“Measurable Marketing in a Digital World”
Conference Summary by Russ Winer

Introduction
Rex Briggs (Marketing Evolution): We have actually learned a lot about the impact of online media on ROI and other metrics. Current challenge is to incorporate social data into market response functions.

Morning: What Should We Be Measuring?
Mack Turner (Bank of America): Marketing “funnel” needs to be revised to account for the impact of digital media. Differences between “operating” and “strategic” metrics with the latter being more oriented towards the path to purchase.


Randy Bucklin (UCLA): In order to determine how much to spend on online vs. TV, we should look at the relationship on how much time consumers spend on each. Ratio of TV/Internet is 1.7 (time spent per day, eMarketer 12/10) but spending ration is 6:1. Does this imply that good online measures are lacking?
Josh Chasin (Comscore): We should be more concerned about reach and frequency than total GRPs. Creative in online ads is important to their effectiveness but is not generally considered as important as creative in TV.

Andy Fisher (Starcom): Drew a distinction between measurement and valuation. Digital is great for measurement, not as good for understanding the value of the audience in terms of its composition and quality.

Mainak Mazumdar (Nielsen): Online is an excellent platform to test, measure, and learn.

**Afternoon: Cross-Media Measurement and Implementation**

Kalyan Raman (Northwestern): Demonstrated the importance of capturing dynamic effects in response models.

Charles Thomas (USAA) and Drew Talbott (Axciom): Marketing mix optimization based on response modeling works as they showed in the USAA case study. In their case, it resulted in a decline of TV expenditures by 15% and a shift towards digital.

Carl Mela (Duke): Emphasized the importance of collecting data from multiple screens as well as from DVRs.

Jon Gibbs (Nielsen): Noted that the #1 activity while watching TV is social networking (Facebook, Twitter, etc.).

Anindya Ghose (NYU): Emphasized the importance of capturing location-based behavior, particularly using mobile devices.