



# SEARCH EFFECTS TOOL

A LOCAL SUCCESS STORY



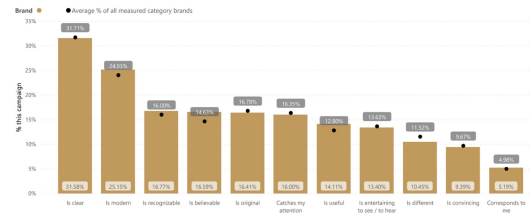


# A SHORT HISTORY OF EFFECTS SUITE

## Effects Framework



## Effects Tracking



2019

2020

2021

2022

```
share_of_search_12ma = share_of_search_12ma.copy()
share_of_search_12ma["period"] = share_of_search_12ma.index
share_of_search_12ma["period"] = share_of_search_12ma["period"].astype(str).apply(pd.to_datetime)
share_of_search_12ma["period"] = share_of_search_12ma["period"].dt.strftime('%y-%m')
share_of_search_12ma = pd.pivot_table(share_of_search_12ma, index="period").iloc[:, :-3]
```

## Share of Search Workbook





# SEARCH EFFECTS TOOL

Search Data

Google Ads  
KEYWORD PLANNER  
Google Trends

Open for Innovation  
**KNIME**

Brand Health Data

**EFFECTS TRACKING**  
dynata

Open for Innovation  
**KNIME**

Comp. Media Data

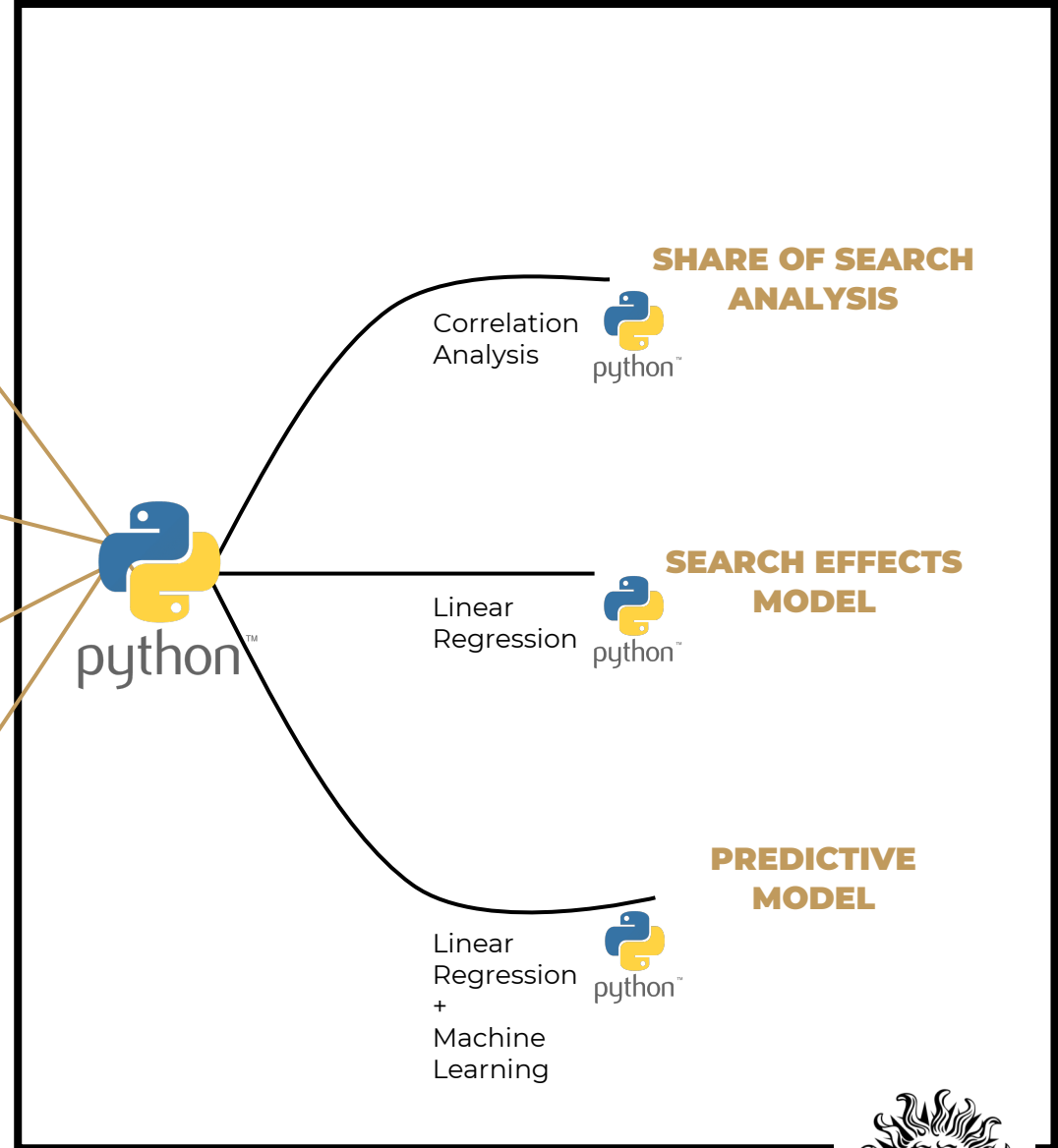
nielsen

SQL  
Azure SQL

Sales, MS, Campaign, ... Data

**CLIENT DATA**

SQL  
Azure SQL

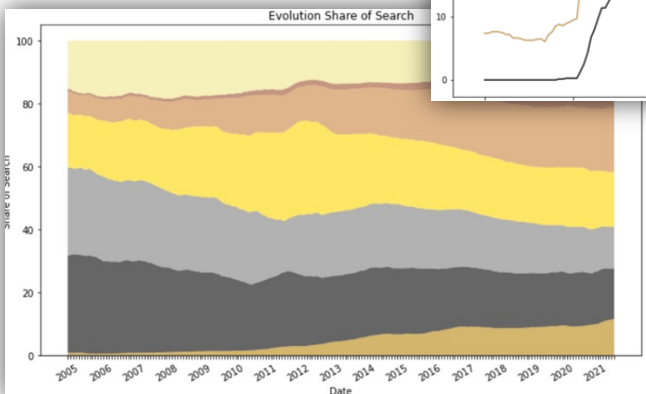
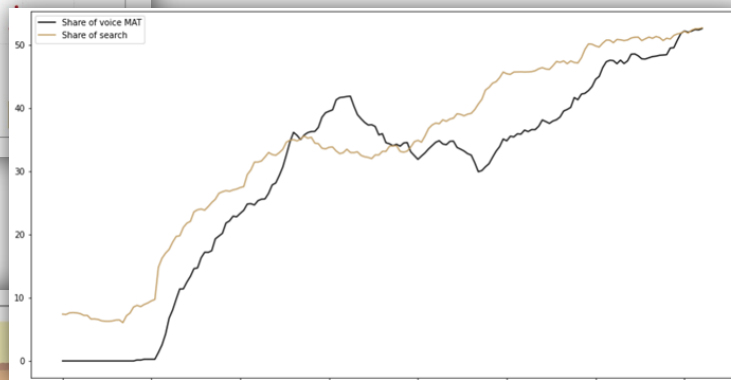




# SHARE OF SEARCH MODULE EXPLANATION

## Media spend and SoS, a love story

- **15 killer graphs**
- **ESOV vs SOS: Quadrant analysis to indicate brand's position**
- **SOV vs SOS: Evolution over time**



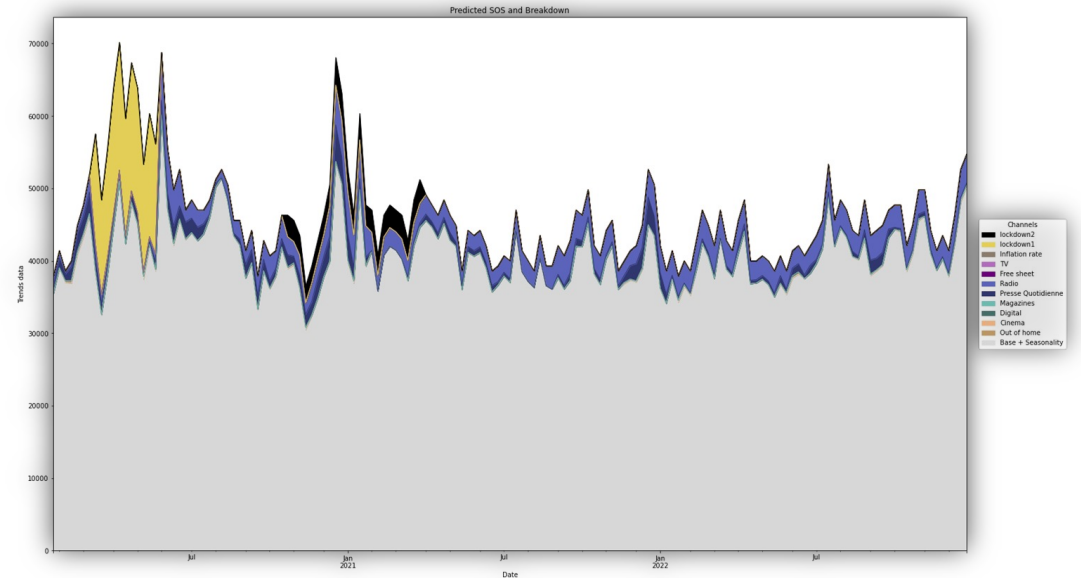


# MEDIA MIX MODELLING

## MODULE EXPLANATION

### Measuring the impact of media

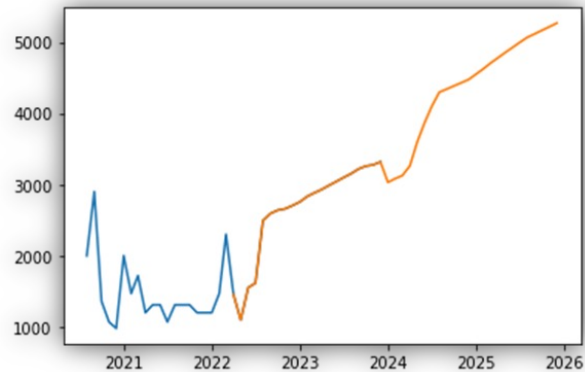
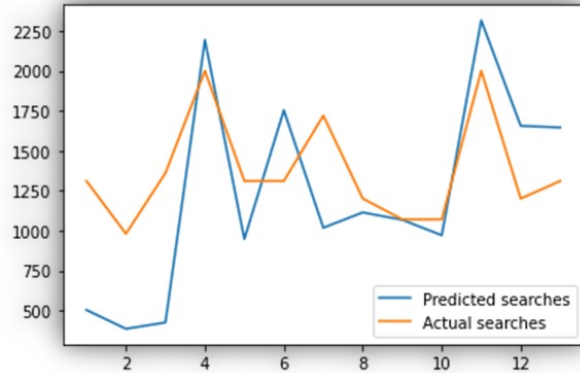
- **Contribution of each channel to searches**
- **Regression model**
  - **Seasonality**
  - **Adstock**
- **Standardised**





# PREDICTIVE SCENARIO PLANNING

## MODULE EXPLANATION



### Predicting search effects

- **Modeling techniques to predict searches**
- **Predictive variables: media investments and control variables**
- **Allows to determine budgets**

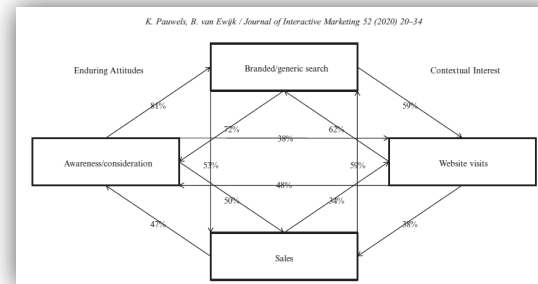
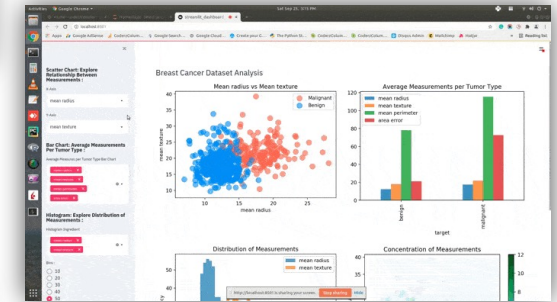
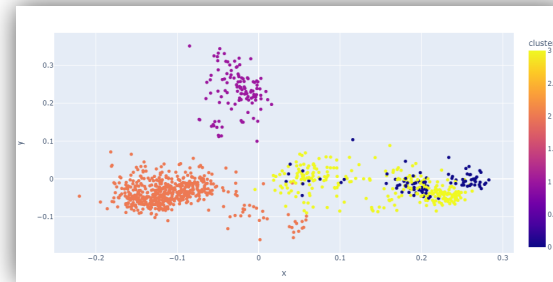






# SO MUCH MORE TO COME

- **Keyword clustering with GPT-integration**
- **Interactive dashboard interface with Python**
- **Holistic experience measurement with Effects Tracking-integration**
- **Projects beyond borders with PGNL**





# **WHY THE S.E.T. DESERVES AN AMMA**

**1.**

**100%  
Belgian  
Development**

**2.**

**Automation  
&  
Connection**

**3.**

**Platform  
for more  
Applications**







**THANK**

**YOU**

Vic & Matthias

