# unlocking insights with data clean rooms

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# Unlocking Insights
# With Data Clean Rooms

# Overview of Data Clean Rooms & Meta Advanced Analytics

## What is a Data Clean Room?

A technology that provides a collaboration environment for multiple parties to bring in their own data and run analyses across all/any available data sets in a privacy-safe environment
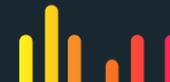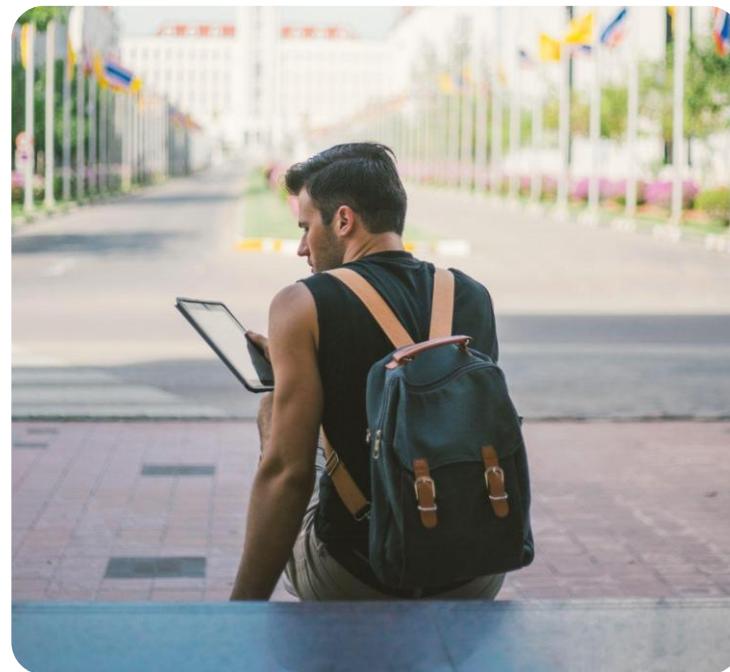
## Publisher DCRs

*Typically single channel - execute on publisher prem/infrastructure*

Advertisers can directly share their data with publishers and run analyses using publisher owned data

# Understanding Advanced Analytics

→ **Solution Overview**

What is Advanced Analytics?

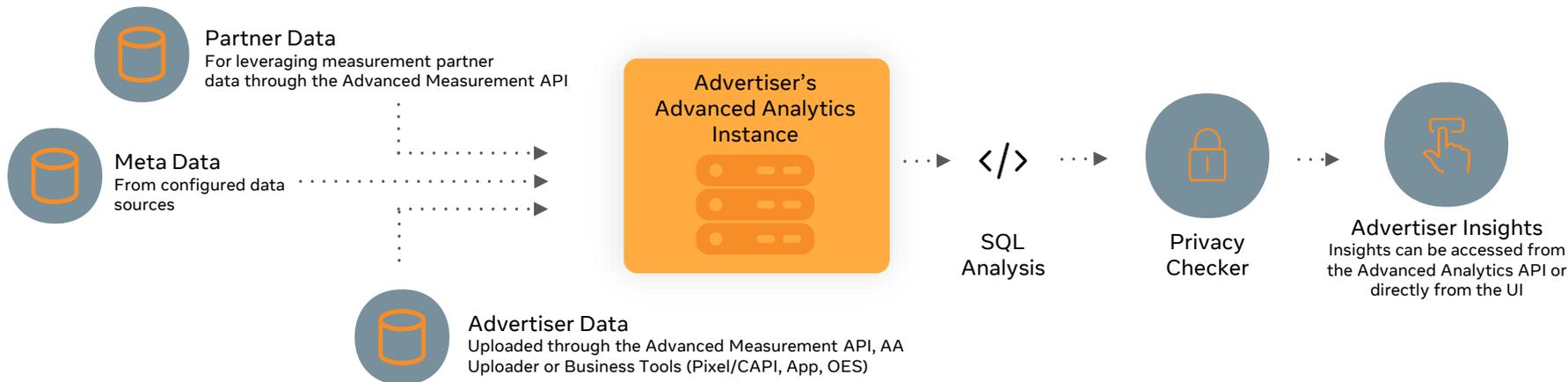→ **Common Use Cases**

How do you drive value with AA?

Beta Product

Advanced Analytics is Meta's DCR that allows marketers to use their data with Meta data in a secure, privacy-focused measurement environment to unlock new insights and drive performance

# Unlocking Insights with Data Clean Rooms

## Advanced Analytics is a secure server environment that enables SQL-based, custom measurement and analysis

**Partner Data**
For leveraging measurement partner data through the Advanced Measurement API

**Meta Data**
From configured data sources

**Advertiser's Advanced Analytics Instance**

**SQL Analysis**

**Privacy Checker**

**Advertiser Insights**
Insights can be accessed from the Advanced Analytics API or directly from the UI

**Advertiser Data**
Uploaded through the Advanced Measurement API, AA Uploader or Business Tools (Pixel/CAPI, App, OES)
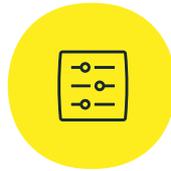
# Advanced Analytics is flexible, designed to be customized to meet your business needs

**Analyze** with SQL-based pre-approved query templates for common use cases.

**Leverage** out of the box templates to gain deeper campaign insights

**Automate** queries to run on a schedule to align to decision-making cadences.

**Protect** data through aggregation (privacy threshold minimums) and adherence to regulatory restrictions and app store policies

# Use Advanced Analytics in a test and learn approach to hypothesize and validate business outcomes

## Advanced Analytics Learning Cycle

**4. Validate the Strategy**
Use testing tools such as conversion lift or A/B test to validate your new strategy
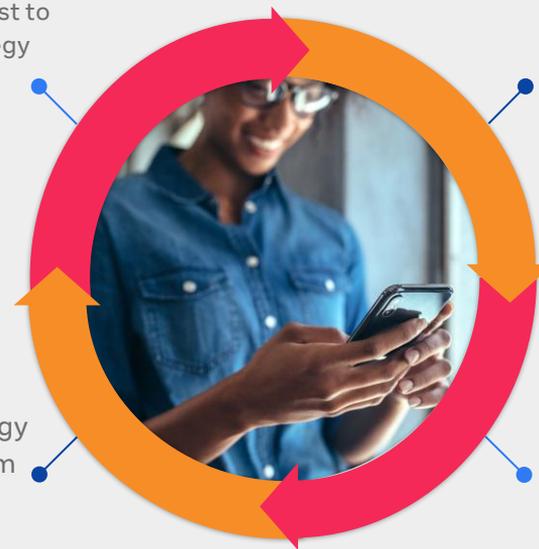
**1. Frame a Business Question**
Clarify the business question, stakeholders, and KPIs

**3. Take Action**
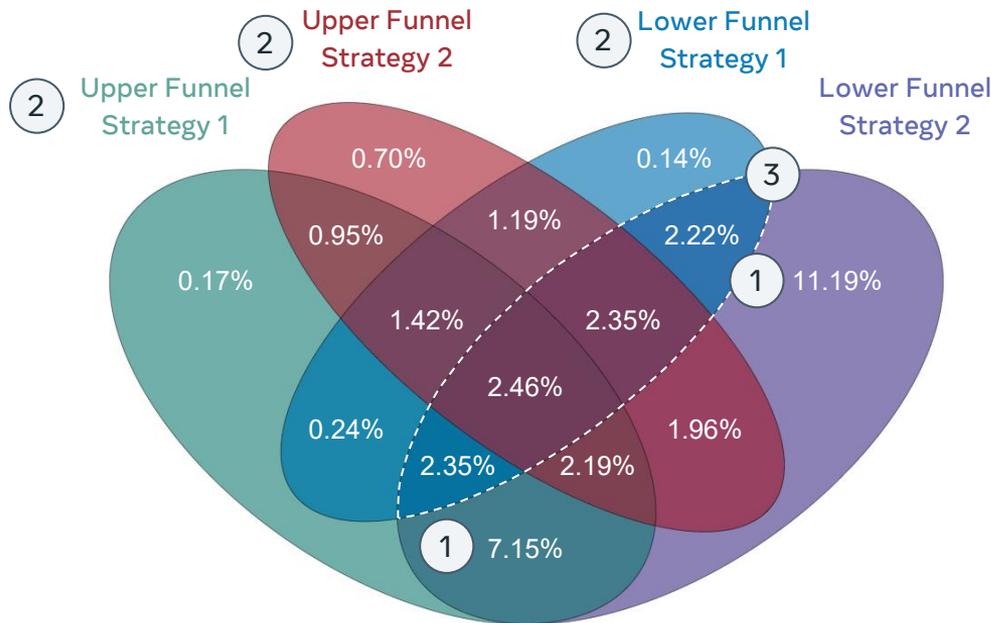Make adjustments to your campaign strategy based on insights from analysis

**2. Run Analysis in Advanced Analytics**
Identify the correct query template, modify if needed, and run analysis in Advanced Analytics

# Use Advanced Analytics in a test and learn approach to hypothesize and validate business outcomes

Success Cases

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# How to Fail (in order to succeed)

What are we trying to test and why?

What is your hypothesis?

What business question are you trying to answer and solve for?

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Ensure you have enough scale in conversions and/or audiences for your test for best success.

What is your conversion point (e.g. landings, sales, leads etc)

What volume has the event had in the past 30 days?

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Ensure you have enough budget to ensure the best chance for getting statistically significantly & relevant results.

Develop a clear solution design to take rest of the stakeholders through the approach. (don't overcomplicate it)

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Start simple with your initial tests and move towards more sophisticated tests as you iterate and progress your understanding.

Ensure you're telling a story with the data not just presenting back results.

# Unlocking Insights with Data Clean Rooms

## Maximizing Marketing Impact through Meta AA and Data Collaboration

| Client's Goal | Delivered initiatives |
|---|---|
| • Understand the value of Advanced Audiences | • Sales measurement transactional data and segments linked to Meta AA<br>• 12 conversion lift experiments in Meta AA with granular analysis and recommendations<br>• Custom attribution model and R&F analysis<br>• Meta AA dashboard. |
| • Test and learn approach to support personalised experience | • 1PD measurement and segments integration to Meta AA.<br>• Conversion lift experiments with detailed analysis and recommendations. |
| • Estimate the value of 1PD from your CDP<br>• Experimentation and incrementality as a transformation pillar | • 1PD measurement and segments Integration to Meta AA<br>• Meta AA Dashboard for all campaigns<br>• Ongoing Conversion Lift Experiments reporting 1PD value |
| • Closed-loop measurement<br>• Elevating measurement and in-flight optimisation capability | • Transactional sales data measurement and segments linked to Meta AA<br>• Several conversion lift experiments.<br>• Meta AA Dashboard. |
| • Closed loop measurement | • Flybuys measurement and segments linked to Meta AA via AMAPI<br>• 1 conversion lift experiment in Meta AA |
| • Closed loop measurement | • Flybuys measurement and segments linked to Meta AA via AMAPI<br>• 1 conversion lift experiment in Meta AA |

**PEPSICO**

**Virgin australia**

**BACARDI**   **Beiersdorf**

**120+**
Tests
in Meta AA

**20+**
Campaigns

**15M+**
Delivered in
value for clients

## QSR Brand

### Testing ROI: Personalised vs. Generic Messages

## THE CHALLENGE

Using an exposed vs. control methodology, advertiser can test and measure the ROI effectiveness of personalized messages compared to generic messages.

## THE SOLUTION

Linking transactional data to Meta AA. Using an exposed vs. control methodology to measure the **ROI effectiveness of personalised messages** compared to generic messages.

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∞ Meta

## THE RESULTS

# +5%

AVERAGE CUPS OF COFFEE PURCHASE PER CUSTOMER.

# +20%

AVERAGE TRANSACTION VALUE PER CUSTOMER

## TRAVEL & LEISURE BRAND

### Comprehensive measurement framework

### THE CHALLENGE

Develop a **comprehensive measurement framework** to accurately evaluate performance across all first-party data segments, providing greater precision and depth.

### THE SOLUTION

Custom integration for Tealium segments in Meta AA. **Unveiling Insights through Meta Conversion Lift Experiment** and Meta AA for Comprehensive Analysis

## THE RESULTS

### +14%

INCREMENTAL REVENUE DELIVERED BY FIRST-PARTY DATA SEGMENTS

### x27

VARIATION IN PERFORMANCE ACROSS DIFFERENT SEGMENTS

# Unlocking Insights with Data Clean Rooms

## BEVERAGE BRAND

### Insights & New Audience Segmentation

## THE CHALLENGE

Enhance our audience understanding by constructing **segmentations grounded in real purchase data** across PepsiCo's diverse range of categories and brands.

## THE SOLUTION

Successfully create and roll-out a **first in market data-driven comms strategy** across a billion-dollar portfolio.

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Meta    experian.

## THE RESULTS

# DOUBLE DIGITS

DIFFERENCE IN INCREMENTAL ROAS BETWEEN THE TOP AND LEAST PERFORMING DATA SOURCES

# +42

INCREASE IN LOWER-FUNNEL EFFECTIVENESS

# Where to for my measurement approach

## From

- Zero or Ad Hoc closed loop measurement.

- Leveraging only in-platform Standard last touch attribution window with one day lookback window.

- Insights are restricted to what is available in Meta Ads Manager and not at a granular user-level with aggregated outputs.

- Data is fragmented with limited potential to deliver actionable insights or understanding effectiveness is not easily available in-platform.

- Basic value is delivered from current data and I want to be able to surface deeper insights and measure in a more precise manner incremental lift (conversions, ROAS etc)

## TO

- Development of an ongoing closed loop measurement framework.

- Development of custom multitouch attribution analysis with a 30-day lookback window, resulting in a ~15x improvement in measurement accuracy.

- Advancing your analysis at the user level and unlocking unique use cases and insights.

- Leveraging complete data, with the potential to evolve the process for continuous reporting that empowers in-flight optimization.

- Establishing a robust method for leveraging data to enhance campaign performance.

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