



MARKETING

EFFECTIVENESS

@Patilinet

A common background

Born in communist Romania, 1980s.

One TV station,
2 hours daily

Advertising was
local, crap, grey



Post-revolution 1989:
An explosion of Western brands.



Night of Ad Eaters

“You go into a cinema at 9:00 pm and you’re there until the morning watching ads... eating popcorn and basically enjoying this window to the Western world. Just adverts all night.”

This experience ignited a lifelong love for the craft of advertising.

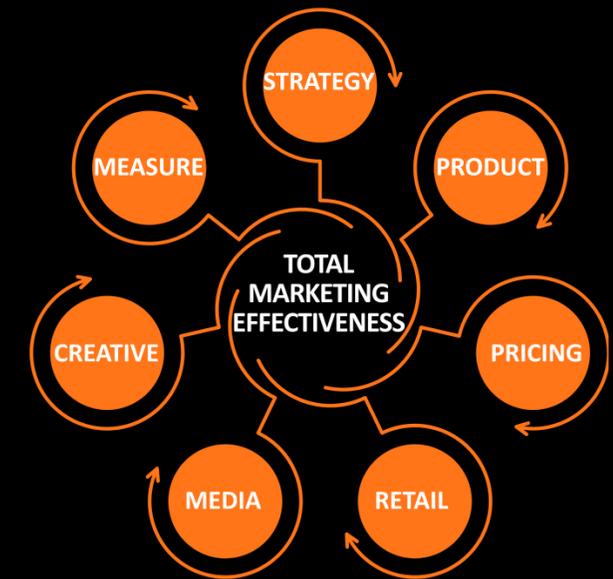


I help leaders make better marketing decisions

Evidence over gut

Systems over silos

Growth over activity



Marketing lost
the **CMO vs**
CFO battle

AI will solve
effectiveness
and everything
else

We optimize
dashboards
not decisions.

We **confuse**
effectiveness
with
efficiency.

What is **Marketing Effectiveness**



Marketing Effectiveness is the approach of turning all marketing activities into measurable business impact: growth, profit, sales, downloads ...

Rank	Name	Market Cap
1	 NVIDIA NVDA	\$4.558 T
2	 Apple AAPL	\$3.893 T
3	 Alphabet (Google) GOOG	\$3.797 T
4	 Microsoft MSFT	\$3.556 T
5	 Amazon AMZN	\$2.575 T
6	 TSMC TSM	\$1.698 T
7	 Meta Platforms (Facebook) META	\$1.665 T
8	 Broadcom AVGO	\$1.629 T
9	 Saudi Aramco 2222.SR	\$1.520 T
10	 Tesla TSLA	\$1.439 T

9/10

CEOs are engineers

A modern conference room with large windows and several office chairs. The room is empty, and the text is overlaid on the image.

MARKETING EFFECTIVENESS

IS HOW MARKETING

EARNS

BOARDROOM TRUST

7



WONDERS

The Great Pyramid Of Giza

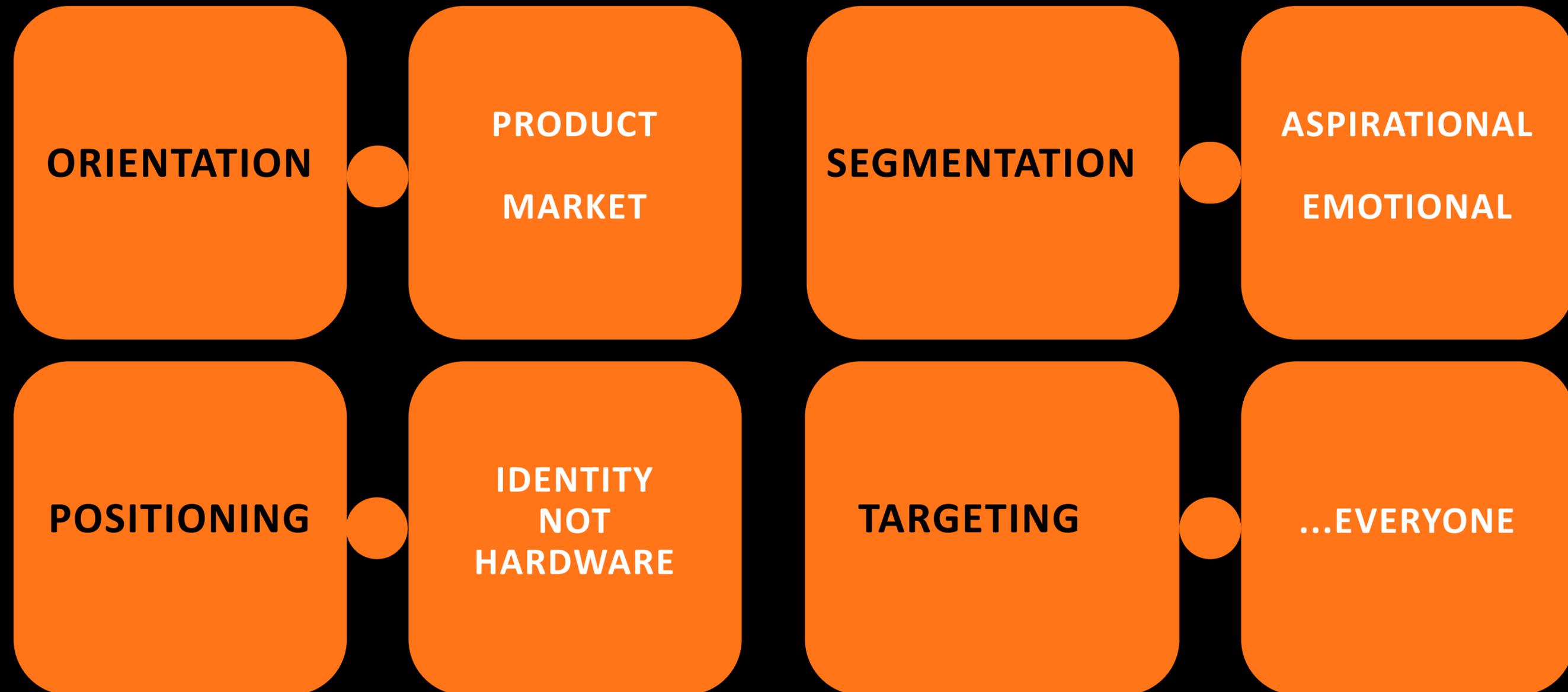
effective
STRATEGY

... is a brand's foundational
architecture enabling tactics &
execution

“Strategy is
saying no to the
100s other ideas
you had...”



How Apple Thinks About Strategy Effectiveness



Effectiveness metric = market capitalization



2nd
most valuable
business
globally

Statue of Zeus

effective

CREATIVE

uses distinctive

assets,

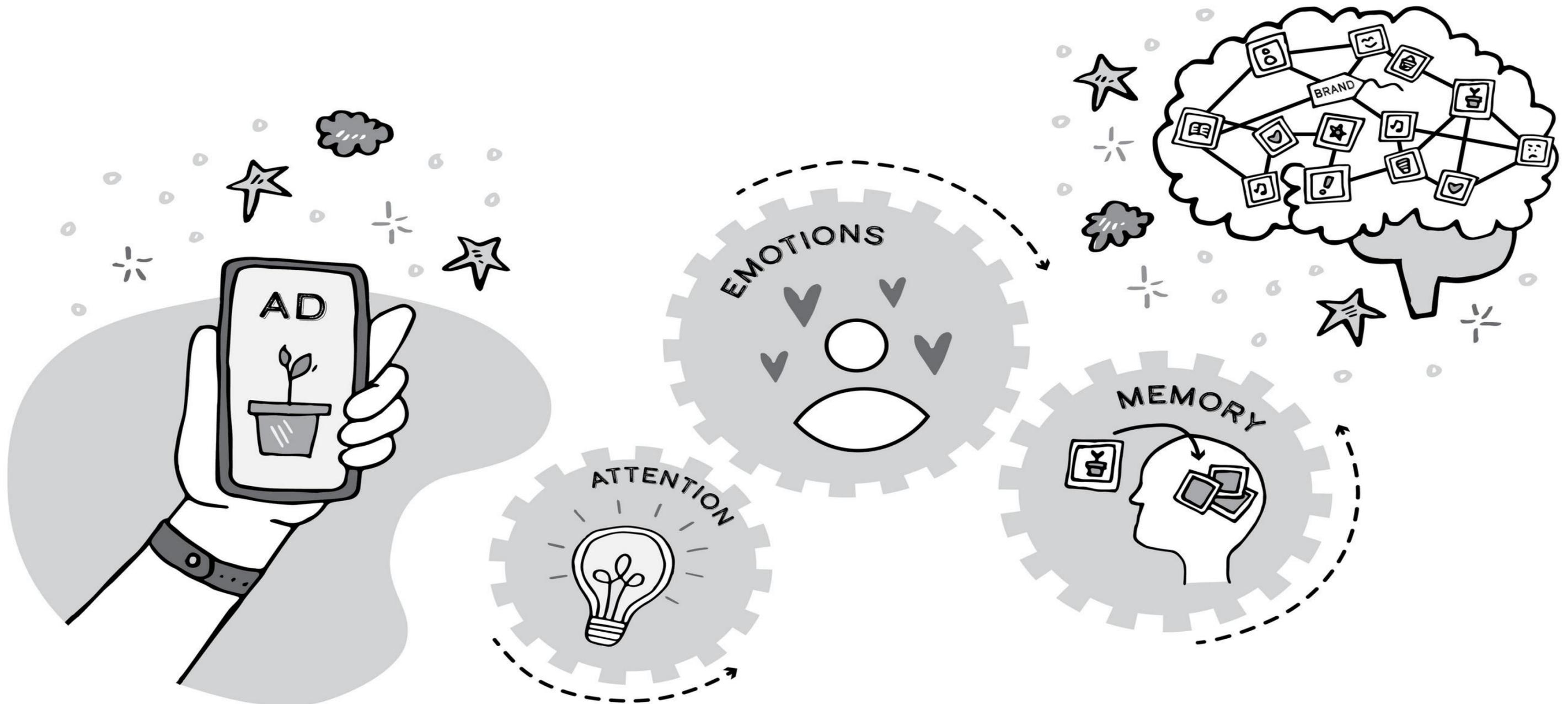
storytelling &

emotions to

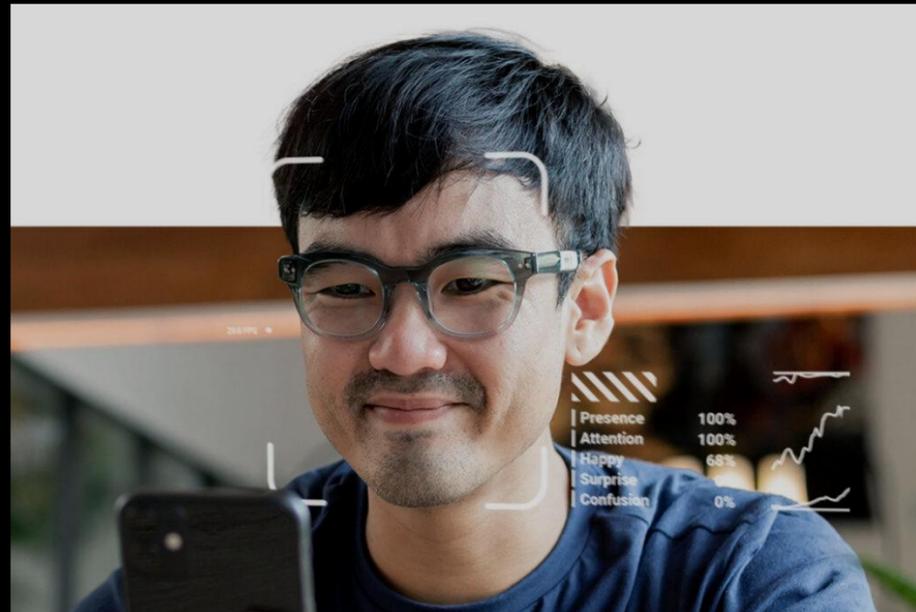
build memory

structures

HOW I THINK ABOUT CREATIVE EFFECTIVENESS



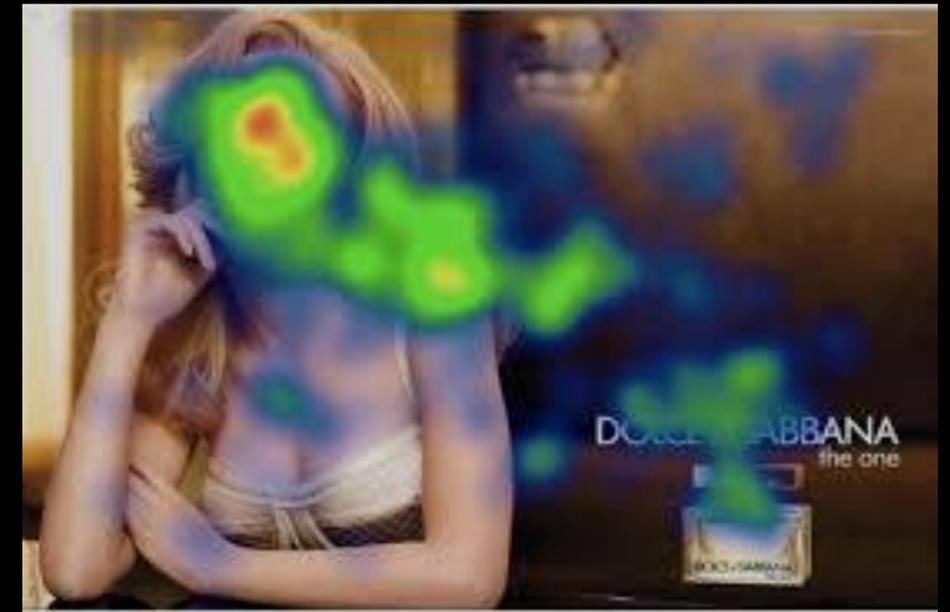
How to measure creative effectiveness



**FACIAL
EXPRESSIONS**



**NEURO
TESTING**



**AI
PREDICTIONS**

Outstanding DMS



From 2M\$ to 2BN\$ with massive consistency



POPPI APPEARED ON SHARK TANK IN 2018, WHERE ROHAN OZA INVESTED \$400,000 FOR 25% OF THE COMPANY

@SAVETOINVEST



FINANCIAL TIMES

PepsiCo Inc Added

Pepsi taps booming gut-health market with \$2bn Poppi deal

Drinks group buys probiotic brand initially funded by investor on 'Shark Tank' show



Poppi is one of several emerging soda brands that claim to foster healthy intestinal bacteria and contain less sugar than conventional soft drinks © Richard B. Levine/Sipa USA via Reuters

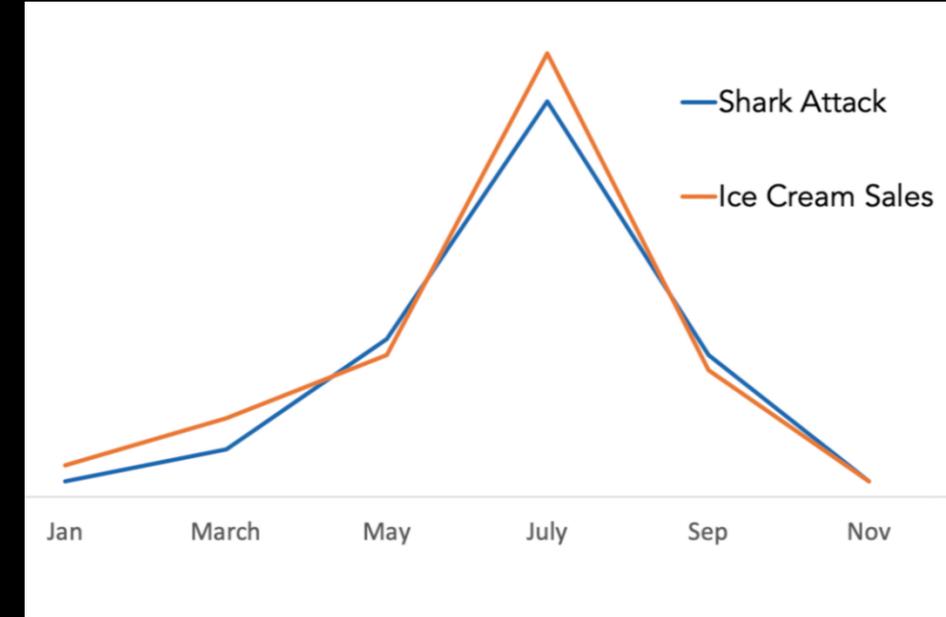
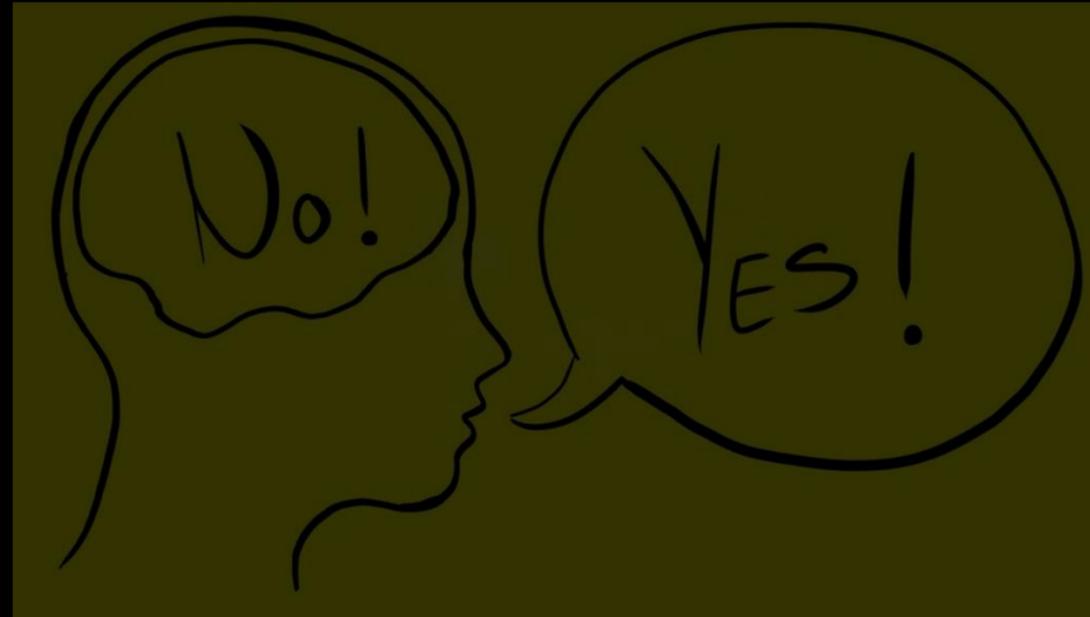
Lighthouse of Alexandria

effective

MEASUREMENT

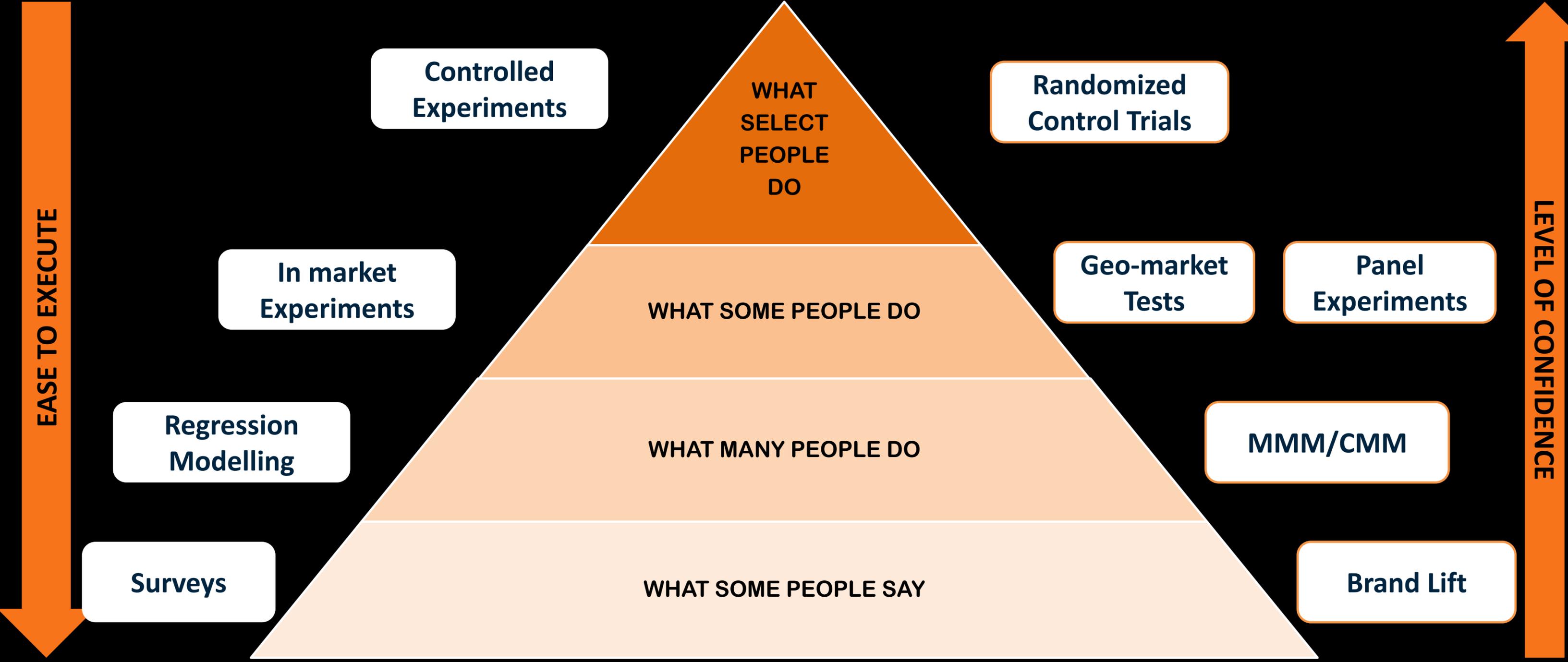
guides decisions by
illuminating paths,
providing real-time
feedback and
decision confidence

HOW I THINK ABOUT MEASUREMENT EFFECTIVENESS



actionable behavioral causal

Media Measurement Philosophy in action



5 Steps To Build Your Effectiveness Culture

Senior buy in
for a 360
Holistic
approach to
brand growth

Drop the vanity
metrics, focus
on outcome
KPIs

Consistency of
language,
method and
execution

Central
direction for
uniformity, local
involvement for
landing it

Hire for 3C:
Curiosity,
Confidence,
Competition

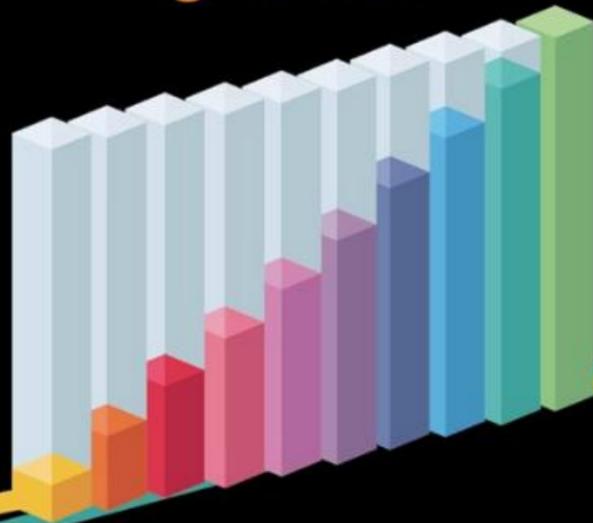
**Great
brands are
engineered**



Sorin Patilinet

MARKETING EFFECTIVENESS

Applying marketing
science for brand
growth



KoganPage



Let's Connect!



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