Meta



Maximize performance with the right mix of measurement solutions



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Measurement is key to effective performance marketing



Effectively boost ad performance by understanding:

- The true value of your marketing
- Which tactics are performing best
- How your campaigns are performing
- Which marketing channels are driving the most impact

Businesses that run 15 experiments in a year see

30%

higher ad performance that year, compared to ones that run no experiments[1]

Source: “Marketers Underuse Ad Experiments. That’s a Big Mistake.”, HBR

Measuring performance

With the help of multiple measurement solutions in a connected framework, empower your teams to drive ad performance by adopting a 360-degree measurement approach – to track all components of your marketing strategies.



Sources: Measurement 360: an Advanced way to think about measurement strategy" Sept 2022 Deloitte

Three steps to begin measuring performance with Meta

Meta's measurement solution ecosystem enables your team to effectively navigate the changing measurement landscape and guide your journey towards effective measurement.

#1 Evaluation

The first step is to assess the crucial aspects of your measurement strategy.

- Explore essential aspects of measurement strategy: business questions, KPIs, philosophy, checks, and resources
- Align tools with inquiries, track KPIs, and assess philosophy
- Evaluate system checks, resource efficiency, and operationalizing frameworks

#2 Consolidation

In the second step, tailor your approach in assessing marketing success based on your specific business needs.

- Provide insights on the performance of your Meta ads
- Share methods to utilize measurement solutions for:



Optimizing Meta ad performance



Enhancing performance across your media mix

#3 Execution

In the last step, carry out experiments to help you understand the incremental impact of your marketing.

- Determine an optimal allocation of your Meta budget across different funnel stages
- Identify and prioritize audiences that yield the highest conversions
- Develop a creative strategy that effectively enhances brand awareness

Choose the right solutions to build your measurement portfolio

The type of measurement solution you choose is based on where you access conversion data – and depending on the business questions you need to answer.



Your business accesses conversion data online



Your business accesses conversion data offline



Your business has limited or no access to conversion data



Your business accesses conversion data via app



Your business accesses conversion data online

Measurement solutions for day-to-day execution and strategic performance evaluation	**How are my Meta ads performing?**	Day-to-day execution and reporting: • Ads Manager • Ads Reporting • Business Insights • Mobile Measurement Partners • Click Attribution Strategic performance evaluation: • Conversion Lift • Brand Lift
Measurement solutions to compare the impact of your ads across multiple marketing strategies	**How can I use measurement solutions to optimize the performance of my Meta ads?**	• Conversion Lift • Brand Lift • A/B Testing • Advanced Analytics
Measurement solutions to understand the impact of your marketing across different channels	**How can I use measurement solutions to optimize performance across my media mix?**	• Conversion Lift (Calibration use case) • GeoLift* • Mobile Measurement Partners • MMM (Data Feed) • MMM (Robyn)* • Partner MTA • Advanced Analytics

* More effort-intensive, DIY open-source solutions typically require larger campaigns to achieve useful learnings



Your business accesses conversion data offline

Measurement solutions for day-to-day execution and strategic performance evaluation	**How are my Meta ads performing?**	Day-to-day execution and reporting: • Ads Manager • Ads Reporting • Business Insights • Viewability and Brand Safety Partners Strategic performance evaluation: • Conversion Lift • Brand Lift • Reach Measurement Partners
Measurement solutions to compare the impact of your ads across multiple marketing strategies	**How can I use measurement solutions to optimize the performance of my Meta ads?**	• Conversion Lift • GeoLift * • Brand Lift • A/B Testing • Advanced Analytics • Third-Party Lift Solutions
Measurement solutions to understand the impact of your marketing across different channels	**How can I use measurement solutions to optimize performance across my media mix?**	• Conversion Lift (Calibration use case) • GeoLift • MMM (Data Feed) • MMM (Robyn)* • Partner MTA • Advanced Analytics

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Your business has limited or no access to conversion data

Measurement solutions for day-to-day execution and strategic performance evaluation	**How are my Meta ads performing?**	Day-to-day execution and reporting: • Ads Manager • Ads Reporting • Business Insights • Viewability and Brand Safety Partners Strategic performance evaluation: • Brand Lift • Reach Measurement Partners • GeoLift*
Measurement solutions to compare the impact of your ads across multiple marketing strategies	**How can I use measurement solutions to optimize the performance of my Meta ads?**	• Brand Lift • A/B Testing • Third-Party Lift Solutions • GeoLift *
Measurement solutions to understand the impact of your marketing across different channels	**How can I use measurement solutions to optimize performance across my media mix?**	• Third-Party Lift Solutions • MMM (Data Feed) • MMM (Robyn)* • GeoLift*

* More effort-intensive, DIY open-source solutions typically require larger campaigns to achieve useful learnings



Your business accesses conversion data via app

Measurement solutions for day-to-day execution and strategic performance evaluation	**How are my Meta ads performing?**	Day-to-day execution and reporting: • Ads Manager • Ads Reporting: Aggregated Event Measurement and SKAdNetwork • Business Insights • Mobile Measurement Partners Strategic performance evaluation: • Conversion Lift • GeoLift* • Brand Lift
Measurement solutions to compare the impact of your ads across multiple marketing strategies	**How can I use measurement solutions to optimize the performance of my Meta ads?**	• Conversion Lift • GeoLift * • Brand Lift • A/B Testing • Advanced Analytics
Measurement solutions to understand the impact of your marketing across different channels	**How can I use measurement solutions to optimize performance across my media mix?**	• Conversion Lift (Calibration use case) • GeoLift* • Mobile Measurement Partners • MMM (Data Feed) • MMM (Robyn)* • Partner MTA • Advanced Analytics

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Case studies

French beauty brand, Garnier Malaysia, wanted to get a better understanding of the performance of its campaigns centered around its flagship product. The brand worked closely with data analytics and consulting company Kantar to set up a cross-media, survey-based marketing study to determine the contribution of each social media channel in its marketing mix. Garnier Malaysia discovered the following:

2.6x

greater cost efficiencies compared with other short-form video hosting services

6x

return on investment in overall brand impact driven

8x

greater cost efficiency in driving brand impact compared with other short-form video hosting services

Highest

reach compared with both traditional and digital channels



Source: “How a cross-media marketing study helped Garnier Malaysia determine the true impact of its social media campaigns”, 2023



The D2C beauty brand did not have a central source of truth to make sure they were allocating marketing budgets efficiently, so they used the Measurement 360 framework from Meta to build a more robust attribution model and say the following results:

2x

increase in spend while maintaining CPAs

20%

of overall spend reallocated from under performing channels to over-performing channels



H&M wanted to capture impact of its marketing efforts on both brand and sales. Through multicell brand-lift studies the fashion retailer improved its brand strategies and marketing mix modeling to drive omni-channel sales. The company saw:

2.3x

increase in omni-channel sales using brand-building campaigns based on insights identified through testing

47%

higher ROI for omni-channel sales using broad online sales campaigns for prospecting compared to retargeting

Source: “How Lumē Used Multiple Sources of Truth to Make More Strategic Marketing Budget Decisions”, 2022

Source: “How H&M identified strategies to boost omni-channel sales by up to 2.3 times through brand building”, 2023

Meta

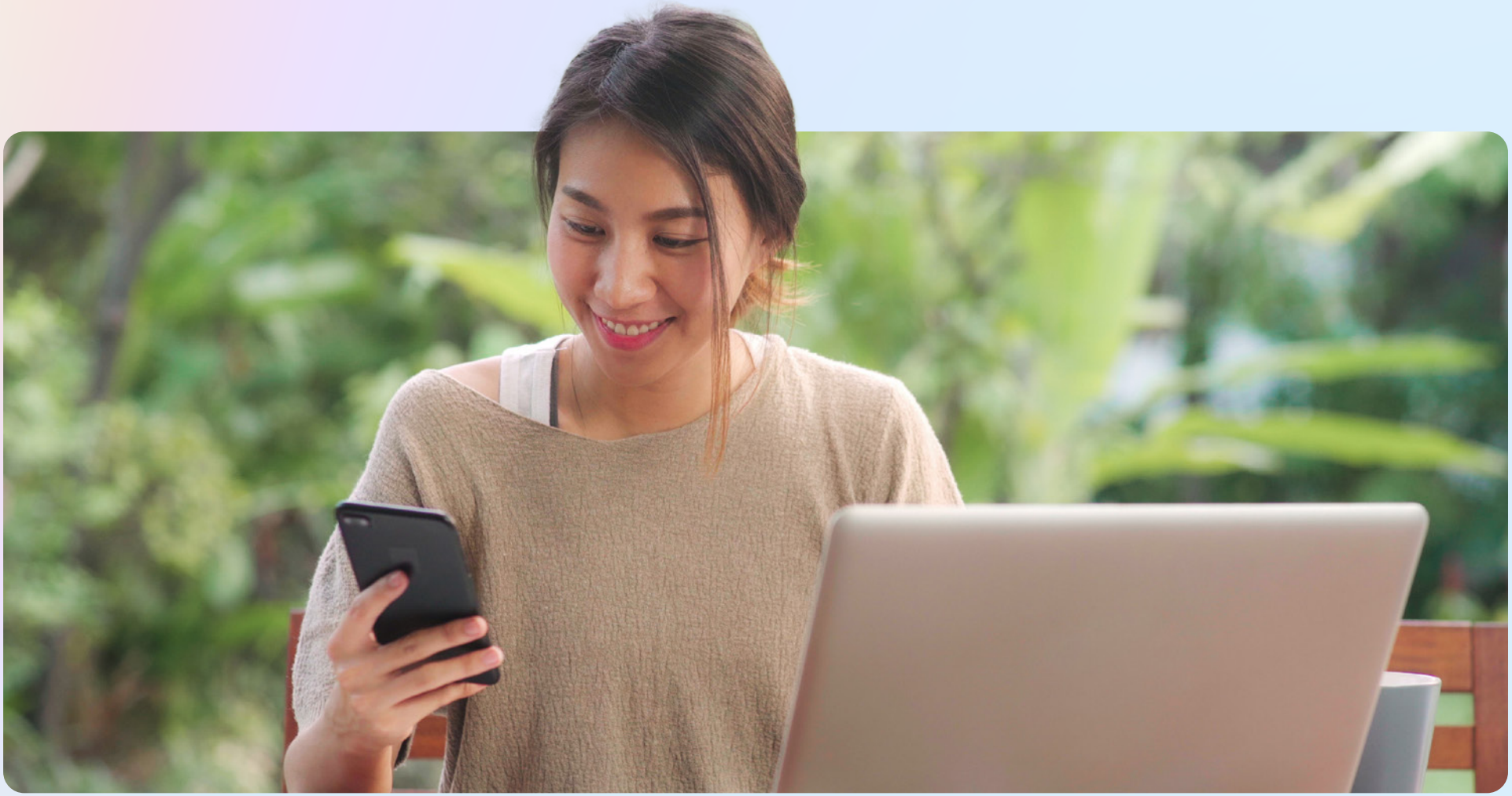
Maximize your performance with the right mix of measurement solutions

At Meta, we understand the importance of measurement tools in enhancing business performance, and we're committed to providing you comprehensive solutions. In addition to our offerings, we collaborate with partners who develop measurement solutions, leveraging data provided by us to incorporate ad performance insights. Our dedicated account team can assist you in selecting tailored measurement solutions, from hypothesis creation to KPIs, test design, interpretation, and more.

Reach out to your account team to get started today.



Appendix: Measurement portfolio handbook



SOLUTION	SUMMARY	BUSINESS OUTCOME	METHOD TYPE	CROSS CHANNEL	AVAILABILITY	RESOURCES NEEDED	ADVERTISER SUITABILITY	CONSIDERATIONS
BRAND LIFT [Meta 1st Party]	Experimental surveys to measure incremental impact of campaign(s) on Brand metrics (e.g. awareness, consideration, intent)	Brand	Experimental (causal)	No	Global	**Advertiser:** Low **Cost:** Free of charge; Minimum spend criteria by market	Broad availability across verticals and markets	**Current limitations:** Not designed to measure cross-channel (does not provide comparability). Focused on campaign measurement (not designed to measure longer-term brand effects). **Timeframe:** Recommended to run for min 14 days.
SELF SERVE BRAND LIFT [Meta 1st Party]	As above but self-serve setup by advertiser in Ads Experiments within Ads Manager.	Brand	Experimental (causal)	No	~Global Market and langugage availability detailed in minimums doc	**Advertiser:** MED Self-serve setup via Ads Experiments UI **Cost:** Free of charge; study must have sufficient statistical power	Broad availability across verticals and markets. Self-serve within Ads Experiments in Ads Manager.	**Current limitations:** As above. Additionally, reduced functionality / reduced customizability vs broader Brand Lift solution. **Timeframe:** Recommended to run for min 14 days. Results within 1-2 weeks; Immediate action thereafter.
CONVERSION LIFT [Meta 1st Party]	Measure incremental impact of campaign(s) on Conversion metrics (e.g. sales, app events, offline events)	Sales	Experimental (causal)	No	Global	**Advertiser:** Low **Cost:** Free of charge; study must have sufficient statistical power	Requires data integration via supported sources. Recommended integration is Conversions API with min 3.0 Event Match Quality (EMQ) score, but ideally 5.0+. App Event API, SDK, and Pixel are also supported with limitations.	**Current limitations:** For study objectives measuring web based conversion events in ePD markets, advertisers should leverage CAPI for a more complete view of web performance. Measurement of app events in ePD markets will largely behave the same as non-ePD markets, however studies will only measure app events where ePD-specific consent has been provided. Not designed to measure cross-channel and does not provide comparability. Not possible run always-on and report real-time. **Timeframe:** Recommended to run for min 14 days.

SOLUTION	SUMMARY	BUSINESS OUTCOME	METHOD TYPE	CROSS CHANNEL	AVAILABILITY	RESOURCES NEEDED	ADVERTISER SUITABILITY	CONSIDERATIONS
BETA **PRIVATE CONVERSION LIFT** [Meta 1st Party]	Measure incremental impact of campaign(s) on Conversion metrics in an environment built on privacy enhancing technology (PET).	Sales	Experimental (causal)	No	Candidates approved for beta	**Advertiser:** HIGH ~3 hours active eng work to onboard, comfort using AWS and SQL, command line scripts for troubleshooting **Cost:** $ Associated server costs	Limited global beta for advertisers looking to run incrementality studies using encryption and private secure enclave.	**Current limitations:** Requires hands-on technical resource investment from advertiser and Meta-side. Not designed to measure cross-channel / comparability. Not possible run always-on and report real-time. Requires cloud instance owned and paid by advertiser. **Timeframe:** Recommended to run for min 14 days.
GEOLIFT [Meta Open Source]	Measure incremental impact of campaign(s) on Conversion metrics (purchase, registration, app install etc.) based on geographical randomisation	Sales	Experimental (causal)	Dependent on Geo and Campaign Size	Global external availability via Github	**Advertiser:** HIGH Self-serve end-to-end via open source code. **Cost:** Free of charge; open source	Advertisers looking to run incrementality studies across multiple channels and/or where test/control assignment is based on geography rather than individuals.	**Current limitations:** Advertiser should have technical resources to execute the code.
ADS REPORTING [Meta 1st Party]	Reported conversions in Ads Manager following ad exposure using specified attribution window logic. Built on top of Meta reporting methodologies e.g. AEM (Aggregated Events Measurement) and 3rd party methdologies such as SKAN (Apple SKAd Network) where relevant.	Sales	Attribution (correlated / modelled)	No	Global	**Advertiser:** LOW A general understanding of media metrics and attribution principles is required to inform optimaztions and core marketing decisions. **Cost:** Free of charge	Available to all advertisers via Ads Manager.	**Current limitations:** Does not show causal impact of Meta Ads or use experimental design to isolate variables. Not designed to measure cross-channel / comparability. **Timeframe:** Always on.

SOLUTION	SUMMARY	BUSINESS OUTCOME	METHOD TYPE	CROSS CHANNEL	AVAILABILITY	RESOURCES NEEDED	ADVERTISER SUITABILITY	CONSIDERATIONS
A/B TESTING [Meta 1st Party]	Compare attributed outcomes of competing strategies with audience randomisation (no holdout) e.g. creative A vs B or bidding strategy A vs B etc.	Sales	Attribution (correlated / modelled)	No	Global	**Advertiser:** LOW **Cost:** Free of charge	Available to all advertisers via Ads Experiments in Ads Manager.	**Current limitations:** Does not show causal impact of Meta Ads Not designed to measure cross-channel / comparability. **Timeframe:** Results immediate on test conclusion.
BETA **ADVANCED ANALYTICS (AA)** [Meta 1st Party]	Data sharing environment for advertiser driven custom analysis	Sales	Custom Analysis	Yes	Candidates approved for beta	**Advertiser:** HIGH In-house data analyst (0.5 FTE) dedicated to AA **Cost:** Free of charge	Limited global beta for advertisers with suitable analytical resources dedicated to AA with a use case validated against AA capabilities.	**Current limitations:** Requires hands-on technical resource investment from advertiser and Meta-side. Not broadly scalable. Some tables limited by privacy requirements for app and web activities at a transactional level. Cross-channel capabilities are dependent on advertiser data upload to AA platform (e.g. attribution / reach data). **Timeframe:** Approx 21 days from contract to first insights; ~1 month insights to action with leadership buy in.

SOLUTION	SUMMARY	BUSINESS OUTCOME	METHOD TYPE	CROSS CHANNEL	AVAILABILITY	RESOURCES NEEDED	ADVERTISER SUITABILITY	CONSIDERATIONS
MMM ROBYN [Meta Open Source]	Econometric modelling to allocate channel credit within media mix. Mulit Channel, Long Term	Sales	MMM (modelling)	Yes	Global external availability via Meta Git Hub	**Advertiser:** HIGH In-house data analyst(s) to build, optimise and run model, deliver insights. Leadership buy in and influence needed. **Cost:** Free of charge; open source	Broad availability via open source code. Requires advertiser-side technical resource to implement and leadership buy-in to influence and drive action.	**Current limitations:** Advertiser should have technical resources to execute the code. **Timeframe:** 1-2 month effort typically depending on speed of execution and leadership buy-in..
MMM FEED (API AND UI) [Meta 1st Party]	MMM Feed is a data-out report that provides standardized core metrics with deeper dimensions and granularity for optimal aggregation workflows in MMM. This data is available in Insights API and as MMM Report in Ads Reporting	Sales	MMM (modelling)	No	Global	**Advertiser:** LOW **Cost:** Free of charge	Broad availability.	**Current limitations:** Does not include reach metrics. **Timeframe:** Usually less than 24 hours to receive the data, ready to be ingested in the models.
3P MMM [Partner 3rd Party]	3P vendors providing Media Mix Modelling	Sales	MMM (modelling)	Yes	Global through MMPs badged partners (see list in partners directory)	**Advertiser:** MEDIUM Providing Raw data on a frequent basis and using scenario planning / budgeting decisions **Cost:** $$ - $$$ Funding required. Cost varies based on partner	Broad availability.	**Current limitations:** Overall availability and supported features differ by market and provider. Requires funding **Timeframe:** 1-3 months

SOLUTION	SUMMARY	BUSINESS OUTCOME	METHOD TYPE	CROSS CHANNEL	AVAILABILITY	RESOURCES NEEDED	ADVERTISER SUITABILITY	CONSIDERATIONS
3P MTA [Partner 3rd Party]	Multi Channel Attribution modelling via 3rd party partnerships	Sales	Attribution (correlated / modelled)	Yes	Global through MTA badged partners (see list in partners directory)	**Advertiser:** MEDIUM Providing Raw data on a frequent basis and using scenario planning **Cost:** $$ - $$$ Funding required. Cost varies based on partner	Broad availability with high fees and operational costs	**Current limitations:** Overall availability and supported features differ by market and provider. Requires funding and long project times. Resilience under ecosystem changes varies by partner/solution. **Timeframe:** Ongoing, continuous.
3P SALES LIFT [Partner 3rd Party]	Incremental Sales measurement via 3rd party partnerships	Sales	Experimental (causal)	No	Different partners available by region. Speak to your Meta representative.	**Advertiser:** LOW **Cost:** $$ - $$$ Funding required. Cost varies based on partner	Advertisers who leverage a partner for final sales outcome data e.g. Consumer Package Goods (CPG).	**Current limitations:** Overall availability and supported features differ by market and provider. Requires funding. Partner Lift only measures Meta investment with very limited granularity; must be setup as multi-cell to derive learnings. **Timeframe:** Recommended study 4-12 weeks (+ possible 4-week post-period). Results available 4-8 weeks post-study, depending on partner solution.
3P GEO LIFT [Partner 3rd Party]	Measure incremental impact of campaign(s) on sales based on geographical randomisation	Sales	Experimental (causal)	No Can measure cross channel effect through multi-cell study set up, but usually not feasible due to campaign size	Different partners available by region. Speak to your Meta representative.	**Advertiser:** MEDIUM **Cost:** $ - $$ Funding required. Cost varies based on partner	Advertisers who leverage a partner for final sales outcome data e.g. Consumer Package Goods (CPG) and want to run incrementality studies based on geographical randomisation of test and control groups.	**Current limitations:** Overall availability differ by market and provider. Requires funding. Only measures Meta investment with very limited granularity; setup as multi-cell to derive learnings not usually feasible. **Timeframe:** Recommended study 4-12 weeks (+ possible 4-week post-period). Results available 2-3 weeks post-study, depending on partner solution

SOLUTION	SUMMARY	BUSINESS OUTCOME	METHOD TYPE	CROSS CHANNEL	AVAILABILITY	RESOURCES NEEDED	ADVERTISER SUITABILITY	CONSIDERATIONS
3P PANEL ATTRIBUTION [Partner 3rd Party]	Modelled attributed sales using 3P consumer panels (CPG-FMCG only)	Sales	Modelled sales (similar to MMM but using individuals-consumer´s purchase behavior as input)	Yes	Different partners available by region. Speak to your Meta representative.	**Advertiser:** MEDIUM Providing raw data on cross media advertising investments **Cost:** $$ - $$$ Funding required. Cost varies based on partner	Advertisers who leverage a partner for final sales outcome data e.g. Consumer Package Goods (CPG). Relevent for cross media optimal budget allocation decisions.	**Current limitations:** Only suitable for CPG advertisers. Limited availability by region. Requires funding. Feasibility check needed in advance (dependent of purchase penetration for each product category). **Timeframe:** Recommended study 4-12 weeks (+ possible 4-week post-period). Results available 4-8 weeks campaign, depending on partner solution
3P BRAND LIFT [Partner 3rd Party]	Experimental surveys to measure incremental impact of campaign(s) on Brand metrics (e.g. awareness, consideration, intent) measured via 3P	Brand	Experimental (causal)	Yes	~Global Market and langugage availability detailed in minimums doc	**Advertiser:** LOW **Cost:** $ - $$$ Funding required. Cost varies based on partner and whether analysis is single or cross-channel	Large Brand Advertisers (Ex: CPG, Auto,Telco, Finserv) that require 3P validation and/ or cross-channel brand outcomes.	**Current limitations:** Overall availability and supported features differ by market and provider. Usually have higher minimum campaign requirements. Requires funding. **Timeframe:** Recommended study 4-12 weeks. Results typically available 4 weeks post-study, depending on partner solution
MMPs [Partner 3rd Party]	Mobile Measurement Partners providing attribution modelling for app businesses.	Sales	Attribution (correlated / modelled)	Yes	Global through MMPs badged partners (see list in partners directory)	**Advertiser:** MEDIUM Client needs to implement MMP SDK **Cost:** $$ - $$$ Cost varies based on partner	Advertisers with business outcomes on app.	**Current limitations:** Limited to App measurement. Usually based on last touch and does not necessarily show causal impact of Meta Ads. Decreasing granular data due to industry changes (Ex: AMM deprecation). **Timeframe:** 1-2 Months

SOLUTION	SUMMARY	BUSINESS OUTCOME	METHOD TYPE	CROSS CHANNEL	AVAILABILITY	RESOURCES NEEDED	ADVERTISER SUITABILITY	CONSIDERATIONS
CLICK ATTRIBUTION [Meta supported functionality]	Tagging and tracking technology supported by Meta to allow click attribution in advertiser in-house business intelligence and/or 3rd party attribution providers.	Sales	Attribution (correlated / modelled)	Yes when integrated with similar data provided by other platforms	Global	**Advertiser:** LOW **Cost:** Free of charge	Broad availability.	**Current limitations:** Clicks alone do not provide an holistic view of advertising impact. Click based models should be calibrated with incrementality where possible. **Timeframe:** Always on.