Summary of Key Measurement Tools

	Brand Studies	Econometrics / MMM	Attribution	Controlled Experiments
Overview	• Measures how marketing activities and channels impact consumer attitudes and brand perceptions.	• Estimates the effect of marketing mix on incremental sales.	• Assigns credit to touchpoints across channels based on their contribution to an action.	• Quantifies impact of change of media between randomly assigned test and control groups.
Context for Use	• Flexible survey format for diverse assessment of brand building activities. • Providing a "pulse-check" on short-term campaign activity.	• Long term evaluation of historic aggregate data (usually weekly) to assess past influences and predict future sales. • Optimising high-level channel mix.	• Measuring granular user level (particularly digital) tactical actions. • Enables rapid scheduling and creative alterations.	• Stress testing key customer touchpoints that have sufficient volume. • "Gold standard" approach to target across all measurement activity.
Methodology Considerations	• Survey selection bias and sample sizes. • Challenge of accurately segmenting audiences by media channel. • Limited power as a direct input to financial planning.	• Requires 2yrs+ granular data (e.g. weekly sales). • Struggles to capture amplifier effect of digital. • Media spend timing has to vary (avoid collinearity). • More KPIs = more models.	• Risk of over-bias towards digital advertising. • Challenge of building single customer view (e.g. lack of universal IDs across major internet platforms).	• Requires clear testable hypotheses. • Requires large sample sizes or significance. • Challenge of achieving scale and accurate group assignment across-media.
Sector Considerations	• To what extent are customers exposed to the brand e.g. consumer retail (high) vs manufacturing (low)?	• To what extent are non-media tools (discounting) relied upon for sales e.g. FMCG (high) vs healthcare (low)?	• What is the length and complexity of customer journey e.g. auto (high) vs transactional entertainment (low)?	• What are the volume of interactions (particularly sales) by channel e.g. FMCG (high) vs luxury goods (low)?
Expected Outputs	• Qualitative analysis explaining drivers of brand attitudes and perceptions. • Quantification of change ("lift") in brand metrics by channel.	• Single KPI prediction – e.g. average effect on sales. • Quantitative explanation of supporting influences.	• Robust quantitative models of channel conversion rates. • Quantitative explanation of best performing customer journeys.	• Most robust quantification of incrementality from marketing activity.