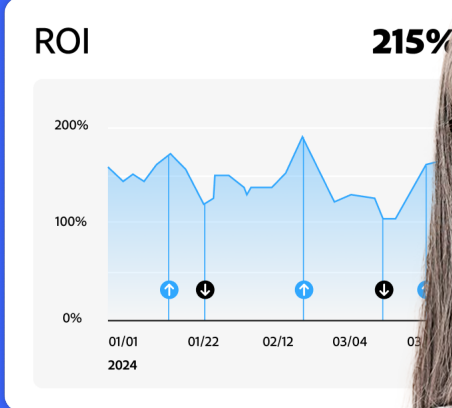


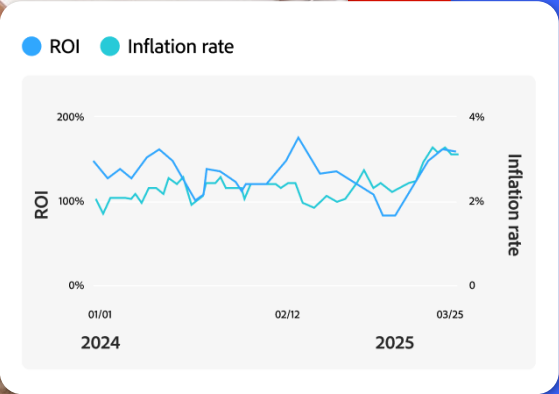
# AI-Driven Marketing: Elevate Your Strategy with Advanced Marketing Measurement

**Marisa McKay Tarantino,**  
Senior Product Marketing Manager, Adobe Mix Modeler, Adobe

**Kiyoshi Ihara,**  
Director of Product, Adobe Mix Modeler, Adobe



★ A spike in inflation may be impacting ROI



# Our speakers



**Marisa McKay Tarantino**

Senior Product Marketing Manager  
Adobe Mix Modeler



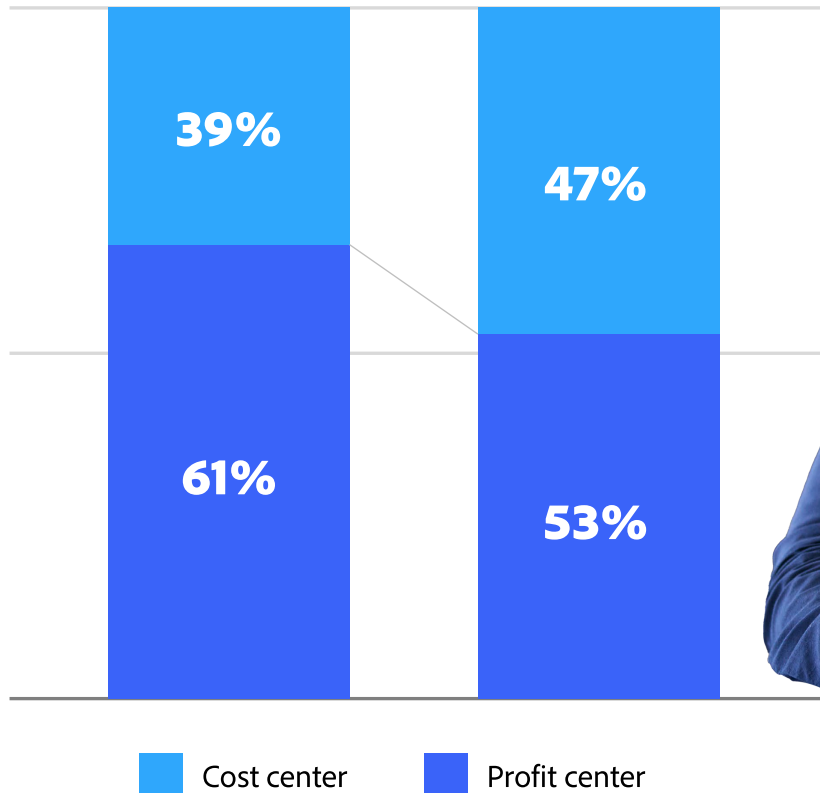
**Kiyoshi Ihara**

Director of Product Marketing  
Adobe Mix Modeler

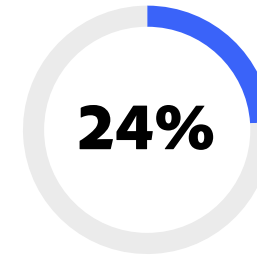


# Why is this such an important topic?

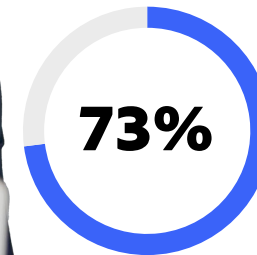
CMOs more likely to report marketing is regarded as cost center in 2024



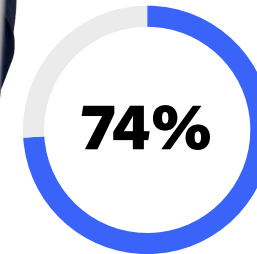
More with less/insufficient budget



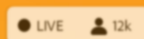
Believe that marketing **has the necessary budget** to successfully execute its marketing strategy.



Say that marketing faces **pressure to "do more with less"** to deliver potential growth.



Agree that marketing **must make significant changes** to how it works to achieve sustainable results.



## Marketers trust MMM to most accurately determine key business drivers

% of US marketers, July 2024

Q: Which type of measurement do you believe is best at identifying drivers of business value or outcomes?

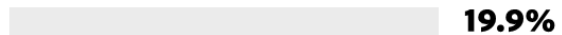
Media mix modelling (MMM)



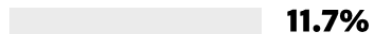
Web analytics



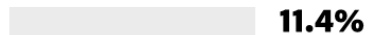
Incrementality lift testing



Third-party multitouch attribution



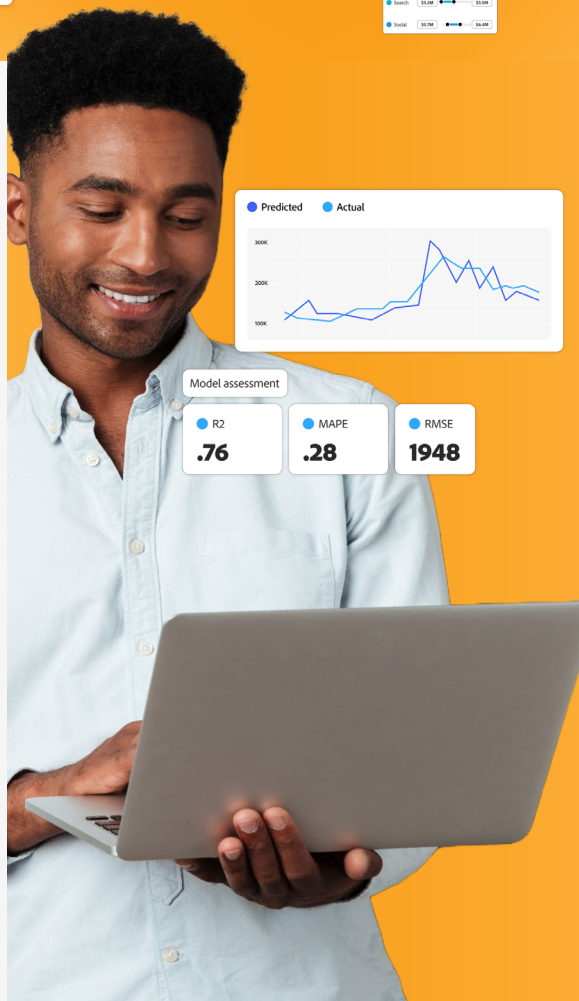
Internal multitouch attribution



Platforms' attribution



Other



## Ways that US marketers are trying to augment their measurement strategy into the future

% of respondents, July 2024

Better/faster media mix modeling



Some form of incrementality lift testing



Third-party platform-agnostic measurement providers



Others



# Major disconnects CEOs and CMOs can overcome to ignite growth

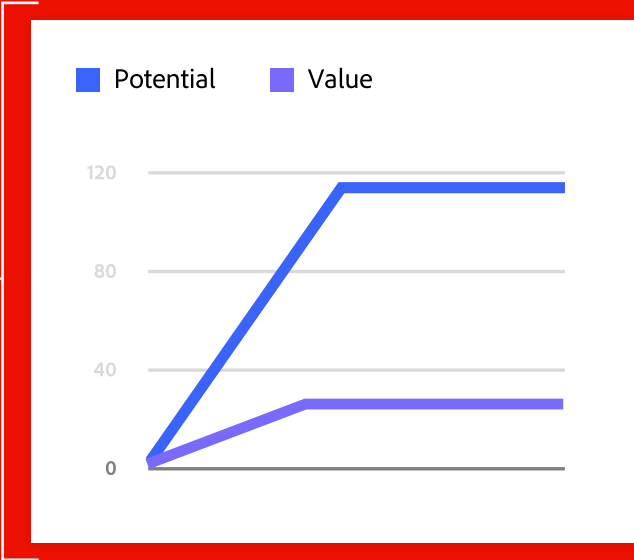


**1**

Misalignment of marketing measurement and business impact

**2**

Underestimated potential of marketing to drive growth



Source: McKinsey, the power of partnership: how the CEO-CMO relationship can drive put size growth, October 2023



## What decision makers want to know?

What **incremental impact and ROI** am I driving with **all marketing - paid, earned, and owned**?

What is the **ROI of each of my major marketing channels** today?

How **much should I optimally invest in each** channel to maximize my ROI?

What should I be doing to **optimize media weekly** in my addressable channels?



## What is at stake?

**10 - 15%**

higher ROI from informed budget allocations

**64%**

more conversions when the right tactic is chosen

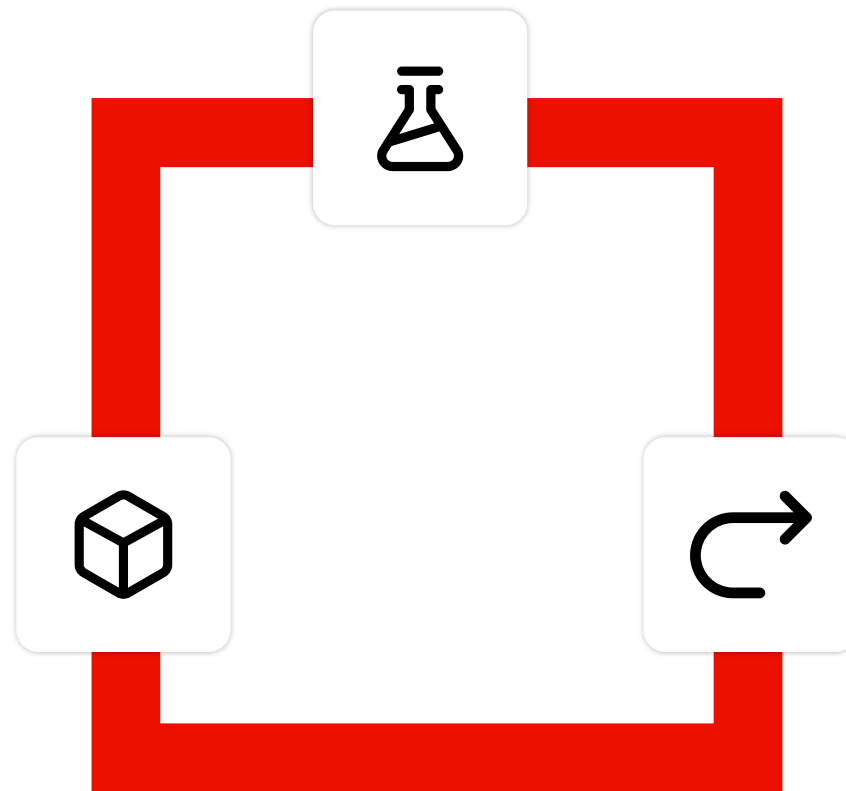
# A new approach to modern measurement

## Rapid Experimentation

**Determine areas of interest for experimentation**

Use to calibrate and validate the MMM model.

**Market Mix Modeling**



**Determine areas of interest for experimentation**

Use experiment results to inform how you view and use attributed values.

**Attribution**

**Bring additional insights to the attribution results**

Get real-time updates to inform areas for MMM deep dive.

# A new approach to modern measurement



Performance metrics **flow up** via actionable dashboards and reports

Business goals **flow down** informing strategy, operations and tactics

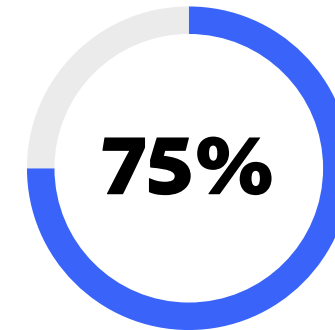


# Adobe on Adobe story

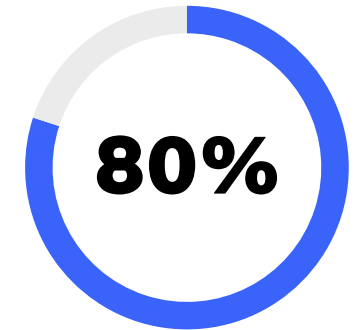


After just a few quarters of fine-tuning our measurement practice with this technology, we understand how marketing is truly performing, giving us a path to recommend investment using data everyone believes in. Which either means asking for more or even pulling some back based on expected returns. This tool has given us trust with our finance counterparts, so they know we're making fiscally responsible and high confidence recommendations to impact overall business targets through marketing.

**Matt Scharf,**  
Senior Director of Integrated Marketing Analytics, Adobe



Increase in media's contribution to subscription growth



Return on media spend in over 5 years

## Challenges

- Quantifying incremental ROI across channels
- Navigating walled garden data limitations
- Lack of alignment across MTA and MMM insights

## Solution

- Analyzed paid subscriptions across **20+ products**
- Integrated event-level and aggregate channel data
- Automated weekly scoring for a unified optimization source

## Results

- Accelerated time to value with AI-driven consistency between MMM and MTA
- Unified measurement and planning for consistent, accurate insights, boosting team efficiency

# Customer success & highlights

1

RETAIL

**50%+**

Time to value

Increased efficiency and time to value by 50% due to ability to scale and iterate on models and plans.

2

M&E

**6+**

New models

Scaled sophisticated models from 1 to 6 across LOBs with a team of 2 marketing analysts in one month.

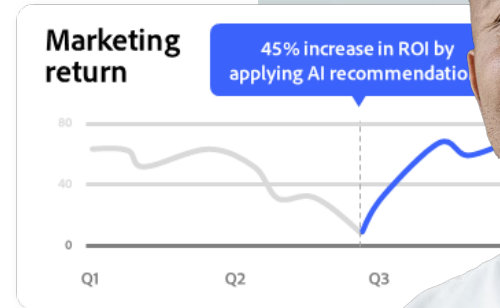
3

AUTOMOTIVE




**+55.11€**

Cost savings

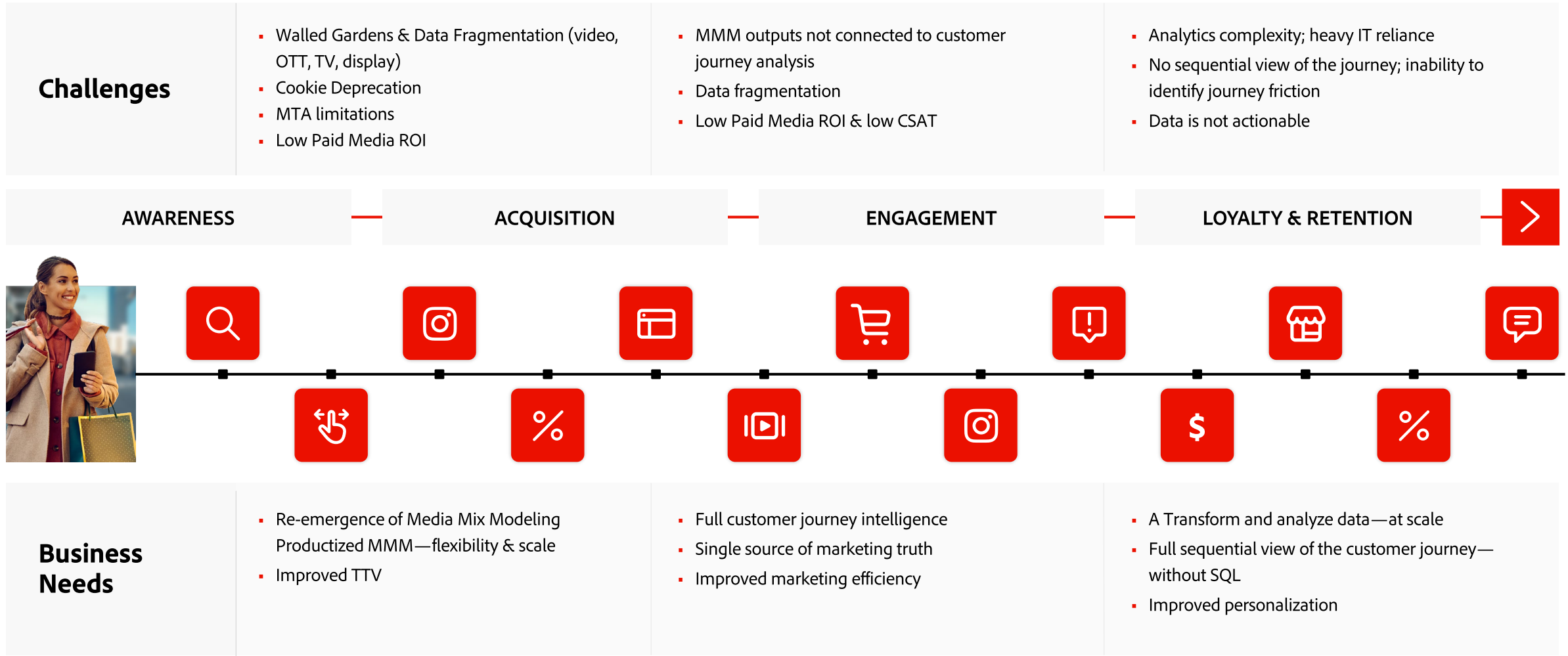
Identified Cost Per Acquisition savings based on ROI optimization across channels for optimal returns.



## Business factors

- External stock prices 
- Promotional calendars 
- Price changes 

# Bringing it all together: Adobe supports the end-to-end analytics evolution



**Adobe Mix Modeler**

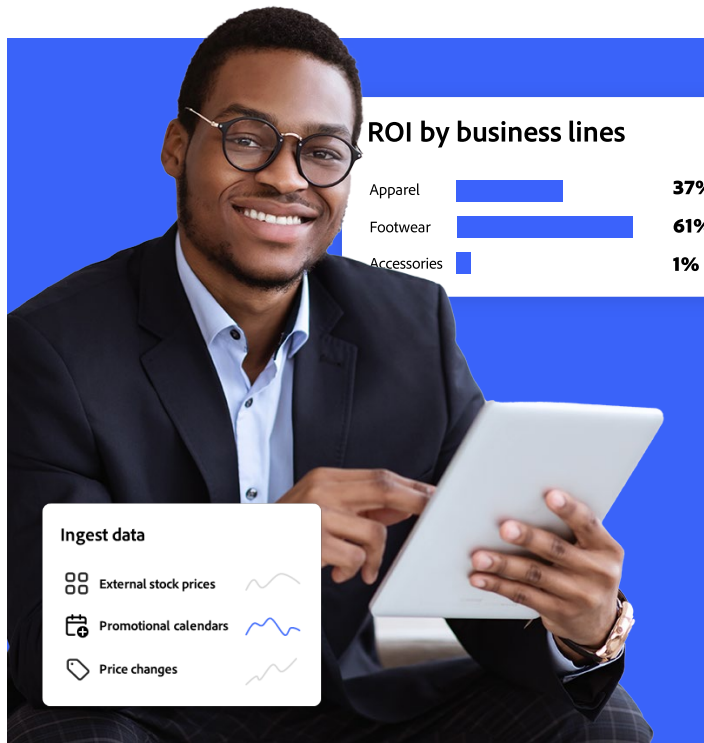
**Adobe Customer Journey Analytics**

**Here's how  
you do it**

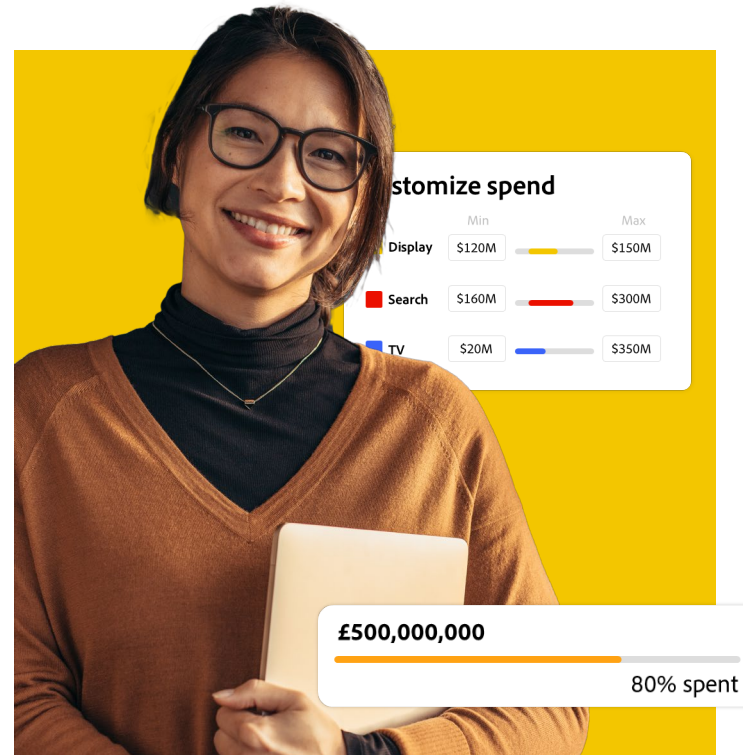




# Unlocking the Full Potential of AI-Driven Marketing Measurement



**Unified Insights**



**Real-Time Forecasting**



**Instant Optimization**



# Lead the charge! Here's how to do it!



1

Evaluate your measurement solution

2

Reduce your dependency on cookies

3

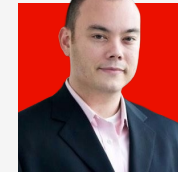
Act fast on insights - speed beats analysis paralysis



Marisa McKay Tarantino



[Marisa McKay Tarantino | LinkedIn](#)



Kiyoshi Ihara



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**Adobe**