



NEXT:
summit

2017

A different perspective on data targeting

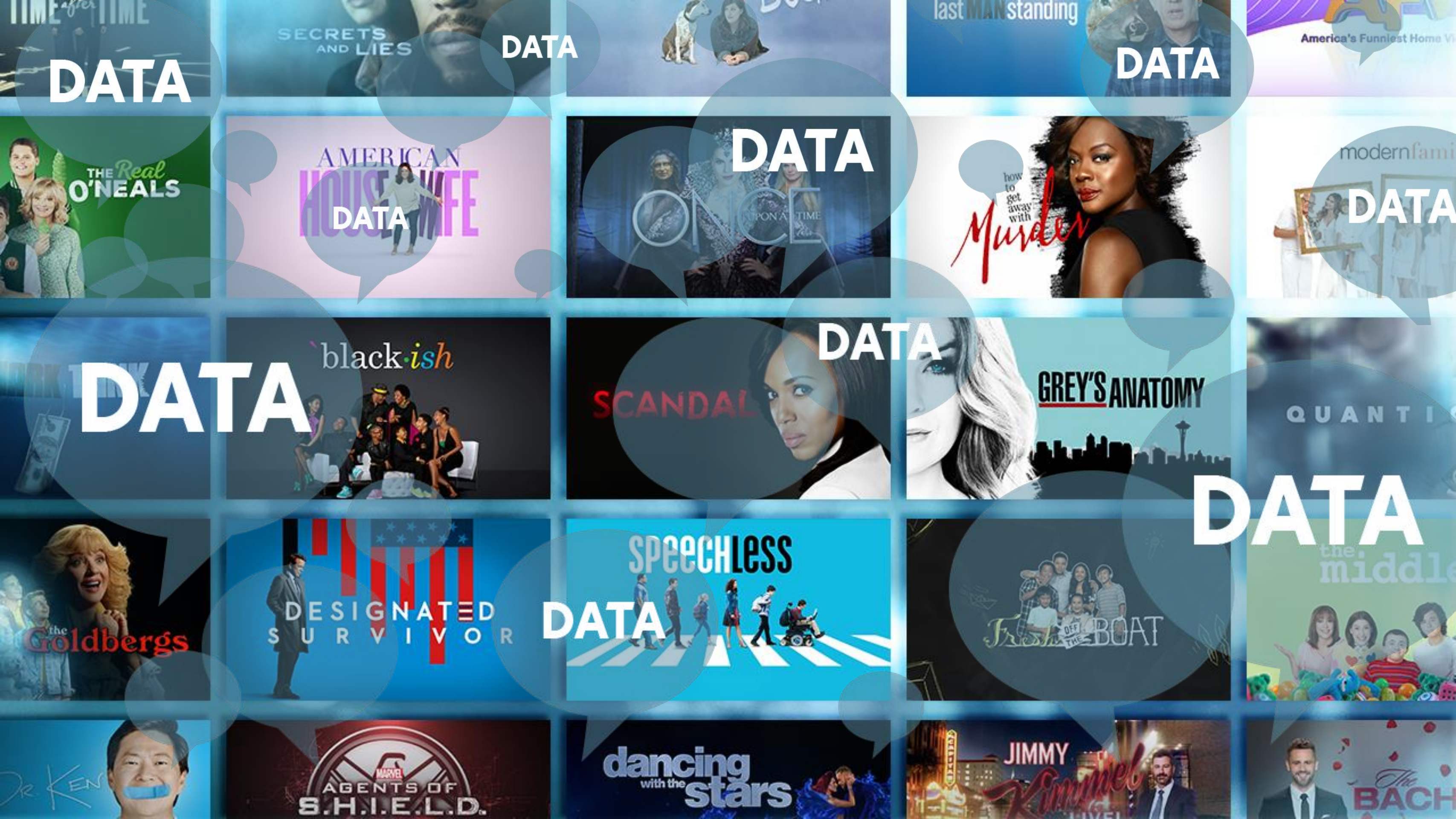
Pooja Midha

SVP, Digital Sales & Operations

ABC Television Networks

POOJA MIDHA
SVP, DIGITAL AD SALES
AND OPERATIONS





DATA

DATA

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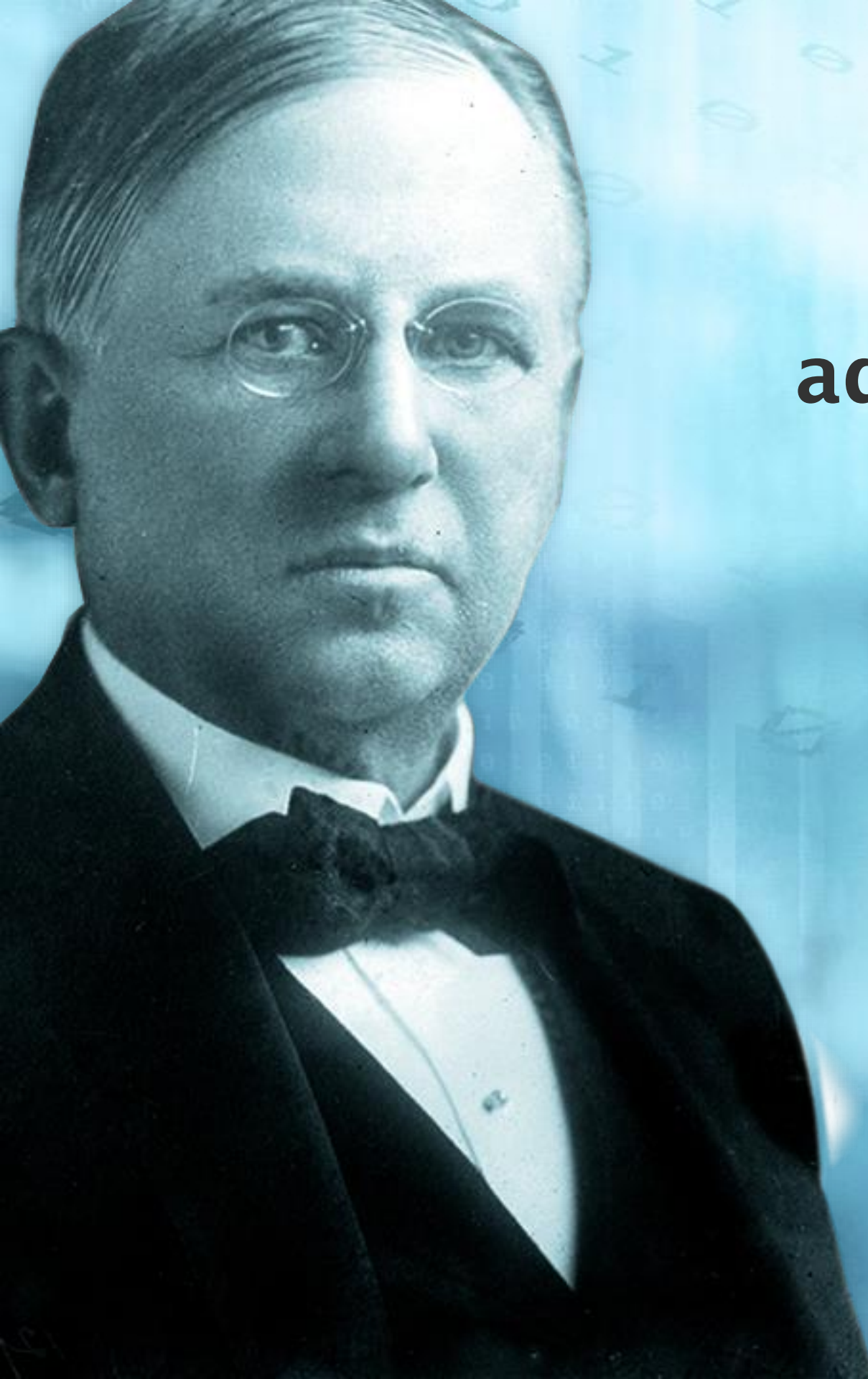
DATA

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**“Half the money I spend on
advertising is wasted; the trouble
is I don't know which half.”**

- John Wanamaker





facebook | Google





DATA TARGETING → SALES ?

THE WALL STREET JOURNAL.

P&G to Scale Back Targeted Facebook Ads

Move shows challenges of such limits on big brands; Facebook offers new tools for large companies



Procter & Gamble's Febreze brand air freshener. The company found sales of the product rose when its marketing campaign was broadened, after it stagnated when it was limited to target groups. PHOTO: DANIEL ACKER/BLOOMBERG NEWS

AdAge

Coke CMO Defends TV as Cola Giant Rethinks Digital Approach

“TV still offers the best ROI across media channels.”

- Marcos De Quito, *Coke CMO*



TASTE THE FEELING™

CROSS-CHANNEL ADVERTISING ATTRIBUTION

3

**YEARS
OF SALES**

20+

**NATIONAL
BRANDS**

\$12

**BILLION
MKTG SPEND**



accenture

LONG TERM IMPACT

MULTIPLATFORM TV DRIVES SIGNIFICANT RETURNS BEYOND YEAR 1

YEAR 1		
January	February	March
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2	1 2 3 4 5 6	1 2 3 4 5
3 4 5 6 7 8 9	7 8 9 10 11 12 13	6 7 8 9 10 11 12
10 11 12 13 14 15 16	14 15 16 17 18 19 20	13 14 15 16 17 18 19
17 18 19 20 21 22 23	21 22 23 24 25 26 27	20 21 22 23 24 25 26
24 25 26 27 28 29 30	28 29	27 28 29 30 31
31		
April	May	June
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2	1 2 3 4 5 6 7	1 2 3 4 5
3 4 5 6 7 8 9	8 9 10 11 12 13 14	6 7 8 9 10 11 12
10 11 12 13 14 15 16	15 16 17 18 19 20 21	13 14 15 16 17 18 19
17 18 19 20 21 22 23	22 23 24 25 26 27 28	20 21 22 23 24 25 26
24 25 26 27 28 29 30	29 30 31	27 28 29 30 31
31		
July	August	September
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2	1 2 3 4 5 6	1 2 3
3 4 5 6 7 8 9	7 8 9 10 11 12 13	4 5 6 7 8 9 10
10 11 12 13 14 15 16	14 15 16 17 18 19 20	11 12 13 14 15 16 17
17 18 19 20 21 22 23	21 22 23 24 25 26 27	18 19 20 21 22 23 24
24 25 26 27 28 29 30	28 29 30 31	25 26 27 28 29 30
31		
October	November	December
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1	1 2 3 4 5	1 2 3
2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10
9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17
16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24
23 24 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31
30 31		

1.0x

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YEAR 2			YEAR 3		
January	February	March	January	February	March
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2	1 2 3 4 5 6	1 2 3 4 5	1 2	1 2 3 4 5 6	1 2 3 4 5
3 4 5 6 7 8 9	7 8 9 10 11 12 13	6 7 8 9 10 11 12	3 4 5 6 7 8 9	7 8 9 10 11 12 13	6 7 8 9 10 11 12
10 11 12 13 14 15 16	14 15 16 17 18 19 20	13 14 15 16 17 18 19	10 11 12 13 14 15 16	14 15 16 17 18 19 20	13 14 15 16 17 18 19
17 18 19 20 21 22 23	21 22 23 24 25 26 27	20 21 22 23 24 25 26	17 18 19 20 21 22 23	21 22 23 24 25 26 27	20 21 22 23 24 25 26
24 25 26 27 28 29 30	28 29	27 28 29 30 31	24 25 26 27 28 29 30	28 29	27 28 29 30 31
31			31		
April	May	June	April	May	June
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2	1 2 3 4 5 6 7	1 2 3	1 2	1 2 3 4 5 6 7	1 2 3
3 4 5 6 7 8 9	8 9 10 11 12 13 14	4 5 6 7 8 9 10	3 4 5 6 7 8 9	8 9 10 11 12 13 14	6 7 8 9 10 11 12
10 11 12 13 14 15 16	15 16 17 18 19 20 21	11 12 13 14 15 16 17	10 11 12 13 14 15 16	15 16 17 18 19 20 21	13 14 15 16 17 18 19
17 18 19 20 21 22 23	22 23 24 25 26 27 28	18 19 20 21 22 23 24	17 18 19 20 21 22 23	22 23 24 25 26 27 28	20 21 22 23 24 25 26
24 25 26 27 28 29 30	29 30 31	25 26 27 28 29 30	24 25 26 27 28 29 30	29 30 31	27 28 29 30 31
31			31		
July	August	September	July	August	September
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2	1 2 3 4 5 6	1 2 3	1 2	1 2 3 4 5 6	1 2 3
3 4 5 6 7 8 9	7 8 9 10 11 12 13	4 5 6 7 8 9 10	3 4 5 6 7 8 9	7 8 9 10 11 12 13	4 5 6 7 8 9 10
10 11 12 13 14 15 16	14 15 16 17 18 19 20	11 12 13 14 15 16 17	10 11 12 13 14 15 16	14 15 16 17 18 19 20	11 12 13 14 15 16 17
17 18 19 20 21 22 23	21 22 23 24 25 26 27	18 19 20 21 22 23 24	17 18 19 20 21 22 23	21 22 23 24 25 26 27	18 19 20 21 22 23 24
24 25 26 27 28 29 30	28 29 30 31	25 26 27 28 29 30	24 25 26 27 28 29 30	28 29 30 31	25 26 27 28 29 30
31			31		
October	November	December	October	November	December
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1	1 2 3 4 5	1 2 3	1	1 2 3 4 5	1 2 3
2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10
9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17
16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24
23 24 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31	23 24 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31
30 31			30 31		

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2.3x



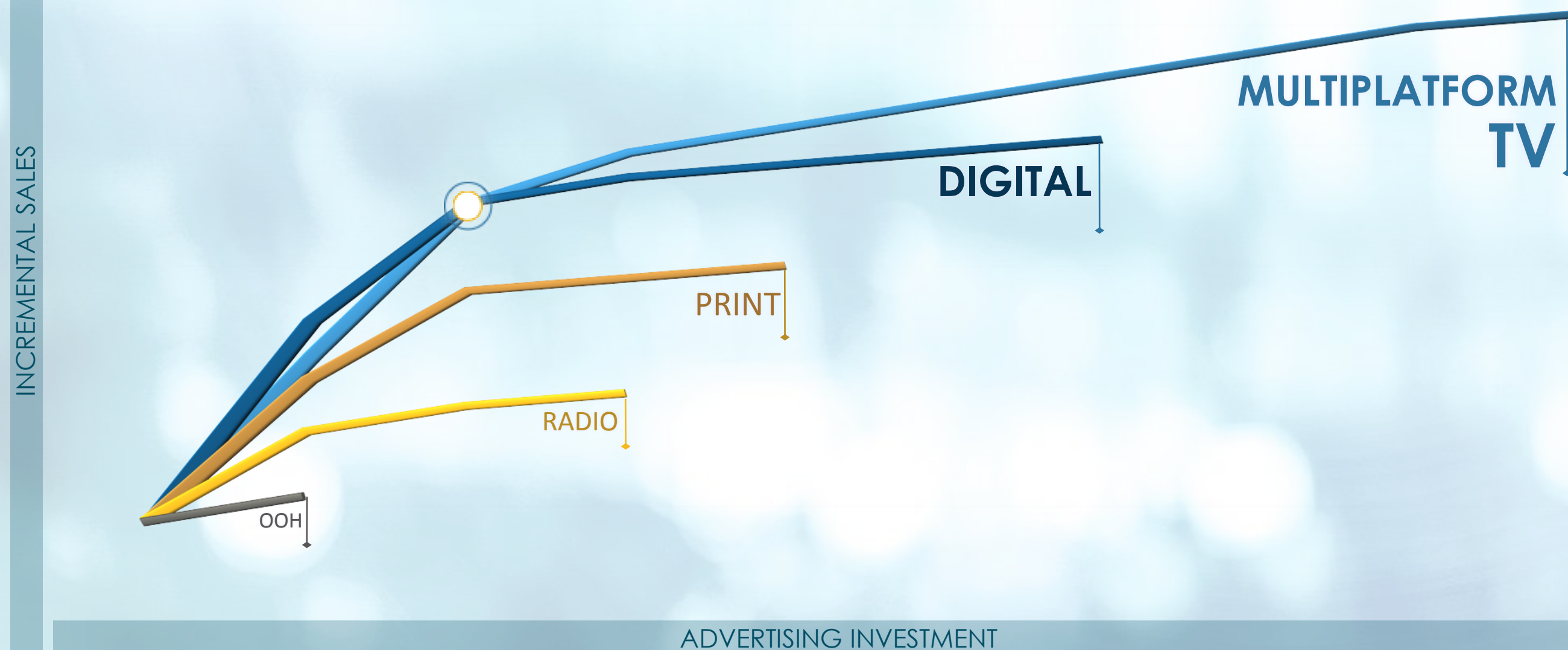
THE HALO FACTOR

DIMINISHING RETURNS

DIGITAL'S MARGINAL ROI DECLINES AS SPEND *INCREASES*

SPEND VS. SALES RESPONSE CURVES

by Media Channel. Factoring in Multiplatform TV Halo

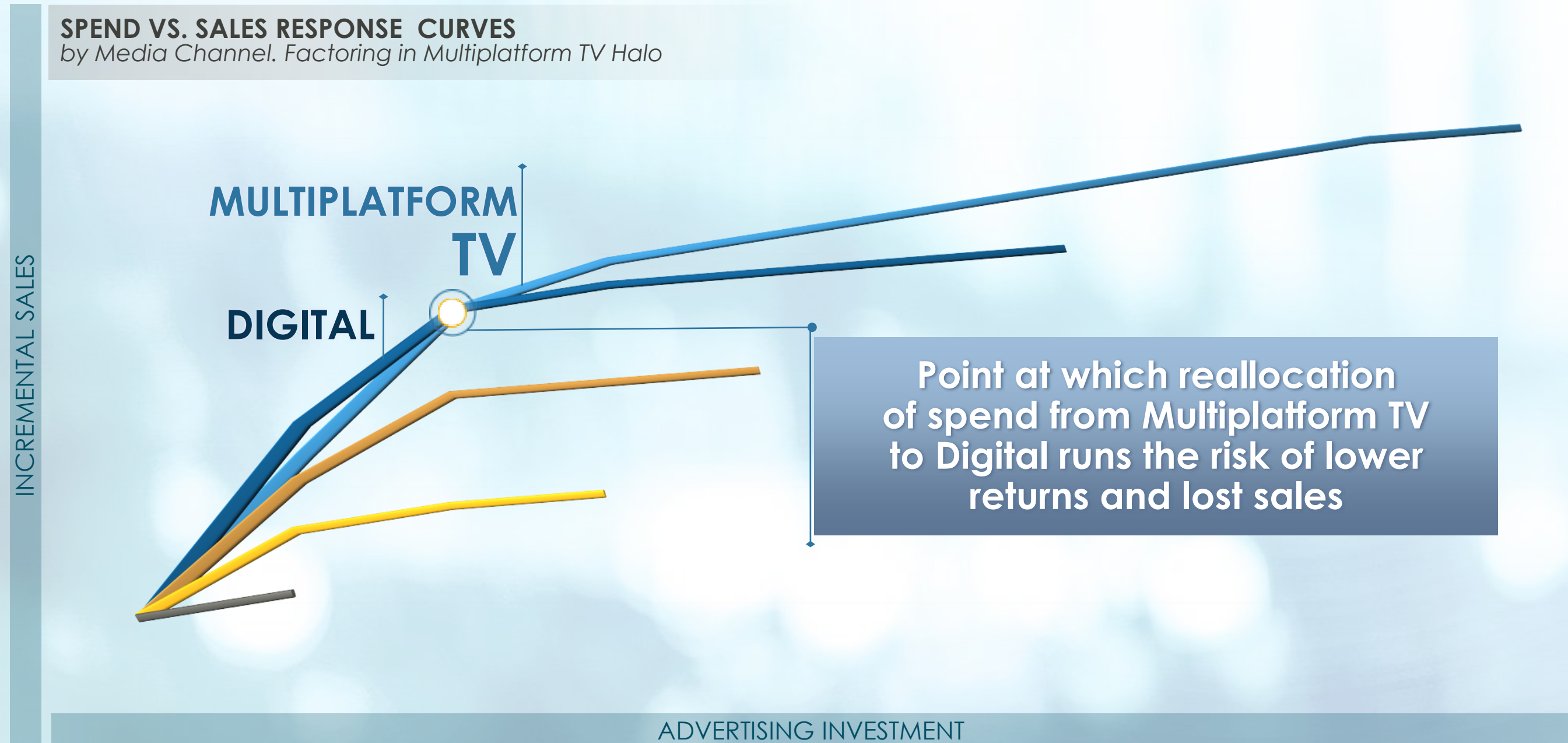


DIMINISHING RETURNS

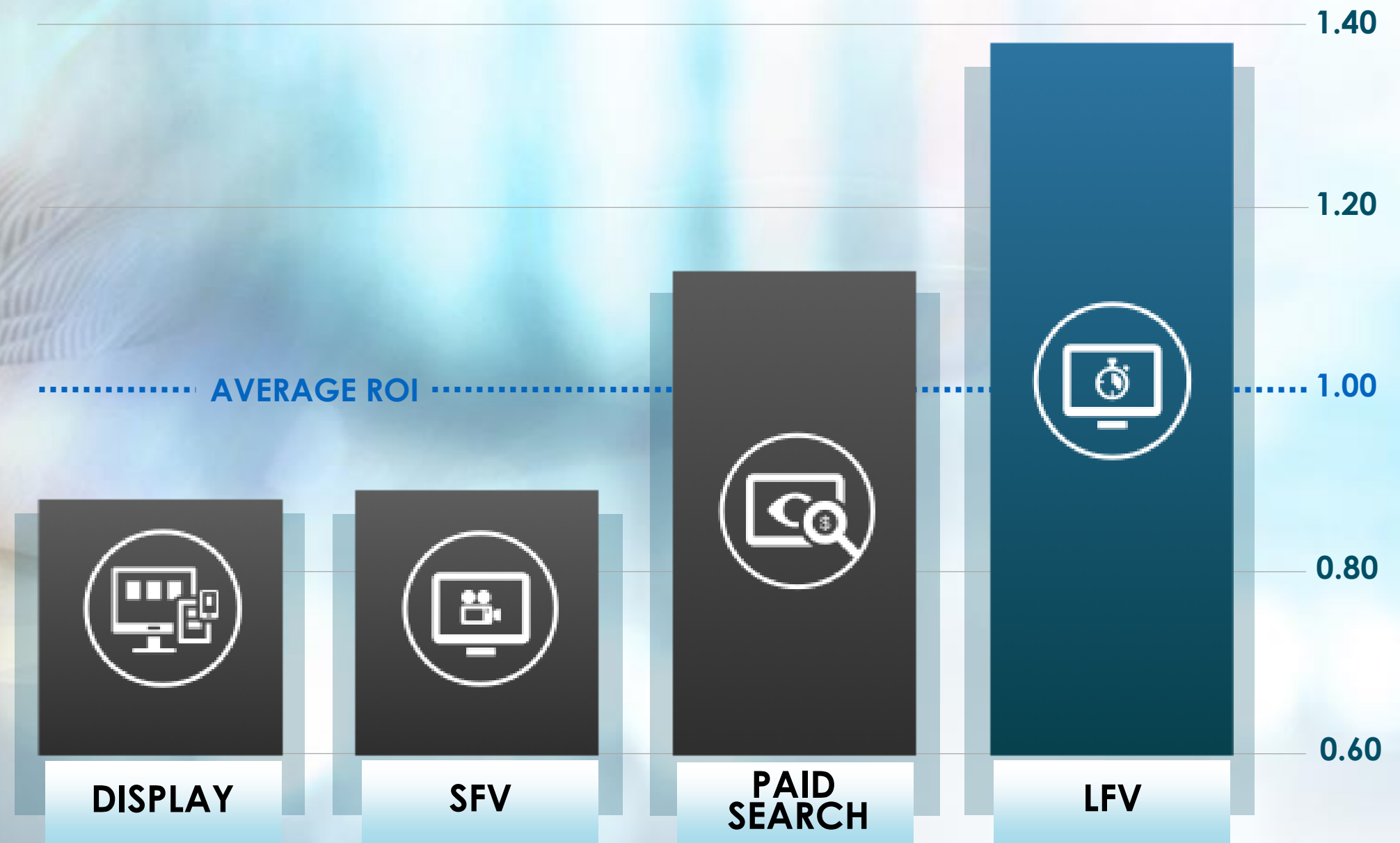
DIGITAL'S MARGINAL ROI DECLINES AS SPEND *INCREASES*

SPEND VS. SALES RESPONSE CURVES

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HIGHEST DIGITAL ROI: LONG FORM VIDEO





Cross-channel advertising attribution: NEW INSIGHTS INTO MULTIPLATFORM TV

>
accenture
abc allaccess.com

modernfamily

GREY'S ANATOMY

how
to
get
away
with
Murder

DESIGNATED
SURVIVOR

black-ish

how brands grow

what marketers don't know

Byron Sharp





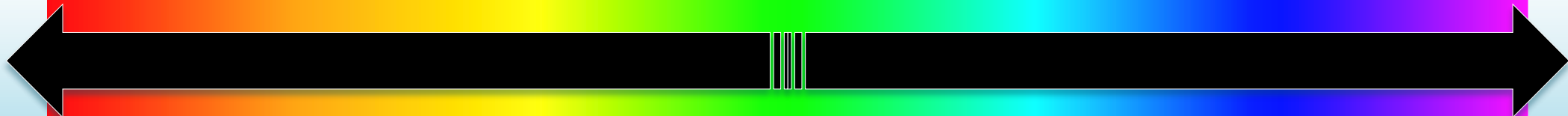






**DATA
DRIVEN
TARGETING**

**BROAD
REACH
EXPOSURE**



1

IDENTITY IS CRUCIAL

2

CROSS PLATFORM FREQUENCY CAPPING IS COMING

3

WE NEED A PLAN

4

LIFT VS. DRAG IS MATH

5

GREAT CONTENT MATTERS

THANK YOU

