



**Right
measurement.
Right signals.
Right decisions.**



JUNE SUNG

VP, Global Data and Analytics
StackAdapt



Imagine a

250

lbs

6'2"

man



Both are athletes.



**The statistics
are **the same.****

**The surface
measurements
are **the same.****

But they have completely
DIFFERENT GOALS

Weight is not a qualifier

Power and mass

Legs and hips

Core muscles for stability

Technique in force control



Weight class

Speed and endurance

Shoulders and upper back

Powerful rotational core

Lean lower body muscle



Your goals shape
what to measure
and **how** to train
towards that
ultimate win



**Brand
measurement
is *the same***



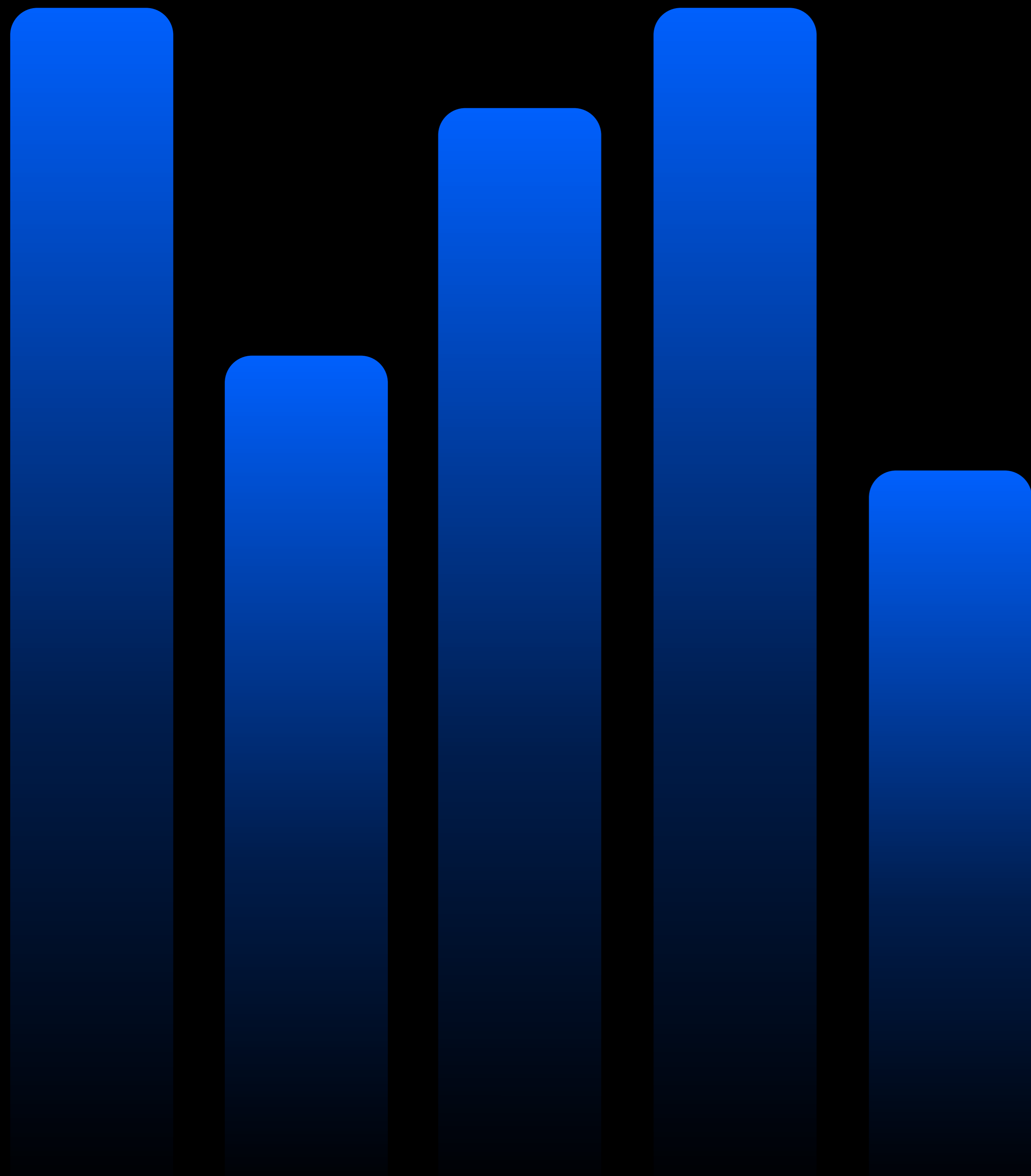
Brands
are all
different





**They have different
goals, objectives, strengths
to build on to achieve
the ultimate win**





Not everything should be measured with the same metric and methodology

Your ecosystem and goals are different

COMMON MISTAKE:

**Letting channel & partner
determine the KPI metric**



CTV



**Video
Completion
Rate**



Display



**Click-Through
Rate**

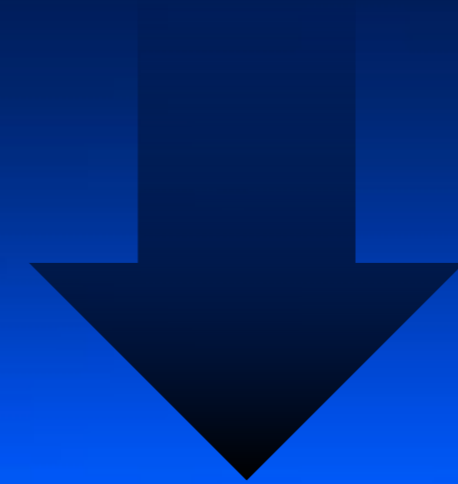


**But it's missing
the ultimate goal**

**What am I
trying to
achieve?**

**How am I
executing it?**

**Who is
looking at it?**



MEASUREMENT STRATEGY



Here's how we do it



**Brand
Growth**

Pricing

Marketing

Brand
Equity

Trade

Omnichannel
Commerce

Product



What am I trying to achieve?

Primary Outcome

Measurement Focus



HEALTHCARE

Clinical impact and compliance

NPI-level engagement, script lift



B2B

Pipeline and account progression

ABM, journey attribution



TRAVEL

Visitation and bookings

Location lift, economic impact



COMMERCE

Incremental sales

SKU-level attribution, lift



How am I executing it?

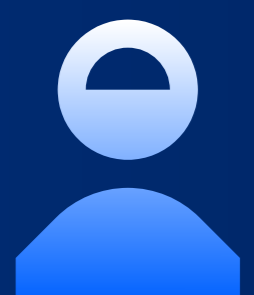
Campaign objective: Connected TV (CTV)



AWARENESS

- ✓ Reach (unique viewers)
- ✓ Impressions
- ✓ Completion rate (VCR)

- ✓ Viewable impressions
- ✓ Frequency
- ✓ GRPs / TRPs



CONSIDERATION

- ✓ Video completion rate
- ✓ Engagement rate

- ✓ QR code scans
- ✓ Site visits
- ✓ Branded search lift



CONVERSION

- ✓ Conversions
- ✓ Conversion rate

- ✓ Cost per conversion (CPA)
- ✓ ROAS
- ✓ Attributed revenue



LOYALTY/ RETENTION

- ✓ Repeat conversions
- ✓ Customer retention rate

- ✓ Incremental reach
- ✓ LTV / CLV
- ✓ Brand favorability lift

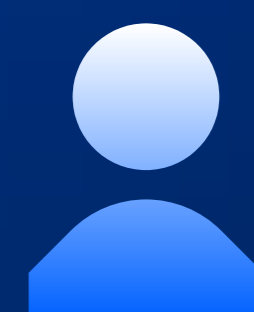


Who is looking at it?

Healthcare

Focus

Decisions



THE CMO

Clinical impact and compliance

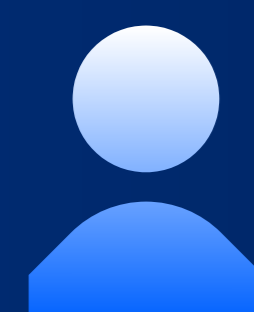
Script lift



THE MARKETING MANAGER

Pipeline and account progression

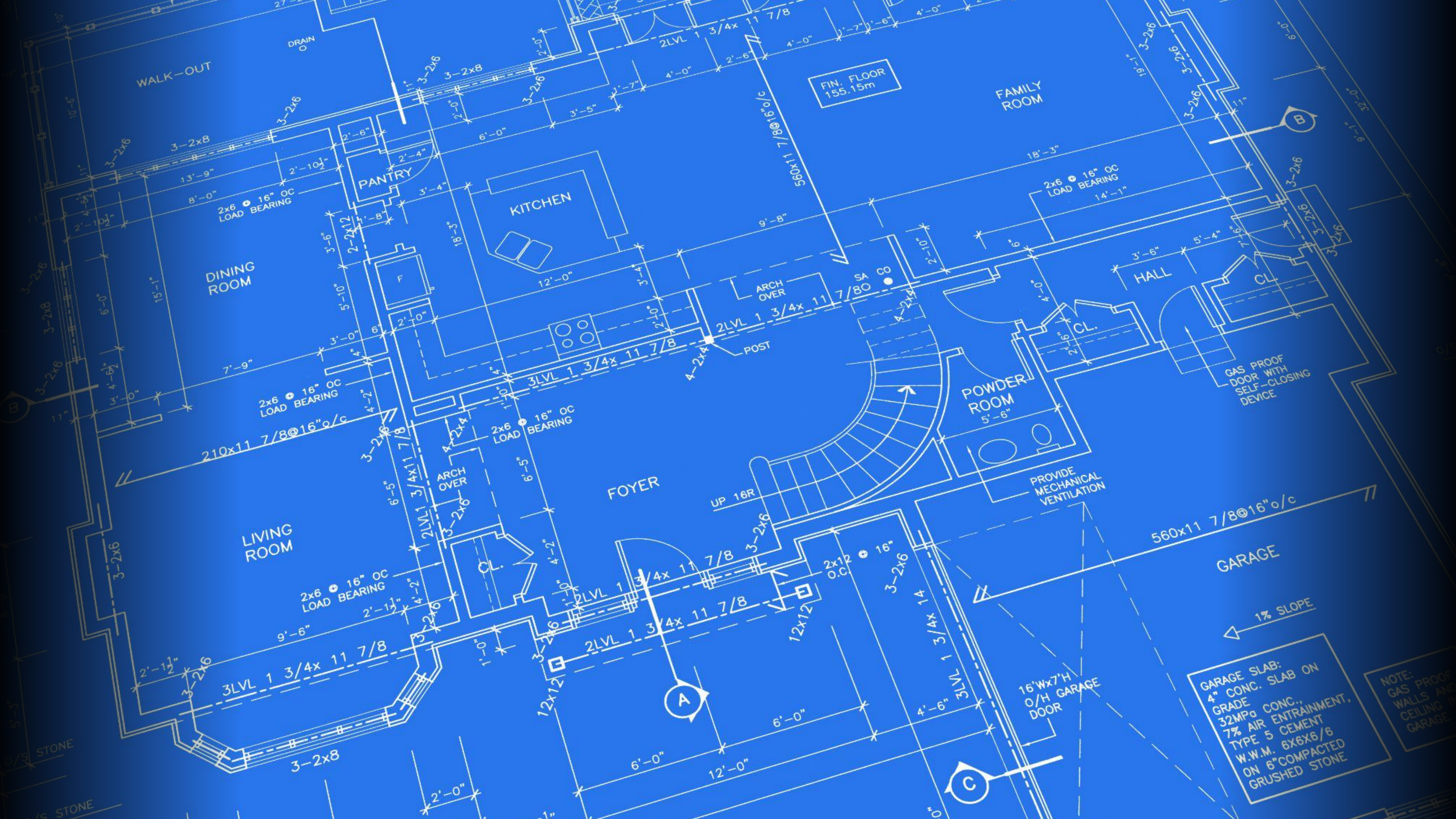
Journey attribution



THE TRADER

Visitation and bookings

NPI Engagement



FIN. FLOOR
155.15m

GARAGE SLAB:
4" CONC. SLAB ON
GRADE
32MPa CONC.,
7% AIR ENTRAINMENT,
TYPE 5 CEMENT
W.W.M. 6X6X6/6
ON 6" COMPACTED
GRUSHED STONE

NOTE:
GAS PROOF
WALLS AND
CEILING IN
GARAGE

PROVIDE
MECHANICAL
VENTILATION

GAS PROOF
DOOR WITH
SELF-CLOSING
DEVICE

DINING
ROOM

KITCHEN

FAMILY
ROOM

FOYER

POWDER
ROOM
5'-6"

LIVING
ROOM

HALL

WALK-OUT

DRAIN

2x6 @ 16" OC
LOAD BEARING

2x6 @ 16" OC
LOAD BEARING

2x6 @ 16" OC
LOAD BEARING

2x6 @ 16" OC
LOAD BEARING

2x6 @ 16" OC
LOAD BEARING

2x6 @ 16" OC
LOAD BEARING

560x11 7/8 @ 16" o/c

3LVL 1 3/4 x 11 7/8

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2LVL 1 3/4 x 11 7/8

3-2x8

2-2x12

4-2x4 POST

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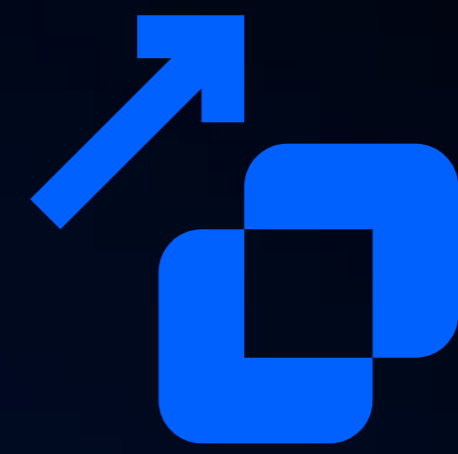


CTR

≠



Success



**Brand
Lift**

≠



**Change
in behavior**

ENGAGEMENT LIFT

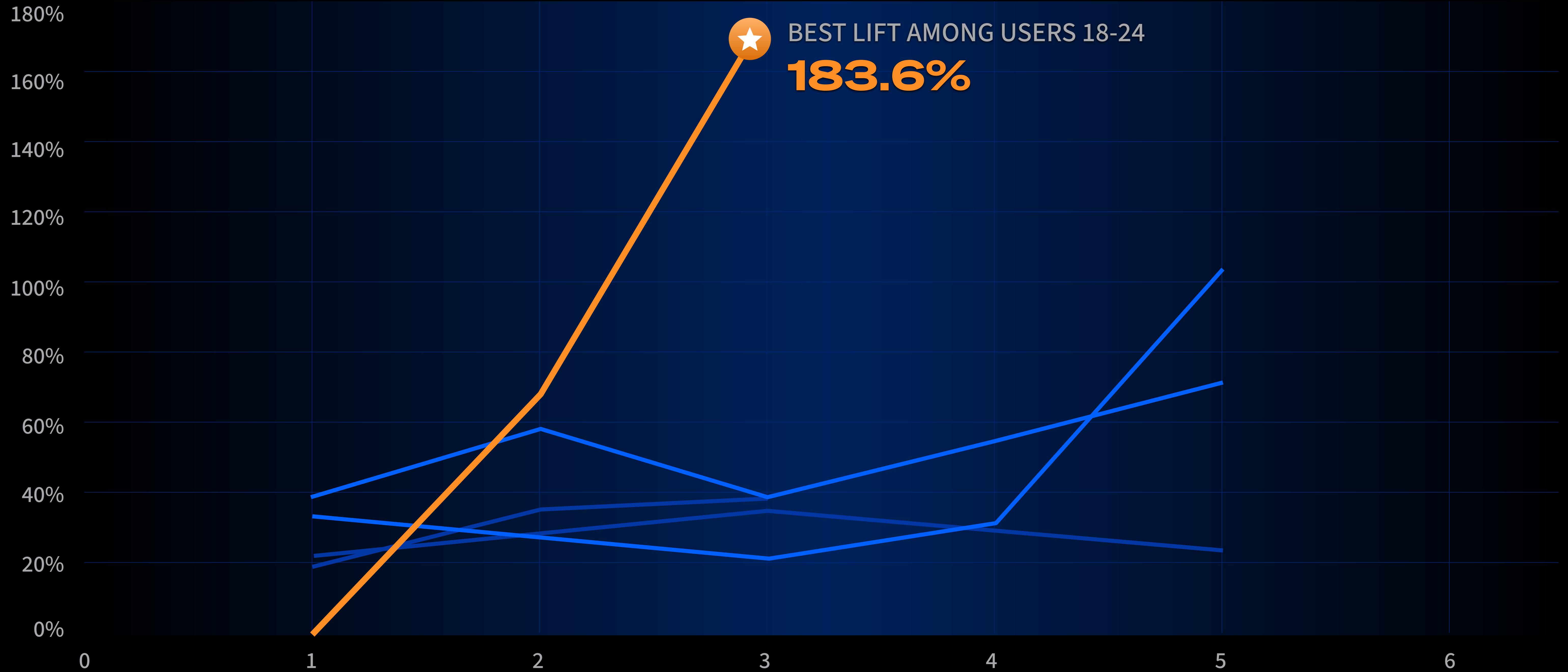
ENGAGEMENT LIFT

ENGAGEMENT LIFT

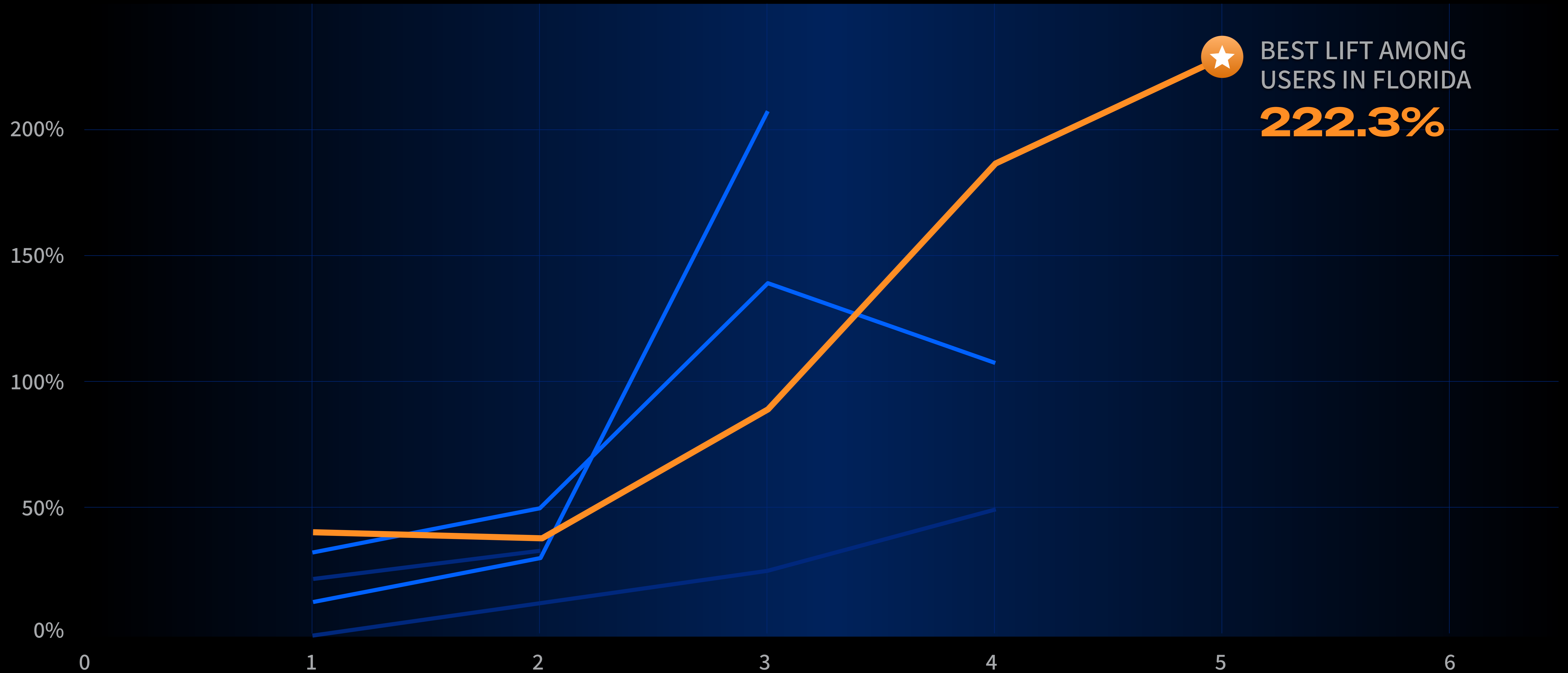
ENGAGEMENT LIFT

ENGAGEMENT LIFT

Topic engagement by age



Topic engagement by geo



Topic Comparison

Lift (%)

Engagement

Competitors

Servicing

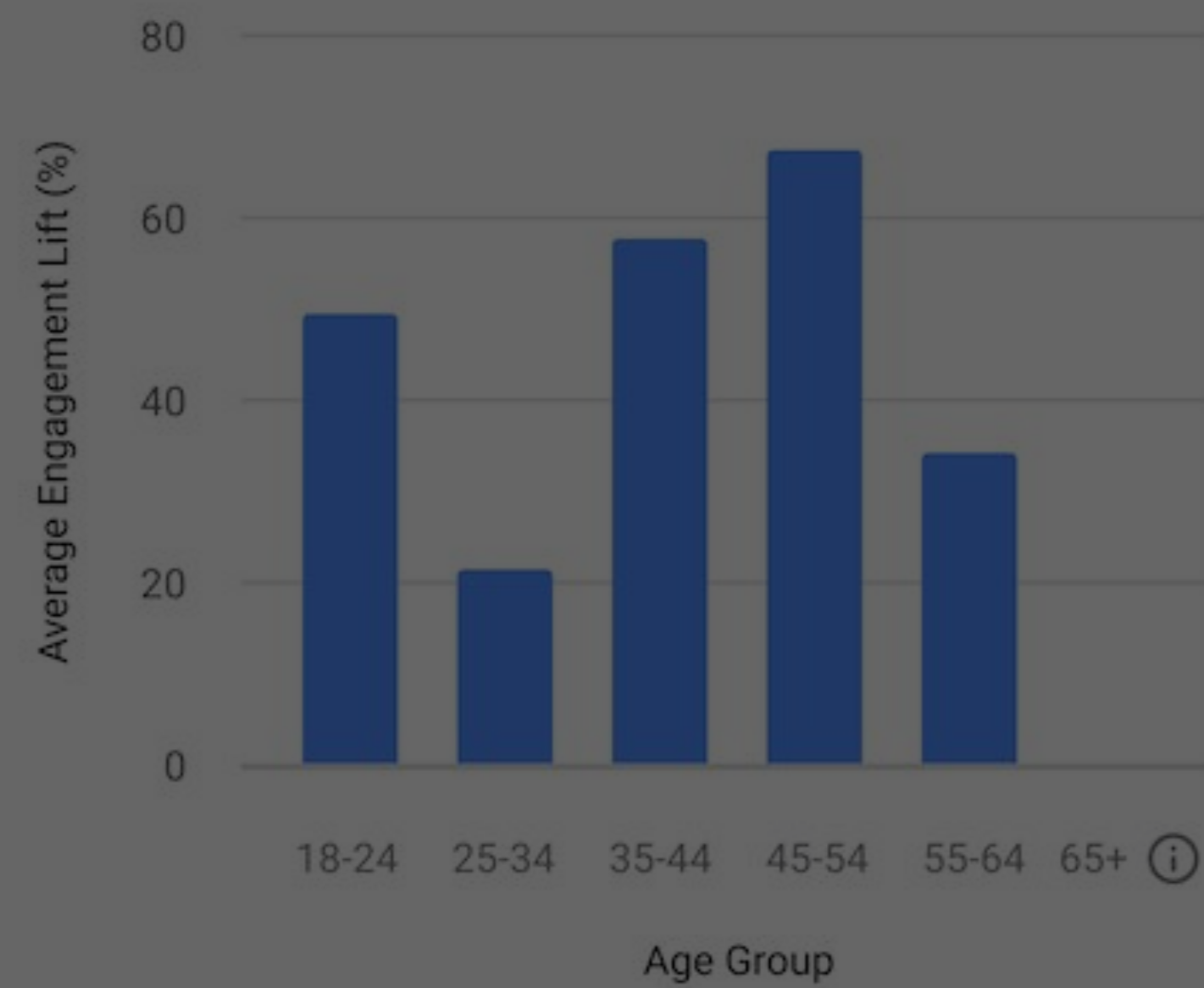
Campaign Messaging

Commercial

Topics

Brand Engagement: Lift by Age

This graph displays the average engagement lift percentage broken down by age group for your topic 'Brand Engagement'.



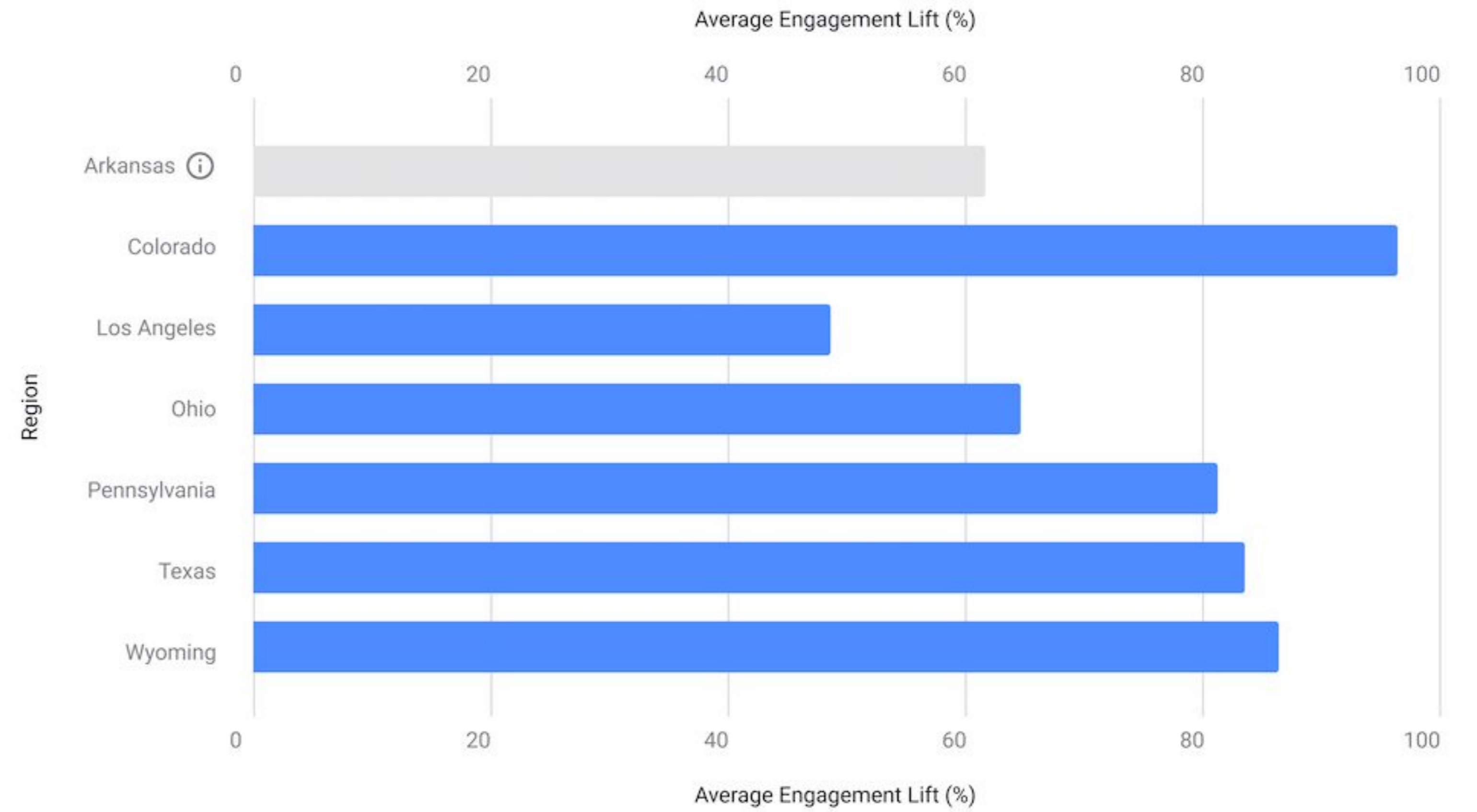
Brand Engagement: Lift by Region

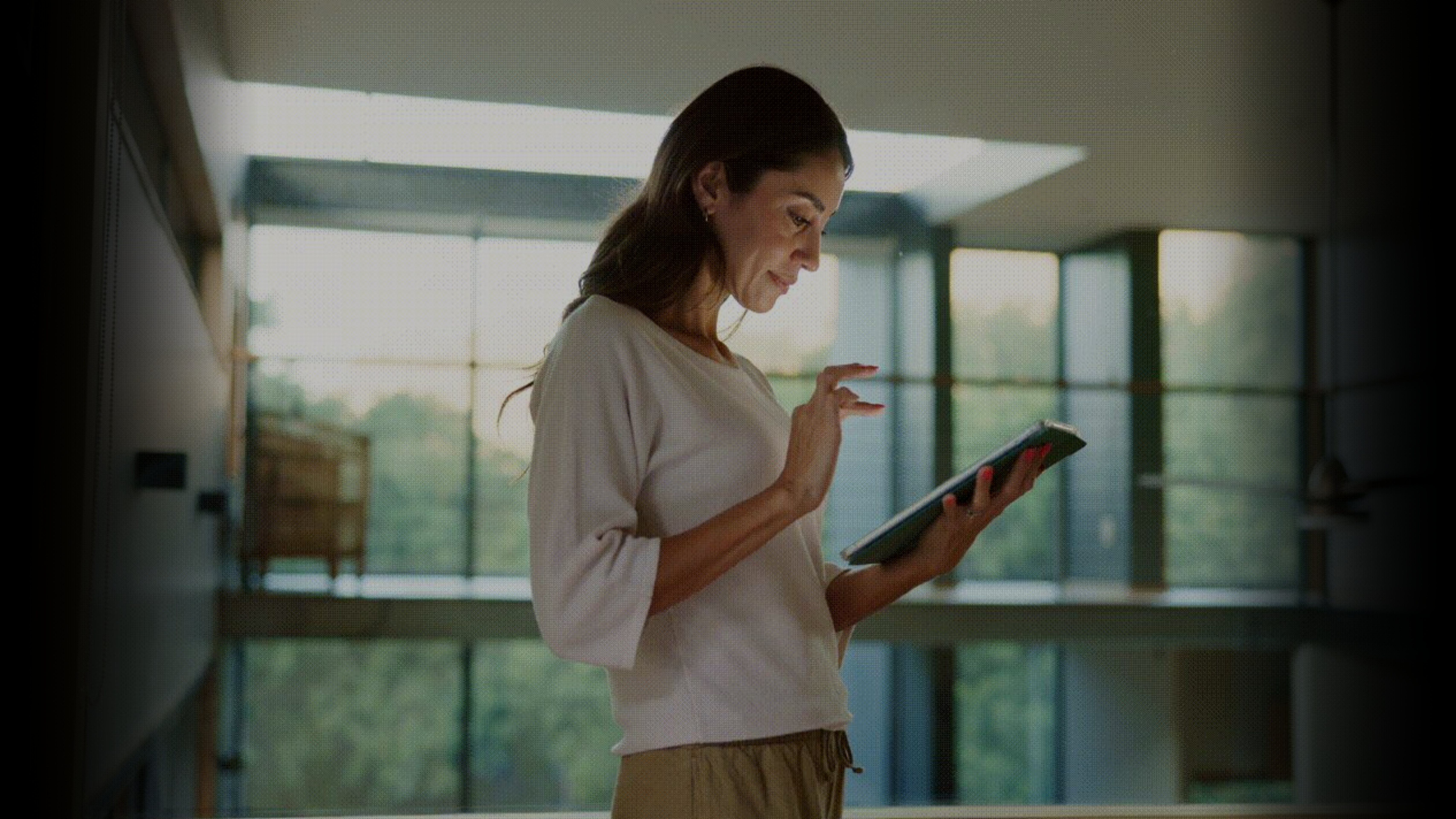
This graph displays the average engagement lift percentage by region for your topic 'Brand Engagement'.

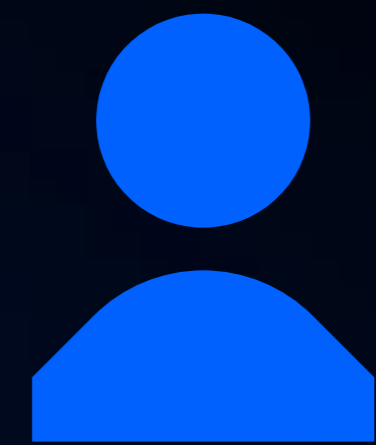
Breakdown

Region

City





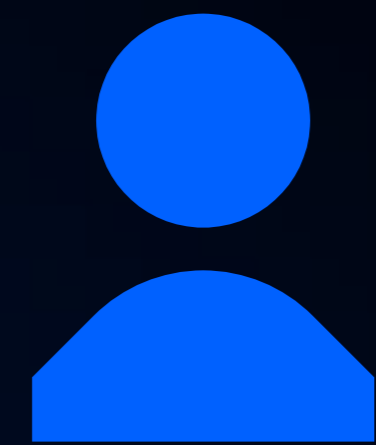


CPA

≠



**Value of
an order**



CPA

≠



**Funnel
allocation**

CROSS-CHANNEL ATTRIBUTION

CROSS-CHANNEL ATTRIBUTION

CROSS-CHANNEL ATTRIBUTION

CROSS-CHANNEL ATTRIBUTION

CROSS-CHANNEL ATTRIBUTION

**Purchases
touched by**

Non-StackAdapt

\$190

StackAdapt

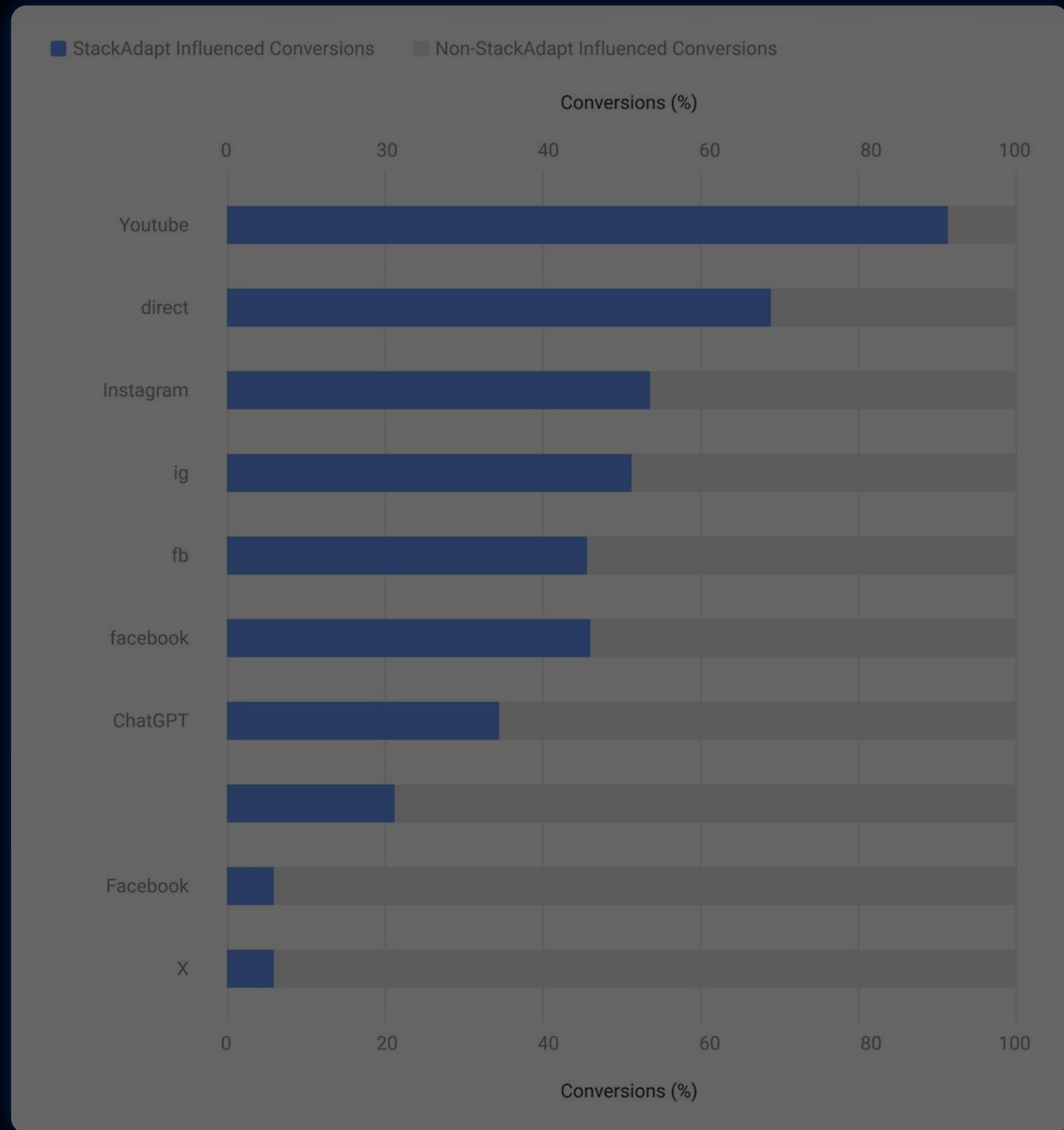
\$233

Average order value when exposure was **earlier** in the user journey



Average order value when exposure was **later** in the user journey





Conversion Paths

This section outlines the structure of influenced vs non-influenced conversion paths.

Distinct Paths

485 / 1,255



- StackAdapt Influenced (39.6%)
- Non-StackAdapt Influenced (60.4%)

Average Time to Conversion

StackAdapt Influenced

10d 1h 6m

Non-StackAdapt Influenced

14d 8h 34m

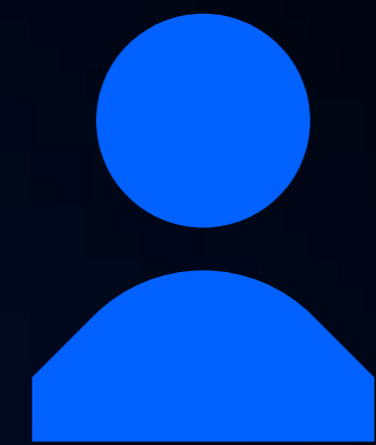
All StackAdapt Influenced

All Conversion Paths

Search Conversion Path

Conversion Path	Conversions	Conversion Revenue	Average Time to Conversion	Average F
direct	6,941	\$3,745.49	14d 8h 34m	\$23.49
SA Imp - Display > direct	6,941	\$3,745.49	10d 1h 6m	\$23.49
SA Imp - Video > direct	6,941	\$3,745.49	10d 1h 6m	\$23.49
direct > direct	6,941	\$3,745.49	14d 8h 34m	\$23.49
direct > SA Imp - Image	6,941	\$3,745.49	10d 1h 6m	\$23.49





CPA

≠

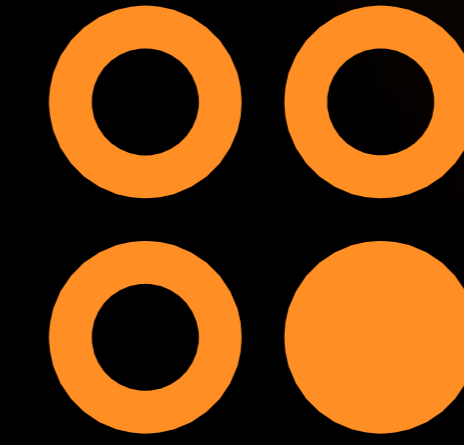


**Not enough
ROAS signal**



CTR

≠



**Most impacted
categories**

ECONOMIC IMPACT REPORT

ECONOMIC IMPACT REPORT

ECONOMIC IMPACT REPORT

ECONOMIC IMPACT REPORT

ECONOMIC IMPACT REPORT

Percent of total economic spend

18%

Restaurants

19%

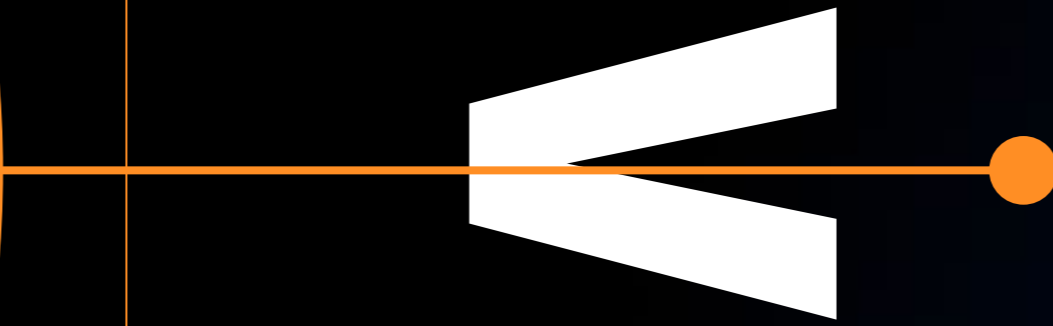
People
from Chicago

32%

Age: 55-64

40%

Income: \$250K+

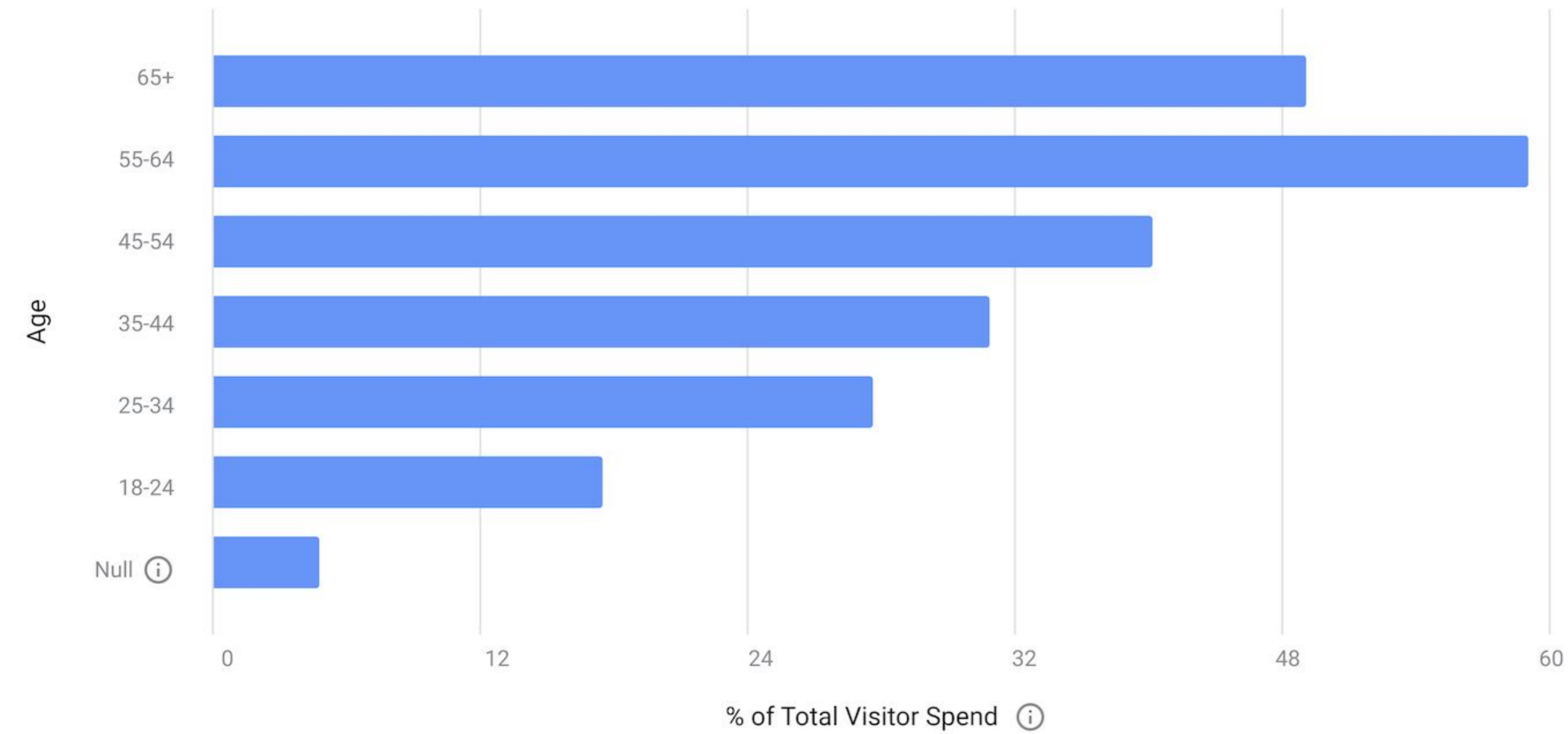


Impact by Visitor Profile

Understand the demographic that is spending at the destination.

Age Income Travel Distance

Show by Visitor Spend Transaction



Merchant Type

Understand where visitors are spending within the destination.

Merchants

Transaction

Categories

None

Clothing Stores

Department Stores

Restaurants

Food Stores

Health Care

Hotel / Motel

Other Retail

Other Services

Transportation

0

20

40

60

80

100

% of Total Visitor Spend ⓘ

Total Spend: \$24,500 (23%)

Transactions: 34,218 (13%)

**Break and challenge
your measurement
habits and diagnose
with **the right solution****







Break and challenge

HABITS

A young child with dark hair, wearing a blue t-shirt and dark shorts, is running away from the camera in a grassy field. The background is filled with trees and foliage, creating a bokeh effect. The overall scene is bright and natural, suggesting a park or a similar outdoor setting.

FOR THE ULTIMATE WIN

**Right
measurement.
Right signals.
Right decisions.**

CON
VER
ION



StackAdapt