

# MATTHEW F. McGRANAGHAN

363 Warren Hall, Ithaca, NY 14853

Dyson School of Applied Economics and Management · SC Johnson College of Business

908.601.6197 · mfm88@cornell.edu · www.matthewmcgranaghan.com

## EDUCATION

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### Cornell University

Ph.D. in Applied Economics and Management 2014-Present

*Committee:* Jura Liaukonyte, William Schulze, Geoffrey Fisher, Kenneth Wilbur (external)

M.S. in Applied Economics and Management 2012-2014

### University of California, San Diego

Visiting Student at the Rady School of Management Fall 2018

### Lafayette College

B.Sc. in Neuroscience - Magna cum laude 2006 - 2010

## RESEARCH INTERESTS

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Quantitative Marketing, Consumer Analytics, Economics of Advertising, Experimental Economics

## PUBLICATIONS

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### Lead Offer Spillovers (lead author)

*Marketing Science* (forthcoming) with Jura Liaukonyte, Geoffrey Fisher, and Kenneth C. Wilbur

## WORKING PAPERS

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### Watching People Watch TV (job market paper)

with Jura Liaukonyte, and Kenneth C. Wilbur

### For Your Baby: Beneficiary Framing Increases Promotion Uptake

with Geoffrey Fisher, Jura Liaukonyte, and Kenneth C. Wilbur

## AWARD AND HONORS

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George Warren Outstanding Paper Award (departmental student paper award), First Place, 2019

Stanley W. Warren Grant (\$10,000), 2017

William G. Tomek Award (departmental second year paper award), First Place, 2016

CALS Outstanding Graduate Teaching Assistant Award, 2012

## TEACHING

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Data Visualization and Marketing Analytics [4.94/5]

AEM Computation Camp

## TEACHING ASSISTANT

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Economics of Advertising	Jura Liaukonyte	Spring 2016, 2019
Behavioral Economics and Managerial Decision Making	William Schulze	Fall 2016, 2017
Strategic Pricing	Jura Liaukonyte	Spring 2015
Managerial Economics I	Garrett Blalock	Fall 2014
Managerial Economics II	Sharon Poczter	Spring 2013, 2014
Business World	David Taylor	Summer 13
Retail Strategy	Edward McLaughlin	Fall 2012, 2013

## PH.D. COURSEWORK

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Mathematical and Statistical Methods	Applied Microeconomics I
Econometrics I	Applied Microeconomics II
Econometrics II	Dynamic Optimization
Applied Econometrics	Empirical Industrial Organization
Microeconomic Theory I	Microeconomics of Discrete Choice
Microeconomic Theory II	Experimental Economics
Macroeconomics I	

## UNIVERSITY SERVICE

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Laboratory for Experimental Economics and Decision Research (LEEDR), *Manager*, 2018 - Present  
Dyson Workshop on Reproducible Research, *Co-organizer*, 2017  
Cornell AEM Graduate Student Association, *President*, 2015 - 2017  
Cornell College of Business Student Services Task Force, *Graduate student representative*, 2015-2016  
Cornell AEM Graduate Student Association, *Vice-President*, 2014 - 2015

## CONFERENCE PRESENTATIONS AND INVITED TALKS

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<b>2019</b>	Trans-Atlantic Doctoral Conference, London Business School
<b>2018</b>	Marketing Science Conference, Temple Fox School of Business 11th Workshop on the Economics of Advertising and Marketing, Columbia GSB
<b>2017</b>	Northeast Marketing Consortium, MIT Sloan School of Management Marketing Science Conference, USC Marshall School of Business
<b>2016</b>	9th Workshop on Economics of Advertising and Marketing, Vilnius, Lithuania

## TECHNICAL SKILLS

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<b>Computer Languages</b>	Python, Stata, R, Matlab, VBA, Javascript
<b>Document Preparation</b>	Word, L <sup>A</sup> T <sub>E</sub> X, Markdown, HTML

## REFERENCES

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**Jura Liaukonyte** (Chair)  
Associate Professor  
Charles H. Dyson School of  
Applied Economics and Management  
SC Johnson College of Business  
Cornell University  
jurate@cornell.edu  
(607) 255-6328

**Vithala R. Rao**  
Professor  
SC Johnson Graduate School of Management  
SC Johnson College of Business  
Cornell University  
vithalarao@cornell.edu  
(607) 255-3987

**Kenneth C. Wilbur**  
Professor  
Rady School of Management  
University of California, San Diego  
kcwilbur@ucsd.edu  
(619) 535-9536

### **Watching People Watch TV** (job market paper)

with Jura Liaukonyte and Kenneth C. Wilbur

A challenge to measuring TV viewer attention is that instant access to social media, news, and work has raised the opportunity cost of engaging with TV ads. The result may be a significant difference between traditional engagement measures, e.g., tuning, and measures which can capture more nuanced avoidance behaviors. This paper asks two questions relating to viewer behavior in the context of TV advertising. First, how do traditional TV tuning metrics relate to a novel set of viewer measures that may be more aligned with broadcasters' and advertisers' interests? Second, what is the relationship between these new measures and ad content? To answer these questions, we leverage novel, in-situ, audience measurement data that use facial and body recognition technology to track tuning, presence (in room behavior), and attention for a panel of 6,291 viewers and 8,465,513 ad impressions, as well as consider four different classifications of advertising content based on human and machine-coded features. We find meaningful differences in the absolute levels and dynamics of these behaviors, and can identify ad content for which viewers are systematically more likely to change the channel, leave the room, and stop paying attention. Such ads reduce the pool of attention to subsequent advertisers as well as the platform itself, a negative externality. We quantify these spillover effects for the publisher by conducting a series of counterfactual simulations, and find that requiring advertisers to improve their content can result in significant increases in the cumulative levels of viewer tuning, in-room presence, and attention.

### **Lead Offer Spillovers**

with Jura Liaukonyte, Geoffrey Fisher, and Kenneth C. Wilbur

Price promotions are typically offered in groups on websites, mailings and circulars, but little is known about how promotional offers in near proximity affect each other. Across two large-scale field experiments (N=66,184) conducted on a multi-brand coupon website, we find that when lead promotions offer high-value deals, consumers are more likely to print subsequent offers, a finding we call a "lead offer spillover." In the first field experiment, doubling the value of three lead offers increased the printing of subsequent offers by 18% and redemptions by 12%. In the second, doubling the value of a single lead offer increased subsequent offer prints by 12%. Additional analyses and experiments indicate that larger lead offers increase consumer search for subsequent offers and are not primarily driven by changes in evaluative judgments or complementarities between lead and subsequent offers.