GSD&M I-COM Data Creativity Submission

AT&T Case Study

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at&t

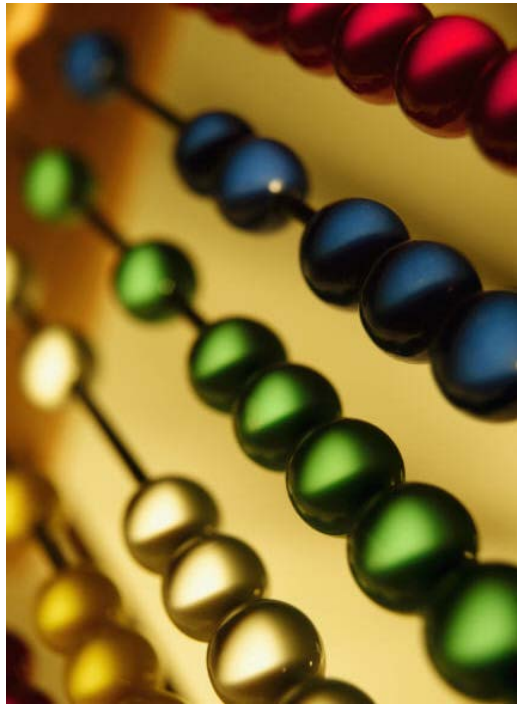
These challenges need to be tackled to find the true effectiveness of a creative.

Confounding Influences

Media Cost



Media Weight



Market Inclusion

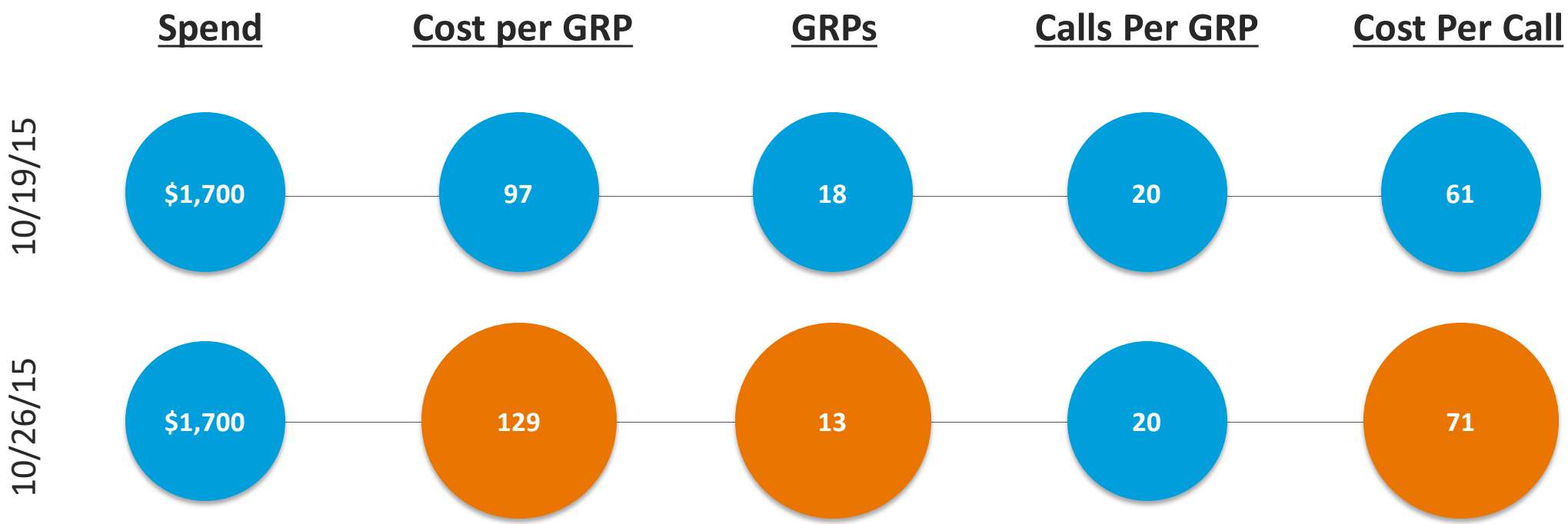


Daypart Mix



Media Cost

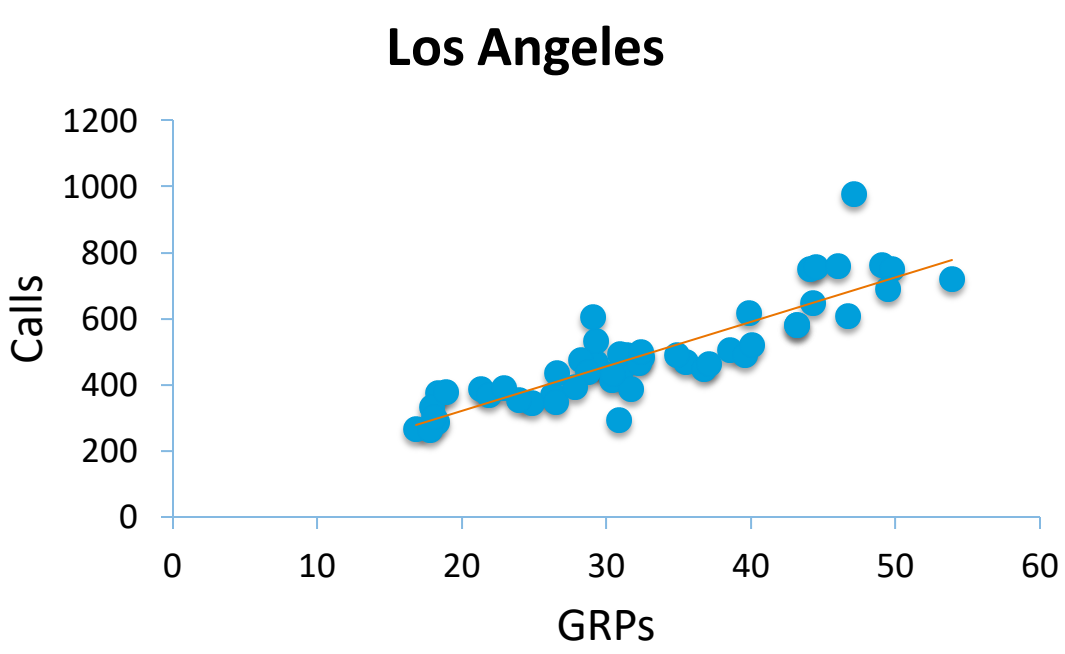
Cost per Call is significantly influenced by the cost of media, but fluctuating media costs are unrelated to creative performance.

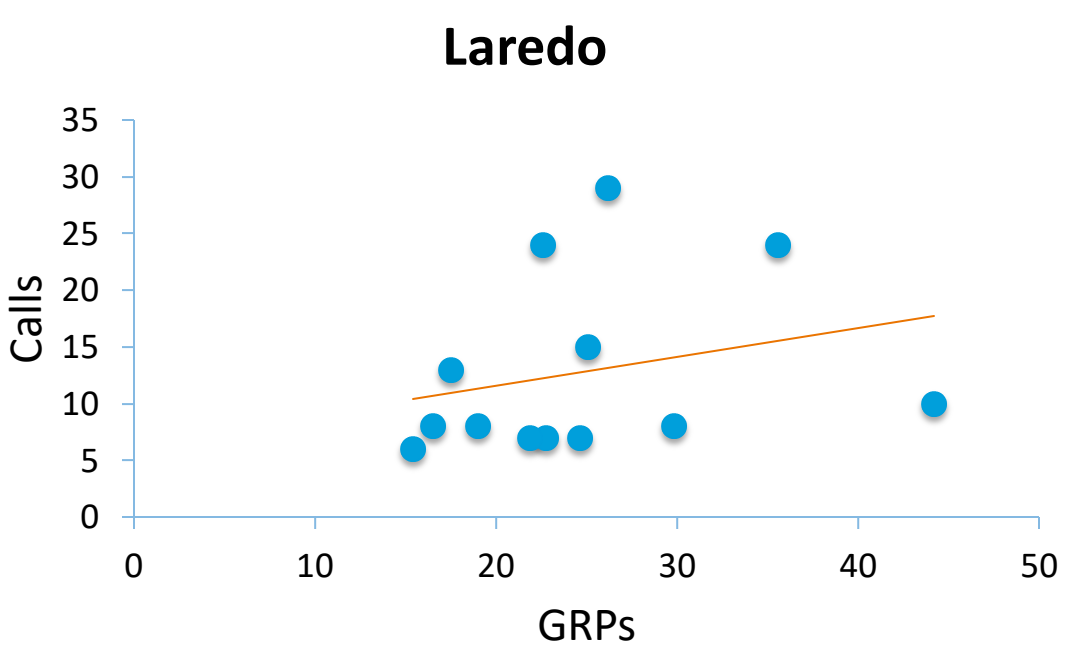


Harmony – Little Rock

Media Weight

Cost per Call is significantly influenced by media weights, but saturation is unrelated to creative performance.

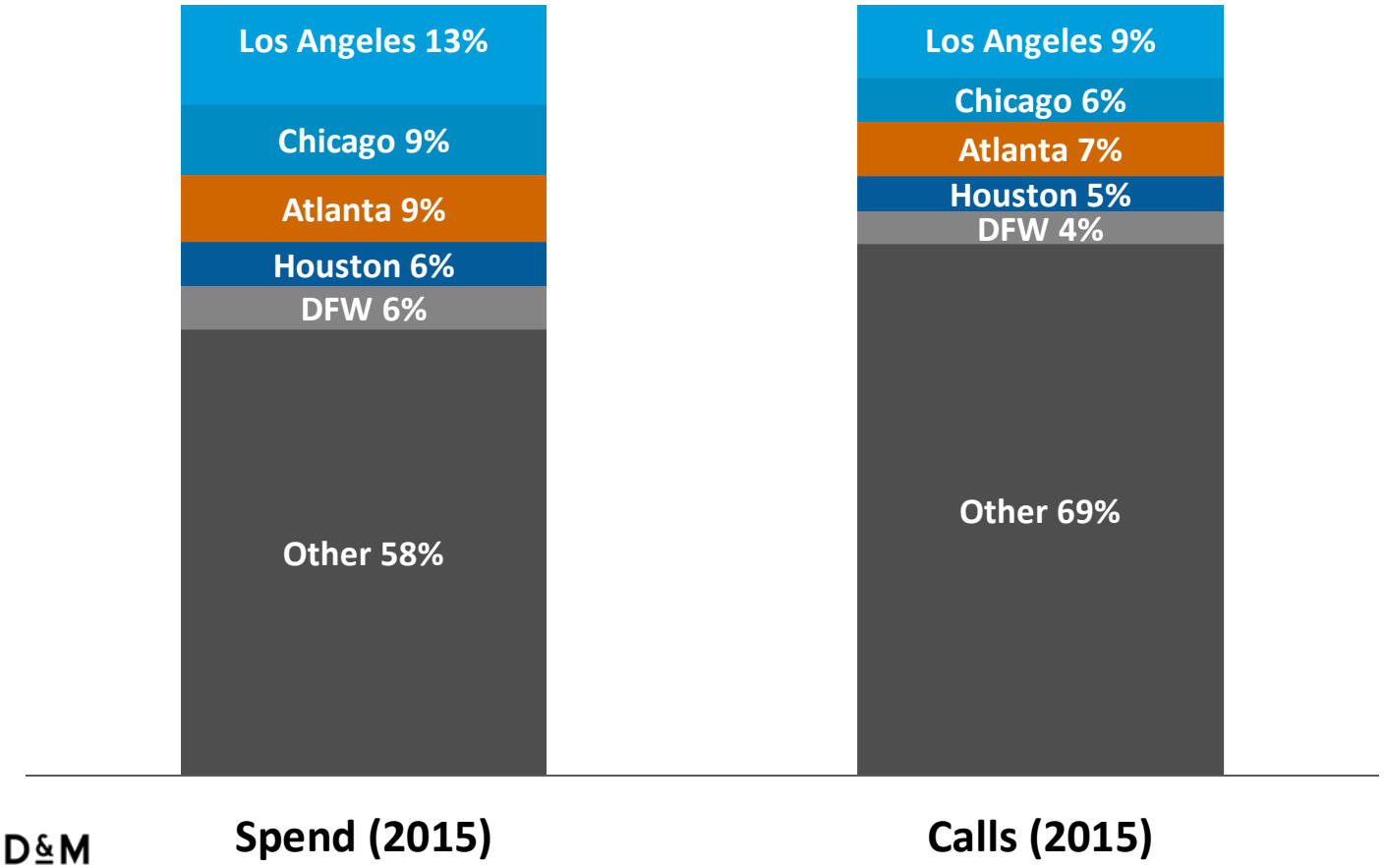




Harmony - 2015

Market Inclusion

Cost per Call is significantly influenced by market mix, but market inclusion is unrelated to creative performance.

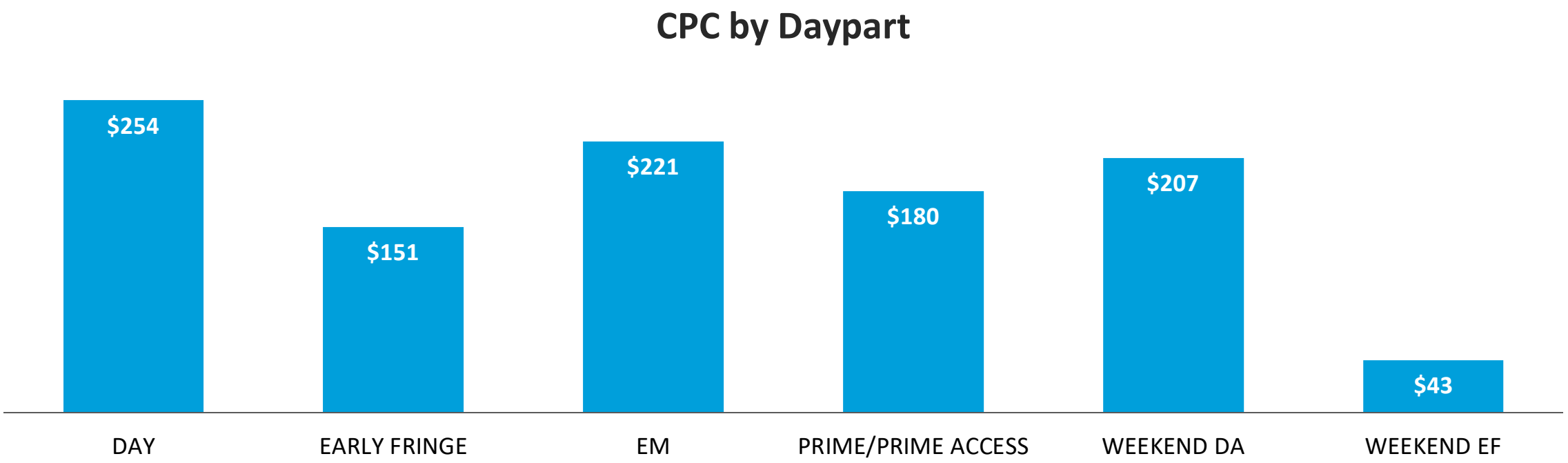


Least Expensive Markets (2015)	
Jackson, MS	$38
Lubbock	$40
Monroe-El Dorado	$42

Most Expensive Markets (2015)	
Miami-Ft. Lauderdale	$163
Chicago	$149
Detroit	$129

Daypart Mix

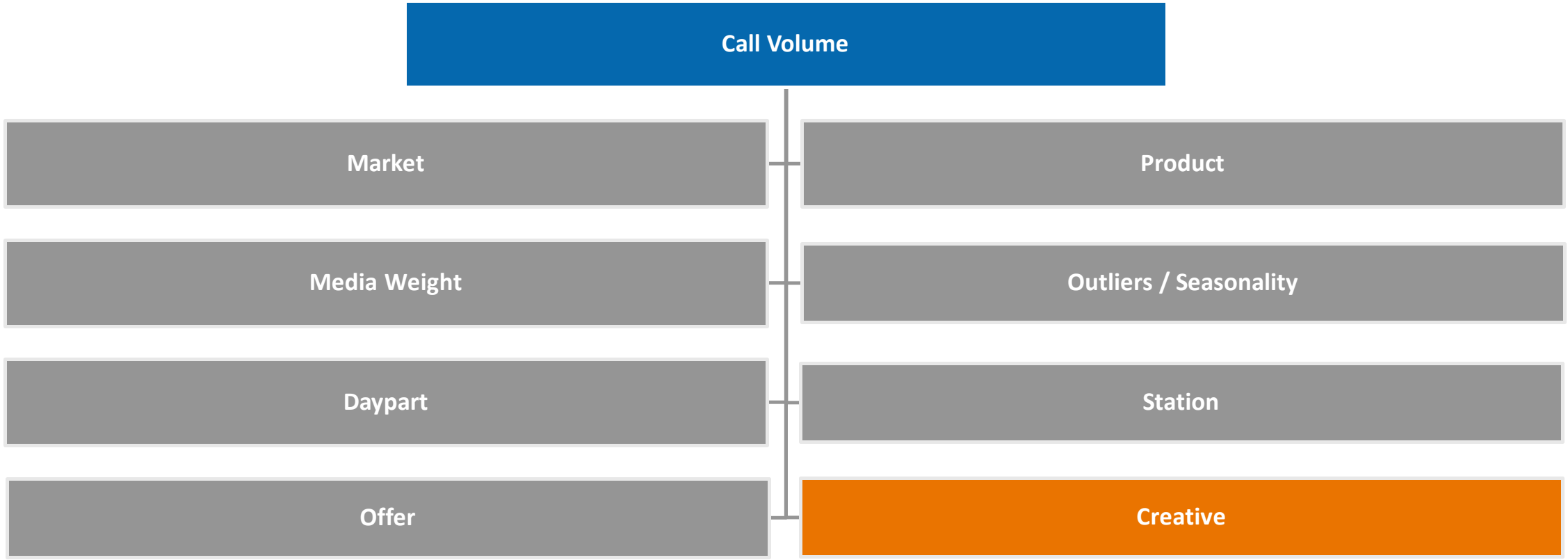
Cost per Call is significantly influenced by daypart mix, but variation in the daypart mix is unrelated to creative performance.



Harmony – Chicago – June 7th, 2015

Generalized Approach

To obtain a true measurement of creative performance, independent of confounding factors, it is necessary to use statistical methods to break apart the contribution of each factor that influences Call Volume.



Generalized Methodology

Multivariate regression was used to control for confounding influences.

Some variables are highly skewed and need transformation with a natural logarithms to create a normally distributed random variables.

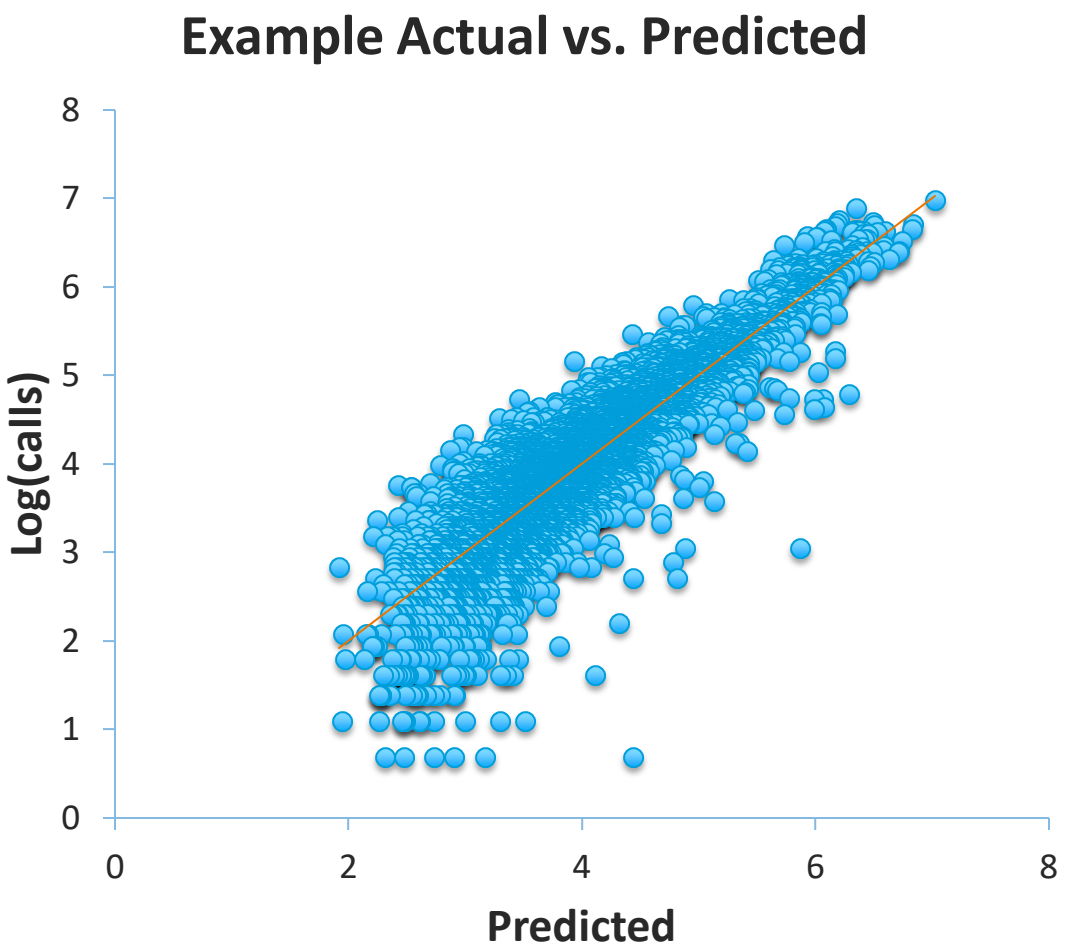
Example functional form of the model:

$$\log(calls) = B_i x_i + B_j x_j + B_k x_k + B_l x_l + \varepsilon$$
$$i = market, j = product, k = creative, l = GRPs$$

Example Creative Performance Index is calculation:

$$CPI = (\exp(B_k x_k - 1) * 100)$$
$$k = creative$$

The score are then normalized to a 100 point scale.



Example Results

The Creative Performance Index is a measurement of how creative perform relative to each other after the effects of Media Cost, Media Weight and Market Inclusion have been controlled for.

The highest performing creative will always have a score of 100; likewise the lowest performing creative will always have a score of 0. When comparing creative, a “good" CPI is any score that is higher than the one it is being compared to. CPI scores will shift when anther creative is introduced, but otherwise should remain relatively stable

Buckle Up	Homes	Goldilocks	Mom's Monologue	Color Pop	Circle Swirls	Zig Zag	Big Bang	Two Sisters	Frames	Connected	Unbelievable 2.0	Color Cube	Filament	Light Arcs	Harmony	Unbelievable	One Step Ahead	Links
2	27	35	39	41	42	46	48	49	56	57	58	58	65	65	74	81	86	100

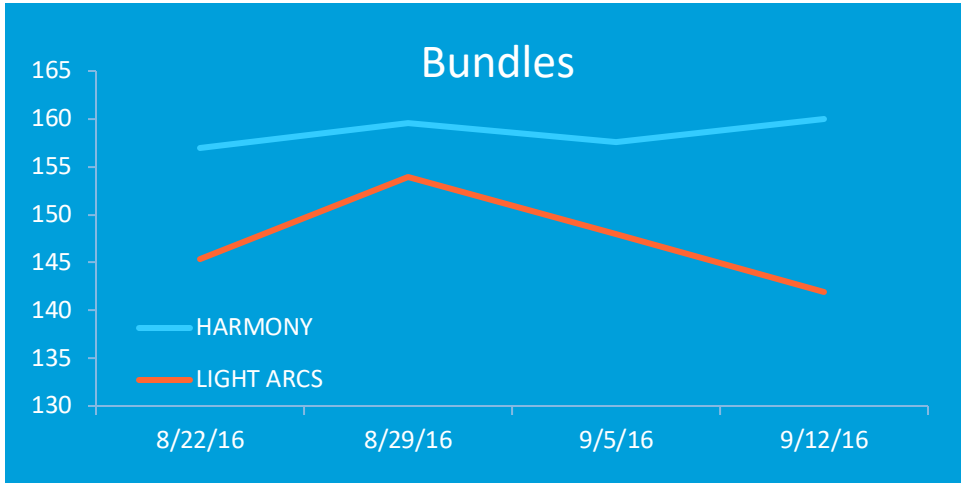
In-Market Performance

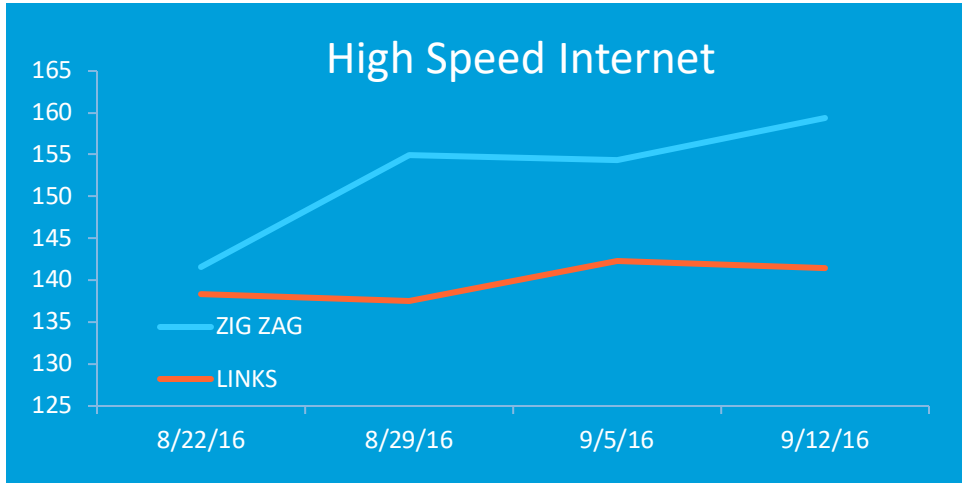
Scenario

One of our client's products was under heavy attack by a competitor in Chicago, a market where DRTV investment consistently underperformed. A Champion creative had been running in that market for 3 years after 14 Challengers failed to unseat it.

Outcome

Using the Creative Performance Index we identified a legacy creative, which had been considered a mediocre performer at the time, updated with the new offer and put it head to head with the Champion. The updated spot outperformed the long reigning champion, in every week of the test, lowering the Cost per up to 24% in a single week and 12% overall during the test period.





More Predictive Than Anticipated

Identifying Drivers of Change

In working to isolate the creative performance by controlling for other factors we ended up building an approach that was also highly predictive of in market performance and allowed us to break down the week over week changes into their component factors. Now, rather saying that Cost Per Call moved for X to Y, we can quantify how much of the change was do to each factor giving a previously unknown amount of visibility into other opportunities for optimization.

