



GETTING A TRUE VIEW OF ROI

VIDEO TRANSCRIPT

If we consider a digital-first world that we're now living in in 2022, but if we go back not even very far, 15, 16, 17 years before the internet really became industrialized and certainly became the largest marketing channel, as it is now, we had channels of just TV, outdoor, newspapers, radio. And these had very traditional measurement metrics that everybody was happy with and that the market was based around.

And as I think we all know, it was very difficult to materially tie performance through to the advertising that you were placing. But once you started coming into the next decade where you saw the advent of digital, you started seeing this destruction happening. We've seen a lot of really big brands fade away in the background because the expectation of the consumers changed.

And as these digital touchpoints started making their way in, the companies who did transform along with the times have set themselves up for a sustainable future.

So, what you're finding now is that for brands to really understand the ROI, they need to start making very different decisions about how they calculate the journey, how they can attribute performance to different placements. And this is an opinion at this stage, you'll start to see different metrics actually along the journey.

I think leveraging data gives you a lot of bravery, for sure, because facts don't lie. Wherever possible, trying to leverage data to get the facts, to see and even predict, because now all of that is possible.



No one's data poor. Everybody has plenty of data. You just need to know where to look for it.

In today's digital-first world, almost every brand that you could think of is suffering from the enormous reams and reams and volumes of data that they're literally drowning in. And so, for that reason, the concept of how they can tell the signals from the noise is one of the most important approaches that any brand can take.

So, I would say just focusing on what value you're looking for, what are those touch points, what are those data sources. If you have the ability to have it in house, excellent, but don't shy away from augmenting it with other partners in the space itself because you can do it a lot more faster than waiting for another three to five years, and then the market domain has moved on again.

If you are not going to do it as a marketer, somebody else will. If you are not doing it as a brand, some other brand will, and now, these are the brilliant basics. This is the foundation to be a sustainable brand.

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