E|M|R POWER RANKINGS
by ovativegroup

Ovative's EMR Power Rankings identify the paid media channels driving the highest returns for marketers based on online sales, offline sales, and future customer value. These rankings can be used to **ensure your business is investing in the most effective channels** per your goals and can **provide insight into potential channels to test in 2023.**

How to Read EMR Power Rankings

Each key EMR component (Online Sales, Offline Sales, and Future Customer Value) is 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

Example: Facebook Upper Funnel receives a score of 85 in "Offline Sales". This means that it drove some of the strongest in-store sales for Ovative clients.

Key Definitions

EMR Power Score: Holistic impact of media.

ROAS Score: Comparison point to how legacy systems measure return.

Delta: Difference between EMR Power Score and Legacy ROAS.

Online Sales: Impact of media on ecommerce revenue, 40% weight.

Offline Sales: Impact of media on in-store revenue, 40% weight.

Future Customer Value: Long-term value of acquiring a new customer, 20% weight.

Example		Tactic	YoY Rank Change	EMR Power Score	ROAS Score	Delta (EMR – ROAS)	Online Sales	Offline Sales	Future Customer Value
	1	FB Lower Funnel	0	**74**	75	-1	85	64	70
	2	Google PLA	↑ 4	**66**	62	+4	82	55	55
	3	FB Upper Funnel	↓ -1	**62**	45	+17	81	45	58
	4	Google Non-Brand Search	↓ -1	**61**	60	+1	70	60	45
	5	CTV	↑ 2	**59**	40	+19	35	86	55
	6	TikTok	↑ 4	**58**	35	+23	48	68	60
	7	Display Lower Funnel	↓ -3	**52**	68	-16	42	66	46
	8	Audio Streaming	↑ 2	**51**	44	+7	44	58	54
	9	Google Brand Search	↑ 1	**48**	80	-32	54	48	38
	10	YouTube / OLV	↑ 8	**48**	42	+6	30	65	50
	11	Affiliate Influencer Publishers	0	**47**	50	-3	75	25	33
	12	Display Upper Funnel	↑ 2	**46**	28	+18	37	57	40
	13	Direct Mail	↓ -2	**44**	39	+5	35	53	43
	14	Pinterest	↑ 4	**43**	50	-7	49	29	59
	15	Bing Paid Search	0	**43**	70	-27	48	38	43
	16	National Linear TV	↓ -1	**43**	35	+8	24	63	40
	17	Affiliate Loyalty Publishers	↓ -12	**42**	78	-36	57	22	53
	18	Print	↓ -4	**42**	57	-15	24	72	15
	19	Amazon Advertising	↓ -1	**36**	62	-26	58	11	40
	20	Affiliate Coupon Publishers	↓ -7	**35**	85	-50	52	18	36
	21	OOH	↓ -13	**30**	45	-15	17	46	23
	22	Terrestrial Radio	↓ -5	**22**	25	-3	14	30	20

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