

## Balancing Short and Long-Term Returns: The Need for Optimizing Holistic Performance

### ROUNDTABLE CHAIRS



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### ROUNDTABLE SUMMARY

The importance of long-term sales effects demonstrates the risk of an overly short-term vision. Media investments do not only impact the purchase, but it also plays an important role on the upstream levels of the purchase funnel. It is crucial for marketers to have a holistic view of the impact of media before making decisions about budget allocation between media channels to increase the marketing ROI.

With this Roundtable we aim to discuss the importance of the long term ROI measurement and the potential solutions to empower the marketers with the right tools and methodologies.

### ROUNDTABLE KEY TAKEAWAYS

1. MMMs and other sales effectiveness models are widely used for measuring the marketing ROI yet most model outputs have a very short term vision and long term sales impacts have been ignored.
2. Media investments generate as many as sales between 5-24 months as it does between 0-4 months, so advertisers, who are ignoring the long term impact in their measurement, downgrade their return on investments by half.
3. Improving short term brand metrics have a positive impact on the long term sales and branding investments are also have an impact on the short term purchase goals.

