

Demonstrating the Value of Media:

Supporting Carat with Media Delivery Metrics

Joe Nunziante

Group Director, Client Services, Cardinal Path

Eric Hitchman

Senior Consultant, Digital Marketing, Cardinal Path

Mark Peters

Director of Operations, Carat

Jonathan Pretty

VP, Analytics, Carat



Your Presenters



JOE NUNZIANTE
Group Director,
Client Services
Cardinal Path



ERIC HITCHMAN
Senior Consultant,
Digital Marketing
Cardinal Path



MARK PETERS
Director of Operations
Carat



JONATHAN PRETTY
VP, Analytics
Carat

Agenda

- Carat's Procter & Gamble expansion
- Breaking down the need for data & efficiency
- Our collaborative approach
- Solution demo
- Successes
- Winning together: Carat & Cardinal Path
- How to get started

Major win, major need for data

- Carat expands its P&G remit with media buying across multiple brands
 - *11 year relationship in planning – buying added 2016*
 - *Change in scope to include automated reporting solution*
 - *Reporting to provide high level campaign level insights*
- One of their first demands
 - Consolidated, cross-brand, cross-channel media delivery reporting
 - Monthly refresh
 - Flexibility to evolve and bring in new brands over time
 - Making sure it's scalable
- Finding a solution: Leveraging the Dentsu Aegis Network
 - Tapping into Cardinal Path to deliver a solution

The Challenge...

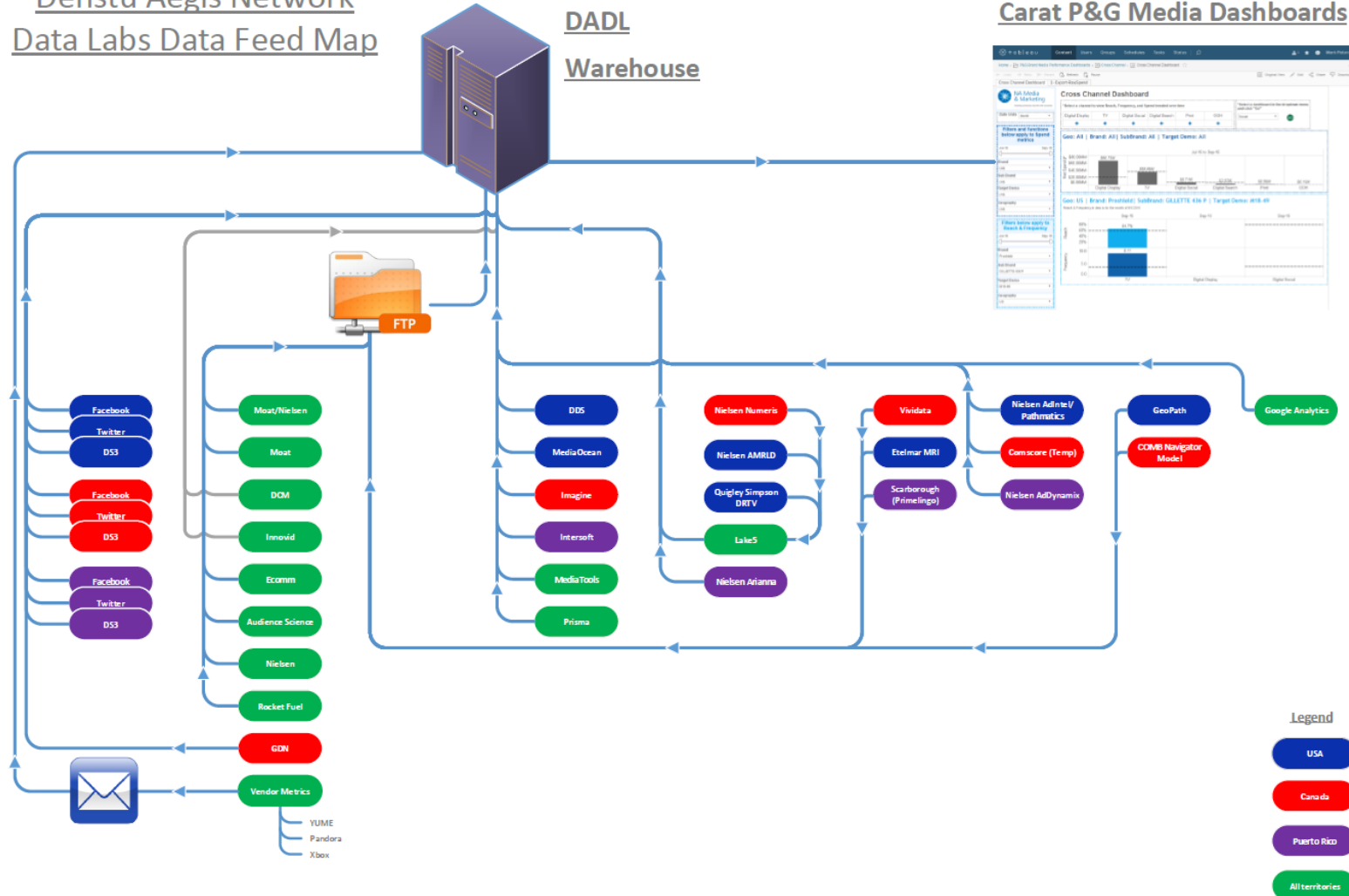
- **Connect** multiple brands to media delivery, and provide a cross-channel look at how campaigns are performing across all brands.
- **Develop** consolidated, seamless reporting solution to provide top-level overview of each campaign.
- **Reduce** the need for manual reporting.
- **Execution** across multiple brands & media channels created a complex data ecosystem.
- **Drive adoption** of dashboards across P&G teams.
- **Measure** brands against media KPIs.



The Complexity...

- 3 countries
- 3 data collection methods
- 12 data sources originally scoped
- 28 data sources currently
- New taxonomy implemented
- No historical data provided
- Many changes in sources and data structure

Denstu Aegis Network
Data Labs Data Feed Map

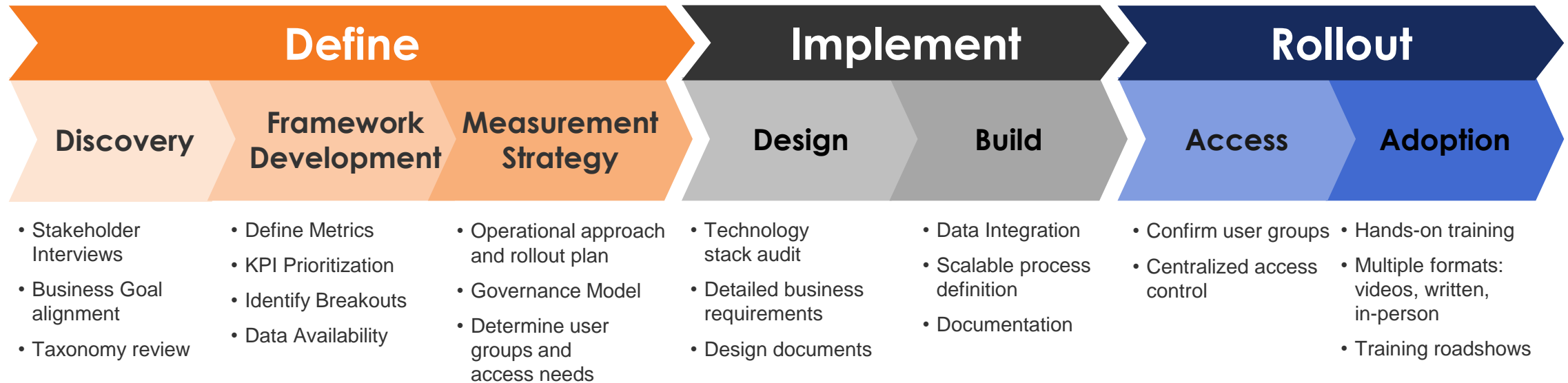


Tapping into Cardinal Path

Requirements:

- Expertise in data, media, and dashboard development
- Ability to onboard quickly
- Familiarity with a wide range of data inputs
- Capability to do the work, but also teach the client

A structured approach to measurement



Dashboard Demo

If you build it...will they come?

Training a critical component in driving adoption

- “Roadshow” style training sessions with key stakeholders to
 - Demystify the new tool
 - Demonstrate benefits
 - Elicit and compile feedback to guide future development
- User adoption key to success
 - A need to provide enough data before dashboard usable



In Numbers...

6

Months of
Development

9

Brands Served

80

Carat Users

150

Procter & Gamble
Active Users

Key accomplishments & benefits

- **Successful partnership has delivered numerous benefits**
 - Time & cost savings: Streamlined reporting across brands and channels vs manual data aggregation / cleansing / delivery
 - Foundation for growth: Tangible output generates confidence from P&G for future incremental projects
 - Baseline for other regions: Established an example to follow as Carat aims to expand P&G partnership globally



Next Steps: Phase 2 of development

- Higher level of granularity for SPOCs & Audience Insight teams
- Integrating 3rd party benchmark data (Nielsen, AdIntel, MOAT)
- Automating other resource-intensive reports
- Increasing adoption
- User access dashboards
- Onboarding additional brands



Better Together

- Greater enhancements
- Complimentary capabilities
- Importance of making connections within the network
- Outcome for client was top tier, user friendly solution



Winning together in the digital economy

Identify opportunities

- Define a Measurement Framework
- Turnkey campaign reporting
- Data visualization and dashboards
- Integrating complex data sources

Contact us

- Email Joe @ Cardinal Path:
jnunziante@cardinalpath.com
- Email Mark @ Carat:
mark.peters@carat.com



Thank you