Marketing as a Service
Infusing Analytics to Create Downstream Value

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How does **Big Data & Analytics** enable marketers to not only personalize the customer journey in real time but add value at each step along the way?

Three Key Shifts
are driving the urgency to act

1. **Ongoing emergence of Big Data**

2. **Shift of power to the consumer**

3. **Increasing pressure to do more with less**

65% of business are not using big data for business advantage

of consumers rely on social networks for purchase decisions **84%**

32% higher return on invested capital for organizations using advanced analytics

Addressing Key Imperatives
that are aligned to business results

1. **Optimize operations and reduce fraud**

2. **Maximize Insight and IT Economics**

3. **Attract, Grow & Retain Customers**

4. **Transform Business Practice**

5. **Create New Business Models**

From Acquisition

To Personalization

From Retention

To Profitability

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What's changing
in the realm of data & analytics

1. **Data is emerging as the world's newest resource for competitive advantage**

2. **Decision making is moving from the elite few to the empowered many**

3. **As the value of data continues to grow, current systems won't keep pace.**

4. **It takes more than a box. It takes tools, talent and technology.**

Analytics gives a vivid picture of a business and the forces that affect it
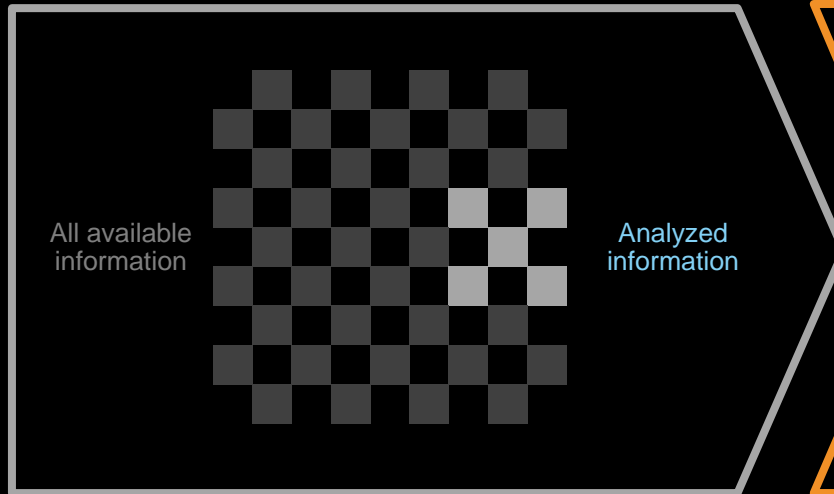
Empowers Team members at every level of the marketing organization

Performance Takes a fundamentally different approach
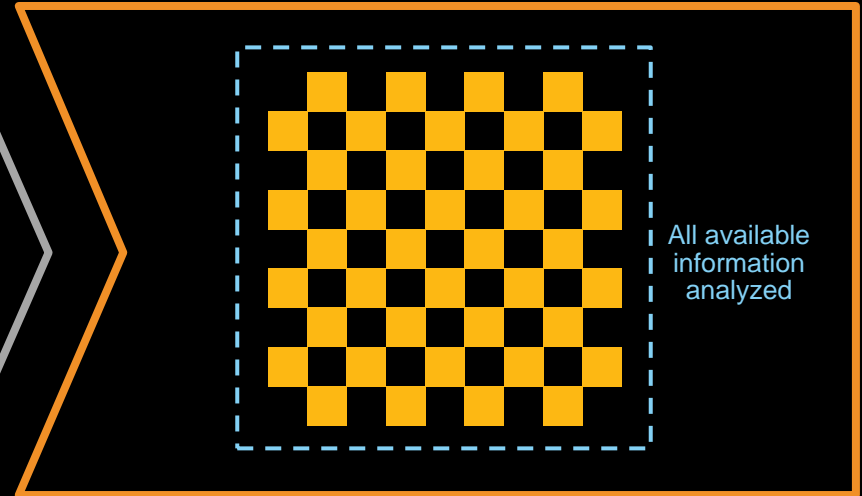
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Paradigm shifts enabled by big data
Leverage more of the data being captured

TRADITIONAL APPROACH

All available
information

Analyzed
information

Analyze small subsets
of Information

BIG DATA APPROACH

All available
information
analyzed

Analyze
all information

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Paradigm shifts enabled by big data
Reduce effort required to leverage data

TRADITIONAL APPROACH

BIG DATA APPROACH

Small amount of carefully organized information

Large amount of messy information
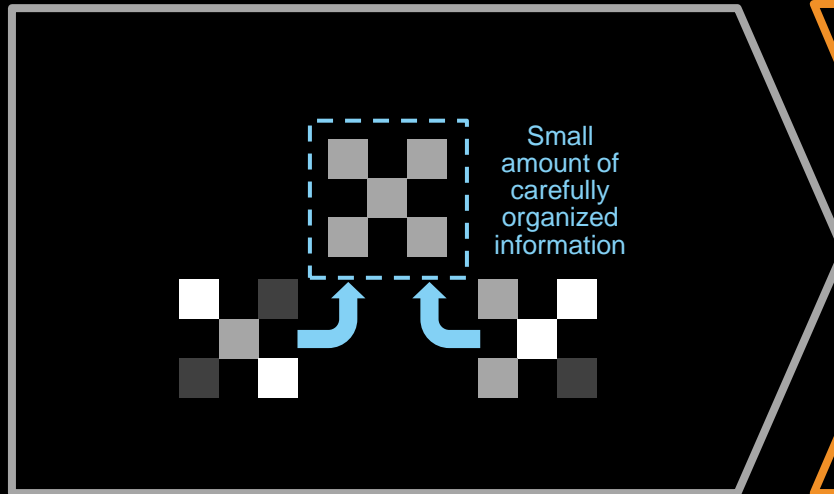
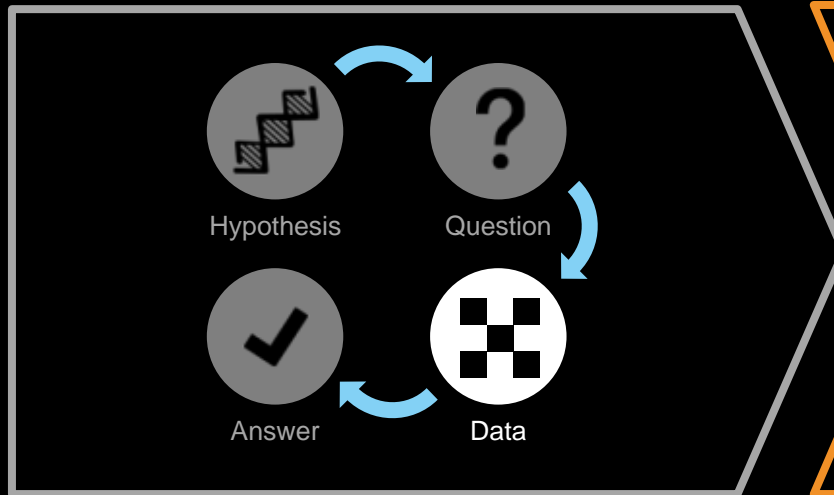Carefully cleanse information *before* any analysis
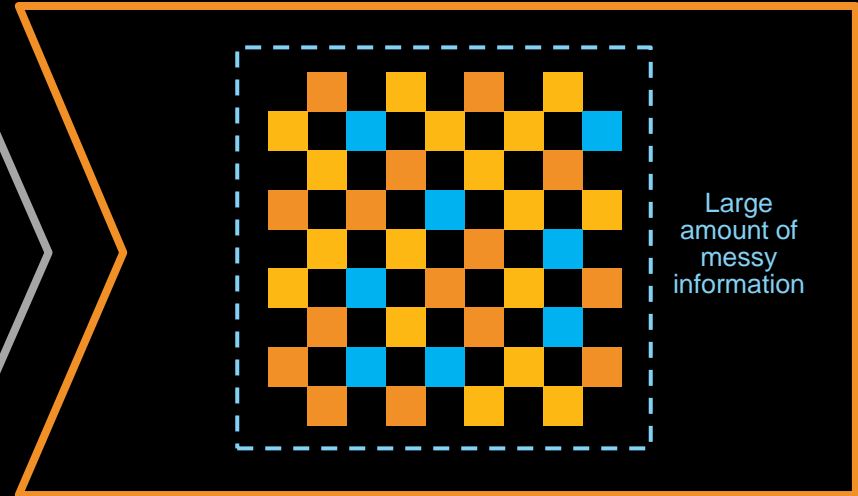
Analyze information as is, cleanse as needed
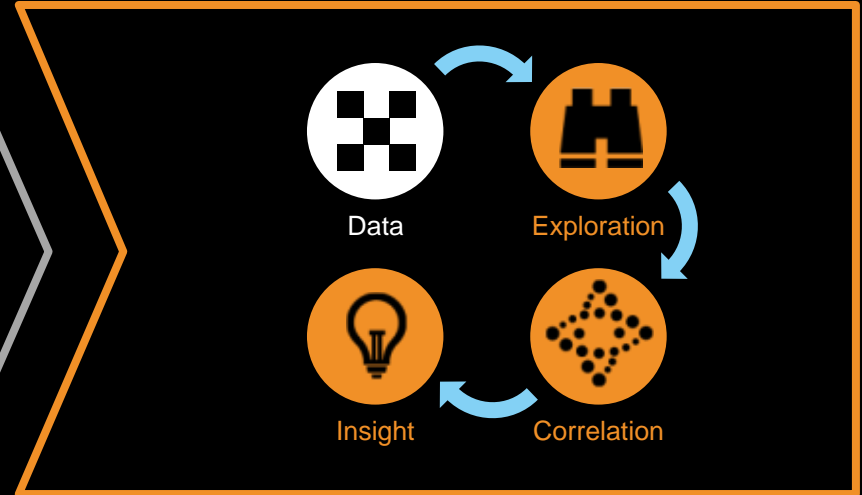
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Paradigm shifts enabled by big data
Data leads the way—and sometimes correlations are good enough

TRADITIONAL APPROACH

Hypothesis → Question → Data → Answer

Start with hypothesis and test against selected data

BIG DATA APPROACH

Data → Exploration → Correlation → Insight

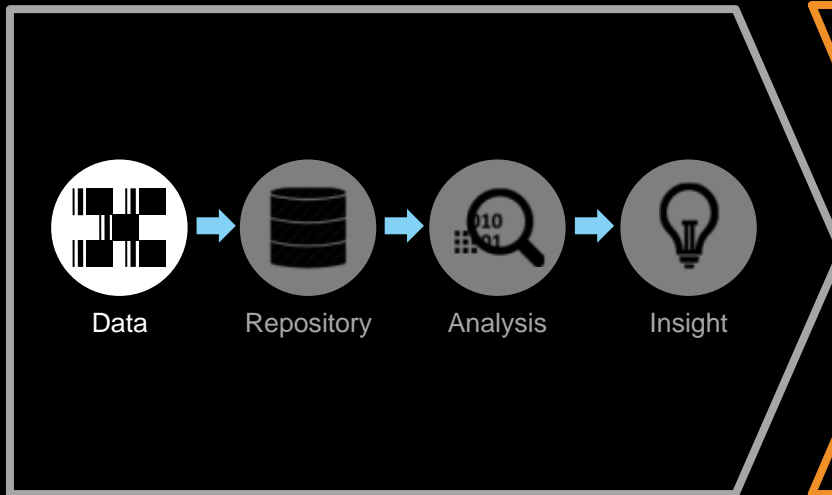Explore *all* data and identify correlations

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Paradigm shifts enabled by big data
Leverage data as it is captured

TRADITIONAL APPROACH

BIG DATA APPROACH

Data → Repository → Analysis → Insight

Data → Analysis → Insight

Analyze data *after* it's been processed and landed in a warehouse or mart
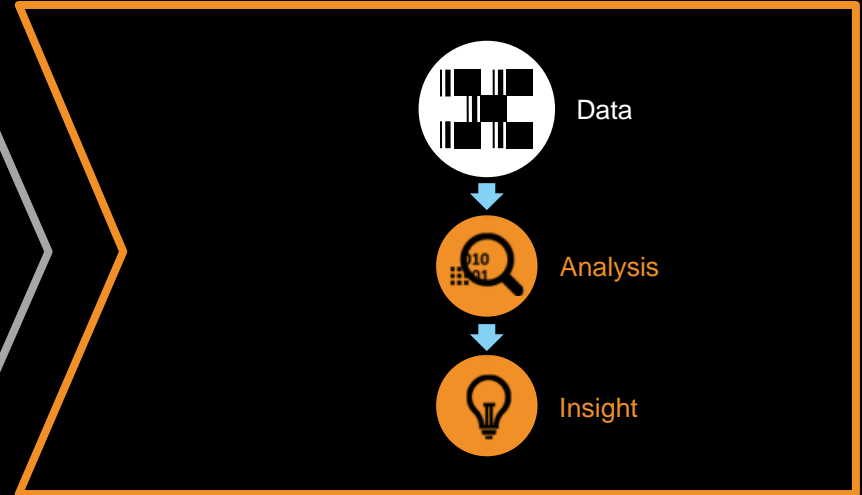
Analyze data *in motion* as it's generated, in real-time

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To outperform
as data-driven marketers

1. **Use analytics to** improve core competitiveness

2. **Make speed a** differentiator

3. **Monetize** the data

4. **Be** more right, more often

5. **Collaborate** across the enterprise

6. **Send the value downstream** where your client's customers are "wading"

Before Capture and consolidate disparate data about consumers across touch points for 1 version of the truth
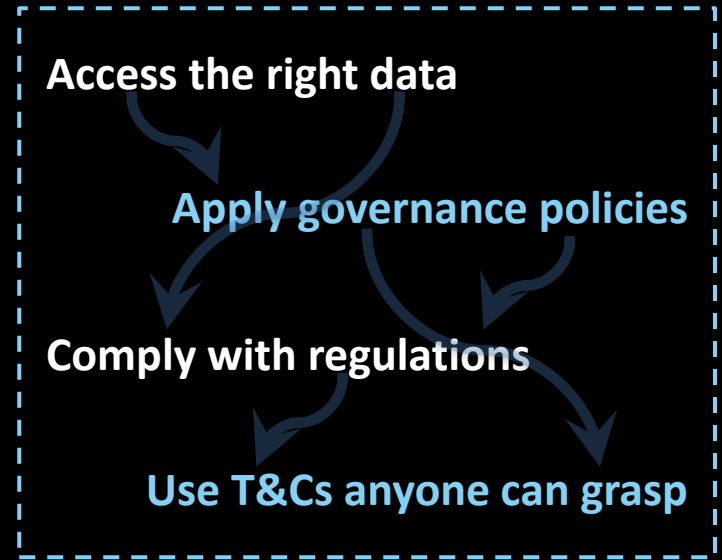
Uncover hidden patterns **During** and associations within consumer data to predict what they are likely to do next

After Review, measure and apply the optimal offer, time and channel that is best for each individual prospect and customer

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Manage Risk
from agency to audience and back

1. **Guard against** poor-decision making

2. **Protect against** security and privacy **risks**

3. **Get the** risk-opportunity equation **right**

4. **Keep your** audience informed **at all times**

Access the right data

Apply governance policies

Comply with regulations

Use T&Cs anyone can grasp

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Create Agility
by applying analytics across the board

1. **Adopt** a new approach **to the onslaught of data**

2. Unify to Utilize **– knocking down silos**

3. **Build a culture that** infuses analytics everywhere

4. **Create** Data Attraction Strategies **with "Binary Miners" that refine** *insights into relevance*

5. Personalize each step. **Consistency** *is* authenticity.

Systems of Record
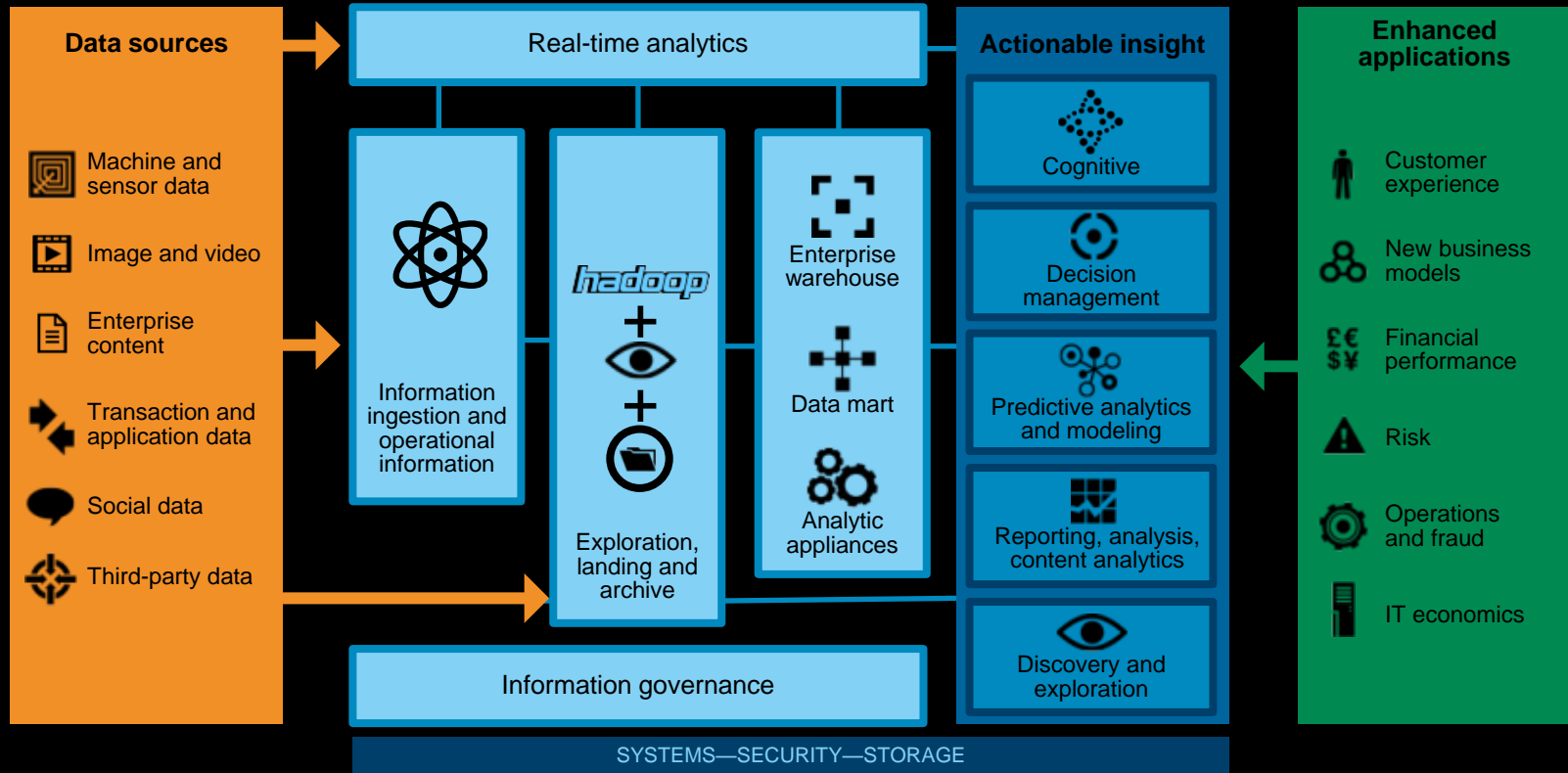**CRM / Transactions / ERP / Products / Content / Documents / Offline / Finance**

meets

Systems of Engagement
Ads / Clickstreams / Social / Mobile / DMP / Experiential / Call Centers / SaaS

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How do leading marketers transform their big data & analytics environment to outperform in their industry?

# Next generation architecture and capabilities

Sending the Value Downstream
Industry Leaders leave the Drowning Laggards behind

1. **Constant Contact –** analyze all available information to determine the right time to send an email campaign for each customer industry

2. **Trident –** predict which products a client's inbound caller would most likely be interested in to reduce customer churn

3. **Datalogix –** offline data is overlaid with online data, demographics and other data types from 3rd parties to add audience value to the client

4. **Catalina Marketing –** making the most of every single transaction at the client's POS
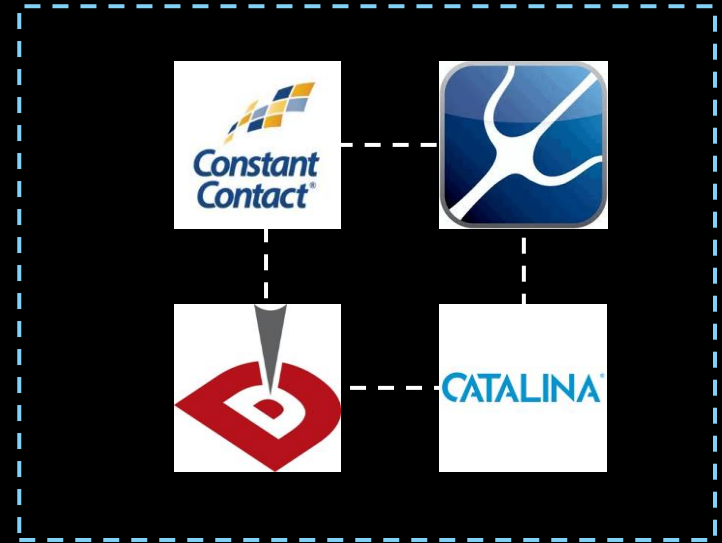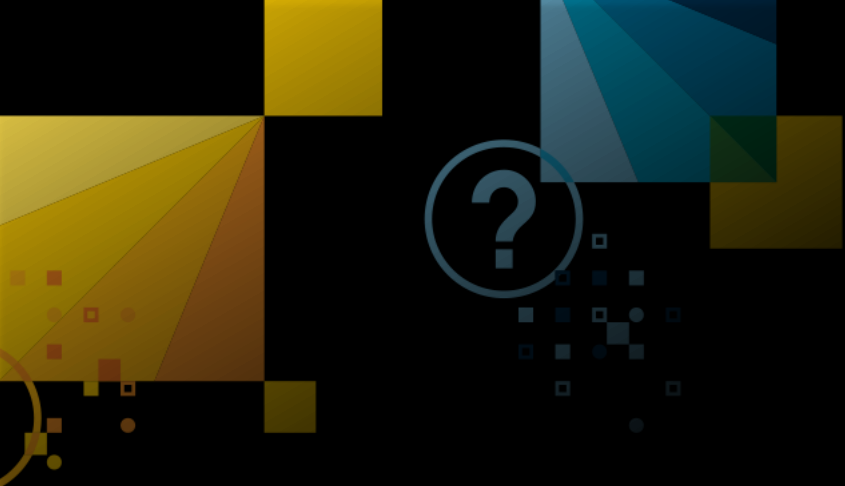
What are the key big data differentiators?

Key differentiators

1	2	3	4	5
More than Hadoop	**Data in Motion**	**Analytics Everywhere**	**Complete Portfolio**	**Domain Expertise**

THINK BIG
Start Small

Imagine it.

Build a culture that infuses analytics everywhere

Realize it.

Invest ahead of scale in a big data & analytics platform

Trust it.

Be proactive about privacy, security and governance

THANK YOU!

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