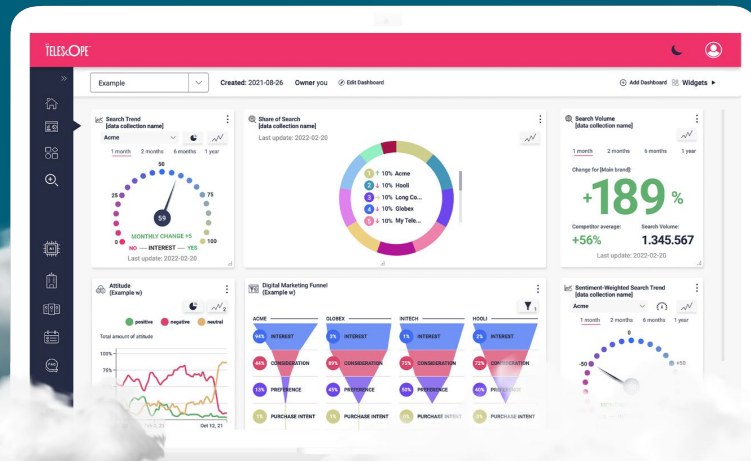


Explore. Track. Share.

Measure how marketing investments drive business results



A selection of the companies that use MyTelescope to stay ahead of their game:



TELESCOPE

Validation:

The effect of media spend on Share of Search.

A study on how a company's Share of Search positively correlates to its Media spend (Share of Voice)

Driven by the need to align business objectives and marketing investments CMOs and brand managers have learned that Share of Search (SoS) is a leading business metric to measure marketing effectiveness.

Driving top-line performance (Share of Market, Demand, Sales, etc.) is the key objective for many marketers. Aligning business objectives with Marketing objectives makes the usability of budgets more effective. But most brands have not aligned business KPIs and marketing KPIs and they usually struggle to link business results to the advertising decisions that helped drive it.

Modern marketers need a more readily available metric that shows the effect of media investment on business results. While granular, timely, and robust enough to guide marketing strategy and tactics.

Driven by the need to align business objectives and marketing investments CMOs and brand managers have learned that Share of Search (SoS) is a leading business metric to measure marketing effectiveness. Share of Search (SoS) is a predictive proxy for Share of Market (SoM) and has been shown to work for both brand and product advertising.

With MyTelescope you get a tool to measure campaigns in TV, PR and on general brand level

Market Share correlates to Share of Search, which in turn is driven by media spend.

Share of Search (SoS) as a measurement substitute for Share of Market (SoM) has been most heavily advocated and researched by the Institute of Practitioners in Advertising (IPA) group, led by Les Binet, the respected advertising effectiveness researcher in the UK. The IPA group is a volunteer research organization which consists of a who's-who of modern advertising leaders including Google, LinkedIn, Unilever, Kantar, Mediacom, Zenith, and more.

MyTelescope was invited to join the IPA group in early 2021, contributing both data and advanced analytical expertise. In that role, MyTelescope has helped explore the power of search data as business KPI for Marketing

The logic for the Share of Search (SoS) metric is fairly simple and equals to total searches for a specific brand, divided by the total searches for all brands in that category.

Validation using Pearson's correlation method

To validate the hypothesis that Share of Search shows the effect of Share of Voice, very thorough research has been conducted using the following methodology.

Data:

- Search volumes per month acquired from Google (not Google Trends)
- Media spend from Kantar Sifo on a monthly basis.

Method:

- All brand related keywords were selected for each individual brand.
- Monthly search volumes were collected for each brand for the time period from MyTelescope along with media spend data from Kantar Sifo.
- Search volumes and media spend were made relative to each other to create a Share of Search and Share of Voice for each brand per month.
- Pearson's correlation coefficient and P-values were calculated for each brand's Share of Voice towards their Share of Search.

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Share of Voice effect on Share of Search.

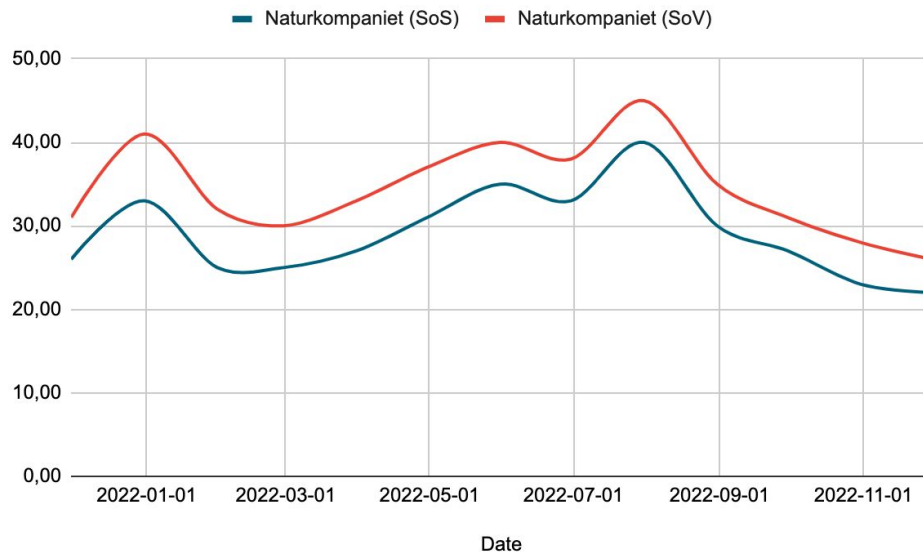
A Case study in the outdoor clothing category.

There exists an average **95% correlation** between a brand's Share of Voice and Share of Searches in the outdoor fashion category.

Outcome:

- MyTelescope's study shows that searches for the brand on Google can be used to track the effect of their media spend on driving market share.
- A Pearson correlation coefficient was computed to assess the linear relationship between brand searches the brand and Share of Voice in Sweden in 2022.
- The analysis showed there is a strong positive correlation between the two variables with a high significance, $r(11) = .98, p = .000$.

SoV and SoS correlate by 98% for the brand Naturkompaniet

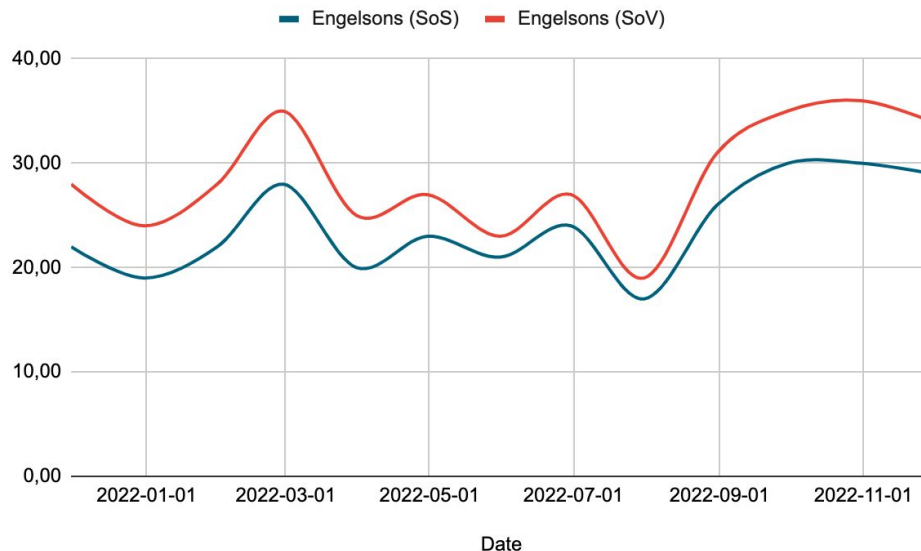


When there is a change in Share of Voice there is an immediate effect in the form of interest increasing or decreasing for the brand vs their competition in this category.

Outcome:

- The evidence points to that SoS can be used as an alternative or validation of SoV.
- The analysis showed there is a strong positive correlation between the two variables with a high significance for Engelsons, $r(11) = .97, p = .000$.

SoV and SoS correlate by 97% for the brand Engelsons

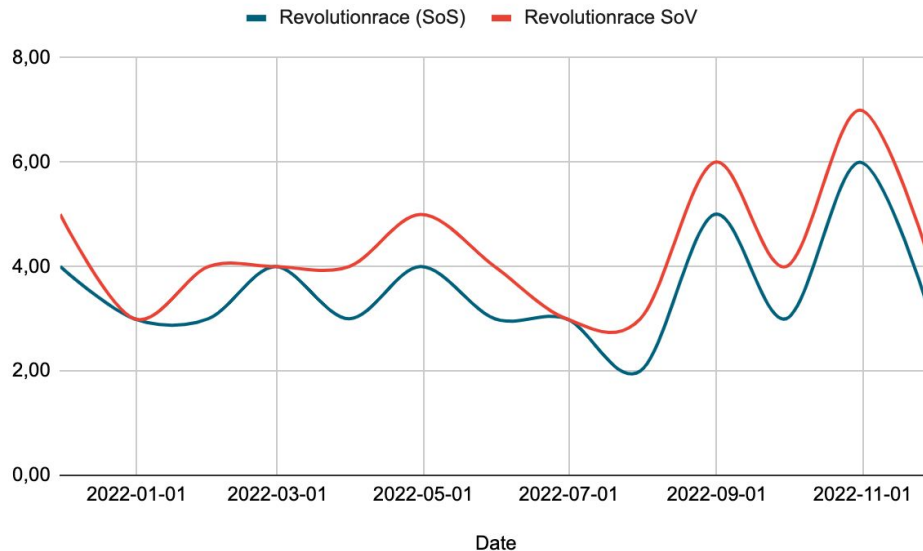


For RevolutionRace we can see an increase in interest not connected to an increase in SoV, this can be PR or channels not covered in the SoV measurement

Outcome:

- The evidence hence points to that SoS can show if there are other things impacting a brand besides paid media covered in a SoV analysis.
- The analysis showed there is a strong positive correlation between the two variables (SoV and SoS) with a high significance for Revolutionrace, $r(11) = .93$, $p = .000$.

SoV and SoS correlate by 93% for the brand RevolutionRace



In some instances two similar increases in SoV do not have the same effect in SoS, this could be due to factors such as their mediamix, content or timing.

Outcome:

- The evidence points to that SoS can be used to determine the effectiveness of an increase in SoV.
- The analysis showed there is a strong positive correlation between the two variables (SoV and SoS) with a high significance for Outnorth, $r(11) = .93$, $p = .000$.

SoV and SoS correlate by 93% for the brand Outnorth

