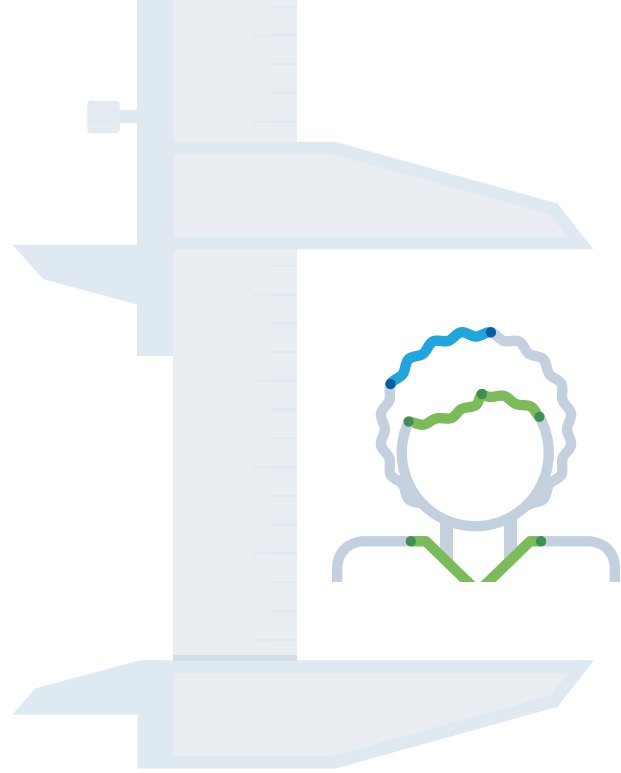


# The State of People-Based Measurement

Calculating campaign ROI:  
The starting point to understanding  
the customer journey



# Introduction

We live in an omnichannel world. Consumers are exposed to marketing in a growing number of disconnected channels. They research on their phones and click “like” on their computers. They make purchases on a multitude of devices and, yes, even shop at brick-and-mortar stores.

But marketers are missing out. Without the ability to connect the dots between people, digital devices, and data, marketers and media companies struggle to understand the total audience that their advertising

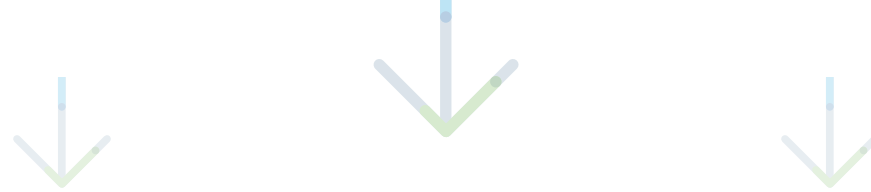
reaches, let alone the return on investment that their reach delivers in the form of sales or brand lift.

They lose the ability to leverage mix and attribution models to make accurate allocation decisions and decipher the path to purchase, and beyond even that, using all of these learnings to create the holy grail of marketing: a complete, omnichannel view of the consumer.

## People-Based Measurement Defined

People-based measurement refers to the use of de-duplicated, person-level data—as opposed to the multitude of digital identifiers associated with any one individual—to measure the impact of marketing, tying brand exposure (for example, display ads, social media, call center interactions, store visits) to sales, branding, or customer success metrics.





In order to better understand current adoption of people-based measurement practices and its likely trajectory, LiveRamp commissioned Wakefield Research to conduct a survey of 500 marketing and advertising professionals. The purpose was to collect data on their perspectives on:

- What people-based measurement is
- The challenges and opportunities inherent in this practice
- How it can advance the insight and effectiveness of marketing

As this study highlights, marketers see “people-based measurement” and the capability that underpins it, identity resolution, as the potential starting point for not only measuring the impact of their advertising, but also for understanding the omnichannel consumer journey.

## Identity Resolution Defined

Identity resolution refers to the ability to use personally identifiable information to deterministically match people to devices and data in a privacy sensitive manner.



# State of people-based measurement: key results

## Identity Resolution is Key to Accurate Measurement

94%

**Ninety-four percent of marketing professionals** report that lacking “people-based” measurement capabilities contributes to their struggle with creating a complete view of cross-media exposure. Without this ability to link that complete view to performance metrics—such as sales and brand lift—marketers aren’t able to accurately assess marketing ROI.

75%

**Three-quarters of marketers** recognize that people-based measurement will help them better measure marketing’s impact on sales and/or improve the precision with which they can measure brand or sales lift.

## Common Challenges

Despite the promise of people-based measurement, **eight out of ten marketers surveyed** have yet to start building this capability, citing the following challenges:

49%



Can't bring all data together for analysis



48%



Don't have identity resolution technology



42%



Online sales data limitations



42%

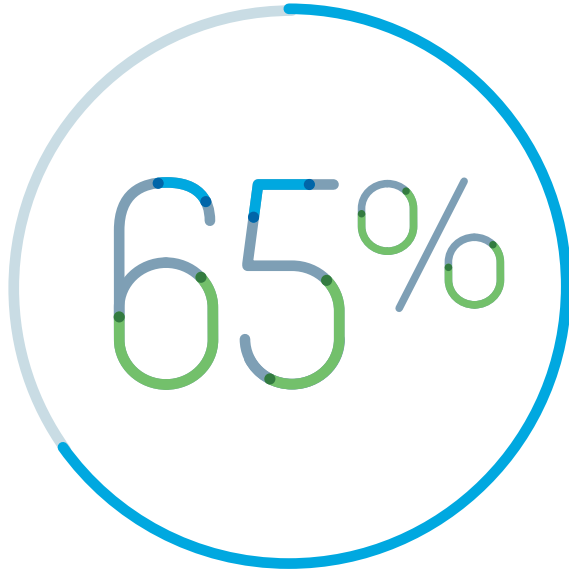


Don't know how to get started



## Seeing Material Improvement

People-based measurement and identity resolution allow marketers to gain a much more specific understanding of their return on advertising spend, recognizing that **identity-based analytics fuel improvements to:**



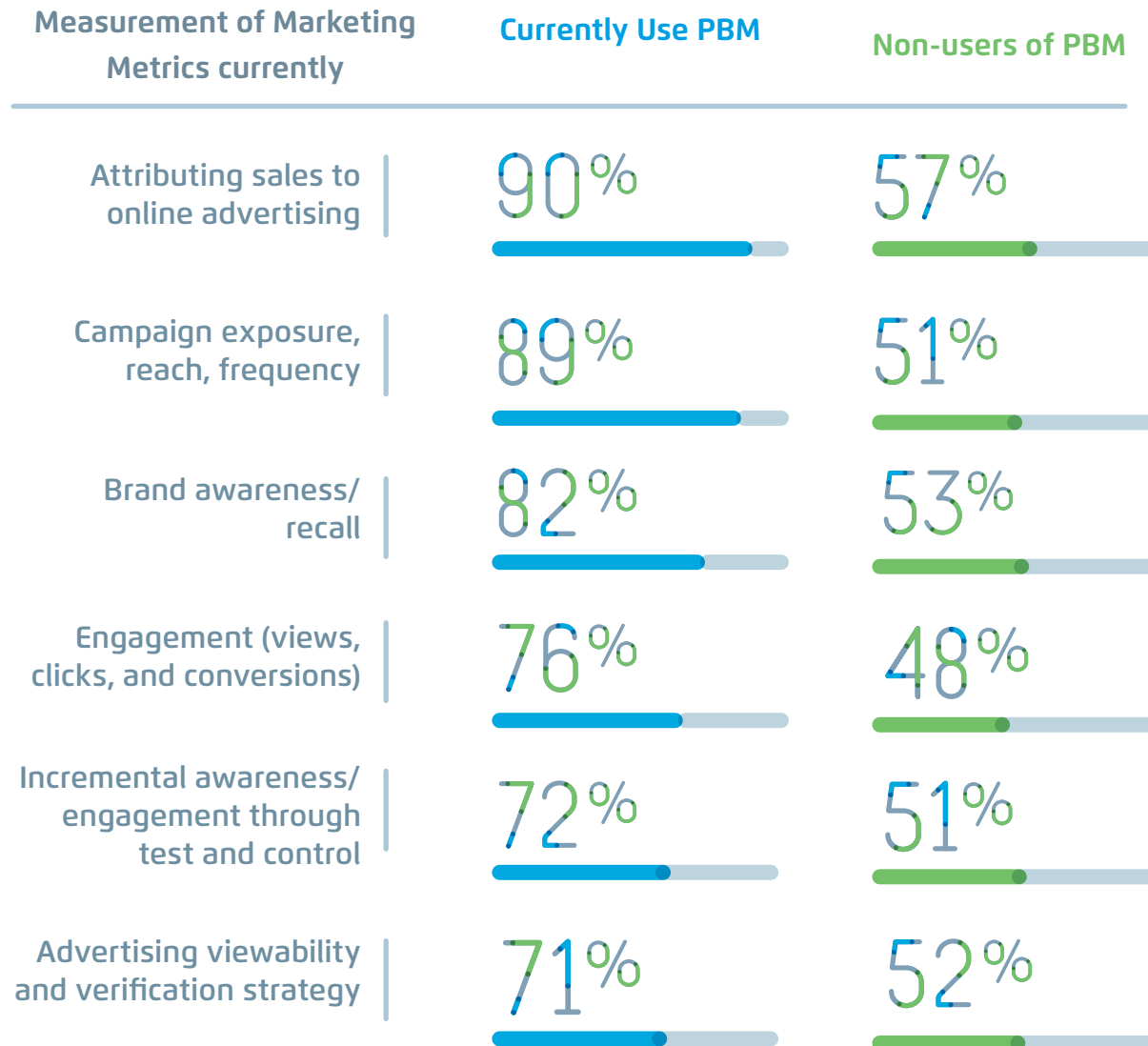
ROI measurement



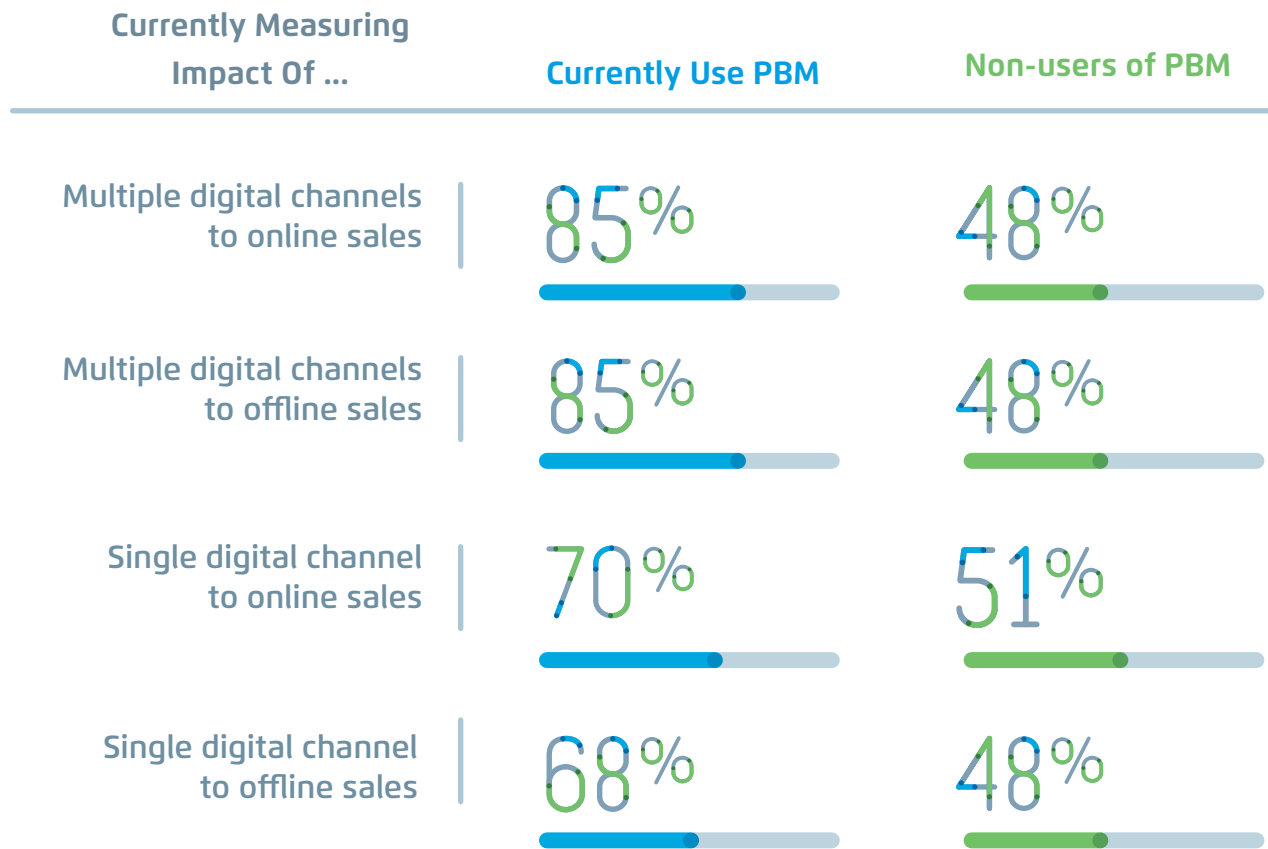
Incrementality measurement



In addition, marketers who have started implementing people-based measurement capabilities are not only far more likely to be measuring the basics (like campaign exposure, reach and frequency, engagement, brand awareness, and recall), but also are more likely to be conducting deeper analytics around digital advertising sales attribution and incrementality.



Marketers who have implemented people-based measurement capabilities are much more likely to be able to link marketing exposure to online and offline sales.

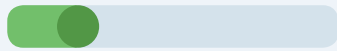




## More Marketers Plan to Begin this Journey

The study revealed that a further **69% of respondents** plan to start implementing people-based measurement within the next three years.

21%



Currently use

20%



Next 12 months

49%



Next 13-36 months

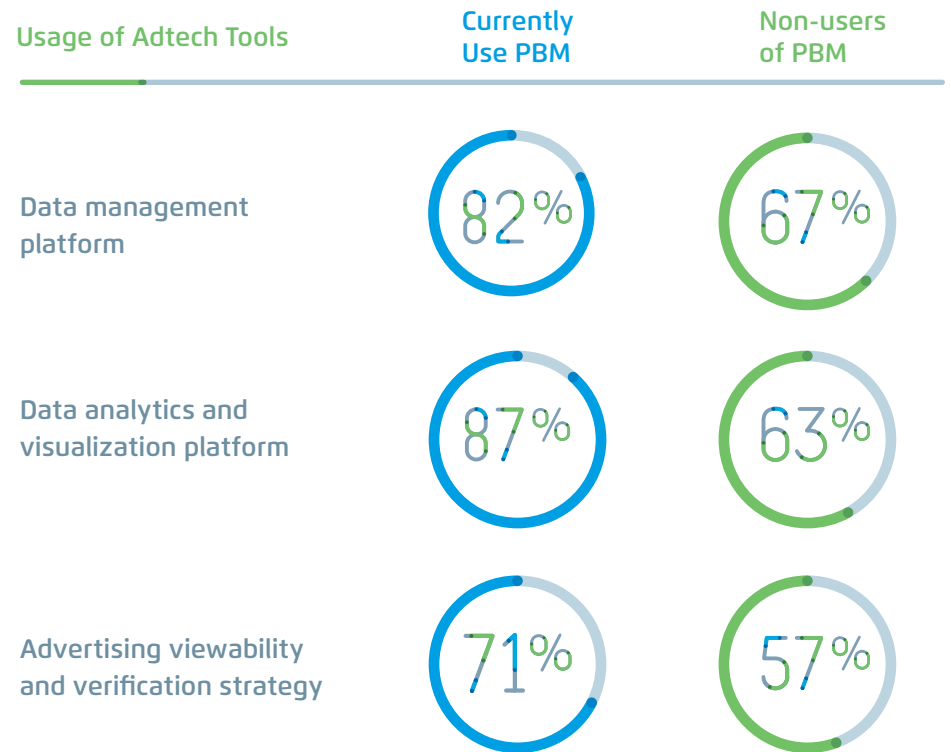
10%



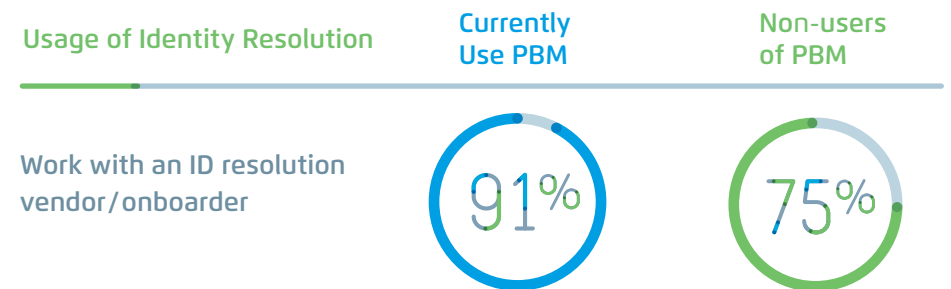
No plans

## Correlation with Technology Investment

Marketers engaged in people-based measurement are far more likely to be using a DMP, data analytics and visualization tools, as well as ad verification and viewability technology.



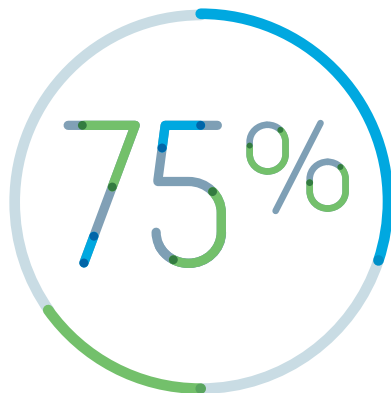
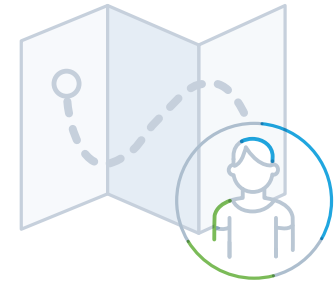
The use of identity resolution, a service which works inside of these technology platforms, is also a key enabler of people-based marketing.



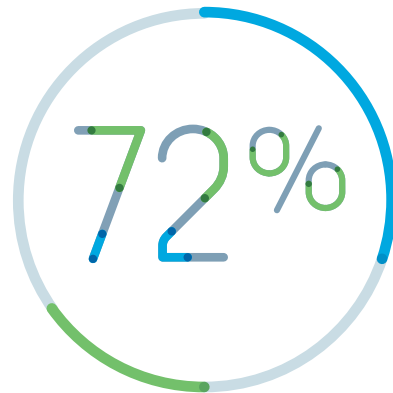
## From Start to Finish

Calculating campaign effectiveness is only the starting point. Deciphering the consumer journey is the finish line.

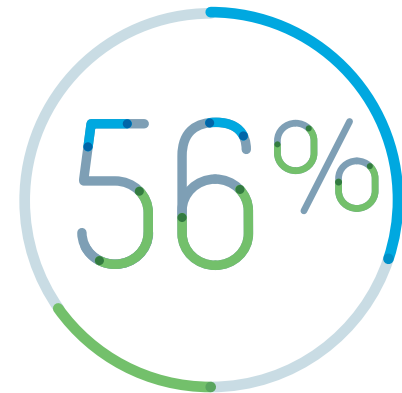
Marketers and advertisers indicate the benefits of implementing people-based marketing extend beyond calculating campaign ROI to improving and optimizing targeting and creating better products and customer experiences.



Improving targeting and/or real-time campaign optimization



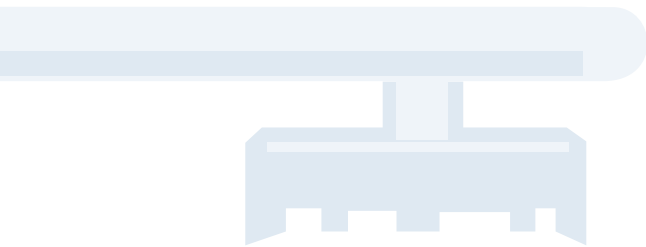
Optimizing customer and prospect insights and improving product strategy and/or improve the customer experience



Understanding the customer journey

96%

**Ninety-six percent of respondents** indicate identity resolution, the capability underpinning people-based measurement, will be the key to unlocking the value of their company's data assets in the coming years.



—  
**This finding** is reinforced by respondents' plans to invest in technology that takes advantage of identity-resolution technology to connect real people to digital devices and data.

—  
56%



of respondents report that they plan to increase their in-house analytic capabilities

—  
52%



plan to invest more in marketing analytics technology.

# Conclusion

The results of this survey highlight that people-based measurement can not only drastically improve a marketer's understanding of campaign effectiveness, but also help them begin to stitch together the connections between people, data, and devices needed to ultimately create a much better understanding of the omnichannel consumer journey.

The survey also highlights that while there are many challenges that must be addressed to reap the full value of people-based measurement, new technologies such as identity resolution are making it easier for marketers to get started down this path, and those who have are already realizing the benefits. Not surprisingly, many more plan to follow in the next few years.

Our recommendation:  
start small, but do start!

Your starting point can be as simple as measuring campaign exposure on a single channel like Facebook, Google, or Yelp, and tying that data to offline store visits and sales. Test, learn, and then grow into more complex use cases, and never lose sight of the end goal: creating an omnichannel view of the consumer that allows you to create meaningful interactions with your brand.

