OPTIMINE

AN UPTEMPO COMPANY

OptiMine's Brand Measurement Solution

From Brand Value to Balance Sheet.

The Science of Success in Action:

An OptiMine Guide to Measuring Brand Value Impacts on Revenue.

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No Brand Value Measurement? No Budget. No Mercy.

Marketing leaders measure brand using metrics such as awareness, favorability and consideration, using infrequent brand lift studies.

The more difficult question to answer: **what is the value of brand in driving revenue?**

But not being able to answer this question explains why a recent CMO Survey* showed that the majority of marketing budgets are invested performance marketing.

Why? **Because CMOs have lacked the ability to prove business impacts of their brand investments.**

No Measurement? No Budget. No Mercy.

The CMO Dream:

50:50

Desired Split of Marketing Budget
Between Brand and Performance Media

The CMO Reality*:

31:61

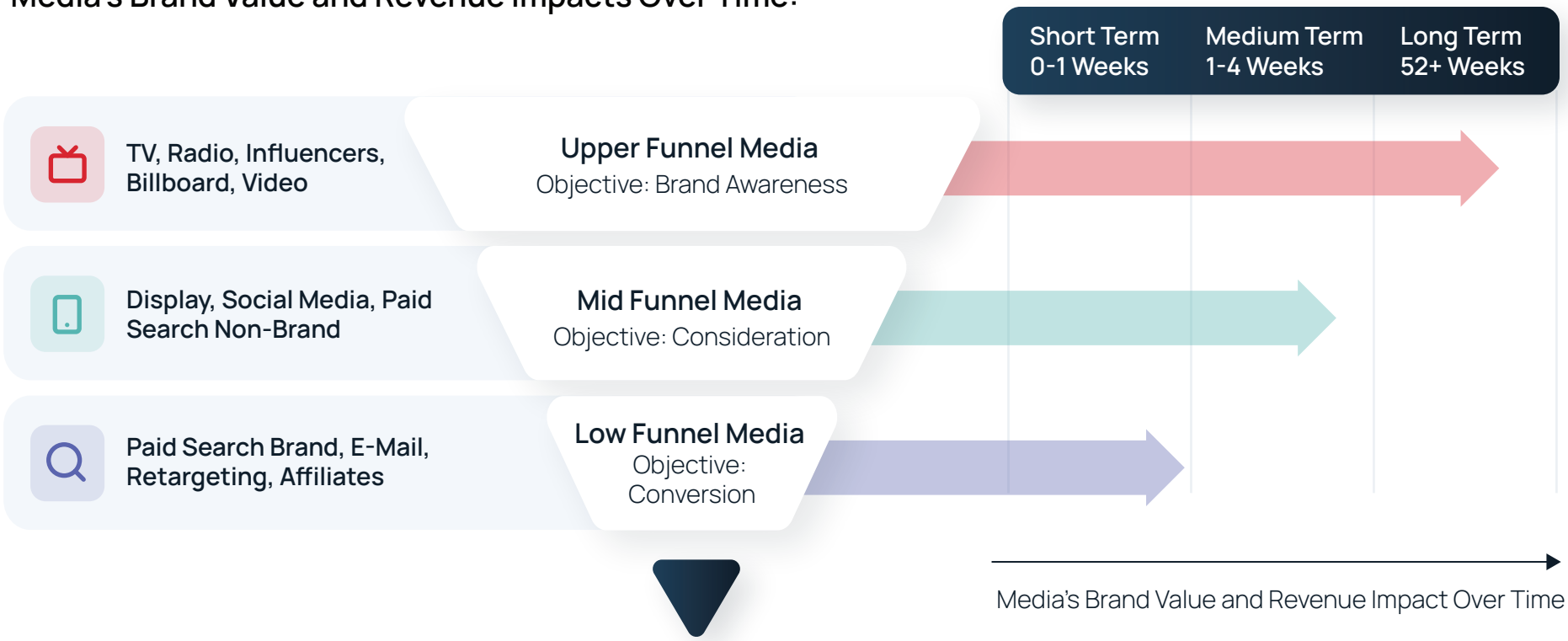
31% Spent on Brand Building
61% on Short Term Performance Marketing

*The CMO Survey, Fall 2024. Published by Duke Fuqua School of Business, Deloitte and American Marketing Association

OptiMine's Brand Measurement Solution Approach

Most marketing teams break up their media spend by funnel position and objective, with "upper funnel" spend aimed at brand building via awareness generation. And the objectives vary by funnel position and the media channels and approaches used within each part of the funnel have different impacts over time. Because of this, many marketing teams are **hesitant to include their upper funnel channels** in short term measurement models because they will appear weaker or less valuable than lower funnel channels like paid search. But it is critical to include all media in the measurement model because **ALL media has an impact on brand value, as well as impacts on business outcomes over time.**

Media's Brand Value and Revenue Impacts Over Time:



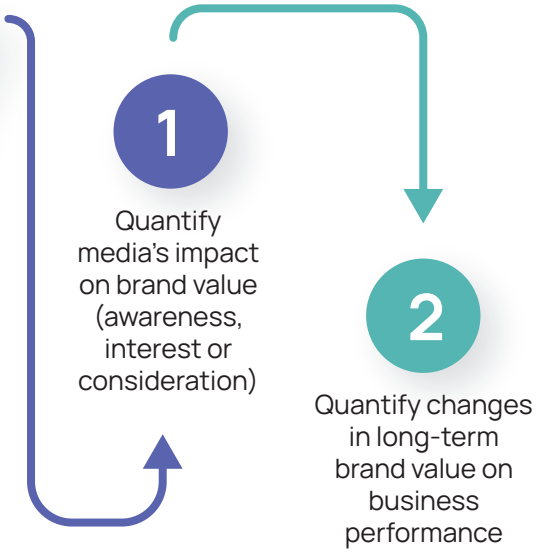
OptiMine's Brand Measurement Solution Approach

The key to solving this brand value measurement challenge is to measure both the branding impacts of the media, and then brand value changes' impacts on revenue over the long term.

Step 1: All media is measured over time (using advanced econometrics) to evaluate its incremental impacts on brand outcomes and KPIs (Awareness, Favorability, Consideration, etc.).

Step 2: Once media's brand value impacts are known, then it is time to expand the time horizon to evaluate long-term effects. OptiMine evaluates how changes in brand value (awareness, favorability, etc.) drive changes in hard-dollar business outcomes.

Media's Brand Value and Revenue Impacts Over Time:



Key Questions Answered:

- How Much Does Paid Media Impact Our Brand Metric?
- What are the Most Cost Effective Drivers of Brand Lift?
- What Does Our Brand Baseline & Current Brand Value Contribute to Economic Outcomes?
- How Does Our Long-Term Brand Building Impact Our Business Performance?

Brand Value Measurement, Real Business Impacts

Concrete, Real World Examples from OptiMine Clients.

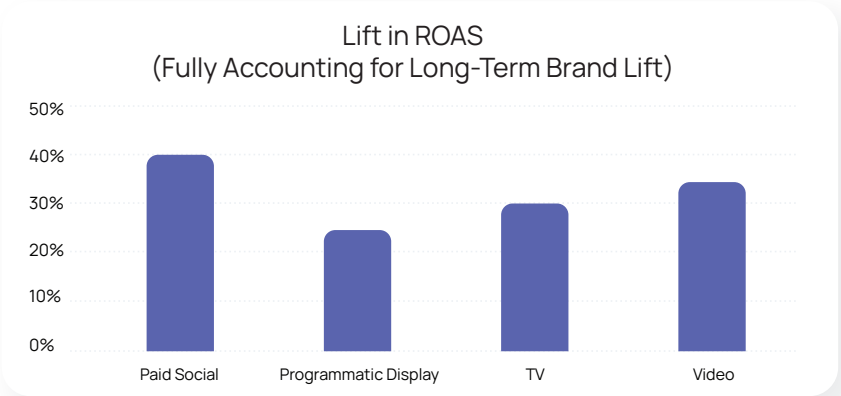
The two examples below are from large, well known brands that have leveraged OptiMine's Brand Measurement solution, and they consistently point to the critical importance of understanding the impacts of brand investments and the importance of budget decisioning that includes brand impacts of media, and therefore brand building over the long-term.

Real-World Example 1

Brand Value Impacts:

Brand	Major Multi-Chain Hotel Brand
Brand Equity impact on Revenues	55%
Media Impacts on Brand Equity	4-6% (Depending on Chain)
Brand Lift Impacts on Media Effectiveness (Revenue)	18% Overall

Media Effectiveness Gains When Including Long-Term Brand Impact:

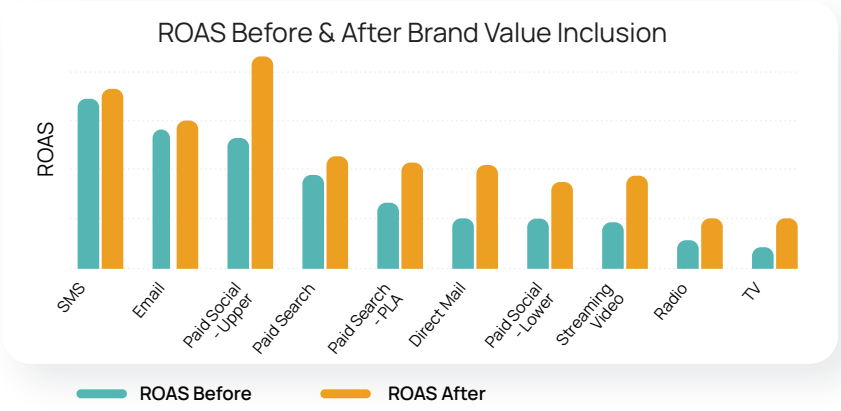


Real-World Example 1

Brand Value Impacts:

Brand	Leading Global Apparel Brand
Brand Equity Impact on Revenues	15%
Brand Lift Impacts on Media Effectiveness (Revenue)	5-115% Depending on Marketing Channel

Media Effectiveness Gains When Including Long-Term Brand Impact:



CFOs Swipe Right on ROI

Skeptical CFOs apply continuous pressure on marketing teams to prove value and impact. Given the challenges in measuring economic outcomes of brand investments, many brands find this part of the budget under tremendous scrutiny. A recent CMO Survey by Gartner* highlights the friction between CMOs and CFOs, with CFOs ranked the "Most Skeptical" of marketing's value among all key stakeholders.

OptiMine has helped brands overcome skepticism and clearly demonstrate the value of brand investments—both in the short and long term. In the most successful OptiMine deployments, finance teams play a central role throughout the process. Specifically, they:

- Are highly engaged participants in the marketing measurement process
- Rely heavily on OptiMine's tools and guidance during budgeting
- Collaborate closely with marketing partners to develop smarter, more strategic investment plans

*Source: Gartner, 2024 Marketing Analytics and Technology Survey, September 18, 2024.

Conclusion

OptiMine's Science of Success **Measures the Full Value of Brand Impacts on Business Performance:**

Measure Media's Impacts on Brand Equity

+

Measure Upper Funnel Branding Investments on Short-Term Revenues

+

Measure Long-Term Brand Value's Impact on Business Performance

=

Total Value and Impact of Brand

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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