- Attribution

Optimization Experiments

- A/B test
- Opt-in/One-click experiment

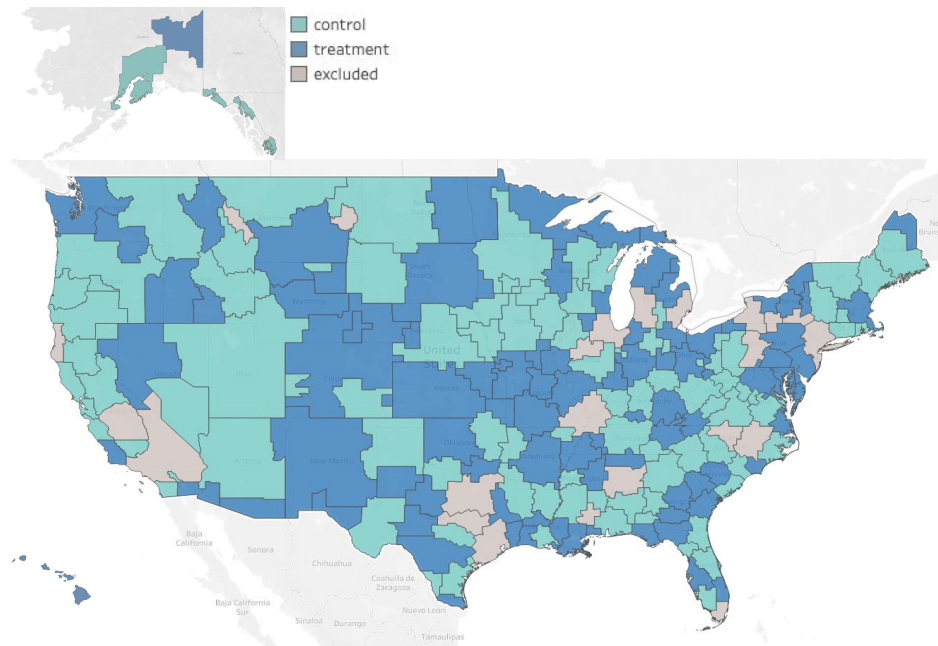
Incrementality

- **Geo-lift**
- Conversion lift
- Brand lift/search lift

*Ease of execution includes investment required, length of test, set up/design requirements and time, and technical resources.

Geo-lift experiment

- Geo-lift exp measures **incremental** returns of advertising spend.
- Geo areas are pre-defined and used as a measurement unit, rather than users in classic A/B testing
- Geo areas are matched into a test and a control group, where each group has similar sales patterns and other relevant factors.



The process

Experiment design

- Form hypothesis
- Data collection and feasibility
- Power analysis
- Select test and control markets
- Create test plan considering all the constraints (location, time, budget)

Launch the test

- Set up the test in the platforms
- Performance monitoring

Post test analysis

- Run statistical analysis to measure lift
- Present the results with recommendations

Case Study 1

Prove the value of existing media

Prove the incrementality of brand search

- Brand keywords are expensive.
- A well-known brand with huge brand equity.
- Is there an incremental impact on revenue by switching off brand campaigns?
- Can SEO pick up the traffic?

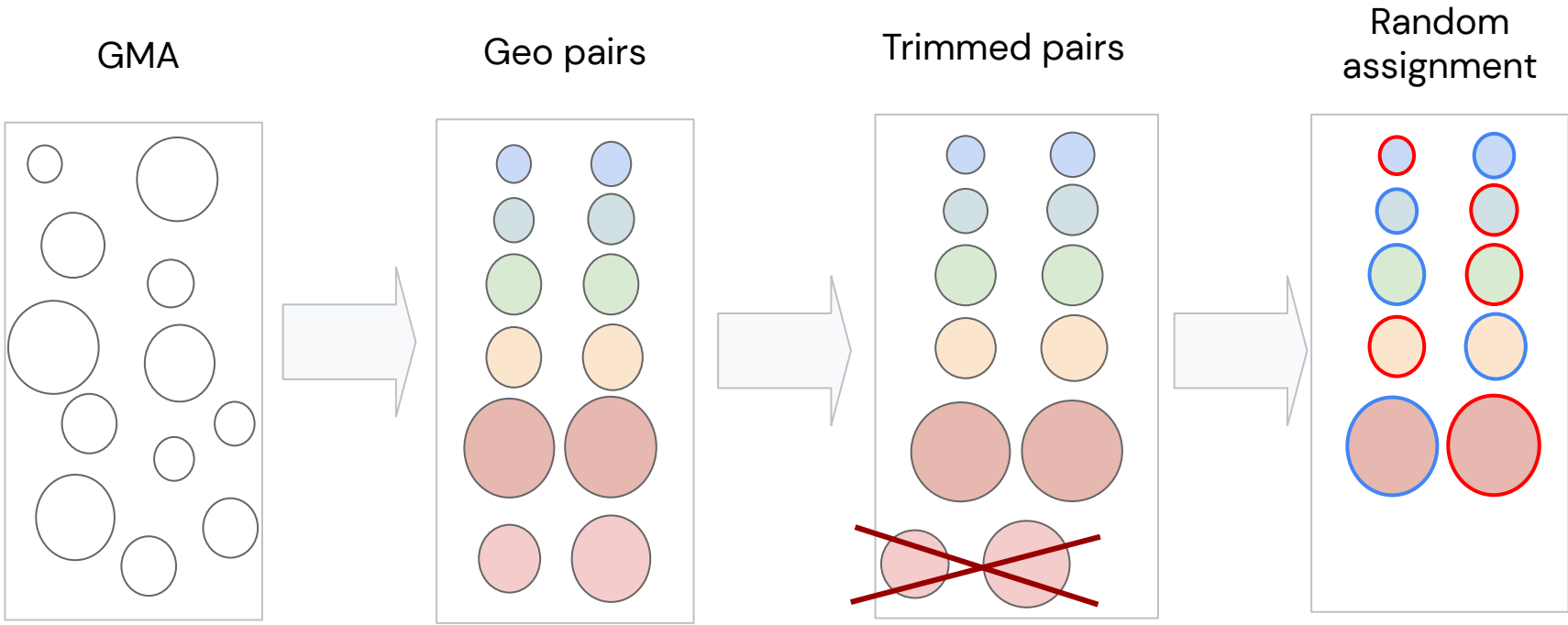
If the aboves are true, we can:

Make the media more efficient by optimizing budget!

UGG®



Trimmed match

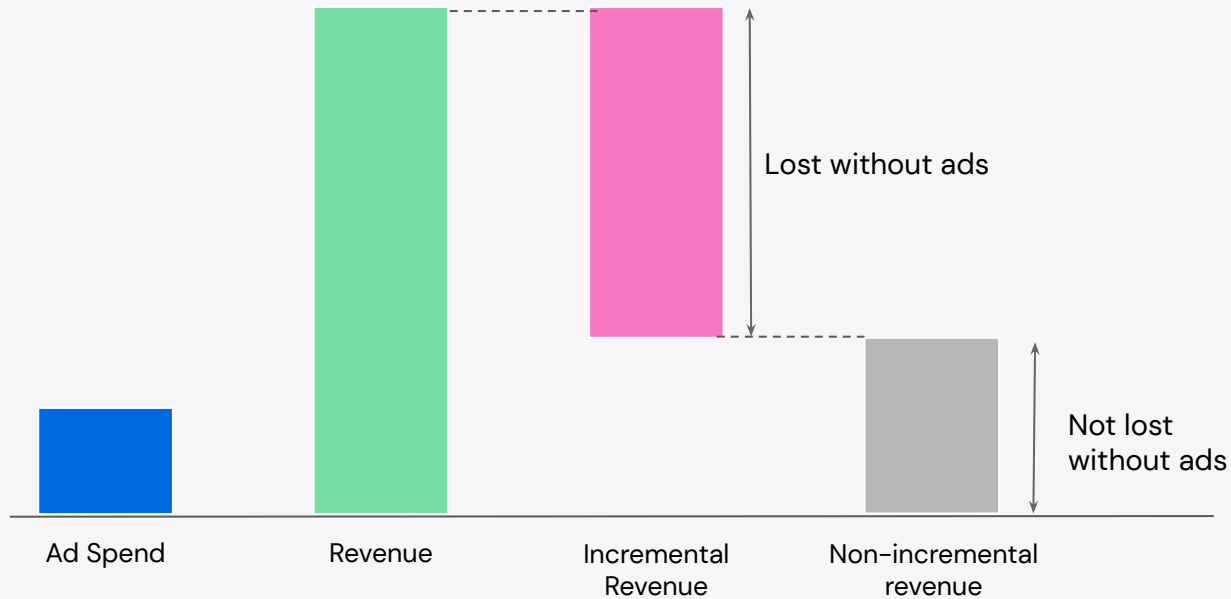


Source: *Annals of Applied Statistics*. 2022. *Robust Causal Inference for Incremental Return on Ad Spend with Randomized Paired Geo Experiments*, Chen and Au

Measuring incrementality

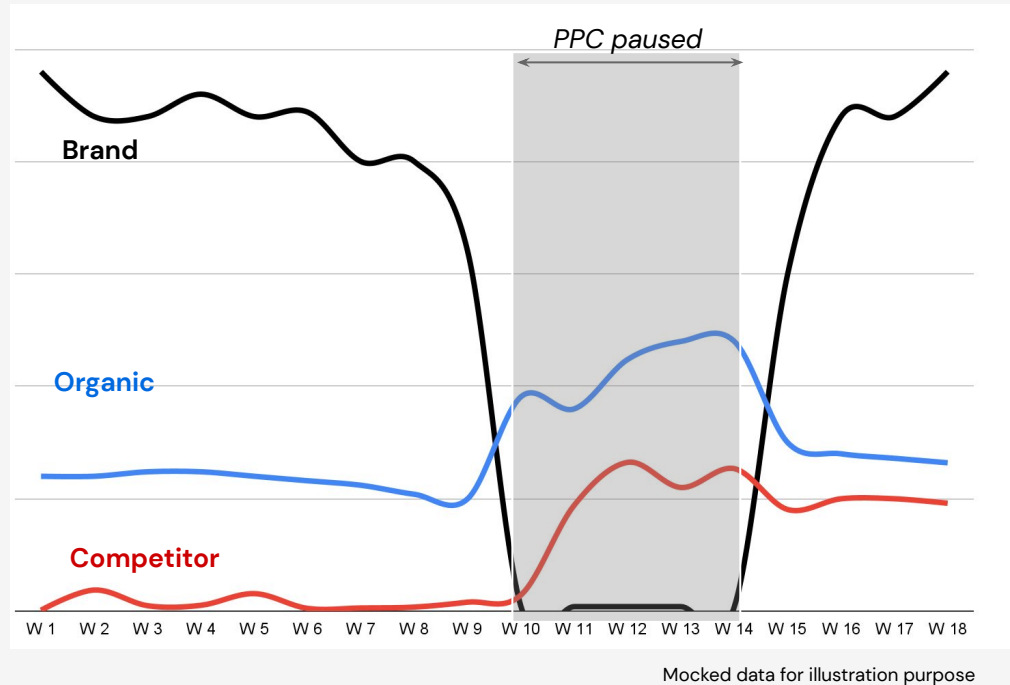
$\text{ROAS} = \text{Revenue} / \text{Ads Spend}$

$\text{iROAS} = \text{Incremental Revenue} / \text{Ads Spend}$



Results

- Brand PPC results in 4.6 iROAS.
- Organic will only pick up some of the lost PPC clicks – up to 45%.
- We observe competitor traffic (from J+search) goes up as a result of missing brand PPC campaigns.



Case Study 2

Test the value of new media



YVES ROCHER
Bretagne, France

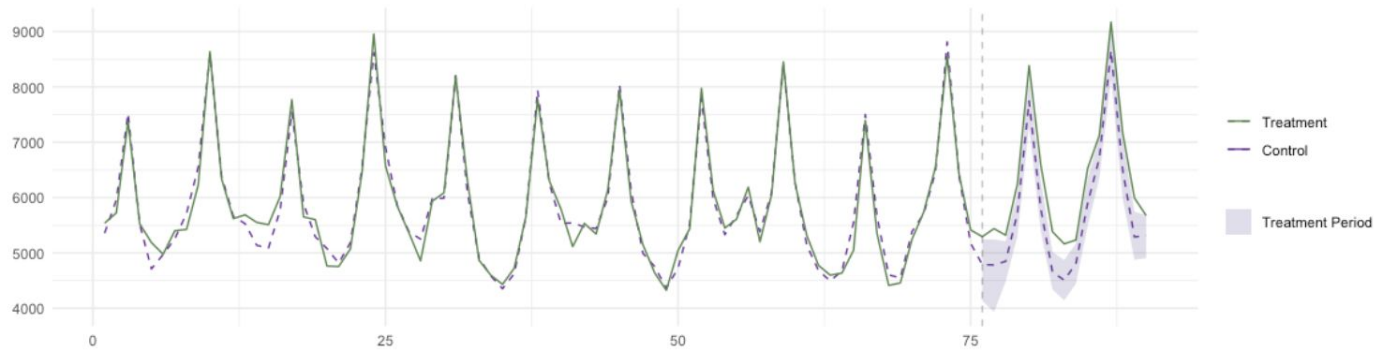

Prove the value of DOOH

- Marketing team is challenged with DOOH's contribution to revenue.
- Is DOOH campaign a good strategy?
- It's the very first DOOH campaign, so no previous data.
- No digital tracking between screen view and online/offline sales.



Synthetic control

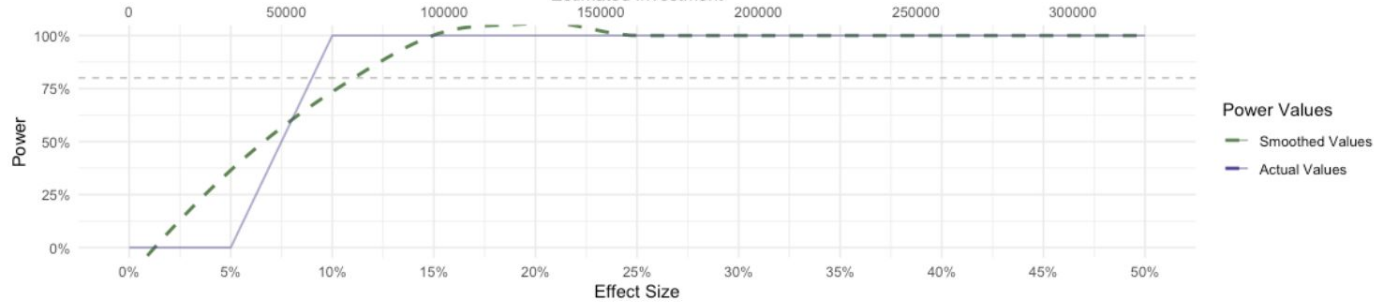
Observations per Timestamp and Test Group



GeoLift Power Curve

Treatment Periods: 15

Estimated Investment



Results

- We found a direct impact between DOOH with offline sales.
- Screens located in shopping malls showed a 1.6 times higher return on investment (ROI) than screens located in city streets.
- Reducing the distance between the screen and the store boosted performance. Screens located within 500 meters of the store showed a positive lift on offline sales.

1.6 x

Increase in ROI for
shopping mall screens

500 m

Screen located with 500 m
showed a positive lift on
offline sales

Our learnings

- Set client expectations early on in the project.
- Work closely with media team on test timeline – local and national market effect.
- It can also be hard to measure several factors at once. Consider trade-off between number of cells in a Multi-Cell.
- Build trust with the client by creating a learning agenda.

ADT[▲]LEM
GLOBAL EDUCATION



DECKERS
— BRANDS —
UGG sanuk TEVA HOKA ONE ONE



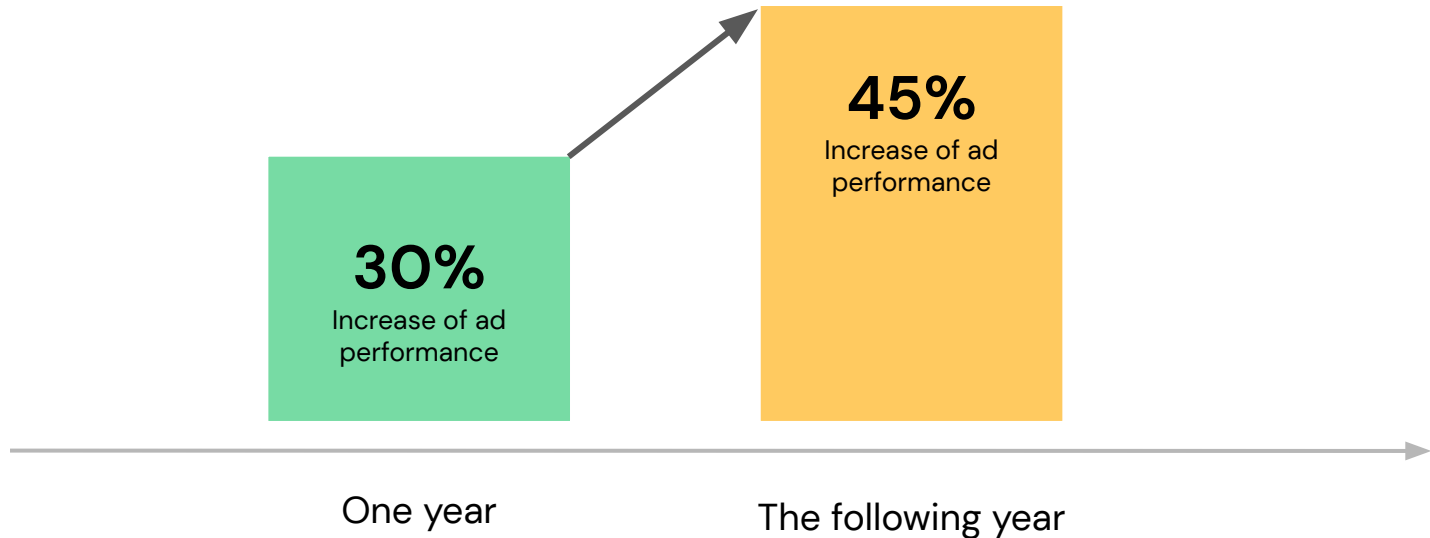
Harrods



YVES ROCHER

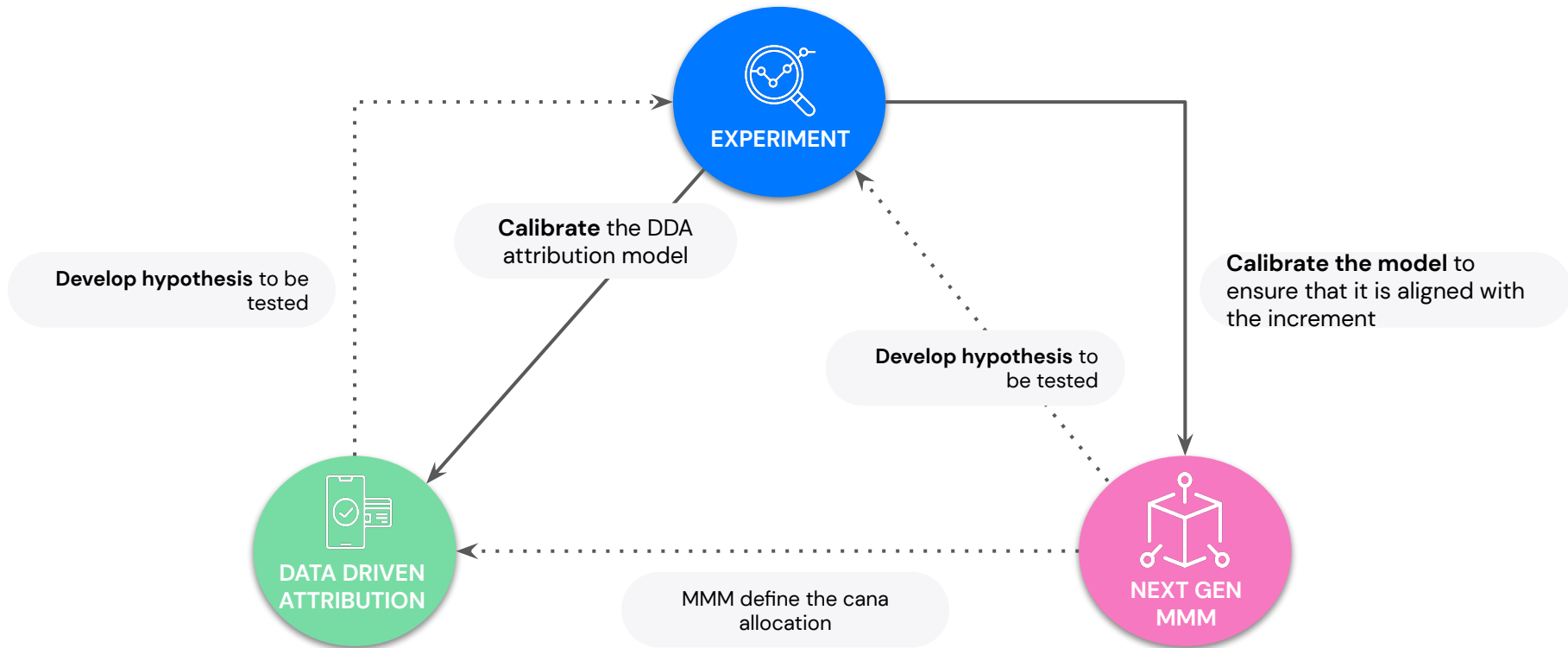
Experiment brings long-term successes

Brands run 15 experiments compared to brands with no experiments



Source: Harvard Business Review. October 28, 2020. Marketers Underuse Ad Experiments. That's a Big Mistake. Julian Runge.

The measurement model is a living ecosystem



Thank you

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