RANDOMIZED CONTROLLED TRIAL FOR PERFORMANCE OPTIMIZATION

Discover How to Win Cookie-less Marketing

Cookies are disappearing, privacy regulations are intensifying, and challenges to effective data collection are on the rise. Many advertisers worry that without individual-level tracking, gaps in their multi-touch attribution models will make it difficult to justify marketing decisions using ROI.

To maximize your marketing impact, we recommend that you meet all the new changes with scientific principles and statistical methods. Our Randomized Controlled Trial (RCT) approach helps your business build transparency, beat impersonalization, and mathematically identify and prove sweet-spots for your media investments in a cookie-less world.

OVERVIEW

A **Randomized Controlled Trial (RCT)** is a type of scientific experiment that aims to reduce certain sources of bias when testing the effectiveness of new treatments. This is accomplished by **randomly allocating subjects to two or more groups**, **treating them differently while controlling for potential noise**, and then **comparing them** with respect to a measured response. An RCT is a method of optimizing your paid media spend that utilizes the same scientific rigor without relying on either out-of-the-box attribution solutions or cookies.

BENEFIT

- Test new media strategies to understand their effects
- Determine what efforts are actually driving results
- Explore ways to optimize and adjust media spend
- Create measurable media results

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> **NO COOKIES?! NO PROBLEM.**
> Contact Devon Champagne Today.

SOLUTION

Media RCT is like an A/B test… but for paid and organic media. Since we can't *perfectly* split media, we split the media based on different geographies using robust, well-established methodologies.

DESIGN OPTIONS FOR BACKING BLOCKING BEYOND ON/OFF

The specific approach(es) for separating "test" from "control" audiences is determined based on the **needs and constraints of each experiment**.

BASIC BLOCKING	Identify geographic areas that can be marketed to and that results can be measured against based on demographic and purchasing/listening similarities as available and run media "on" and "off" for like groups.
FACTORIAL / MULTI-STAGE	The same approach as basic blocking, but then different blocks are exposed to different combinations of marketing tactics over time to achieve similar results from running multiple "on/off" experiments with a single experiment.
STEPPED WEDGE	The same approach as basic blocking, but exposes all groups to *some* media eventually, but not concurrently. These designs work well when we need to treat every unit, but we still want a causally valid control group.

USE CASES ENABLED BY RCT

If paid media has never been appropriately tracked to see its effectiveness (e.g., TV, radio, OOH)
Use an RCT to determine the effectiveness of your media strategies and get a better grasp of what is working and what is not working beyond a simple dashboard.

To prove to stakeholders where to invest more money (or stop investing)
Use an RCT to measure and optimize media spend ROI and use as a case study when asking for more money.

To understand where paid media is most effective (and adjust accordingly)
Better understand where your paid media is working and adjust your efforts with our guidance and suggestions based on RCT results.

When paid media results exist, but they're not transparent
An RCT can create a better view of which strategies work with your audience and which do not (i.e., spend, channels, messaging, etc.).

To test a new tactic or market before investing a ton of money
Create a small RCT to test if a new market or channel will yield a strong ROI before investing a ton of money.

When your paid media budget has been cut, but you're still held to the same results
An RCT can help determine where to invest to meet expectations and results.