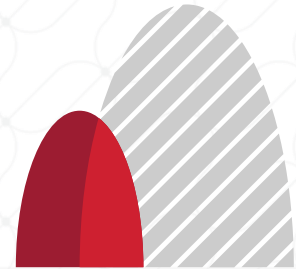




Rules of Recession-Proofing



Analytic Partners: Turning data into expertise



Justine O'Neill

Senior Director



Enable stronger brand-customer connections



Drive competitive advantage



Deliver growth







Planning cycles

With budget pressure, decisions are crucial



“Should we cut budgets across the board?”
(equally across activities)



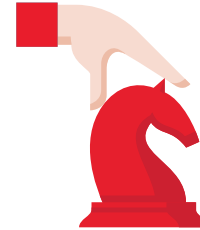
“How much budget do I need to offset the recession and still hit my sales targets?”



“Which markets should we cut budget in?”



“What will happen next year if we hit a recession and I keep my budget the same, make a small cut, or make a large cut?”



“We’re facing heavy competition; will we lose share of voice?”




How do you defend your decisions?

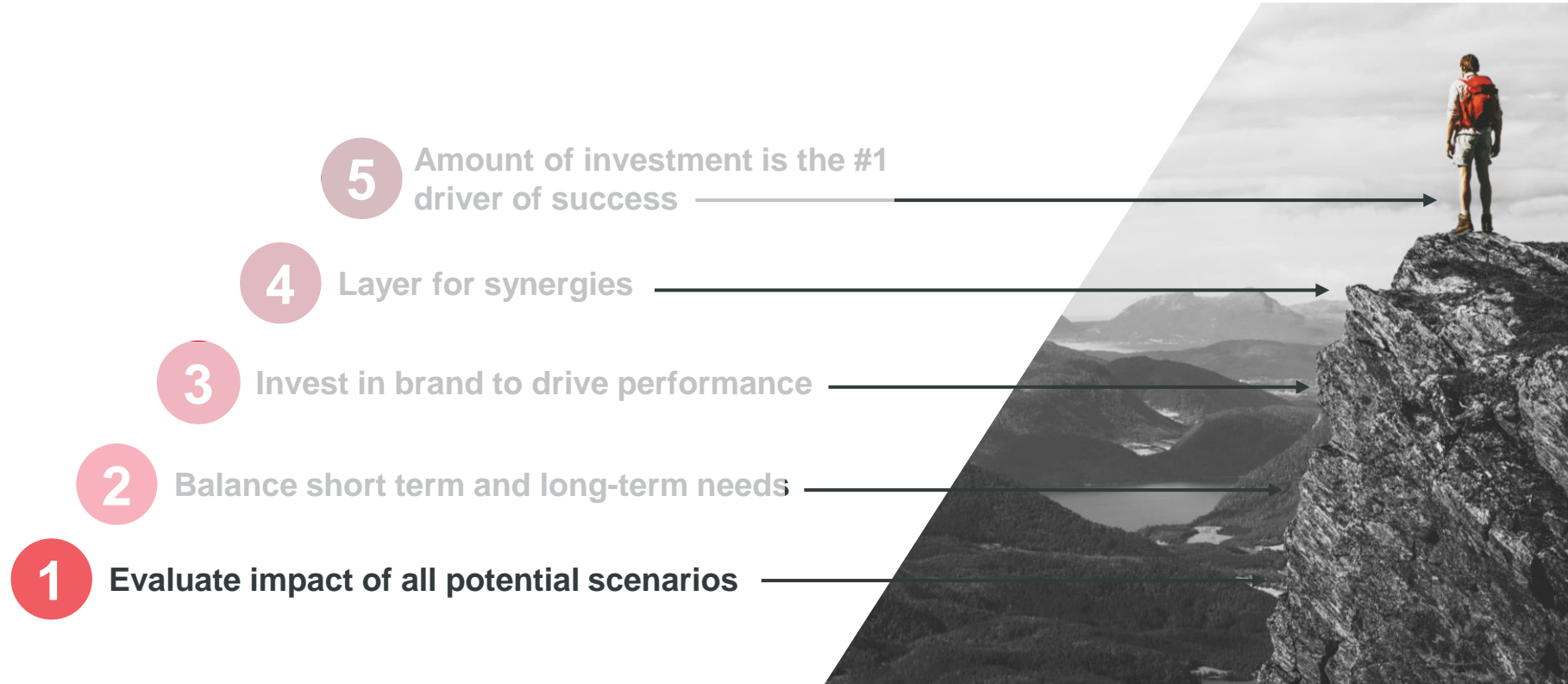
A successful budget defense



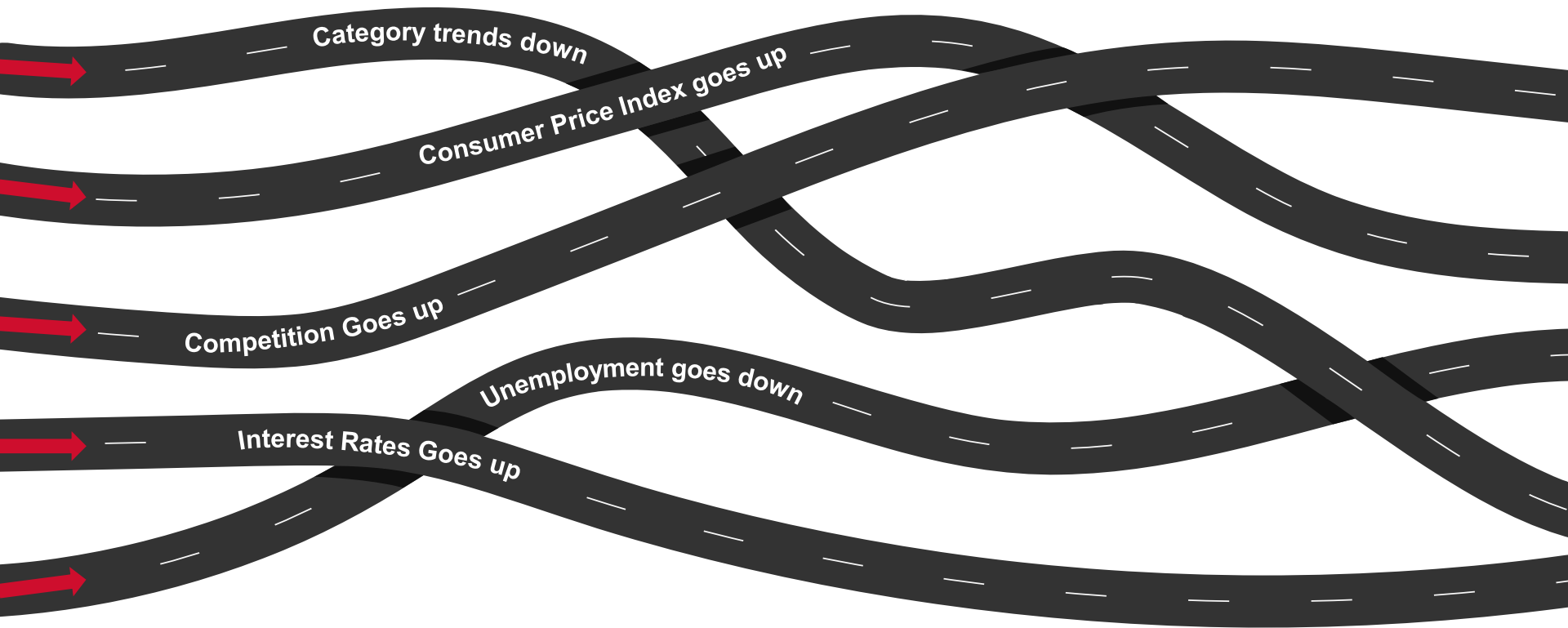
Delivering a successful plan to skeptical leadership

- 
- A hiker with a red backpack stands on a rocky mountain peak, looking out over a vast landscape of mountains and a lake. A large, dark triangle is superimposed on the left side of the image, with five numbered steps listed along its left edge. Arrows point from each step towards the hiker on the peak.
- 1** Evaluate impact of all potential scenarios
 - 2** Balance short term and long-term needs
 - 3** Invest in brand to drive performance
 - 4** Layer for synergies
 - 5** Amount of investment is the #1 driver of success

Delivering a successful plan to skeptical leadership



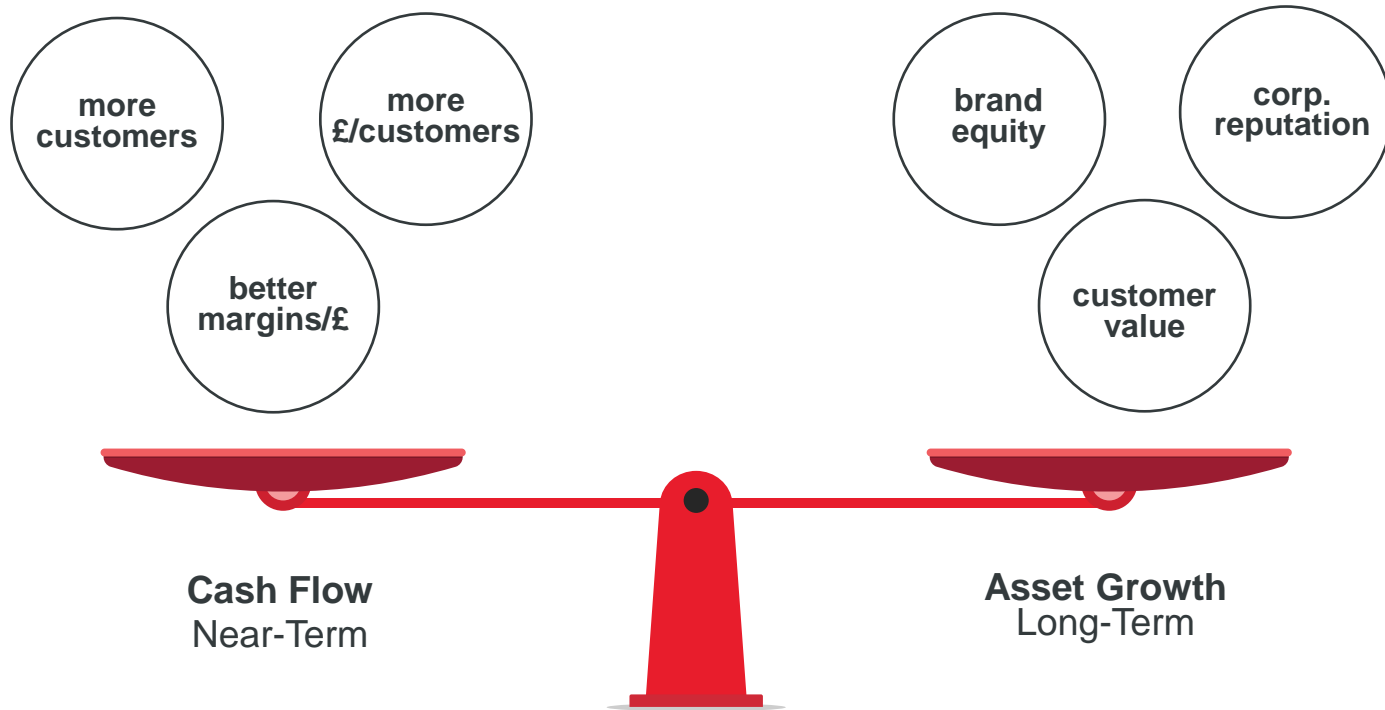
#1 Evaluate impact of all potential scenarios



Delivering a successful plan to skeptical leadership



#2 Balance short-term and long-term

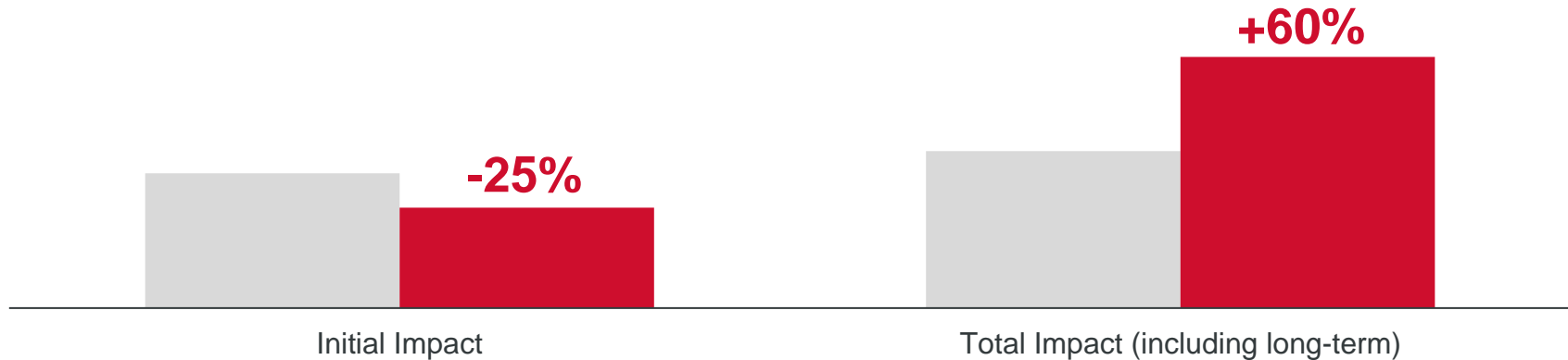


#2 The long-term impact of short termism

Marketing Strategy Efficiency and Business Impact

■ Lower Funnel Tactics

■ Upper Funnel Tactics



*Figures represent recent years, 2018-2022
Strategy = Channels, Approach & Messaging*

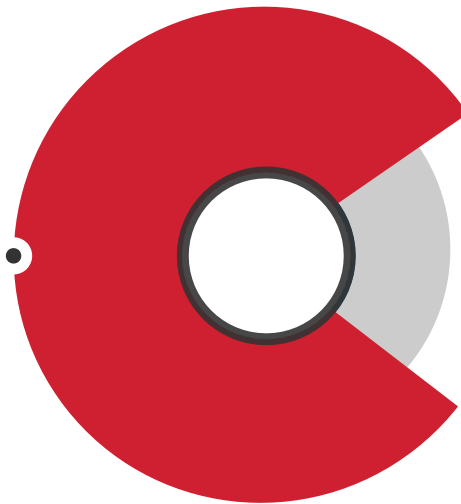
Delivering a successful plan to skeptical leadership



#3 Invest in brand marketing to drive performance

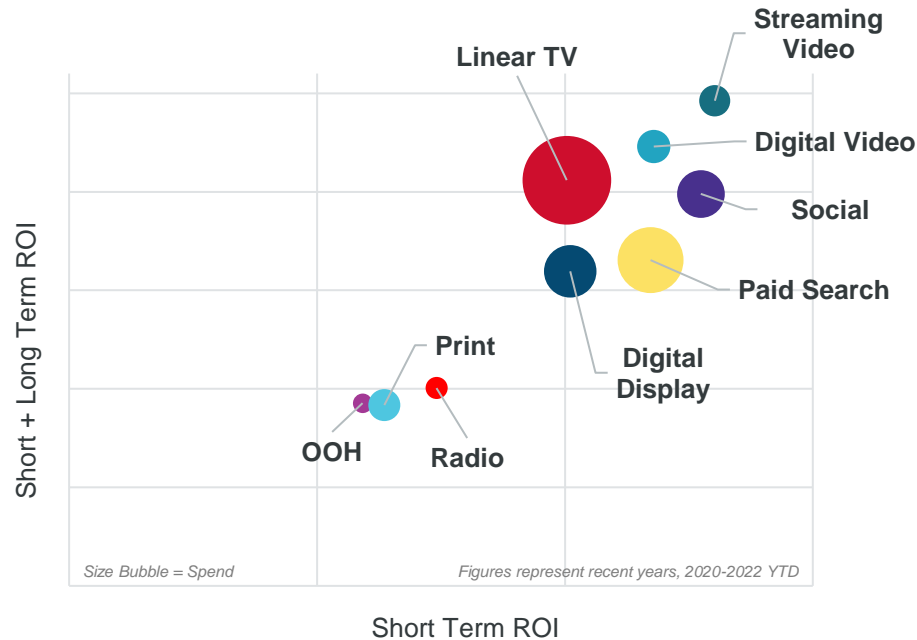
Brand messaging outperforms
performance messaging

80% of the time

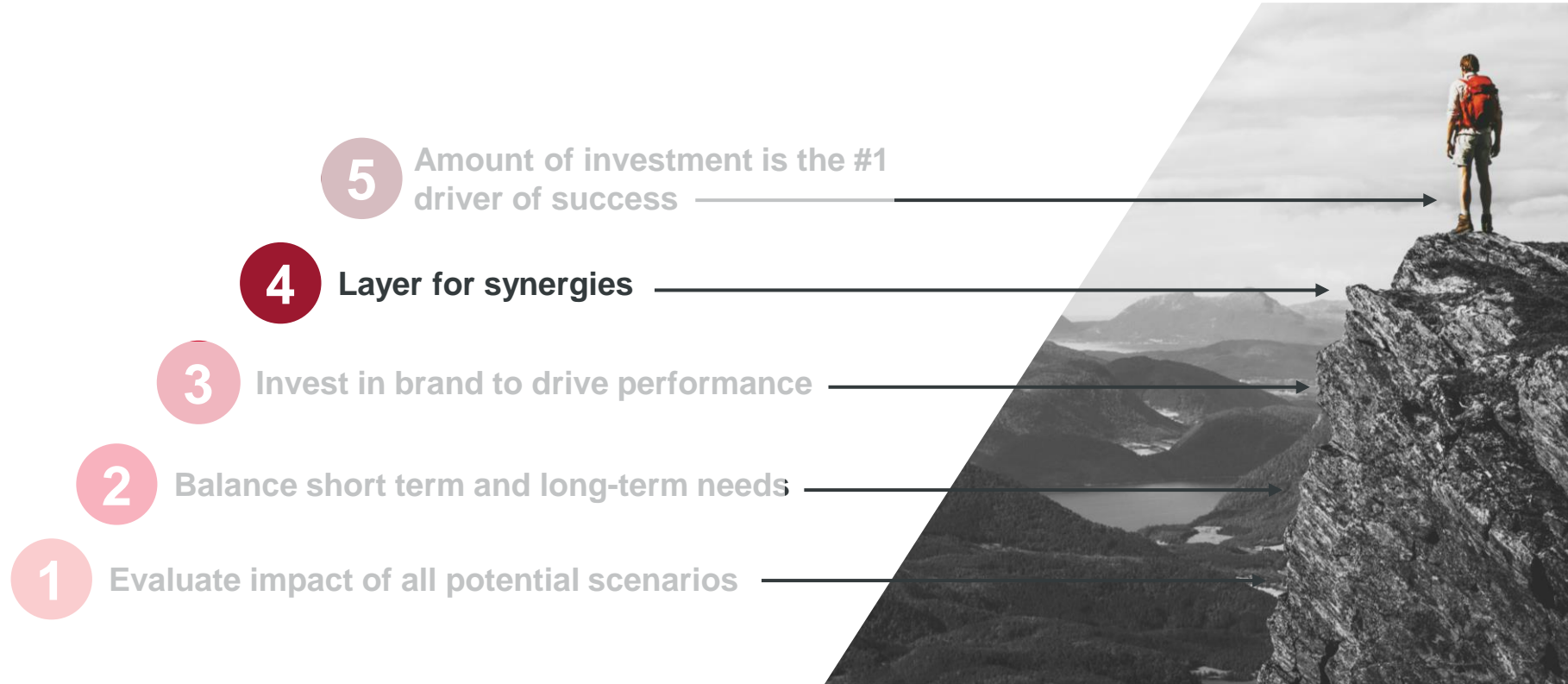


#3 Long-term vs. short-term ROI by marketing channel

On average, video performs better when considering longer-term impacts

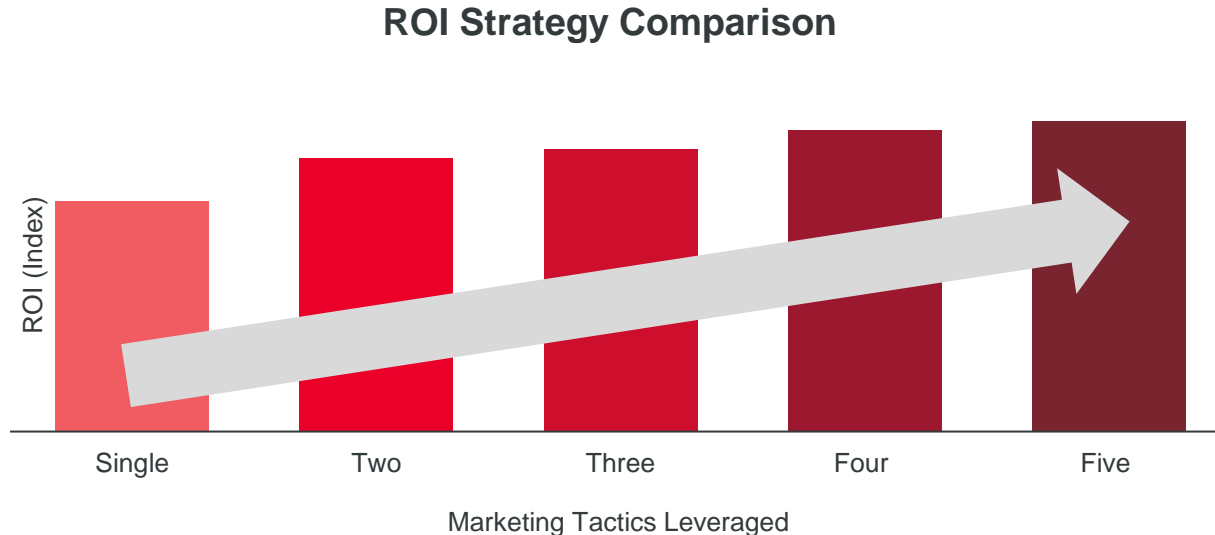


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#4 Layer for synergies

Multimedia campaigns tend to have a higher ROI than single media campaigns

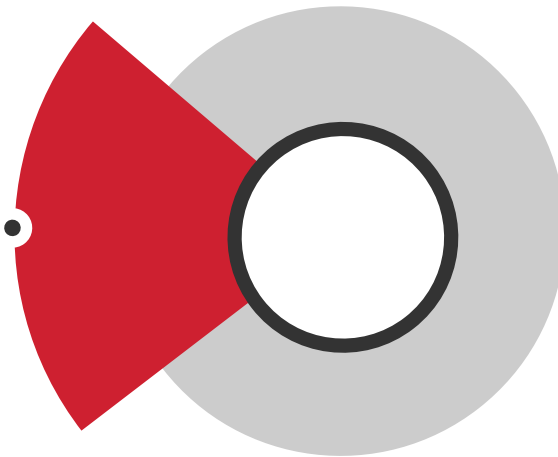


Source: Analytic Partners - ROI Genome: 2017 Marketing Intelligence Report

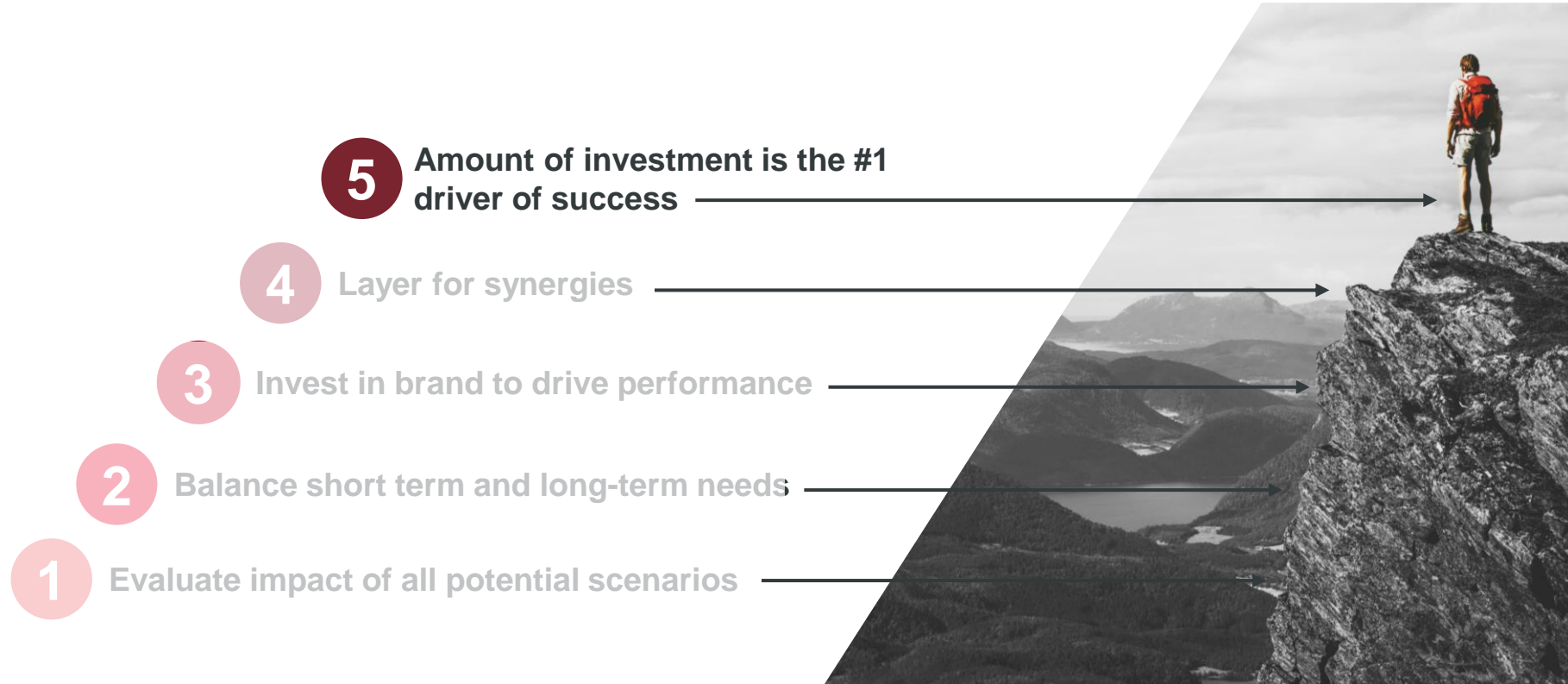
#4 Cascading and synergistic impacts

Last Click as a leading indicator will overstate search by at least 30% on average

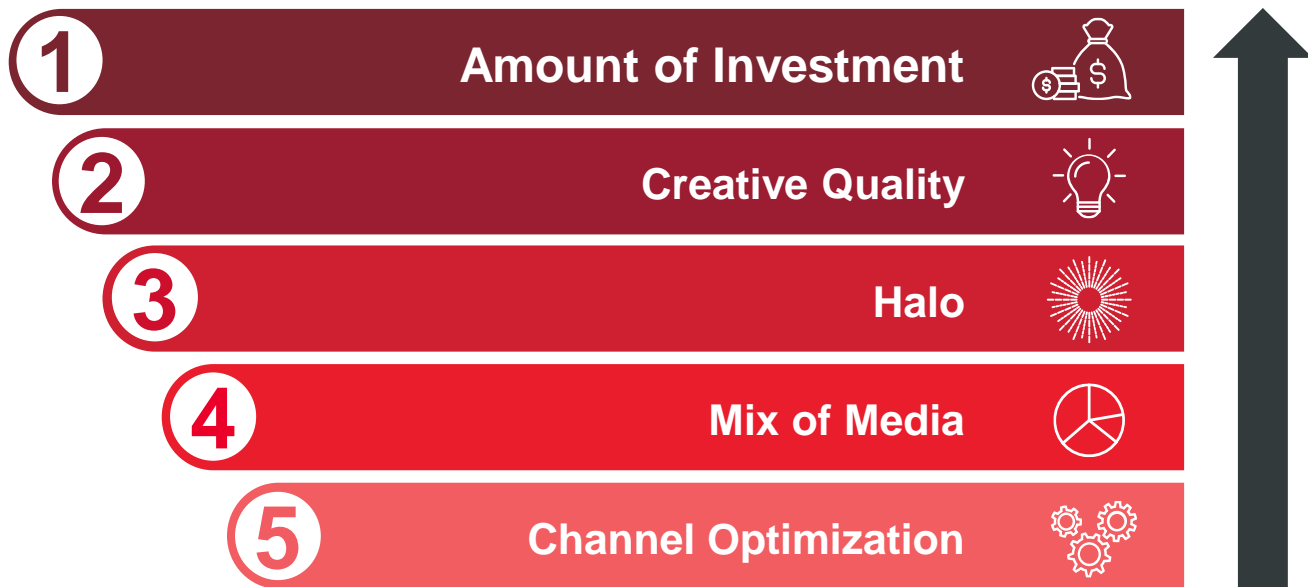
30% of Search
clicks are due to other
marketing activities



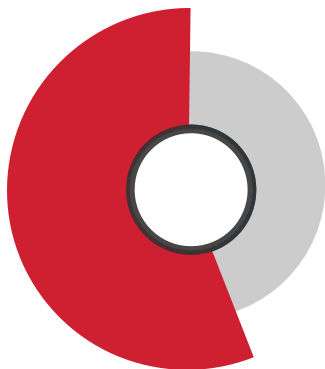
Delivering a successful plan to skeptical leadership



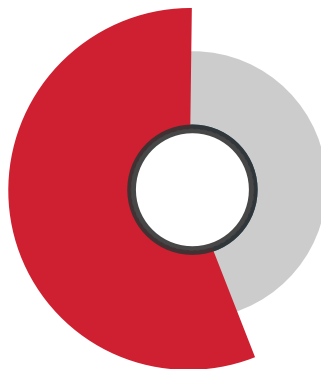
#5 Where you invest matters



#5 Brands that increased media investment during the last the recession saw:



63%
saw stronger ROI



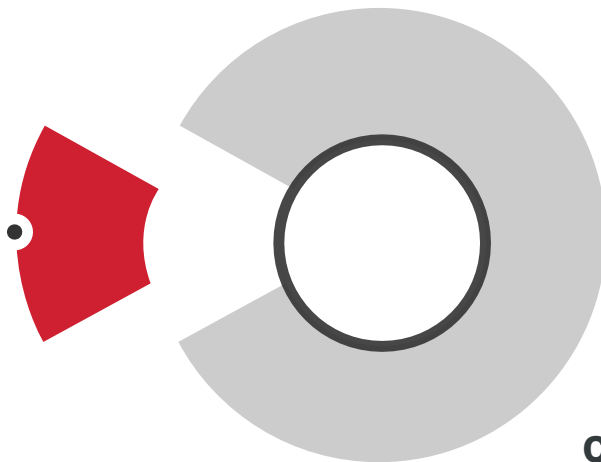
60%
ROI grew YOY

#5 Don't react – adapt and monitor competitive spend

An average brand
could lose almost

15%

of its business

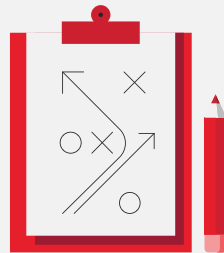


if a similar sized
competitor doubles its
marketing investments

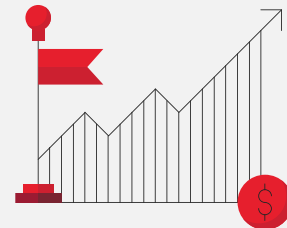
Winning combination for conversations with your board



**See the full picture
with holistic
measurement**



**Leverage scenario
planning and data-driven
decision making**



**Adapt, don't react – continue
to invest in marketing for
long term success**



Questions?



Thank you

Analytic Partners is a proven global leader in measurement and optimization. Our adaptive solutions integrate proprietary technology powered by the latest data science delivered through our platform and high-touch consulting. We enable deeper business understanding to support better, faster decisions.

