



# Marketer's Guide to Holiday 2020 Edition 2 | EMR Power Rankings

by **ovative**group

*Are you a retail marketer wondering how your planned holiday media investment stacks up? Do you have confidence in the channel mix needed to drive performance? Could you be missing any key media tactics to maximize enterprise marketing return? Ovative's EMR Retail Power Rankings are here to help.*

**Ovative's EMR Retail Power Rankings** highlight the paid media channels and tactics driving the highest EMR (Enterprise Marketing Return) and the difference in performance compared to legacy ROAS (Return on Ad Spend). Use these rankings to ensure you are investing in the right channels this holiday season and not missing any key media opportunities.

**Ovative's EMR Retail Power Rankings** are calculated by anonymizing 2020 performance data and EMR scores across our retail client base. Each of the key EMR components (Online Sales, Offline Sales, and Future Customer Value) are scored on a scale of 0-100. Adjusting for scale and diminishing returns, a weighted average is calculated to determine the EMR Power Score. The higher the score, the stronger that channel or tactic is in driving EMR or a specific component of EMR.

Read more about our EMR Retail Power Rankings on our [blog](#).

Legacy Comparison

EMR Power Score Breakdown (0–100 Score)

Example	Paid Media Tactic	EMR Power Score	Legacy ROAS Score	Delta (EMR - Legacy ROAS)	Online Sales (40% weight)	Offline Sales (40% weight)	Future Customer Value (20% weight)
	Facebook Lower Funnel	77	75	+2	70	81	83
	Facebook Upper Funnel	74	45	+29	60	85	78
	Google Non-Brand Search	65	60	+5	75	55	64
	Display Lower Funnel	63	68	-5	55	65	75
	Google PLA	62	62	0	83	43	60
	Affiliate Influencer Publishers	61	45	+16	79	36	73
	Affiliate Loyalty Publishers	60	78	-18	63	53	70
	Out of Home	60	48	+12	54	67	57
	Direct Mail	56	39	-17	48	65	52
	Connected TV	55	74	+19	37	78	46
	Google Brand Search	55	80	-25	45	66	53
	Print	49	57	-8	32	71	37
	Affiliate Coupon Publishers	48	85	-37	71	32	36
	Linear TV	48	40	+8	22	75	48
	Display Upper Funnel	41	28	+13	30	47	49
	Bing Paid Search	40	70	-30	41	37	42
	Amazon Advertising	34	52	-18	72	0	27
	Audio/Radio	34	25	+9	23	45	34
	YouTube	29	42	+13	30	25	33
	Pinterest	24	28	+4	26	19	30

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