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July 2023

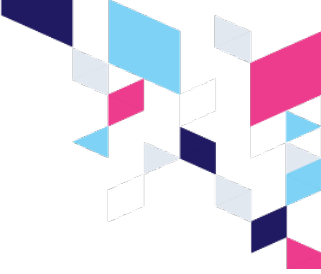
# *What's the Deal with* **Outcomes?**



Insights.  
Inspiration.  
Impact.

Making Sense of Measurement

What you need to know about innovations and advancements in measurement



## *What's the Deal with...?*

Innovations in video measurement are occurring in abundance with lightning speed. Marketers now have more choices than ever to utilize advanced measurement to plan, buy and measure the success of their video campaigns.

With measurement being such an exciting space brimming with advancements, we've compiled some of the most common themes and questions we've heard from marketers.

Our new series "*What's the Deal with...*" has been built to simplify and provide clarity in five key areas of measurement so that you can make the most informed measurement decisions.

This **5-part series** will answer common questions asked about these aspects of measurement

Viewership  
Data  
Collection

*Click to Download*

Identity

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Engagement

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Outcomes

What's Next

*Coming in August*



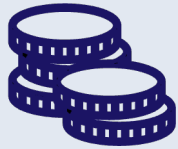
# What are Advertising Outcomes?

Outcomes are performance metrics that a brand uses to quantify the impact of their advertising efforts. Outcomes can occur and be measured at each stage of the consumer journey.

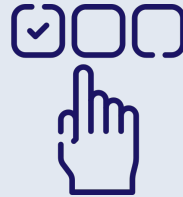
From awareness and consideration to intent and ultimately sales, measuring full funnel outcomes such as brand awareness, online search, digital/instore visitation, and sales enables marketers to effectively evaluate their advertising ROI at each stage of the consumer journey.

Outcomes help marketers to go beyond audience measurement to quantifying impact and close the loop on their marketing efforts.

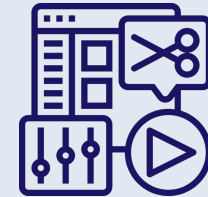
# Why is Measuring Advertising Outcomes Important?



Provides proof of performance and justification for future and potentially increased budgets



Enables optimization of marketing levers for more efficient spend



Supplies full funnel intelligence on the effectiveness of creative units and messaging



Enables greater understanding of a prospective customer's behavior which can result in driving greater outcomes



Creates revenue generating opportunities through campaign optimization

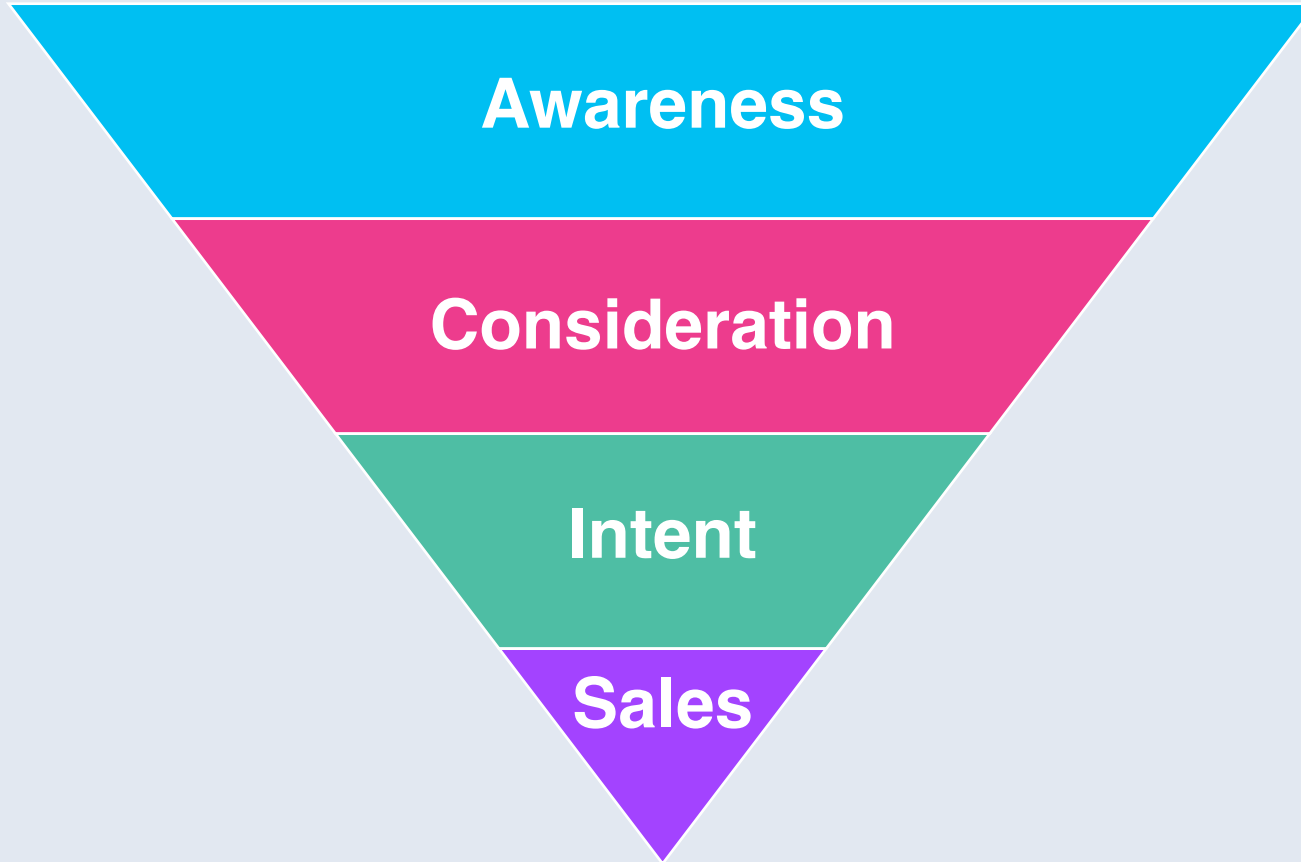


# Common Advertising Outcomes Questions

- 1 What are common examples of outcomes?
- 2 What are the three key components for measuring outcomes?
- 3 What are common ways that outcome data is collected?
- 4 What attribution models are commonly used to measure outcomes?
- 5 What are the differences between probabilistic and deterministic approaches for determining outcomes?

# 1 What are common examples of outcomes?

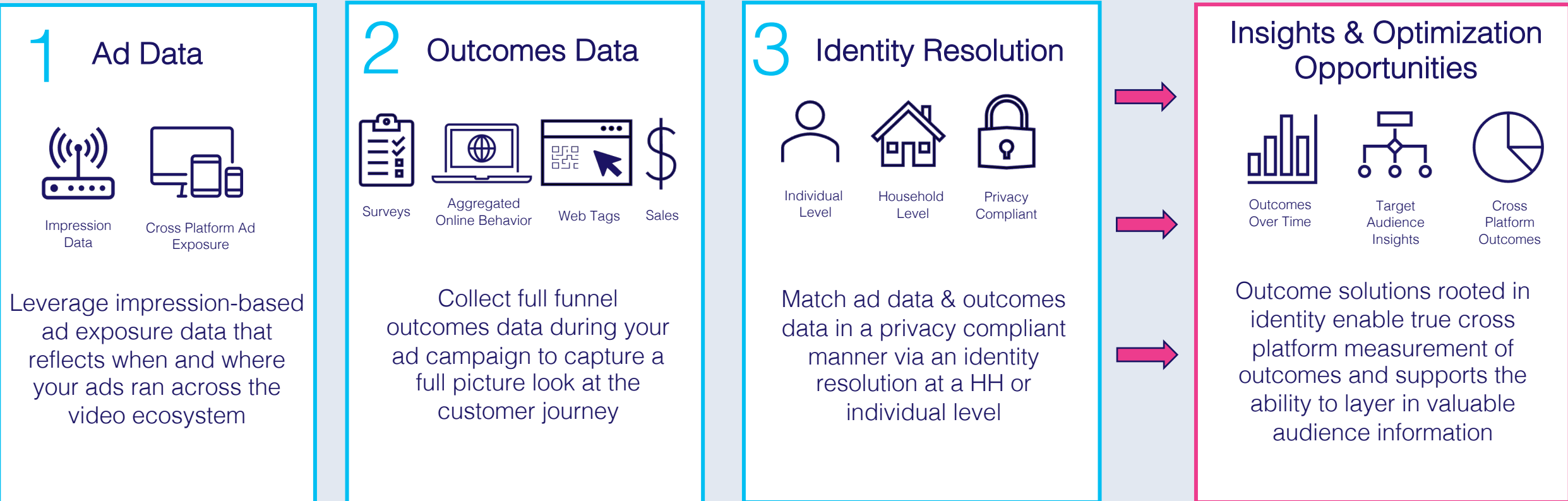
## Purchase Funnel Stage
















## Outcome Examples



# 2 What are the three key components for measuring outcomes?



# 3 What are common ways that outcome data is collected?

 <b>Aggregated Online Behavior</b>	 <b>Surveys</b>	 <b>Web Tags</b>	 <b>Location Visitation</b>	 <b>Sales</b>
<p><u>Outcomes Measured</u></p> <ul style="list-style-type: none"> <li>• Brand Awareness / Perception / Recall</li> <li>• Sharing on Social Media</li> <li>• Purchase Consideration</li> </ul>	<p><u>Outcomes Measured</u></p> <ul style="list-style-type: none"> <li>• Brand Awareness / Perception / Recall</li> <li>• Purchase Intent</li> </ul>	<p><u>Outcomes Measured</u></p> <ul style="list-style-type: none"> <li>• Website Visitation / Engagement</li> <li>• App Downloads / Installs</li> <li>• Online Purchase Intent / Sales</li> </ul>	<p><u>Outcomes Measured</u></p> <ul style="list-style-type: none"> <li>• In-Store Visitation</li> <li>• Purchase Intent</li> </ul>	<p><u>Outcomes Measured</u></p> <ul style="list-style-type: none"> <li>• In-store and Online sales</li> <li>• B2B Sales</li> </ul>
<p><u>Benefits</u></p> <p>Aggregated online behavior data connected to video campaigns such as search trends, share of search and social media reactions enable brands to optimize to media channels driving search</p>	<p><u>Benefits</u></p> <p>By engaging directly with consumers, brands who leverage online/offline surveys can determine to what degree elements of their campaign such as creative message, brand proposition or product resonated with audiences</p>	<p><u>Benefits</u></p> <p>Tags placed on a brand's website can enable advertisers to understand a consumer's shopping behavior within their digital showroom and which campaign elements such as creative or platform drove them there in the first place</p>	<p><u>Benefits</u></p> <p>Location data leveraged from GPS signals, and mobile movement data from opted-in apps combined with mapping technology enables marketers to determine which store location a consumer has visited</p>	<p><u>Benefits</u></p> <p>1<sup>st</sup> party sales data and 3<sup>rd</sup> party consumer purchase datasets enable marketers to close the loop on their marketing efforts and build prospect lists/consumer profiles for future campaigns</p>
<p><u>Example Companies</u></p> 	<p><u>Example Companies</u></p> 	<p><u>Example Companies</u></p> 	<p><u>Example Companies</u></p>  	<p><u>Example Companies</u></p>   

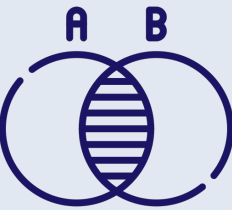
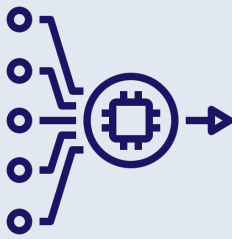
# 4

## What attribution models are commonly used to measure outcomes?

	Model	Description	Visualization	Pros	Cons
Single-Touch Attribution Models	First Touch	First interaction with brand receives <b>all credit</b> for the outcome		Simple & easy to implement	Doesn't consider other following marketing touchpoints
	Last Touch / Click	Last interaction with brand receives <b>all credit</b> for the outcome		Simple & easy to implement	Doesn't consider preceding marketing
Multi-Touch Attribution Models	Linear	All touchpoints leading to the outcome receive the <b>same credit</b>		Considers each marketing touchpoint	Can over or underestimate the impact of a touchpoint. Limited optimization opportunities
	Position Based (U-Shaped)	The <b>first and last interaction each receive 40%</b> of credit, all other touchpoints <b>split up the remaining 20%</b>		Beneficial for marketers that have a long customer journey	May undervalue marketing efforts between first and last interactions
	Time Decay	Interaction <b>closest to the outcome receives the most credit</b> , and the interaction <b>furthest away receives the least</b>		Opportunities to optimize leading up to conversions	May not be as effective for marketers that have shorter sales cycles

# 5

## What are the differences between probabilistic and deterministic approaches for determining outcomes?



### Deterministic Approach

Outcomes that are **known to be true**

- One-to-one matches are applied using confirmed identifiers such as authenticated logins to measure & report outcomes

**Benefit:** Authenticated and highly accurate

**Challenge:** Limited in scalability

### Probabilistic Approach

Outcomes that are **likely to be true**

- Matches are probable and based on pieces of information. Models are applied to measure & report outcomes

**Benefit:** Scalable and likely accurate

**Challenge:** Not guaranteed to 100% be accurate

### Hybrid Approach

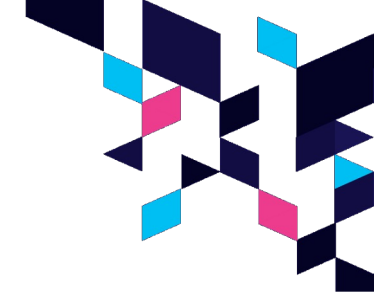
Comprised of outcomes that are **known to be true, as well as likely to be true**

- When a one to-one match can't be made, a probabilistic approach is implemented

**Benefit:** Reduces unmeasured outcomes

**Challenge:** Often a lack of visibility into which matches are deterministic or probabilistic

# Best Practices for Marketers



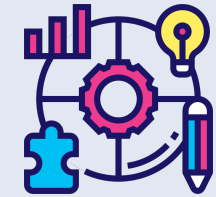
**When it comes to campaign measurement, go beyond audience count to measuring impact and outcomes**



**Identify the outcomes that are most relevant to your brand and business objectives and measure and optimize accordingly.**



**Utilize an attribution model that aligns with your measurement goals**



**Carefully consider the way outcomes were determined (e.g. last touch vs. multi-touch) when evaluating results and channel performance.**

# Creators

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Why all impressions aren't created equal & what it means for video measurement



### 25 Ways TV Grows Brands

Powering Performance Through Full-Funnel Business Outcomes



### Untangling Terminology Within Video Measurement

# About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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