

5 EFFECTIVE WAYS TO IMPROVE CROSS-CHANNEL MARKETING ROI

John Wanamaker, the 19th century department store entrepreneur, is famously quoted, “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.”

A century later, Peter Fader, a marketing professor at Wharton, has the more extreme view that far more than half of most marketing budgets is wasted. The reason? A very small percentage of a business’s current and prospective customers account for an outsized proportion of profitability.*

If you’re not laser-focused on those highly profitable audiences, your marketing spend could be more effective. And with so many consumer touchpoints and an increasingly complex path to purchase, identifying, targeting, reaching, and influencing them is more challenging than ever.

In this practical guide, we explore five essential insights to boost your cross-channel marketing campaigns to the next level, lifting your ROI, demonstrating an immediate impact on your brand, and gaining a competitive edge.

*George Brandt, “Wanamaker Was Wrong – the Vast Majority of Advertising Is Wasted,” [Forbes.com](https://www.forbes.com/sites/georgebrandt/2016/09/14/wanamaker-was-wrong-the-vast-majority-of-advertising-is-wasted/), September 14, 2016



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JOHN WANAMAKER

19th century department store entrepreneur



1

Apply quick insights to every marketing decision

2

Sharpen your targeting by connecting data resources

3

Make sure your campaign reaches your intended target

4

Evaluate the effectiveness of your campaigns

5

Verify campaign impact on brand lift over the long term



1 Apply Quick Insights to Every Marketing Decision

To compete in today's data-driven world, data and insights must drive every marketing decision. These insights enable you to better understand your target audiences, establish strong and relevant product positioning, and enhance marketing messages.



Understand Your Target Audiences:

Collect insights about the attitudes, goals, and behaviors of your desired audiences to uncover relevant and meaningful commonalities for each of your segments. Conducting simple, quick, and cost-effective research via online surveys will ensure you have an accurate understanding of who they are so you can tailor your marketing messages accordingly.



Develop and Position Products to Address Their Needs:

Gather feedback from your target audiences via simple online surveys to develop and refine product offerings that engage their interests and fulfill their needs and expectations. Gain insights into effective positioning to set your products apart and leapfrog competitors.



Test All Marketing Messages and Creative:

Test which campaign messages resonate most strongly with your target audience, and which creative executions drive desired results. Feedback from your intended audience will assist in making refinements to ensure your campaigns are engaging and effective.

With an easy-to-use, instant insights solution, you can make quick tests a regular and indispensable part of your marketing efforts, without being a research expert. You can be confident that your marketing decisions are based on accurate insights – increasing brand relevance, conversions, campaign effectiveness, and overall marketing ROI.



HOW DYNATA CAN HELP

Dynata is the world's largest first-party data and insights platform, delivering a wide range of capabilities including instant insights in real time to inform your instincts so you can make smarter decisions faster. These quick-turn insights are achieved with no compromise in quality thanks to our richly attributed, large scale first-party data. You instantly gain an accurate, deeper understanding of your customers and prospects, and how to market to them more effectively.



HOW DYNATA CAN HELP

With Dynata's unique data landscape, you can link your CRM data to our fully-permissioned first-party dataset and connect with an extensive selection of reliable third-party data sources, so that you can precisely target and activate desired audiences more efficiently and effectively, at scale.

2 Sharpen Your Targeting by Connecting Data Resources

As marketers, we operate in a world of big data, but much of it is still siloed. To make things more complicated, the uncertainty of privacy compliance in third-party data has increased the risks of using it for targeting, so marketers are tending to remove it from their toolset entirely.

To improve marketing ROI, you must be able to connect the different insights revealed by first, second, and third-party data resources to empower data-driven decisions for precise audience targeting and activation.



Overlay your CRM data with richly attributed, large-scale, fully permissioned first-party data to create custom audience segments for more effective targeting.



Use rich, first-party data overlaid with your CRM data and matched with reliable third-party data to create precisely targeted custom audience segments for a more accurate look-alike model.



Connect these custom audience segments to your preferred DMP and DSP to drive audience activation at scale.

3 Make Sure Your Campaign Reaches Your Intended Target

Every marketer obtains some sort of verification for their advertising. But in too many cases, the verification that marketers are receiving isn't providing enough accurate information to evaluate media buys with confidence and fine-tune them while the campaign is in flight.



When an ad is loaded at the bottom of a webpage and users don't scroll down far enough to see it, that impression is not viewable. Verify the viewability of impressions within the target audience you're trying to reach to reduce wasted impressions across publishers.

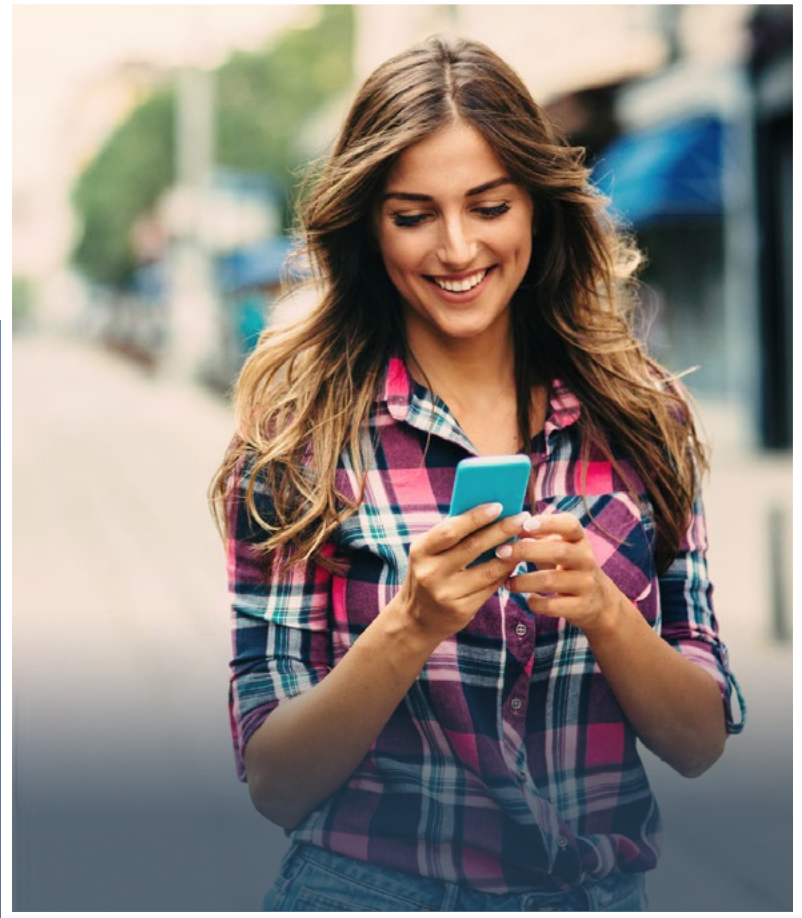


Different devices don't necessarily mean different people. Trace impressions that are delivered on multiple devices back to the same person to accurately analyze *unique* cross-device reach and frequency.



Sell-side providers may not be providing transparent and comprehensive audience data. Work with an independent first-party data provider to verify you are actually reaching your intended audience within the defined geographic area, that they had the opportunity to actually see your ad, and how long they were able to view it.

With this depth and specificity of data, you can achieve a far more meaningful evaluation of your campaign on multiple levels – not only the 'if' but also the 'where,' including media partners and platforms, placements, creative, and more. With these insights you can adjust your campaign and media strategies, as needed, to maximize scale while gaining efficiencies.



HOW DYNATA CAN HELP

Dynata can measure the efficiency of ad distribution and verify targeting accuracy so that you can evaluate your digital advertising against meaningful metrics in real time – and adjust them accordingly to optimize campaign performance.



HOW DYNATA CAN HELP

Dynata's campaign measurement tool uses our permissioned first-party data asset to connect online and offline ad exposures at the individual consumer level. View lifts in brand metrics and perceptions within a single interactive dashboard to holistically evaluate the effectiveness of your cross-channel advertising.

4 Evaluate the Effectiveness of Your Campaigns

Marketers are still searching for meaningful measures of campaign effectiveness. Given the increased fragmentation of media consumption, simplistic measures such as click-throughs or website visits can't provide the essential insights into cross-channel campaign effectiveness that enables you to improve marketing ROI.

Understanding cross-channel campaign effectiveness starts with the individual consumer. Leverage an independent measurement tool that has access to rich, accurate first-party data and identifies ad exposure, both online and offline, at the individual level.



Passively capture ad exposure across all **online channels** to determine the effectiveness of your digital advertising in real time.



Use surveys to verify ad exposure across all **offline channels** to zero in on those in your target audience who most likely saw your ad.

By combining passive exposure data and survey research using the same consumer dataset, you can consistently and accurately prove whether your cross-channel campaigns are having the desired impact against key brand metrics, such as awareness, favorability and purchase intent.

With full access to a complete picture of your cross-channel campaign performance in a single platform, you can dive much deeper to learn which channels and publishers are delivering the best outcomes, enabling you to optimize your campaigns in flight to immediately improve ROI.

5 Verify Campaign Impact On Brand Lift Over the Long Term

The improvements to the marketing cycle we have discussed are powerful tools for any marketing team.

However, as a marketer, you must constantly measure the effectiveness of your cross-channel campaigns to demonstrate their impact and validate your marketing investment. It's also crucial to track overall brand lift via brand tracking studies. Many brand trackers focus on awareness, perceptions, and purchase behaviors, which are key metrics intimately linked to marketing and advertising.

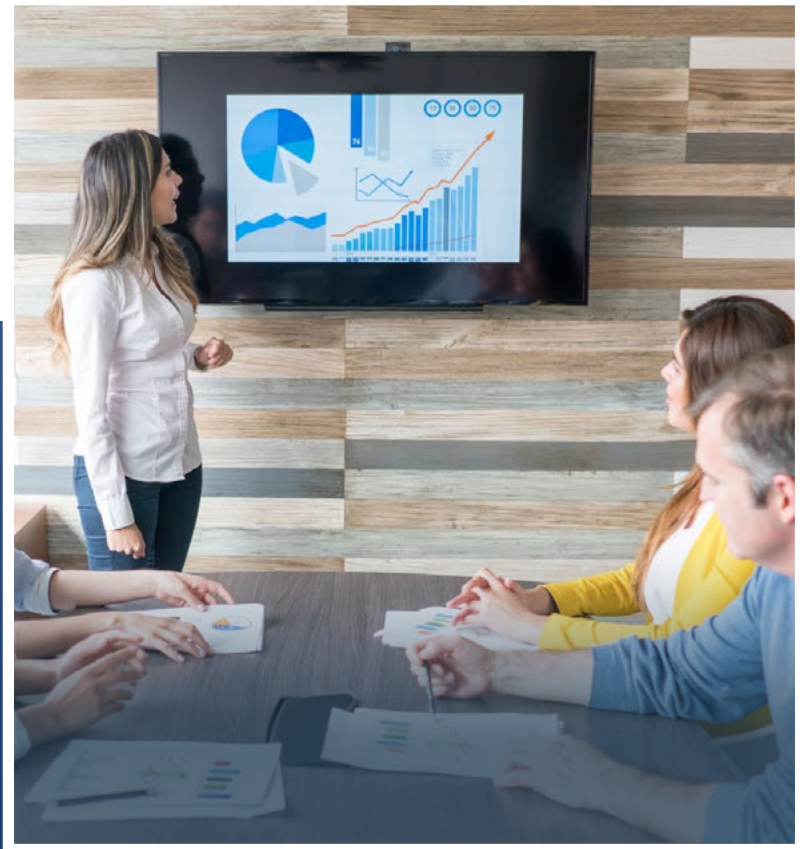
To confidently prove the value of your marketing efforts:



Integrate ad exposure data from your cross-channel campaigns with your brand tracker to accurately measure the impact that your cross-channel campaigns have on brand lift over time.



Monitor brand ROI and contribute further to future high performing marketing campaigns, at scale.



HOW DYNATA CAN HELP

Dynata can help you gain crucial insights you need into long-term trends to support and plan for brand success. With the ability to append ad exposure data to your brand tracker you can understand shifts in brand perceptions, anticipate change in consumer demand or behavior, and spot key trends as they emerge to improve your cross-channel campaign strategy.

The promise of big data in marketing has always been more accuracy, more efficiency and less waste. But data alone can't achieve these goals. Marketers need relevant, high-quality data, along with the right strategies to use it effectively.

These five strategies will improve the effectiveness of your data-driven cross-channel marketing campaigns, lift your marketing ROI, and demonstrate the full value that marketing delivers – and ultimately enable you to identify the waste in your marketing budget.

Somewhere, John Wanamaker
can finally smile.

