
Fusion - Validation

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Applications of Fusion

■ Applications

□ Data ease

- Using fusion to report base survey data in a single application

□ Target audiences

- Using fusion to select television programs based on product usage

□ Reach and frequency

- Calculate cross media R/Fs

□ Optimization

- Optimize the mix of specific vehicles across media

Taxonomy of Levels of Validity

- Level D – aggregate marginal distributions
 - Data ease
 - Target audiences
- Level C – aggregate correlation of pairs
 - R/F models
- Level B – aggregate true joint distribution
 - R/F schedules, optimization
- Level A – respondent level validity
 - CRM

Source: Rasser, S. *Statistical Matching: A Frequentist Theory, Practical Applications, and Alternative Bayesian Approaches* Springer-Verlag, 2002.

Also appears in "ARF Guidelines for Data Integration," Advertising Research Foundation.

Validity Thresholds

- In general, fusion can do a better job integrating databases than a planner can do with simple age/sex demographics
 - Exceptions:
 - True age/sex discriminated categories
 - Completely demographic non-discriminating categories
- When better - how much better should the fusion be required to be?

Enough better to overcome the lack of skepticism toward computer delivered results as opposed to age/sex demos