LYKTA
Media Effectiveness Partner

Beyond Today's Metrics: The Future of Measurement with ZUNY

Best Use of Data - AMMA Awards 2023

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Zuny: the new connected generation with high expectations

- **Zuny, the 100% digital spin-off of VOO**, was designed to meet the needs and expectations of digital natives under 40 years old.

- Zuny set **ambitious growth targets** for 2022, including a 25% increase in sales and a 54% decrease in cost per sale, with half of the 2021 budget.

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Two main challenges for Zuny's ambitious growth strategy

High **seasonality market** with strong **competition**

Ineffective measurement due to **loss of cookies**

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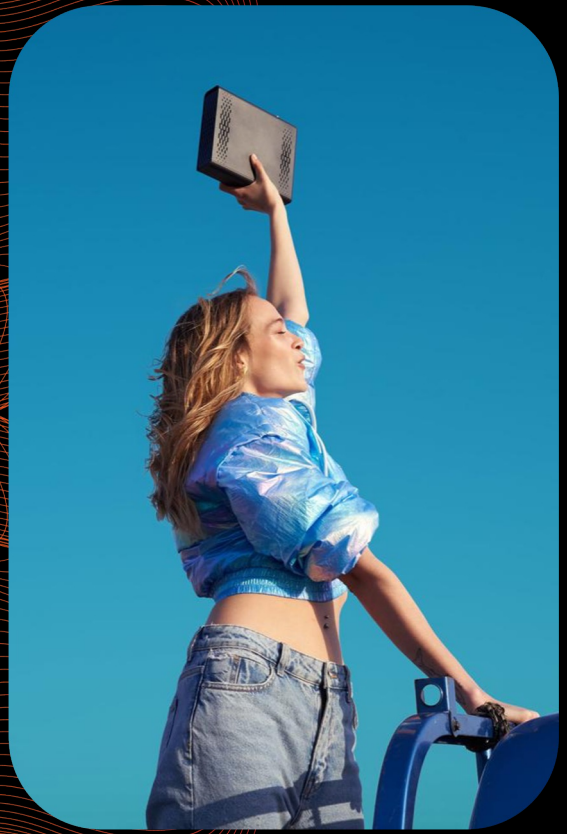

Cookieless media approach

- Platform designed by **LYKTA**, using:
  - **Marketing Mix Modelling**
    Statistical analysis to correlate sales to media investments.
  - **TV performance and drive to web**
    Correlation between TV campaigns and website/sales performances

MMM key takeaways

- **Budget split per channel** based on contribution to sales
- Identification of **non-contributing** channels
- Prediction of **monthly sales volume**
- Identification of the global **max cost per sale**
- Test new channels to understand their **incrementality** to sales
- Granular understanding of **TV campaigns**

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Building a new measurement framework

Micro conversions

Real-time view on how channels impact upper funnel actions.

1

Atrribution

real-time view on how channels impact sales but flawed due to cookies.

2

3

Marketing mix modelling

View on how channels behave, but flawed as not real-time and strongly prone to seasonality and external factors

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Successful results

37%

increase in sales

52%

decrease in CPL

Successful results came from combining several tools and methods to build a new single measurement framework.

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Why does this case deserve to win an AMMA?

1

Cookieless media approach 🚀

MMM is traditionally a tool for offline media planning, this case shows that it can be very effective for online media as well.

2

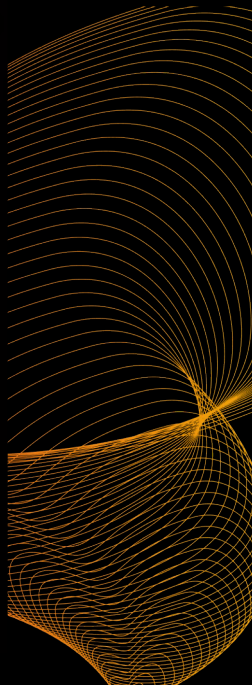
New single measurement framework 🌐

The real added value of this strategy came from combining several tools and methods to build a new single measurement framework based on *Attribution + Micro conversions + Marketing Mix Modelling*

3

Multi-data sources strategy 🌟

The reassessment of our media plan based on the data coming from **multi-sources** led to a media strategy overhaul that helped Zuny to reach its ambitious objectives



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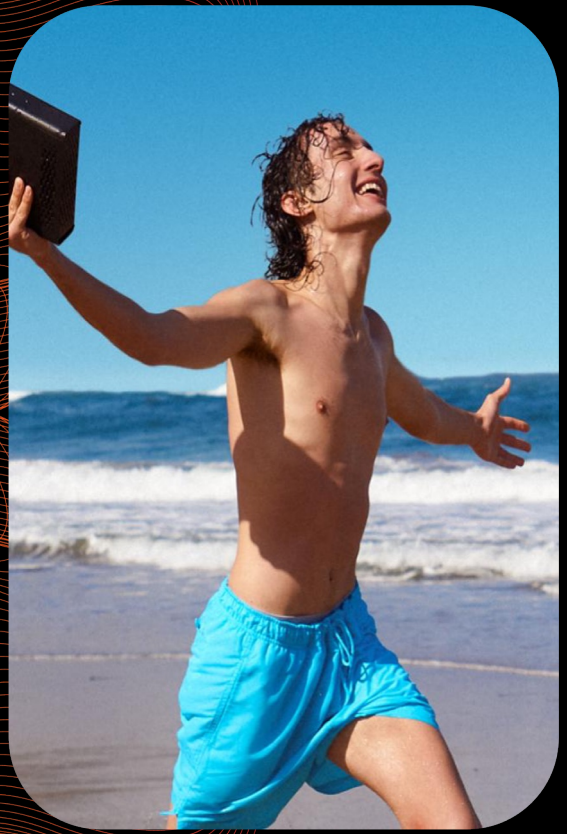

THANK YOU

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