

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

by Tina Moffett and Jim Nail

April 21, 2021

Why Read This Report

Marketing measurement and optimization (MMO) helps B2C marketers measure the business impact of marketing initiatives, determine the optimal mix of channels and marketing tactics, and forecast the results of alternative marketing investments. But to realize these benefits, marketers first must select from a diverse set of vendors that vary by size, functionality, geography, and vertical market focus. B2C marketers should use this report to understand the value they can expect from a marketing measurement and optimization provider and to select one based on size and functionality.

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

by [Tina Moffett](#) and [Jim Nail](#)

with [Emily Collins](#), [Chahiti Asarpota](#), and [Christine Turley](#)

April 21, 2021

Improve Business Impact With Marketing Measurement And Optimization

The old marketing lament “I know half of my marketing budget is wasted; I just don’t know which half” still rings true: In Forrester’s 2021 Global Marketing Survey, 23% of B2C marketing decision-makers said that measuring marketing results will be a great challenge in the next two years. Many companies address this challenge with marketing measurement and optimization tools, which:

Gather data about marketing spending, campaign tactics, consumer engagement, and sales and apply statistical analytic techniques to quantify the financial impact of these activities.

Modern marketing generates vast amounts of data and uses powerful technologies to connect with customers. New marketing measurement tools are needed to harness this data and use machine learning technologies to process, analyze, and optimize marketing performance. A marketing measurement and optimization platform empowers marketers to:

- **Understand the business impact of marketing budgets.** C-level executives expect all functions to be accountable for results and no longer accept “soft” metrics like gross rating points (GRPs), impressions, or increases in awareness that don’t connect to the firm’s financial performance. Marketers need a solution that can answer executives’ questions about marketing’s incremental impact on revenue, return on advertising spend (ROAS), or other financially grounded KPIs.
- **Determine the optimal mix of channels.** Marketers have learned that simplistic approaches like last-click measurement or a hyperfocus on [short-term](#) conversion metrics misrepresent marketing’s performance. The spotlight on short-term metrics like sales conversion cannibalizes long-term term insights, such as how marketing influences brand equity or customer value. Now more sophisticated tools analyze the complexity of marketing’s impact on short- and long-term objectives, which informs a more balanced and profitable channel mix.
- **Forecast results of alternative marketing plans for planning and activation.** Understanding campaign performance improves planning, but fast-changing consumer behaviors demand more. Modern marketing measurement approaches help marketing teams predict financial results across

FORRESTER

Forrester Research, Inc., 60 Acorn Park Drive, Cambridge, MA 02140 USA
+1 617-613-6000 | Fax: +1 617-613-5000 | [forrester.com](#)

© 2021 Forrester Research, Inc. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, TechRadar, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies. Unauthorized copying or distributing is a violation of copyright law. Citations@forrester.com or +1 866-367-7378

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

different budget levels and channel mixes. [Many tools](#) can create optimized marketing plans and connect to advertising technology (adtech) partners to activate plans. Digital media investment recommendations can integrate into adtech systems to change execution in response to near-real-time data about consumer behavior.

Select Vendors Based On Functional Alignment With Business Goals And Size

We've based our analysis of the marketing measurement and optimization market on two factors: market presence and functionality.

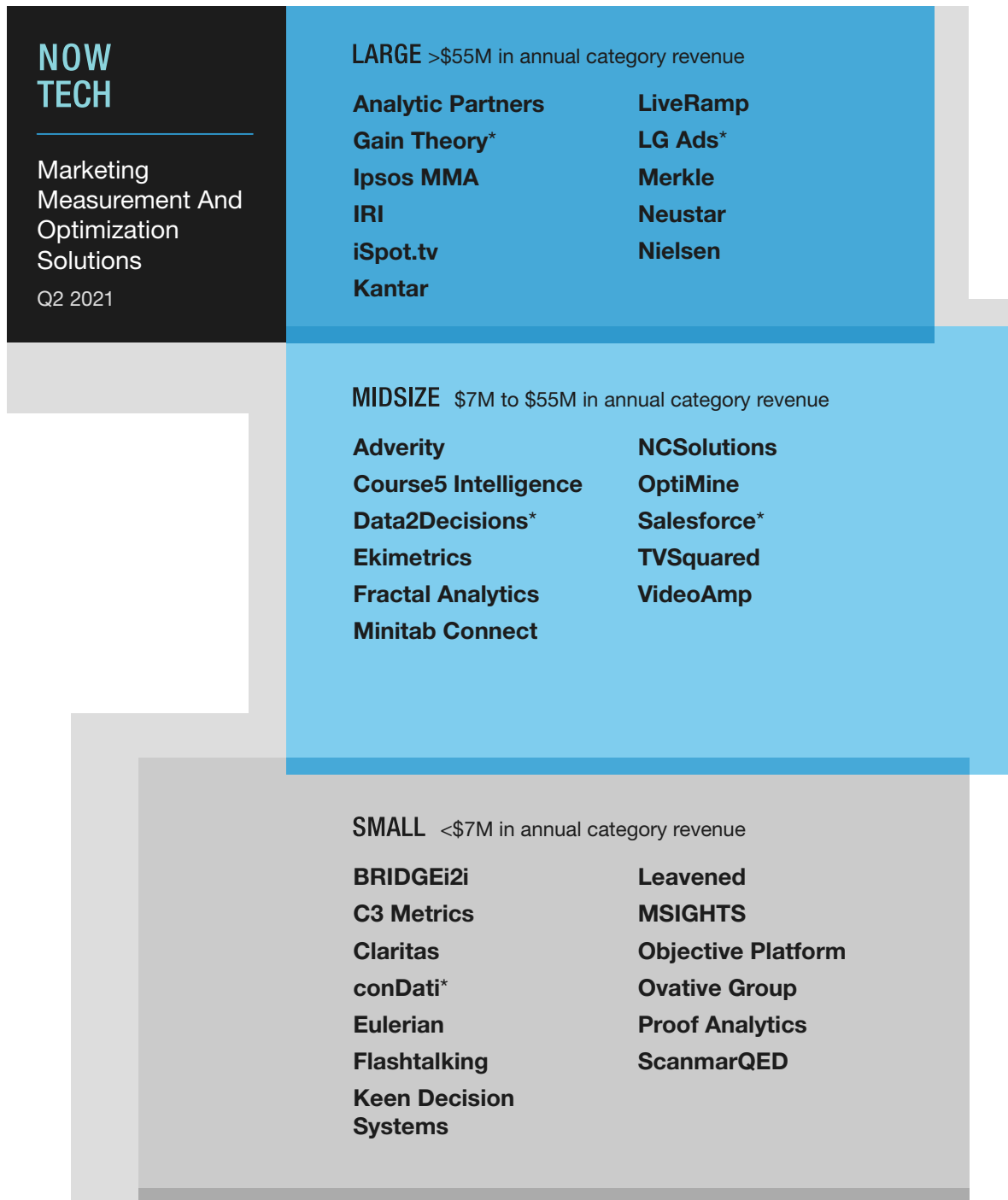
Marketing Measurement And Optimization Market Presence Segments

We segmented the vendors in this market into three categories based on revenue from marketing measurement technology and services: large established players (more than \$55 million in marketing measurement revenue), midsize players (\$7 million to \$55 million in revenue), and smaller players (less than \$7 million in revenue) (see Figure 1).

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

FIGURE 1 Now Tech Market Presence Segments: Marketing Measurement And Optimization Solutions, Q2 2021



*Forrester estimate

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

Marketing Measurement And Optimization Functionality Segments

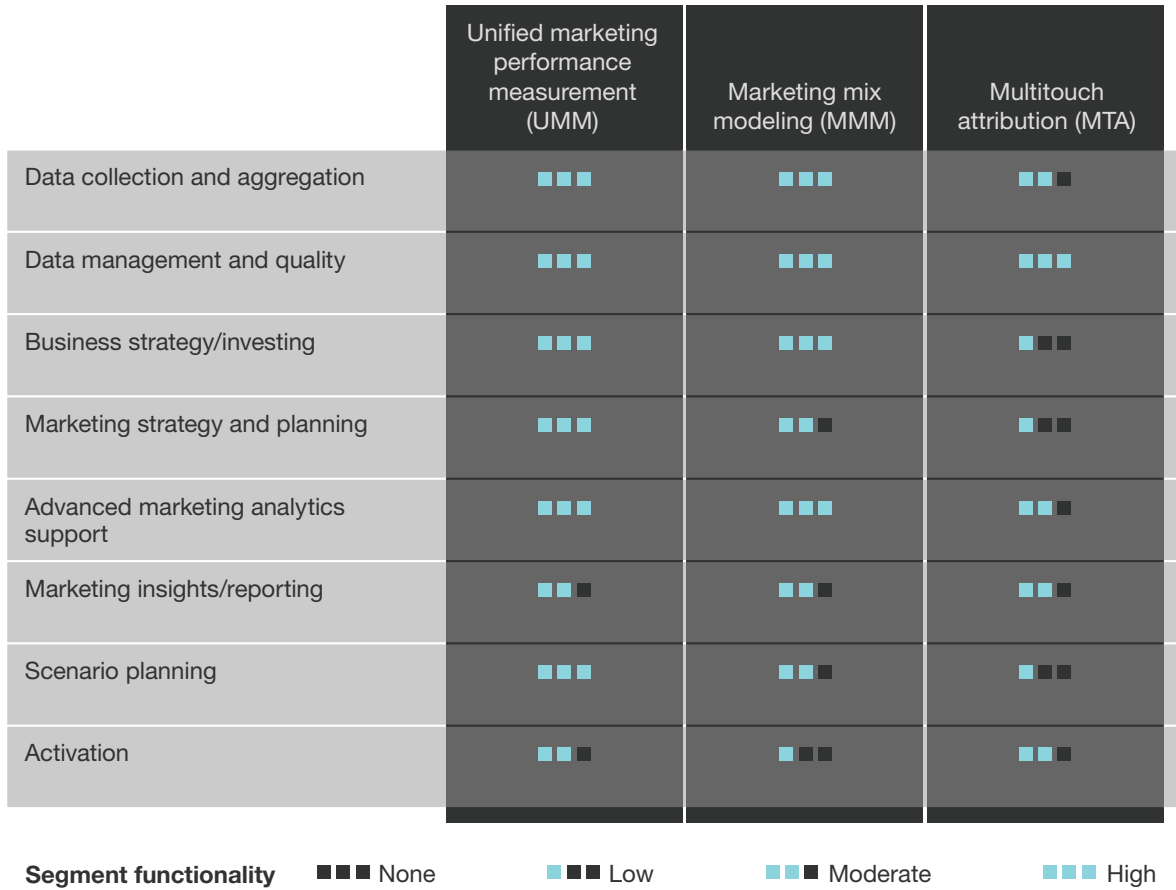
To explore functionality at a deeper level, we broke the marketing measurement and optimization market into five segments, each with varying capabilities (see Figure 2 and see Figure 3):

- **Unified marketing performance measurement (UMM).** Unified measurement uses an ensemble of statistical analytical methods to assign business value to strategic and tactical marketing efforts. As the most sophisticated approach, it combines elements of marketing mix modeling, multitouch attribution, and TV attribution and, depending on the provider's approach, may be able to conduct single-methodology analyses. These providers have dashboards that allow B2C marketers to monitor sophisticated KPIs derived from their models and activate changes at a campaign or program level. UMM providers are evolving to include how non-media effects like pricing and distribution influence marketing performance.
- **Marketing mix modeling (MMM).** MMM typically uses advanced econometric approaches to measure marketing's incremental impact on KPIs like revenue or profitability. MMM conducts analysis at an aggregate channel level across various dimensions like national, regional, or market. More advanced MMM tools use machine learning algorithms to process granular data quickly and constantly update marketing performance as data enters the system. Because of this, MMM insights are more frequent and help CMOs and marketing leaders quickly change future marketing plans based on up-to-date performance.
- **Multitouch attribution (MTA).** MTA uses machine learning algorithms to attribute proportional credit to marketing and media tactics across all channels. MTA models measure how specific campaign elements like placement, offer, or creative drove a customer action. MTA solutions are slowly becoming more difficult to execute because of the [demise of third-party cookies](#) and limitations to identity-based marketing approaches.
- **TV attribution.** Since the advent of smart TVs, TV-program viewership data has become more available and at a more granular level, enabling advertisers not only to improve the ad placements they buy but also know which households have been exposed to their ad. TV attribution links this ad exposure data to a store visit or even a specific sale through either first or third party. As television advertisers shift buying from traditional Nielsen ratings to these richer data sources, they also embrace the ability to prove the ROI of TV by attributing these short-term impacts to their campaigns.
- **Marketing performance monitors.** Marketing performance monitors ingest, normalize, and display basic campaign data such as impressions, clicks, and conversions across all marketing activities in one central platform. The technology includes an extensive library of API, reporting templates, and standard data visualizations that can create marketing dashboards quickly, at low cost. Monitors liberate marketing departments from the arduous task of manually wrangling data from individual adtech platforms and extracting insights from isolated reports. Some monitors are adding AI capabilities to surface campaign performance insights.

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

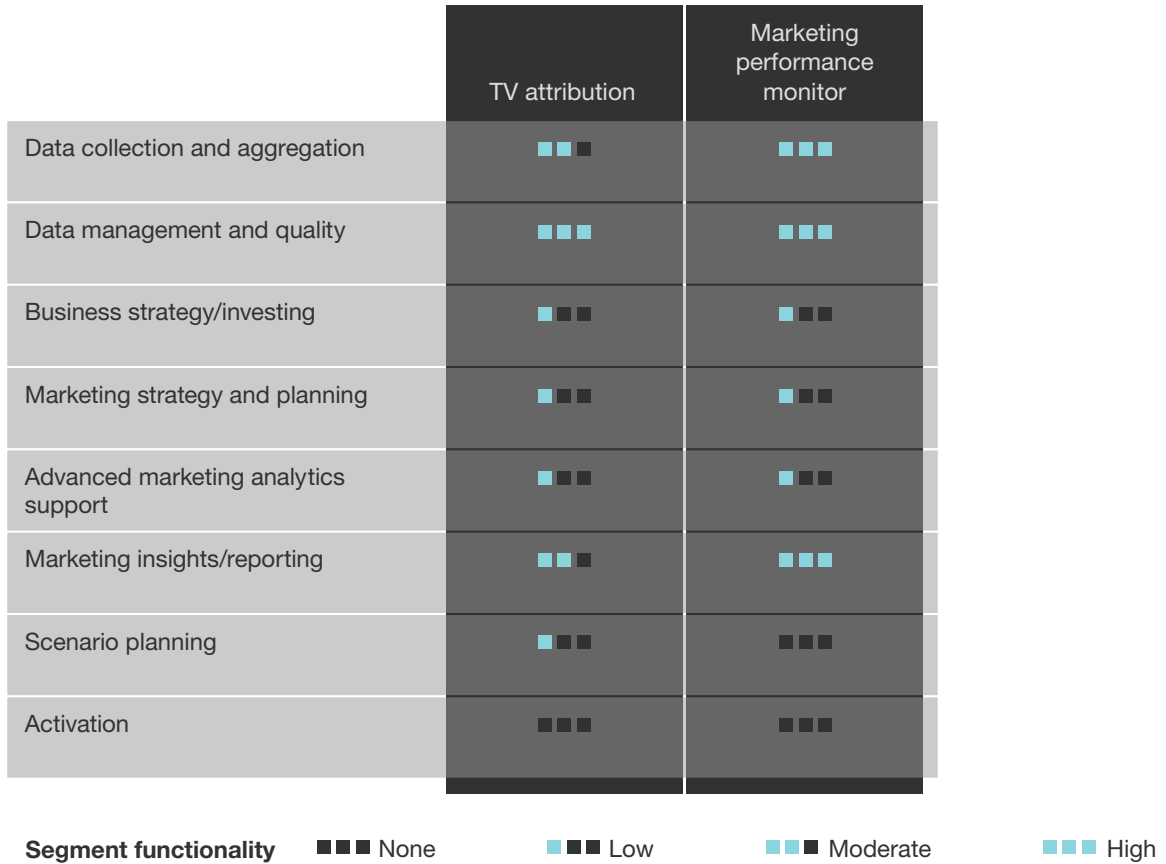
FIGURE 2 Now Tech Functionality Segments: Marketing Measurement And Optimization Solutions, Q2 2021, Part 1



Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

FIGURE 3 Now Tech Functionality Segments: Marketing Measurement And Optimization Solutions, Q2 2021, Part 2



Align Individual Vendor Solutions To Your Organization’s Needs

The following tables provide an overview of vendors with details on functionality category, geography, and vertical market focus (see Figure 4, see Figure 5, and see Figure 6).

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

FIGURE 4 Now Tech Large Vendors: Marketing Measurement And Optimization Solutions, Q2 2021**LARGE** >\$55M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
Analytic Partners	UMM; MMM; MTA	NA 60%; LATAM 3%; EMEA 21%; APAC 16%	Retail/e-comm/ quick-serve restaurants (QSR); consumer goods and electronics; financial services	Vendor did not disclose
Gain Theory	UMM; MMM	NA 69%; LATAM 2%; EMEA 23%; APAC 6%	Retail/e-comm; consumer packaged goods (CPG); automotive	Vendor did not disclose
Ipsos MMA	UMM; MMM	NA 61%; LATAM 3%; EMEA 23%; APAC 13%	Pharma; retail/QSR; consumer/durable goods	Vendor did not disclose
IRI	UMM; MMM; MTA; TV attribution	NA 86%; LATAM 2%; EMEA 10%; APAC 2%	CPG; media agencies/adtech; CPG — retail	Google; MolsonCoors; Nestlé
iSpot.tv	TV attribution	NA 100%	Technology and telecom; financial services; automotive	Domino's Pizza; Lilly; T-Mobile
Kantar	UMM; MMM; MTA	NA 35%; LATAM 5%; EMEA 20%; APAC 40%	CPG; automotive; financial services	Manulife; Mazda; Unilever
LG Ads	TV attribution	NA 100%	Entertainment; auto; direct-to-consumer (D2C)	ABC/Disney; DoorDash; HBO/Warner
LiveRamp	TV attribution	NA 93%; EMEA 5%; APAC 2%	Retail; information technology; financial services	Anheuser-Busch InBev; Samsung; Sephora

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

FIGURE 4 Now Tech Large Vendors: Marketing Measurement And Optimization Solutions, Q2 2021 (Cont.)**LARGE** >\$55M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
Merkle	UMM; MMM; MTA; TV attribution; marketing performance monitor	NA 60%; EMEA 30%; APAC 10%	Retail and CPG; high-tech; travel, media, and entertainment	Albertsons; Globe Life; Samsung
Neustar	UMM; MMM; MTA	NA 88%; LATAM 1%; EMEA 8%; APAC 3%	Financial services; retail; telecom	Citigroup; Ford Motor Company; Macy's
Nielsen	UMM; MMM; MTA; TV attribution	NA 68%; LATAM 4%; EMEA 18%; APAC 10%	CPG; financial services; retail	Best Buy; Johnson & Johnson; Visa

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

FIGURE 5 Now Tech Midsize Vendors: Marketing Measurement And Optimization Solutions, Q2 2021**MIDSIZE** \$7M to \$55M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
Adverity	Marketing performance monitor	NA 30%; LATAM 5%; EMEA 60%; APAC 5%	Advertising agencies; CPG and retail; technology	GroupM; SAP; Unilever
Course5 Intelligence	MMM; MTA; marketing performance monitor	NA 75%; EMEA 15%; APAC 10%	Technology; CPG; retail	Vendor did not disclose
Data2-Decisions	UMM; MMM; MTA	NA 10%; EMEA 75%; APAC 15%	Retail/QSR; CPG/pharma; financial services	Vendor did not disclose
Ekimetrics	UMM; MMM	NA 12%; EMEA 81%; APAC 7%	Retail and fast-moving consumer goods (FMCG); automotive, mobility, travel; financial services	Vendor did not disclose
Fractal Analytics	UMM; MMM	NA 58%; LATAM 4%; EMEA 16%; APAC 22%	CPG; media tech; toys	Mars; Mattel; Sanofi
Minitab Connect	Marketing performance monitor	NA 55%; LATAM 5%; EMEA 25%; APAC 15%	Technology; retail; services	Enterprise Holdings; Royal Caribbean; Sony Entertainment
NCSolutions	UMM; TV attribution	NA 100%	CPG	Vendor did not disclose
OptiMine	UMM; MMM	NA 65%; LATAM 5%; EMEA 15%; APAC 15%	Retail; financial services; insurance	Aflac; Best Buy; UnitedHealth Group

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

FIGURE 5 Now Tech Midsize Vendors: Marketing Measurement And Optimization Solutions, Q2 2021 (Cont.)**MIDSIZE** \$7M to \$55M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
Salesforce	Marketing performance monitor	NA 71%; EMEA 20%; APAC 9%	Financial services; retail/consumer goods (RCG); communications/media/technology (CMT)	Cummins; Kimberly-Clark; Land O'Lakes
TVSquared	TV attribution	NA 60%; LATAM 2%; EMEA 30%; APAC 8%	Retail; DTC/e-commerce; automotive	Comcast Effectv; Grubhub; Hulu
VideoAmp	TV attribution	NA 100%	CPG; entertainment; pharma	dentsu X; GroupM; Omnicom Media Group

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

FIGURE 6 Now Tech Small Vendors: Marketing Measurement And Optimization Solutions, Q2 2021**SMALL** <\$7M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
BRIDGEi2i	UMM; MMM; MTA; marketing performance monitor	NA 60%; EMEA 5%; APAC 35%	Consumer; banking, financial services, and insurance; technology and manufacturing	Vendor did not disclose
C3 Metrics	MTA	NA 100%	Financial services; B2C	JPMorgan Chase; Purple; Shutterstock
Claritas	MTA	NA 100%	Streaming audio and advanced TV; DTC/e-commerce brands; financial services	Pandora; Progressive; Veritone One
conDati	MTA; marketing performance monitor	NA 100%	E-commerce; B2B; higher education	Intermedia; MGA Entertainment; University of Louisville
Eulerian	MTA; marketing performance monitor	NA 10%; EMEA 90%	Retail; travel; finance	Altice Group (SFR); Bankia; Melia Hotels
Flashtalking	MTA	NA 60%; EMEA 35%; APAC 5%	Video streaming services; sports betting; consumer services	JetBlue; Marks & Spencer (UK); Sling
Keen Decision Systems	UMM	NA 90%; LATAM 5%; EMEA 5%	CPG; other consumer goods; financial services	3M; Church & Dwight; Post Holdings
Leavened	MMM; TV attribution	NA 100%	DTC; telecom/technology; financial services	1800Contacts; BISSELL; Chewy

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

FIGURE 6 Now Tech Small Vendors: Marketing Measurement And Optimization Solutions, Q2 2021 (Cont.)**SMALL** <\$7M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical market focus (by revenue)	Sample customers
MSIGHTS	Marketing performance monitor	NA 50%; LATAM 5%; EMEA 25%; APAC 20%	Technology/software; FMCG/CPG; retail/DTC	Chico's FAS; Jacobs Douwe Egberts Coffee; SAP
Objective Platform	UMM	EMEA 90%; APAC 10%	Telecom; e-commerce; retail utility (electricity)	American Express; Telekom Deutschland; Vattenfall
Ovative Group	UMM; MTA	NA 100%	Retail; gambling and casinos; mattresses	Lane Bryant; LL Flooring; Michigan Lottery
Proof Analytics	UMM; MMM; marketing performance monitor	NA 45%; EMEA 50%; APAC 5%	Enterprise B2B; e-commerce; CPG	Salesforce; Samsung; United Healthcare
ScanmarQED	MMM; marketing performance monitor	NA 19%; LATAM 2%; EMEA 74%; APAC 5%	CPG; gaming; financial and technology services	Entain Group; JDE; Zespri International

Modernize Your Marketing Measurement Strategy

With the changes that technology has brought to the marketing measurement space, all B2C marketers and analytics professionals should plan to take a fresh look at and update their approaches to measurement. No matter what level of knowledge or experience your firm and team has with these approaches, continued learning and evolution is essential. Specifically:

- **Brands not yet using statistical measurement approaches must start now.** In Forrester's 2021 Global Marketing Survey, only 32% of B2C marketing decision-makers say their firm uses MMM to measure marketing success; this is even lower for other advanced statistical measurement methods such as MTA. Brands that still rely on vanity metrics like impressions and clicks will fall further and further behind their competitors that are embracing data-driven marketing unless they

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

start now. Brand leaders must prioritize three actions on parallel tracks: upgrading their knowledge of analytics, improving their data management practices, and selecting the marketing performance measurement provider that meets their needs and budget.

- **Experienced measurement users should upgrade to unified measurement.** In too many cases, firms that already use MMM or MTA silo them in different teams or in different stages of managing their marketing budget. Marketers should [upgrade these](#) partial or disjointed efforts in four steps: 1) Map the measurement techniques and vendors currently used; 2) document how each contributes to improving marketing effectiveness; 3) identify gaps where the marketing team believes it could gain additional efficiency but where these tools don't provide guidance; and 4) review new offerings in the market that best fill these gaps.
- **Marketing teams must develop data and analytics literacy.** Today's data-rich environment demands a synthesis of brand expertise and quantitative rigor. Marketers need not become data scientists, but they must be familiar with marketing data and the applicability of different analytics approaches so they can define business problems in a way their data science colleagues can address. CMOs should set aside budgets for developing marketing talent, while VP-level marketers should form collaborative relationships with the data science team to regularly discuss business questions that analytics might answer.

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

Engage With An Analyst

Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

Analyst Inquiry

To help you put research into practice, connect with an analyst to discuss your questions in a 30-minute phone session — or opt for a response via email.

[Learn more.](#)

Analyst Advisory

Translate research into action by working with an analyst on a specific engagement in the form of custom strategy sessions, workshops, or speeches.

[Learn more.](#)

Webinar

Join our online sessions on the latest research affecting your business. Each call includes analyst Q&A and slides and is available on-demand.

[Learn more.](#)



Forrester's research apps for iOS and Android.

Stay ahead of your competition no matter where you are.

Supplemental Material

Research Methodologies

We defined market presence in Figure 1 based on category specific revenue. To complete our review, Forrester requested information from vendors. If vendors did not share this information with us, we made estimates based on available secondary information. We've marked companies with an asterisk if we estimated revenues or information related to geography or industries. Forrester fact-checked this report with vendors before publishing.

Survey Methodology

Forrester's 2021 Global Marketing Survey was fielded between December 2020 and March 2021. This online/CATI (computer-assisted telephone interviewing) survey included 1,991 respondents in the US, Canada, UK, France, Germany, China, India, Australia, New Zealand, Singapore, Japan, or the Philippines.

Now Tech: Marketing Measurement And Optimization Solutions, Q2 2021

Tools And Technology: The Marketing Measurement And Insights Playbook

Forrester ensures that the final survey population contains only those with significant involvement in the strategy developing, planning, and funding of marketing activities. Dynata fielded this survey on behalf of Forrester. Survey respondent incentives included points redeemable for gift certificates.

Companies We Interviewed For This Report

We would like to thank the individuals from the following companies who generously gave their time during the research for this report.

Adverity	Leavened
Analytic Partners	LG Ads
BRIDGEi2i	LiveRamp
C3 Metrics	Merkle
Claritas	Minitab Connect
conDati	MSIGHTS
Course5 Intelligence	NCSolutions
Data2Decisions	Neustar
Ekimetrics	Nielsen
Eulerian	Objective Platform
Flashtalking	OptiMine
Fractal Analytics	Ovative Group
Gain Theory	Proof Analytics
Ipsos MMA	Salesforce
IRI	ScanmarQED
iSpot.tv	TVSquared
Kantar	VideoAmp
Keen Decision Systems	

We help business and technology leaders use customer obsession to accelerate growth.

PRODUCTS AND SERVICES

- › Research and tools
- › Analyst engagement
- › Data and analytics
- › Peer collaboration
- › Consulting
- › Events
- › Certification programs

Forrester's research and insights are tailored to your role and critical business initiatives.

ROLES WE SERVE

Marketing & Strategy Professionals

- CMO
- B2B Marketing
- B2C Marketing
- Customer Experience
- Customer Insights
- eBusiness & Channel Strategy

Technology Management Professionals

- CIO
- Application Development & Delivery
- Enterprise Architecture
- Infrastructure & Operations
- Security & Risk
- Sourcing & Vendor Management

Technology Industry Professionals

- Analyst Relations

CLIENT SUPPORT

For information on hard-copy or electronic reprints, please contact Client Support at +1 866-367-7378, +1 617-613-5730, or clientsupport@forrester.com. We offer quantity discounts and special pricing for academic and nonprofit institutions.