



Audio as part of your media mix

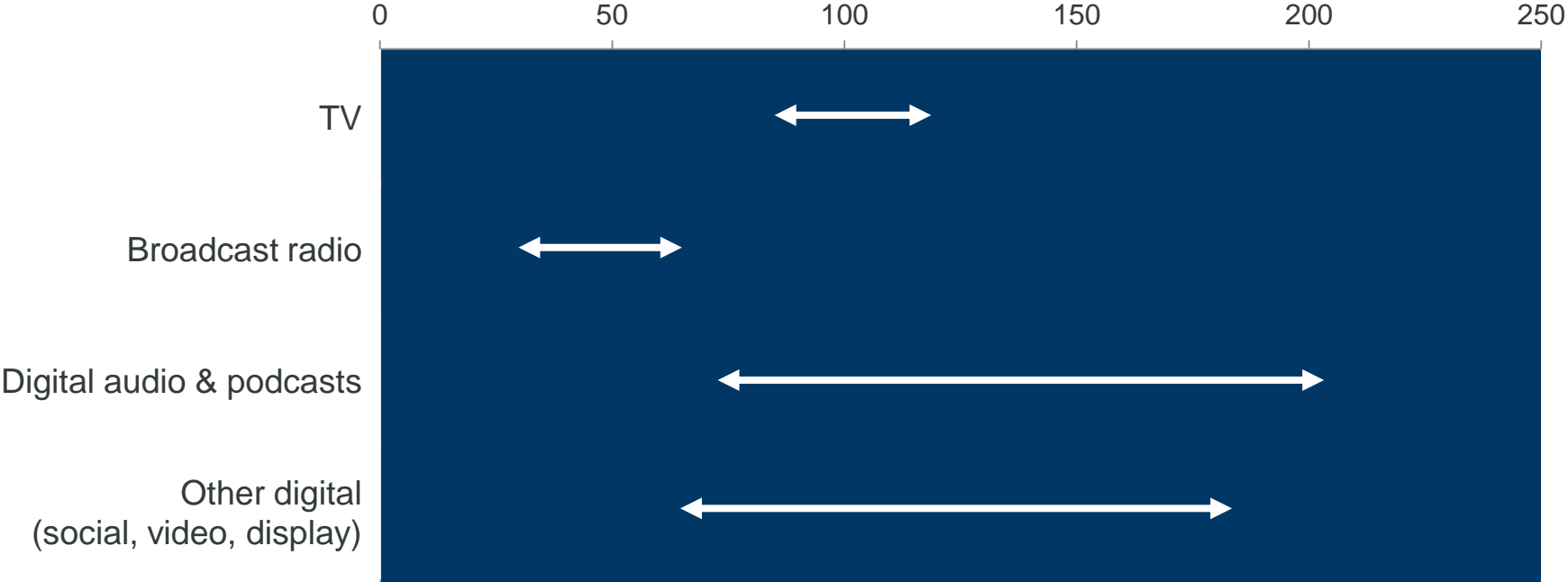
Jo-Ann Foo, Analytic Partners

IAB Audio Summit

16 March 2021



Indexed ROI performance range by medium



Analytic Partners: who we are



A recognised leader in marketing measurement and optimisation

Independent

Unbiased perspective

Privately-held, no investors to satisfy

Long-term, partnership view

90% client retention

Focused on maximising impact and analytic adoption

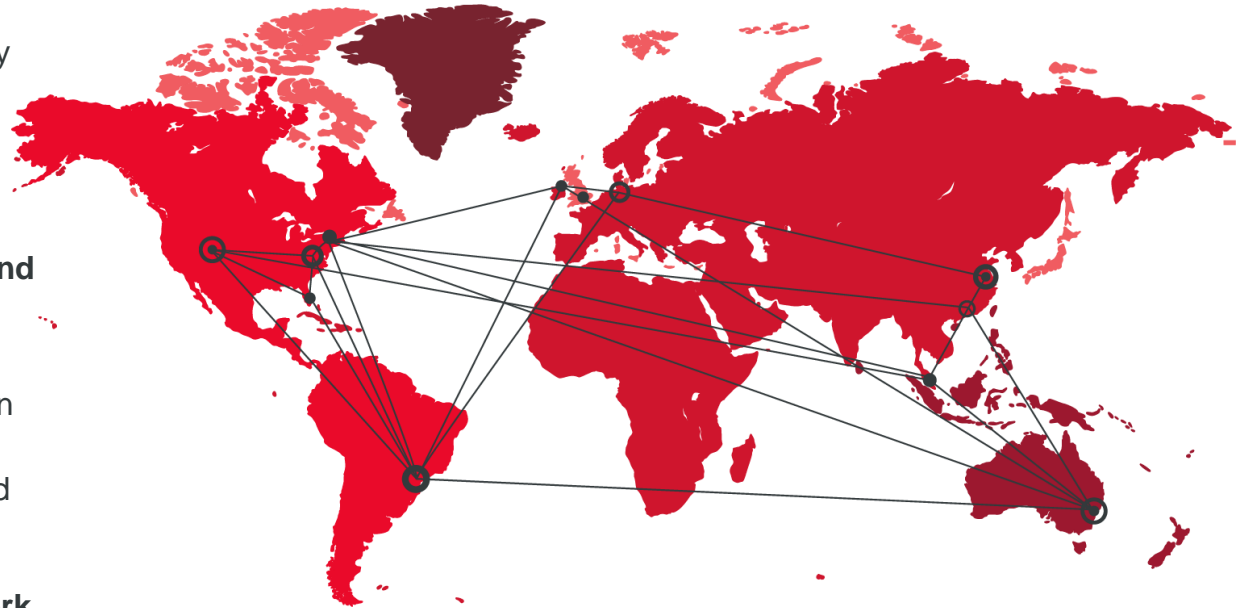
Full service consultancy

KPIs on value delivery – US\$3 billion per annum

Dedicated R&D teams in the US and China

Global marketing analytics network

12 global offices



Industry recognition



FORRESTER[®]

- ▶ **Global Leader in the Forrester Wave: Marketing Measurement and Optimization Solutions 2020**
- ▶ **Only Leader in Forrester Asia Pacific Wave: Marketing Measurement and Optimization, Asia Pacific 2018**



Gartner

- ▶ **Recognized for Marketing Mix & Attribution in Market Guide**
- ▶ **Recognized for Building Segments & Personas for Digital Marketing**



i-com

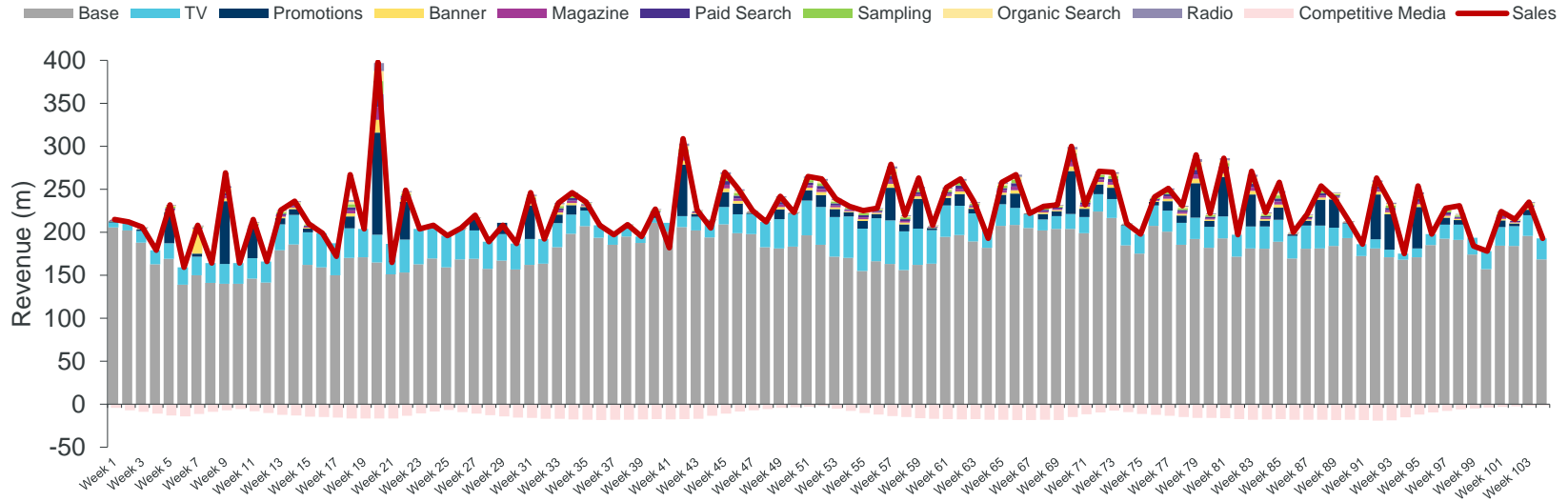
- ▶ **2019 Smart Data Agency of the Year** for leveraging value from data to help clients achieve competitive advantage
- ▶ **2019 Winner of Carrefour & Google Challenge Hackathon**

What we do: Commercial Mix Modelling (CMM)



- ▶ Through Commercial Mix Modelling (CMM) we disaggregate and measure how different elements of and executions within your marketing mix drive sales returns (ROI) for the business

Sales Example





ROI GENOME

- ▶ Hundreds of billions in marketing spend measured
- ▶ More than 2 million marketing metrics
- ▶ Global footprint covering 45+ countries
- ▶ 700+ brands and over \$470 billion spend
- ▶ Cross-section of industries and marketing tactics
- ▶ In depth understanding of how marketing works
 - Halo principles
 - Synergies and cascading impacts
 - Modelling considerations



The role of audio channels within your media mix

We shouldn't look at audio (or any tactic) in isolation

Bothism

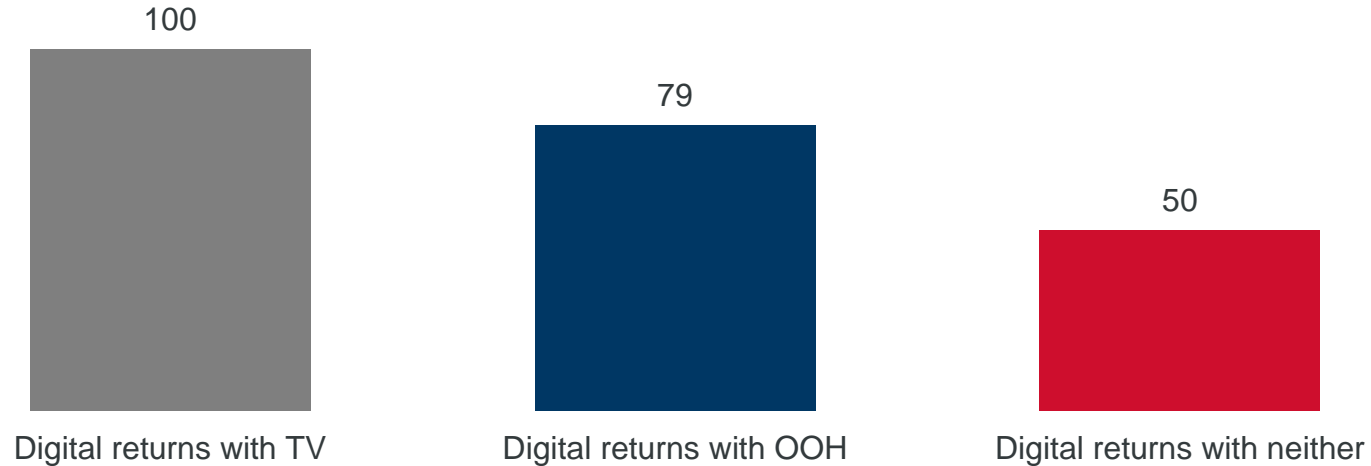
The rare capacity to not only see the value of both sides of the marketing story, but actively consider and then co-opt them into any subsequent endeavour in an appropriate mix.

Mark Ritson

<https://www.marketingweek.com/ritson-bothism-cure-marketers-fascination-conflict/>

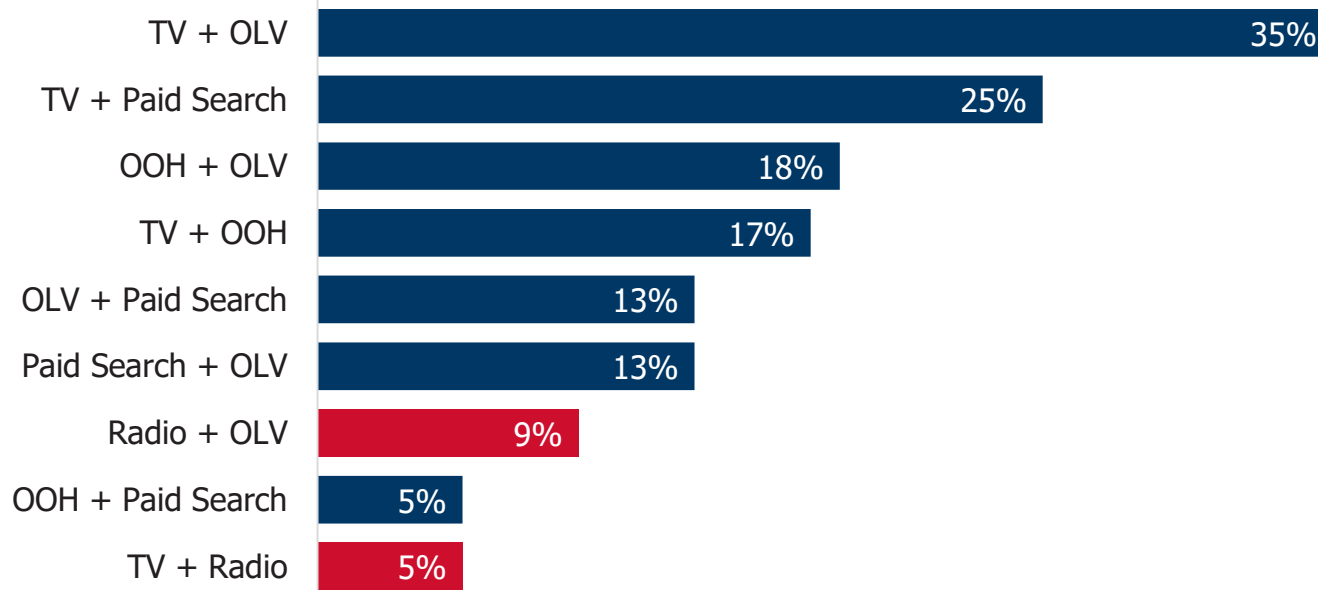
Think beyond digital only synergy

Analytic Partners Australia - ROI index of digital campaigns with or without offline support



Different combinations have different amplification effects

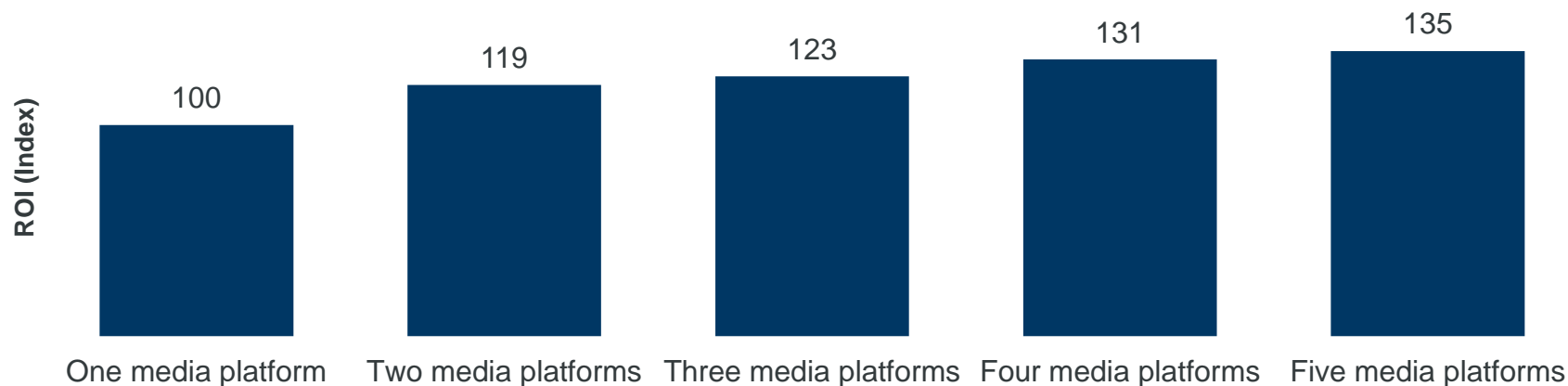
Uplift in performance from combining different media channels



Multimedia campaigns have a higher ROI than single media campaigns



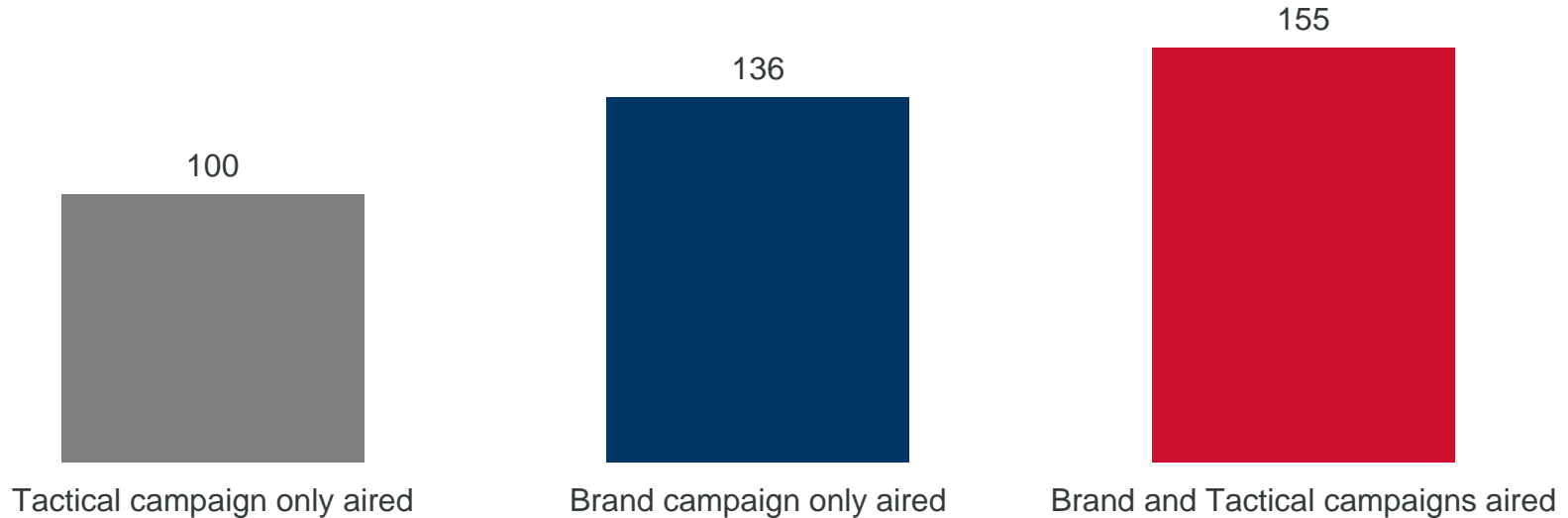
ROI strategy comparison



Marketing success comes from including a mix of short term and long term tactics

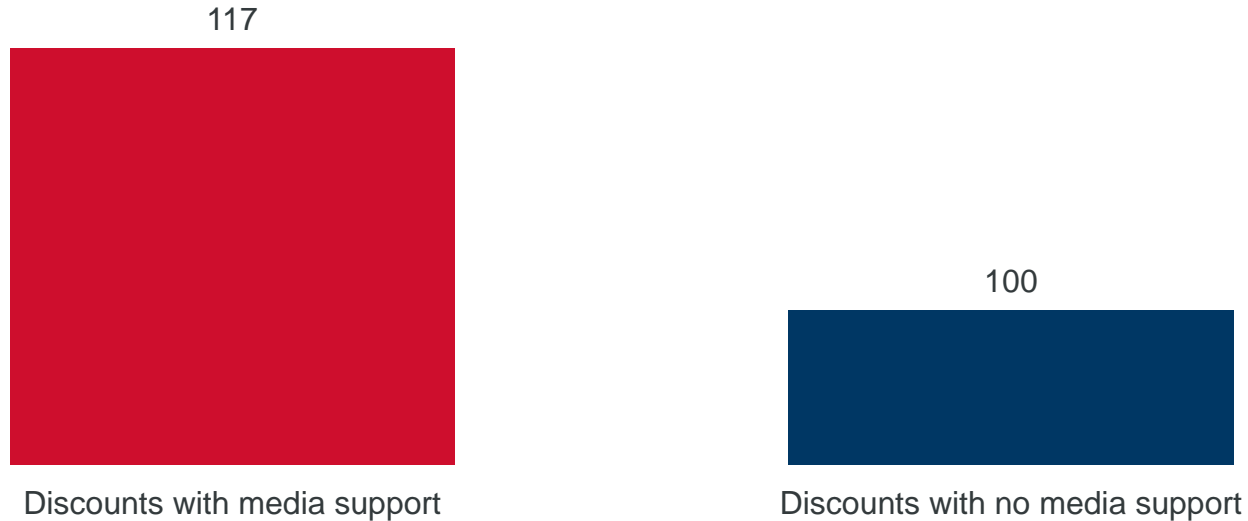


Analytic Partners: Short-term ROI index by campaign flying



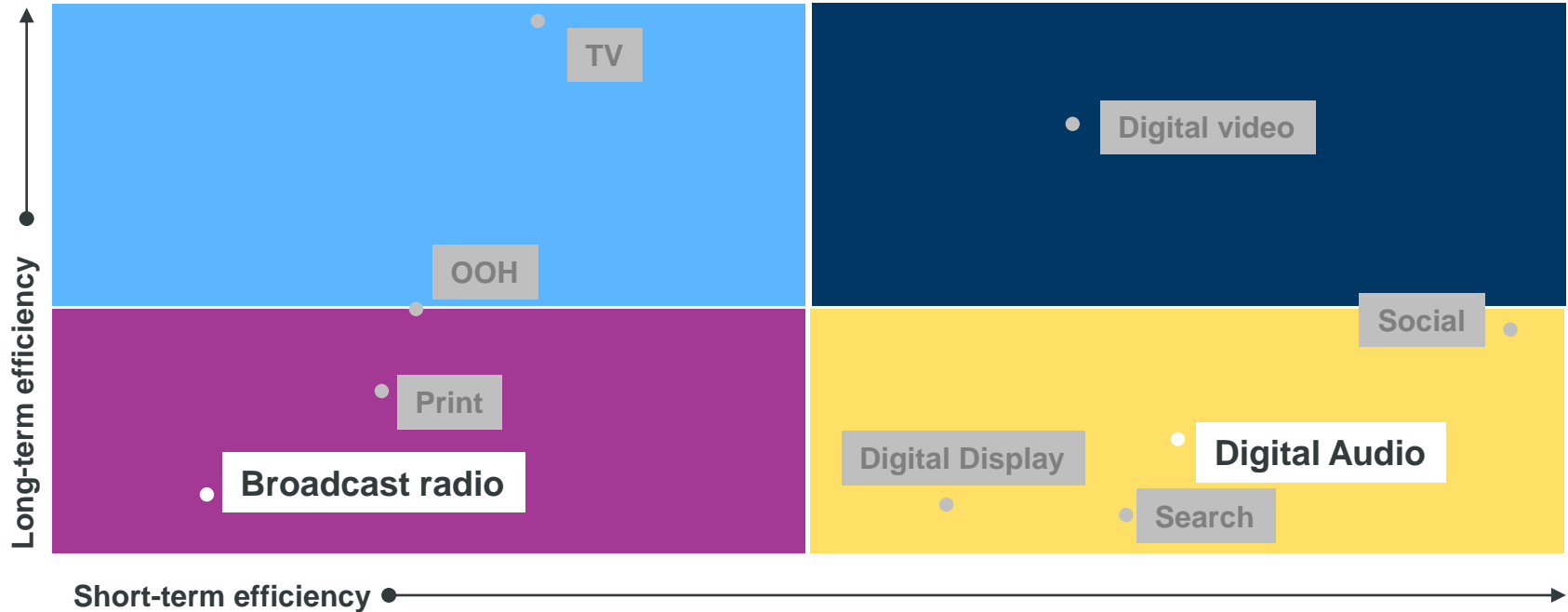
Promotions with media support perform better than without

Case study: Response Index Trade performance with and without Media



Radio and digital audio work to deliver short-term efficiency

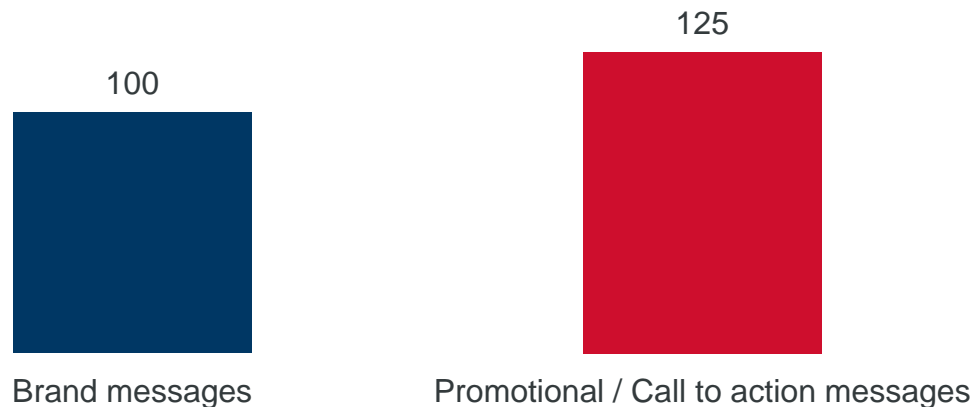
Analytic Partners Australia: Short-term vs long-term impacts of different media



Radio works particularly well for promotional messages



Radio response index by message type

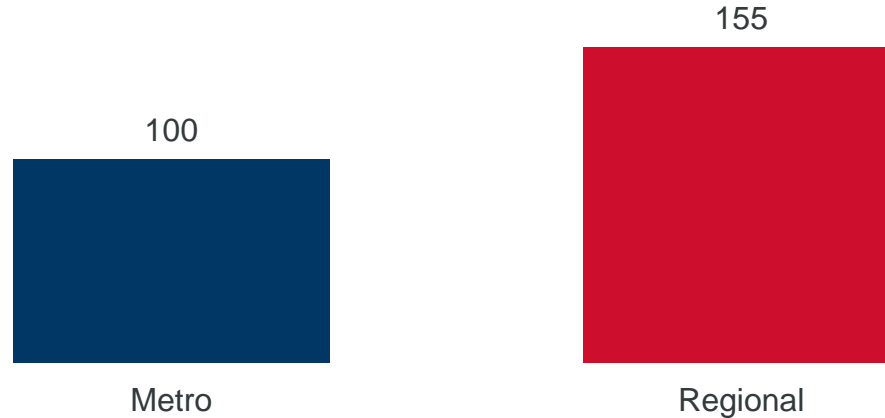


A close-up photograph of a woman with brown hair, wearing black-rimmed glasses and large black over-ear headphones. She has her eyes closed and a slight smile, suggesting she is enjoying the audio. Her hands are raised towards her ears, as if adjusting the headphones or feeling the sound. She is wearing a white collared shirt under a green textured sweater. The background is a plain, light-colored wall.

Getting the most out of audio

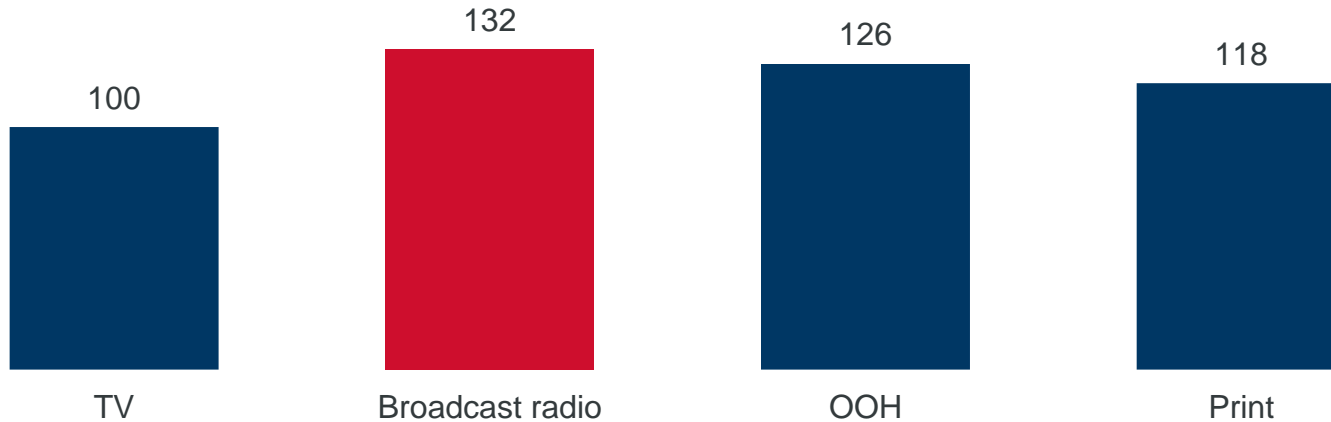
Broadcast radio works particularly well in regional areas

Analytic Partners Australia: ROI index by location type



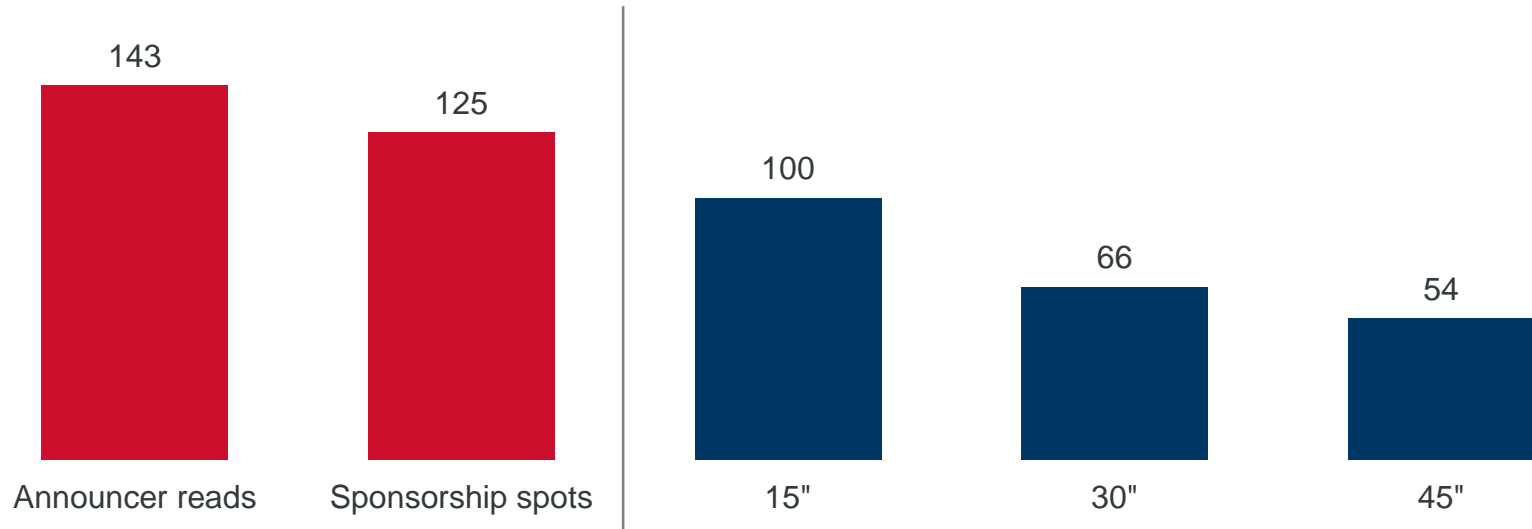
Even relative to other offline channels

Analytic Partners Australia: Regional market sales response index by channel



Sponsorships can help cut through and lift overall radio performance

Analytic Partners Australia: ROI index by radio buy type



Digital channels have helped lift overall radio performance

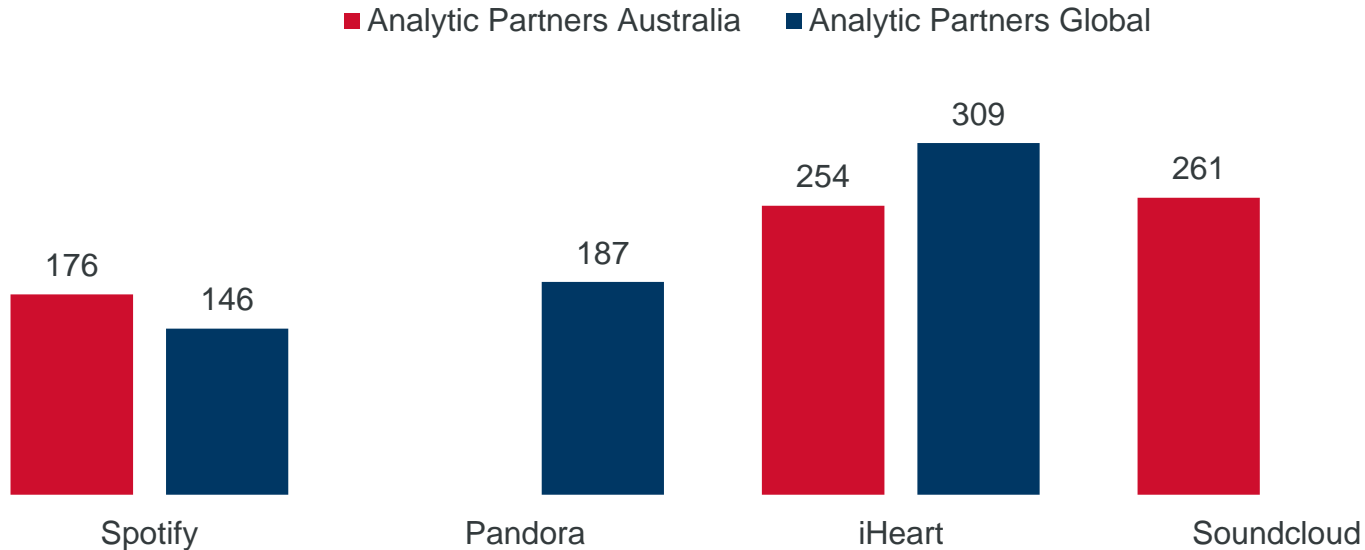


ROI index by radio



We see strong opportunities across other streaming digital audio platforms

ROI Index by Digital audio platform 2020 indexed against broadcast radio



And podcasts are also showing strong results

ROI Index podcast performance 2020 indexed against broadcast radio



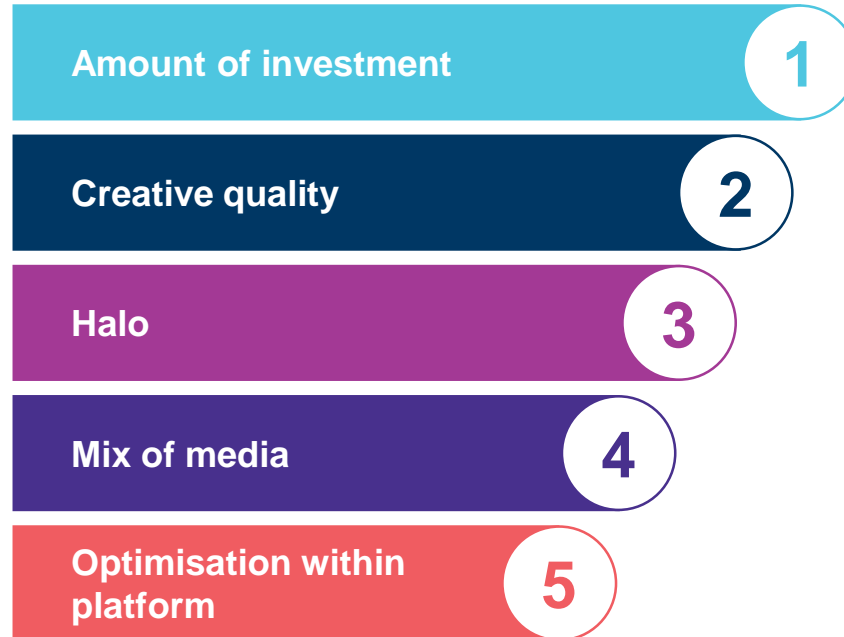
At the moment, audio only formats work best

ROI Index 2020 by spot type



Creative is a key driver of advertising performance, second only to investment levels

Relative importance for business impact



Adapt with a Leader

You can thrive in even the most challenging times, if you know how to adapt

FORRESTER®

**WAVE
LEADER 2020**

Marketing
Measurement And
Optimization Solutions