

Scaling Smart, Not Big

Measurement excellence in
challenging market ecosystems

Presented by

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13th of May, 2025



2.3X



**Irish brands that
measure smarter
are over twice as
likely to beat their
growth goals**



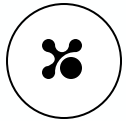
Core's "Outlook 2023" report



Only 1 in 5 Irish brands
feel “very confident” in
their ability to link media
investment to sales or
business KPIs

IAB Ireland, 2023

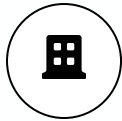
The small market challenges



Data
Fragmentation
& Scale



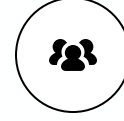
Privacy &
Regulatory
Concerns



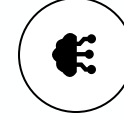
Vendor &
Market
Limitations



Resource
Constraints



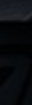
Cultural &
Organisational
Mindset



Siloes &
Collaboration



**What if
measurement
could be your
market's secret
growth engine?**



Turning constraints into opportunity

Small client increases ROI

The challenge

A small regional train services provider with a limited marketing spend and media data needed to PR.

The opportunity

Use econometric modeling on small data sets to supercharge the optimisation of the Marketing spend.

The applications

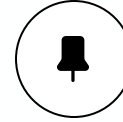
- Proved the incremental value of media to the shareholders
- Strategic budget allocation based on outcomes
- Informed campaign planning & phasing



+22%
Revenue



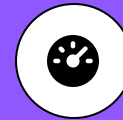
First stop: **Re-thinking** **measurement** **principles**



Simplicity over complexity



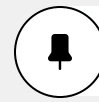
Collaboration



Agility



Relevance



Principle #1: Simplicity

74% of marketers say they're drowning in data but starving for insights

Many brands still optimise to Reach

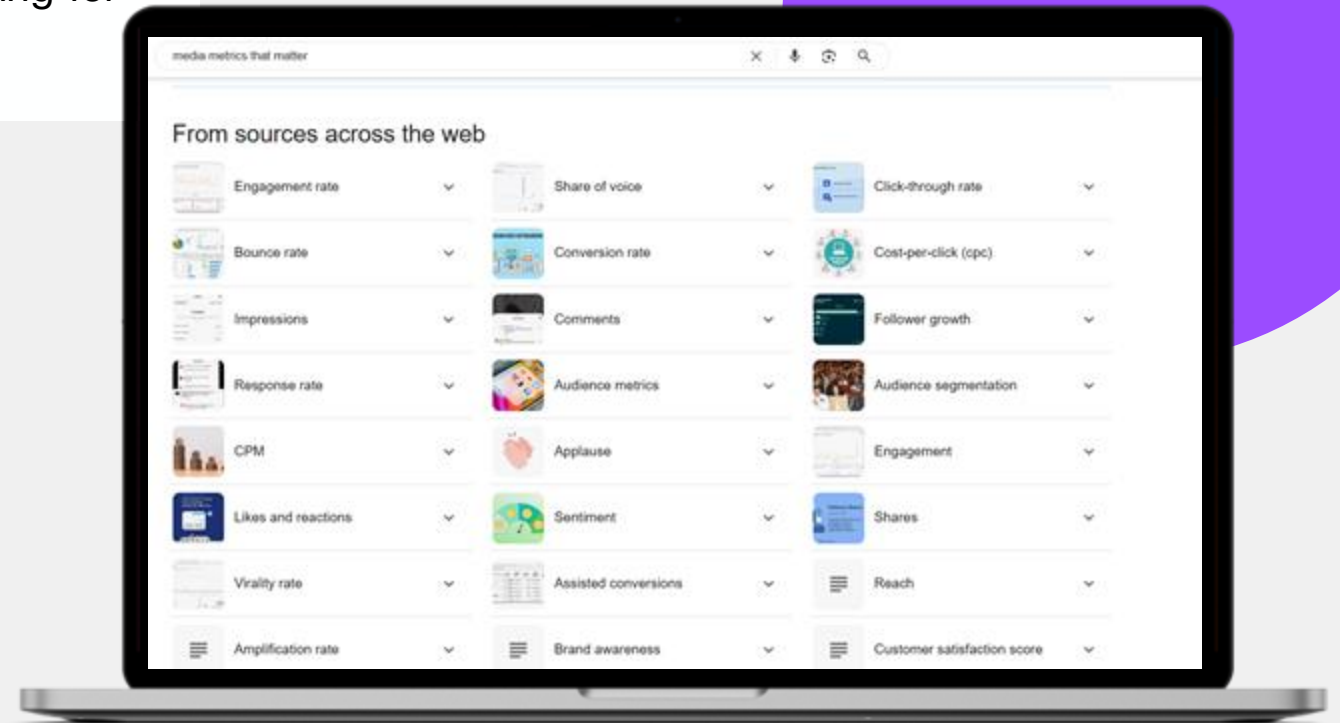
80%

of campaigns hit their Reach potential

25%

of campaigns break out in terms of effectiveness

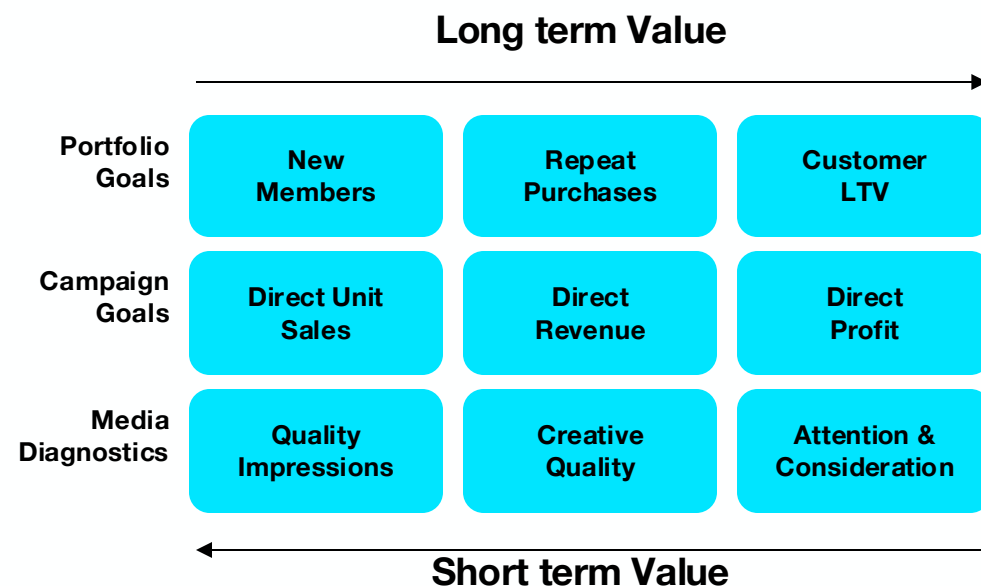
Optimizing for traditional media metrics doesn't lead to **profit optimization**





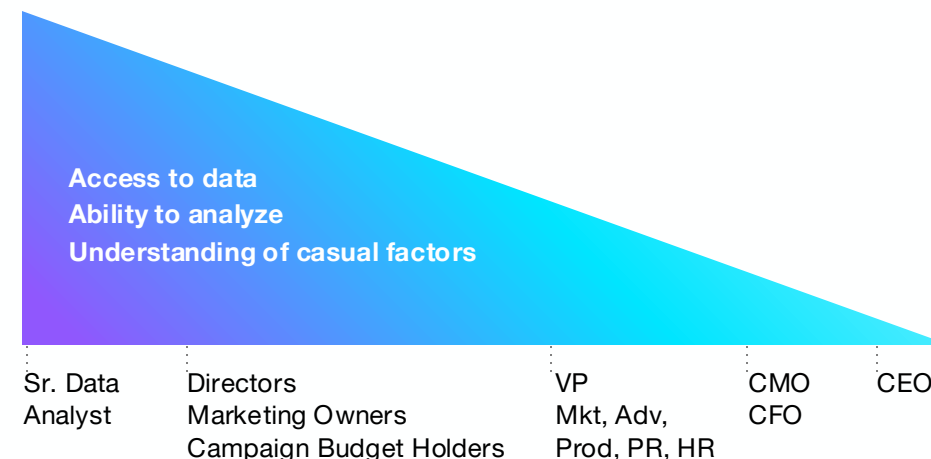
Less is more: simplify media reports to lead to actions

Deep focus on metrics that matter



What's in it for brands?

Outcomes- driven **decisioning** to **increase growth** at every stage



Principle #2 Collaboration

1 in 3 Brands regularly share measurement insights with partners

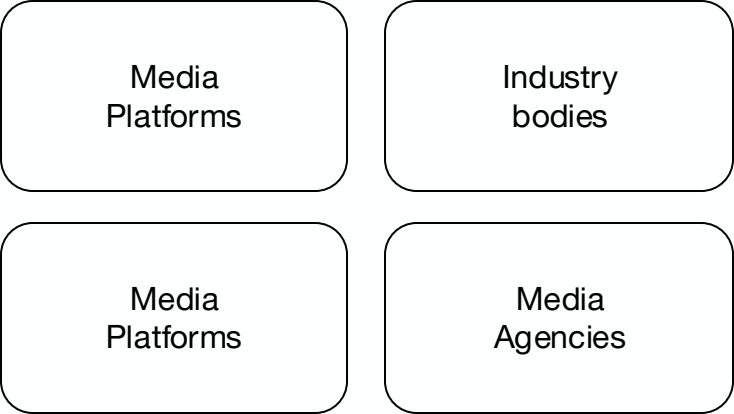
Internal Partners

Creating **collective intelligence** across your organisation significantly increases **Media Impact**



External Partners

Amplify Media Effectiveness intelligence joining forces **across the industry**



Unlocking industry-wide insights benefit local advertisers



Profit Ability 2:
The new business case for advertising

Commissioned study

- A vast study of advertising effectiveness
- £1.8 billion
 - 10 media channels
 - 141 brands
 - 14 categories

Industry expertise

Market econometrics experts to create the ultimate media effectiveness databank

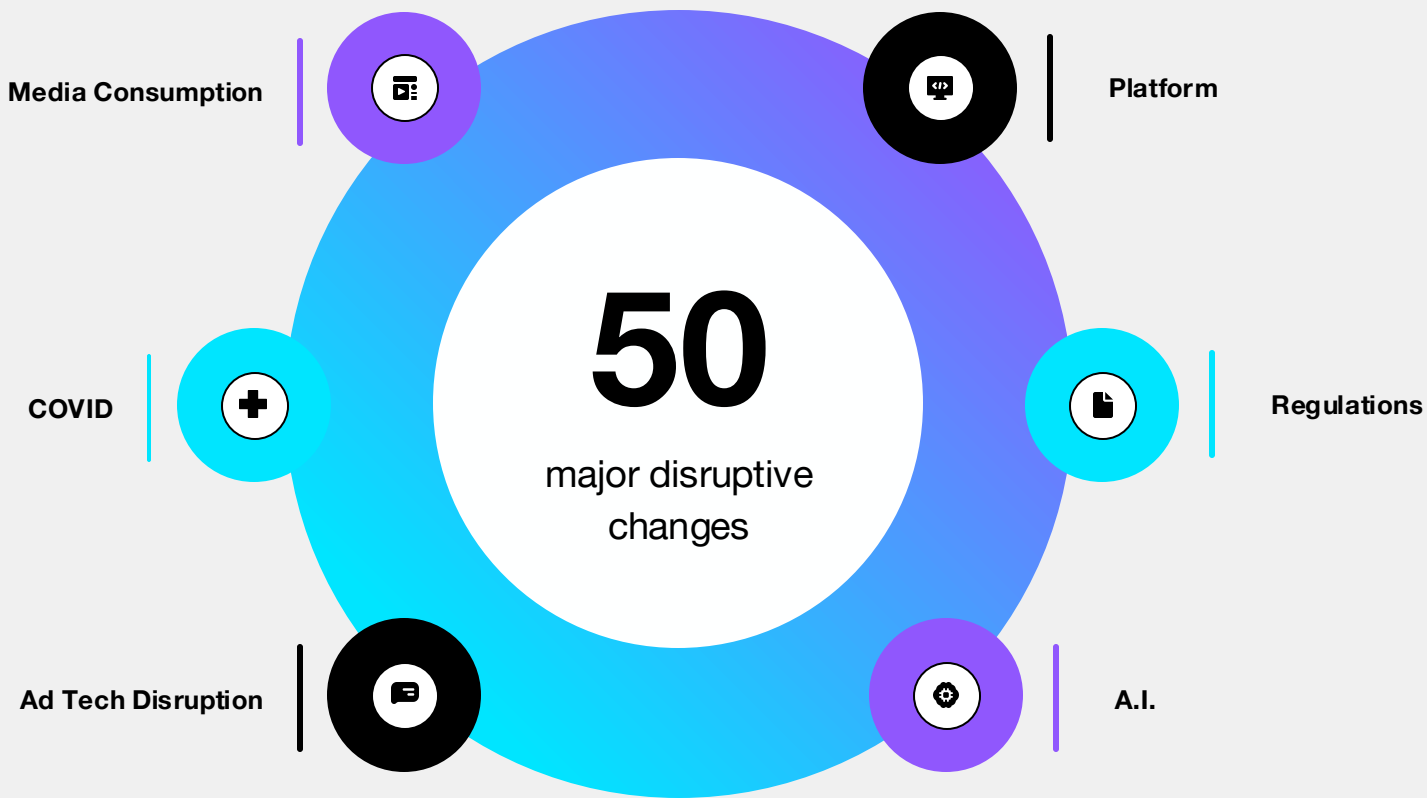
Re-usable framework

One tool accessible to all advertisers





Principle #3 Agility



1.5x ROI

Irish Brands that run frequent test & learn cycles

A strategic integration of a Test & Learn program unlocks an **agile adoption** - and course correction - to **constant change** in the advertising landscape



Test&Learn program integrated into Campaign Measurement

Case study

Improving media guidelines and best practices

2-3x

Higher success rate

+50%

Cost efficient

Metric	Display/Audio	Video	Social
Flighting	At least 4 weeks (overall campaign duration and per channel)		
Reach	50% (collectively - across the whole plan, not individual partners/channels)		
Creative Spend	75% of budget on passed creative		
Weekly Frequency Target	4	3	3
AVOC	N/A	60%	APAC/EMEA >40%
Viewability	EMEA > 70%	90%	APAC/EMEA >70%



Principle #4 Relevance

41% of Irish brands feel existing tools fit their measurement needs

Components of Measurement strategy

Apply the right tool

Strategic

- Proving the value to shareholders
- Allocating budgets for growth



Is focus on building Brand Health?
Is it on gaining market share?
Are you operating across multiple brands?



Brand tracking studies,
Market share analysis
Customer lifetime value models

Campaign

- Campaign allocation
- Campaign phasing



What is your campaign main KPIs (brand KPI vs lower funnel)?
What are your customer journeys?



Campaign attribution models
Brand lift studies
Econometric analysis

Tactical

- Identify growth levers in campaign
- Optimise campaign tactics

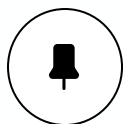
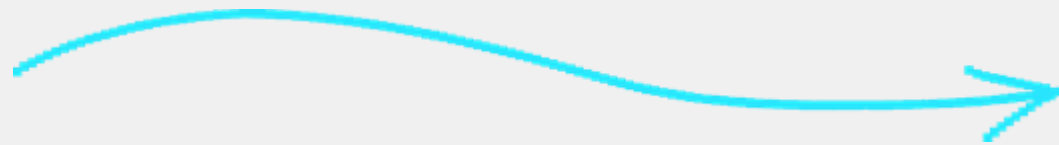


What metrics can be optimised in-flight?
How many creative concepts will you be using?



A/B tests
Channel-level analytics
Creative analysis

Measurement manifesto



Simplicity over complexity



Collaboration



Agility



Relevance

Choose a **3-5 high-impact signals** — don't get lost in noise

Pool insights with partners to build a richer picture

Test and iterate quickly—learn from every signal, not just the big campaigns

Tailor frameworks to local context and consumer behavior

Validate your **metrics that matter** to ensure strong correlation with **outcomes**

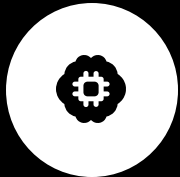
Commit to a **Test & Learn agenda** & identify collaborations that will contribute to the program

Leverage results to evolve your **media guidelines and KPI framework**

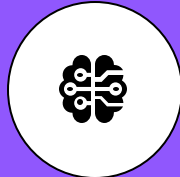
Prioritise Measurement to focus on areas with the **largest investments**



Second stop: Principles meet progress **Measurement Innovations that unlock value**



AI



New methods



New signals



AI applications that drive significant performance improvements



01

Smarter Data Integration & Signal Detection

- Automated data unification
- Real-time micro-signal detection
- Privacy-first measurement tools

02

Advanced Attribution, Insights & Prediction

- ML-driven attribution & incrementality
- Predictive analytics & optimization
- Creative & audience insights

03

Agility & Continuous Optimization

- Automated, real-time reporting
- Faster test-learn-iterate cycles
- Human-in-the-loop validation

Bringing AI in practice to supercharge creative power in media success



AI Visual Annotations



AI Visual Saliency

Machine Learning Model

Will this creative likely drive conversion or brand lift?

What creative elements contribute most to success?

What if I updated the creative?

+12.5%

Brand uplift

+25%

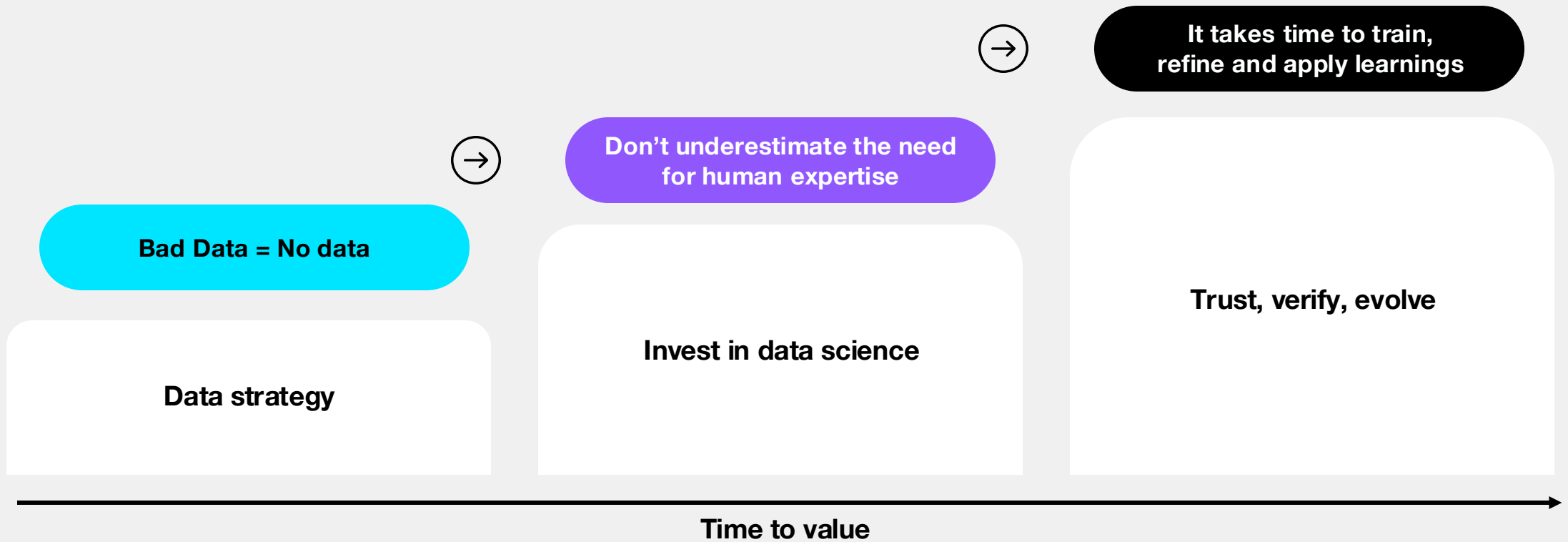
Leads

50%

Reduction in waste

The AI promise

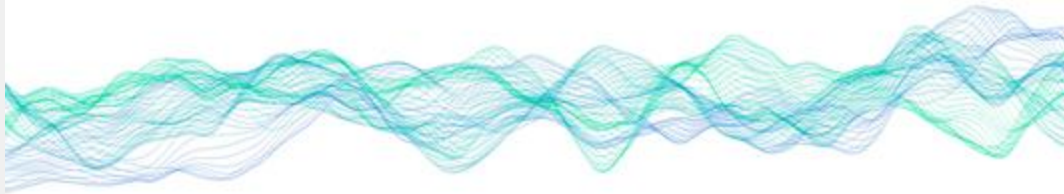
Considerations & watch outs



New methods

Innovation fueled by human expertise

The rise of synthetic data applications



Used in the place of real-world data when this data is either not readily available or in the case of experiments, like **Geo-incrementality**

The renaissance of MMM



Robyn

Open-source solutions promise a way to be more transparent and more **privacy-compliant**

Beware of the promise of plug & play solutions: **human supervision is, of course, key**

Strategic growth

Technology fueled
by human expertise



The Challenge

A beauty retailer doing classical MMM once a year,, which made it difficult to adjust media mix to fast evolving media environment.

The Opportunity

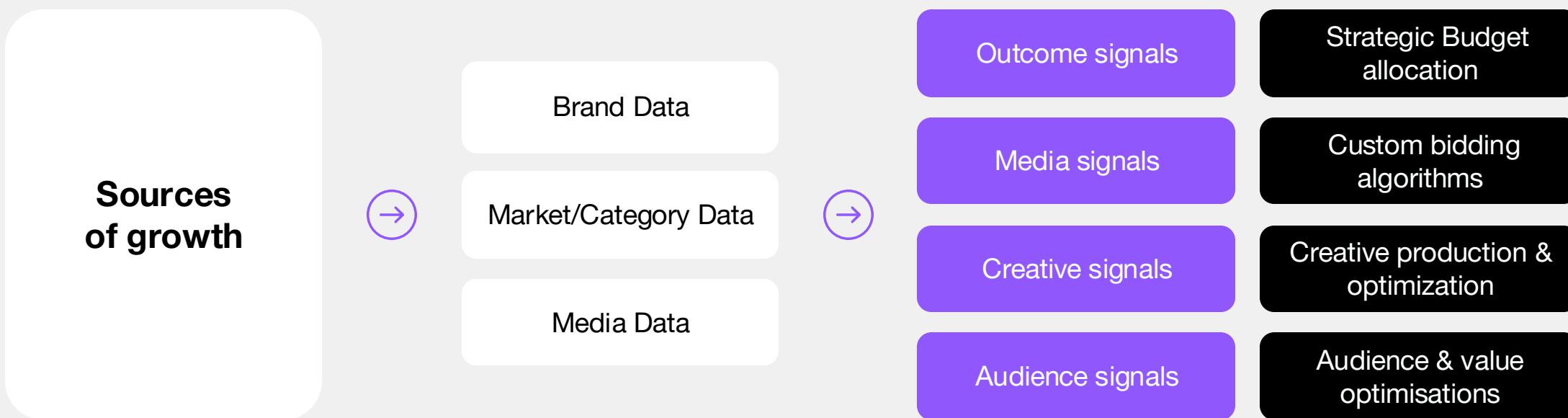
Increase speed to outcomes-based insights by combining advances in Bayesian modelling and AI to deliver rapid ROI results



+18% ROI

New signals increase speed to action and value

Optimising signals of performance



Signals of Performance

The New Fuel for Insight

The Challenge

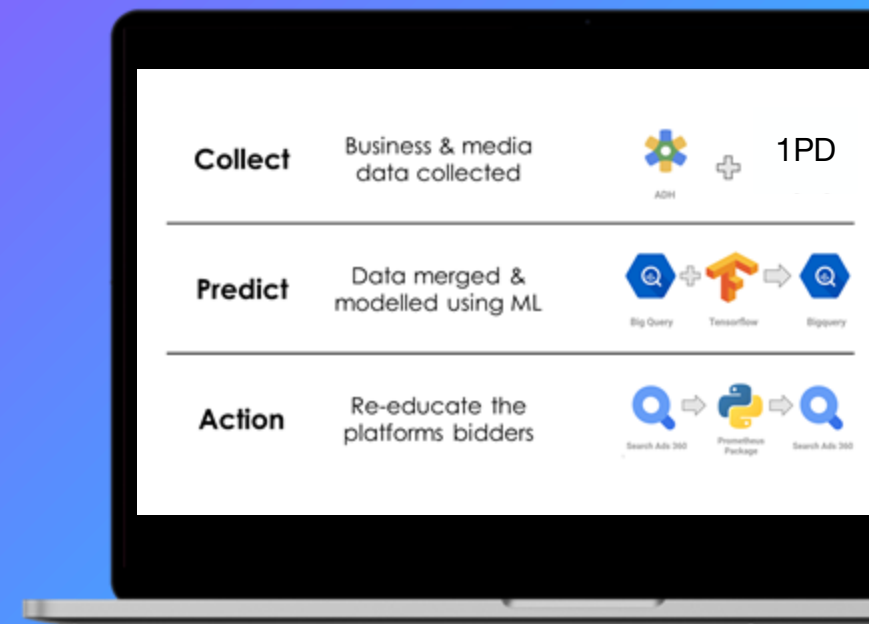
An online retailer with limited media spend looking to increase media returns and capitalise on their 1st party data.

The Opportunity

Leverage access to strong signals of intent on the retailer's website and offline purchases to build a value-based custom algorithm that optimises on value.

+20%
Sales

+15%
ROAS



Scaling smart not big: take-aways

Data Fragmentation & scale

Rethink use of signals of performance

Use micro-signals to build a fuller picture & increase optimisations that matter

Privacy & Regulatory concerns

Future-proof Measurement

Use privacy-safe tools and ensure all measurement is GDPR-compliant.

Vendor & Market Limitations

Enhance local collaboration

Join industry initiatives to develop and share tailored measurement solutions

Cultural & Organisational mindset

Foster a measurement culture

Champion data-driven wins, encouraging experimentation across teams.

Siloes & Collaboration

Align measurement KPIs across partners

Create a shared “measurement manifesto” for you organisation

Resources constraints: Don't under-estimate Measurement ROI. Investing in relevant skills significantly impact your bottom line



Thank you

Ready to turn Measurement into growth