



Rethinking Marketing Effectiveness Measurement

10.10.24 - Yiğit Yazgı



Analysis is not a monopoly on numbers.

An analysis can be done on a chess game, a government policy or customer preferences.

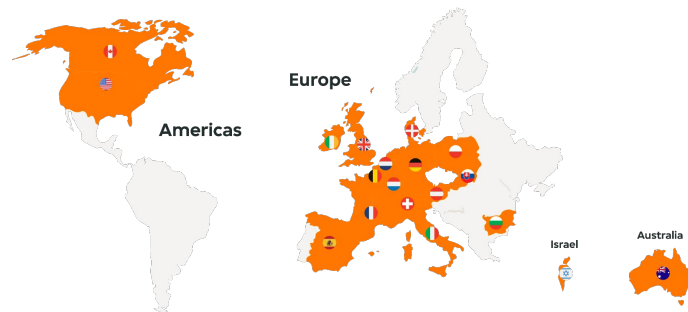
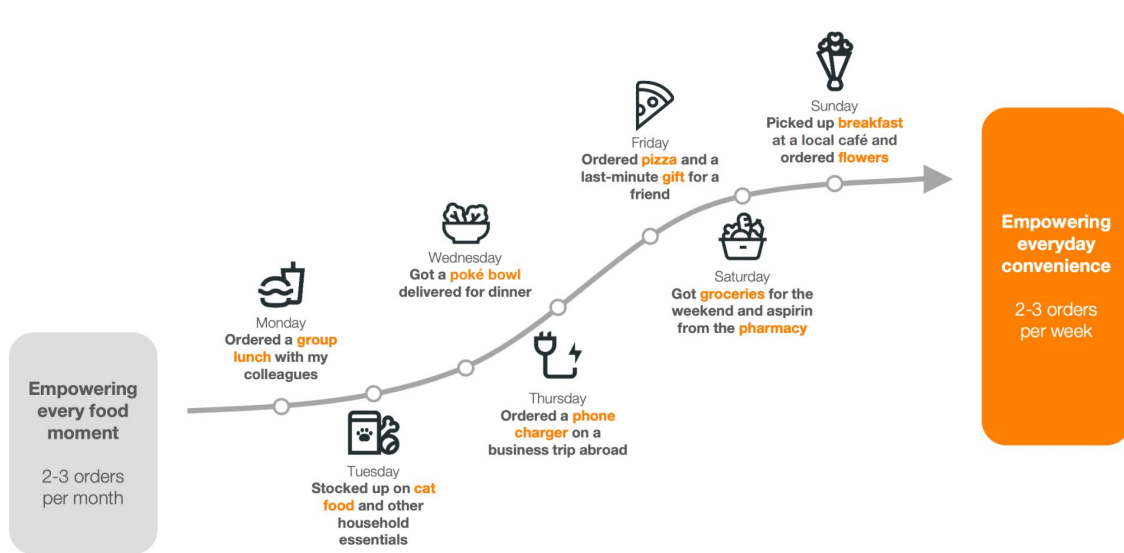
And a well-done analysis could make anyone happy - like pizza.



JET At A Glance



Our vision to empower everyday convenience



 **19**
Markets

 **891m**
Orders*

 **699k**
Partners*

A short analysis of my job title in JET



Global Manager Performance Marketing Measurement

Scope

Role

Function

Performance Marketing Measurement

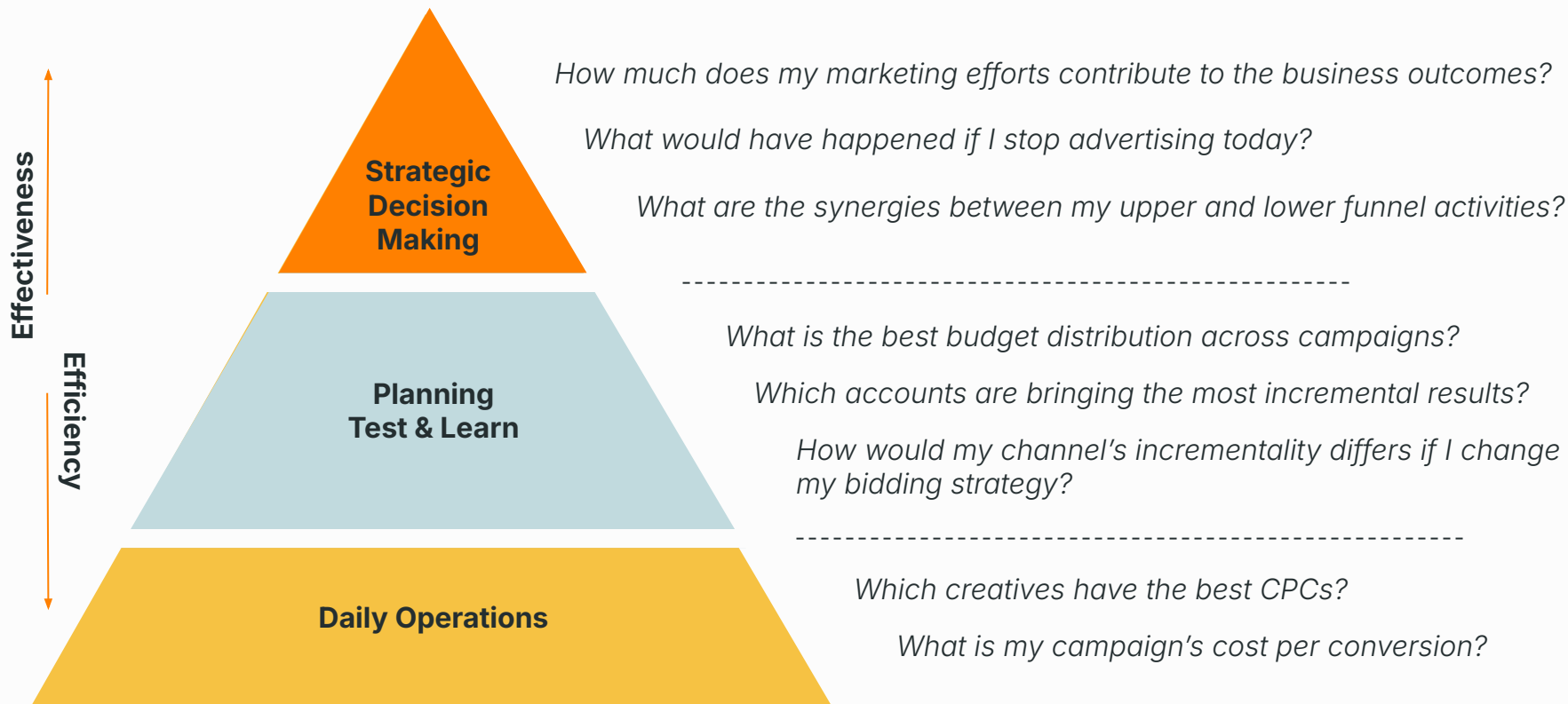
Context

Mission

Efficiency
(resources)

Effectiveness
(outcomes)

Efficiency and effectiveness are both helpful, to answer questions on different levels



Many of us are reporting on efficiency metrics to the business. But maybe we've been doing it wrong for years

Reporting on efficiency metrics to the decision makers is

- Easy to **communicate** for us
- Easy to **understand** for our stakeholders
- Easy to **justify** the value of our efforts
- Easy to **compare** different marketing channels
- Easy to ...

Easy, but might not be well-connected with the business outcomes









**What does our
journey to building a
modern
effectiveness
measurement system
look like?**



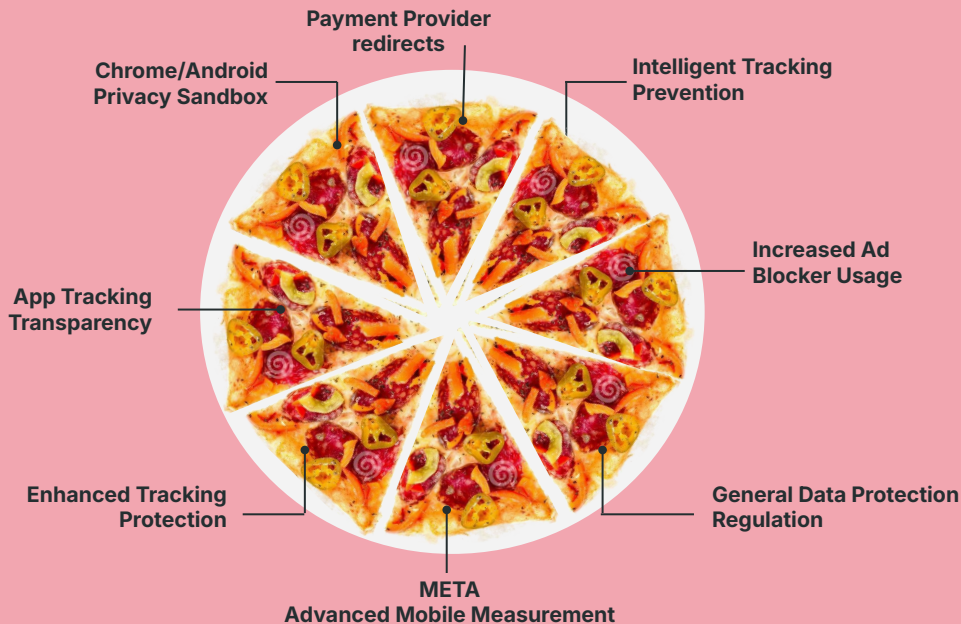


We started with first increasing awareness with incrementality experimentations...

2021 Awareness and Assessment	2022 Laying the foundations	2023 Building the framework	2024 Maturing and refinement	Ongoing optimisation + MEM 2025+
<p>Investigating methodologies</p> <p>Investigating usage of 1P data as control groups</p> <p>Forming a cross-functional initiative with channel specialists and decision-makers</p>	<p> 10+ tests</p> <p> 3 channels</p> <p>Testing the big tech's geo targeting capabilities</p>	<p> 50+ tests</p> <p> 6 channels</p> <p>Consuming raw test data for enrichment with modelling and business data</p> <p>Defining the success metrics</p>	<p> 150+ tests</p> <p> 7 channels</p> <p>Informing daily reporting with incrementality insights</p> <p>Investigating synergies between experiments and MMM models</p>	

... and they eventually became the foundation of our measurement framework

Daily operations still need direction, business still needs consistent & real-time reporting



The saddest pizza in JET history.

2022

First model to redistribute unattributed orders back to marketing channels

2023

Investigating alternative attribution models and lookback windows

2024

Data-science backed reattribution
Calibrating marketing attribution with incrementality insights*

*A good example of calibrating attribution results with incrementality insights can be found in Google's [modern measurement playbook](#).

Matured awareness created a need for a single currency across marketing functions



Pre 2022

Independent efforts by local teams, many efforts, many good/bad experiences

2022

Starting heating up the MMM ice cube with incrementality and attribution efforts from -100 °C to 0 °C

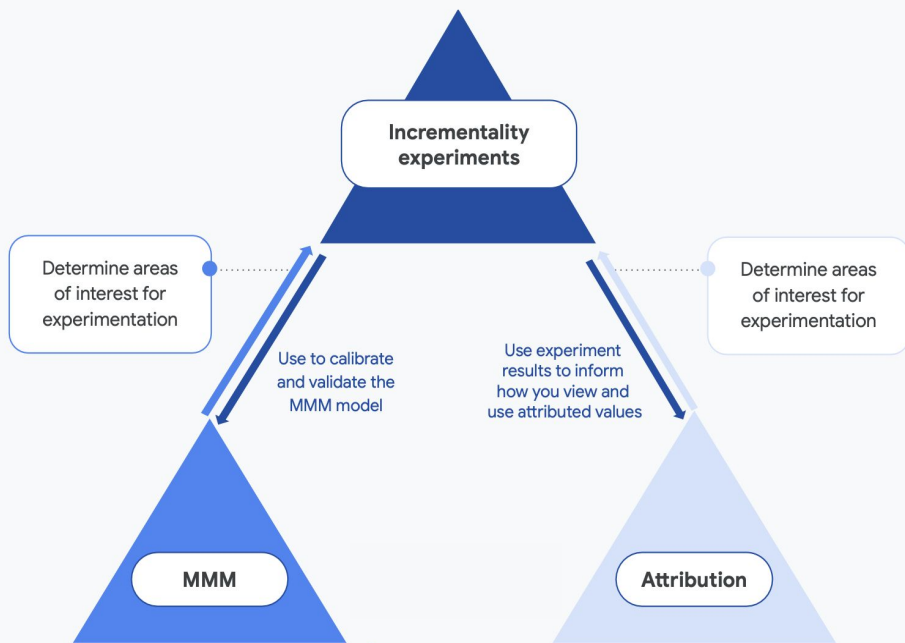
2023

First MMM pilot owned by the central teams

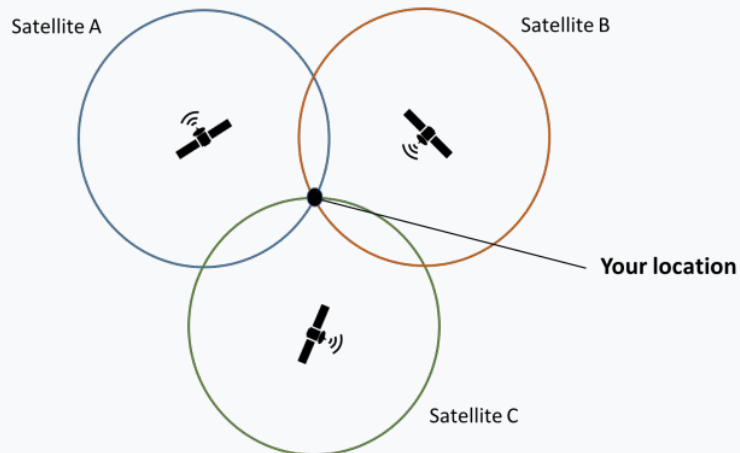
2024

Multiple MMM initiatives with cross-department working groups

How everything would work together - famous triangulation

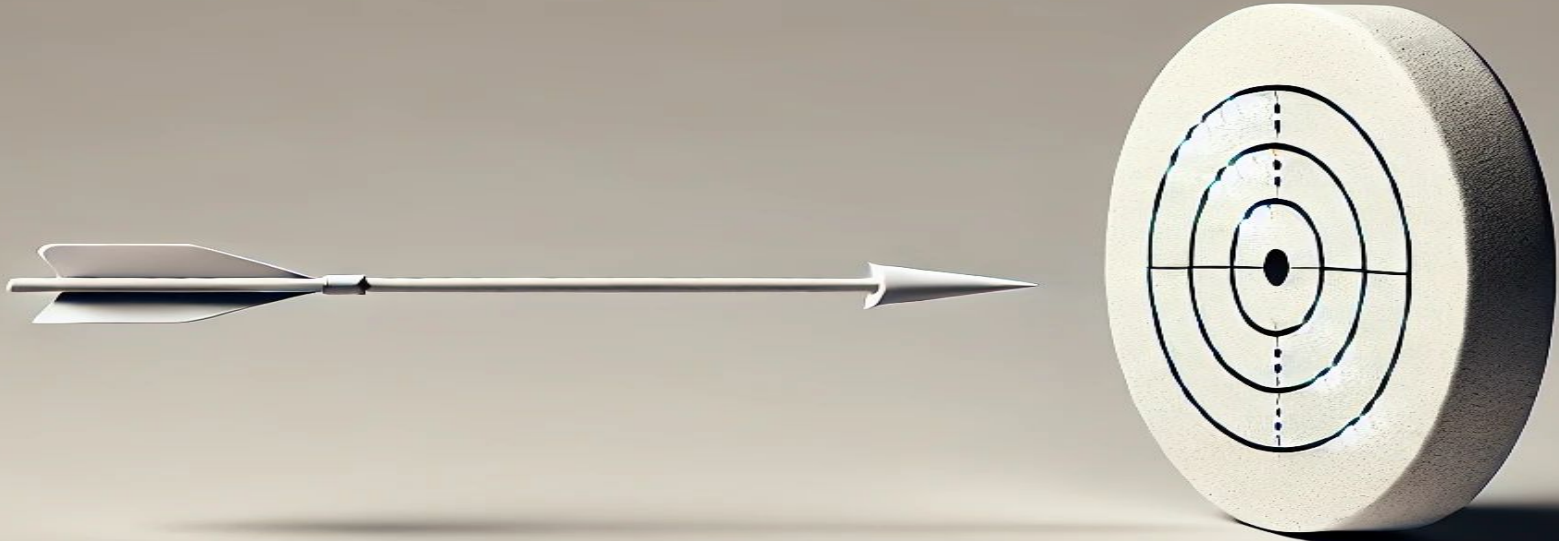


In GPS, signals from three different satellites needed to detect a device's position...

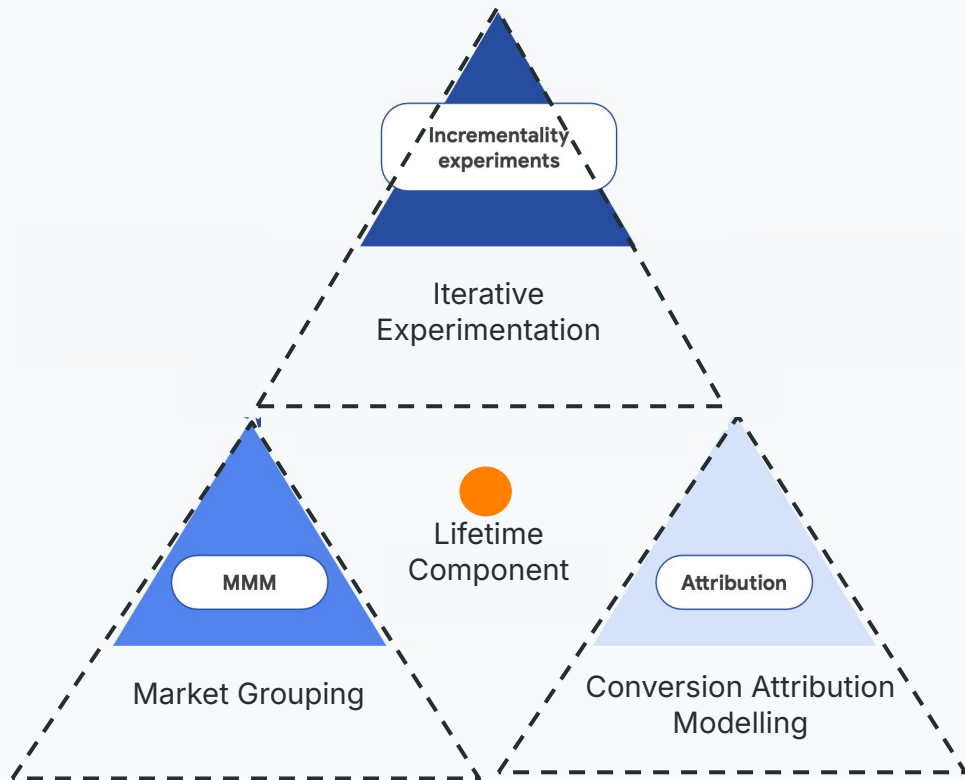


... and this is a great intro story for your marketing effectiveness measurement framework pitch

Is it enough to know where the arrow is? Will it hit the target?



How everything would work together - unfamous JET version

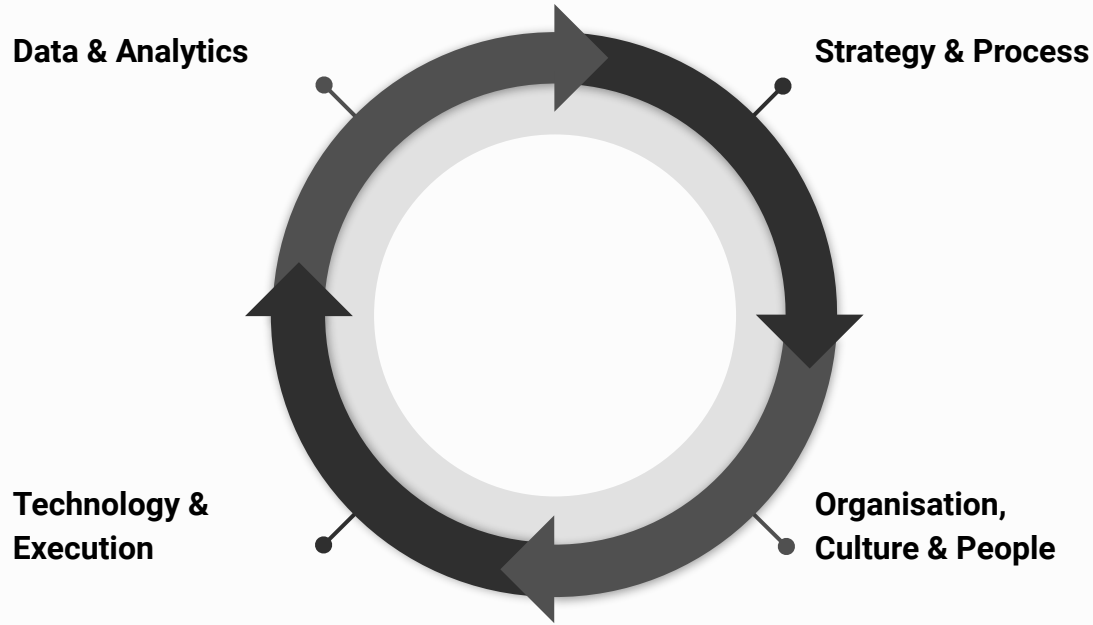


With the additional items, we are trying to answer not only **where we are** but also

- how big our contribution is
- which direction we are heading
- how fast we are moving
- where to grow our mass

To hit the target with the biggest possible and sustainable momentum.

There are still challenges to overcome and unknowns to solve to build a fully-operationalised system



And there will always be some, thanks to the fast-changing nature of technology and the regulations around it

Marketing effectiveness is getting more and more attention, the capabilities and content around it keep growing



Advertising Platforms

- Google Search - Conversion Lift
- Meta - Incrementality Studies
- Meta - GeoLift (Open Source)
- YouTube - Brand Lift
- Mobile DSPs and many other vendors offering in-platform incrementality experimentation/measurement solutions

Measurement Vendors

- Objective Platform
- Magpie
- Analytic Partners
- Recast
- Aryma Labs
- Cassandra (SaaS)
- Incrmntal (Saas)
- Any many other SaaS vendors, measurement partners and agencies offering solutions and creating content around marketing effectiveness measurement

What can you do tomorrow?



If you are at the beginning of your journey

Start with exploring in-channel incrementality experimentation capabilities and initiate discussions by comparing click-based attribution and incrementality-based results.

If you already run incrementality experiments

Investigate opportunities to operationalize your experiment results with attribution calibrations or budget steering. Start discussions with the finance team and budget holders and introduce your results as an alternative paradigm.

If you are fully operating based on effectiveness insights

Come and find me,
I have questions to ask.

