

Why brand is performance

How to measure the impact properly



Nick Handley

Performance Director

Connective3

CONNECTIVE3

 Meta

Brand has always been Performance, but why do we treat it differently?

Measuring it is
hard

Impact is seen
as indirect

Focus on short
term
incentives

But don't get me wrong, we've also had huge change that affects how we can measure success

Loss of third party data

Walled Gardens & Platforms

Journeys have never been linear

Which leads marketers to rely on metrics in front of them in platform

Brand

Awareness

Reach

Recall

Long Term Metrics

Performance

Sales

Revenue

ROAS

Short Term Metrics

But brand is performance, but we as marketers have decided to measure success using a different lens.

To see the power of Brand, the lens needs to shift.

To see Brand as Performance, we need to educate stakeholders on measurement

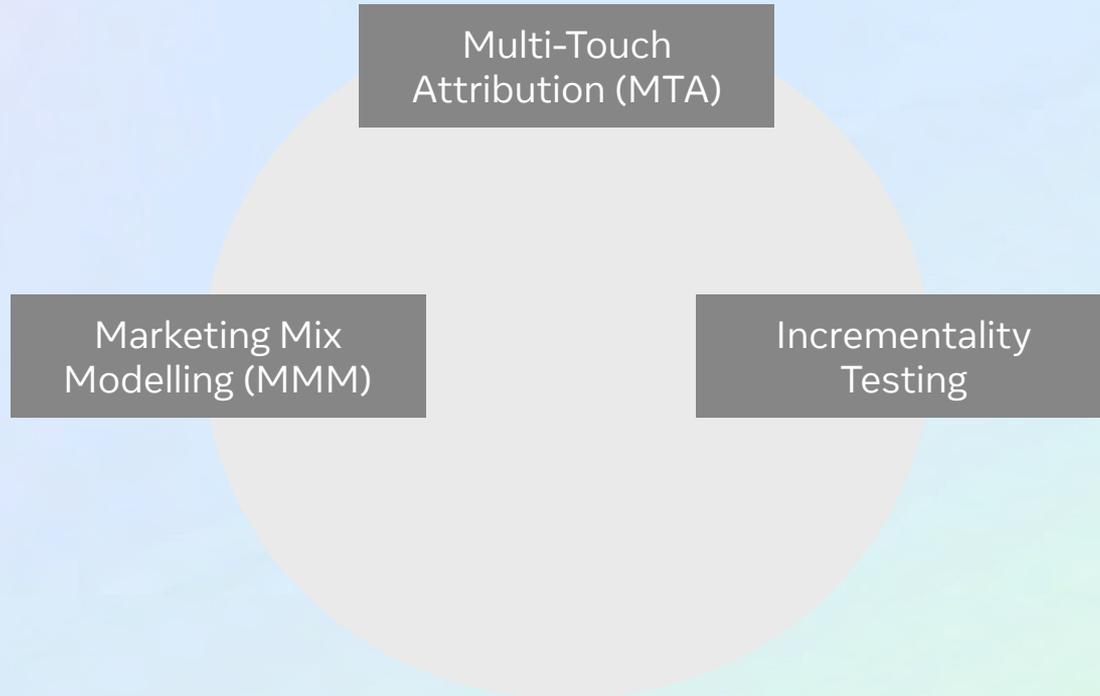
Platform Attribution

Platform attribution is on a single use level and what we feel comfortable with

Measurement

Uses a statistical 'larger' lens approach but looks at contribution not attribution

These two lenses work together but to show the value of non-direct activity we need to look at ways to measure

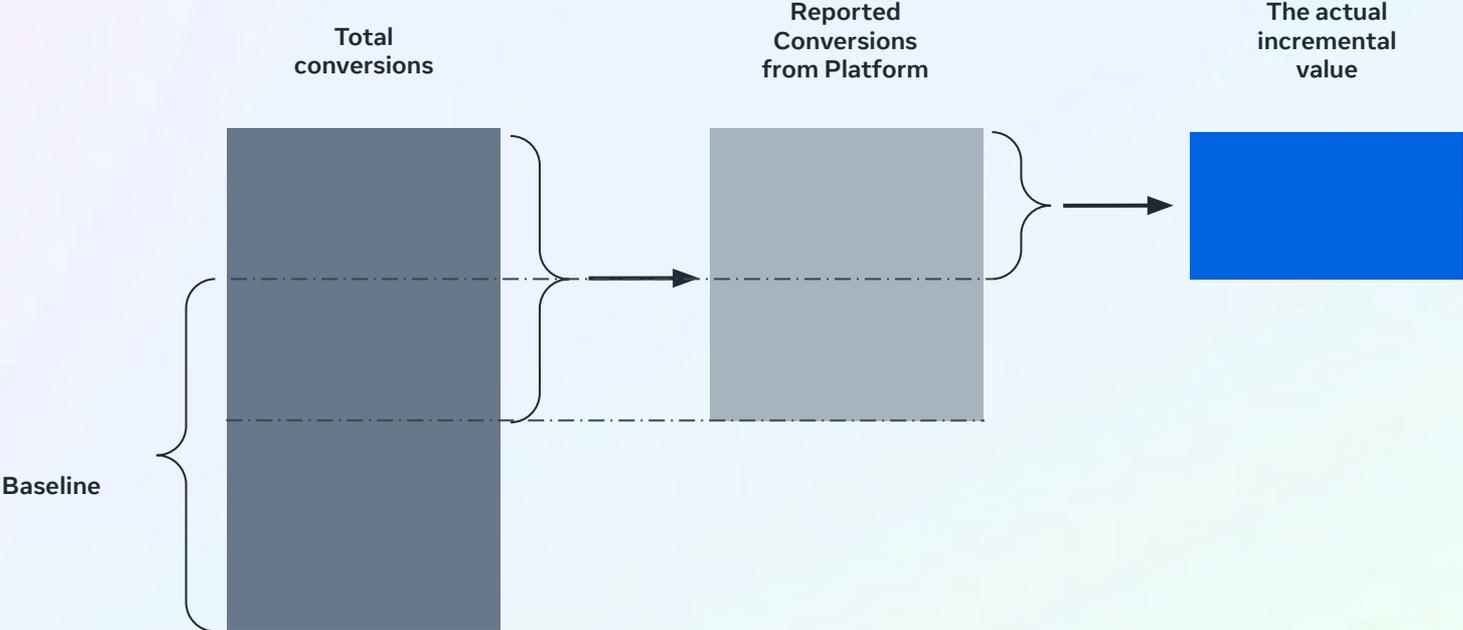


Multi-Touch
Attribution (MTA)

Marketing Mix
Modelling (MMM)

Incrementality
Testing

Incrementality testing allows us to see the additional value marketing brings against the baseline



Measuring the causal impact of a combined offline activation, influencer campaign and paid ads to launch a new product

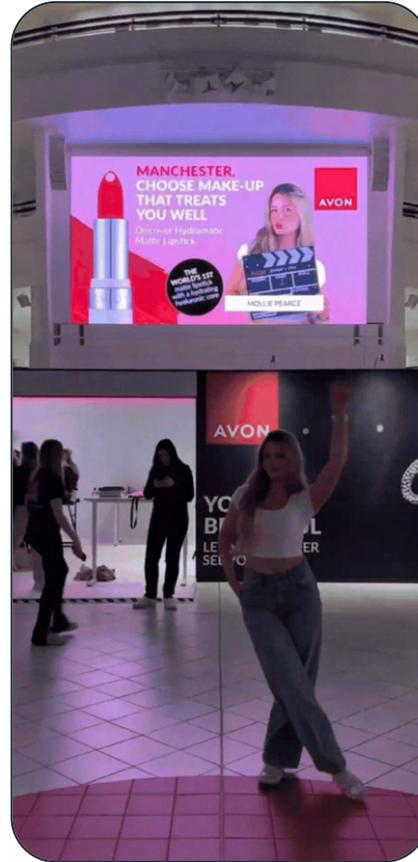
41M

Impressions from the day

29%

Increase in product category sales in the following week

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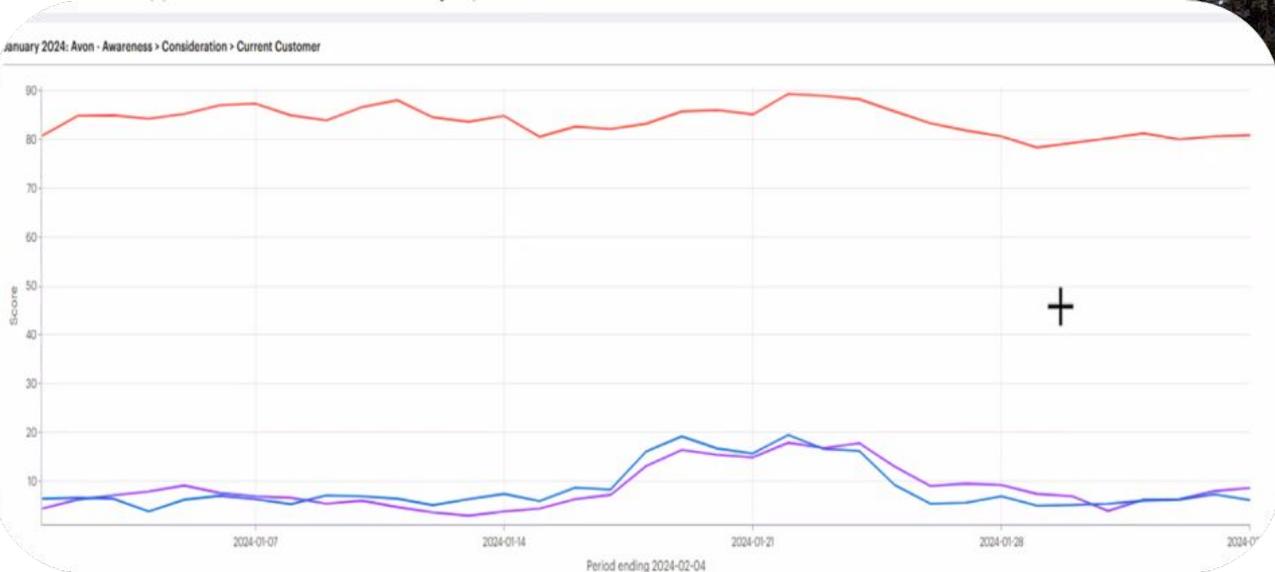
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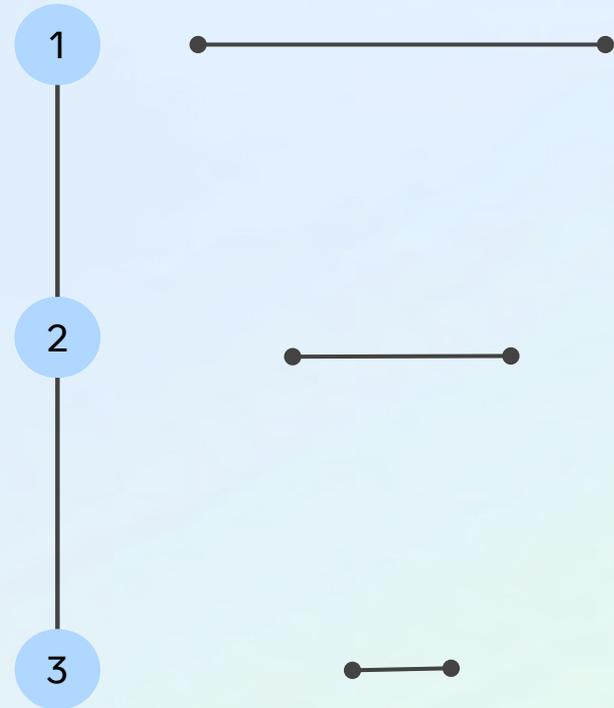
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66% increase in brand consideration and new customers in the North West post-campaign



But consistent experimentation and testing is needed to show Brand is Performance

Confidence in Tests



How can you start your journey of showing Brand as Performance?

Start small

**Educate
internally**

**Take a broader
view**

What are our key takeaways to start your journey?

- Brand is Performance but our lens needs to change
- If we continue to measure brand in channel isolation, it will always be undervalued
- Start small and continue to iterate your testing to gain more confidence
- The shift to see Brand as Performance is strategic, not tactical