

2022 EMR Power Rankings

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
Are you a marketer wondering how your planned quarterly or annual 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 Power Rankings are here to help.

Ovative's EMR 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 year and not missing any key media opportunities. Ovative's EMR Power Rankings are calculated by anonymizing 2021 performance data and EMR scores across our retail client base. Using this data, we are able to make informed predictions about which tactics will perform best in 2022.

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.

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	85	70	75
	Facebook Upper Funnel	68	45	+23	75	60	70
	Google Non-Brand Search	65	60	+5	75	55	65
	Display Lower Funnel	64	68	-4	65	60	70
	Affiliate Loyalty Publishers	62	78	-16	75	50	60
	Google PLA	61	62	-1	85	40	55
	Connected TV	59	74	-15	45	80	45
	Out of Home	55	48	+7	40	70	55
	Affiliate Influencer Publishers	54	45	+9	45	55	70
	Linear TV	53	40	+13	25	85	45
	Google Brand Search	50	80	-30	60	45	40
	Direct Mail	48	39	+9	30	65	50
	Affiliate Coupon Publishers	45	85	-40	65	30	35
	Print	43	57	-14	20	70	35
	Display Upper Funnel	42	28	+14	35	45	50
	Bing Paid Search	41	70	-29	55	25	45
	Audio/Radio	39	25	+14	25	55	35
	Amazon Advertising	34	52	-18	70	0	30
	Pinterest	30	28	+2	40	20	30
	YouTube	27	42	-15	35	20	25

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