Connecting The Dots: A survival guide to media and marketing in 2019

Jonathan Mackenzie, Publicis Media
The Internet has changed the World
In 2019 travel is an online category
The internet has changed media and marketing too!
We love a bit of *disruption!*
We love mobile! (especially in APAC)
Shifting tides of media influence

Influence by Touchpoint

- TV ads
- Internet display ads
- Friends/ family reco
- Email
- Internet search
- Mobile phone ads/ promo
- Comparison websites
- Brand website
- Cons opinion site/ blogs
- Retailer websites
- Internet video ads
- Mobile apps
- Mobile network likes
- Social network ads
- Social network page/app
- Social network comments
- Brand video channel

Source: Publicis Touchpoints
10/17 touchpoints grew in influence in last 4 years

Influence by Touchpoint

Source: Publicis Touchpoints
Digital advertising is growing fast

Source: emarketer, September 2018
Programmatic ad spend continues to grow

Source: emarketer, September 2018
eCommerce is growing 3x compared to retail

**eCommerce share of total Retail**

- **China**: 29.1% in 2018 > 56% in 2022
- **India**: 2.9% in 2018 > 4.1% in 2022
- **Indonesia**: 3.9% in 2018 > 5.7% in 2022
- **ANZ**: 16% in 2018 > 17.5% in 2022

*Source: eMarketer APAC Retail report May 2018*
Programmatic & mobile & shopping
= more data & more accountable & more personal
So why the hype about personalization?

90% of marketers believe personalization significantly contributes to business profitability

- Ads that are relevant to the viewer or feature people like them get 3x the attention of the average ad. (Google/Ipsos December 2017)
- Seven in 10 people say that contextualized engagements based on earlier interactions are very important to them. (Salesforce)
- 69% of travellers are more loyal to a travel company that personalizes their experiences online and offline. (Google/Ipsos Connect, April 2017)

Econsultancy and Google, March 2018
Data is People in disguise
How do we use customer data to deliver value to them? Not to be unfair to them, not to steal their data, but to use it in a way that causes them to say, ‘You know what? I like what Marriott is doing with my information. It’s making my traveling a little better’

Arne Sorenson, CEO Marriott
Focus on optimizing the system not the silo
The steps to deliver personalization

Consumer Actions → Personal Data → Insights → Experiences → Results

Data-powered Brand-building

Continuous learnings
Connected data helps us to define the individuals

DATA SOURCES
- CRM
- .com
- Served Media

CONNECTED DATA
- TV respondent level data
- Telco data
- Google, Facebook, Alibaba, Tencent
- Transaction data, Expedia data
- Comscore

PUBLICIS ID
- Cross Device
- Data Fusion
- Publicis IDs
- PACE Panel

BRAND ID
- Female 25-34
- Mumbai
- iPhone
- PC
- Fitness Enthusiast
- Actively searching travel experiences
- Repeat visitor to Singapore
- Adventure seeker

2nd/3rd Party: (eyeota, Axiom, Nielsen Marketing Cloud)

INSIGHTS
- Source of growth
- Segmentations
- Portfolio management
- Reporting, measurement & ROI

ACTIVATION
- Integration with DSPs
- Activating across walled gardens
- Personalisation
- Dynamic Creative Optimisation
- Journeys & Attribution
- Integration 1st, 2nd, 3rd party data
Think “personalised creative” as much as media
Think content as much as advertising.
And add marketing science

Conversion

Consumer Data
Connecting The Dots
1. Make your data a company asset

**Systemic 1st party consumer data capture is the key to drive personalization at scale**

![Graph showing 1st party data base (individuals) with % of buying households (WW)]
It’s not a game just for the “Big Boys”

Targeting based on browsing and engagement behavior

Targeting based on subscription data
2. Map the data you have access to that will provide a complete view of the customer

DATA SOURCES

CRM
.com
Served Media

TV respondent level data
Telco data
Google, Facebook, Alibaba, Tencent
Transaction data, Expedia data
Comscore

CONNECTED DATA

Cross Device
Data Fusion

PUBLICIS ID

Publicis IDs

BRAND ID

• Female 25-34
• Mumbai
• iPhone
• PC
• Fitness Enthusiast
• Actively searching travel experiences
• Repeat visitor to Singapore
• Adventure seeker

2nd/3rd Party:
(eyeota, Axiom, Nielsen Marketing Cloud)

PACE Panel

INSIGHTS

Source of growth
Segmentations
Portfolio management
Reporting, measurement & ROI

ACTIVATION

Integration with DSPs
Activating across walled gardens
Personalisation
Dynamic Creative Optimisation
Journeys & Attribution
Integration 1st, 2nd, 3rd party data
3. Design the right infrastructure to manage your data assets and connect the dots
4. Construct mechanisms to unlock a deeper understanding of your customer if you need to.
5. Believe in machine learning
Machine learning has many applications
6. Make your content work harder

Monitor and Qualify (ongoing), brand-relevant content (aka Earned Content) and convert into digital assets, aka – Earned Content units (ECUs)

Distribute ECUs within a media plan with specific KPIs in mind and Drive to the original source content

Retarget with relevant brand messages + offers

Drive directly to the Earned PDP or brand page
7. Create a culture of experimentation

1. Hypothesise before doing anything

2. Measure what matters

3. Embrace failure (as long as you are learning)
8. Elevate your Analytics

1. Everything is interdependent
2. Influence is not just SOV
3. We understand every brand
4. Not just channels, but journey
9. It’s a marathon not a sprint. Start small and scale.

Level 1 Tactical Marketer
- Siled knowledge & limited expertise
- Unstructured data assets, tech stack & operations
- Basic media & creative targeting based on primarily context
- Basic measurement focused on Reach, Efficiency and CTR, basic reporting

Level 2 Strategic Marketer
- Some digital expertise but siloed
- 1st data assets structured but siloed limited partner data
- Targeted (programmatic) media focus, adaptive creative, segmentation/journeys unstructured
- Action based measurement, joined up reporting & structured optimisation

Level 3 Advanced Marketer
- Cross-functional digital expertise & alignment
- Structure usage of 1st, 2nd and 3rd data for media & creative
- Joined up journeys across media & creative
- Multi-channel view of customer journey, test & learn approach, use of log-level data, dashboards & ROI metrics

Level 4 Precision Marketer
- Cross-market alignment, experience data practitioners with focussed learning agenda
- Data assets & advanced tech seamlessly activated & used for analytics
- Adaptive segmentation & user journeys via data-driven media & creative strategy
- End-to-end customer journeys, advanced modelling & incrementality, ROMI/LTV metrics
Ignore your category. Your new competition is the ease of Amazon and the ubiquity of Google and Facebook. If your product requires waiting in a line or (god forbid) speaking to a person, this is the end of your era.

Scott Donaton, Chief Creative Officer Digitas NA
SAIC GM learns lessons from health trackers
La Quinta connects the dots in search and customer loyalty

The Challenge:
With more than 870 hotels across the U.S., Mexico, and Canada, La Quinta Inns & Suites knows it is crucial to drive early consideration and re-engage with travelers throughout their trip research. That's why they work hard to ensure the company's various marketing channels are working optimally together.

The Approach:
Loyalty Program Data + Remarketing Lists for Search + Data-Driven Attribution

The Results:
- 131% increase in CTR
- 27% increase in conversion rate
- 83% increase in conversion volume

Source: https://www.thinkwithgoogle.com/marketing-resources/data-measurement/la-quinta-travel-search-data-conversion/
Nestle zones in on exceptional personalized experiences

- **Children/Mother Nutritional Service**
- **Personalized Petcare Nutrition**
- **Nutrition for Seniors**
- **Nespresso “for Chefs”**
Milo PH rewarding kids for good behaviour
Starwood taps search remarketing to drive performance

The Challenge:
Starwood Hotels noticed that many of its website visitors would browse through hotel amenities and use its booking calendar—but then leave without booking a room. How can they reconnect with engaged site visitors.

The Approach:
With the help of Digitas, their digital marketing agency, Starwood used RLSA to create remarketing lists of past site visitors and then bid more based on where customers left its site. The brand could then reach customers at different stages of consideration, from those simply browsing hotel locations to those ready to book.

The Results:
- 165% increase in CTR
- 240% increase in conversion rate
- 160% increase in ROI

Tangs pinpoints location to drive footfall

During the highly competitive Christmas season, Tangs needed to create buzz amongst shopping enthusiasts and drive footfall to their stores.

1. Hyper location targeting
   - Built dynamic catchment areas to target users within a 10 – 15 minute walk from Tangs and competitor malls.

2. Custom Segments
   - Customized segments of users who over index on Shopping Mall Visitation and Shopping Consumer Habits.

3. Weekly Optimization
   - Based on in-store visits, campaign was optimized using parameters such as time, device models, formats, and publishers.

4. Footfall Attribution
   - Tracked Visitation Rate - whether people who have seen the Precision Mobile ad visited Tangs.

Results

- 29% increased footfall to store*
- 3% increased sales*
- 64% increased new member acquisition*
- 14% uplift in footfall from exposed vs non-exposed group

*compared to Dec '17 based on Tang’s data
Thank You