

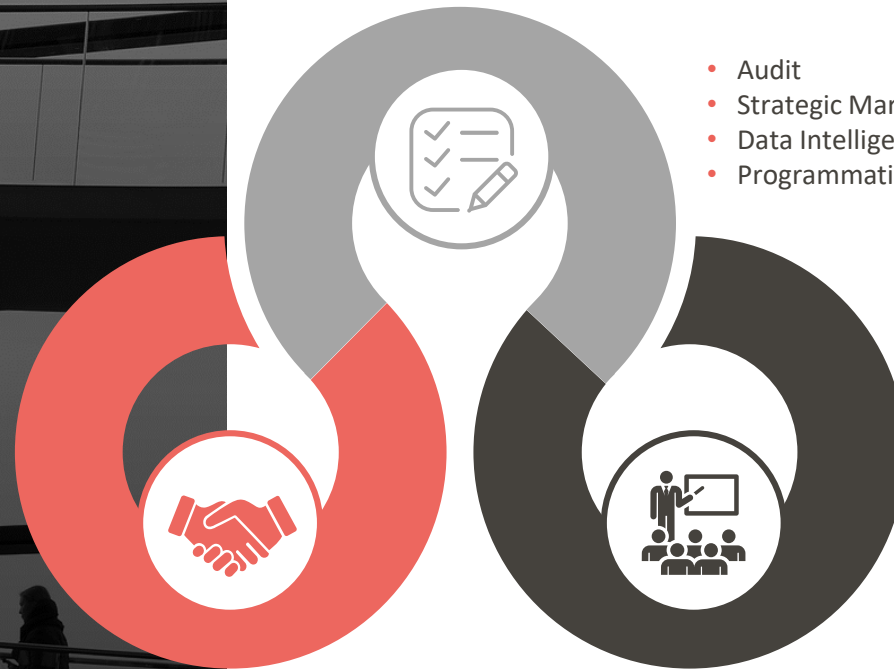
HOLISTIC DATA DRIVEN MARKETING



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



4/15/2019

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

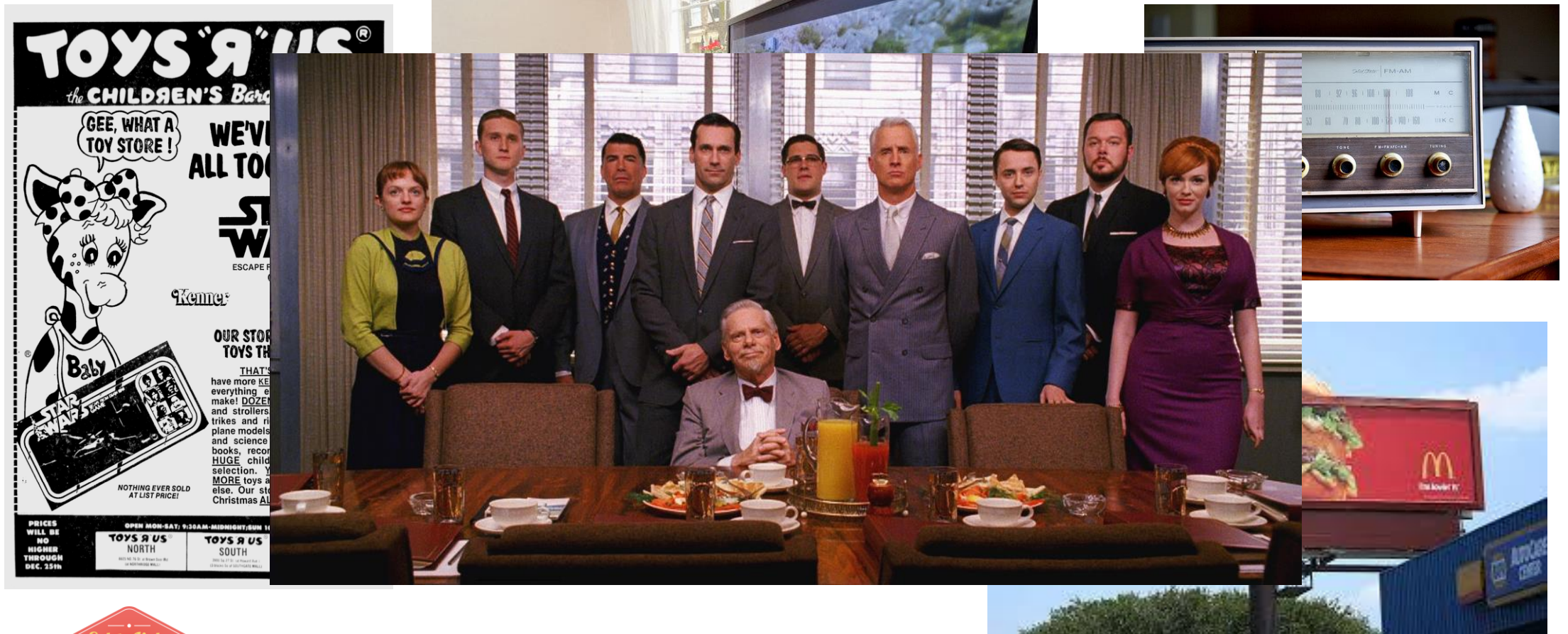


STEP 2

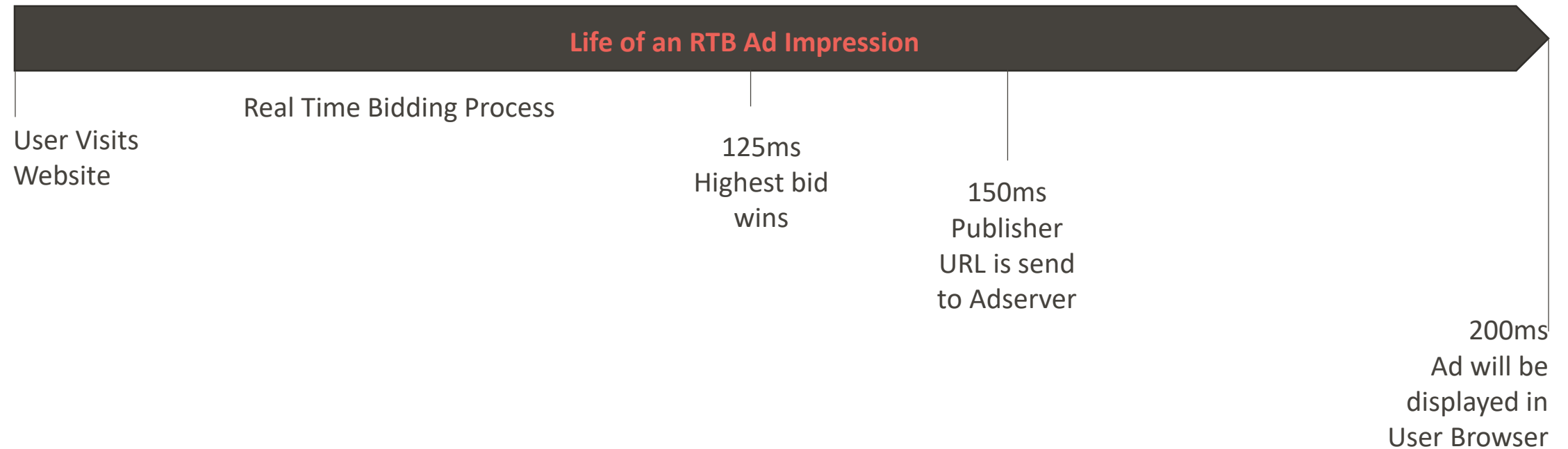
Understand your environment



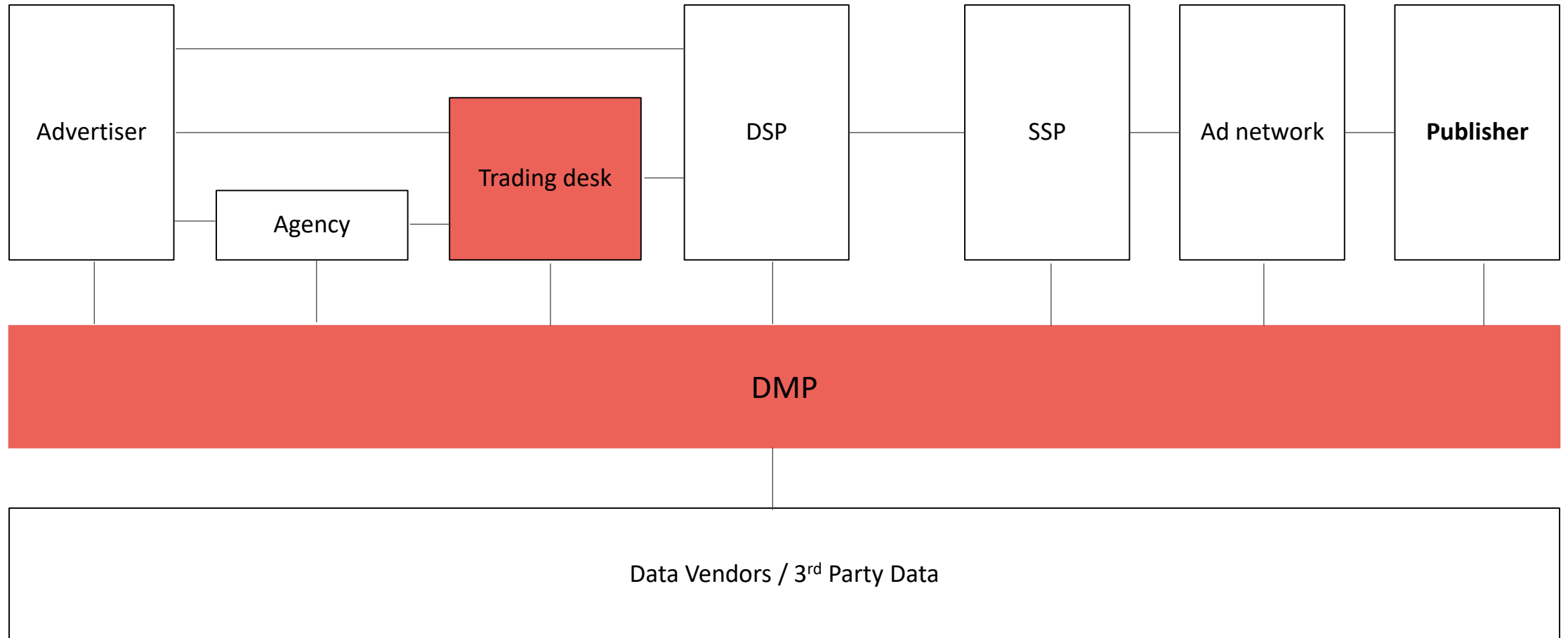
HOW DID MEDIA BUYING WORK IN THE PAST?



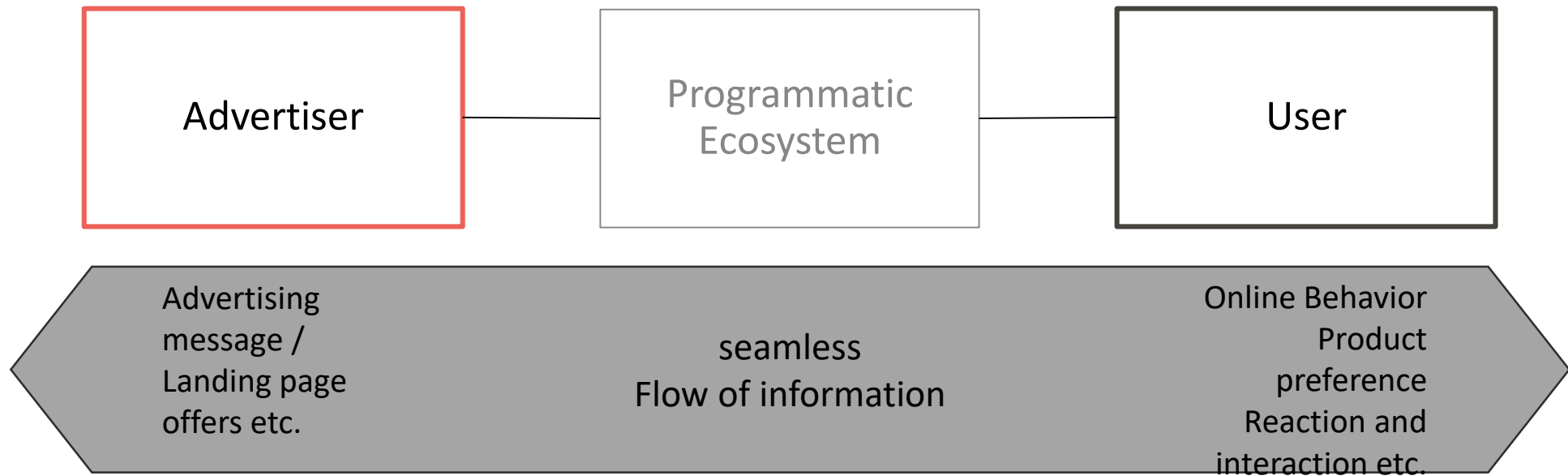
REAL TIME BIDDING



THE PROGRAMMATIC ECOSYSTEM



ADVANTAGES FOR ADVERTISERS

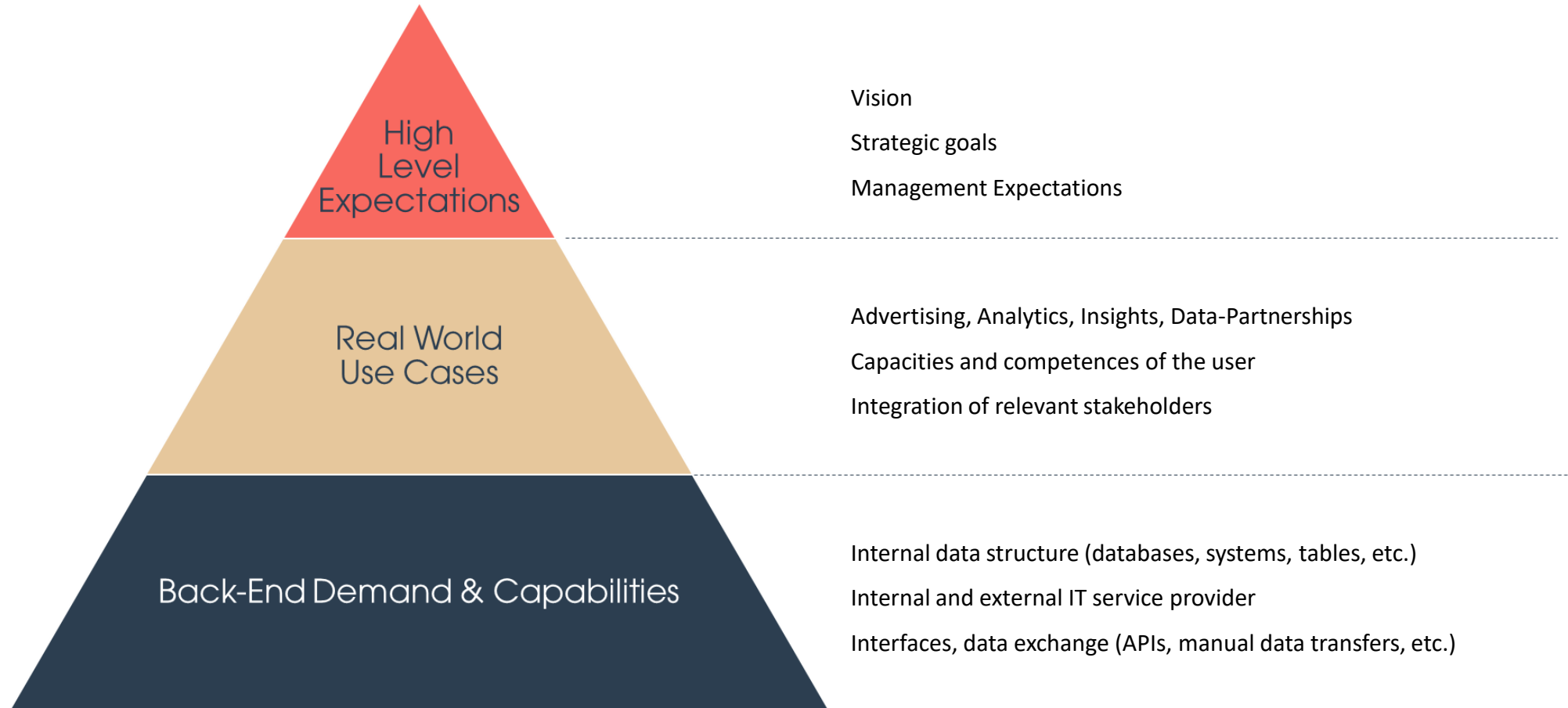


STEP 3

Understand your company



DATA DRIVEN MARKETING IS NOT ONE PERSON



STEP 4

Change your mindset from planning to real-time



A DATA DRIVEN APPROACH TO COMMUNICATION

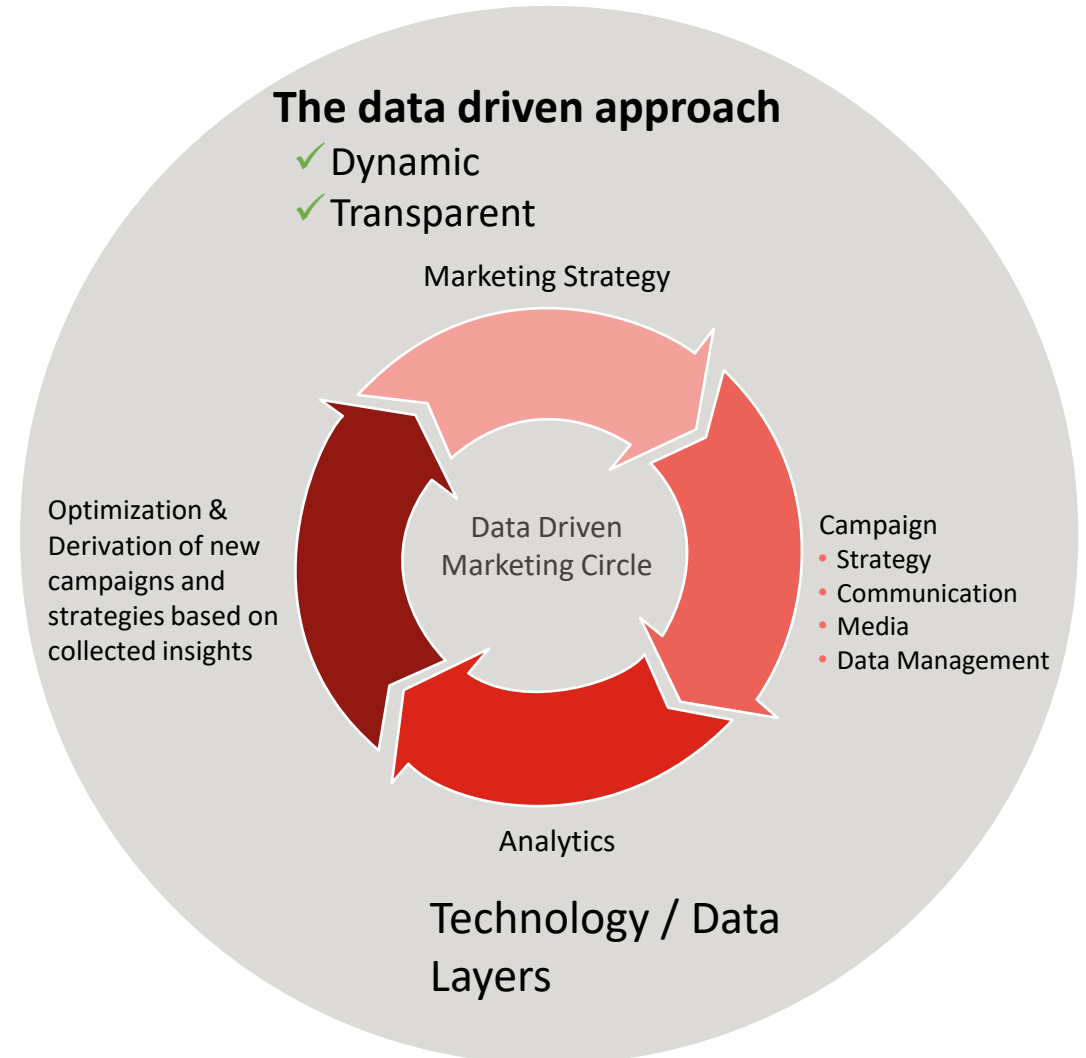
The non data driven approach

- ✗ Linear
- ✗ Results in campaign silos



The data driven approach

- ✓ Dynamic
- ✓ Transparent

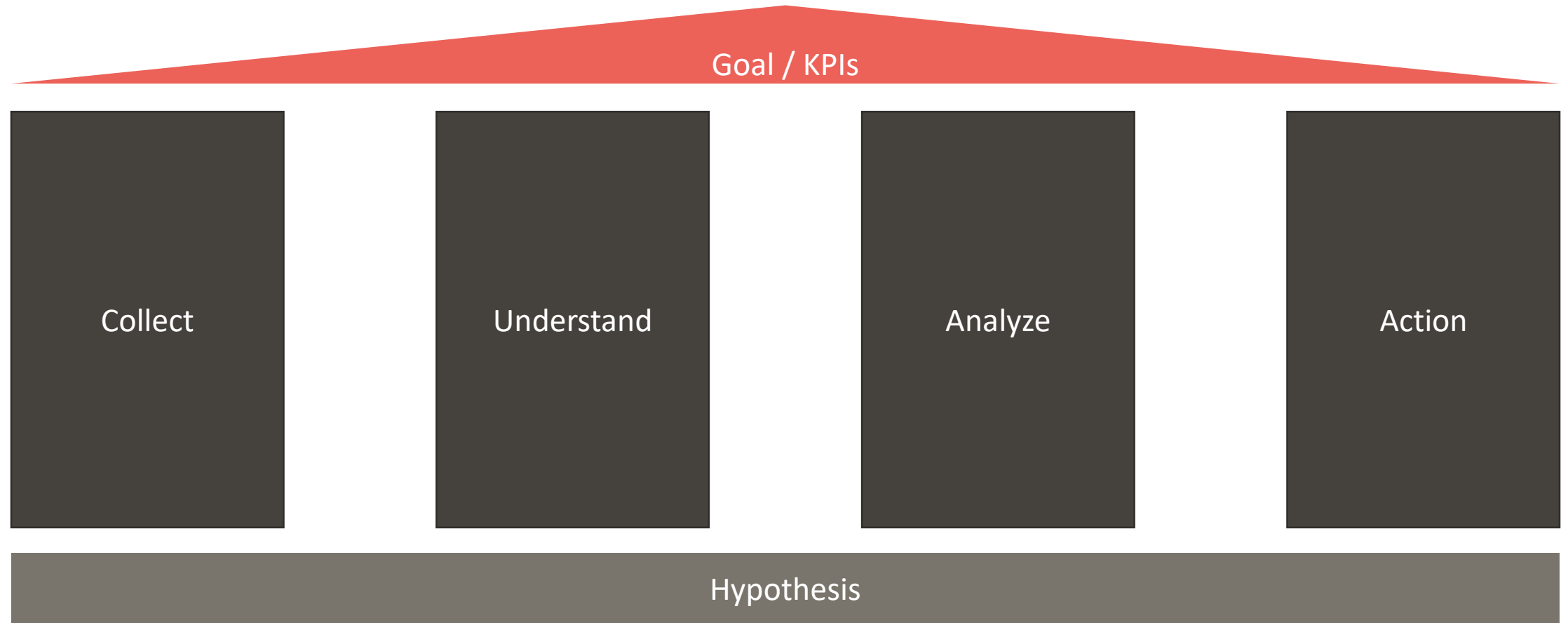


STEP 5

Create a framework



THE PILLARS OF DATA DRIVEN MARKETING



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)



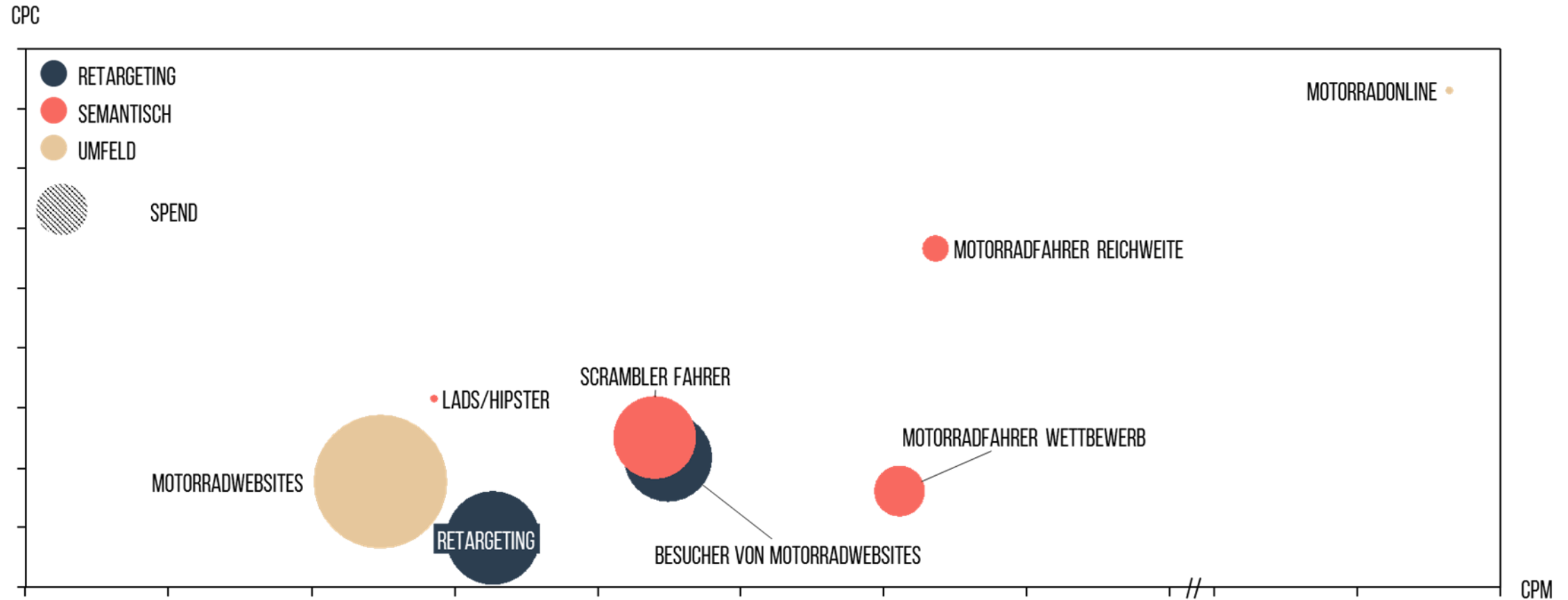
Time of the day, Weather, Events



GOAL / KPIS

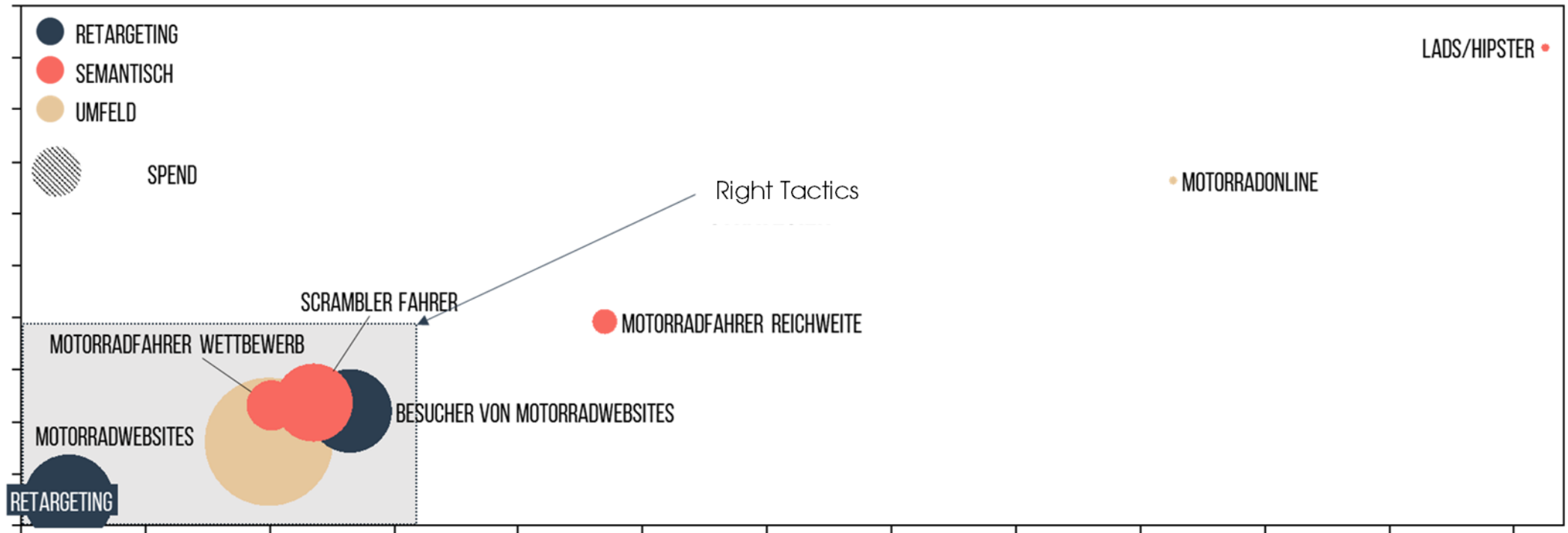
	Quantity (reach)	Commercial (cost)
Awareness	Gross-Reach, Net-Reach, OTS, View Through Rate	Cost per Mille (Net, Cost per View)
Education	CTR, Bounce Rate, Time on Site, Pages per Visit	Cost per Click, Cost per non-bouncing Visit
Engagement	Defined Interaction, Interaction Rate	Cost per Interaction, e.g. Cost per Like
Conversion	Defined Conversion, Leads, Conversion Rate	Cost per Conversion, Cost per Lead

HOW TO FIND THE RIGHT KPI (1/2)



HOW TO FIND THE RIGHT KPI (2/2)

COST PER UNIQUE VISITOR



COST PER PRODUCTPAGE VIEW

COLLECT

Collect data as raw as possible!

Collect it at one place!

Store it properly!



COLLECT IT RAW

Row	auction_id_64	datetime	user_tz_offset	width	height	media_type	fold_position	event_type	imp_type	payment_type	media
1345		2017-09-26 14:26:44 UTC	2	1	1	65	0	imp	7	0	
1346		2017-09-26 14:35:10 UTC	2	1	1	65	0	imp	7	0	
1347		2017-09-26 14:36:25 UTC	2	1	1	65	0	imp	7	0	
1348		2017-09-26 14:02:06 UTC	2	1	1	65	0	imp	7	0	
1349		2017-09-26 14:41:47 UTC	2	1	1	65	0	imp	7	0	
1350		2017-09-26 14:36:12 UTC	2	1	1	65	0	imp	7	0	
1351		2017-09-26 14:07:31 UTC	2	1	1	65	0	imp	7	0	
1352		2017-09-26 14:49:00 UTC	2	1	1	65	0	imp	7	0	
1353		2017-09-26 14:08:17 UTC	2	1	1	65	0	imp	7	0	
1354		2017-09-26 14:13:01 UTC	2	1	1	65	0	imp	7	0	
1355		2017-09-26 14:17:15 UTC	2	1	1	65	0	imp	7	0	
1356		2017-09-26 14:04:20 UTC	2	1	1	65	0	imp	7	0	
1357		2017-09-26 14:13:24 UTC	2	1	1	65	0	imp	7	0	
1358		2017-09-26 14:23:25 UTC	2	1	1	65	0	imp	7	0	
1359		2017-09-26 14:37:23 UTC	2	1	1	65	0	imp	7	0	
1360		2017-09-26 14:37:01 UTC	2	1	1	65	0	imp	7	0	

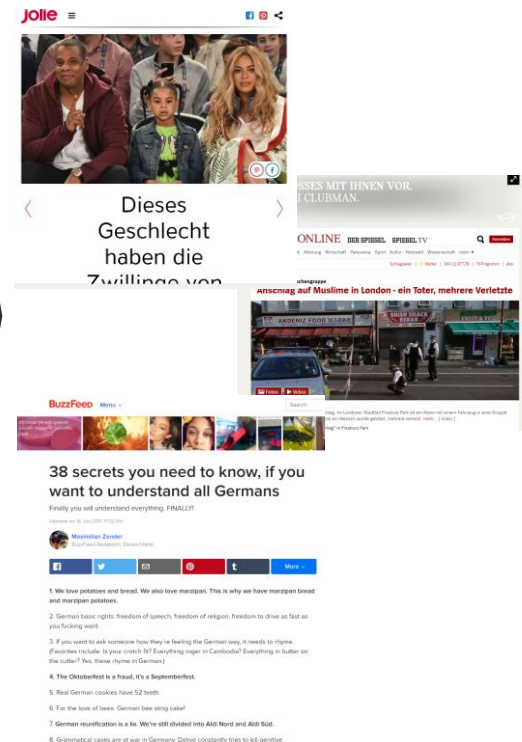


UNDERSTAND

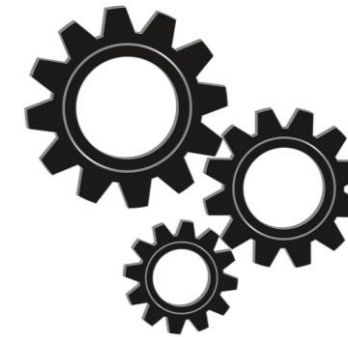
User X takes part in online questionnaire



Surf behaviour of User X is tracked

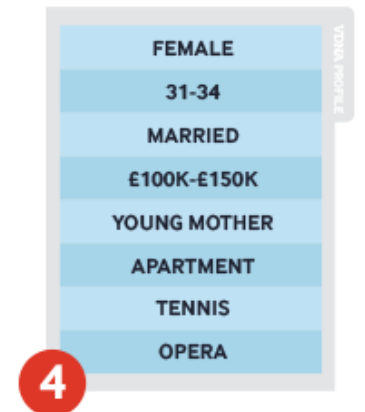


Based on User X Surf behaviour other users are identified as "twins"



Blackbox

Targeting Segment X



N=10 Mio.

UNDERSTAND

Crawler extracts content
of visited / tracked URLs

Timestamp	User ID	Full URL
1/1-14 14:46	4711	http://www.sauerlandauto.de/seat-leon-cupra
1/1-14 14:51	5615	http://www.netmoms.de/fragen/husten-kleinkind

Keyword are written into
user profiles



Sematic analysis
of the most
important
keywords and
phrases

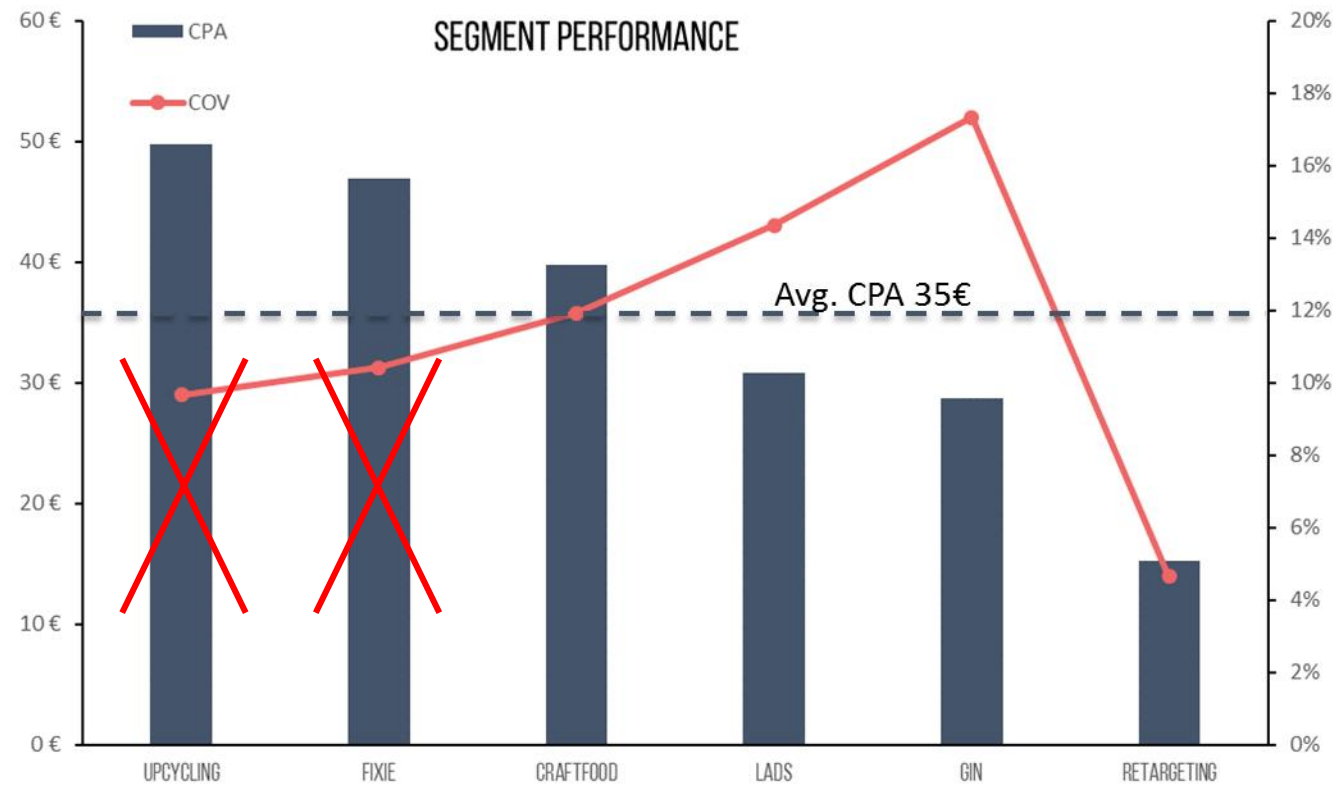


Tücher
würgen
aufhängen
Kompressen
abhusten
Zäpfchen
maus
Kleinkind
hustet
Antibiotika
Mineralwasser
Tochter
husten

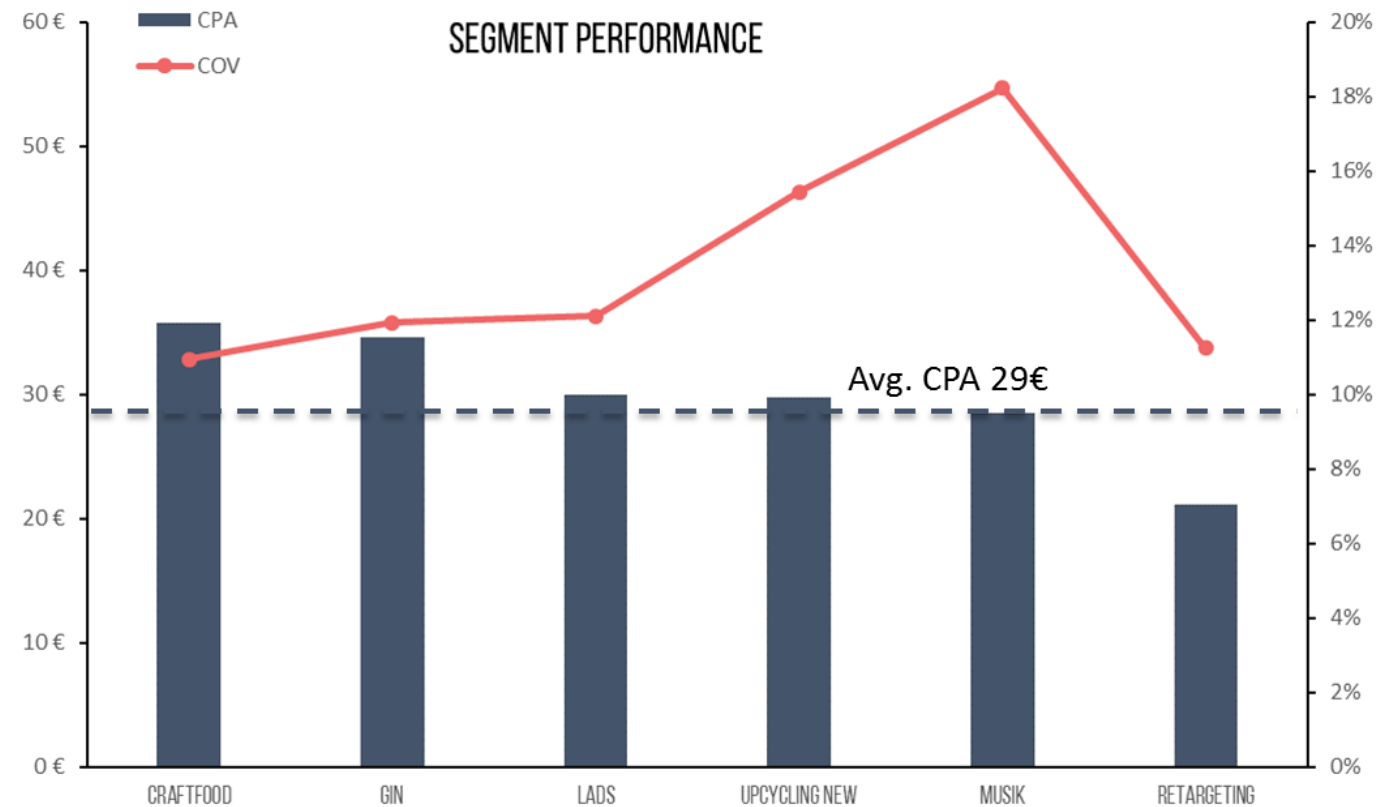
konfigurieren
stadtauto
kw
fahrwerke
ps
Panorama
vergleich
Preisnachlass
händlersuche
treibstoff-verbrauch
cupra
Sonderausstattung
seat

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

ANALYZE



ACTION

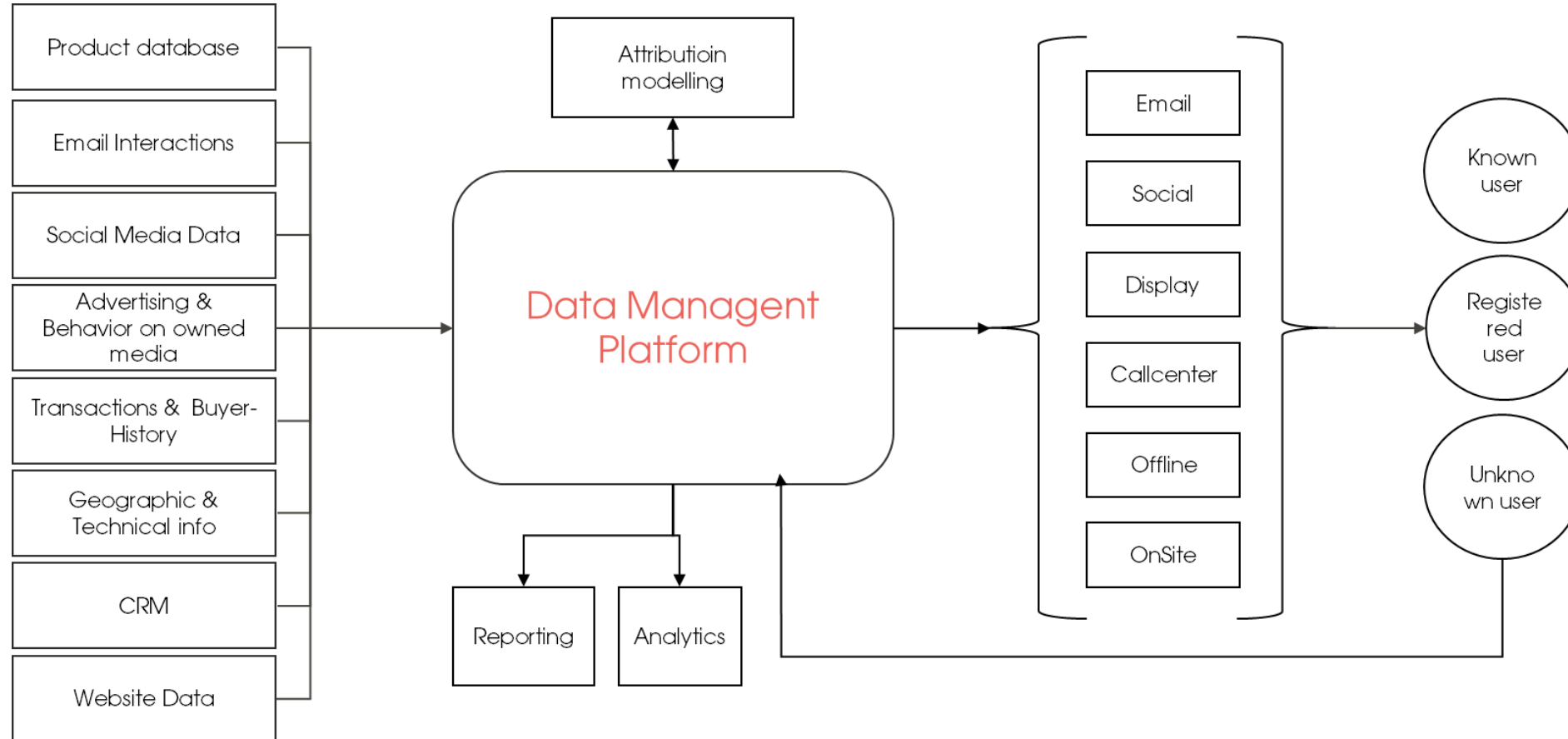


STEP 7

Get some tools



COMPLEXITY OF MARKETING TECHNOLOGY

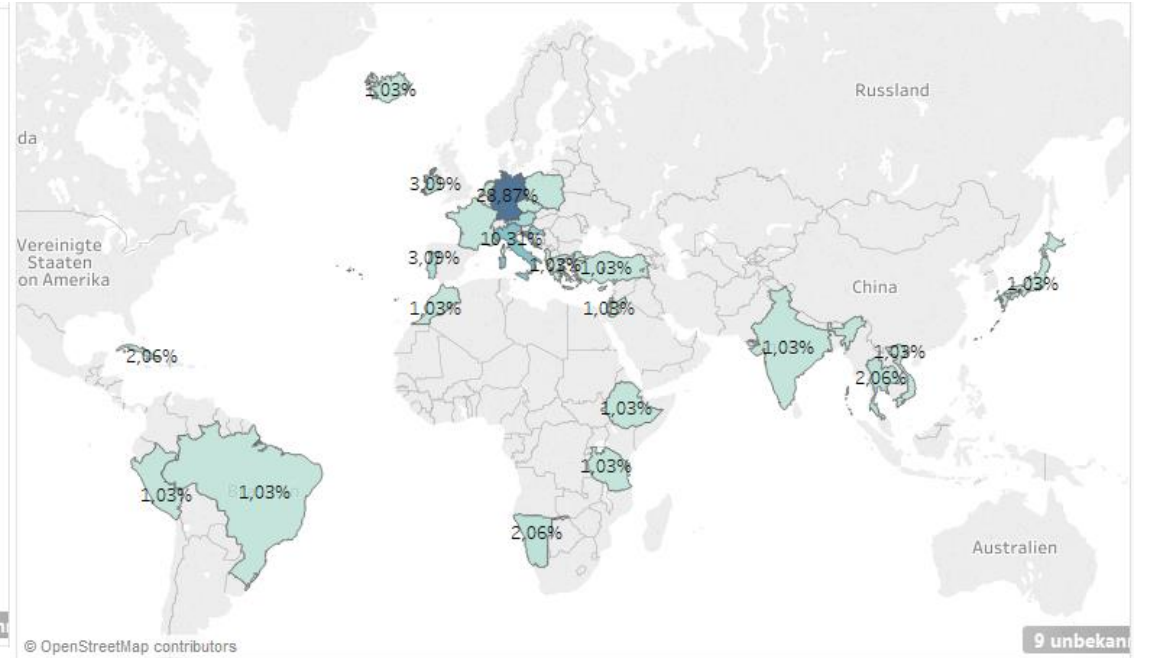
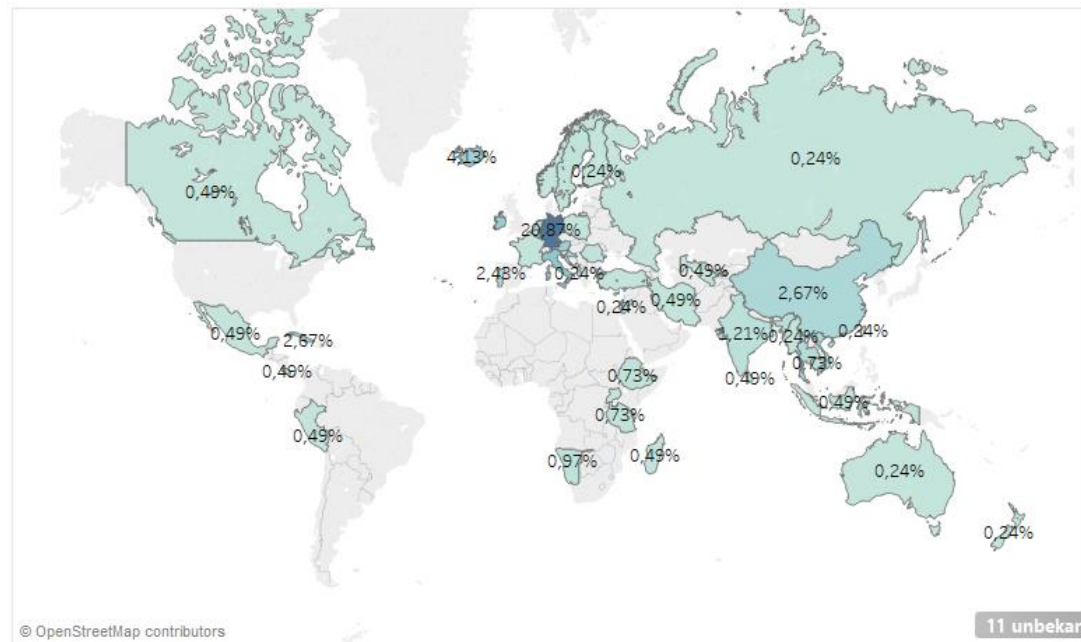



STEP 8

Visualize your data



CAMPAIGN COMPARISON (BOOKED TRAVEL DESTINATIONS)





VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!

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