HOLISTIC DATA DRIVEN MARKETING
ABOUT ECHTE LIEBE

• Founded 2014 in Cologne
• Owner-operated
• Team of 20
• Offices in Cologne, Berlin & Frankfurt/Main

• Audit
• Strategic Marketing
• Data Intelligence
• Programmatic Advertising

• Co-Chair Focusgroup
  Programmatic Advertising
• Co-Chair Ressort Data Economy
• FOMA Agency
STEP 1

Find a common language
WHAT DOES “HOLISTIC DATA DRIVEN MARKETING” MEAN?

**Holistic**
From strategy to communication

**Data**
Raw Data! Aggregated Data! Collected, bought, owned!

**Driven**
Data first

**Marketing**
Product, Price, Place, Promotion
STEP 2

Understand your environment
HOW DID MEDIA BUYING WORK IN THE PAST?
REAL TIME BIDDING

Life of an RTB Ad Impression

User Visits Website

Real Time Bidding Process

125ms
Highest bid wins

150ms
Publisher URL is send to Adserver

200ms
Ad will be displayed in User Browser
THE PROGRAMMATIC ECOSYSTEM

Advertiser

Agency

Trading desk

DSP

SSP

Ad network

Publisher

DMP

Data Vendors / 3rd Party Data
ADVANTAGES FOR ADVERTISERS

Advertiser

Programmatic Ecosystem

User

Advertising message / Landing page offers etc.

seamless Flow of information

Online Behavior
Product preference
Reaction and interaction etc.
STEP 3

Understand your company
DATA DRIVEN MARKETING IS NOT ONE PERSON

- Vision
- Strategic goals
- Management Expectations

- Advertising, Analytics, Insights, Data-Partnerships
- Capacities and competences of the user
- Integration of relevant stakeholders

- Internal data structure (databases, systems, tables, etc.)
- Internal and external IT service provider
- Interfaces, data exchange (APIs, manual data transfers, etc.)
STEP 4

Change your mindset from planning to real-time
The non data driven approach
- Linear
- Results in campaign silos

The data driven approach
- Dynamic
- Transparent

Marketing Strategy
- Communication
- Media

Performance & Reportings

Campaign
- Strategy
- Communication
- Media
- Data Management

Optimization & Derivation of new campaigns and strategies based on collected insights

Analytics

Data Driven Marketing Circle
STEP 5

Create a framework
THE PILLARS OF DATA DRIVEN MARKETING

Goal / KPIs

Collect
Understand
Analyze
Action

Hypothesis
STEP 6

Use your framework
HYPOTHESIS

Using the right targeting strategy has a positive influence on campaign performance.
POSSIBLE TARGETING-SCENARIOS

Demographic
(Age, Gender)

Contextuel
(Channels, Sites)

Semantic
(Keywords)

Buyingintention, Search Behaviour
(3rd Party Data)

Location based

TV Sync

Segmentation
(Current customers, prospects)

Time of the day, Weather, Events
## GOAL / KPIS

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<td>Cost per Conversion, Cost per Lead</td>
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**Defined Conversion, Leads, Conversion Rate**

**Defined Interaction, Interaction Rate**

**Defined Conversion, Leads, Conversion Rate**

**Gross-Reach, Net-Reach, OTS, View Through Rate**

**Cost per Mille (Net, Cost per View)**

**Cost per Click, Cost per non-bouncing Visit**

**Cost per Interaction, e.g. Cost per Like**

**Cost per Conversion, Cost per Lead**
HOW TO FIND THE RIGHT KPI (1/2)
Collect data as raw as possible!

Collect it at one place!

Store it properly!
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User X takes part in online questionnaire

Surf behaviour of User X is tracked

Based on User X Surf behaviour other users are identified as “twins”

Targeting Segment X

FEMALE
31-34
MARRIED
£100K-£150K
YOUNG MOTHER
APARTMENT
TENNIS
OPERA

Blackbox

N=10 Mio.
Crawler extracts content of visited / tracked URLs

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Sematic analysis of the most important keywords and phrases

Keyword are written into user profiles

Each user profile contains around 5k keywords with individual frequency weights for each user
ANALYZE

SEGMENT PERFORMANCE

Avg. CPA 35€
ACTION

SEGMENT PERFORMANCE

- CPA
- COV

Avg. CPA 29€
Get some tools
COMPLEXITY OF MARKETING TECHNOLOGY

Data Management Platform

- Attribution modelling
- Reporting
- Analytics

Inputs:
- Product database
- Email Interactions
- Social Media Data
- Advertising & Behavior on owned media
- Transactions & Buyer History
- Geographic & Technical Info
- CRM
- Website Data

Outputs:
- Email
- Social
- Display
- Callcenter
- Offline
- OnSite

User Types:
- Known user
- Registered user
- Unknown user
STEP 8

Visualize your data
CAMPAIGN COMPARISON (BOOKED TRAVEL DESTINATIONS)
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