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DATA DRIVEN MARKETING INTRODUCTION

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"TRUE"
KNOWLEDGE
DETECTED

CONFIGURATION OF THE DATA DRIVEN PROCESS

Data Collection

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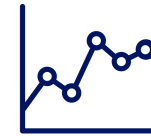# CONFIGURATION OF THE DATA DRIVEN PROCESS

Data Usage

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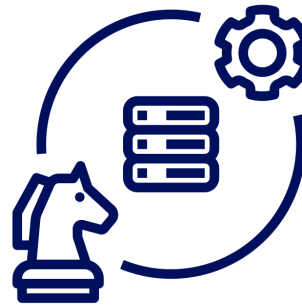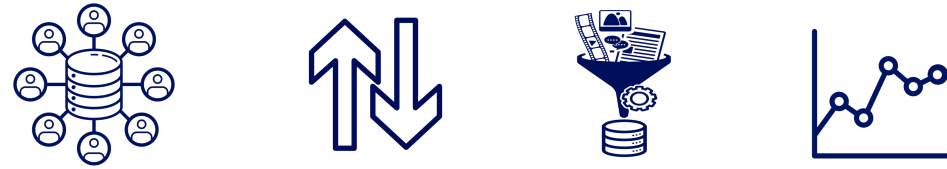# CONFIGURATION OF THE DATA DRIVEN PROCESS

Data Processing and Analysis

CONFIGURATION OF THE DATA DRIVEN PROCESS

Performance Assessment

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CONFIGURATION OF THE DATA DRIVEN PROCESS
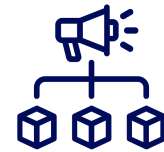
DATA DRIVEN STRATEGY

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DATA ADVANCED MARKETING ANALYTICS COMPLEX MODELS AND INTELLIGENCE
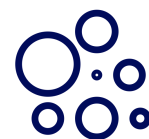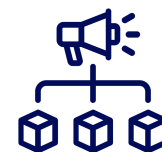
Customer Lifetime Value

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DATA ADVANCED MARKETING ANALYTICS COMPLEX MODELS AND INTELLIGENCE

Marketing Attribution

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DATA ADVANCED MARKETING ANALYTICS COMPLEX MODELS AND INTELLIGENCE

Clustering

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DATA
ADVANCED
MARKETING
ANALYTICS
COMPLEX
MODELS AND
INTELLIGENCE

Conversion Prediction

DATA ADVANCED MARKETING ANALYTICS COMPLEX MODELS AND INTELLIGENCE

Anomaly Detection

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DATA ADVANCED MARKETING ANALYTICS COMPLEX MODELS AND INTELLIGENCE

Forecasting

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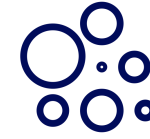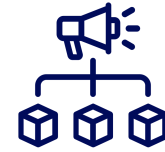
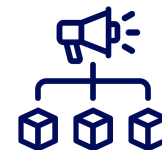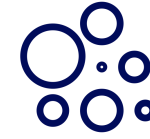# DATA ADVANCED MARKETING ANALYTICS COMPLEX MODELS AND INTELLIGENCE
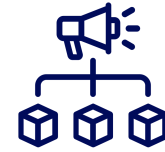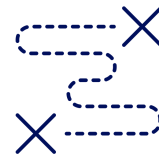
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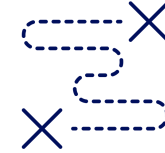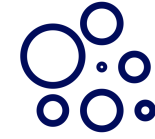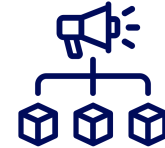
DATA DRIVEN TACTICS

1

Use demographic data in your campaign planning

GET MORE CONTEXT IN YOUR TARGETING

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DATA DRIVEN TACTICS

2

Use trends from one marketing channel to inform another

NEVER START A NEW CAMPAIGN WITH A BLANK SLATE

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DATA DRIVEN TACTICS

3

Measure success as a series of smaller steps

DIAGNOSE PROBLEMS AND EXPLAIN TRENDS MORE EASILY

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DATA DRIVEN TACTICS

4

Assess the impact of industry changes on your own campaigns

RESPOND TO CHANGES EFFICIENTLY AND EFFECTIVELY

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DATA-DRIVEN AUDIENCES

A DATA-DRIVEN MINDSET BENEFITS YOUR STRATEGY

Personalization

A DATA-DRIVEN MINDSET BENEFITS YOUR STRATEGY

Product Development

A DATA-DRIVEN MINDSET BENEFITS YOUR STRATEGY

Customer Experience

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A DATA-DRIVEN MINDSET BENEFITS YOUR STRATEGY

Cross-selling

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A DATA-DRIVEN MINDSET BENEFITS YOUR STRATEGY

DATA DRIVEN AUDIENCES

DATA-DRIVEN AUDIENCES

Multiple <u>consumer groups</u> exist, each with <u>unique behaviors, preferences,</u> and <u>cultural beliefs</u> that are subject to change in an instant.

Brands need to be empowered with high-quality, data-driven audience insights to connect with their target market authentically.

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DATA-DRIVEN AUDIENCES

Know

WHO You Are Reaching

WHAT They Want

WHEN To Communicate

WHERE They Want To See You

WHY They Want To Hear From You

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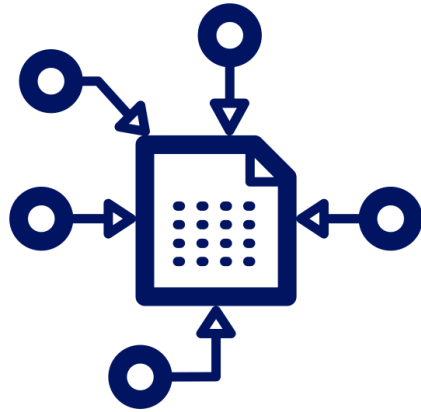
DATA
COLLECTION

- Campaigns Data
- Specific Locations and Areas
- Past Visits
- Interest
- Defined Criteria
- Data through Engagement Activity
- 3rd Parties Data
- Data Marketplace

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DATA CLUSTERING

- Data Cleaning and Validation
- Data Segmentation
- Generalized or Personalized Audience Building
- Data Testing

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LOCATION
DATA

CREATING DETAILED &
ACCURATE PERSONAS

LOCATION DATA
IN ADVERTISING

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LOCATION DATA IN ADVERTISING

CREATING DETAILED & ACCURATE PERSONAS

IDENTIFYING LOOKALIKE AUDIENCES

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LOCATION DATA IN ADVERTISING

CREATING DETAILED & ACCURATE PERSONAS

IDENTIFYING LOOKALIKE AUDIENCES

TARGETING COMPETITORS' CUSTOMERS

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LOCATION DATA CAN IMPROVE ADVERTISING ROI BY UP TO 600%

BENEFITS FOR MARKETERS

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BENEFITS FOR MARKETERS

Real-time Targeting

Segmentation

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BENEFITS FOR MARKETERS

Real-time Targeting

Segmentation

Customer Insights

BENEFITS FOR MARKETERS

Real-time Targeting

Segmentation

Customer Insights

Measurement & Attribution

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LOCATION INTELLIGENCE

Location data helps develop a rich understanding of complex behaviors

Allows marketing and advertising professionals to build personas that help them improve offers, messaging, and ad copy.

Provides insights into what customers are interested in and analytics.

Collects real-world information on the top customers for different businesses.
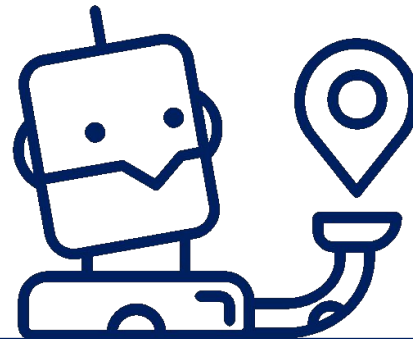
Collects location data on competitors' customers, allowing targeting of competitors' customers in marketing and advertising campaigns.

Creates a 'lookalike' audience of new prospects that are likely to engage with advertisements.

Helps businesses determine interests and behavior of customers.

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KEY TAKEAWAYS

Data and Analytics help increase sales, attract new customers and expand brand awareness

70% of marketing executives say data-driven marketing is a core element of all or nearly all campaigns

71% of marketing executives say they effectively prioritize spending allocations based on attribution

62% of marketing organizations say analytics have noticeably decreased cost-per-acquisition rates

75% of marketing executives aren't able to see ROIs within 12 months

60% use data to shape campaigns less than half of the time

53% aren't using data as a competitive advantage

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