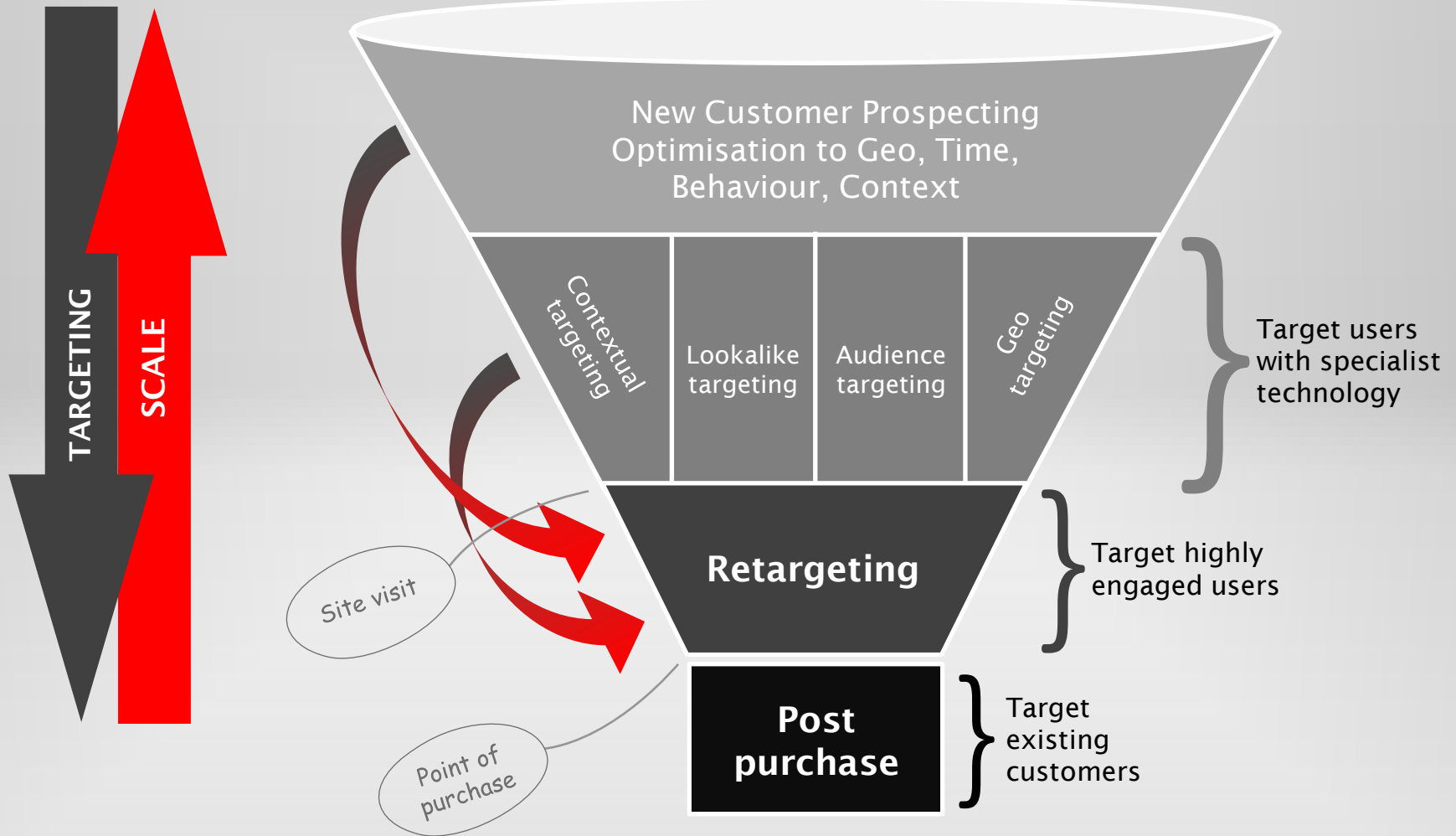


Robert Webster

**2014 – How to do Data Led
Planning correctly in the modern
Digital World.**

Planning Should be Done Across the Funnel



Recent DR Schedule

DR Partner	Revenue	Performance
Portal 1	\$ xxx,xxx	XX CTR/CPE/CP RT
Portal 2	\$ xxx,xxx	XX CTR/CPE/CP RT
Portal	\$ xxx,xxx	XX CTR/CPE/CP RT
Network 1	\$ xxx,xxx	XX CTR/CPE/CP RT
Network 2	\$ xxx,xxx	XX CTR/CPE/CP RT
Network	\$ xxx,xxx	XX CTR/CPE/CP RT
Large Publisher ROP 1	\$ xxx,xxx	XX CTR/CPE/CP RT
Large Publisher ROP 2	\$ xxx,xxx	XX CTR/CPE/CP RT
Large Publisher ROP	\$ xxx,xxx	XX CTR/CPE/CP RT



Recent Brand Schedule – Travel Advertiser

DR Partner	Revenue	Performance
Direct Travel Site 1	\$ xxx,xxx	XX CTR/CPE/CP RT
Direct Travel Site 2	\$ xxx,xxx	XX CTR/CPE/CP RT
Direct Travel Site	\$ xxx,xxx	XX CTR/CPE/CP RT
Large Publisher Travel 1	\$ xxx,xxx	XX CTR/CPE/CP RT
Large Publisher Travel 2	\$ xxx,xxx	XX CTR/CPE/CP RT
Large Publisher Travel	\$ xxx,xxx	XX CTR/CPE/CP RT
Portal Travel 1	\$ xxx,xxx	XX CTR/CPE/CP RT
Portal Travel 2	\$ xxx,xxx	XX CTR/CPE/CP RT
Portal Travel	\$ xxx,xxx	XX CTR/CPE/CP RT

DR Planning Delivery Matrix

DR Partner
Portal 1
Portal 2
Portal
Network 1
Network 2
Network
Large Publisher ROP 1
Large Publisher ROP 2
Large Publisher ROP

Ad exchange Inventory

Large Publishers

Long Tail

Retargeting

Contextual

Pray & Spray

Data Led

Problems with The DR Plan



Too reliant on retargeting over prospecting

Competition for 1st party users drives prices

Commoditised inventory

No Innovation – use of real data

Problems with The Brand Plan



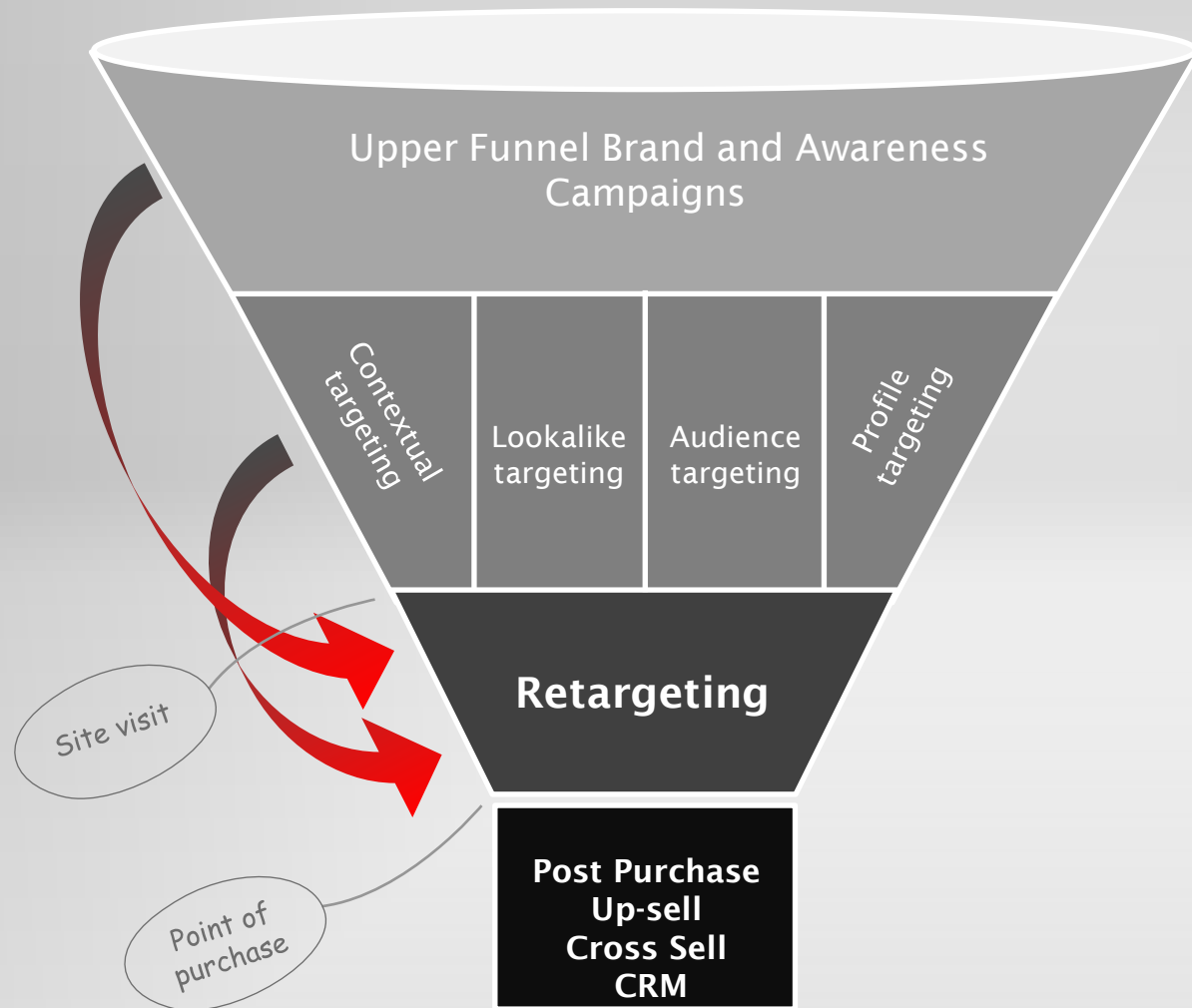
Wastage in Demographic

Incorrect planning and optimisation metrics

Limited and expensive Inventory

Restricts moving to new devices and formats

Planning by the Funnel



Brand Provider	Data	Inventory
Prospecting Provider	Data	Inventory
Retargeting Provider	Data	Inventory
Post Purchase Provider	Data	Inventory

Retargeting Schedule

Retargeting Partner	Data	Inventory
PP Partner	Top Funnel - LP/HP	Google
PP Partner	Top Funnel - LP/HP	Rubicon
PP Partner	Mid Funnel - Product Pages	Google
PP Partner	Mid Funnel - Product Pages	Rubicon
PP Partner	Bottom Funnel / Basket	Google
PP Partner	Bottom Funnel / Basket	Rubicon
PP Partner	Other Pages	Google
Large Publisher	XX Pages	Owned inventory only
Portal	XX Pages	Owned Inventory only

No
Duplication

Recency/Frequency

Data
Depth

Creative

Attribution

Post Purchase Shedule

Post Purchase Partner	Data	Inventory
PP Partner	Produce Set 1	Google
PP Partner	Product Set 1	Rubicon
PP Partner	Product Set 2	Google
PP Partner	Product Set 2	Rubicon
PP Partner	Customer Type 1	Google
PP Partner	Customer Type 2	Rubicon
Portal	Custom Group	Google

Do I target?

Recency/Frequency

Creative

Measurement

Duplication

Prospecting Scheule

Retargeting Partner	Data	Inventory
CrimTan	Travel Segment	Google
CrimTan	Travel Segment	Rubicon
CrimTan	Demographic Group	Google
CrimTan	Demographic Group	Rubicon
CrimTan	Custom Segment	Google
CrimTan	Lookalikes	Google
Trading Desk	KW Data	Google
Large Publisher	Contextual	Owned inventory only
Large Publisher	Contextual	Owned Inventory only

Attribution

Value of Data

Proper Planning

Creative

Test and Learn

Brand Schedule

Retargeting Partner	Data	Inventory
Direct Publisher 1	Viewability, Reach & Format	Owned inventory only
Direct Publisher 2	Viewability, Reach & Format	Owned inventory only
Direct Publisher	Viewability, Reach & Format	Owned inventory only
CrimTan	Demographic, Viewability, Reach & Format	Exchanges (broken out)
Video Network	Viewability, Demo, Reach & Format	Transparent Process
Mobile Network	Viewability, Demo, Reach & Format	Transparent Process

Target Audience

Clear Objectives

Use of Formats

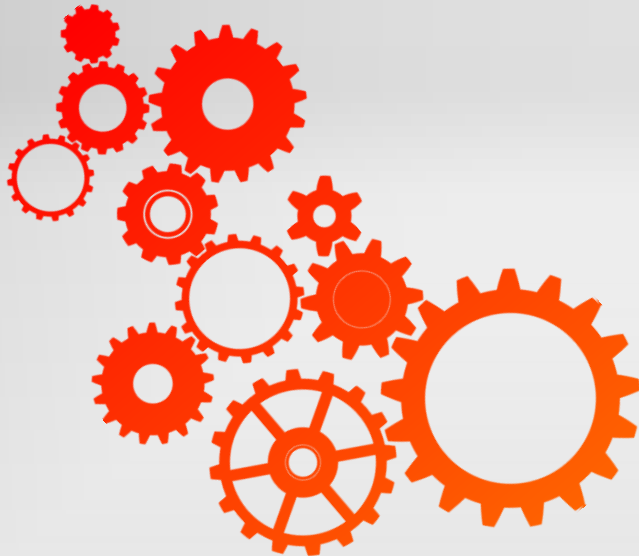
Creative

Innovation & Testing

YOU NEED BOTH

Machines best at fast tactical optimisation decisions

Machines can't make strategic decisions. Leave to human analysts and marketers.



Creating Data Value with a DMP

- Delivery Data
- RTB Data
- Data Partners
- Data Network
- Device Data
- OS and Browser Data
- Macro Data
- Freely available Data



AGGREGATE INTEGRATE
MODEL SEGMENT

RAMP 360

- Audience
- Demographics
- GEO
- Context
- Keyword

Finding Users In Market

Audience and Context



PURCHASE INTENT



DEMOGRAPHIC



comSCORE

GEO LOCATION



digital element

HOME OR WORK USER



BUSINESS TYPE



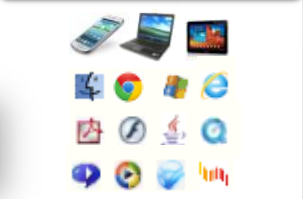
e-location
new possibilities

INVENTORY QUALITY



Integral
Ad Science

USER SETTINGS



3rd PARTY DATA



And extend during campaign to lookalike brand champions - users who visit site, engage, share

Proving Data is Effective

Data Led Planning Insights



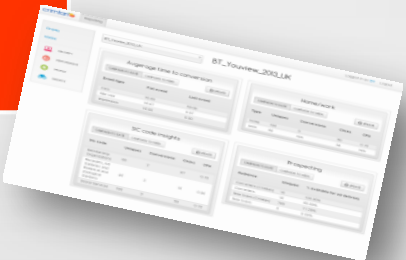
Case Studies



Third Party Audited



Results



Conclusions and Advice

Plan Against The Full Marketing Funnel and ensure the whole piece is covered

Plan different stages of the Funnel Separately, real focus on Prospecting

Leverage Your Own Data for Retargeting and Prospecting

Bring in Specialist Data for Prospecting and Finding your Brand Audience

Understand the Value of the Data you bring in and Maximise its Utility

Try to Plan across different channels. Desktop, Mobile, Tablet and Video being a strong start

Final Slide (Phew!)



Thank you and Questions