



MESH

Experience

Owned Channels: the next frontier
for marketing effectiveness measurement

Introduction

MESH Experience was commissioned by The IPA to write a report to help brand owners and their agency partners to consider, or re-consider, the position and value of Owned Channels and their contribution to the marketing mix.

The report, which draws on in-depth interviews with a range of brand and agency owners , challenges perceptions and validates hunches relating to the definition, role and measurement of Owned Channels. It also provides insightful lessons from real-life brands following bespoke analysis of MESH Experience's own data and case studies.

This presentation provides an executive summary of the key findings from the report.



10 Key Findings for Business



1. It's important for our industry to define Owned Channels so we have a common language. It is easy to believe that everyone has your understanding of what constitutes an Owned Channel and you might well be speaking a different language. Owned Channel definition is still in the Wild West. The discussion itself will be fruitful in remembering the wealth of touchpoints available to activate.
2. Consider where your organisation is in the journey to harness Owned Media to select the frameworks and language that work for you. If your company tends to default to paid media solutions, consider taking a POEM (Paid, Owned, Earned Media) or OESP (Owned, Earned, Shared, Paid) approach. Don't forget massively influential channels, such as retail and usage/consumption (if you don't define them as Owned) and peer observation.

10 Key Findings for Business



3. **Remember to look through the customer's eyes.** The same channel can *“feel”* Owned, Earned or Paid, depending on the role it is playing. Mailing blasts to prospects feel Paid. Service letters to customers, for example informing of interest rate changes, feel Owned.
4. **Structure and focus on business outcomes.** Channel choice is secondary to these, and remember that a channel strategy is to help brands more effectively achieve business outcomes.
5. **Create agile and diverse teams.** Bringing people from different disciplines together to tackle a business problem is more likely to spark creativity and generate solutions quickly and effectively.

10 Key Findings for Business



6. **Put creativity first.** There has always been a role for agencies to provide creative solutions to clients. The breadth of businesses and categories that agencies are exposed to can facilitate more freedom of thought. However, clients are taking more responsibility for their own content and creativity and are investing in this. If you are a client, facilitate your agencies to deliver creative solutions and build in the opportunity to experiment and fail along the way.
7. **Integrate Owned Channels into the planning process.** Agencies need to be empowered to create solutions to business problems using the full channel mix (if not already). As an agency, there is an opportunity to lead clients in elevating the importance of Owned Channels in any creative solution.

10 Key Findings for Business



8. Understand the Owned Channels to build and those to harness. Building a CRM database, a physical brand home/store or D2C channel is a high-ticket capital expenditure. Harnessing your existing database, retail outlets or website are cost-effective operational investments.
9. Think carefully about where and how your brand should show up. Look for the spaces and places where your brand has most right to play and will most help customers to achieve their goals. The fundamentals of marketing apply, but the territory we are entering is new.
10. Build your measurement system with Owned in mind. Many systems were created in a paid-first world.

10 Challenges for Measurement

1. It's worthwhile **measuring your business on how well it is harnessing Owned Channels**. When we asked our industry leaders this question on a score of 1-10, none scored very highly, and all felt there was more work to do.
2. If you are a brand owner, **consider how well you have set up your agency partners to successfully deliver solutions** for you through Owned Channels. If you are an agency, monitor **how much of your work** is currently delivered using your client's Owned Channels.
3. Everyone should be focusing on the **customer/brand relationship**, declining attention, and grappling with how to engage people. Consider auditing your activity to understand whether you are **increasing the likelihood of people wanting to engage more with your brand/your clients' brands** in future, or whether you are **eroding future attention**. Think about the concept of **monetising loss of attention**.



10 Challenges for Measurement

4. Consider increasing the role of **first-party data** and **Owned Channel data** in your **measurement approach**. This will facilitate deeper customer/brand relationships.
5. Identify your **data deserts**, such as competitor Owned Channel metrics, and the **proxies you can create** to make data lakes.
6. Call out your **mirage metrics** for what they are, comforting clicks and likes with little meaning, and **relegate** them in your measurement ecosystem.
7. Embrace **new AI tools** to bring richness to your existing data sources.

10 Challenges for Measurement

8. Build **new metrics** that enable **comparison across every touchpoint** and that incorporate **quality** as well as quantity.
9. Ensure that your measurement is **outcome focused** and consider when you should be focusing on **ROI**, when on **brand impact**, and when on **customers' relationship and their future attention**.
10. Ensure that your measurement ecosystem is **built for evolution over time**. This is the next frontier. Expect rapid development.



5 Key Learnings from Case Studies

1. **Owned Channels** across all three studies (retail banking, sports betting, and beauty retail) have a **more significant impact on brand consideration than paid advertising**, demonstrating the importance for brand owners and agencies to incorporate them into the media mix. However, to answer the email versus TV question, we see email impacts on trust in retail banking, while TV impacts more on brand consideration. Owned and Paid Channels have different roles to play.
2. Historically the face-to-face experience in store was vital to the customer experience. However, we are seeing the **power of apps and websites to build brands**. They work in a different way to the face-to-face experience. **Apps put people in control and make their lives easier**. Face-to-face experiences make people feel cared for and people talk about the atmosphere. Use a range of different Owned Channel

5 Key Learnings from Case Studies

3. The **purchase experience** itself is an extremely important moment that encourages future brand consideration. Marketers should remember that this is a **moment of truth and brand-building** experience, not simply a *“sale”* or *“transaction”*.
4. There is a different **hierarchy of needs for Owned Channels** versus Paid. For Owned Channels communication must first be **Relevant** and then Positive and then Persuasive. Whereas for Paid it should be Positive first, to capture attention, then Relevant, then Persuasive. Brands should focus on relevance first for Owned Channels.
5. There is a clear interaction of channels from a customer perspective and brands **need to understand this omnichannel perspective**. People seamlessly move from seeing information in the digital world to purchasing in the real world and vice versa.

Conclusions

- It's important for our industry to define Owned Channels, so we have a common language
- Consider where your organisation is in the journey to harness Owned media and select the frameworks and language that work for you
- Put creativity first and harness agile teams focused on business outcomes
- Understand the Owned Channels to build and those to harness
- Identify your data deserts and call out your metric mirages as you integrate Owned Channels into your measurement ecosystem – strive to measure “the whole”
- Use hierarchy of Relevance, Positivity, Persuasiveness for Owned Channels
- Look beyond ROI and brand impact to the customer/brand relationship and monetizing loss of attention. Consider new KPIs like Share of Experience and Return on Experience.

MESH Experience is a data, analytics, and insight consultancy working with Fortune 500 companies like Delta Air Lines and LG Electronics. The company focuses on measuring experiences to help forward-thinking organizations to make better marcoms, CX, and path to purchase investment decisions through understanding the whole customer experience. MESH Experience's unique Real-time Experience Tracking (RET) aims to help clients see the world through the customers' eyes. The company collects and analyses data in real-time across the full spectrum of what people experience about a brand - all paid, owned, and earned touchpoints – allowing brands and campaigns to be set in their proper context.

If you would like a session with the author of this report, Fiona Blades, Founder of MESH Experience, to share findings and implications that are relevant to your business sector or category, please click [here](#)

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