Discover what DATA is making possible

INSIDE:

How the Ad Council does good with data

Is the way you think about reach outdated?

Targeting beyond the device

Predicting what big data can’t
We talk constantly about the velocity of change in our industry, about vision forward and future states. All important stuff. But in the rush forward, we wind up getting ahead of ourselves.

Today, we stop. Look. Listen. Question and understand. We’ll get our heads around the incredible capabilities that are already here, available to you now, ready to be put to work tomorrow. Today, we reveal and revel in The New Possible with this powerful, data-driven thought leadership journal.

The New Possible represents how the stunning advances in data, data science and the people who know the business and marketing bring a new way for your brand to interact with your customers. Through this combination of forces your brand can ultimately deepen consumer connections that build your business. In this new and exciting world, data drives outcome and not all data is created equal. It’s this ecosystem that creates The New Possible!

We’re here today to celebrate by bringing the best and the brightest together—it’s the annual Data Summit. Thank you for participating today, experiencing content you won’t get anywhere else. As this day draws to a close, you’ll leave with new ideas, fresh understanding and actionable insights. All culminating in one realization:

Anything is now possible. Anything is The New Possible.

Eric Roza, SVP & GM
Oracle Data Cloud

DO YOU EVEN KNOW HOW POWERFUL YOU ARE?

WELCOME

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The Data Hotline is here for your team with fast, free answers to any campaign or measurement questions. So you can crush that RFP. Not your people. Happy hour anyone?

Reach out today to oracle.com/thedataline and let’s get started.

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These are obviously important, but they are only a small experience goes way beyond the basic transaction—such effect on the brand as a whole. The idea of consumer the purchase process (or return process), there is a halo Many forward-thinking brands have reported that when a customers say they have switched brands because of poor CX.”

Consumer experience (CX) is one of the hottest trends in brand marketing success today. According to Forbes, “research already shows that a whopping 89 percent of customers say they have switched brands because of poor CX.”

Many forward-thinking brands have reported that when a customer has a great experience with every interaction in the purchase process (or return process), there is a halo effect on the brand as a whole. The idea of consumer experience goes way beyond the basic transaction—such as the friendly sales person and a short checkout line. These are obviously important, but they are only a small part of a successful CX strategy.

The quality of the experience extends to every touchpoint, including payment options, return policies and the relation of the company’s technology to their marketing and communications efforts. Brands that respond to a customer’s preferences have a competitive advantage.

One of the most important components of a great consumer experience is personalization. Now, consumers are beginning to expect that brands and retailers understand their preferences. In addition to basic product preferences, such as size, quantity, color or even recommendations for future purchases, a brand should know how and when to initiate communications. Brand leaders who are still in the early stages of developing their digital communication strategies can learn a lot from understanding both the latest communication technologies and data-driven advertising techniques deployed by digital publishers over the past 20 years.

Data-driven ad technology was developed by digital publishers to improve the customer’s ad viewing experience, as well as to optimize the value of advertising inventory. The data used to customize these ad experiences evolved over time. Early interest-based advertising was developed using clickstream and contextual data from a consumer’s web surfing behavior. Advances in anonymizing personal identifiable information and improved consumer privacy protection practices allowed publishers to add transactional data to the mix.

The ability to provide customers with experiences based on contextual interest, as well as online and offline shopping behavior, proved to be a powerful combination. With the advent of the Data Management Platform (DMP), systems for deploying data into automated advertising exchange systems created a sophisticated communications ecosystem. With every increasing connection points into this vast, data-driven communications system, brands can now benefit by utilizing their own data to the fullest. In short, advertising strategy needs to become “data centric.”

An example that illustrates how a marketer can provide a great customized consumer experience driven by data could look something like this: A customer has a bad experience with a brand in one of their retail stores and tweets about it. The brand identifies the tweet, checks the latest purchases from that customer and sends an apologetic email with a discount code for a product they have purchased recently or one that the company’s analytics recommendation engine thinks they would like. This reinforces the brand value to the customer with a happy and unexpected surprise.

We are beginning to see signs of the next evolution of data-driven marketing as marketers begin to deploy DMPs plugged into their CRM, as well as financial and data ecosystems connected directly into communication and advertising platforms. Utilizing this technology allows marketers to unlock the value of their data and truly personalize the consumer’s experience with their brands. Technology like this helps to create a great brand experience and can be done at scale.

These ideas are not new; big data has been the buzz for years. In fact, the IAB’s own research in partnership with the Winterberry Group and the Direct Marketing Association, The Data-Centric Organization: Transforming for the Next Generation of Audience Marketing, indicates that of the more than 200 advertisers, marketers, publishers, technology developers and marketing service providers surveyed, almost 60 percent plan to be extremely data-centric in two years.

This is up from 25 percent that can make that claim today. The question is, how to get there? The Data-Centric Organization study found that to achieve this goal, companies must overcome major obstacles, such as deficiencies in the relevant skills and experience of their staff, business processes and organizational structures geared to support this effort, as well as the correct supply-chain partners.

Based on studies like The Data Centric Organization, the IAB, through its Data Center of Excellence, has developed a series of tools and services to help organizations become more data-centric. The IAB’s Data Maturity Model is a benchmarking system that enables brands, agencies, publishers and data technology vendors to determine where they or their clients and prospects rank in data usage sophistication, guiding further investment, implementation and strategy. The model is detailed in both a white paper entitled, Data Maturity Model for Digital Advertising and a companion website, featuring four customized checklists for self-evaluation. This tool will not only help companies understand where they fit on the spectrum of sophistication data maturity, but provides a roadmap to increase their level of data maturity.

The IAB has additional resources to help companies gain a better understanding of current industry trends through various studies developed over the past several years. Reports in addition to The Data Centric Organization include, Outlook for Data 2017, Data as Competitive Advantage, Marketing Data Technology and The Data Management Platform. These reports provide a wealth of information to help navigate this new world.

Sophisticated use of data and technology to enhance CX is now a competitive advantage, but soon will be table stakes for brands. The question most marketers have now is, “how can I catch up?” The IAB will continue to help the industry evolve with better industry insights through its Outlook for Data series, organizational challenges through the Data Centric Organization study, and better tools to chart a path to greater data maturity with its Data Maturity Model. This is in addition to education opportunities for brands, agencies, publishers and data technology vendors. You can learn more at iab.com/topics/ iab-data-center-of-excellence/.

About Patrick Dolan

Patrick has been involved with the digital advertising and media industry for the better part of two decades. He pioneered many digital advertising techniques while at senior roles at DoubleClick, now owned by Google. While Director of Business Operations at DoubleClick he was on the team that developed interest-based advertising, re-targeting and other data-related advertising products.

Prior to the IAB, Patrick served as the Executive Director of The Locomotion Cable Channel, a joint venture between Hearst and Corus Entertainment. He also served as the director of finance for George Soros’ network of philanthropic entities, the Open Society Institute, in Europe. Based in Budapest, he managed a budget of more than $550MM disburse in over 20 countries in Europe and the former Soviet Union.

Patrick received his B.A. in Economics from the University of Virginia and his MBA from Virginia Commonwealth University.
STX Entertainment uses data-driven strategies in a hyper-competitive entertainment industry

STX Entertainment is a relatively new movie studio proving that new entrants can not only survive, but can thrive in the highly-competitive movie business. Most recently, they have brought popular films to market like, “Bad Moms,” “The Bye Bye Man” and upcoming epic space adventure, “Valerian.” These films deliver a fresh experience to audiences used to seeing an overwhelming number of movie sequels and remakes in theaters today.

The way that audiences experience and consume content has changed dramatically in the last few years. However, much of the entertainment industry has been slow to adapt. STX’s success is due in no small part to their deep understanding of the new media landscape and their ability to activate data-driven insights in the digital channel. They have honed an effective strategy for creating and launching successful, talent-driven films despite Hollywood’s current reliance on big-name franchises.

Finding new and creative ways to leverage data and media is a top priority for STX. With twenty years of film marketing under her belt, Amy Elkins joined STX as the first Head of Media with a digital-first background, leading Media and Marketing Innovation. We sat down with her to understand the challenges that movie studios face today. She shared how she is leveraging insights and progressive digital campaigns to understand her audience and create moments of powerful connection.

According to Amy, this is critical to succeeding in entertainment today. “There’s been a dynamic change over the last few years, driven by an oversaturation in good storytelling,” says Amy. “On the studio side, we’ve seen Disney double down on Marvel and Star Wars, understanding that known IP, grandness and spectacle are one way to stand out. New streaming entrants like Netflix and Amazon also created a presence with good original content. But, at the end of the day, we believe audiences still love to share experiences in the theater.”

She adds, “STX focuses on the moments that people have an interest in sharing together. An important part of my role is figuring out how to bring data and insights to the front end of marketing and development. We have to understand the theatrical proposition and what the marketing and audience implications are, prior to making the movie.”

To stay top of mind today requires being platform-agnostic and using video everywhere to reach elusive audiences.

Because content creators face such intense competition for consumers’ limited attention, they can no longer rely solely on traditional TV spots to do all the heavy lifting in their marketing plan. To stay top of mind today requires being platform-agnostic and using video everywhere to reach elusive audiences.

By using data and targeted engagements, STX successfully created cross-channel experiences that speak directly to what consumers care about most. “We are trying to use data at every stage. From understanding what types of stories will resonate with moviegoers to spotting situational cues that will resonate in our marketing,” Amy says. “So, data isn’t just about finding people to target, it’s also a powerful tool to inform creative. We analyze a number of different data sources to identify fresh, marketable takes on the films we’re launching.”

“We use social listening to find cues, trends, vernacular, etc., to inform a storyline, culturally shape content and hone our marketing messages.”

These are relatively new approaches in the entertainment industry. STX is continually experimenting with data-driven inputs to improve and evolve their execution. “We use a number of data sources, including social listening. It allows us to see, in real time, what themes are bubbling up to the top of the conversation around certain topics,” Amy shared. “For example, we use social listening to find cues, trends, vernacular, etc., to inform a storyline, culturally shape content and hone our marketing messages.”

Even with the right creative, launching successful films still requires promoting the right titles to the right moviegoers at the right time. “We need to stretch every dollar, so maximizing relevance and efficiency is key. We use a variety of online and offline data to reach likely buyers for each film,” she explains. “Online signals help us to identify audiences like horror-film enthusiasts. We also use offline purchase data to identify buyers of things like movie tickets and DVDs. We are always looking for new ways to better qualify our audience, and test,” Amy adds, “We approach every film with a learning agenda. It starts with sourcing the right data and then understanding how to apply it. Each campaign should qualify which sources and insights are most effective for which audiences. Once we develop a data strategy, we want to activate it on all major platforms where our audience is engaged and consuming content. Oracle Data Cloud’s deep integrations with partners like Facebook and Snapchat have been key for us here.”

At the end of the day, marketers are tasked with understanding and proving marketing ROI. Tying marketing efforts to box office sales is still a major challenge in the entertainment industry. “We struggle to understand film-level transactions to quantify our return on ad spend. We don’t get point-of-sale information from the theaters, so we have been aggressive in exploring how to use third-party insights to close the loop. Until we fully understand the path to purchase, we will be at a deficit.”

The STX data-driven approach is instrumental in allowing them to enter the studio industry and compete with heavyweight incumbents. In our view, if STX continues to build on their culture of insights and innovation, they will remain ahead of the curve and keep making great films for the world to enjoy.
Digital transformation

Changing consumer behavior inspires an “Always On” media strategy for Lowes Foods

Blake Eisler
Client Solutions Director, Oracle Data Cloud

With competitive pressure on the rise and consumer behavior ever-changing, we turn to digital media to support Retailer’s advertising initiatives especially across industry verticals who have traditionally relied on weekly circulars and print. While data tells us that generationally some continue to engage with this medium, organizations must evolve their media mix to stay relevant as consumer behavior continues to change and more shopping is done online.

Deploying a sustainable presence and messaging to shoppers where they are consuming media is essential to ultimately win loyalty and drives sales. At Oracle Data Cloud, we call this an “Always On” digital media strategy, developed to support brands utilizing traditional marketing methods and further positioning them in the consideration set at all times. Consumers now expect personalized experiences. Brands must deliver those to stay top of mind.

Grocery retailers are a good example of where an Always-On strategy can deliver huge payoffs. Traditional grocery marketing advocates deploying event-based and ad-hoc digital marketing to support seasonal, promotional or branding campaigns. While this strategy drives short-term success and flashes in occasional customers, there is an increased importance on meeting the ever-changing need for the modern-day consumer to drive brand loyalty and repeat business.

To bring this concept to life, let’s highlight a Retailer who exemplifies the strategic setup and set out on a journey to turn on their media 365 days a year. Lowes Foods is an authentically local, regional grocery retailer chain with 77 stores in the southeastern U.S. The retailer recently embarked on a rebranding journey to drive deeper engagement with a loyal shopper base and differentiate the shopping experience in an increasingly competitive marketplace. They’re competing with top-profile grocery brands like Harris Teeter, Food Lion, Publix and Wegmans but also differentiated formats such as Whole Foods, Blue Apron and Amazon.

Steps on the journey to “Always On” marketing

Lowes Foods needed incremental and relevant media channels to share their brand story with their current guests and prospects. And so the digital journey began for Lowes Foods.

Identify who we want to talk to and why

Develop audiences that allow for relevancy and scale

Determine the most relevant addressable media channels and platforms

Recommend media budgets based on best practices and available funds

Develop communication and content to support guest contact strategy

Activate the guest centric segments on their channels

Measure using DLX ROI

Oracle Data Cloud | @OracleDataCloud | #THEDATASUMMIT17
Identify who we want to talk to and why

Data-driven marketing is a core tenet for Lowes Foods to know who their guests are, what drives their buying behaviors and how to keep them engaged and loyal. Merging Lowes Foods extensive first-party dataset from their loyalty card and Oracle Data Cloud’s extensive wealth of third-party data, the partnering organizations created a 360-degree view of Lowes Foods most engaged guests.

Develop audiences allowing for relevancy and scale

After a detailed review of their household guest segmentation, alignment of fiscal objectives and a thorough audit of the seasonal/promotional/marketing calendar, we identified audiences such as but not limited to: Health & Wellness guests, Value guests, Competitive Blunting (store specific builds), Lowes Foods To Go Prospects and Premium Foodies.

Determine the most relevant addressable media channels and platforms

To begin a plan of this scale and infrastructure, both display channels and platforms must be considered. To ensure the plan results in a high return on investment (ROI), a thorough audit of the seasonal/promotional/marketing calendar, we identified audiences such as (but not limited to): Health & Wellness guests, Value guests, Competitive Blunting (store specific builds), Lowes Foods To Go Prospects and Premium Foodies.

Recommend media budgets based on best practices and available funds

The two known variables are your total addressable universe size or a fixed budget. Depending on which is leading the discussion will drive the appropriate budget to support the Always On plan objectives. Estimating reach and frequency goals by channel along with the associated cost models will determine the plan budget.

Develop communication and content to support guest contact strategy

The infrastructure of this plan enables segment-level tailored content and creative messaging. This is probably the largest undertaking to support a media plan that is live year-round and ensure the most impactful media optimization and creative optimization.

Activate the guest centric segments on their channels

Oracle Data Cloud develops all the identified audience segments and pushes them to the designated media partners and platforms. The Always On campaign launches through the support of the media partners and agencies. It’s monitored by reviewing weekly delivery and ensuring the media is optimized by reach and frequency. The balance between audience size and respective budget is only actualized when the media is running and optimizations are made to maximize reaching as many unique households as possible during the campaign.

Measure using DLX ROI

Always On success is measured via DLX ROI mapping campaign exposure back to in-store sales. Reported data from DLX ROI exclusively represents guest households that are tied back to the Fresh Rewards loyalty card and matched to the ODC ID Graph™. Within that universe of data we can identify what digital channels, custom audiences, Lowes Foods loyalty segments, media placements, etc., are responding positively to ad exposure. While there are some changes from quarter to quarter, on a macro level, loyalty shoppers are responding with increased spend and trips across all customer and target segments designed for the campaign.

Always listen to the signals

What I refer to as the “holy trinity” and listening to the right data signals to optimize the program over time will drive a winning Always On program: audience optimization, media optimization and creative optimization.

Leveraging Oracle Data Cloud’s extensive network of integrations, Lowes Foods planned a 100 percent guest-centric, targeted approach enabling continuous connection with their guests in the most relevant way. This became Lowes Foods “Always On” digital media activation. Rather than deploying event-based, ad-hoc digital marketing to support Lowes Foods guest engagement, we turned the digital media spend on and kept it running. The infrastructure of this plan enables media accuracy and minimizes waste, which is crucial for a regional chain budget conscious when it comes to advertising spend.

About Blake Eisler

Blake is a vertical leader for digital strategy and solutions for CPG Retail brands. She leads team engagement with clients to leverage data and insights to optimize their targeted and measurable paid addressable media strategy. Prior to ODC, Blake spent many years at Horizon Media and The Vidal Partnership in NY, developing digital and mobile media strategies for accounts such as Jack-in-the-Box, AETN, Crown Imports, Sprint Nextel and The Home Depot.
Consumer connections
How Pfizer used data to optimize video strategy

Pfizer’s Director of Digital Marketing, Bryan Chupp, leads the digital marketing team at Pfizer consumer, building and executing strategies across Pfizer’s consumer brands. Their team focuses on building marketing capabilities and initiatives that transcend any one brand to lift the performance of each brand across their entire portfolio. They call this a “capabilities-focused” digital marketing strategy.

Oracle: What does Pfizer do to connect more deeply with customers?

Bryan Chupp: It’s really important for Pfizer to understand the needs of our customer. Data is core to that understanding. It allows us to personalize ads in a way that’s relevant, and hopefully compelling, to the same consumer. The last part of that equation is reach and distribution—it’s useless if you understand the customer and personalize their journey, but cannot access the same customer through digital media. Understanding the consumer through data, personalizing the content so it’s relevant and then reaching that same consumer with an ad offering greater control, ultimately leads to better sales and successful digital media programs.

Oracle: How do you work with Oracle Data Cloud to drive better consumer engagement?

Bryan Chupp: We’ve partnered with Oracle Data Cloud for the last several years and achieved enormous benefits through this relationship. Outside of the data we use for targeting and personalization, it’s the closed-loop system that is so helpful. That substantiation is immensely valuable because it allows us to optimize our targets over time and if you’re disciplined about it, you’ll achieve substantial gains in ROI. We have through target optimization. Our targets are better than they were a couple of years ago, thanks to this closed-loop system. Oracle Data Cloud is a great partner for us.

Oracle: Tell us about a successful Pfizer marketing initiative that leveraged data.

Bryan Chupp: One example of excellent digital media execution is Preparation H. The content was in a video format and shot from the perspective of a hidden camera. We saw phenomenal success with this six-video campaign. The videos delivered 1.5MM to 3MM views.

Using this campaign data, we could see drop-off rates and what we found was illuminating. We had virtually zero drop-off rate through the hidden camera portion of the ad, but when the words came on the screen this immediately signaled to consumers the compelling content we’re watching is over. The drop-off rate was substantial, and the brand wasn’t introduced yet. That tells us the brand needs to be introduced when the content launches—it’s where we get a strong impression against the brand.

The data also indicates there is a direct trade-off between when a brand is introduced in a video and drop-off rates. It’s no surprise that data can tell you how much tension to create upfront in the video, which you always want. Is the amount of tension you have enough to push your branding through the end of the video? If it is, you get the benefit of high completion rates, strong branding and a connection to the consumer that you couldn’t get if you led with a weaker idea, lower tension and the brand upfront. Consumers will not stick with you. It’s data that ties all these pieces together and allows you to achieve or invent best practices where they didn’t exist before.

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About Bryan Chupp

Bryan directs the digital marketing team responsible for creating and executing digital strategies for each Pfizer Consumer Healthcare brand. Bryan’s team also launches the capabilities, technologies and best practices that lift performance for all Pfizer brands.
Data enables Flipboard to improve the user experience and deliver value to advertisers

Flipboard is a platform where users aggregate all their interests and passions in singular feeds with curated content. They reach more than 100MM people around the world each month. They love helping people read amazing content tightly tied to their interests or passions, whether it’s something in their professional or personal lives.

Oracle: How does Flipboard connect with its users?

Cecily Mak: Because we are all about developing a platform where people can discover content they’re most interested in, we’re always determining ways to better target content that’s going to intrigue, delight and inspire those reading on the platform. For example, we have a 30K-topic graph by which we map all the content across Flipboard. We use both direct and passive behaviors of our users to determine what they may want to read next. This is a heavily data-driven exercise. By customizing our content feeds for our users, we allow them to find content that is delightful, inspiring and informative, regardless of what feed they’re in or what time of day and what they come to look for then.

Oracle: How does Flipboard leverage third-party data?

Cecily Mak: One of the most exciting things we’ve done in the last two years is to take our first-party data, which is our 30K-topic interest graph, and map it against third-party data. This helps us learn more about what our users might want to read beyond what they have explicitly told us they’re interested in.

We had an experience recently with a large tech company investing in marketing their on-demand music product. They were trying to figure out what audience to reach on the Flipboard platform and elsewhere. Who are the most ideal potential customers to reach with their quality brand advertising? Through our work with them, and leveraging third-party data, we actually discovered that people who are into music and signal they like to read about music and follow music news also tend to skew toward interest in DIY, street style or niche cuisine recipes.

We helped that partner make better decisions about how to reach potential buyers and subscribers of their products, and also deepened our partnership with them. Meanwhile, when those DIY readers in a passion feed on Flipboard encounter a music-brand advertising graphic or video, or whatever it might be, it’s complementary to what they’re reading and they’re actually intrigued to learn more about what the offering might be. In this case, everybody wins.

Oracle: Has data led you to any unexpected discoveries about your user base?

Cecily Mak: One interesting thing we discovered is there is a window of time in the evening, between 9 and 10 p.m., with increased engagement for a significant portion of our users. We actually call it “personal primetime.” It’s that time of day when the kids are in bed, the dishes are done, your work email is shut down and you’re actually looking for content about your interests and passions.

It might be planning a vacation, investing in a new car, contemplating a move, learning more about your paddle-boarding hobby or whatever it might be. In that moment, we see this incredible peak in usage, which helps us understand why we are an ideal platform for brand advertising.

We are not trying to get people to click and buy on Flipboard. Rather, we’re reaching this high-end, premier audience in this moment of intent. This is a fantastic place for our brand advertisers to reach an audience and connect with them, or drive an emotional reaction to a beautiful image. This is a real differentiator for our business and it’s informed by studying the data behind the usage patterns, the time of day and which days our dedicated users are the most active.

Oracle: How does Oracle Data Cloud fit into your data strategy?

Cecily Mak: We’ve been working with Oracle Data Cloud for a couple of years. In fact, the products our teams appreciate the most in building our data-informed interest targeting are Datalogix and BlueKai. Our sales team is working with our own in-house experts to layer our data and insights against those we’re able to license from Oracle Data Cloud, to develop a robust, informed insights package to help us deepen our relationships with our most valued brand partners. This work is only growing. We’re doing more each quarter, and learning how to better use the data and better partner with the teams. It’s been a real asset to our business growth.

About Cecily Mak

In her capacity as Flipboard’s CRO, Cecily oversees innovation and operations across the company’s global business teams, including direct sales, revenue strategy, business development and publisher relations. As General Counsel, Cecily is responsible for all of the company’s legal matters. Before joining Flipboard, Cecily held leadership positions at Rhapsody and RealNetworks.

Cecily has taught Digital Media Law since 2006 as Adjunct Professor at University of California, Hastings College of the Law. She was on Digital Media Wire list of “25 Executives to Watch in Digital Entertainment” and named “Woman Leader in Tech Law” by The Recorder.

Oracle Data Cloud | @OracleDataCloud | #THEDATASUMMIT17
Let’s examine how new models in marketing will be less about gathering and interpreting data for media purposes, and more about avoiding data overload to uncover what data is actually relevant and intelligent in powering creative and content strategy.

How we got here

In the last few years, especially in the marketing industry, we’ve seen an “arms race” where people focused on aggressively gathering as much data as possible. Data that gives information about actions, not behaviors. Data providing insights into how many impressions we delivered and how many people clicked on them, not how our creative message is resonating within different audiences. This is not data telling us how to serve more targeted media, and not intelligence that directly informs audiences. This is not data telling us how to serve more creative, not just another uniform choice in the current day. These are questions everyone is trying to answer. While the era of big data is upon us, it’s those brands who unlock the potential of differentiated data that will gain a clear competitive advantage.

What may be a shock to those always searching for more data is quite simply put: We don’t need more data. We need smarter products using data to solve business problems. Most products created today are either reliant on repurposing data used the same way for decades, such as panels, or simply add a slightly different take to existing solutions. Each day, new companies offer to help find a way to better wrangle and understand your data. However, most aren’t attacking the fundamental questions we should be asking ourselves: How is this data helping me to recognize how customers see my brand, strategies I employ, and how I can fundamentally alter my existing beliefs about what works and what doesn’t?

Differentiating data for a modern marketing intelligence model

Jim Caruso
Chief Product Officer, Anomaly

What will help you understand why you are relevant to your customers, not just another uniform choice in the current day. These are questions everyone is trying to answer. While the era of big data is upon us, it’s those brands who unlock the potential of differentiated data that will gain a clear competitive advantage.

What a new model looks like

A modern marketing model won’t be fully realized until companies understand how to discover and extract value out of consumer information.

What sources provide unique intelligence? What sources provide additional value? How do I extract that value in a way that provides information not just for better targeting and media, but actually drives decisions now often made by gut instinct and educated guesses? How do I fundamentally understand the link between content and creativity and then distribution of it to various types of people at different places?

We are seeing the seeds of changes with new media companies uninterested in providing yet another portal to monetize their audiences by selling impressions on a CPM basis. But by offering modified, highly salient ways to engage with people who may or may not be aware of an unmet need they have and are open to interacting within a specific environment based on many other factors we know about them.

Additionally, new models are required to bridge the gap between what a media impression actually means, and what value it delivers against when put in the context of the subconscious response that people actually have when they see, hear or experience a certain type of creative execution. Utilizing intelligence about human behavior, our ultimate desires and needs will not only unlock new models for how companies create, distribute content and communicate content with consumers but will fundamentally alter what advertising looks like in the future.

How we’re using it today

Most of the data, software and algorithms developed to date live within the media companies—agencies and vendors. The rise of behavioral targeting within media, both through programmatic or direct-sold inventory, further proliferated the belief that information collected based on people visiting websites or having other singular transactions can somehow be perpetuated into creating a unique profile of people.

What’s more, behavioral targeting often isn’t based on an understanding of human behavior or psychographic profiles built over time, but instead relies upon capturing a small subset of actual people then modeled out to create scalable segments to target. Consumer segments for media targeting lack nuance and relevance, because they must provide scale. All data vendors get paid on a CPM, which means they can only grow their business by selling more segments and media. Additionally, the best media algorithms and data analysis are primarily focused on targeting people who expressed interest or show a propensity toward buying a particular product or good from a company. However, most are poor at figuring out who they should be targeting, who and where the prospective, nonexistent customers are and what habits ultimately lead them to purchase.

Programmatic or data-driven media buying further compounds this issue. To effectively harness the power of buying programmatically, use software and data to drive decisions, because it must be done in 100 milliseconds or less. Therefore, the data analysis and work being done still limits the real-time decisions necessary to get the most value out of every impression you serve.

All of this further serves to move the model from that of creative messaging and purpose-driven advertising to mass communications, about serving as many impressions to as many people as possible, regardless of the message. The premium is based on inventory and available targeting, since these are the easiest to quantify and, coincidentally, the easiest to control with technology. Today’s models largely ignore the context or the mindset to develop stories performing for the audiences that matter. There is little incentive for many media agencies to invest in long-term solutions around this because their entire business model is predicated on selling more impressions.

The other area garnering attention is programmatic creative. However, most of the companies in this space are catering to media, and are vendors of the media agency or media adtech companies. This translates into optimized media placements and increased engagements, not tailored or relevant creativity utilized to drive forward human behavior toward desired business outcomes.

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The primary theme of our data-driven automotive summit, DRIVE 2017, was the value of effectively leveraging both art and science to achieve marketing and sales objectives. When we discuss the science, we mean those significant technical innovations regarding data storage, statistical methodologies and computing power that have coalesced to create profoundly new capabilities for auto marketers. The art, on the other hand, is that process of using science in a meaningful and impactful way. As a data scientist, I’m diving into a few specific examples of scientific breakthroughs relevant to our industry and explain how they help empower the art side of the equation.

**Audience targeting: the biggest beneficiary of recent technical innovation and “big data”**

It’s interesting to note that data-driven audience selection techniques have been around since the late 1800s. Made famous by Montgomery Ward’s pioneering direct-marketing techniques, target audience modeling has steadily, with contextual targeting, demographic targeting and first-party data management through CRM systems. But in recent years, data-tracking capabilities and storage volumes have grown exponentially. This rapid growth in data accessibility, coupled with machine-learning algorithm developments, ushered in an unprecedented era in audience targeting.

**Machine-learning algo—what?!** Machine-learning algorithms are a class of statistical models that learn and improve over time. For example, if our goal is to identify consumers likely to buy a half-ton pickup in the next couple months, statistical models can study past behavior to understand consumer behavior prior to buying a truck or a boat and then refine the model using newly observed data (e.g., a change in interest rates).

**Advances in audience targeting**

Audience targeting is more flexible than ever before, now that models can be built against any target behavior. For example, those models can be built to emulate actual car buyers, online KPI completers or specific subsets within each. In addition, models are more accurate than before due to the availability of richer predictive data.

Models can now predict future truck buyers using data we could only conceptualize a few years ago, capitalizing on patterns like specific grocery-store product purchases (e.g., beef jerky), which correlate with truck ownership. These same models may have only evaluated demographics and past ownership data in the past. But that’s all over—the scale afforded by these models is now customizable. We’re no longer in an era where an audience represents a finite, fixed population of users. Instead, each audience can be evaluated against both audience size and performance to meet a given objective.

Audience targeting enhancements are likely to continue to evolve as new data is stored and made available to the algorithms. These enhancements put more emphasis on the art as more advanced audiences yield opportunities for more targeted campaign executions, but also require more complex campaign design and configuration. Despite this, marketers who embrace this opportunity are likely to see gains that outweigh the challenges.

**Accurate identification is critically important**

When consumer activity is scattered across devices, challenges abound for the data-driven marketer. On the targeting side, audience models are far less effective when they see device-level fragments of data vs. a complete profile of a consumer. And if devices are linked together but done so incorrectly, a single consumer’s profile may actually represent several unaffiliated folks, resulting in an even worse signal.

For audience targeting models to function optimally, proper device identification is foundational. And, as expected, the stakes are even higher when dealing with measurement (e.g., relating an online ad served on a smartphone to an offline vehicle purchase).

Thankfully, statistical analysis methods help to make sense of the multiple device issue. Using techniques in graph theory (a science devoted to understanding the relationship among disparate entities), relationships among devices can be predicted with accuracy. For example, your smartphone and tablet likely appear as separate entities to most technologies in the ad-tech ecosystem (ad servers, DSPs, measurement vendors, etc.). But some historical data can help connect the dots.

If the two devices regularly share a home IP Address for Wi-Fi connectivity or have both authenticated on a retailer’s website under the same customer profile, it’s likely they represent the same consumer.

Couple these historical facts with a “truth set,” which refers to a set of known device matches, statistical models quickly assess which behaviors to correlate with “connections” and assign device linkage probabilities accordingly. With accurate identification in place, audience models reach their full potential as models leverage richer, more complete profile data.

**Auto campaign measurement may be nascent, but the future is exciting**

Auto marketing campaigns are far from laboratory experiments. Each campaign poses a variety of measurement challenges, ranging from the technical (e.g., “proving” that the online impression actually contributed to the vehicle sale). Furthermore, there are multiple potential outcome measures depending on the campaign objective. Whether it be a vehicle sale, a dealer visit or a specific website activity. So, while there are several outstanding challenges within measurement, some recent analytical enhancements show promise.

First, the aforementioned enhancements in identification make it possible to better understand the customer journey. It’s now quite straightforward to collect online exposure data, website interaction data and eventual vehicle purchase data in a singular IQ space to enable rich analytics. Such analytics lead to direct and consequential decisions for auto marketers regarding media budget allocation, website design and creative A/B testing. Further understanding of this phenomenon, ideally with the inclusion of dealer visitation data, will continue to yield valuable insights about the impact of marketing on vehicle sales. But despite the value of these insights, the findings to date have essentially yielded a somewhat disparate collection of facts used as “evidence” by decision makers to judge campaign efficacy. This model is effective but likely suboptimal. The true promise of analytics is a significant reduction in effectiveness ambiguity and more concrete, unassailable metrics demonstrating the campaign’s exact ROI.

These metrics are within reach, as other industries (e.g., CPG, Retail) have developed mature measurement solutions that estimate actual campaign ROI. However, the automotive industry poses unique challenges to causal measurement. These include the creation and management of a comparable control group and a campaign measurement window sufficient for an impact to the extended, considered and complex purchase process for a vehicle to be detected. Continued investment and exploration in this field is necessary, but there are many reasons to be hopeful.

While we strive for the ultimate ROI in automotive campaign measurement, improvements in audience targeting continue to help refine and focus marketing investments. Continued advancements in science will provide better opportunities to fulfill the goal of the right message, to the right individual, at the right time.

**About Mike Schumacher**

Mike has more than 10 years of applied Marketing Analytics experience and a passion for fact-based, decision-making culture within organizations. Mike has a comprehensive understanding of the adtech marketing ecosystem including audience targeting and modeling, bid optimization and marketing efficacy determination. With experience on the client, publisher and vendor side, Mike brings a well-rounded and pragmatic approach to challenging questions covering campaign best practices, marketing budget allocation and campaign measurement. Mike holds a BA in Economics (quantitative emphasis) from the University of North Dakota and a MS in Applied Statistics from the Ohio State University.

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The new possible for automotive data

Mike Schumacher
Senior Director, Data Science, Oracle Data Cloud

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The reason might be that we’re actually discriminating unintentionally—some call this implicit bias. We do 98 percent of our thinking in our subconscious mind, and that’s where we collect and store implicit biases. Implicit bias influences how we treat people and how we interact with each other. More broadly, it can perpetuate disparities by impacting someone’s ability to find a job, secure a loan, rent an apartment or get a fair trial. To end bias, we need to become aware of it. And then we need to do everything within our power to stop it in ourselves, in others and in institutions. The world will be a better place for it.

The Ad Council
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The year, “We Are America,” an extension of the iconic “Love Has No Labels” campaign, aims to flood culture with images of counter-bias love to communicate an important and inspiring message: to love America is to love all Americans. New PSAs, featuring WWE Superstar John Cena, continue to further acceptance of all communities regardless of race, religion, gender, sexual orientation, age and ability.

Learn more about the campaign at lovehasnolabels.com.

How you can help
The Ad Council conducts public-service advertising campaigns with the help of volunteer ad agencies who donate their creative talents and energy, the media who contribute—for free—valuable ad space and time, and the philanthropic support of corporations, foundations and individuals who provide the crucial operating funds that make the Ad Council’s good work possible.

Visit adcouncil.org/Working-With-Us/Support-Us to learn more about how to support them.

The Ad Council’s model
A private, non-profit organization, the Ad Council focuses on approximately 50 national campaigns at a time, each sponsored by non-profit organizations or federal government agencies.

The Ad Council doesn’t just produce TV PSAs; in fact, they are responsible for marshaling talents and resources across the entire media, marketing and tech sector to produce full, 360-degree multimedia campaigns. That includes a large presence in digital and social, as well as leveraging data and insights to better plan, implement and assess the effectiveness of their campaigns, to make sure their messages reach the widest audience and have the greatest impact. That’s one of the reasons that the Ad Council team looks forward to working with experts and innovators like Oracle Data Cloud.

In 2015, they secured more than $1.6B in donated media on behalf of all their campaigns. This means that, on average, each campaign received $30MM in donated advertising time and space for the year.

The Ad Council’s most current and viral work: Love Has No Labels
Most Americans agree that people should be treated respectfully and fairly. Yet, many people in the U.S. still report feeling discriminated against. For example, one in five LGBT people report feeling there is little or no acceptance of their community. Six in ten Latinos report that discrimination is a major problem, and a majority of African Americans report they are unsatisfied with the way they are treated in society.
In a perfect world, advertising and marketing would be joined in a holy union. But adtech and martech live in an imperfect world, and a special bridge needs to be built to connect the two.

Let’s define (or criminally oversimplify) advertising for the purposes of this article. Advertising, in our industry, often has the connotation of the tool used to prospect the unknown. It’s the mechanism to find new customers, and connect with them, in channels where your only option is to do so at a level where you still must call them “the unknown.”

What channels are historically the provenance of the unknown? Cheffy display, mobile web and video. These are the vast oceans where brands can deploy advertising to find new customers, using look-alike modeling, audience targeting, predictive analytics and other fun toys like AI and machine learning. But you couldn’t reach known customers on these channels, for a variety of reasons, not least of which is the lack of an identifier. That’s annoying, considering how much time is spent in display, on mobile and in video.

Conversely, marketing is a relationship with a known person. That person could be a previous or lapsed customer, or someone likely to become a customer. But the point is you’ve either got a relationship with that known person, or you want to have a relationship. This isn’t prospecting to the unknown, this is reaching out to the known. Historically, reaching out to known people is primarily only an option in email, direct mail, telemarketing, social media and logged-in apps.

These options seem like an unpleasant either/or proposition for brands. Brands want to be unencumbered in their marketing (known) efforts through the channel being used. We hear it all the time. Brands could care less about the chasm between marketing and identity. They want a solution.

In an era of people-based marketing, we’re closer in giving brands what they want: Marketing to known users in channels previously reserved for advertising, and bringing the technical genius (predictive analytics, audience targeting, AI, machine learning) of advertising to channels typically devoted to marketing. What’s the key to bridging that chasm? Identity.

To reach known people on advertising channels (display, mobile web, video) that previously could never satisfy this request, those advertising channels must now recognize a user. As we are all acutely aware, cookies have severe shortcomings as the mechanism for identifying a person because it’s more closely tied to a device or browser than a person. Even then it’s unreliable in the most popular mobile environments.

Therefore, to market in advertising channels, you need a universal identifier that works across devices, is tied to a person, is stable and ubiquitous. The email address is the identity tool that hits all the criteria. Until recently, however, email was simply about sending email. It’s become central to identity and marketing to people in a mobile-first world.

Email is no longer about sending email. It’s become central to identity and marketing to people in a mobile-first world.

In this new era, by leveraging the infrastructure built by the marketing clouds and the integrations of data, email is no longer about sending email. It’s become central to identity and marketing to people in a mobile-first world.

By leveraging identity, brands can reach known people in channels previously thought to be solely for prospecting the unknown. Identity acts as the magic decoder ring, transforming channels where the frustrations of not knowing who was receiving advertising loomed large into a channel where brands were assured their ads were reaching customers with consistent messaging, irrespective of device.

Email is no longer about sending email. It’s become central to identity and marketing to people in a mobile-first world.

In this age of people-based marketing, the new possible is taking the valuable CRM data brands gathered for years and use it to reach people wherever they are present and paying attention. No longer is advertising only capable of prospecting through reaching the unknown. It has, through the bridge of identity, become another way to connect to known customers as they continue on their customer journey.
Predicting what big data can’t do
The psychology behind consumer-purchase decisions

Dave Kelly
CEO, AnalyticasIQ

In the digital universe where business competition is fierce and advertising is relentless, marketers need every advantage to reach the right customer with the right message. Many give themselves a better chance of doing exactly that by using big data and predictive analytics to anticipate the “who, what, when and where” of consumer actions.

However, due to the lack of quality data related to cognitive motivations, the “why” behind consumer purchases has been historically difficult to define and understand, let alone predict and leverage for personalized marketing.

This is because, as James Kobielus, IBM Data Science Evangelist states, “most pop psychology that pervades marketing is shallow” and “largely unsupported by solid academic research.”

Nevertheless, it’s undeniable that a legitimate understanding of the specific cognitive factors driving individual consumers to make the distinct purchase decisions they make would provide marketers with unprecedented insight for campaign optimization. This is because, as Eric Bradlow, Professor of Marketing at Wharton, explains, “the science of psychology—why people are doing what they are doing—in traditional marketing research provides a great complement to what can be measured.”

Our team of marketing analysts at AnalyticasIQ knew we needed help to develop the psychological motivation predictors that are achieved when the worlds of cognitive science and predictive analytics collide.

“Psychological research requires a lot of testing, and a lot of surveys.” — Dataconomy

While some parallels exist, predictive marketing analytics and cognitive psychology are uniquely complex fields. Even though both rely heavily on scientists, surveys and statistics to expand the breadth of knowledge available within each respective discipline, it is obviously unreasonable to expect a marketing data scientist to have a grasp on every nuance and intricacy needed to develop reliable psychological scores. It’s just as unreasonable to expect a cognitive scientist to build predictive data products resulting in a 360-degree customer view.

As previously mentioned, surveys are a common method used in both psychology and marketing to collect unavailable or nonexistent data. But self-reported survey results aren’t always trustworthy because human beings are not the best barometers of their innermost motivations and characteristics. And there is no guarantee every respondent will interpret and answer a particular question as intended. An expertise in psychology comes in handy in multiple ways when attempting to break through the initial barriers when pursuing dependable survey results for predictive modeling.

Specifically, question creation and overall survey design benefit when embedded with best practices in psychology in mind. Carefully considering the way questions are worded, the number of question variations asked, the response options and where questions are positioned relative to others from a cognitive perspective greatly increases the chances of producing a stable survey. While these considerations may seem insignificant, the culmination of each can lead consumers to provide valid responses.

For example, survey respondents cannot be asked if they believe they possess a certain trait because every respondent will answer based on a slightly different interpretation. Instead, respondents may be asked if they have previously engaged in explicit behaviors that speak to the psychological factor being explored. Having a collection of responses that can only be answered in a definite manner gives data analysts a much more reliable and predictive dataset to model for marketing analytics.

Because the type of thinking that comes from years of studying cognitive processes is the foundation of reliable survey-based research, it cannot be abandoned after survey construction.

“Let’s marry what people are doing with what people are saying.” — Peter Fader, PhD

No matter how many measures are taken to remove the bias and corruption from survey responses through psychologically sound design, some respondents will not provide quality information for whatever reason. This leads to incorrect, inconsistent or missing data, which is a major problem because, for the most part, a marketing data scientist’s job consists of simply crunching numbers to reach an output.

On the other hand, cognitive psychologists simply view “number crunching” as a vehicle to achieve the desired output while realizing that a psychological understanding of people and the data they are working with is primarily important to achieving valid results. They strive to assign meaning to numerical outputs based on the questions and survey objectives, not just assess the good and bad. In other words, their deep awareness of psychological processes allows for better recognition and resolution of inconsistent, unclear data. And any marketing data scientist will tell you, clean data is the key to a powerful, predictive model.

But how does psychology assist with data cleaning?

By purposefully designing our surveys based on a sound psychological foundation, our team not only has the greatest chance of initially collecting accurate data, but also the ability to validate or confirm that accuracy by comparing the answers of one question to another through the same cognitive lens.

If a respondent gives conflicting feedback, we recognize he may have provided an inaccurate evaluation. On the contrary, if every response related to the cognitive motivation being examined provided by an individual is consistent, the information is most likely valid. Think of this as the cognitive validation before the analytical validation, which is done by distributing the same survey to another random, survey-panel sample.

“A mind is a terrible thing to waste.” — Arthur Fletcher

After adding a cognitive scientist to our full-time staff, AnalyticasIQ developed a comprehensive set of predictive decision motivators based on reliable psychology and our proprietary mix of sophisticated analytics. The actionable insights that result give our clients the ability to customize content, messaging and offers that speak to the psychological decision drivers of their target audience to enhance their digital marketing effectively.

About Dave Kelly
Dave is an analytics entrepreneur with strong business acumen.

After successfully creating and selling Sigma Analytics in the early 2000s, Dave founded AnalyticasIQ in 2007 and was named the “Analytic Marketer of the Year” in 2012.

Whether he is taking care of his employees, meeting with clients or traveling the world, this car-lover is always on the go!
with highly relevant offers through online display ads as they surf numerous sites, such as Facebook, Google, Twitter and others. According to a poll commissioned by the Digital Advertising Agency, nearly 70 percent of consumers respond favorably to targeted internet ads.

**In imminent purchase intenders**

V12 Data developed a proprietary solution utilizing in-market behavior data to identify imminent-purchase intenders. For example, in the automotive space, recent research validates the sales cycle is longer than often believed, which provides the dealer with a greater opportunity to engage the prospect, establish trust and get the sale. Prospects visit 3.8 dealerships on average and more than 40 percent of prospects buy a vehicle between 90 to 120 days from their original dealer visit. What does this mean for the dealer? There’s more time to effectively target and conquer prospects from competing stores.

Our solution provides automotive marketers with daily consumer audiences who visited a dealer’s lot within the previous 24 to 48 hours. Each lead includes name and address and is often enhanced with additional demographic, vehicle and contact data.

We partnered with four industry-leading organizations to track, monitor and validate the value of V12 Signals Leads. This national study was completed over a 120-day period, in which 169,924 Signals Leads were captured resulting in 11,485 cars sold. After extensive attribution studies from reputable third-party data sources, we learned this “Consideration Phase” (the time from which a customer first visits a dealer’s lot to purchasing a vehicle) is much longer than the 30 days internet sources reported to the automotive industry. In fact, conversion to sale is as strong in the 90 to 120-day period as the first three months combined.

This means there is an ideal opportunity—and time—to communicate a value and trust message to consumers who are shopping. Omnichannel strategies, including print mail, email and digital, can be combined to create a highly effective strategy to sell more.

People-based marketing allows advertisers to immediately recognize and respond to customers across all digital touchpoints, opening up endless opportunities to engage them in more meaningful ways. By leveraging offline and online data and in-market purchase signals, brands can connect with customers when they are in-market for their products or services. This approach takes the guesswork out of targeting, eliminates wasted spend and, ultimately, increases conversions.

**About Ken Zachmann**

Ken has more than 15 years of experience in digital media, including data strategy, business development and digital partnerships as well as extensive marketing, branding and consultative sales experience. As SVP/GM of the Digital Solutions division, Ken oversees a team responsible for the strategic direction, implementation and technical planning for V12 Data’s digital solutions.
Confessions of an insurance marketer

Data can revolutionize your strategy

Emily Lebowitz
Insurance Digital Marketing Executive, TransUnion

I’ve been a successful insurance marketer for … let’s just say, a while. Like many of you, I’ve been on a never-ending search for how to speak to the right person at the right time, with an offer tailor-made for them. To me, this well-timed, 1:1 conversation is the Holy Grail of marketing.

My quest has led me through direct mail, email, e-marketing, digital, multi-channel and integrated marketing and inevitably the next buzzword that’s sure to come next.

Along the way, I’ve studied how the psychology of buying has changed, from the widely known “sales funnel” concept to McKinsey’s “Consumer Decision Journey.” These provide very good insights into purchase behavior. But understanding the map doesn’t always mean you’re guaranteed to find treasure.

Through it all, there’s been one elusive thing keeping me from my goal of connecting with in-market customers.

It’s the data that provides a different look at the context of the customer. I don’t mean demographics or psychographics, but something more introspective. Not the kind of contextual information a marketer would immediately think of, but data that informs transactions of any scale. Until now, this data has been expensive to access and extremely difficult for insurance marketers to use while satisfying permissible purpose guidelines. It’s also not found where many marketers would instinctively look.

What is it? Current, aggregated, anonymized credit data and non-financial behavioral data—along with reliable systems to make it actionable.

Marketers are clever about finding ways to use data to expand markets and drive sales. Now, the rise of big data offers up unabytes of digital information to reap and analyze. But as adept as we are to new digital-marketing capabilities and messages to online audiences, there’s a critical component not always leveraged online: credit data.

Understanding the credit-related characteristics of consumers in various geographies can yield drastically different results, like yeast in bread. It also provides insight into the long-term value of potential customers.

Our colleagues in pricing and underwriting have relied on credit data for decades, as have those executing direct-mail campaigns with prescreen offers. However, the use of aggregated credit data for digital marketing is still a new frontier. This strategy is something I’ve learned while at TransUnion. Had I figured out how to do it earlier in my insurance career, I’d own an island.

But understanding the map doesn’t always mean you’re guaranteed to find treasure.

This is what I’ve learned about better online shopping experiences

TransUnion has a unique position to help insurance advertisers with technology that matches offline data with online data by comparing the two using credit-related data. New technology allows insurance marketers to use web and mobile channels to deliver online advertising and quotes from multiple carriers, who might or might not provide a quote. Meanwhile, carriers can optimize media spend by getting in front of consumers who fit risk profiles. This results in a better experience all around at the speed of an average website visit!

As you read this, you’re probably getting the picture that insurance marketing is on the verge of change. Improvements in marketing technology have already revolutionized other industries and are now bearing down on ours. Some would use this moment as a podium to say, “evolve or die.” That’s a false set up. Good or bad, our industry always had the capacity to accommodate slow and fast adopters.

Good or bad, our industry always had the capacity to accommodate slow and fast adopters.

To me, the matter is less about organizations evolving than the professionals within them. I’ve learned that people who embrace an opportunity to become better marketers will be better positioned professionally; whether at their current employer or the next. Marketing today are becoming more revenue- and pipeline-focused across all industries. This is a turning point for insurance carriers to target highly qualified leads online.

New ideas to solve old problems can make us all better marketers. TransUnion has many capabilities to help you optimize online traffic. To learn more and for more posts related to the insurance industry, visit transunion.com.

About Emily Lebowitz

Emily is charged with researching, developing and delivering insurance-marketing solutions that leverage TransUnion datasets to help carriers identify and market to their key audiences, with a focus on digital marketing solutions.

Emily has worked in the online and digital marketing space for 20 years. She brings in-house, agency and data provider experience, including six years in the digital marketing group at Progressive, and a year working for the digital marketing agency Rosetta, where her clients included financial services and insurance clients. Emily received a bachelor’s degree from New York University.

In addition, there are tools and technology available to help you find the right people online by using your custom-risk profile to identify those who raised their hands as insurance shoppers (or consumer-initiated transactions). The data that makes this happen can be credit and/or driving history, enabling you to connect with the right person—for you—at the right time.

As a consumer, imagine the frustration of requesting quotes from multiple carriers, who might or might not provide a quote. Meanwhile, carriers can optimize media spend by getting in front of consumers who fit risk profiles. This results in a better experience all around at the speed of an average website visit!
The notion of “reach” has been around as long as mass media. The more reach you had, the more likely your message was to reach the maximum number of future buyers. The importance of maximizing reach among potential buyers of products is also well-supported in research literature as a key driver of brand growth.

These marketers demand that their impressions go to people most likely to make a purchase in the future. Therefore they are constantly refining their lists and strive to achieve a strong return on ad spend.

Many digital marketers today believe they have to choose between maximizing reach or focusing on precision targeting for their online campaigns. The good news is that they don’t! At Oracle Data Cloud, we know that today’s online marketing capabilities allow advertisers to reach audiences at scale, while using data to prioritize reaching potential buyers. We call it Relevant Reach.

The what and why of relevance
We define “relevant” quite simply. It’s the universe of people who represent the highest potential pool of buyers for your brand.

What does that identifying signal look like? Actually, it varies by industry. In automotive, there are ~20MM people in the U.S. at any given time who are in-market for a new car in the next 12 months. Knowing this, why would a mass-market carmaker want to pay for ads that reach the 200MM+ people who have no interest in buying a new car, much less a luxury car? It’s a little different in consumer packaged goods, where regular buying of a category is a strong signal of future purchase potential. If 50 percent of U.S. households buy granola bars each year, is it wise to run a broadly targeted ad to the 50 percent of U.S. households who DON’T buy granola bars? Not so much.

We’ve found, via our norms data, that brand and category buyers are driving an overwhelming percentage of sales despite an underrepresentation when compared to less relevant non-category buyers.

How do you make Relevant Reach work?
Relevant Reach works by carefully crafting an audience of high-potential buyers based on the right purchase signal. From there, the more relevant your reached audience becomes, the better your advertising will perform at driving sales for your brand. It’s not rocket science, it’s data science. And using data in a smart way is key to finding the most relevant audiences. Discuss what audience is right for you with our data experts.

Advertisers have traditionally relied on marketing research to choose which audience and media characteristics are most likely to be correlated with buyers. Today, sophisticated data modeling can vastly improve the precision of this process by ranking thousands of audience options on their ability to find buyers.

The opposite of maximized reach is precision targeting. Just ask our offline marketing friends in the catalog and direct mail businesses. They want to be as focused and waste-free as possible given the high costs of delivery, and they target accordingly.
The chart below compares two examples of a relevant Oracle Data Cloud target audience versus a broad demographic target audience. In both examples, data assets and applied data science do a better job finding the relevant buyers these advertisers should aim to reach.

**DATA-DRIVEN AUDiences FIND MORE POTENTIAL BUYERS**

**The more relevant your audience, the stronger your campaign performance**

And we can prove it because we’ve measured it. Our experience measuring the incremental sales lift from online campaigns strongly supports the conclusion that reaching relevant audiences drives superior lift. Need more proof? In a tightly controlled experiment conducted across 24 CPG online campaigns, we found the following:

- **Approximately 11 percent of demographic audiences (on average) consisted of individuals who also were members of a relevant purchase-based audience simultaneously deployed in the same campaign.** The maximum overlap was 20 percent.

- **In a broader analysis conducted across 116 campaigns with diversity of advertisers, publishers and categories, we found that relevant, data-driven audiences drove +80 percent higher incremental sales on average relative to their native target counterparts within the same campaign.**

- **The relevant data-driven audiences generated +80 percent higher incremental sales (per 1K impressions)—on average—than the demographic audience.**

**How to harness the power of Relevant Reach**

There are simple things advertisers can do to drive Relevant Reach in their campaigns. If you have any questions along the way, get answers from our data experts.

Avoid going too narrow. The availability of data often tempts advertisers to define target audiences very narrowly. This by definition makes them too small to stand alone in a single campaign and may result in higher media costs.

One of two approaches advertisers can use to ensure larger audiences remain relevant is audience modeling. The other is to use audience profiling to inform audience selection for online campaigns.

Audience modeling is used in the industry to augment specific audiences of interest with the scale needed to be deployed in campaigns. At Oracle Data Cloud, we use our Modeling 360 platform. It taps into the entirety of Oracle Data Cloud’s offline purchase data from CPG, retail and automotive, as well as online interest, online activity and web-search content. The goal is to identify the households who purchase and behave just like the ones you are aiming to reach. Sophisticated data science is then applied to select the best households to add to your audience for high-reach campaigns. With more data, we can create better audiences. And better audiences translate into stronger performance.

In addition to audience modeling, Oracle Data Cloud data assets can be used to profile brand or category buyers of interest and inform the selection of audiences within the BlueKai Marketplace. This includes visibility into those audiences with the highest concentration of your target buyers. Through profiling, advertisers learn more about who their buyers are, what else they buy and their interests. This puts the power in the hands of advertisers and their agencies to make more data-driven decisions on how to intelligently extend an audience—opposed to just selecting a demo audience where many may not be buying your brand or category.

So let’s put profiling to work with an example. Say you’re a media planner trying to identify audiences that will reach the most people in-market for a half-ton pickup truck. You’d typically start with obvious choices like, “In-Market for pickup trucks,” followed by a demographic audience (e.g., Male 24-55) to achieve campaign reach requirements. We can do better than this with more intelligent, data-driven audience recommendations. In our pickup truck example, the five audiences with the highest buyer identification rate of eventual half-ton pickup buyers, based on data in the BlueKai Marketplace included:

- **Motorcycle Owners**
- **ATV Owners**
- **Bought Coleman Products**
- **In-Market for Texas Acreage**
- **In-Market for an RV**

The highest-ranking demographic audience was 1,096

For the most part, advertisers have yet to adopt this type of audience planning, though that’s changing. For those that aren’t, they are leaving significant money on the table.

**Look at your audience and media costs separately**

It’s only natural that advertisers would carefully evaluate the price premium of a data-driven audience relative to its performance. This lets the advertiser make an informed choice whether to pursue additional volume or forego the volume to maximize the return on ad spend.

But it’s not always so straightforward. The complex and sometimes opaque auction-based systems in the digital ecosystem can make things harder to analyze. Programmatic campaigns underbidding in their auctions may fail to achieve sufficient reach into their desired audiences, saturate reached individuals with too many impressions, and consequently depress audience performance. Ouch.

On platforms where there is a fixed supply of ad inventory, the competition (and required bid) for specific users in your audience grows as the pool of unreached users in that target shrinks. Advertisers committed to an audience-first strategy need to work with their media partners and agencies to understand underlying media costs and ensure they get the most value out of their chosen audiences.

**Relevant Reach lets you get personal and that makes you more effective**

Personalization is powerful stuff. For brands that compete in ubiquitous categories that everyone purchases—such as garbage bags, toothpaste or ready-to-eat cereal—advertisers may dismiss the usefulness of targeting because these are products every household buys. Not so fast. Relevant targeting strategies still pay dividends in these categories. If I run an ad for toothpaste, I may want to broadly target that ad.

But what if I run an ad for whitening toothpaste? Or toothpaste for sensitive teeth? In both cases, reaching a relevant audience allows for ad personalization and to ensure the right message is delivered to the right household—at scale.

**Why settle for reach when you can have Relevant Reach?**

Reach matters. Reach is here to stay. But the smart money is on Relevant Reach and not inefficient, broad target marketing. And why not? Use data to help identify the scaled audiences that are most relevant and represent the highest potential pool of buyers for your brand. Then, let’s use data to help identify the scaled audiences that are most relevant and represent the highest potential pool of buyers for your brand.

So the next time you face a choice between achieving maximum campaign scale and exploiting the performance advantage of targeting, don’t choose. Take both.
Let the Journey Begin

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- Compliance – Adheres to rigorous oversight and regulation; audiences are aggregated and depersonalized

Contact us at tu_digital@transunion.com to learn more about TransUnion AdFuel.

Target Your Ideal Audience at The Right Moment

We harness the power of offline data to create online audience segments—triple validated and deterministically matched to the individual level.

12 distinct audience categories and 1,500+ segments

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