James Slezak

Co-Founder and CEO,
Swayable

Mike Jensen

Senior Brand Manager,
Thomas'

How Thomas' refreshed their brand to attract younger audiences

Objective: **Win millennial consumers**

Goals

- In-store purchase
- Consideration
- Brand love

Data

- Clicks
- Views
- Likes, reactions

Reactions ⓘ

Export ⌄

TOTAL REACTIONS ⓘ

1.08k

0.61 of all engagement

REACTIONS ⓘ

👍 Likes **1.08k** ❤️ Loves **0** 😆 Hahas **0**
😲 Wows **0** 😢 Sads **0** 😡 Angrys **0**

REACH ⓘ

3.5%

...k of 12.7k page fans saw this post ⓘ

TOTAL IMPRESSIONS ⓘ

153k

🟨 Organic **10.7k**
🟧 Paid **66.5k**
🟩 Viral **75.9k**

Video Details ⓘ

Export ⌄

TOTAL VIDEO VIEWS ⓘ

30.2k

Viewers: 100%

🟨 Organic **14.6k**
🟧 Paid **15.7k**

10-SECOND VIEWS ⓘ

18.5k

Viewers: 61.3%

🟨 Organic **9.31k**
🟧 Paid **9.22k**

30-SECOND VIEWS ⓘ

8.77k

Viewers: 29.0%

🟨 Organic **4.72k**
🟧 Paid **4.04k**

VIEWS TO 95% ⓘ

8.65k

Viewers: 28.6%

🟨 Organic **4.62k**
🟧 Paid **4.04k**

ENGAGED USERS ⓘ

5.81k

Page Fans — **1.44k**
Other — **4.37k**

AUTO-PLAY VS CLICK TO PLAY ⓘ

Auto Play — **27.1k**
Click to Play — **3.16k**
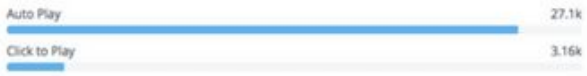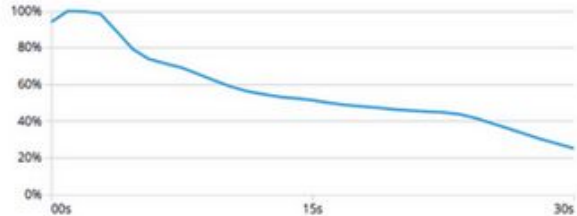
SOUND ON VS SOUND OFF ⓘ

Sound Off — **29.9k**
Sound On — **368**

RETENTION VS. TIME ⓘ

Export ⌄

...GAGEMENT ON POST AND SHARES ⓘ

.78k

...on shares of post

Reactions **1.08k**
Comments **196**
Shares **499**
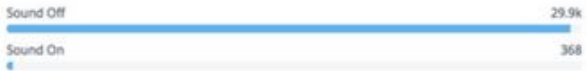
ENGAGEMENT ON POST ⓘ

1.07k

60.3% of Total Engagement

🟥 Reactions **495**
🟩 Comments **54**
🟦 Shares **525**

399,320

👍 **1,742**   👎 **60**
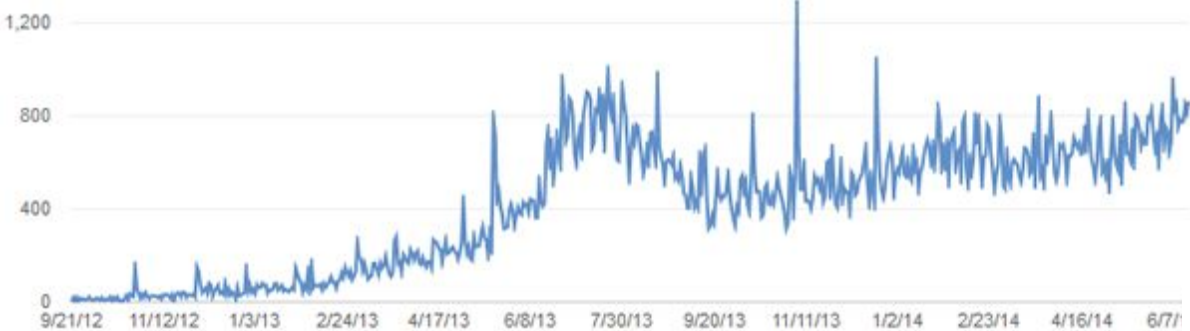
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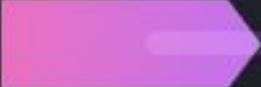
54.3 +3.1

54.6 +4.0

57.6 +6.5

44.3 +10.0

74.8 +0.4

Control Group

Test Group

Control Content
(e.g. PSA or other
neutral content)

Test Content

Survey

Survey

Baseline
Response
Statistics

Content-
Influenced
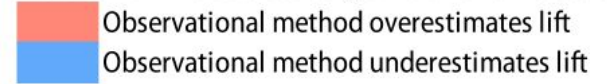Responses
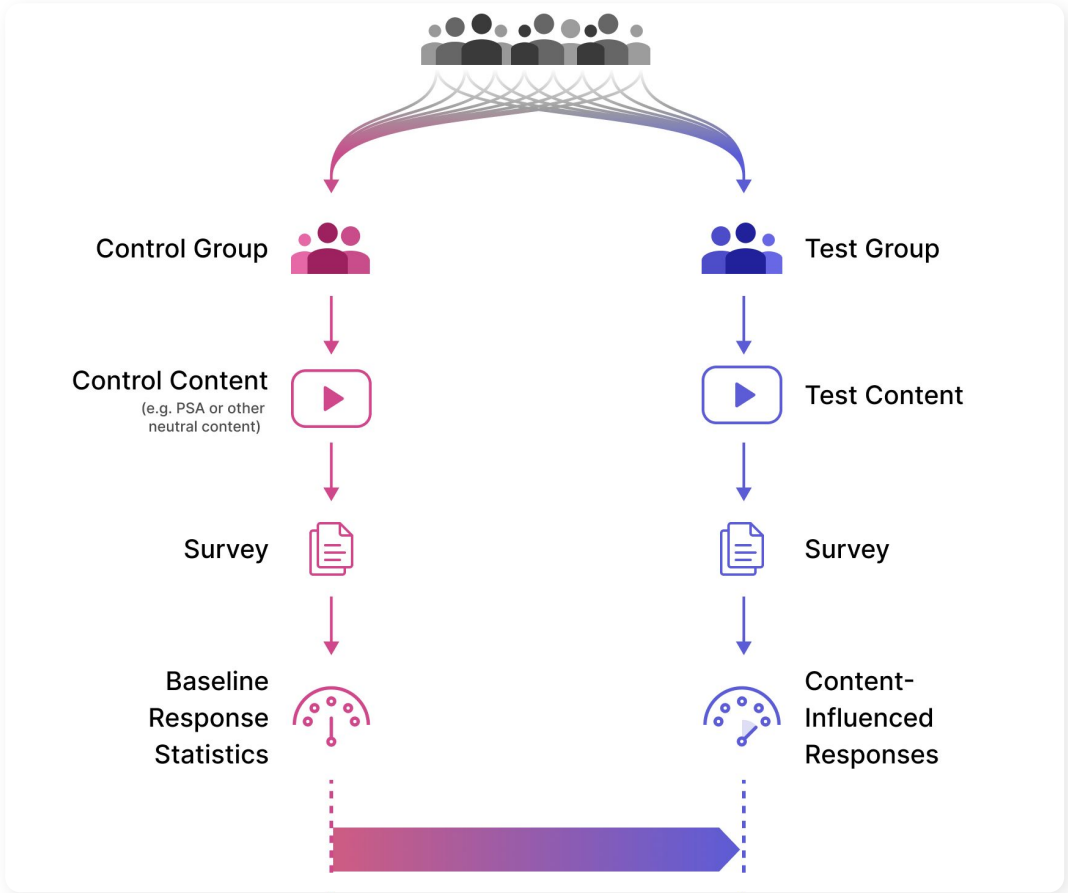
# A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook

Brett R. Gordon,[a] Florian Zettelmeyer,[a,b] Neha Bhargava,[c] Dan Chapsky[c]

[a] Kellogg School of Management, Northwestern University, Evanston, Illinois 60208; [b] National Bureau of Economic Research, Cambridge, Massachusetts 02138; [c] Facebook Inc., Menlo Park, California 94025

Contact: b-gordon@kellogg.northwestern.edu, http://orcid.org/0000-0001-9081-569X (BRG); f-zettelmeyer@kellogg.northwestern.edu (FZ); nehab@fb.com (NB); chapsky@fb.com (DC)

Observational method overestimates lift
Observational method underestimates lift

Study	RCT Lift	E-U	EM	Stratification				Propensity Score Matching				Regression				Inv Prob. Weighted Regression Adjustment				Stratified Regression			
		Age, Gender	Age, Gender +FB	Age, Gender +FB +Census	Age, Gender +FB +Census +Activity	Age, Gender +FB +Census +Activity +FB Match		Age, Gender +FB	Age, Gender +FB +Census	Age, Gender +FB +Census +Activity	Age, Gender +FB +Census +Activity +FB Match	Age, Gender +FB	Age, Gender +FB +Census	Age, Gender +FB +Census +Activity	Age, Gender +FB +Census +Activity +FB Match	Age, Gender +FB	Age, Gender +FB +Census	Age, Gender +FB +Census +Activity	Age, Gender +FB +Census +Activity +FB Match	Age, Gender +FB	Age, Gender +FB +Census	Age, Gender +FB +Census +Activity	Age, Gender +FB +Census +Activity +FB Match
Checkout																							
1	30%	217%	116%	105%	100%	103%	94%	109%	107%	85%	93%	99%	94%	59%	49%	104%	99%	88%	76%	101%	94%	65%	51%
2	1.3%	377%	432%	156%	148%	39%	37%	161%	149%	37%	36%	114%	103%	33%	30%	149%	140%	43%	35%	97%	98%	54%	40%
3	8.8%	198%	65%	22%	25%	46%	18%	20%	24%	41%	17%	6%	9%	21%	5%	21%	23%	38%	5%	18%	19%	30%	2%
4	73%	316%	222%	140%	136%	143%	99%	145%	131%	143%	95%	63%	61%	64%	37%	126%	122%	134%	100%	98%	87%	96%	74%
5	450%	678%	511%	427%	432%	448%	306%	418%	443%	463%	316%	409%	415%	429%	299%	428%	432%	437%	305%	447%	431%	435%	301%
7	2.7%	131%	37%	19%	20%	-34%	-35%	20%	18%	-33%	-36%	22%	23%	-19%	-21%	19%	20%	-33%	-35%	19%	19%	-31%	-33%
8	-2.9%	179%	48%	34%	34%	52%	33%	31%	36%	50%	27%	39%	45%	60%	33%	36%	41%	54%	29%	32%	37%	52%	28%
9	2.4%	4074%	3414%	1994%	1995%	2315%	1724%	2062%	1970%	2314%	1710%	1925%	1960%	2069%	1306%	1994%	1999%	2319%	1716%	1962%	1962%	2210%	1656%
10	2.0%	138%	38%	20%	20%	36%	-15%	23%	16%	43%	-7%	10%	10%	25%	-5%	20%	20%	34%	-13%	21%	21%	35%	-11%
11	9%	392%	275%	30%	30%	39%	7%	29%	31%	38%	7%	16%	16%	11%	-3%	30%	31%	35%	3%	30%	31%	34%	2%
12	1%	233%	129%	112%	110%	81%	81%	111%	110%	82%	82%	105%	107%	73%	74%	112%	111%	82%	81%	112%	111%	84%	82%
13	-15%	61%	-39%	-35%	-35%	-31%	-30%	-35%	-36%	-30%	-31%	-36%	-36%	-31%	-30%	-35%	-35%	-31%	-30%	-35%	-35%	-31%	-30%
14	62%	365%	119%	81%	86%	99%	99%	80%	85%	95%	101%	80%	83%	93%	92%	80%	83%	92%	90%	74%	77%	82%	84%
15	2%	126%	26%	-9%	-9%	-10%	-13%	-10%	-9%	-10%	-13%	-6%	-6%	-10%	-12%	-9%	-9%	-11%	-14%	-9%	-9%	-12%	-14%
Registration																							
1	781%	1132%	1024%	976%	962%	1126%	1023%	978%	944%	1060%	977%	625%	593%	205%	155%	968%	960%	1087%	985%	824%	800%	432%	348%
5	893%	1456%	1270%	1064%	1065%	1074%	744%	1071%	1055%	1070%	765%	1204%	1189%	1196%	681%	1067%	1067%	1063%	728%	1112%	1104%	1081%	772%
8	63%	331%	180%	154%	156%	161%	135%	162%	159%	173%	167%	124%	126%	139%	99%	150%	153%	158%	114%	157%	161%	160%	125%
10	9%	136%	34%	19%	19%	32%	0%	19%	18%	34%	-3%	16%	16%	27%	3%	18%	18%	31%	0%	19%	18%	31%	2%
14	158.1%	540%	275%	219%	221%	245%	241%	215%	219%	244%	241%	234%	234%	277%	281%	219%	219%	238%	234%	219%	218%	240%	239%
Page View																							
2	1517%	3363%	4261%	2481%	2479%	1147%	1183%	2493%	2416%	1150%	1177%	744%	747%	202%	209%	2408%	2422%	1175%	1187%	1162%	1181%	1722%	1268%
5	609%	1010%	846%	749%	747%	711%	480%	771%	731%	719%	484%	809%	803%	828%	490%	751%	748%	710%	477%	776%	769%	717%	498%
6	14%	368%	227%	103%	106%	262%	254%	103%	105%	263%	255%	66%	68%	222%	236%	103%	106%	250%	246%	111%	115%	255%	278%

But those are just two examples. Swayable plotted the persuasion and engagement scores of dozens of combinations of videos and audiences, and found no correlation whatsoever. "There's nothing but just random static," Slezak says.
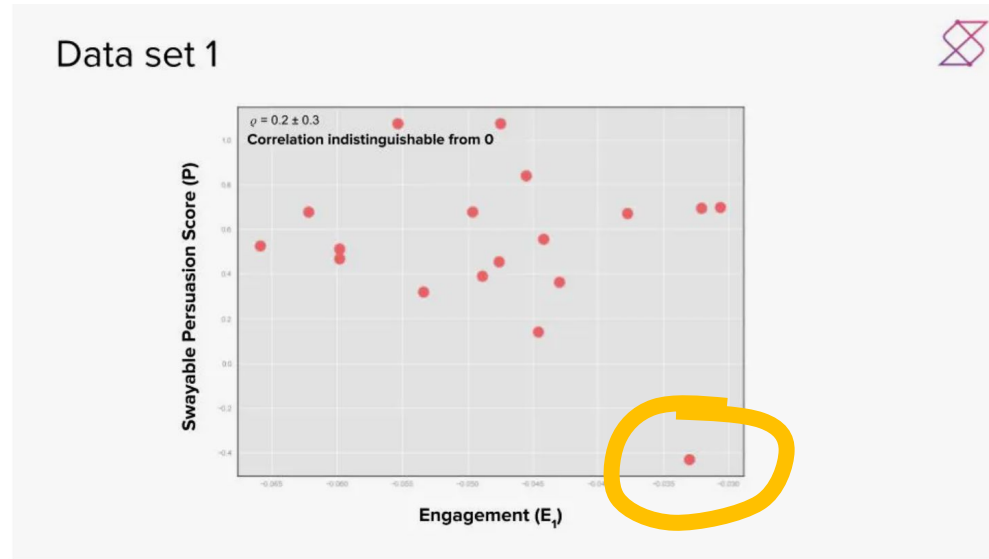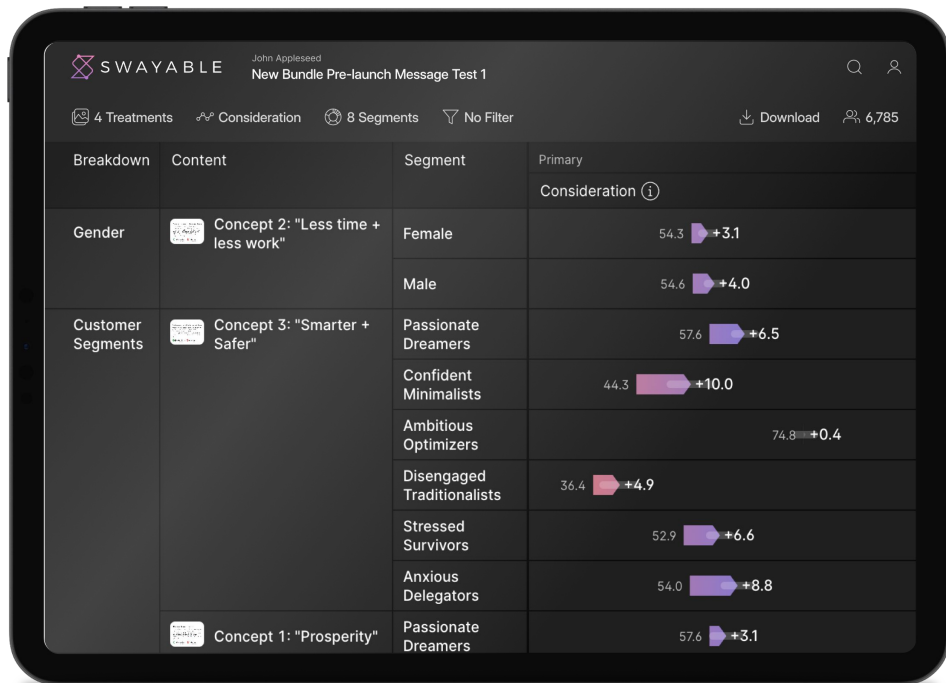

These scatterplots chart the engagement and persuasion of different videos targeted at different audiences and find no correlation between them. SWAYABLE

Lift in Agreement (p.p.)

ρ = 0.2 ± 0.3

ρ = -0.2 ± 0.3

ρ = 0.1 ± 0.1

ρ = 0.1 ± 0.1

ρ = 0.1 ± 0.2

ρ = 0.0 ± 0.2

ρ = 0.0 ± 0.2

ρ = 0.1 ± 0.2

ρ = 0.0 ± 0.1

ρ = 0.3 ± 0.3

ρ = 0.0 ± 0.0

Random data!

ρ = 0.0 ± 0.0

Random data!
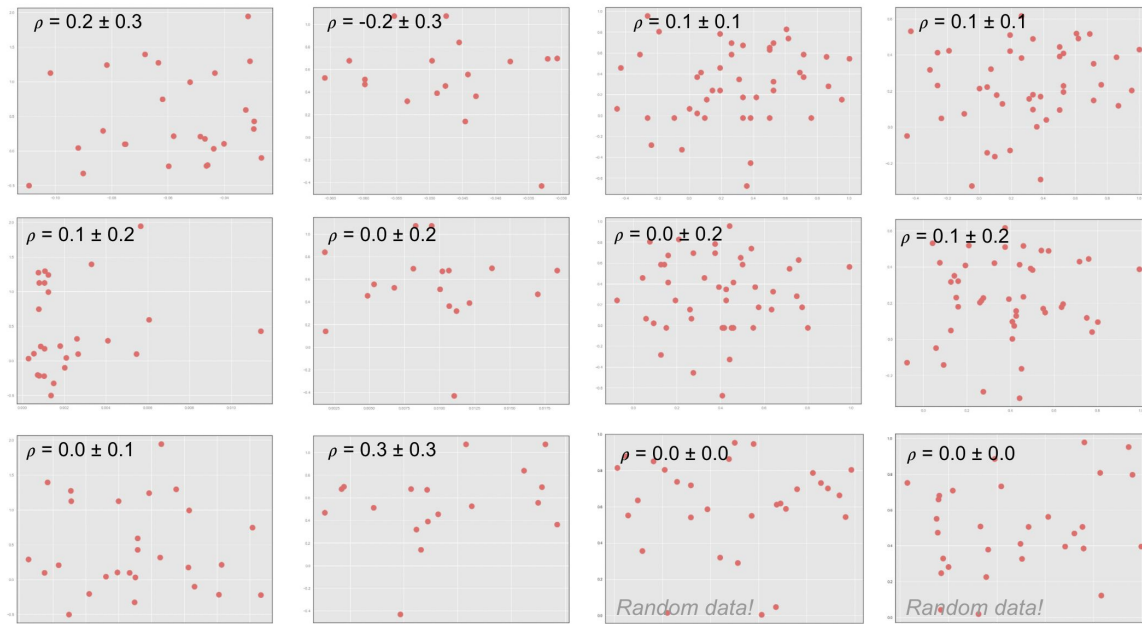
Engagement
Facebook view completion rate

Proof of causal impact
RCT captive survey experiment

1000s of respondents
Instead of hundreds

24-hour results
Instead of weeks

Representative statistics
Post-stratification re-weighting and ML population modeling

Thomas' Breakfast

Meet Thomas' English Muffins. They're over 140 years in the baking and as delicious as ever.

Traditional

Thomas' Breakfast

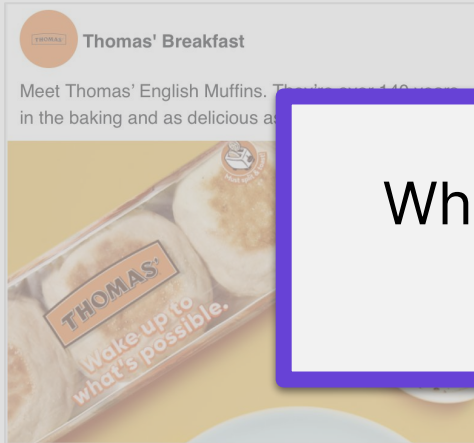Breakfast outlook: sunny with a definite chance of Thomas' English Muffins! 🌞😊

Optimistic

Thomas' Breakfast

Whether your breakfast vibe is 😎, 🤓, or 😌, you're going to 🧡 Thomas' English Muffins.
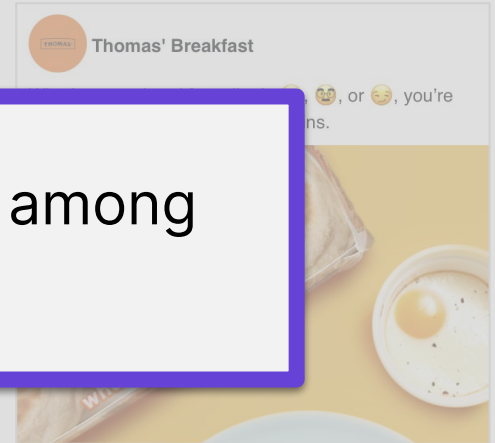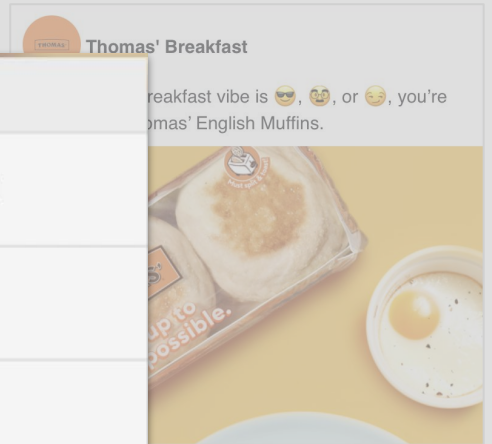
Edgy

Thomas' Breakfast

Meet Thomas' English Muffins. They're over 140 years in the baking and as delicious as...

Traditional

Thomas' Breakfast

Optimistic

Thomas' Breakfast

, or , you're ...

Edgy

Which messaging won out among Millennials?

Thomas' Breakfast

Meet Thomas' English Muffins. They're over... in the baking and as delicious as ever.

THOMAS'
Wake up to what's possible.

Thomas' Breakfast

Thomas' Breakfast

...reakfast vibe is 😎, 🥹, or 😌, you're ...homas' English Muffins.
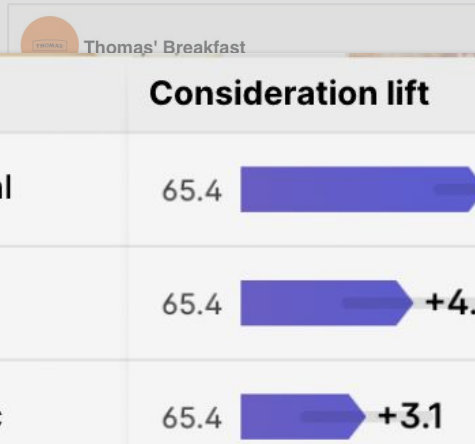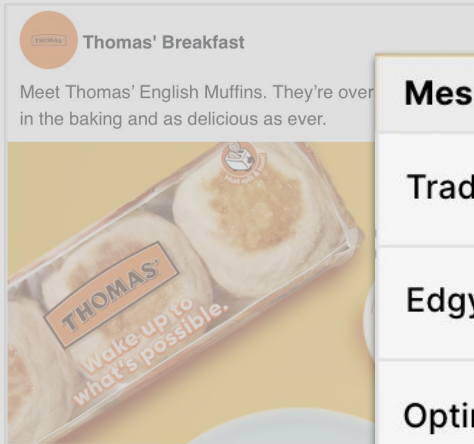
Message	Consideration lift		
Traditional	65.4		+6.1
Edgy	65.4		+4.3
Optimistic	65.4		+3.1

Traditional   **Optimistic**   **Edgy**

Retail sales uplift

Ad platforms used for campaign:
Facebook / Instagram and Pinterest

+7%

Holdout Test group

Predetermined confidence level achieved

Messaging

Healthy, Snackable, Fresh

Concepts

Concept 1

Concept 2

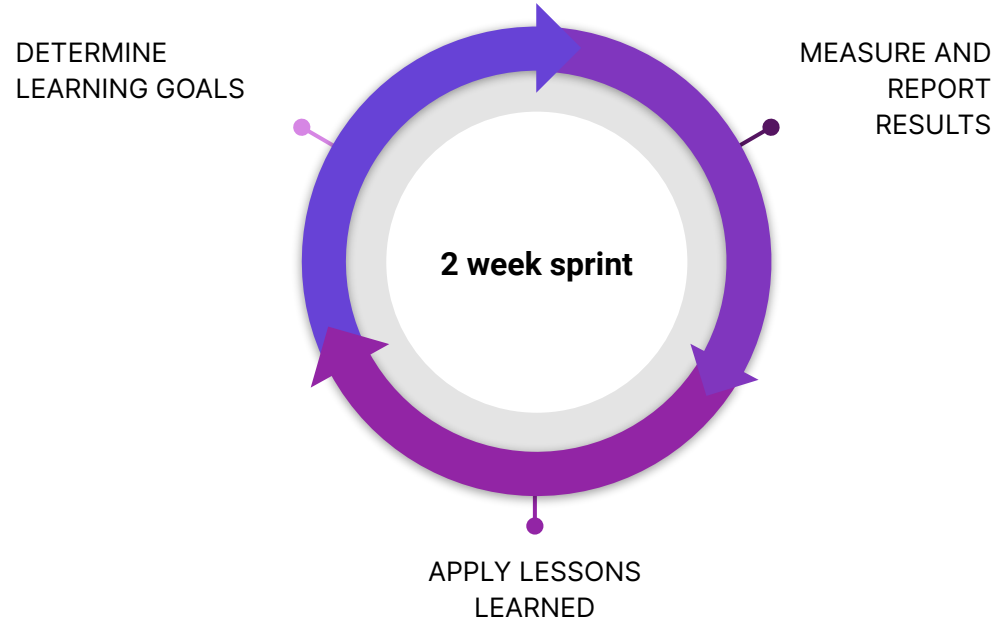Concept 3

Creative

Creative Execution 1

Creative Execution 2

Creative Executi 3

*Content is representative and has been sanitized to preserve confidentiality

Thomas' **Learning Lab** and **Marketing CoE**

DETERMINE
LEARNING GOALS

MEASURE AND
REPORT
RESULTS

2 week sprint

APPLY LESSONS
LEARNED

The easy money in optimizing digital advertising in the performance-marketing end of the funnel is well tapped, if not fully exploited.

The bigger opportunity now lies at the top of the funnel, where the signals are weaker and more indirect.

Cesar Brea, Partner, Bain & Company

According to Nielsen, **56%** of a campaign's sales lift can be directly attributable to the quality of the creative.

Nielsen

Source: When it comes to advertising effectiveness, what is key?

21

Takeaways

1. Measure upper-funnel creative performance
2. Metrics need to represent the actual goals
3. Major brands are deploying this as a shared service

+ Creatives can be allies to measurement if you pre-test

Discussion