

### Nextgen MMM for Gaming Advertisers

#### **About us**

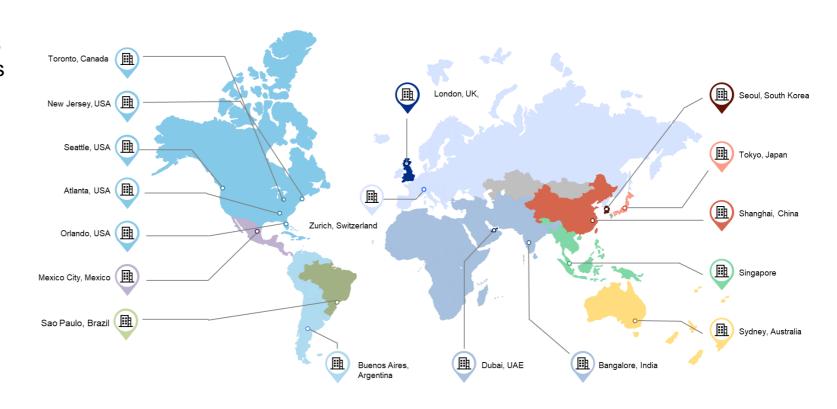


ANALYTIC EDGE provides
technology-enabled analytics
solutions for marketing & sales
effectiveness

We leverage technology to provide scalable, cost-efficient, and real-time marketing insights

Development & delivery teams based in India with ~150 data scientists and technologists

A global footprint with AE offices and channel partners delivering veteran local support in the markets they know



#### **Partial List of Clients**



#### We have extensive experience delivering MMMs to Gaming and DR Advertisers



























#### **Current Situation**









Existing attribution methodology used by MMPs will be deprecated as it depends on IDFA

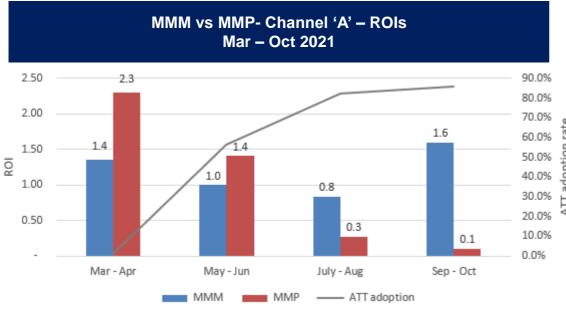


Marketing Mix Modeling (MMM) can be leveraged to complement measurement insights that will be feasible from MMPs

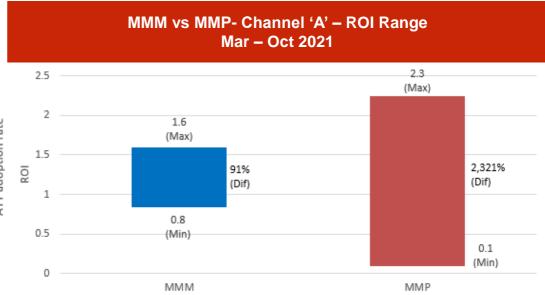
#### Signal loss from MMP after iOS 14.5 roll out



In our work with Gaming advertisers, we have found significant signal loss from MMP attribution as iOS 14.5 was adopted by users



MMP- attributed ROI from Channel A progressively decreased post the pre-iOS period, indicating a significant loss of signal as iOS 14.5 adoption rates increased.



MMMs reported ROIs in a much tighter range and stayed consistent all through the period under consideration

Meta + Analytic Edge White Paper 2022



#### What is Marketing Mix Modeling?



Understanding the true ROAS of marketing investments is among the top challenges for UA teams



f Facebook

You Tube

□ TV

O Instagram

Q Search

Promotions

MMM is a statistical methodology that measures the ROAS of all marketing channels



Data











**REVENUE / INSTALLS** 

Marketing Mix Modeling

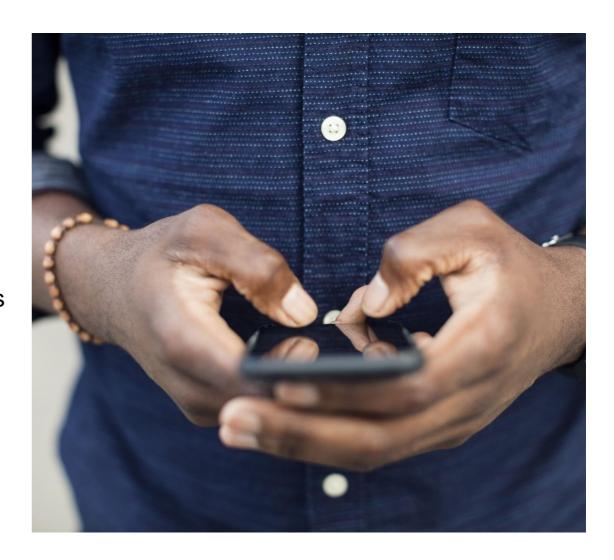
These insights are used for optimizing marketing budget to maximize revenue



# MMM is a privacy-friendly, data-driven statistical analysis...



- ✓ No requirement for individual or log level information, all analysis uses aggregated data
- ✓ The only holistic measurement system on iOS available to Gaming advertisers
- ✓ Statistical methodology with in-built validations
- √ Teases out 'true incrementals'



#### ...that fills the gaps that MMP is unable to address on iOS

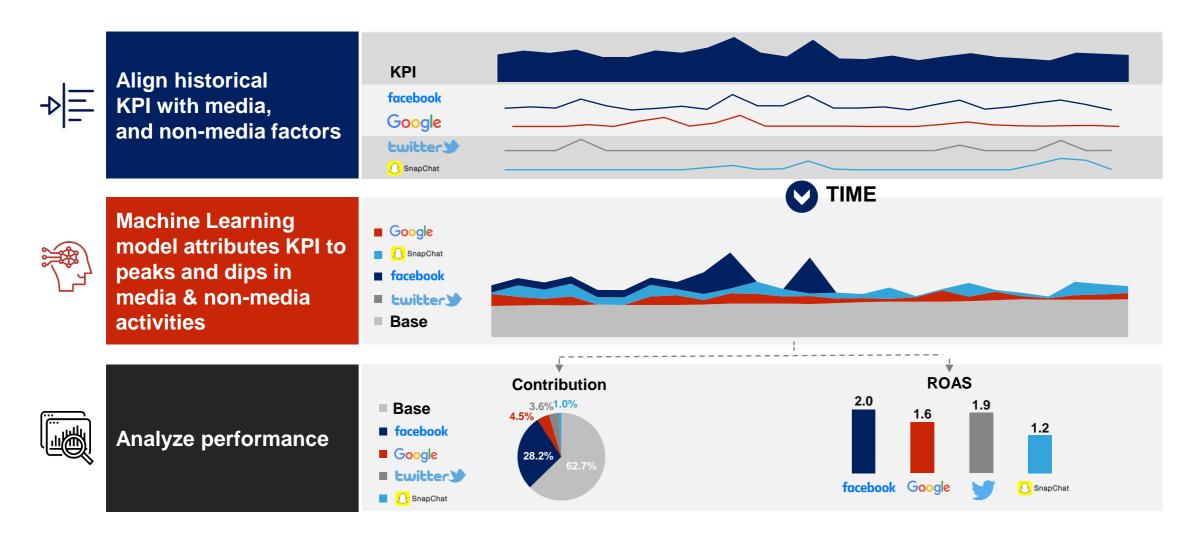


- A 360° holistic approach to understanding the various drivers influencing the KPI:
  - Online and Offline media
  - Direct response and Branding ads
  - Non-marketing activities- app or game events & updates
- Measures "ROAS" and "incrementality" of media investments
- Privacy friendly analysis and outputs. Addresses signal loss from IDFA and other ID-level data sources.
- Quantifies the impact of competition and macro factors separately from other factors



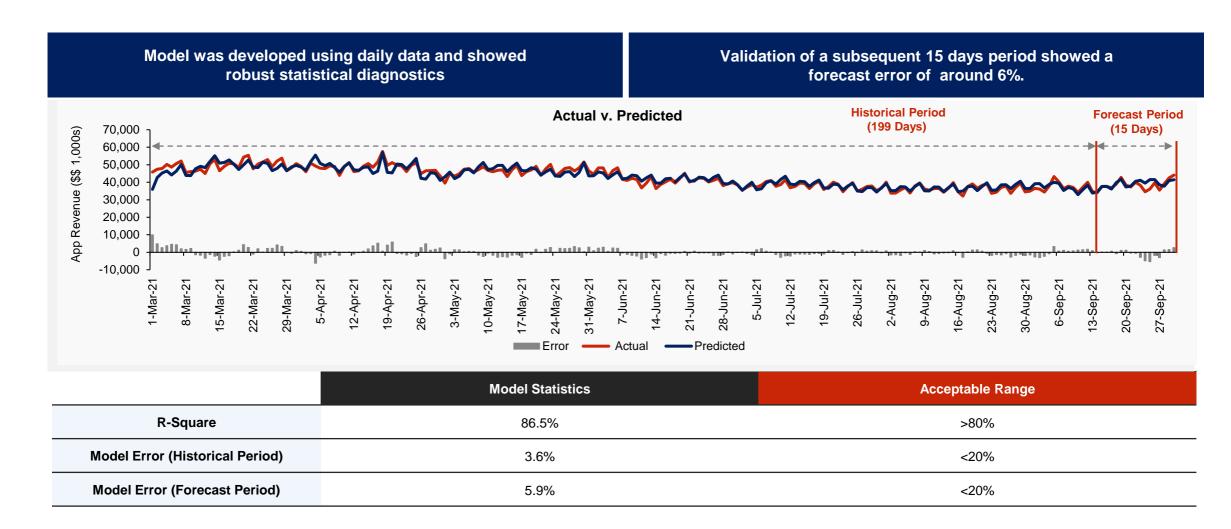
#### **MMM Methodology**





#### **Output #1 – Model Validation**

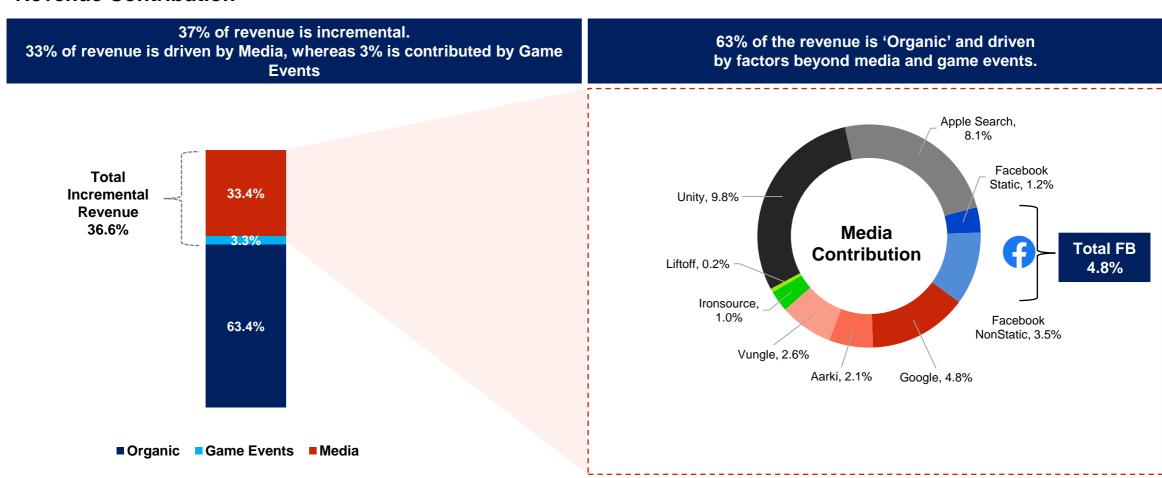




#### **Output #2 - Contribution Analysis**



#### **Revenue Contribution**

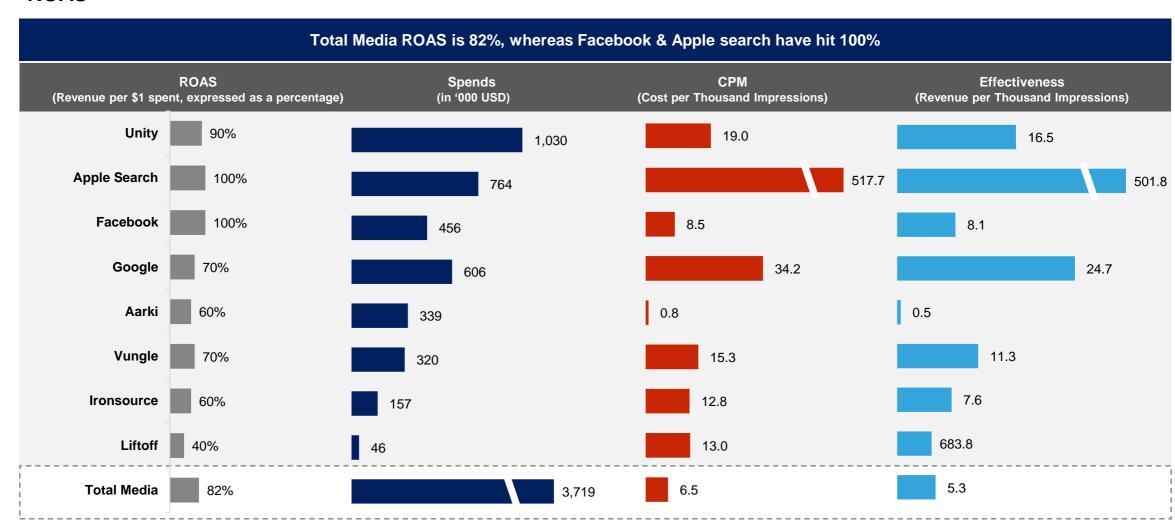


Organic - Revenue which would have been generated in absence of marketing support and Gaming Events; although it would continue to decline in the long run if there are no marketing support and Gaming Events

#### Output #3 - Media performance analysis



#### **ROAS**

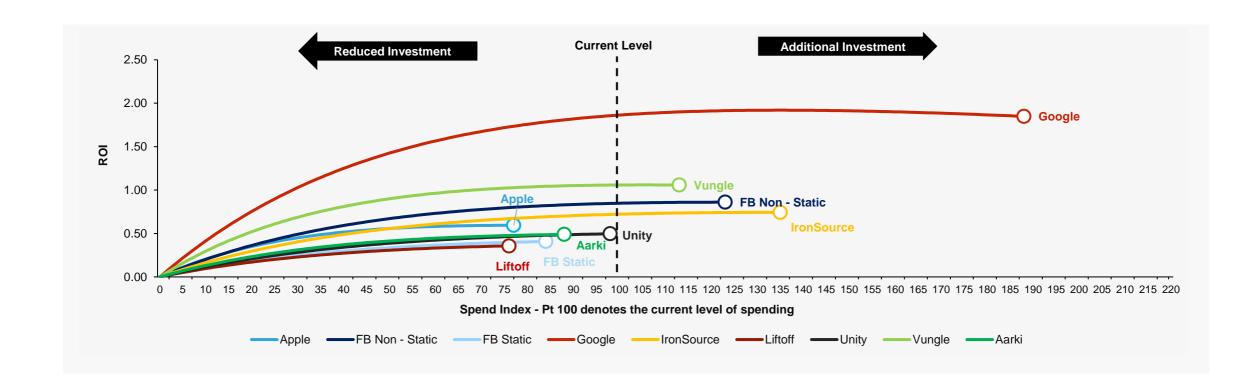


#### **Output #4 - Response curves**



Incremental spend opportunity on FB Non-Static, Google, Ironsource & Vungle

Consider reducing spend on FB Static, Apple Search, Liftoff, Aarki



#### Output #5 - Budget optimization / scenario planning



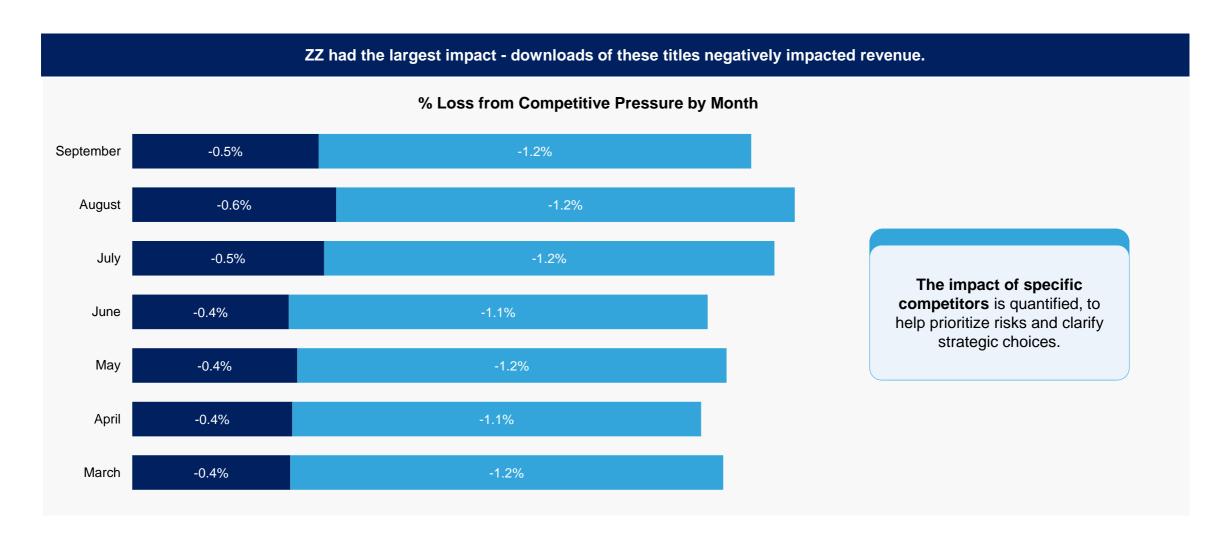
#### **Media Budget Optimization Scenario (Aug – Sep 21)**

<b>Objective:</b> Maximize Revenu	spends Constrair	nts: -50% to +50%	Total Budget: No Change
Media	Media Spend (000 USD)	Proposed Spend cl	hange Optimized Spend (000 USD)
Apple Search	238	0%	236
FB Static	211	-29%	150
Unity	198	+9%	216
Aarki	134	-50%	127
Vungle	76	+50%	115
Ironsource	44	+50%	65
Liftoff	43	-50%	21
Google	16	+50%	24
FB Non-static	13	+50%	19
	Simulated Revenue	Increase +2.2%	

Estimated 2% increase in revenue by reallocating budget across media channels without any increase in total media spend

#### **Output #6 - Competitor analysis**







# So what's next for MMM in Gaming?

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MMM is the cornerstone of a future-proof measurement stack that can be used to improve the accuracy of last-touch reporting

#### **Feedback from advertisers**





#### **Analytic Edge's Nextgen MMM for Gaming advertisers**



Our solution aims to provide MMM insights to Gaming advertisers more frequently so that it is better aligned with their planning cycles for actionability



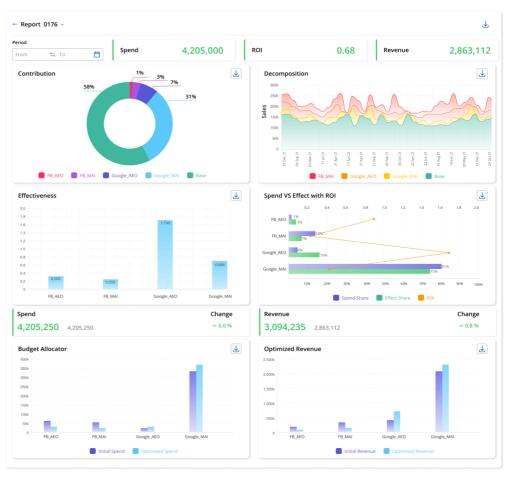
Utilize APIs to automatically ingest data, where possible



Produce modelled attribution in Demand Drivers 2.0 across all media channels with frequent updates

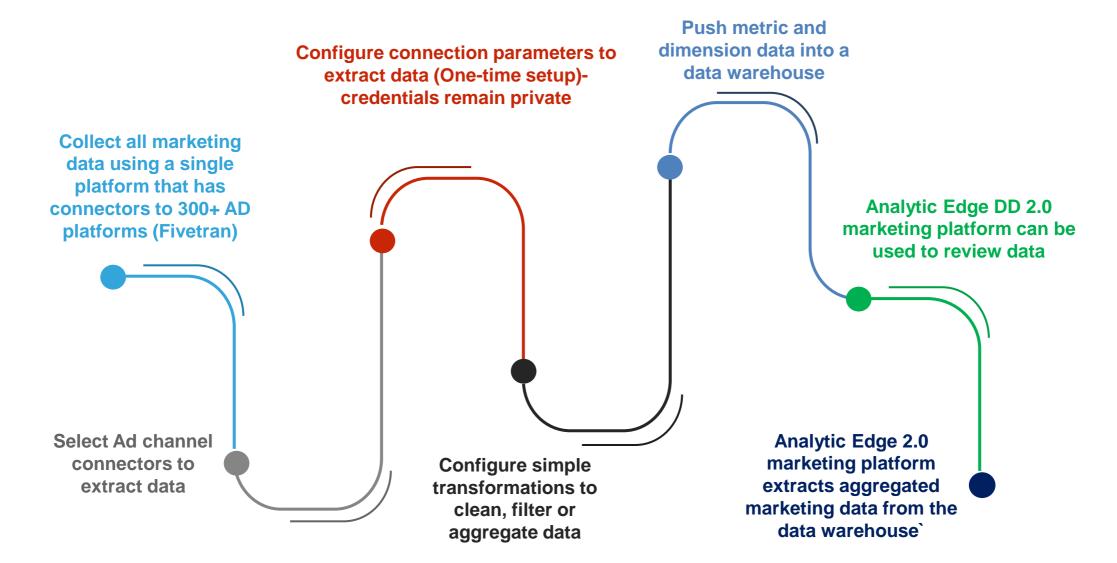


Deliver easy reporting and simulation for actionable insights



#### Data Ingestion flow - Marketing data platforms

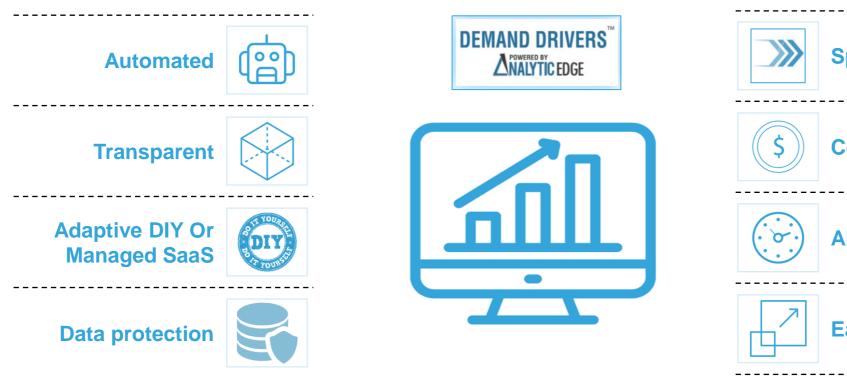


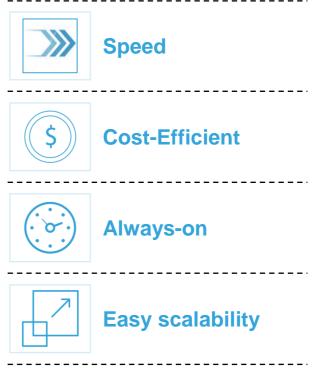


## Our platform, Demand Drivers™ 2.0 will be leveraged to deliver MMM at the desired frequency and granularity



Demand Drivers<sup>™</sup> is a cloud-based, integrated MMM platform, that enables continuous measurement and delivers 'always on' simulation and forecasting. All and machine learning algorithms are deployed for ramping up speed and scale.





#### **Nextgen MMM Program for Gaming Advertisers**



#### **Scaled and In-market Advertisers**

#### **Data Sources**



Ad platforms, MMPs,
 3rd party data aggregators,
 Advertisers, Public sources

#### **Deliverables**



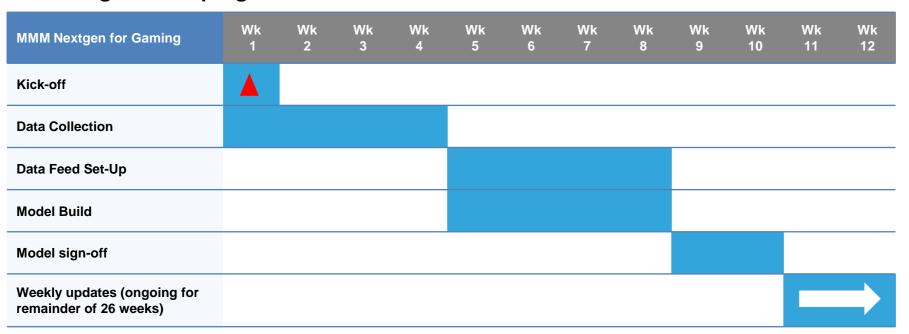
- Upto 3 KPIs X 1 Geo\*
- Automated data extraction, where feasible
- Initial MMM output delivery in Excel
- MMM output includes media channel Contribution, ROAS, Effectiveness, CPM
- Campaign level insights when feasible based on spend levels
- Weekly/Bi-weekly model updates based on frequency of data availability (for 4 months)
- Ongoing MMM output delivered within 2-3 days of data availability in a Dashboard
- Dashboard to reflect MMM-estimated output vs MMP-estimated output
- Model walkthrough and short-term access to Demand Drivers platform to demonstrate SaaS capability
- Lite Client Service & Consulting (upto 25hrs)
- 6-month pilot duration

<sup>\*\*</sup>Geo can be Country/Country Tier/Global

#### **Program Timelines**



#### The Nextgen MMM program lasts for 26 weeks



- Program lasts 26 weeks from kick-off
- · Program commences with kick-off where scope and program structure is confirmed
- · Then we collect data and understand data architecture
- Thereafter AE builds the data-feed connections and the initial model with advertiser input
- Model results are shared and confirmed in a workshop
- Post 26 weeks program, advertiser may subscribe to the ongoing modelled attribution service

#### Who's Involved When:













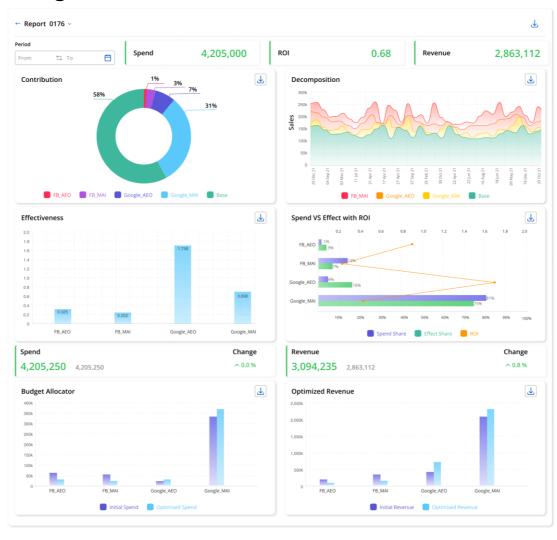


AE Analytic Edge

# Reports include effectiveness, efficiency and contributions by media channel updated online



#### Outputs will be delivered through an intuitive dashboard interface



# Ways in which MMM can be operationalized in Gaming businesses





### UA teams can use validated MMM results to calibrate attribution results

- a) Channel wise spending can be allocated basis MMM results, while attribution results can be used to allocate spending within a channel among different campaign types
- b) Longer term, MMM results will help UA teams understand if certain channels over credited or under credited systematically in attribution



# Marketing teams can use MMM results to allocate budget across a broader portfolio of game titles

 a) Since MMM takes into account non-media factors such as competition and macro factors, weather etc., it can better inform the more strategic decisions that marketing must take



For CFOs, MMM can provide data-based ROAS information on marketing spends and investments to help them plan better



### Thank You

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