



CookieCutter™

MEC's Proprietary "Big Data" Solution
to Quantify Digital Media ROI





Driving
actionable
results

CookieCutter™: MEC's Solution to Digital Attribution

As part of MEC's commitment to offering our clients the best suite of A&I tools and services in the market, we have invested in building a proprietary digital attribution platform, dubbed CookieCutter™, designed to cut through massive amounts of cookie-level data to uncover the true value of digital media. Almost two years in the making, CookieCutter™ offers a new, scalable and adaptive data solution pulling from the best in attribution methodologies and big data solutions. By bringing digital attribution modeling into the media agency environment, we are effectively centralizing data management and laying the foundation for a more holistic media planning process that maximizes the ROI of your digital media investments.

Why is Digital Attribution important?


Digital Attribution is a model across digital media sources that assesses the impact of each channel, going beyond 'last click' metrics to include ad view-thru behavior as well as accounting for offline influences. The results from Digital Attribution extend beyond what can be drawn from syndicated research and current planning tools, allowing for more accurate views than those produced by Web Analytics tools such as Google Analytics, Omniture, WebTrends, etc. This is because results are based on a full-pathway view of what consumers are actually doing across millions or billions of interactions online and how those pathways relate to performance metrics.

Analysis can be performed on both Direct Response Metrics such as conversions as well as select Brand Metrics such as purchase intent. Also, offline influence as well as viewability can be incorporated.

What makes Cookie Cutter™ different from other solutions?

There are three areas that drive successful Digital Attribution – sophisticated technology, flexible methodology, and a consultative approach. Current solutions on the market solve for the technology, but at MEC we deliver on all three, allowing CookieCutter™ to drive the most impactful and actionable results. CookieCutter™ is designed to process billions of cookie-level records sourced from your various digital data sources in a matter of seconds. Our team of expert digital specialists and statisticians then work hand-in-hand with our planners to assess the data, applying our vast understanding of the nuances of your business to build truly customized solutions to answer your evolving objectives.

For more information, please contact your MEC client leader.



Customizing
attribution
solutions



MEC