

From complexity to simplicity:

HOW TO USE DATA TO CREATE MARKETING VALUE

INTRODUCTION

In today's increasingly complex digital media ecosystem, data can help brands make informed choices on how to create marketing value, but measuring what that value is has become more challenging than ever before.

With the latest innovations in digital media and technology, the industry has moved beyond 'cost per unit' to focus on long-term brand building and marketing value. Access to more data should help brands improve brand sentiment and influence behaviour change, but it's raised more questions and frustrations because people don't know how to use it to define and measure marketing value.

THE CORPORATE AND CONSUMER DISCONNECT WIDENS

Data can help brands establish short-term marketing impact and long-term brand transformation, but it's easy to get confused when there are so many touchpoints, actions, opinions and influences to track. There is so much data available that marketing leaders need to understand how to prioritise metrics for their business. It's not enough to measure everything—we need a more holistic approach to measuring ROI effectively.

Currently, brands are not meeting consumer expectations. Our Meaningful Brands™ research reveals that people say:

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73% OF RESPONDENTS SAID IT WAS IMPORTANT THAT 'MY AGENCY INNOVATES FOR THE RIGHT REASONS'

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Although 66% of consumers want meaningful brand experiences, they say that 48% of the content provided by brands is not meaningful to them. Brands need to urgently tackle this underperformance by shifting their focus to providing a meaningful experience for consumers. Instead of reporting every metric, agencies should work with clients to establish what defines marketing value for their business and choose specific touchpoints to engage the right audience.

DELIVERING VALUE THAT IS MEASURABLE AND MEANINGFUL

To understand the current state of marketing procurement, Havas commissioned YouGov to survey 109 procurement decision makers from businesses of all sizes and sectors, half each from the UK and US. The study found that agencies are currently underperforming in terms of how they provide data services to brands and businesses. They need to reflect the complex nature of data and tech in today's marketing landscape by moving from reporting to interpreting data.

This means going beyond simply sharing data such as acquisition and reach to adding value by helping clients understand and influence measures such as life-time value and incrementality. To do this, brands must keep the data simple and optimise solutions to be more creative and effective with their spending.

ROI: RETURN ON INNOVATION

Innovation comes from creativity, not just in the design of content and great looking ideas, but creativity in how we identify, define and engage audiences, how we deploy experiences and how we track those audiences. To be meaningful, our content needs to resonate and proactively engage consumers by being relevant to their lives. Agencies need to be able to use data and tech, not just creative ideas and content, to create marketing value and meaningfulness.

Brands need to move beyond focusing on the bottom line to prioritising creativity in everything

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OUR DATA SHOWS THAT 89% OF C-SUITE EXECUTIVES SEE DRIVING BUSINESS AND SALES PERFORMANCE AS THE MOST BUSINESS CRITICAL OBJECTIVE FOR AGENCIES TO ADDRESS AND 87% SEE INNOVATIVE AND FUTURE FOCUSED SOLUTIONS AS THE SECOND MOST CRITICAL OBJECTIVE TO ADDRESS.

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that they do. However, **46% of procurement professionals say that agencies still only provide traditional solutions to their problems.** To create innovative solutions, brands must use strategic focus, creativity and talent in equal measure. If you get this experience right, you will automatically generate commercial value and improved brand sentiment and loyalty.



KEEP DOING THE BRILLIANT BASICS

To create marketing value, brands can build a blueprint or a Measurement Framework that lets them identify and track the consumer touchpoints that are most important to them. It will identify the micro causal metrics that lead to macro KPIs throughout the experience that is being created. This will help us focus on the metrics that matter and begin to reveal what is working and what is not. Through using this approach, brands can move beyond reporting data for the sake of it to using data to drive creativity, innovate experiences, create and measure true value and ultimately transform brands and businesses.

Agencies can add value by helping **clients define what marketing value means to their business** by establishing broad strategic objectives for their marketing activity and making sure that stakeholders have clarity on what these are. Then, they can **design the KPIs needed to measure value** by identifying the data needed, where and how to get it, the tech needed to analyse it and what exactly it tells us.

Next, they can **set targets and industry benchmarks** to improve micro-factors that contribute to macro KPIs. Lastly, they can **measure causal metrics** within the Measurement Framework to add context to how they have delivered the desired KPI's or failed to hit the target.

To drive insight and measurement intelligence, all you need is one cohesive framework and supporting reporting tool. If procurement can help to build this framework and brands can maintain it, it will help them align with stakeholders and share the same vision for how they will deliver meaningful marketing value.

CALL TO ACTION

Optimise Tech Investments

Agencies need to help procurement optimise the investments they have been asked to make in tech and data to be able to show marketing value and define what it means to them.

One Structure for Measurement

By focusing on a single Measurement Framework that drives all marketing value and performance intelligence, brands can ensure that they meet their goals and create meaning for consumers.

Creativity at the Core

To create marketing value, agencies must leverage data and tech to help identify, define, and engage audiences and support creative ideas and content.