

**THE PANDEMIC HAS  
MADE TRADITIONAL  
MARKETING  
MEASUREMENT  
OBSOLETE**



AN OPTIMINE EBOOK



## Marketing Measurement in the Era of the COVID-19 Pandemic

An Important Note from OptiMine: the COVID 19 pandemic has become a worldwide tragedy impacting families, friends and loved ones. In creating this guide, OptiMine does not seek to minimize the deadly and disastrous effects of the virus, nor do we intend to imply that these effects are not important. We simply seek to outline the specific impacts the pandemic has on marketers – and marketing measurement– and provide guidance in light of the challenge of navigating marketing investment decisions during a highly unpredictable and unusual period.

### A Period of Massive Disruption and Change

There is virtually no aspect of the economy untouched by the pandemic in 2020. Major shifts in consumer purchase behaviors, media consumption patterns, as well as consumer attributes & beliefs all indicate that we're no longer operating in a "normal" economic environment. Historical guidance no longer provides an accurate guide moving forward, and brands must adapt to the new pandemic era to survive and thrive.

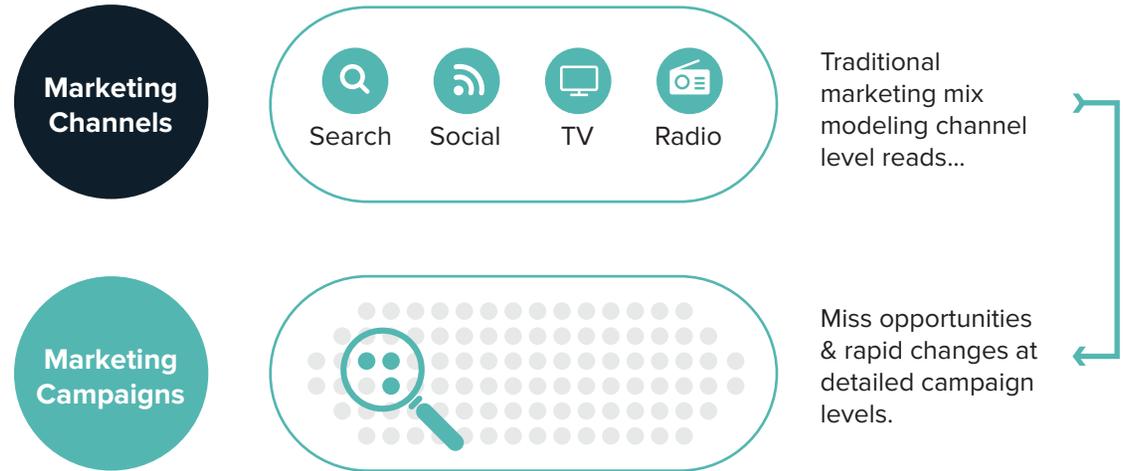
### The Pandemic is Driving Massive Disruption and Change



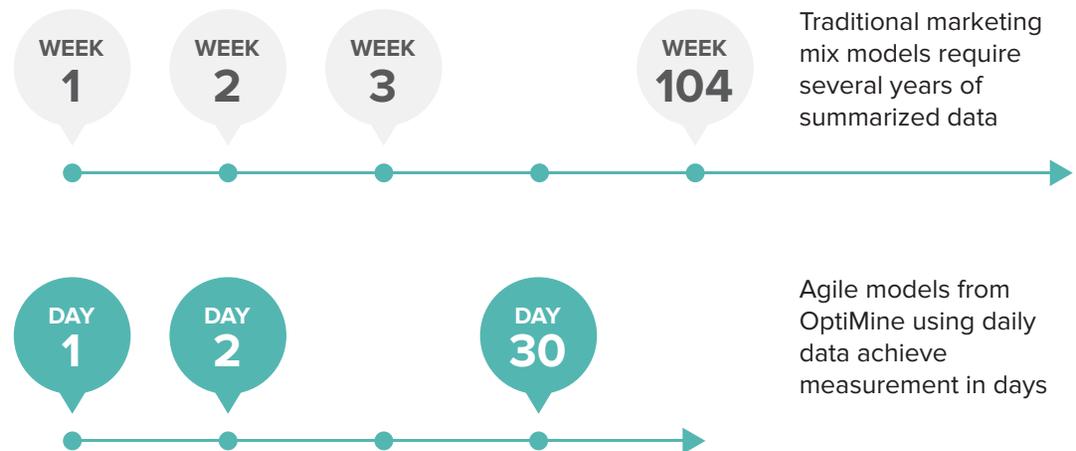
## Using History as a Guide: the Problem with Traditional Marketing Mix Modeling

The most common forms of marketing measurement such as marketing mix modeling require the use of historical data to measure marketing contributions and guide to spend decisions. In ordinary time periods, these methods have strong predictive accuracy, although do not provide detailed campaign-level guidance, nor quick model updates. But the effects of the pandemic have completely upended consumer behaviors and media consumption while brands make massive budget shifts in the cloud of uncertainty. These factors prevent traditional marketing mix modeling from being an effective guide:

### Highly Summarized Rollups of Marketing & Conversion Data



### Highly Summarized Time-Series Data Requires More Historical Data



## Using History as a Guide: the Problem with Traditional Marketing Mix Modeling

Finally, because traditional marketing mix models require so much more historical data, they require history that is no longer relevant in today's pandemic environment. Marketing and conversion data from 2019 is no longer useful and is not an accurate representation of what should be expected now. And since the pandemic recovery will be highly unpredictable with significant variance in behavior, only agile modeling methods that can isolate smaller time windows will be successful in guiding marketing decisions.

**Traditional MMM models and vendors require the use of pre-pandemic historical data which invalidates measurement during the pandemic and recovery periods.**



## Agile Measurement is the Key to Recovery

The pandemic's effects have created a highly complex environment that requires a new level of marketing (and marketing measurement) agility:

Marketing measurement agility for our current era means:



### Geographic Complexity:

highly localized and variable consumer regulations and behaviors state-by-state



### Re-Openings, Rebounds & Relapses:

highly unpredictable recoveries require constant, continuous model adaptation to "new normals" that fluctuate abnormally



### Product & Channel Shifts:

consumers' product choices and channel preferences have shifted considerably



### It's All About Timing:

Will all of these factors be persistent or shift with pandemic rebounds? Will the patterns in the last month apply next month? Will today be predictive of tomorrow?

## Agile Requirement

## Why It Is Needed

### Speed

**Avoid Losing Propositions Faster:** Marketing measurement reaction speed is critical to reduce heavy losses and avoid lengthy losing approaches.

**First-Mover Advantage:** Knowing before competitors do allows a brand to take advantage of opportunities before competitors seize them.

### Flexibility

**Change is the New Normal:** Your marketing measurement needs to be flexible enough to quickly change KPIs, adjust windows of time to focus on pandemic rebound periods, and adapt at the speed of business. New questions should not become a new analytics problem.

### Actionable Detail

**Discovery In Depth:** Opportunities are hiding in your campaign details and data, and your measurement approach is most likely missing them. Minute changes and shifts go undiscovered by most measurement vendors because marketing channels are treated like monoliths. And marketing staffing levels no longer permit the time needed to manually find ROI "gems" hidden deep in the data.



## OptiMine is the Agile Measurement Choice

Agile measurement is the key to pandemic and recovery period success because it allows brands to rapidly adjust to changing conditions using intelligence and insight to guide to the right responses. Only OptiMine offers brands a truly agile marketing measurement choice:

### Agile Requirement



### OptiMine Advantage

#### Speed



Only OptiMine delivers modern high-scale software easily beating highly manual approaches of all other marketing measurement vendors.

OptiMine is the fastest marketing attribution vendor in the market- fastest to deploy, fastest to evolve and adapt, fastest to refresh models to deliver insights as the market rapidly evolves.

#### Flexibility



New question? No Problem. Only OptiMine has the data management flexibility to quickly adapt and address new questions at the speed of business.

Think MTA is fast? Think again. Do you have time to completely re-tag all of your brand's digital assets to ask a new question? No way.

#### Actionable Detail



Only OptiMine provides deep, detailed campaign-level insights across both digital and traditional media, across both online and offline outcomes. No MTA nor "Unified" MTA + MMM vendor comes even close.

OptiMine finds ROI that all other vendors miss. The secrets to ROI are in the details.



## Contact Us

Contact us today to schedule a demo or meet with OptiMine to learn how you can leverage our advanced analytics to lift your marketing performance.



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