

Funnel Measures

One reasonable funnel is the diagram shown below.

The following table transforms case facts to get efficiency measures at each stage.

(Note minor summation correction for total display spending.)

	Efficiencies		Raw Numbers		
	Display	Search	\$634,000	Cost	\$516,000
Advertising CPM	\$2.05	\$44.76	309,274,438	Impressions	11,529,237
Click-thru per impression	0.05%	4.1%	139,474	Clicks	472,433
Start Application	13.3%	8.6%	18,520	Starts	40,653
Complete Application	38.9%	17.5%	7,209	Completes	7,107
Approved	80.0%	80.0%			
Fund in timeframe	67.0%	67.0%			
Remain active	55.0%	55.0%			
Net percent account	0.00125%	0.033%			
Net CPAApplication	\$87.95	\$72.60			
Net CPAAccount	\$164.08	\$135.46			

Notes

Exs 5 & 7, totals, divide out, CPM = cost per 1,000

Exs 5 & 7, divide out

Exs 5 & 7, divide out

Exs 5 & 7, divide out

Page 6, vs. 95-100% in branches

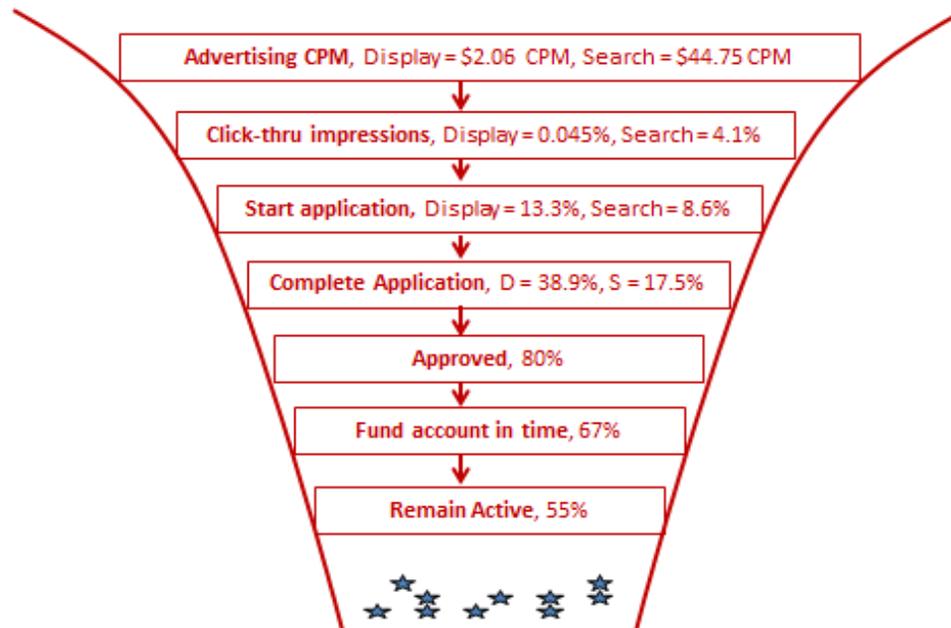
Page 6, offline ~ 100%

Page 3, offline = 65%

multiply out

multiply out thru complete application then divide cost by probability

multiply out (except retention) then divide cost by probability



Online vs. Offline Efficiencies

This spreadsheet computes online efficiencies.

To provide practice in digging out data, you'll need to compute offline efficiencies.

	Online	Offline Notes
Percent checking accts	5%	Can be computed from data on page 3.
Number of checking applic.	14,316	Can be inferred from percent checking accounts
Annual adv. budget	\$1,153,000	Can be inferred from Table B
Cost per application CPA	\$81	
Percent of applications become	80%	Data in case
Percent of accounts funded	67%	Data in case
Cost per account CPAct	\$150	
Fee income	higher	Data in case
Retention rate	55%	Data in case
Measurability	high	

Search Engine Efficiency

Exhibit 5 gives data on search engines

The table below summarizes the numbers in Exhibit 5 and calculates the percent that BBVA has allocated to each search engine.

	Media Spend (Exhibit 5)	Percent of Media Spending	CPApplication (Exhibit 5)	Completed Apps (from Exhibit 5)	Percent of Completed Applications
Google	\$288,000	55.8%	\$77	\$3,717	52.3%
MSN	\$37,000	7.2%	\$56	\$663	9.3%
SuperPages	\$70	0.0%	\$4	\$16	0.2%
Yahoo	\$177,000	34.3%	\$73	\$2,419	34.0%
Unified Marketplace	\$14,000	2.7%	\$48	\$292	4.1%
Total	\$516,000	100.0%	\$73	\$7,107	100.0%

Display Network Efficiency

Exhibits 7, 8, and 10 give data on display networks

This table summarizes some of the key facts.

	Media Spend (Exhibit 7)	Percent of Media Spending	CPApp (Exhibit 7)	Duplicate Reach (Exhibit 8)	Search Conversion (Exhibit 10)
AOL	\$176,000	27.8%	\$60	37%	1.32%
Tribal Fusion	\$107,000	16.9%	\$107	41%	2.17%
Casale	\$90,000	14.2%	\$102	43%	1.01%
Revenue Science	\$74,000	11.7%	\$86	45%	1.08%
Real Media	\$62,000	9.8%	\$107	56%	1.34%
InterClick	\$38,000	6.0%	\$92	48%	0.93%
Yahoo	\$30,000	4.7%	\$172	41%	1.58%
Traffic Marketplace	\$29,000	4.6%	\$140	33%	1.07%
Datran Media	\$15,000	2.4%	\$238	42%	3.31%
ValueClick	\$10,000	1.6%	\$156	54%	0.94%
AdBrite	\$3,000	0.5%	\$200	45%	1.30%
Yellow Pages				35%	2.45%
Total	\$634,000	100.0%	\$86	Not Exposed	1.26%

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