THE QUALITY MEDIA FRAMEWORK

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Colgate-Palmolive Company

QUALITY MEDIA MEASUREMENT & CUSTOM-BIDDING

ARF 2023 AUDIENCExSCIENCE

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TODAY'S SPEAKERS

MICHAEL SIEWERT

PROGRAMMATIC DIRECTOR, COLGATE-PALMOLIVE

Michael leads worldwide programmatic marketing investment and activation at Colgate-Palmolive. He is responsible for growing Colgate's data driven media capabilities and executing against initiatives that drive profitable business growth.

SOUPTIK DATTA

SR. DIRECTOR, DATA & ANALYTICS SERVICES, GROUPM

Souptik has 15+ years of experience in analytics solution building with application in ad-tech, marketing analytics, search and recommendation system. He holds a PhD in Computer Science from University of Maryland and has been granted multiple patents on data privacy and entity resolution.

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OTHER MEMBERS OF THE TEAM:

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INTRODUCTION

WHY QUALITY MATTERS?

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OUR BELIEF

The data generated by shifting our digital media from traditional buying methods over to programmatic trading would help Colgate create our own inventory quality definitions and value benchmarks

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WHY WE NEEDED A QUALITY METRIC

We wanted to overcome common barriers in media buying that limit our understanding of quality and establish:

THE EFFECTIVENESS OF INVENTORY TYPES AND SOURCES, SEPARATE FROM CREATIVE AND/OR TARGETING VARIABLES

CONTEXT AROUND VIEWABILITY VS. MEASURABILITY WHEN IT COMES TO ‘WASTE’. HIGH VIEWABILITY DOES NOT AUTOMATICALLY MEAN HIGH QUALITY

TRUE CROSS CHANNEL FREQUENCY AND NEGATIVE IMPACT FROM OVER DELIVERY

THE BUSINESS QUESTIONS WE SET OUT TO ADDRESS

01

Can we define a customizable quality metric to measure programmatic media cost and impact?

02

Can we establish market level benchmarks and can we build a scalable reporting infrastructure across 80+ markets & DSPs?

03

Can we create custom bidding algorithms to optimizing programmatic media buying towards quality?

01

DEFINE THE METRIC: THE QUALITY MEASUREMENT FRAMEWORK

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01
WHY QUALITY MATTERS?

Quantity + Efficiency

Quantity + Quality + Efficiency + Effectiveness

01
WHAT CONSTITUTES QUALITY?

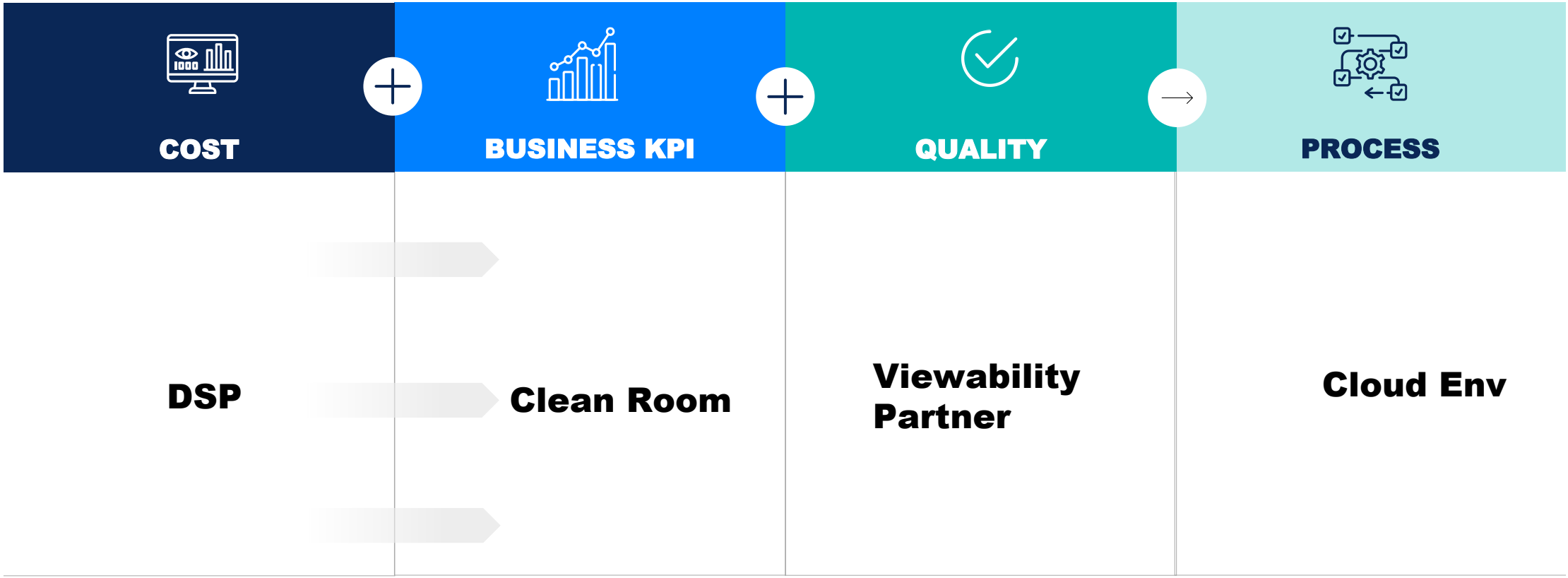
FOUNDATIONAL ELEMENTS	**VERIFICATION**	**CLARITY**
CLIENT CONSIDERATIONS	**CPMS, KPIS & GOALS**	**VALUES**

01
HOW WE DEFINED QUALITY MEDIA

$$qCPM = f\,(\,Cost\,,\,Quality,\,Business\;KPI)$$

01
HOW WE DEFINED QUALITY MEDIA

$$qCPM = f(\ Cost\ ,\ Quality,\ Business\ KPI)$$



02

REPORTING & BENCHMARKING

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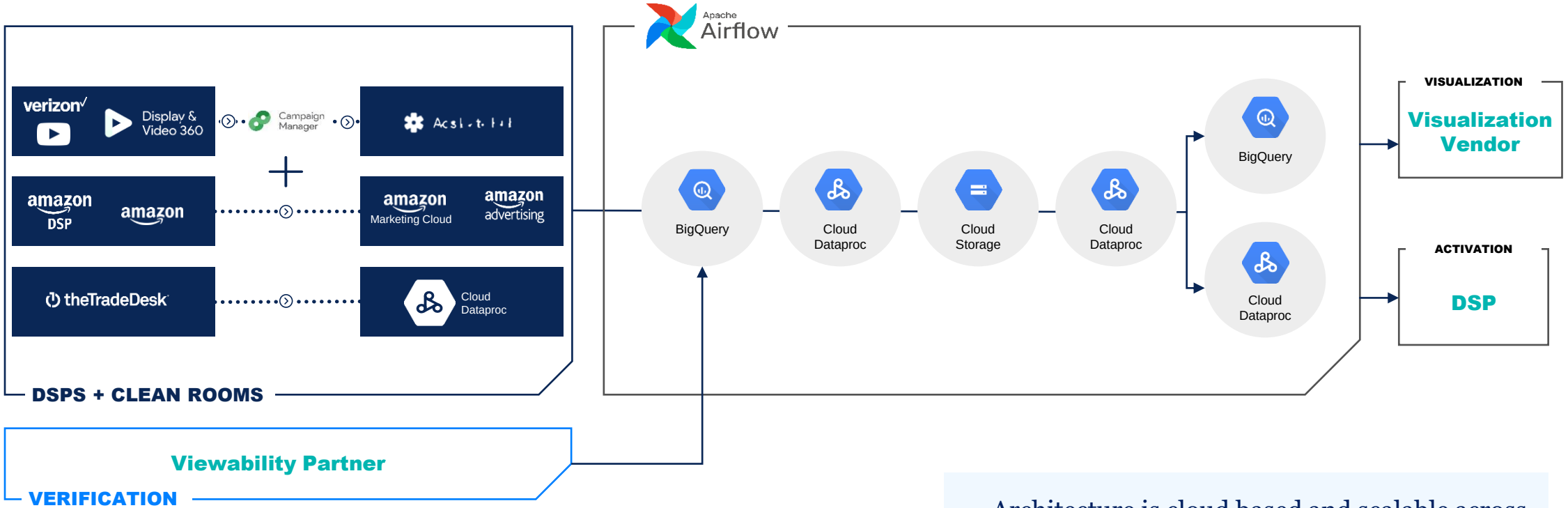
02

A SCALABLE SYSTEM FOR COLGATE'S GLOBAL QUALITY REPORTING & BENCHMARKING



Architecture is cloud based and scalable across brands, multiple regions and countries.

02

MEDIA QUALITY INSIGHT DASHBOARD

80+

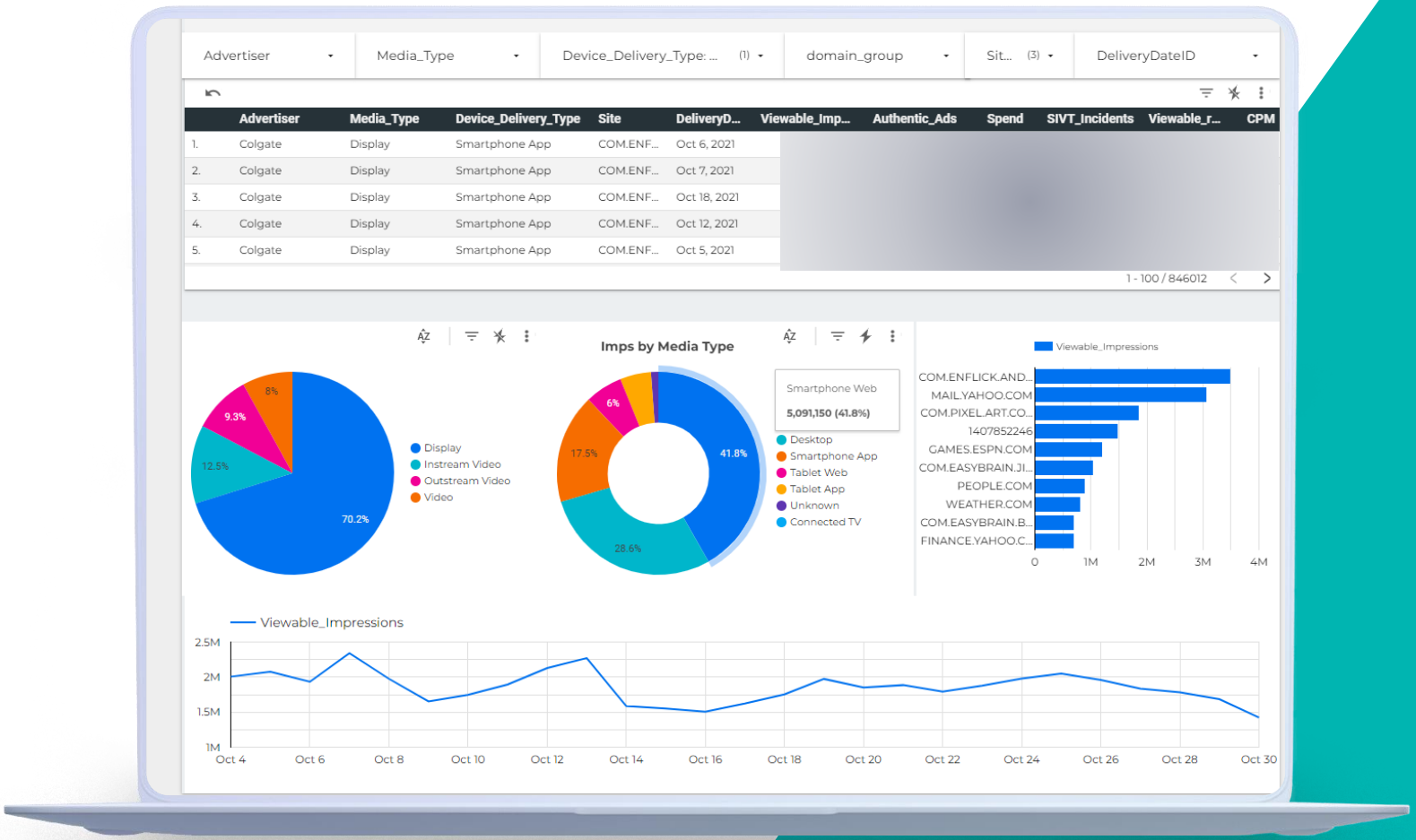
COUNTRIES

500+

CAMPAIGNS

38B+

IMPRESSIONS



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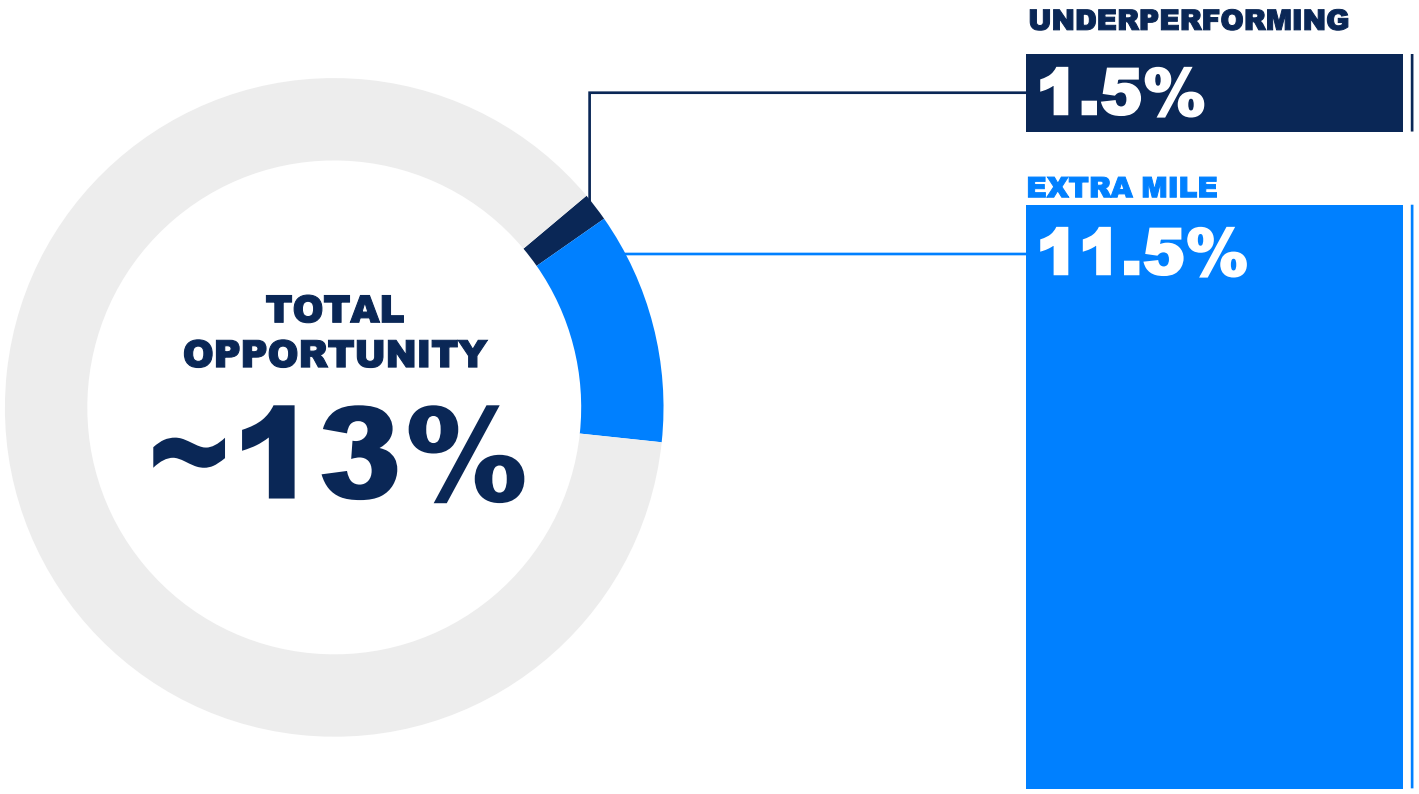
02

QCPM REPORTING ANALYSIS REVEALS EFFECTIVENESS OPPORTUNITIES



03

CUSTOM BIDDING TO OPTIMIZE TOWARDS QUALITY

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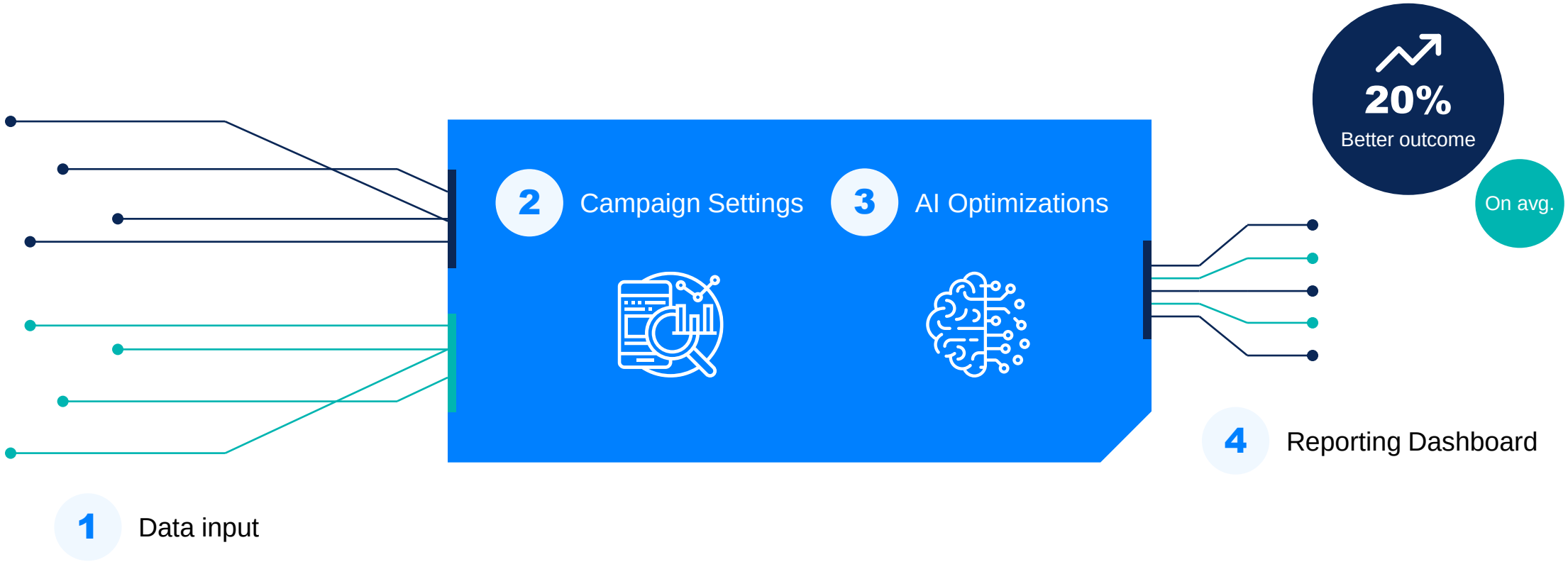
03

CUSTOM BIDDING: AN AI POWERED SOLUTION FOR AUTOMATED OPTIMIZATION



03

HOW WE IMPLEMENTED OUR CUSTOM BIDDING TEST

1. SETUP	2. ACTIVATION	3. MONITORING	4. ANALYSIS
SETUP TEST	TRACKING	ALGO LIVE	MONITOR	ANALYZE
Control vs Test	Daily reports	Implement custom algorithm	Performance monitoring	Post-test analysis

CONCLUSION

OUR QUALITY JOURNEY

DEFINE THE METRIC

BENCHMARKING AND REPORTING

CUSTOM BIDDING

SCALE & EVOLVE

CONTACT US

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