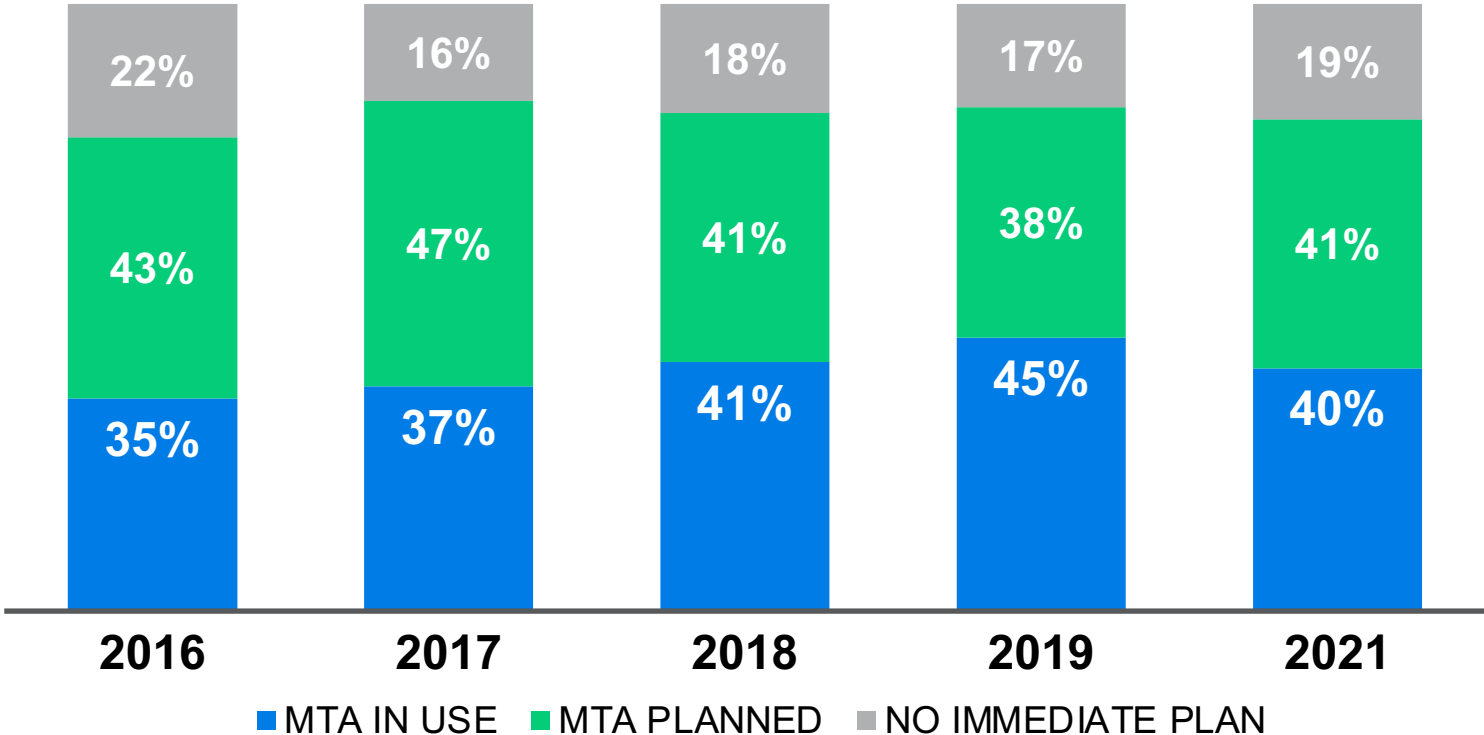


# Attribution is Hard: Is MTA Worth the Effort?

October 13, 2021

# MTA adoption remains relatively stable over the years, but a large share of marketers seems to be stuck in the middle



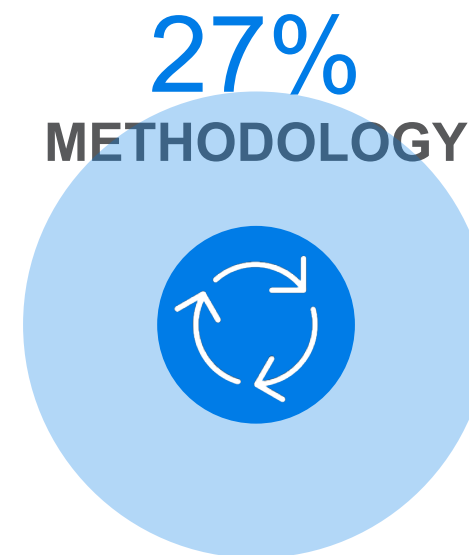
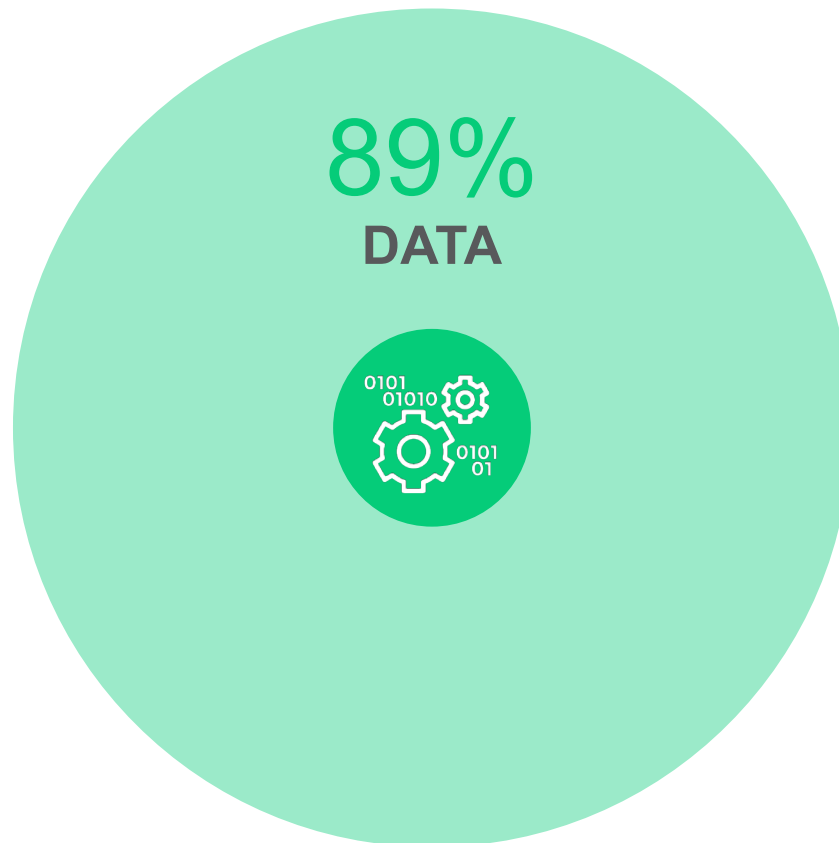
41% of brands have plans to **adopt MTA within the next 6-18 months**

39% feel that **MTA is promising but too complicated**

Source: MMA [State of MTA](#)

# Most brands have issues with data and organization

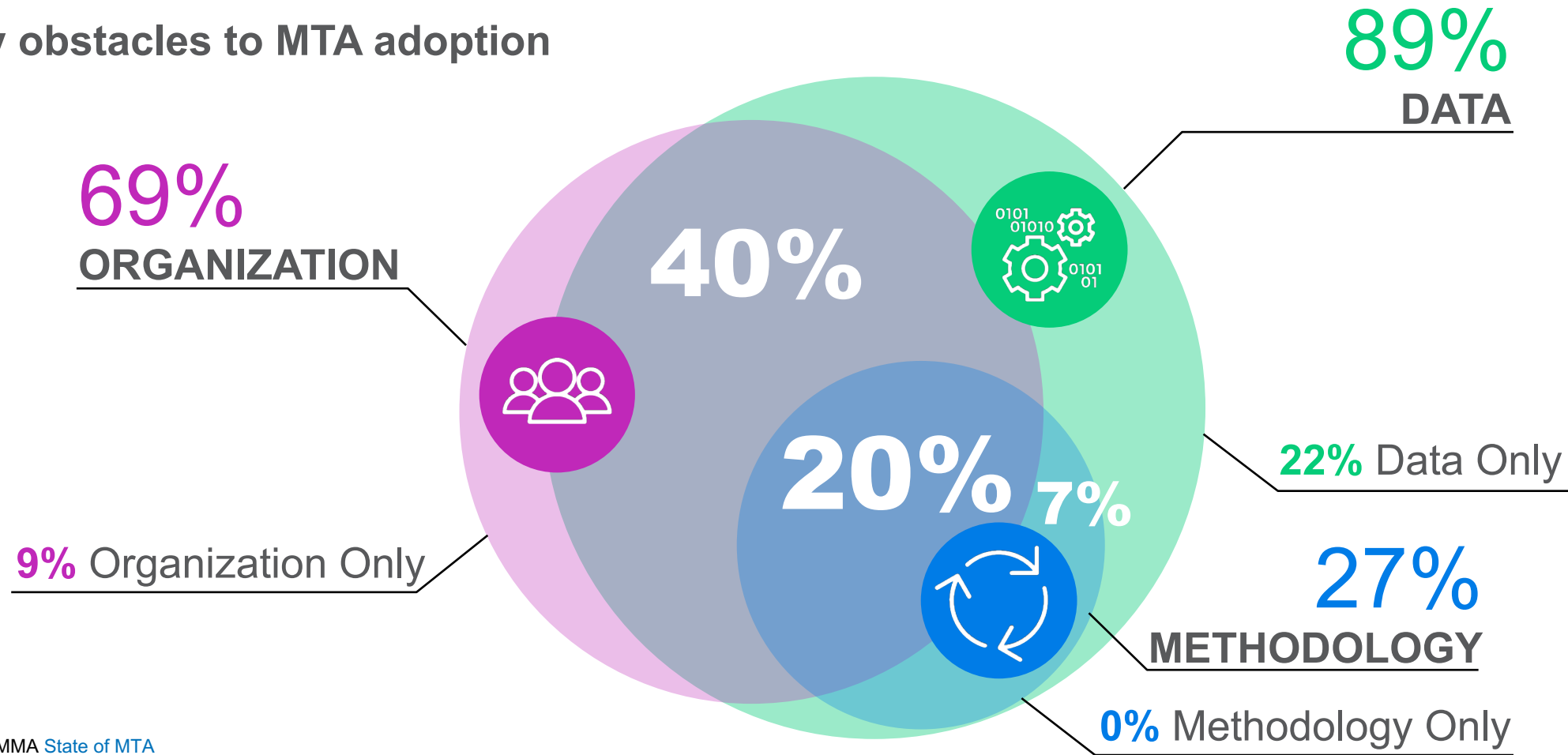
## Key obstacles to MTA adoption



Source: MMA [State of MTA](#)

20% of all brands face all key obstacles, while 67% of marketers face a combination of two

### Key obstacles to MTA adoption

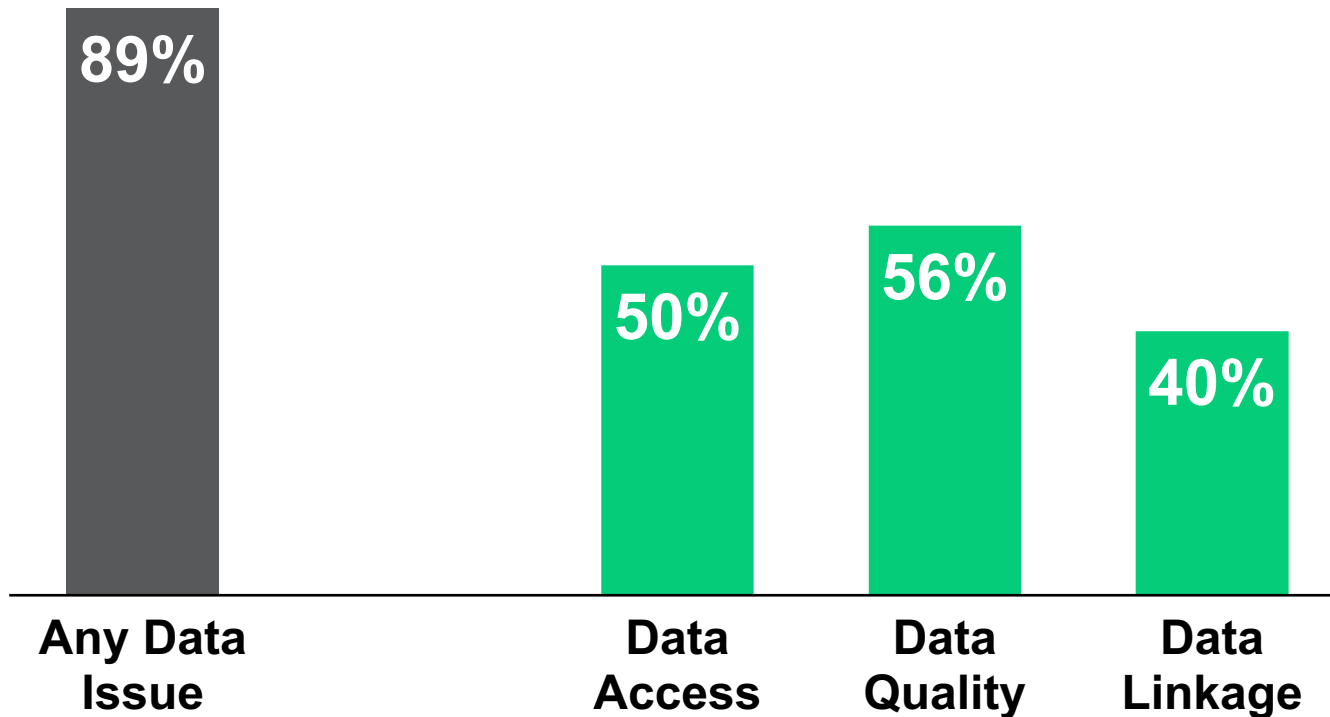


Source: MMA [State of MTA](#)

# Data access, data quality and data linkage are top challenges for data issues



## Top data-related issues impeding MTA success



“**Our first-party data** comes from our dealers and from our direct relationships with customers, and it’s very rich, but **building a bridge between that data and third-party data is always a big challenge.**”

*Hardy Faison  
Global Media Operations Team, General Motors*

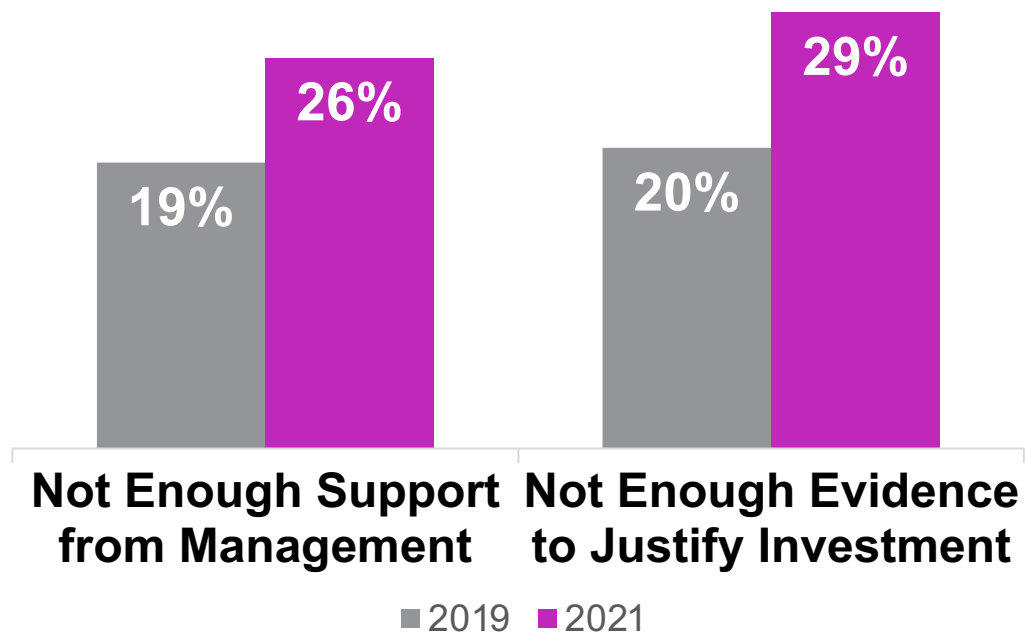
Source: MMA [State of MTA](#)

# Marketers need to justify their investments and additional support from the top



ORGANIZATION

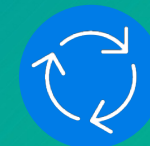
## Key leadership issues getting in the way of MTA adoption for prospective users



“When we first rolled out MTA, we tried to apply it to every single brand all at once. It was a huge mistake. **Some of the teams weren’t up to speed yet and didn’t understand the benefits.** We quickly pivoted to focus on a handful of brands instead where MTA could make an immediate impact.”

Source: MMA [State of MTA](#)

# More marketers are interested in linking MMM and MTA than ever before



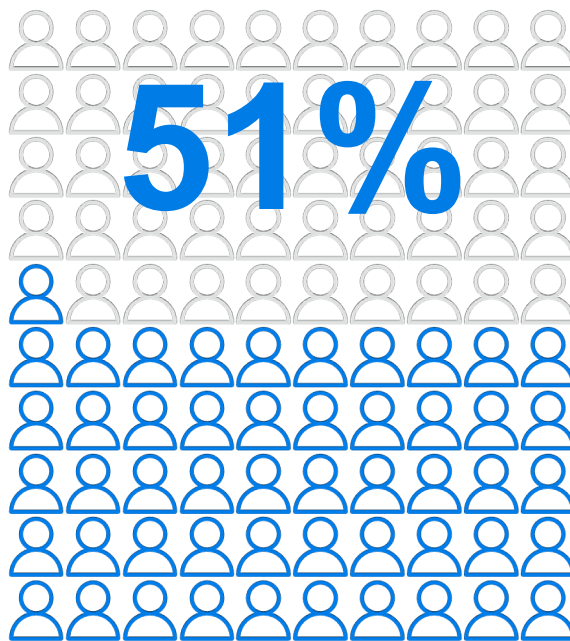
METHODOLOGY

Percentage of marketers in North America interested in learning more about integrating MMM and MTA

2019



2021



Source: MMA [State of MTA](#)

“We’re using MTA to allocate media within and between addressable channels (including direct mail and email), and to optimize individual campaigns. And **MMM and MTA are used in conjunction with more qualitative tools to get the full picture**. Reconciling output from all those models is one of our toughest challenges.”

*George Wu*  
*Associate Director Advanced Analytics,*  
*AT&T*

# New capabilities for MTA address these challenges



Linear TV, addressable TV, CTV/OTT, and online video at the user-level



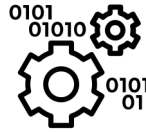
Clean Rooms  
Cohorts and Private Model Calibration



Offline and online identity resolution, with enrichment, activation and optimization



# TOP OBSTACLES



## NEW ADVANCES



### Data

**EXPAND SCOPE**  
More channels, and better opportunities to measure upper-funnel outcomes

**EXPAND SCALE**  
Access to privacy-compliant data and cohorts from more partners, including walled gardens

**EXPAND SCOPE AND SCALE**  
Better identity resolution, and more streamlined systems to overcome data silos

### Organization

**ALIGN WITH TV TEAMS**  
Better alignment with internal TV teams and outside agencies

**ALIGN WITH OTHER MARKETING TEAMS**  
Opportunities for better cross-channel collaboration between internal brand and media teams

**ALIGN WITH TEAMS OUTSIDE OF MARKETING**  
Common language and outcome metrics, improved collaboration with departments outside of marketing

### Methodology

**BRIDGE TO MMM**  
Broader view of the consumer journey, and a bridge to MMM and other TV measurement capabilities

**BRIDGE TO WALLED GARDENS**  
Use of cohort data to enrich first-party data and boost cross-channel activation performance

**BRIDGE TO MARTECH STACK**  
Less bias and more visibility across the marketing stack

“Modern measurement requires grooming, calibration and careful integration, but it's well within our grasp. If you let cookie deprecation kill your ambitions, you didn't dream big enough.”



# Thank you!



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