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

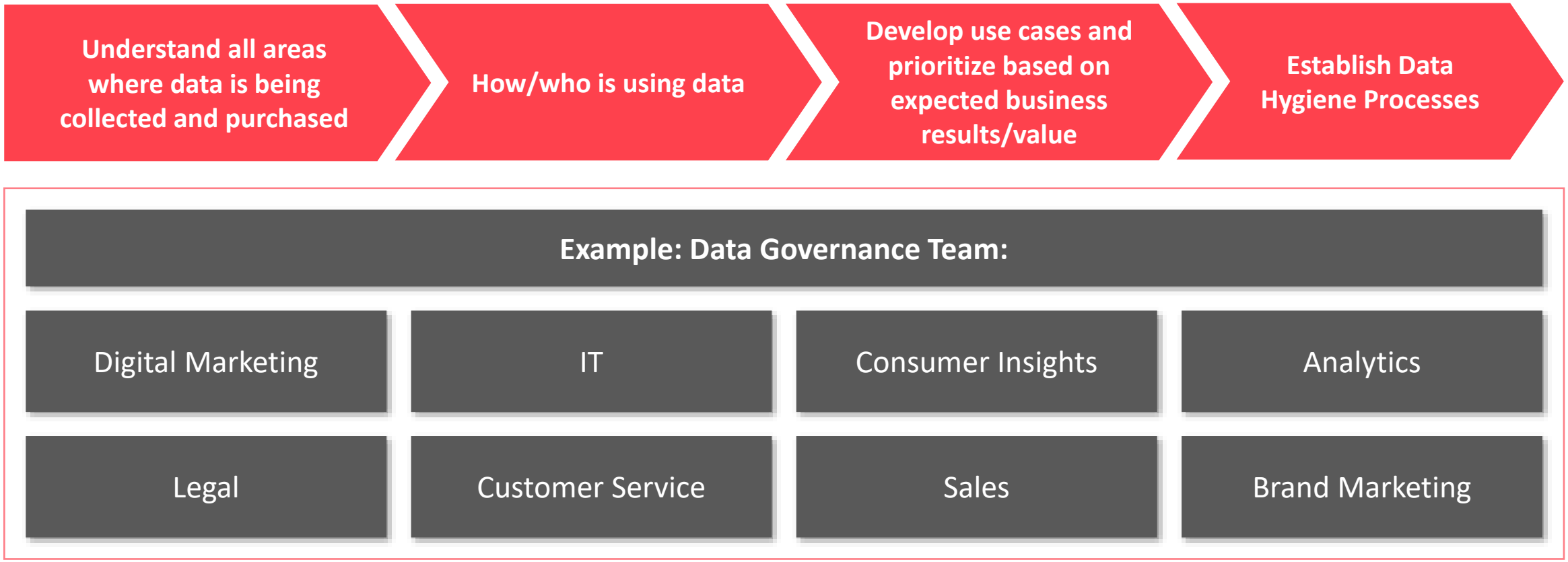
Game streaming has become a global phenomenon, attracting over **1** billion internet users

Leading to …

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

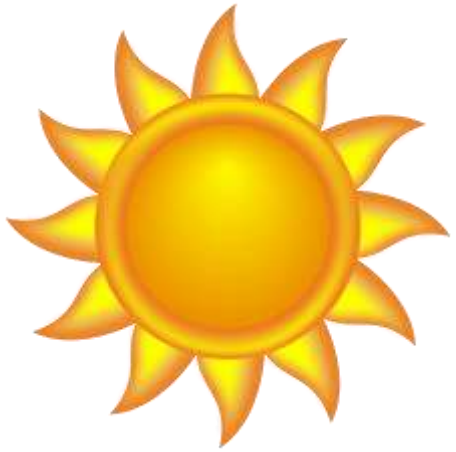
There is a cost to data collection, storage and usage

Take the time to:



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

European Commission

GDPR

General Data Protection Regulation

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

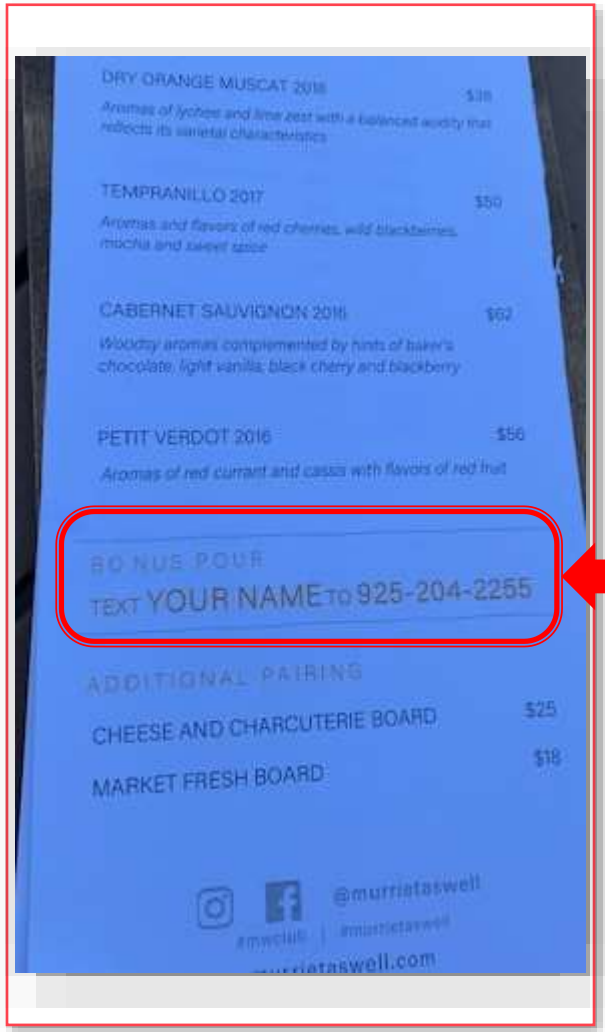
73% of consumers want control over who sees their data

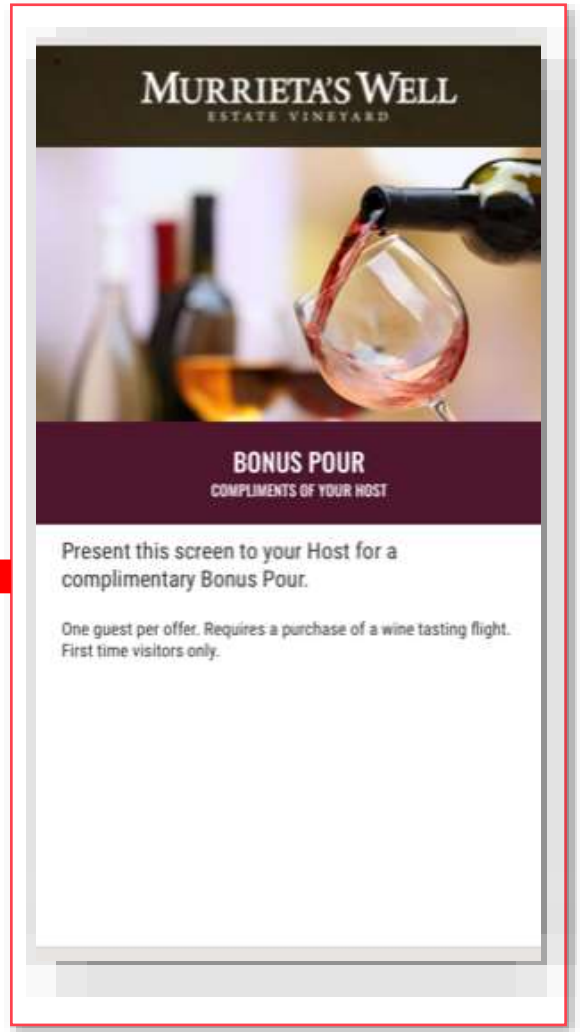
71% want to know how it is used

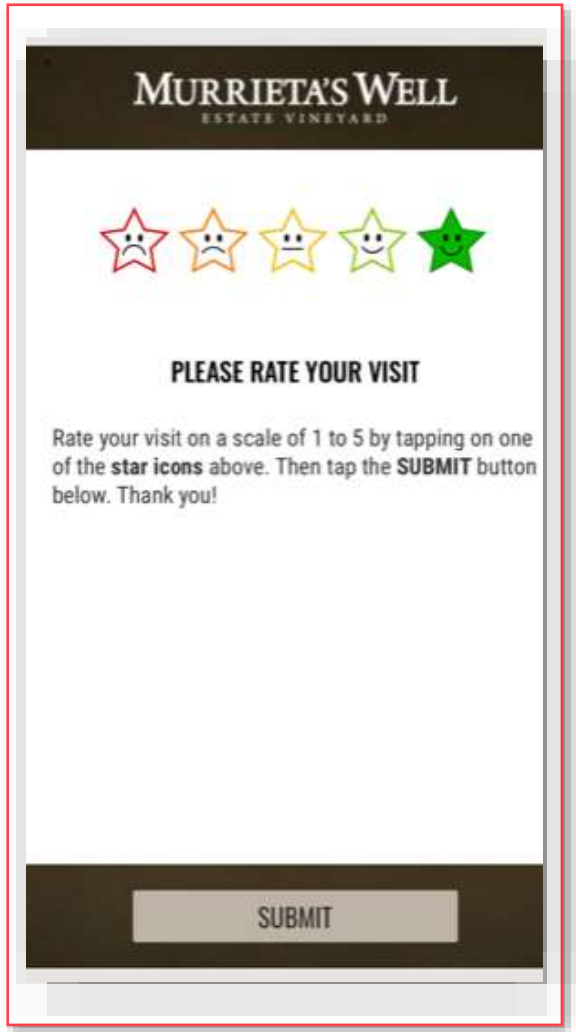
61% desire incentives for their data, whether it's cash or other perks

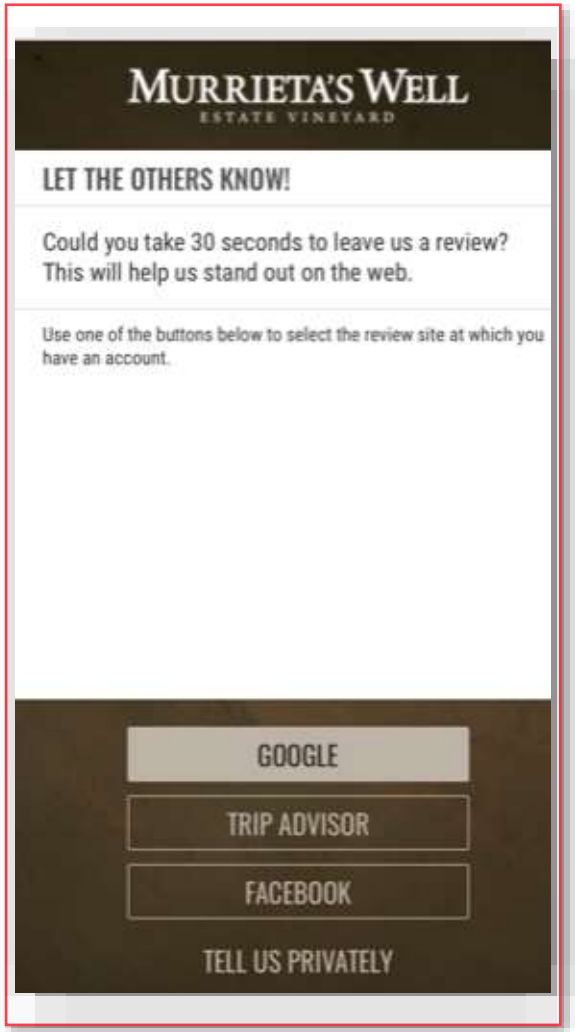
*Source: BritePool with University of Southern California 2019

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









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

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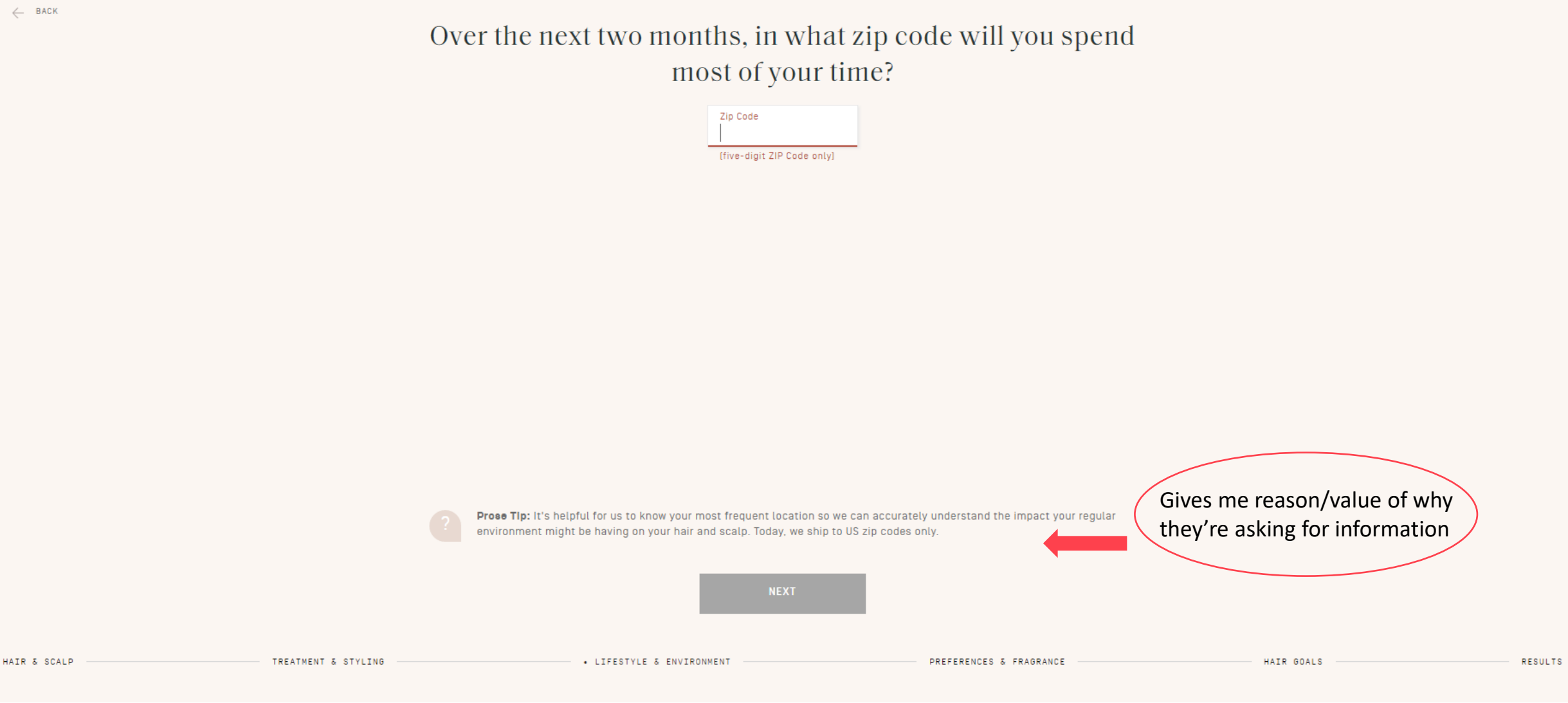
We're excited to get started on your consultation.

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.

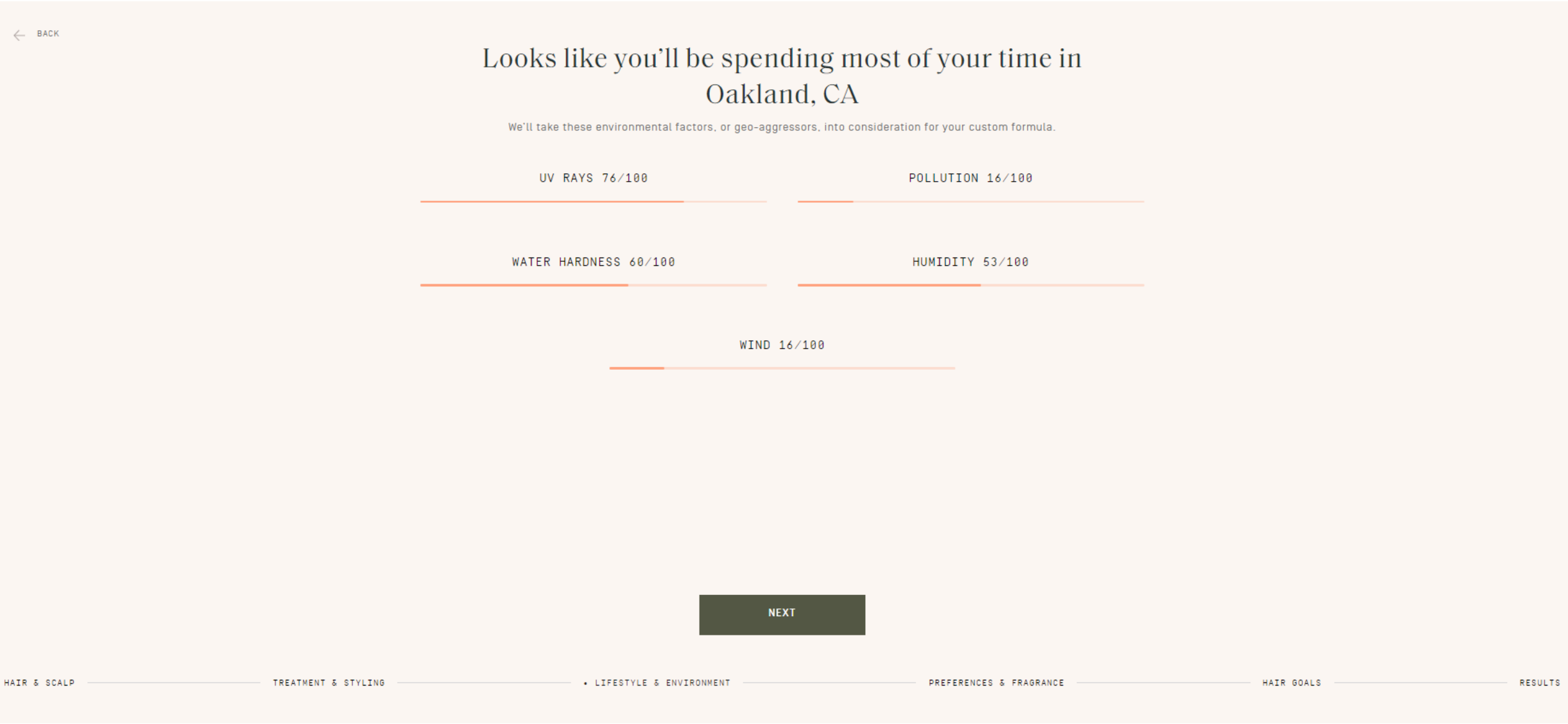
BEGIN

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



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

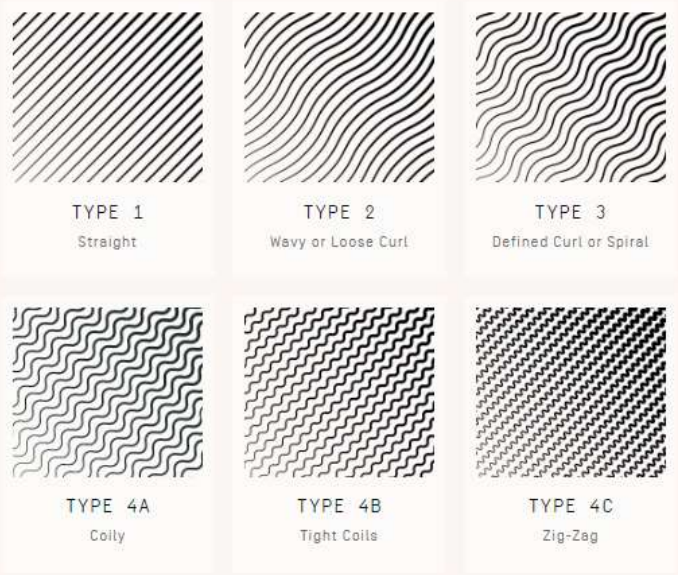
Example: Giving Value in Exchange For Getting 1st Party Data



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?

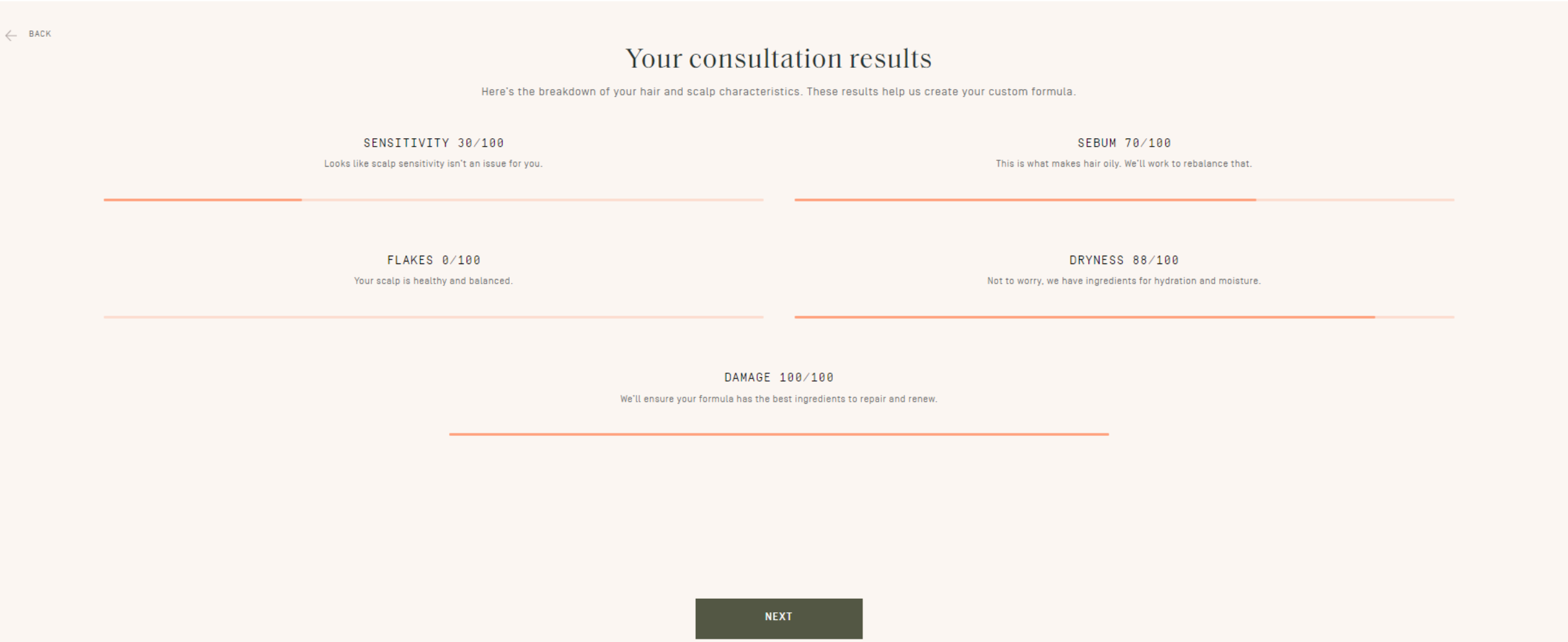


Prose Tip: Please do your best to answer with the natural texture of your hair without straightening or perm treatments. If you're having a hard time deciding between two types, it's a good idea to select down a type. For example, if you can't decide between 2 and 3, select 2.

NEXT

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

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



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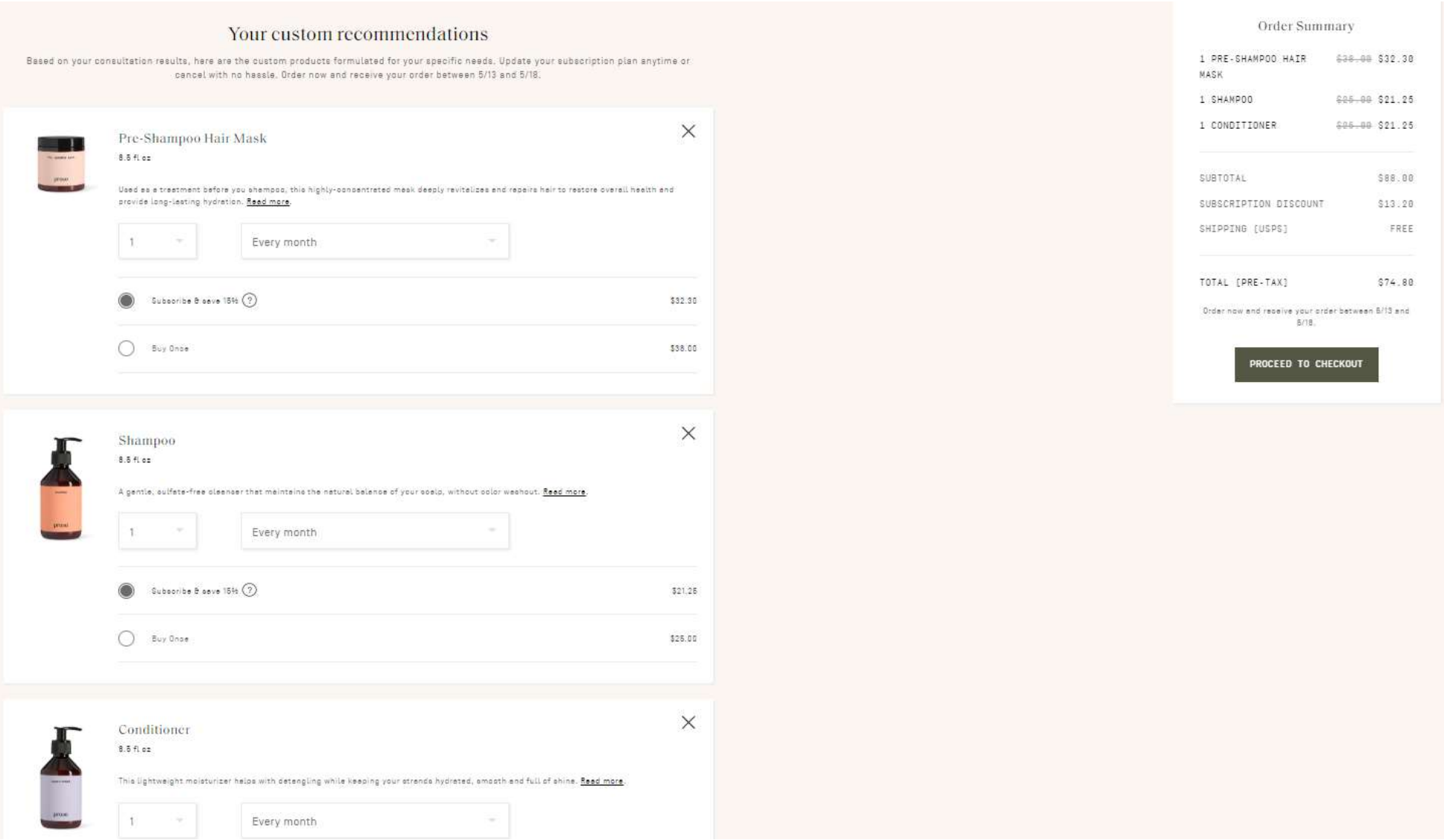
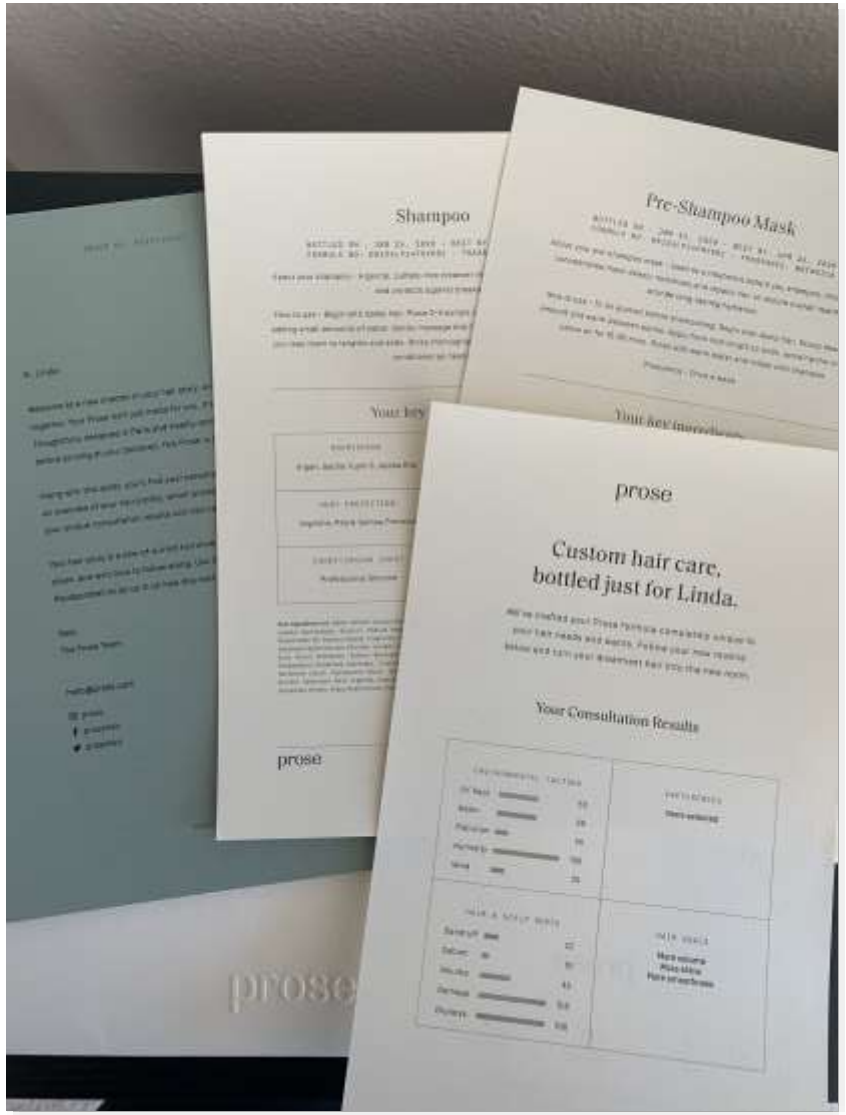


Example: Personalized Unboxing Experience



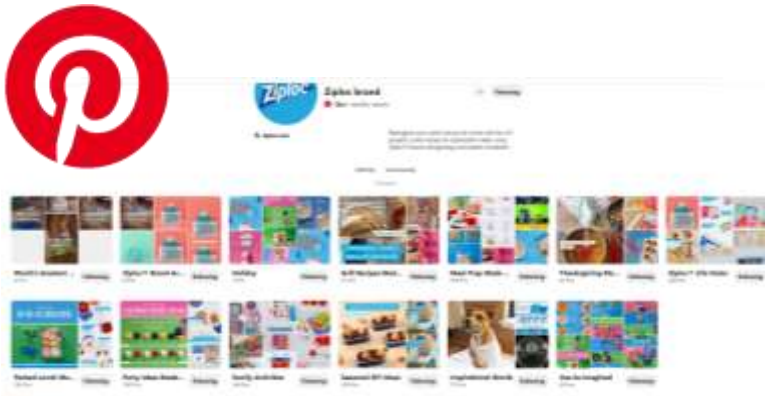
You don’t always need to ask consumers for data – append 2nd/3rd party data and leverage partners and content to create relevant engagements

Moms of children 1-4 years old	Moms of children 5-12 years old	Females who like to do crafting projects

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

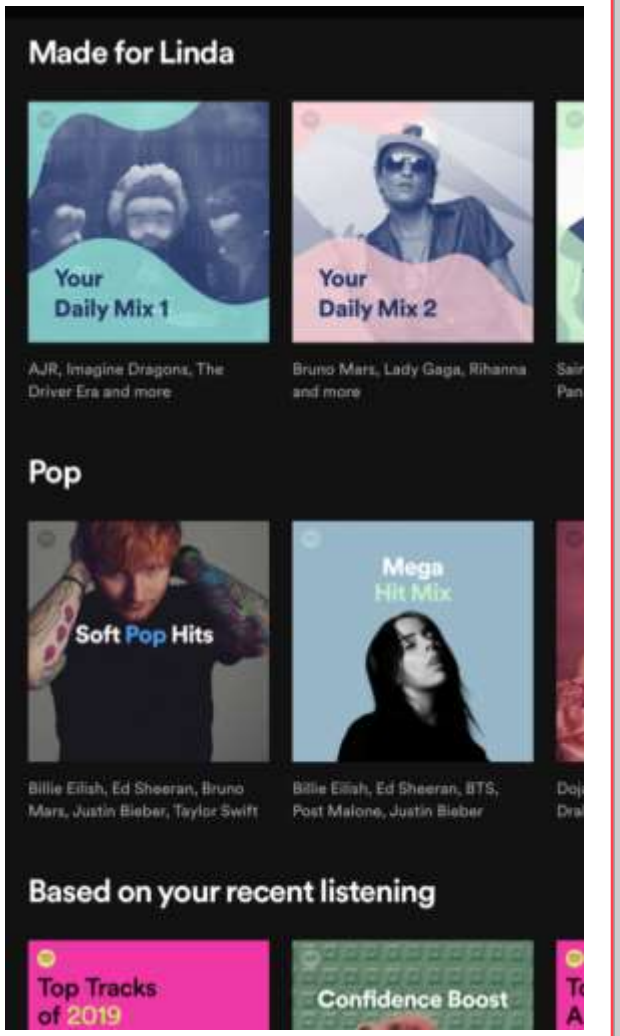
Results

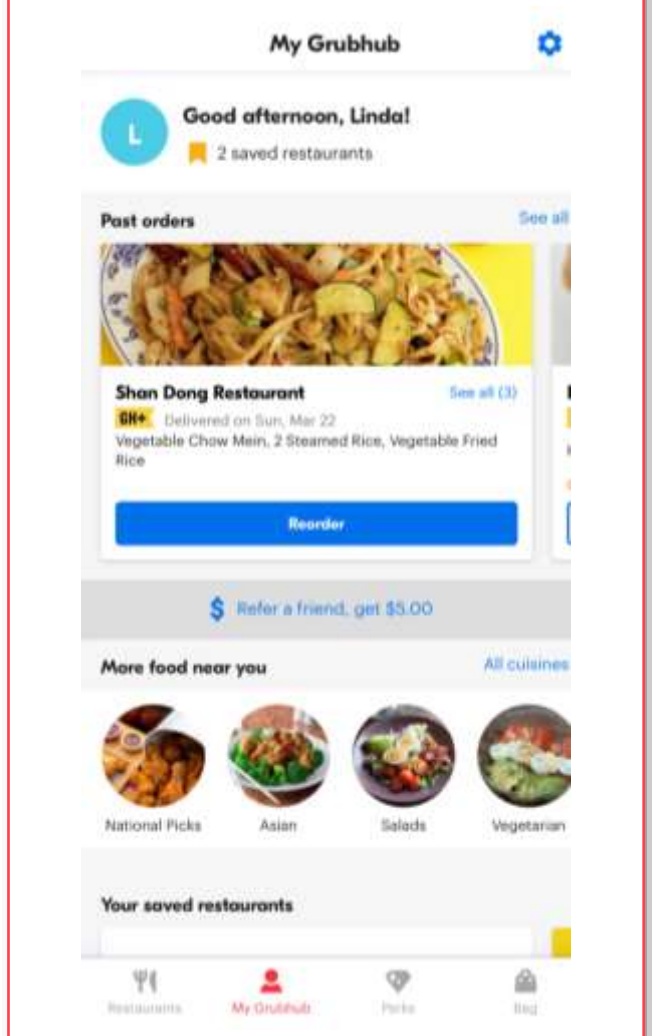
Store sales
+21%

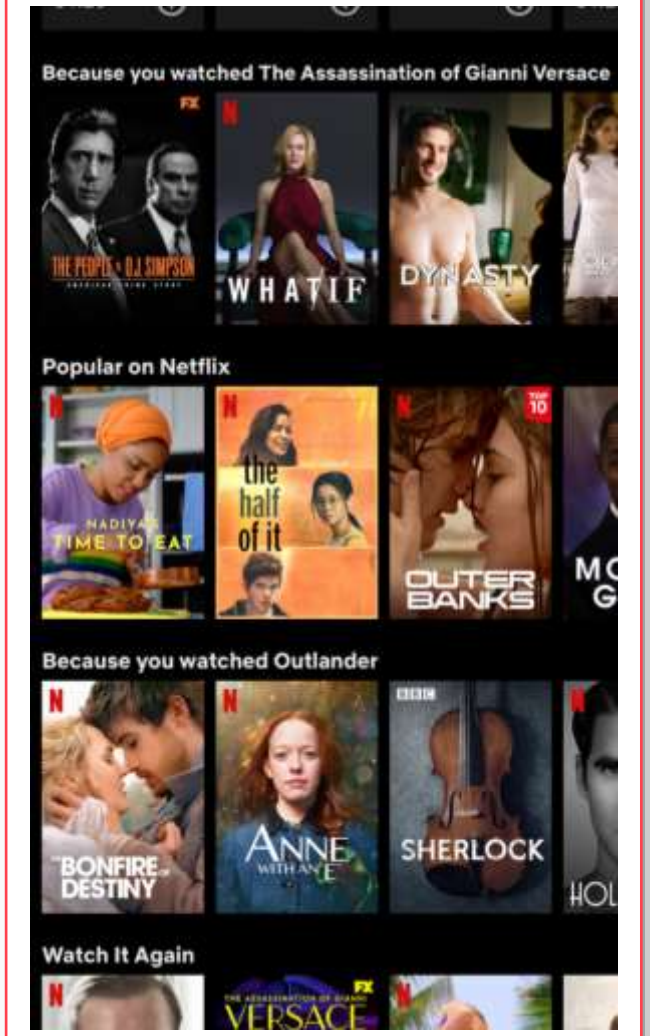
Net Promoter Score
+56%

Effective Data-driven Marketing

Trend: Machine Learning & Predictive Modeling





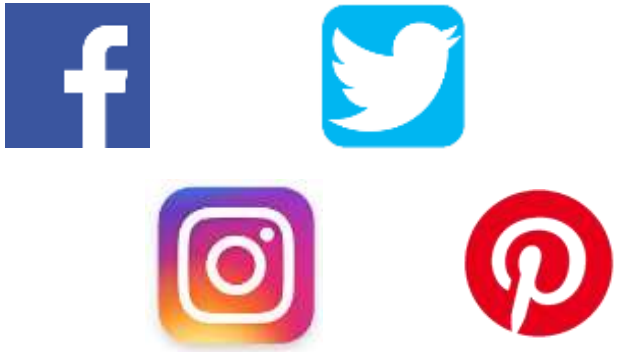


Trend: Machine Learning & Predictive Modeling

eCommerce/DTC Subscriptions

Healthcare

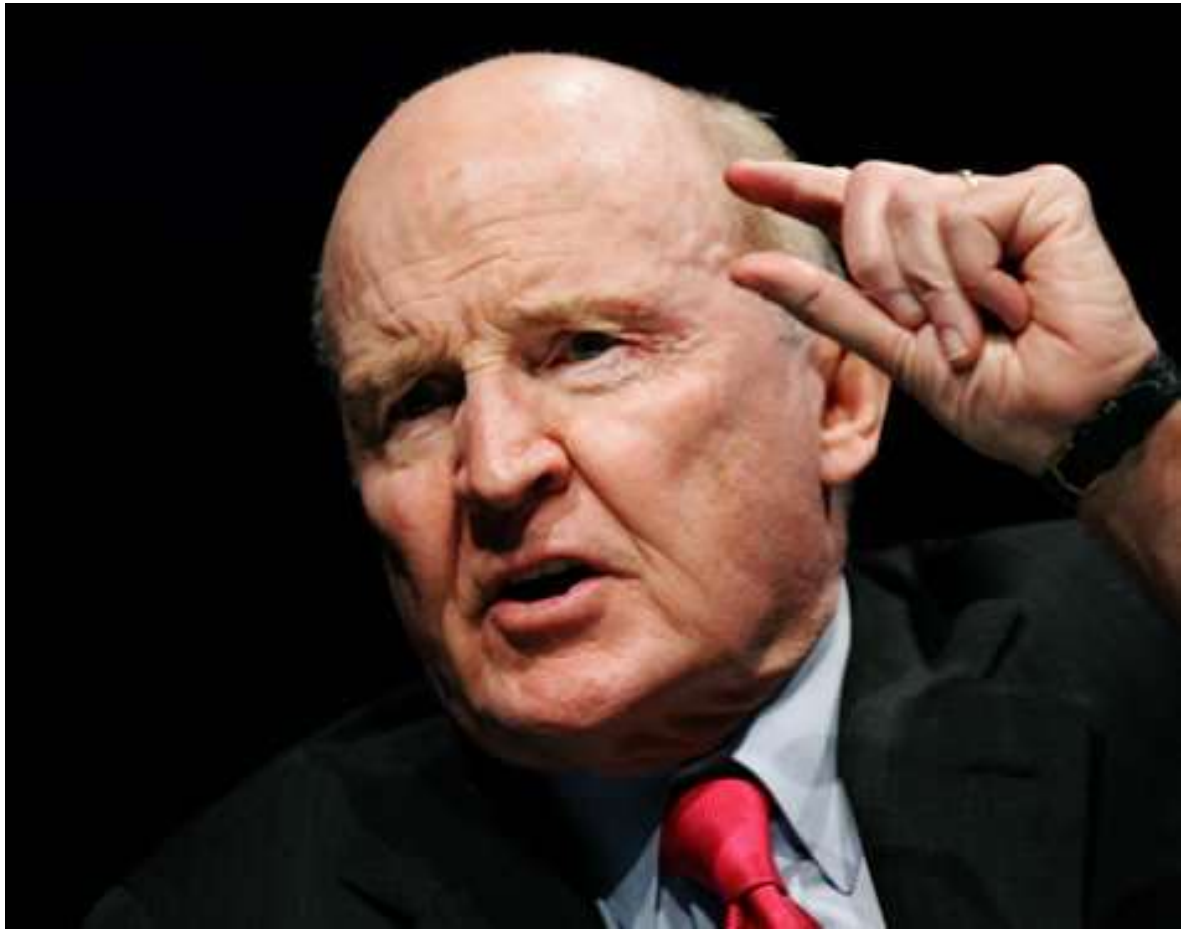
Social



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

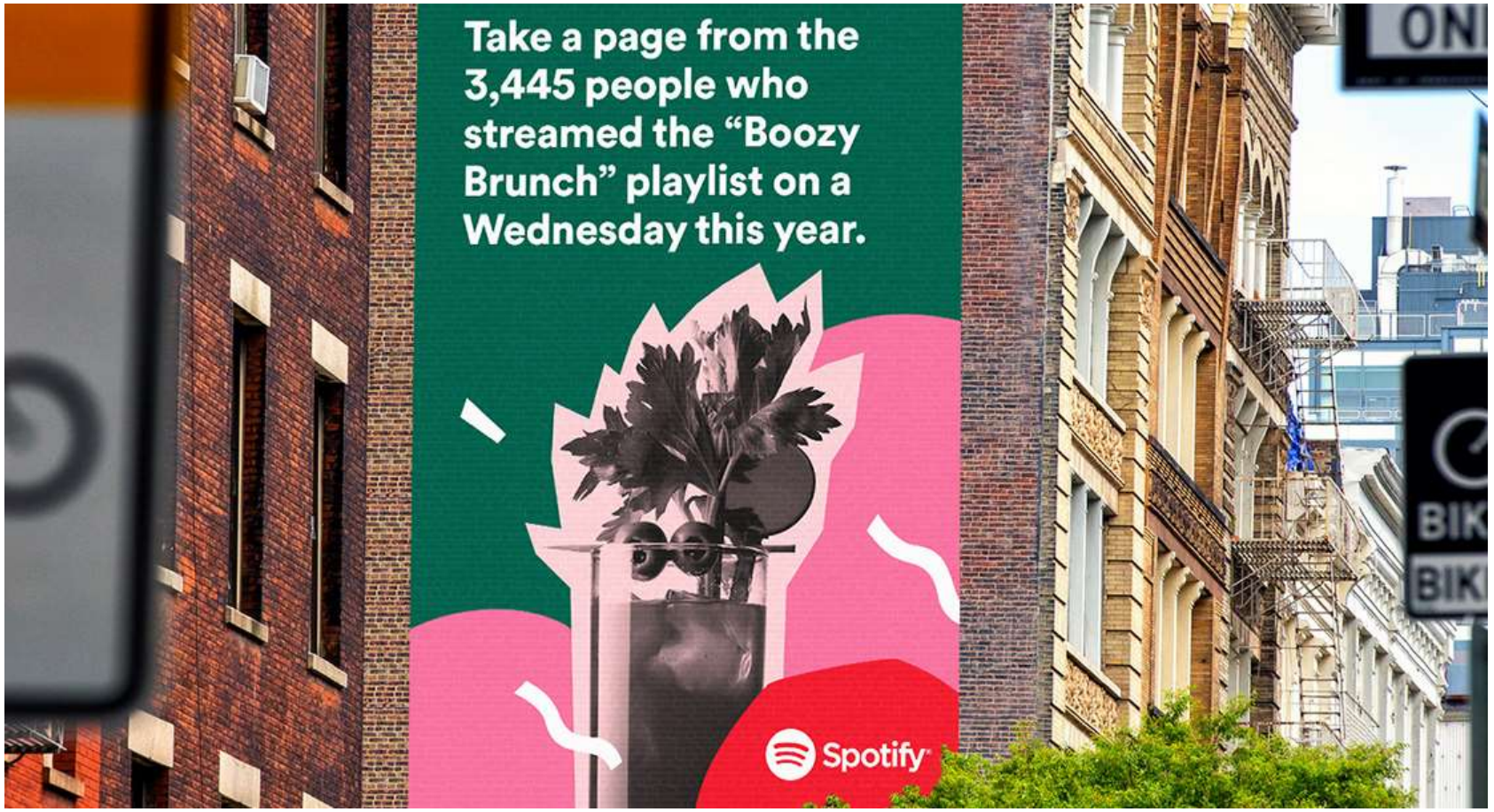
Analyze data to understand:

- 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

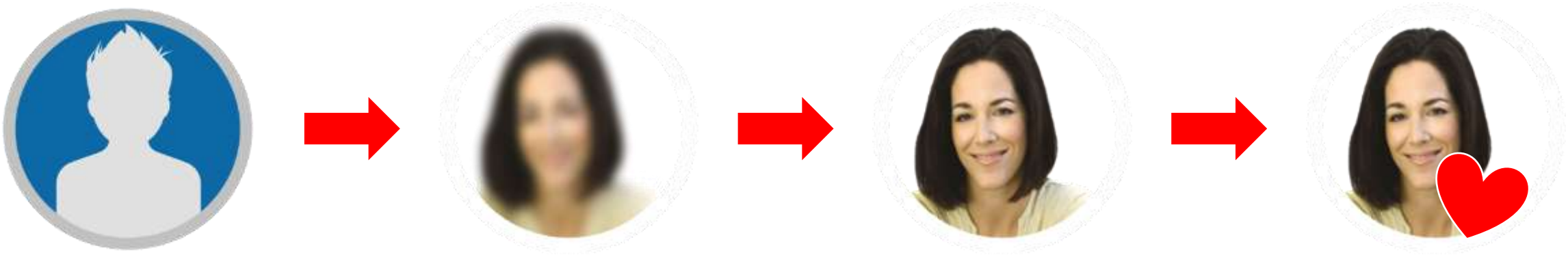
Adjust media

- 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



Estee 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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