



# AMMA AWARDS 2023 BEST USE OF DATA

MINDSHARE & GROUPEM & NESPRESSO  
ALESSA VAN COTTEM  
CLAIRE MAGNETTE  
FLORIAN LINCLAU  
BENOIT HULLAERT

5 JULY 2023

CONTEXT

# CONTINUOUSLY INCREASE ROAS FOR NESPRESSO



CONTEXT & CHALLENGE

# CONTINUOUSLY INCREASE ROAS FOR NESPRESSO

CAMPAIGN



**OBJECTIVE:**

Conversion layer for all Nespresso campaigns



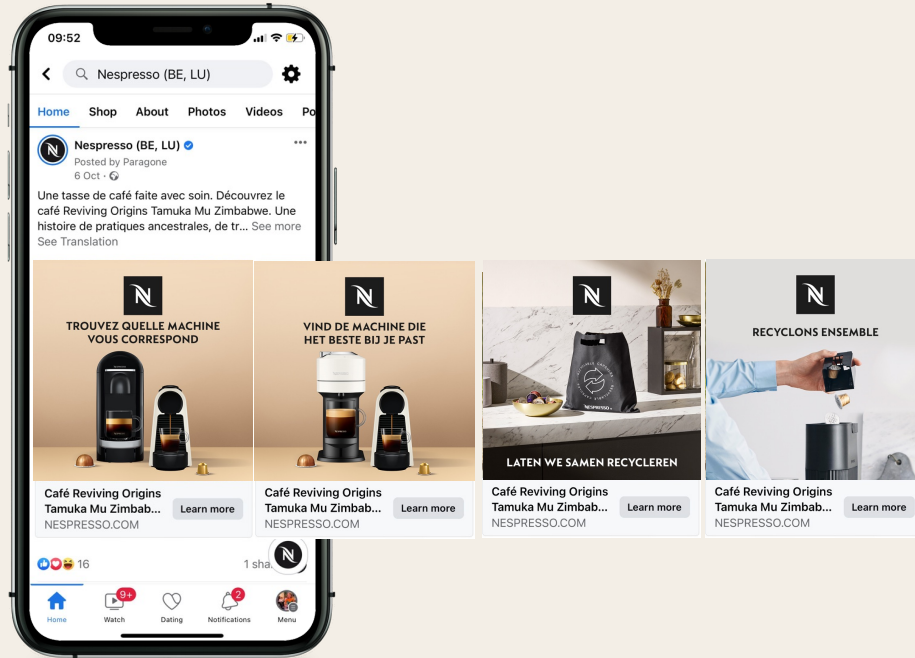
**CHALLENGE:**

Deliver strong performances during a long period without a decline in ROAS.



**RESULTS:**

Different results on return on ads spends (ROAS) on creatives with similar messages.



*RETHINKING TRADITIONAL DATASETS*

# USING [M]ATTENTION

## **NEXT STEP**

Teaming up with our Data & Insights department  
to find a solution.

group<sup>m</sup> x **MINDSHARE**

RETHINKING TRADITIONAL DATASETS

# USING [M]ATTENTION

SOLUTION:  
[m]Attention

## [M]ATTENTION group<sup>m</sup>



24%  
Cognitive  
Demand




60%  
Eye focus



### AOI Attention

Logo : 6%  
Promise : 22%  
Box : 37%

# ADVERTISING IS A SOCIAL SCIENCE



European Economic Review  
Volume 78, August 2015, Pages 97-119

## The effect of cognitive load on economic decision making: A survey and new experiments

Cary Deck<sup>a,b</sup>, Salar Jahedi<sup>c</sup>

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<https://doi.org/10.1016/j.eurocorev.2015.05.004> Get rights and content

### The Effects of Different Cognitive Manipulations on Decision Making

Cary Deck  
University of Arkansas  
Chapman University

Salar Jahedi  
Amazon.com, Inc.

Roman Sheremeta  
Case Western Reserve University

March 27, 2017

### Cognitive Load Has Negative after Effects on Consumer Decision Making

22 Pages • Posted: 10 Oct 2005

[Siegfried Dewitte](#)  
KU Leuven - Faculty of Business and Economics (FEB)

[Mario Pandelaere](#)  
Catholic University of Leuven (KUL) - School for Mass Communication Research

[Barbara Briers](#)  
Tilburg University - Tilburg University School of Economics and Management

[Luk Warlop](#)  
KU Leuven - Faculty of Business and Economics (FEB); BI Norwegian Business School

Date Written: October 2005

Chapman University  
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ESI Publications Economic Science Institute

2015

## The Effect Of Cognitive Load On Economic Decision Making: A Survey And New Experiments

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Chapman University, deck@chapman.edu

Salar Jahedi  
RAND Corporation

### nature medicine

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Correspondence | Published: 31 May 2022

## Evaluating and reducing cognitive load should be a priority for machine learning in healthcare

[Daniel E. Ehrmann](#), [Sara N. Gallant](#), [Sujay Nagaraj](#), [Sebastian D. Goodfellow](#), [Danny Eytan](#), [Anna Goldenberg](#) & [Mjaye L. Mazwi](#)

Nature Medicine 28, 1331–1333 (2022) | Cite this article


3729 Accesses | 3 Citations | 31 Altmetric | Metrics

**To the Editor**—The promise of machine learning (ML) to augment medical decision-making in dynamic care environments has yet to be fully realized because of a gap in how algorithms are translated to the bedside, sometimes known as the ‘AI chasm’<sup>1</sup>. The drivers of this gap are numerous and complex, but a central challenge relates to the integration of ML into complex decision-making processes and clinical workflows. The ML field has developed a more nuanced appreciation of the importance of having the “human in the loop”<sup>2</sup>, but has yet to identify precisely how to optimize the human-ML interface to achieve maximal impact on key outcomes<sup>3</sup>.

CULTURE & SOCIETY

## The Impact of Cognitive Overload and Decision Fatigue on Our Mental Health

by Pauline Bellmann · 27 September 2021

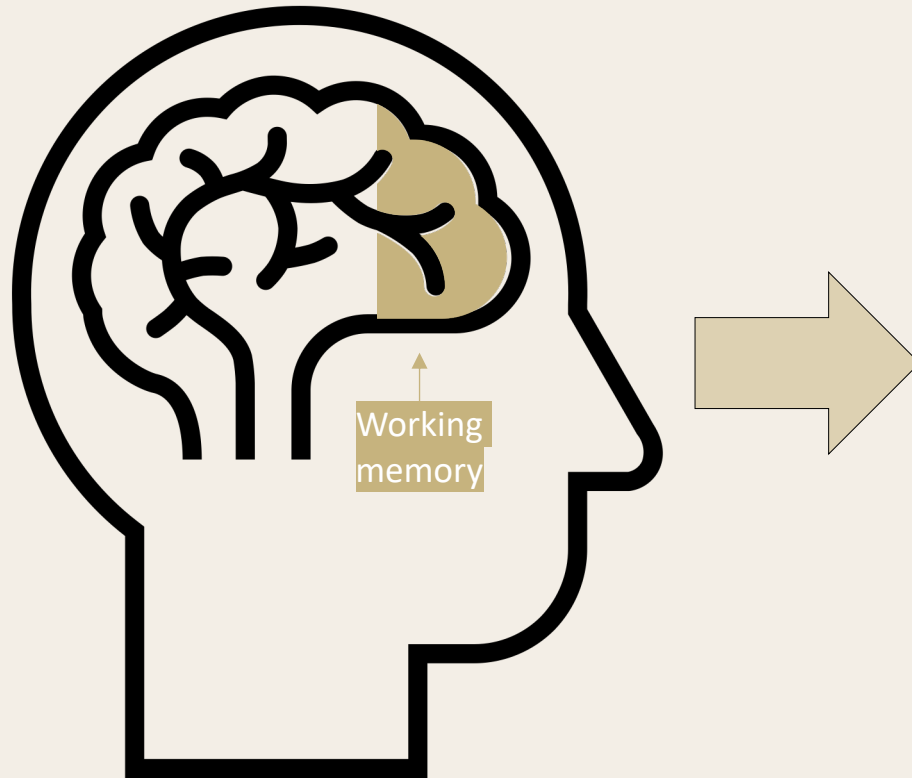


From the moment we wake up to the moment we fall asleep, there are countless decisions we have to make. They range from seemingly insignificant micro-decisions about snoozing the alarm or taking a left or right turn to big decisions about moving to a different place or quitting a job. Always making the right choice seems easier at some times and much more difficult at other times. Why is that? And why does more information not always mean an easier decision?




A NEW METRIC

# COGNITIVE LOAD



 The **working memory** can hold at one time.

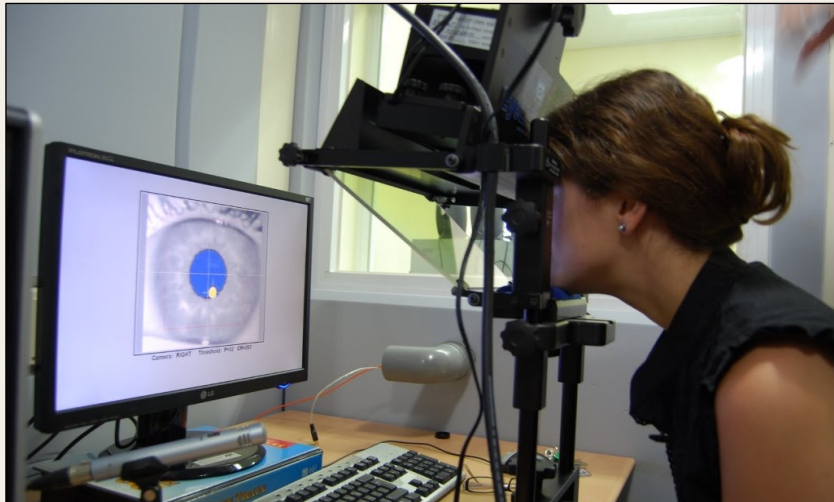
 It has **limited capacity**

 It's negatively impacting **engagement**.



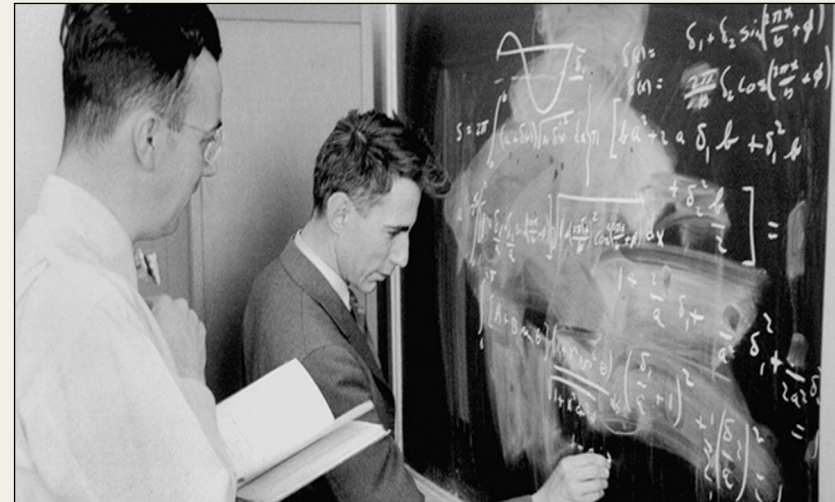
# USING [M]ATTENTION

How to calculate the *Attentional elements* ?



By an **eye tracking** model predicting the AOI (*area of interest*) of an image.

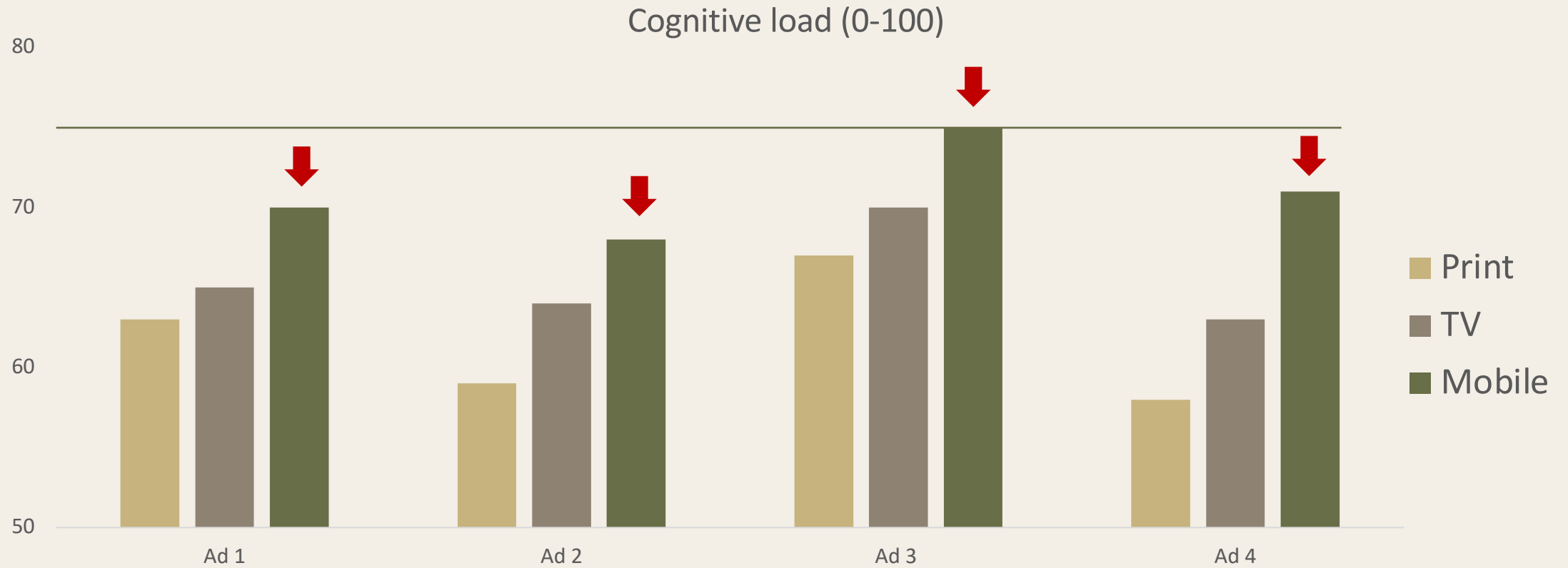
How to calculate the *cognitive load* ?



By using the **Shannon entropy** mathematical function that quantifies the amount of info contained in a message or serie of data.

A HIGHER COGNITIVE LOAD MEANS

# A HIGHER MENTAL EFFORT



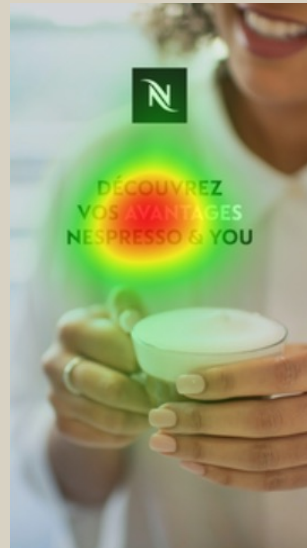
VALIDATE OUR HYPOTHESIS

# IS COGNITIVE LOAD INFLUENCING NESPRESSO ROAS

## Nespresso & You



29%  
Cognitive Demand



24%  
Cognitive Demand

## Recipes



40%  
Cognitive Demand



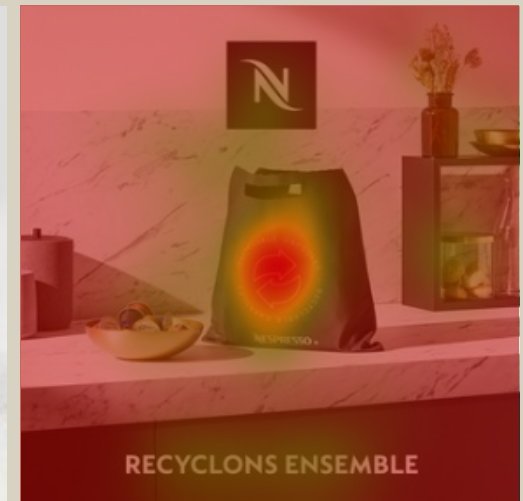
27%  
Cognitive Demand

VALIDATE OUR HYPOTHESIS

# IS COGNITIVE LOAD INFLUENCING NESPRESSO ROAS

## Coffee List

## Recycling



33%  
Cognitive  
Demand



25%  
Cognitive  
Demand



24%  
Cognitive  
Demand



43%  
Cognitive  
Demand

# A NEW METRIC THAT CREATES A LINK BETWEEN ROAS AND COGNITIVE LOAD OF CREATIVES



ROAS: +20%



ROAS: +22%



ROAS: +582%



ROAS: +47%



ROAS: +26%

# A NEW METRIC THAT CREATES A LINK BETWEEN ROAS AND COGNITIVE LOAD OF CREATIVES

**+ 140%**

Uplift  
in ROAS

**+ 10.2%**

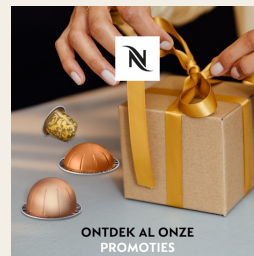
in Conversion  
Rate

**+ 82.4%**

in Conversion  
Rate YoY

# WHY DOES THIS CASE DESERVE AN AMMA ?

-  We **changed** how we look at campaigns & performances
-  There is **not only** big data ! It's also **social data**.
-  Adoption of a proven **technology**
-  Creation of a **new metric**
-  **Impact** on all our KPI's
-  **Not** a one shot approach





THANK YOU!

5 July 2023