



Data-Driven Marketing Trends, Ideas and Covid-19 Considerations

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Topics

- Data-driven Marketing Trends & Ideas
- Covid-19 Considerations
- Q&A

Trend: Enormous and Increasing Amount of Data Available

At the beginning of 2020, the digital universe was estimated to consist of **44 zettabytes** of data
The number of bytes in the digital universe is **40** times more than the number of stars in the observable universe



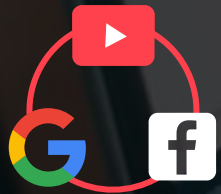
BY 2025, APPROXIMATELY **463**
EXABYTES WOULD BE CREATED
EVERY **24 HOURS** WORLDWIDE



AS OF JUNE 2019, THERE WERE
MORE THAN **4.5 BILLION**
PEOPLE ONLINE



80% OF DIGITAL CONTENT
IS UNAVAILABLE IN **9** OUT OF
EVERY **10** LANGUAGES



IN 2019, GOOGLE PROCESSED **3.7** MILLION QUERIES, FACEBOOK SAW **1** MILLION LOGINS, AND
YOUTUBE RECORDED **4.5** MILLION VIDEOS VIEWED EVERY **60** SECONDS

GOOGLE, FACEBOOK,
MICROSOFT, AND AMAZON ARE
CUSTODIANS OF AT LEAST
1,200 PETABYTES OF
PEOPLE'S INFORMATION.



FOUR PETABYTES IS THE
ESTIMATED AMOUNT OF
NEW DATA BEING GENERATED
BY FACEBOOK DAILY

Trend: Increasing array of sources of data...

The number of apps downloaded from Google Play Store and App Store

every **60** seconds in 2019

jumped to **390,030**

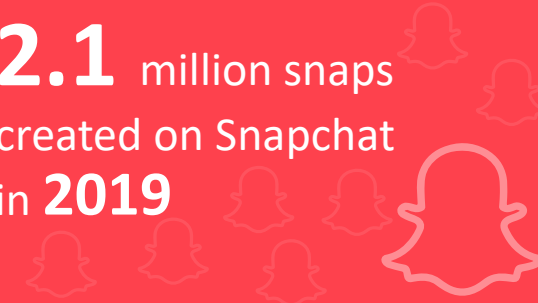
from **375,000** only in 2018



Every **24** hours,
500 million
tweets are tweeted
on Twitter



2.1 million snaps
created on Snapchat
in **2019**



More than **347,222** users
were scrolling
Instagram every
60 seconds
in 2019



18.1 million text
messages were sent
every minute
through **LINE** last year



By **2025**,
there would be

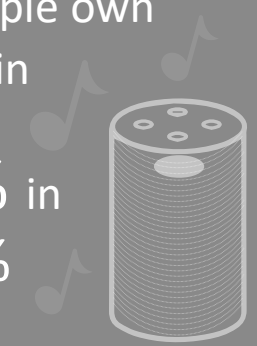
75 billion

Internet-of-Things (IoT)
devices in the world



27% of people own
smart speaker in
early 2020 →

Up from **23%** in
2019 and **18%**
in 2018



Game streaming
has become a global phenomenon,

attracting over **1** billion
internet users



Leading to ...



Therefore: Be Choiceful in What Data You Acquire & How You Use It

There is a cost to data collection, storage and usage

Take the time to:

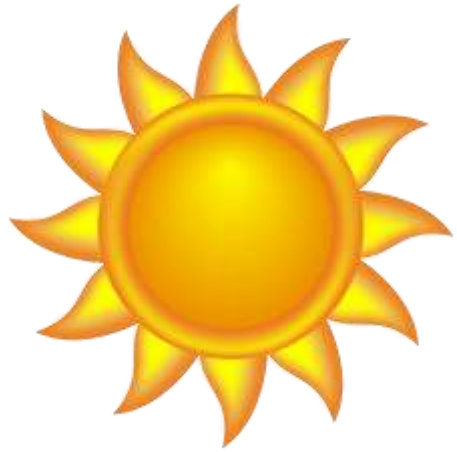


Example: Data Governance Team:			
Digital Marketing	IT	Consumer Insights	Analytics
Legal	Customer Service	Sales	Brand Marketing

Ensure you use the data most highly correlated to sales/ behavior you want to optimize



We had all the data to know when certain weather conditions happened, it would produce mosquitoes.



Ensure you use the data most highly correlated to sales/behavior you want to optimize ...



We were going to serve dynamic ads to our top markets based on weather information on days when there were peak mosquitoes. Then, we added in store sales data to model. THIS CHANGED EVERYTHING.



Mock ad: Actual ads were served dynamically on days with peak weather conditions based on model. They also included specific name of city (based on zip code) to personalize and make even more impactful.

Results: The average sales increase was 26% across the 18 markets globally where we launched this.

Trend: Demise of cookies and increase in amount of advertising on walled gardens

- Challenge to develop a consistent, unified view of our customers
- Increased difficulty in engaging w/consumers in sequential consumer “path”/journey
- Difficulty measuring attribution

Leading to:

- Need to leverage Universal IDs to stitch sessions/behavior for same user across multiple devices, browsers and platforms.
 - According to [eMarketer](#), US advertisers will spend \$2.6 billion on identity solutions by the end of 2022

Universal ID Solutions

	Solution 1	Solution 2	Solution 3	Solution 4
Description	Operate only within walled gardens where users are logged in	A first-party data-based approach	Proprietary shared ID solution	Industry shared ID solution
Examples	Facebook, Google, Amazon	LiveRamp's Identity Link	The Trade Desk's Universal ID	Digitrust from IAB Tech Lab, ID5
Advantages	Deterministic, accurate data. Granular user and audience profiles.	Deterministic, accurate	Less syncing, less page weight, more streamlined process	Less syncing, less page weight, more streamlined process
Drawbacks	No access user data outside of the walled garden, and can't control for frequency capping or omnichannel campaigns	Limited scale, heightened risk of future privacy concerns	Provides a competitive advantage to one industry player who has control over how identity is defined and controlled; ITP and Chrome updates compromise the cookie	ITP and Chrome updates compromise the cookie

Source: IAB sea + India

Trend: Consumers have increased awareness of privacy and power over their own data



GDPR
General Data
Protection Regulation

CONSUMERS SAY* ... (Based off of 1,500 respondents)

73%

of consumers want control over who sees their data

71%

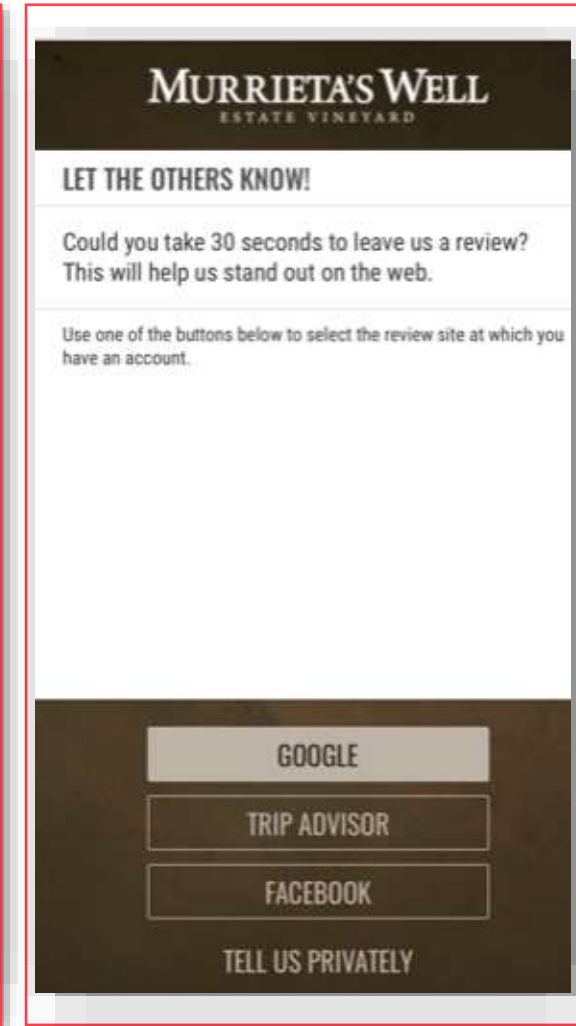
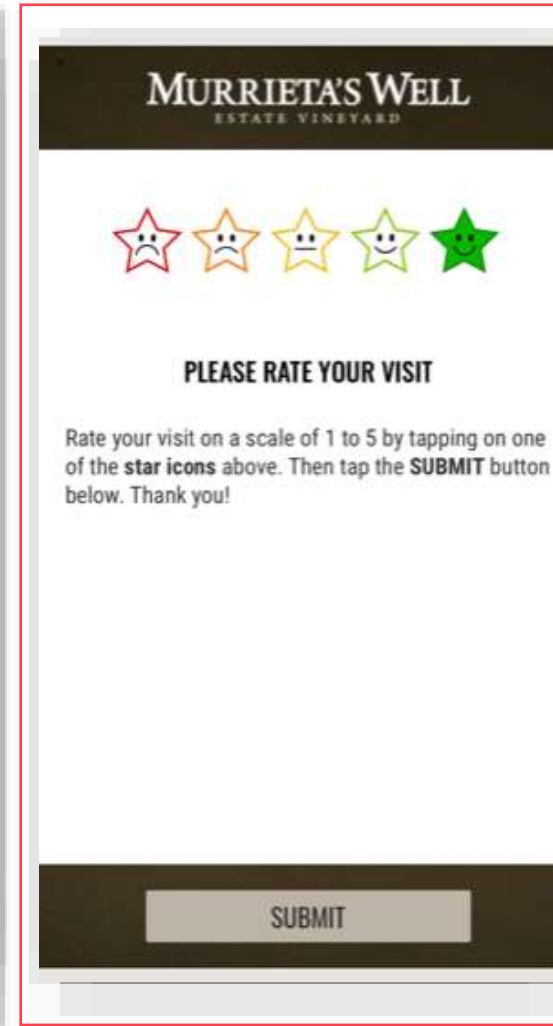
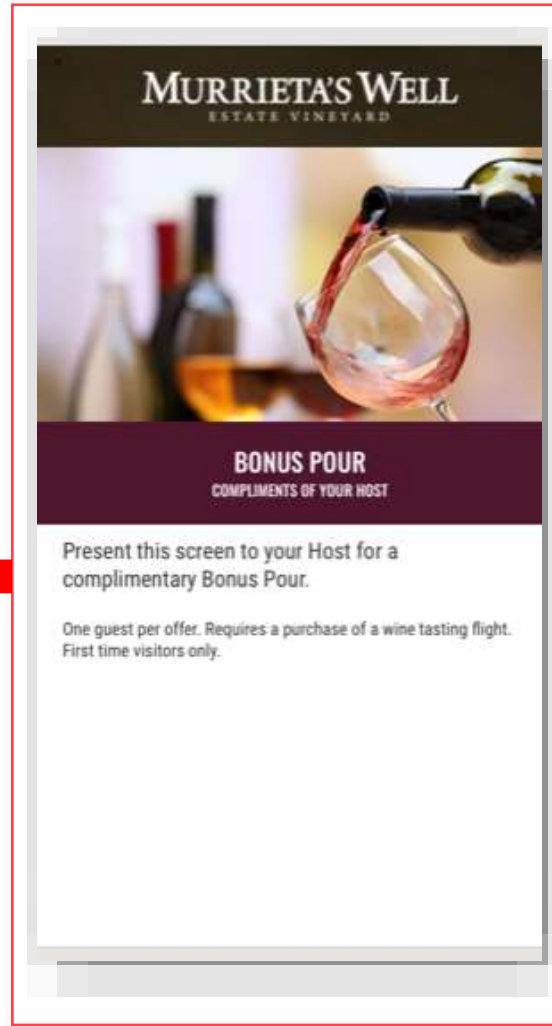
want to know how it is used

61%

desire incentives for their data, whether it's cash or other perks

*Source: BritePool with University of Southern California 2019

Marketers increasingly need to “earn” consumers data by offering added value



Example: Giving Value in Exchange For Getting 1st Party Data



Your hair is unique.
Now your haircare is too.

GET YOUR FORMULA

Example: Giving Value in Exchange For Getting 1st Party Data



We're excited to get started on your consultation.

We'll ask a brief series of questions to understand your unique hair needs and goals, lifestyle, and environment so we can formulate your custom products and provide your recommended routine.

If you'd like to give the gift of Prose, please visit our [gift page](#).

BEGIN

Example: Giving Value in Exchange For Getting 1st Party Data

← BACK

Over the next two months, in what zip code will you spend most of your time?

(five-digit ZIP Code only)

Prose Tip: It's helpful for us to know your most frequent location so we can accurately understand the impact your regular environment might be having on your hair and scalp. Today, we ship to US zip codes only.



Gives me reason/value of why they're asking for information

NEXT

HAIR & SCALP — TREATMENT & STYLING — **LIFESTYLE & ENVIRONMENT** — PREFERENCES & FRAGRANCE — HAIR GOALS — RESULTS

Example: Giving Value in Exchange For Getting 1st Party Data

← BACK

Looks like you'll be spending most of your time in Oakland, CA

We'll take these environmental factors, or geo-aggressors, into consideration for your custom formula.

UV RAYS 76/100

POLLUTION 16/100

WATER HARDNESS 60/100

HUMIDITY 53/100

WIND 16/100

NEXT

HAIR & SCALP

TREATMENT & STYLING

• LIFESTYLE & ENVIRONMENT

PREFERENCES & FRAGRANCE

HAIR GOALS

RESULTS

Example: Giving Value in Exchange For Getting 1st Party Data

← BACK

What is the texture of your natural hair when you let it air dry?



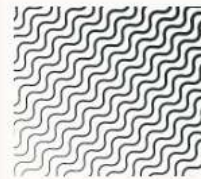
TYPE 1
Straight



TYPE 2
Wavy or Loose Curl



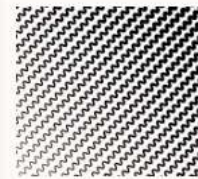
TYPE 3
Defined Curl or Spiral



TYPE 4A
Coily



TYPE 4B
Tight Coils



TYPE 4C
Zig-Zag



Prose Tip: Please do your best to answer with the natural texture of your hair without straightening or perm treatments. If you're having a hard time deciding between two types, it's a good idea to select down a type. For example, if you can't decide between 2 and 3, select 2.

NEXT

Example: Giving Value in Exchange For Getting 1st Party Data

← BACK

Your consultation results

Here's the breakdown of your hair and scalp characteristics. These results help us create your custom formula.

SENSITIVITY 30/100

Looks like scalp sensitivity isn't an issue for you.

SEBUM 70/100

This is what makes hair oily. We'll work to rebalance that.

FLAKES 0/100

Your scalp is healthy and balanced.

DRYNESS 88/100

Not to worry, we have ingredients for hydration and moisture.

DAMAGE 100/100

We'll ensure your formula has the best ingredients to repair and renew.

NEXT

HAIR & SCALP

TREATMENT & STYLING

LIFESTYLE & ENVIRONMENT

PREFERENCES & FRAGRANCE


HAIR GOALS

• RESULTS

Example: Giving Value in Exchange For Getting 1st Party Data

Your custom recommendations

Based on your consultation results, here are the custom products formulated for your specific needs. Update your subscription plan anytime or cancel with no hassle. Order now and receive your order between 5/13 and 5/18.



Pre-Shampoo Hair Mask


8.8 fl. oz.

Used as a treatment before you shampoo, this highly-concentrated mask deeply revitalizes and repairs hair to restore overall health and provide long-lasting hydration. [Read more.](#)

1

Subscribe & save 15% ? **\$32.30**

Buy Once **\$38.00**



Shampoo

8.8 fl. oz.

A gentle, sulfate-free cleanser that maintains the natural balance of your scalp, without color washout. [Read more.](#)

1

Subscribe & save 15% ? **\$21.25**

Buy Once **\$25.00**



Conditioner

8.8 fl. oz.

This lightweight moisturizer helps with detangling while keeping your strands hydrated, smooth and full of shine. [Read more.](#)

1

Order Summary

1 PRE-SHAMPOO HAIR MASK	\$38.00 \$32.30
1 SHAMPOO	\$25.00 \$21.25
1 CONDITIONER	\$25.00 \$21.25

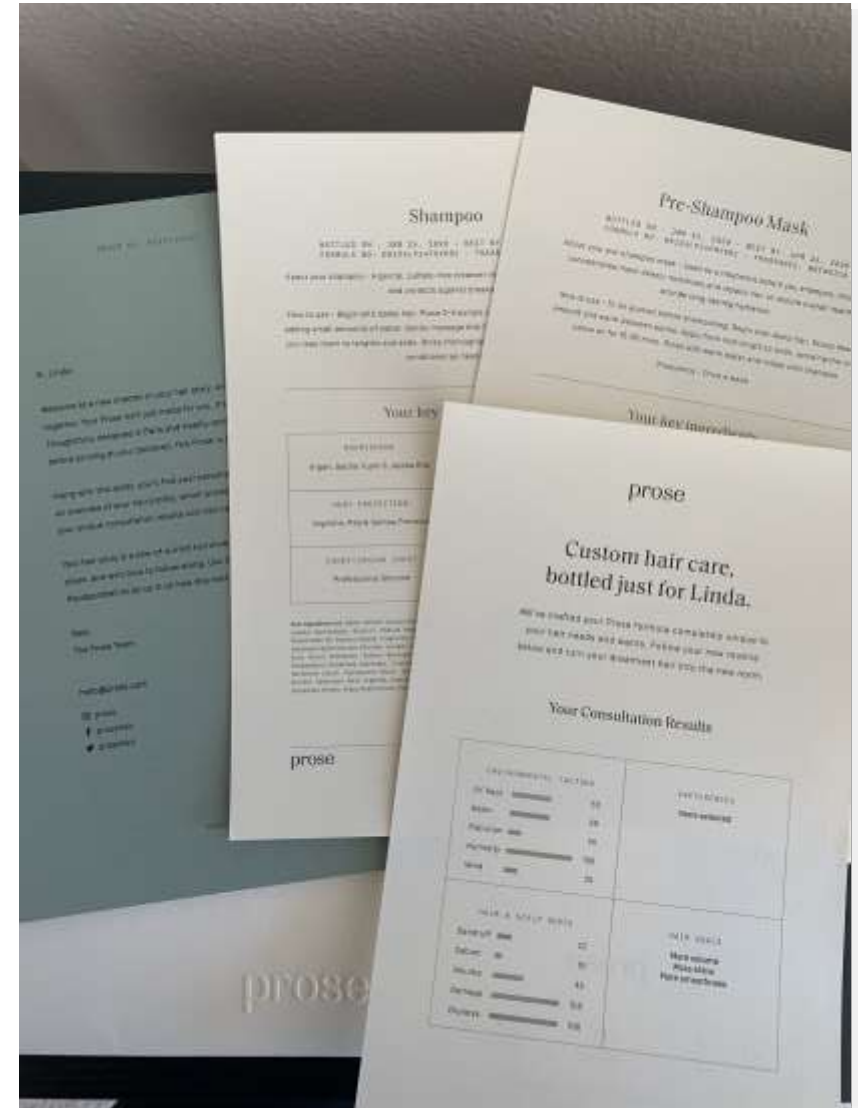
SUBTOTAL	\$88.00
SUBSCRIPTION DISCOUNT	\$13.20
SHIPPING (USPS)	FREE

TOTAL (PRE-TAX) **\$74.80**

Order now and receive your order between 5/13 and 5/18.

PROCEED TO CHECKOUT

Example: Personalized Unboxing Experience




You don't always need to ask consumers for data – append 2nd/3rd party data and leverage partners and content to create relevant engagements

Moms of children 1-4 years old

The image shows the Ziploc logo in a blue and white 3D font. Below the logo, several orange chicken nuggets are scattered on a light blue surface. A clear Ziploc bag is partially filled with more nuggets.

Moms of children 5-12 years old

A clear plastic Ziploc lunchbox is shown, filled with a variety of food items including a burrito, a sandwich, and several small Ziploc bags containing snacks like pretzels and nuts. A blue Ziploc container is also visible inside the lunchbox.

Females who like to do crafting projects

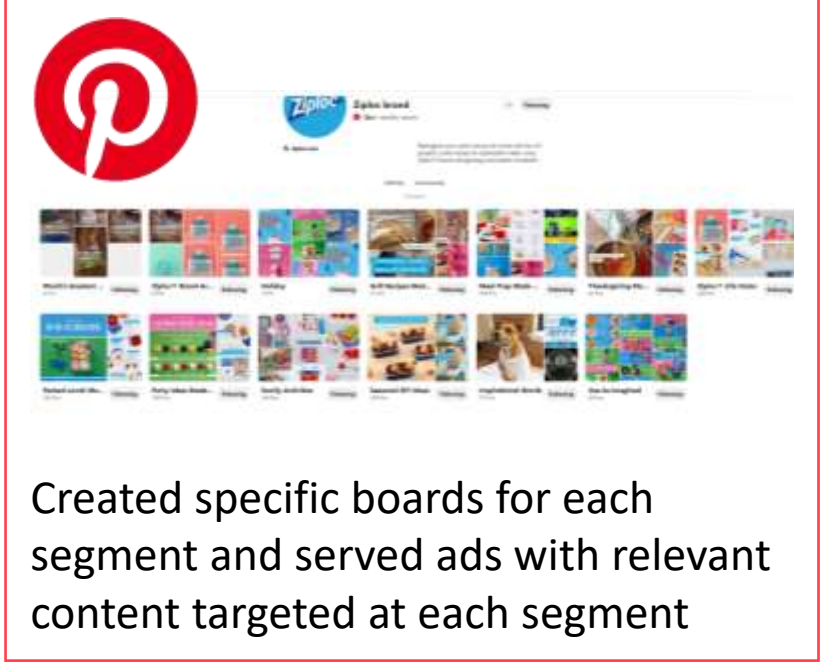
A collection of crafting supplies is laid out on a green surface. The items include a pair of red-handled scissors, several buttons of different colors, a clear plastic container, a blue Ziploc lid, and a white glue stick with an orange nozzle.

You don't always need to ask consumers for data – append 2nd/3rd party data and leverage partners and content to create relevant engagements



Bought & appended data to email opt-ins and customized email content to their:

- Sex
- Age of children in HH
- Hobbies/interests



Created specific boards for each segment and served ads with relevant content targeted at each segment



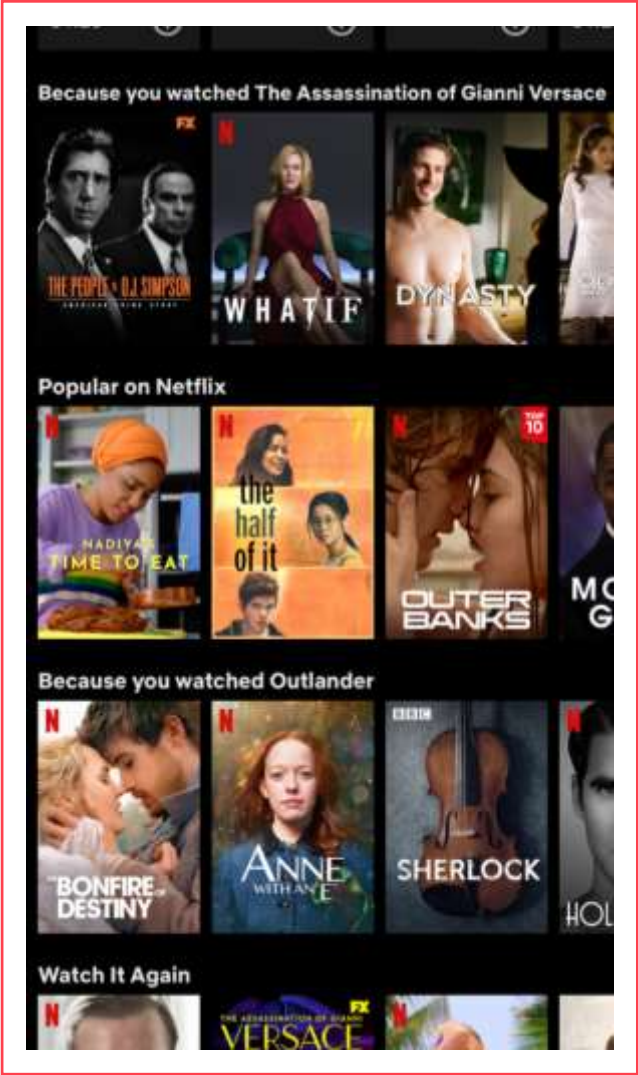
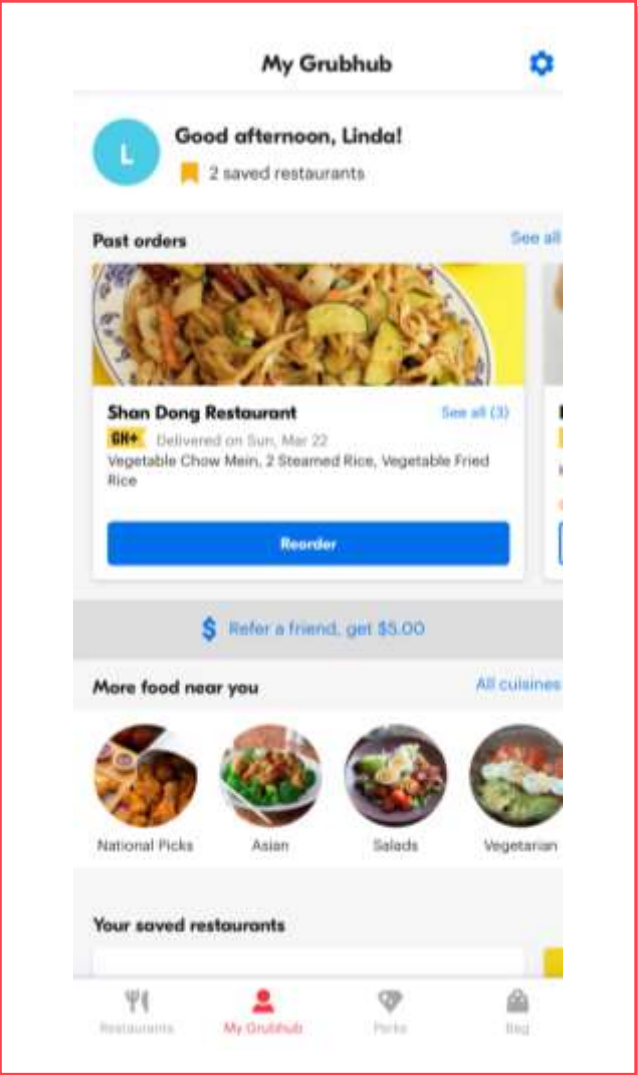
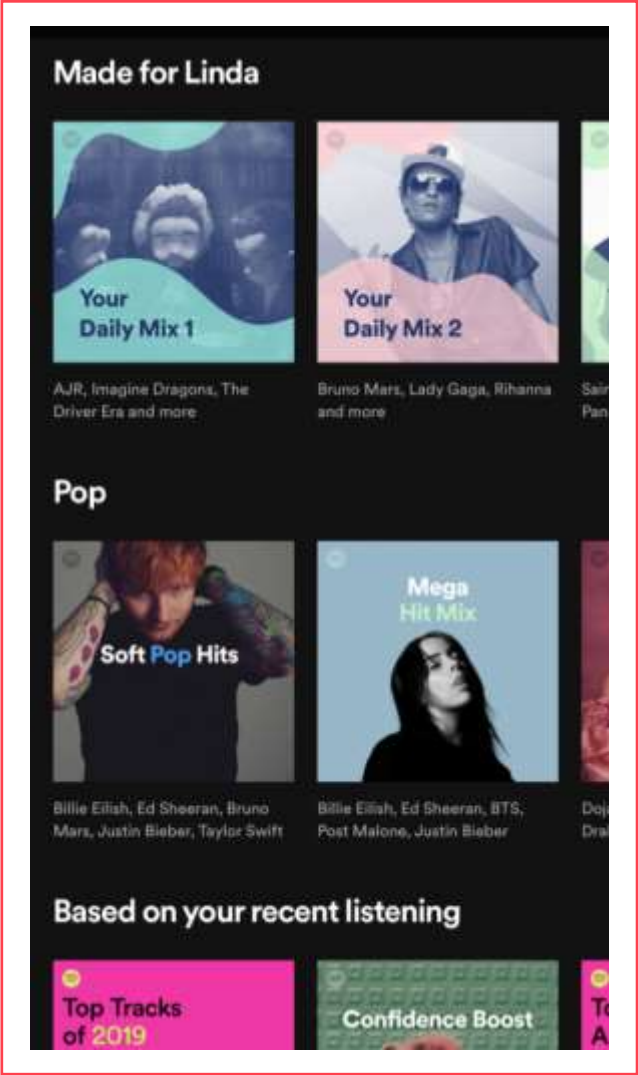
Created specific ads with relevant content targeted at each segment

Results	Store sales	Net Promoter Score
	+21%	+56%

Effective Data-driven Marketing



Trend: Machine Learning & Predictive Modeling



Trend: Machine Learning & Predictive Modeling

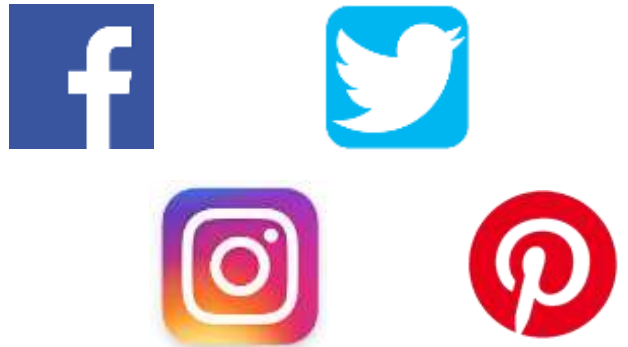
eCommerce/DTC Subscriptions




Healthcare



Social



Finance



Sales prospecting



Turning Data Insights into Competitive Advantage



“

We have only two sources of competitive advantage...

...the ability to learn more about our customers faster than the competition and

...the ability to turn that learning into action faster than the competition.

”

– Jack Welch

Dive deeper into data to discover new product ideas and target segments

Eric Reynolds, former CMO and current Executive VP of Cleaning & Burt's Bees of Clorox said that deep data analysis could help Clorox "get to those final 2 to 4 percentage points of growth that always seem to slip through our fingers."

Example: After analyzing their customer data many different ways, they discovered that college students was a growing segment and opportunity for Brita.



Adjusting Data Driven marketing during and after Covid-19



Analyze data to understand:

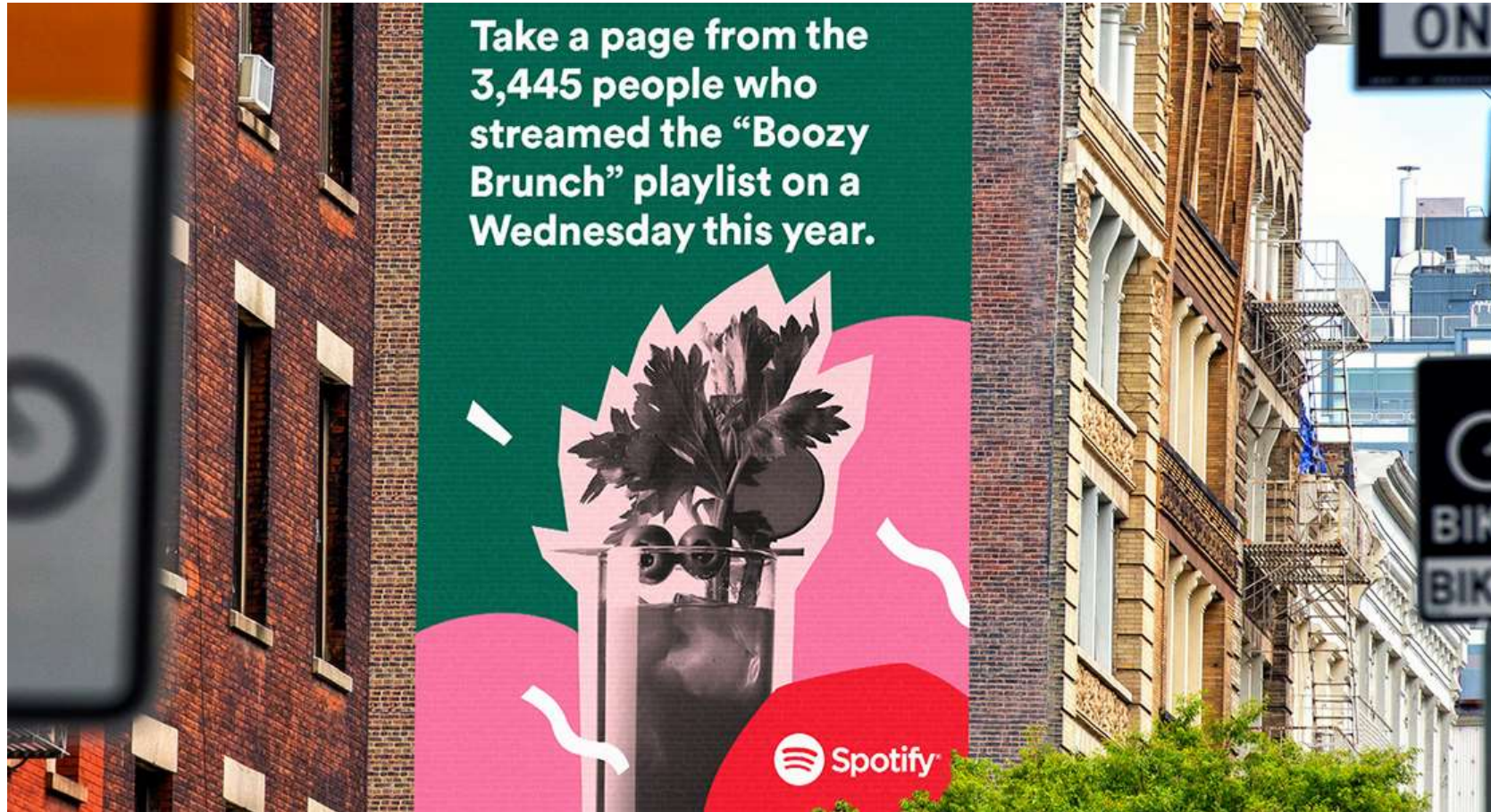
- New trends/behaviors that are related to Covid-19 that are short term/will most likely end when crisis does
- New trends/behaviors that have emerged during Covid-19 that will be ongoing after crisis
- New insights, segments



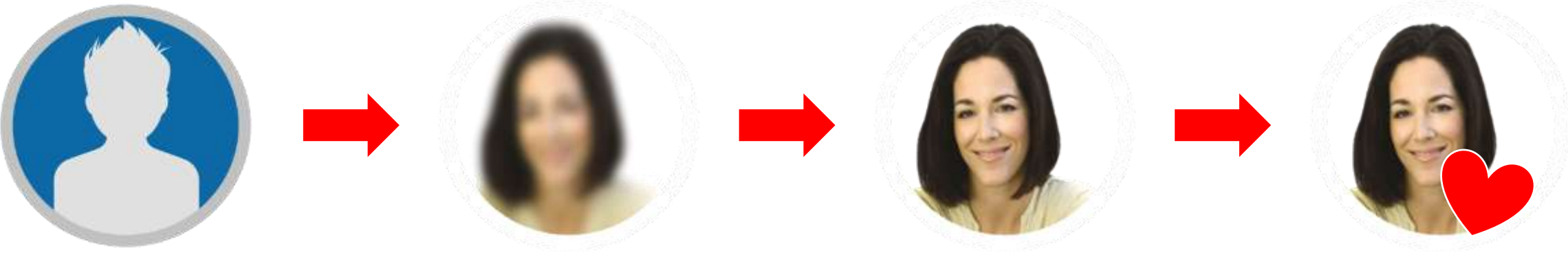
Adjust media

- Shorten look back windows
- Need to weight consumer sentiment, context and content equally with reach, frequency and CPMs
- With a rapid increase in online content consumption, frequency targets and limits may be met sooner than planned.

Use data to grab attention capturing ads



Enhance and grow 1st party data to grow relationships and plan for new ways to personalize & add value to consumers



Estée Lauder: Post Covid 19



Fabrizio Freda, Estée Lauder Companies CEO

“When retail stores re-open, we will be in a stronger position to unlock the potential of omnichannel,” said Fabrizio Freda, CEO, adding that brick-and-mortar recovery will be gradual. “We see the future of [our own] freestanding stores and brand dot-coms as [the] omnichannel [of the] future.”

Estée Lauder Companies has invested in its digital technologies such as voice assistants, live chat functions and AR.

He also pointed out that the company is using social listening tools and machine learning to understand consumer behavior, particularly around positivity, self-care and wellness.



ELC Online, which oversees almost 1,700 mobile and e-commerce sites in more than 40 countries, was created in 1996 and accounted for 15% of the company’s global sales in 2019, according to a company spokesperson.

Thank you! Questions?

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