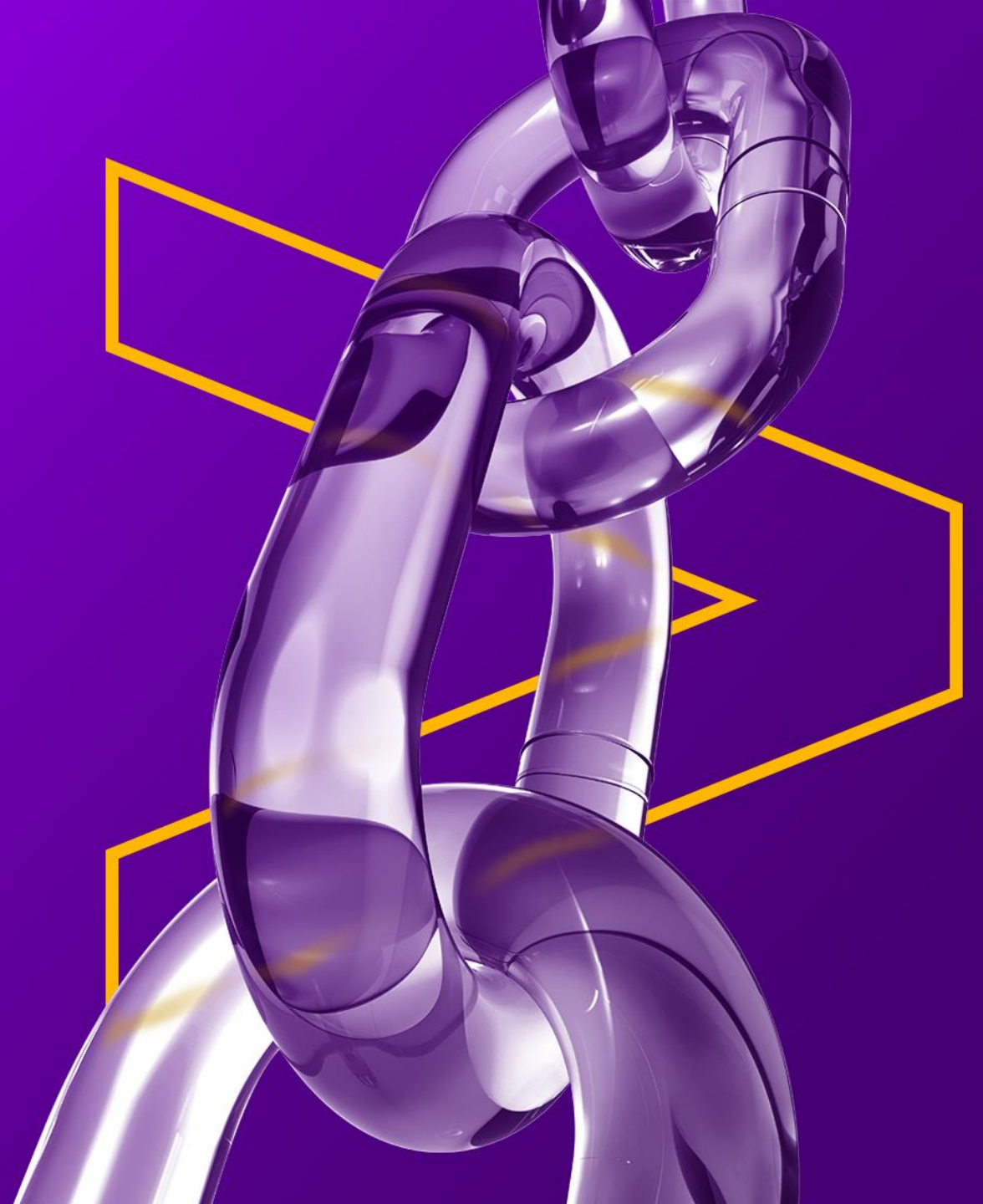# MARKETING ORCHESTRATION

AMIR SHAHEEN JAN MALIK

Accenture Interactive

Tag der Online Webung

WHAT'S HAPPENING IN DIGITAL MARKETING?

Uber Goes on Rare Legal Offensive, Suing Ad Agency for Fraud

By Eric Newcomer

→ Uber is said to seek at least $40 million from ad agency

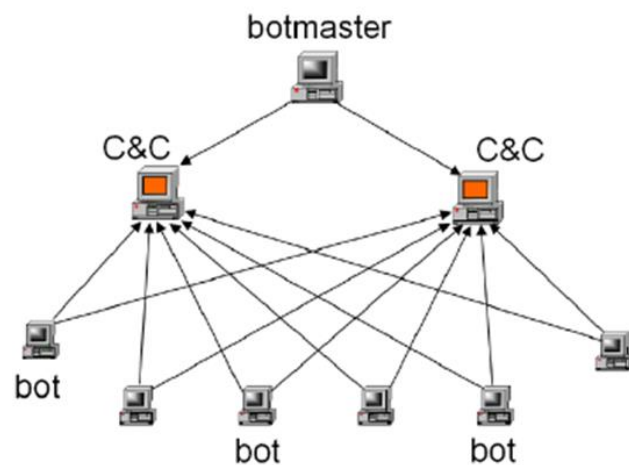→ The ride-hailing company says Fetch sold Uber 'fake' clicks

Unilever's Keith Weed on how cutting agencies will improve its advertising

The FMCG giant says media fragmentation had led to 'fragmentation of time and budgets', but it now wants to focus on more consistent marketing.

P&G Tells Digital to Clean Up, Lays Down New Rules for Agencies and Ad Tech to Get Paid

Businesses could lose $16.4 billion to online advertising fraud in 2017: Report

Preparing for GDPR has completely changed Lloyds' digital marketing strategy

WHAT'S HAPPENING IN DIGITAL MARKETING?

THIS IS CAUSING A MAJOR INDUSTRY SHIFT

THE PROGRAMMATIC MARKETER

Sprint's digital chief on programmatic: 'We are taking full ownership'

Digital News Daily

32% Of Marketers To Bring Programmatic Media Buying In-House

Real-Time DAILY

Netflix Does Programmatic In-House Because They Can

CMO ORGANISATION IS EVOLVING

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                          │   CMO    │
                          └────┬─────┘
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 │Strategy│ │Brand │ │ Planning │ │ Creative │ │ Comms. │ │ Media  │
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CMO ORGANISATION IS EVOLVING

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                              │   CMO    │
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│Strategy│ │Brand│ │Planning│ │Creative│ │Comms.│ │Media│ │Technology│ │Data │
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| Strategy | Brand | Planning | Creative | Comms. | Media | Technology | Data |

| DSP | AI | Cloud |
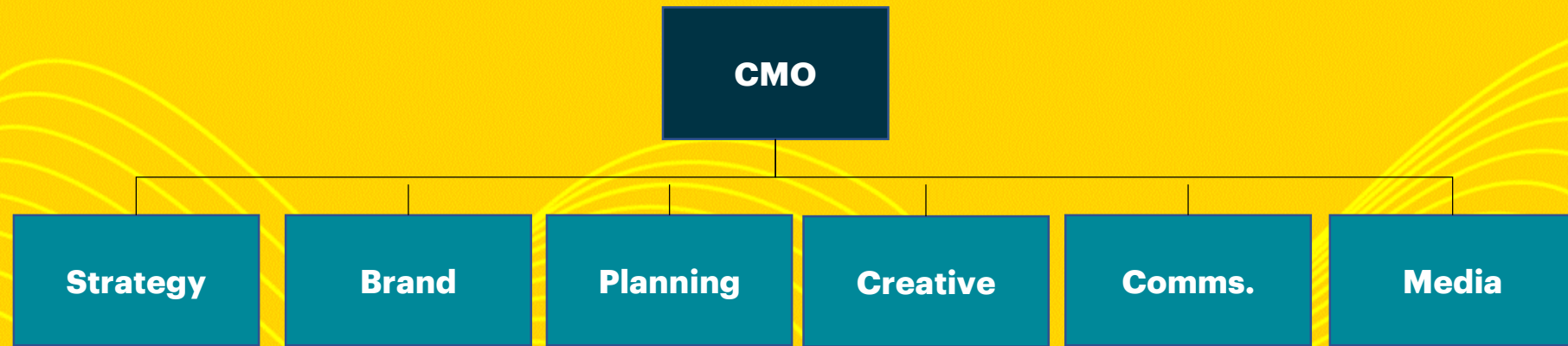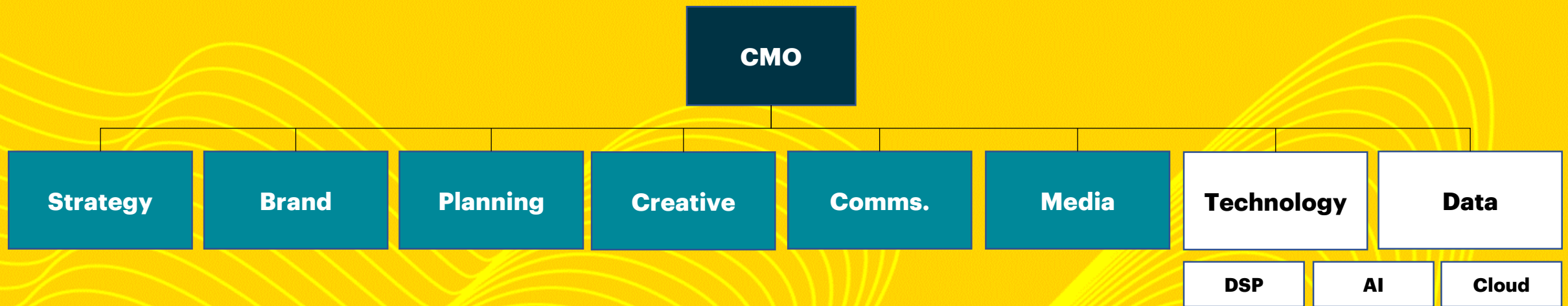
CAMBRIDGE ANALYTICA MODELLING

UNLIKELY TRUMP VOTER
BUT SCARED OF ISIS AND TERRORISM

PRAY ON THE INNER DEMONS AND THOUGHT PROCESSES

IS AMERICA SAFE WITH HILARY??

The Data That Turned the World Upside Down

Chess

particular, multi-layered models
that learn representations of data with
multiple levels of abstraction

Machine Learning

Deep Learning

AI

self-learning algorithms that
learn models from "data"

a system that is
"intelligent" through rules
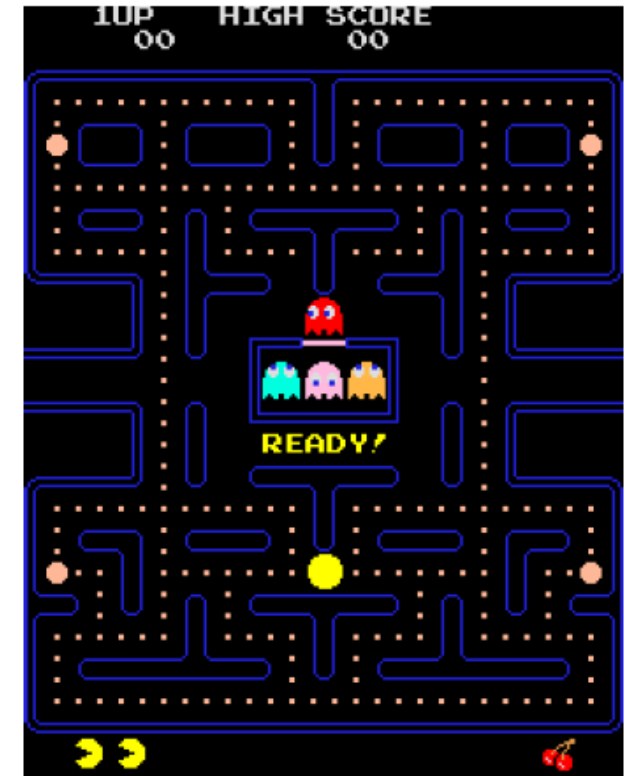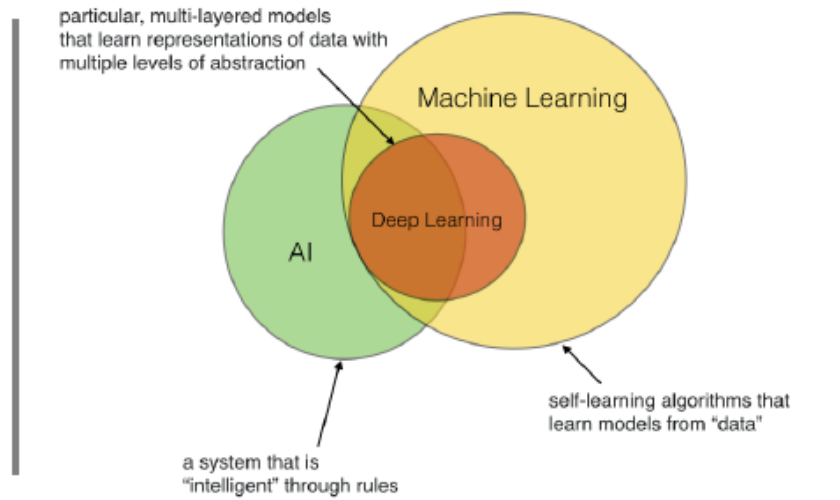
EVOLUTION OF ARTIFICIAL INTELLIGENCE

INTEGRATE ATTRIBUTION WITH ECONOMETRICS FOR CLEARER ROI

CENTRALISED MARKETING DATA WAREHOUSE

OVERVIEW

General overview that shows aggregate data for desired time period (day, week, month, etc): Impressions, Clicks, Revenues, Cost, Conversions, ROI, CPA , …

ATTRIBUTION

Detailed attribution KPIs per Channel & Publisher

- Desplegable Channel – Publisher
- Comparison between AAM and original model

MEDIA PLANNER

Module that allows creation and comparison of investment scenarios

Predicts expected responses from simulated scenarios

CROSS-CHANNEL

Module that allows marketers analyse cross-cannel behaviour from gathered customer journeys

AAM

DEMISTIFYING CONVERSIONS

PAID SEARCH
Search Ads 360
Google Ads Bing

PAID SOCIAL

DISPLAY AND VIDEO
Display & Video 360
AppNexus amazon advertising

ACQUISITIONS

11,000 Acquisitions

8,000 Acquisitions

85,000 Acquisitions
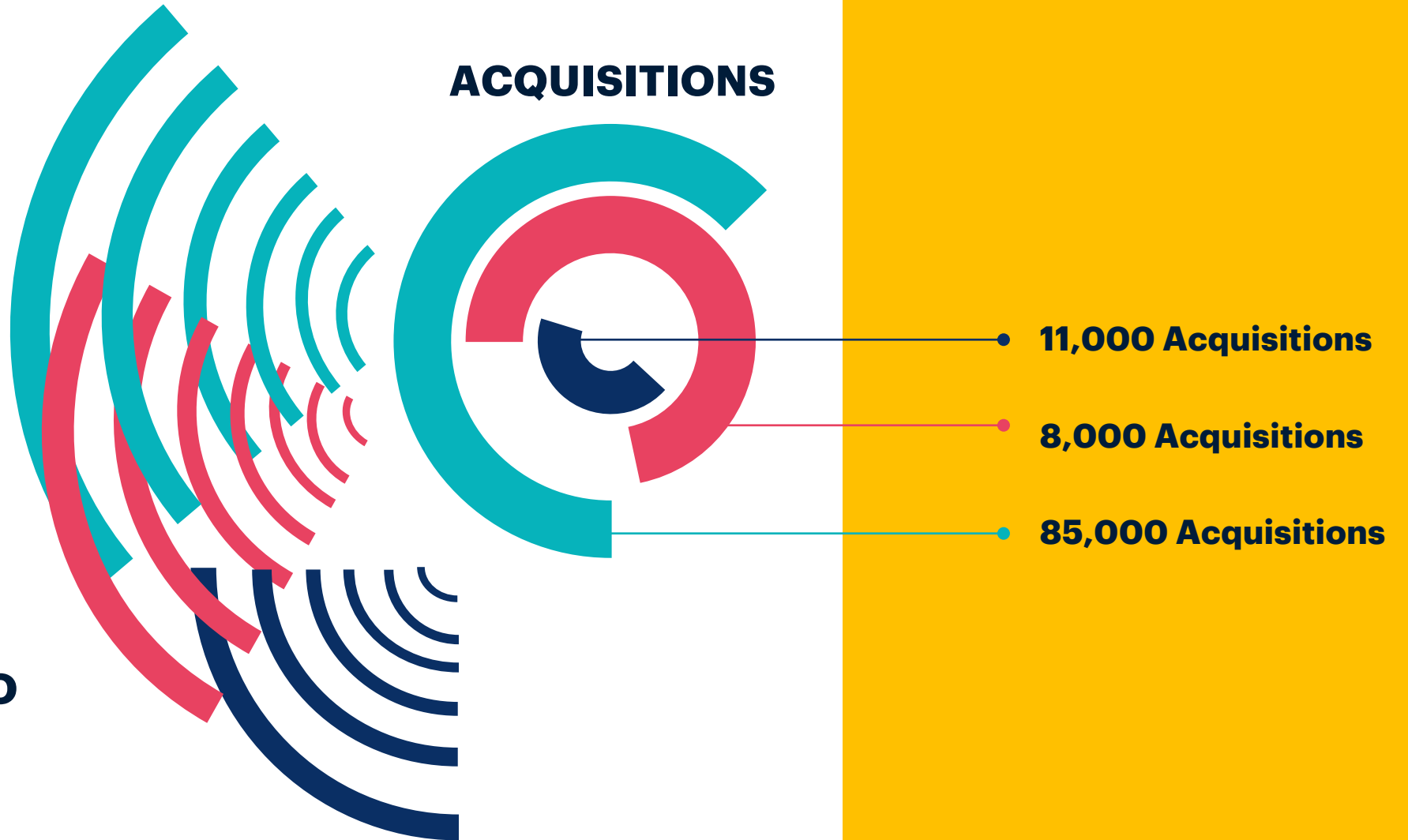
TRUNCATION OF STRATEGIES

Aggregators
Affiliate
Paid Social
Actuals:
150,000
Acquisitions
Paid Search
Display

*60% discrepancy

Digital
Organic
SEO
Direct mail
Email
Aggregators
Affiliates
M-Prompts
Actuals:
90,000
Acquisitions
E-Prompts
Display
Instore
Paid Social
Organic search
Paid Search
In-app referral
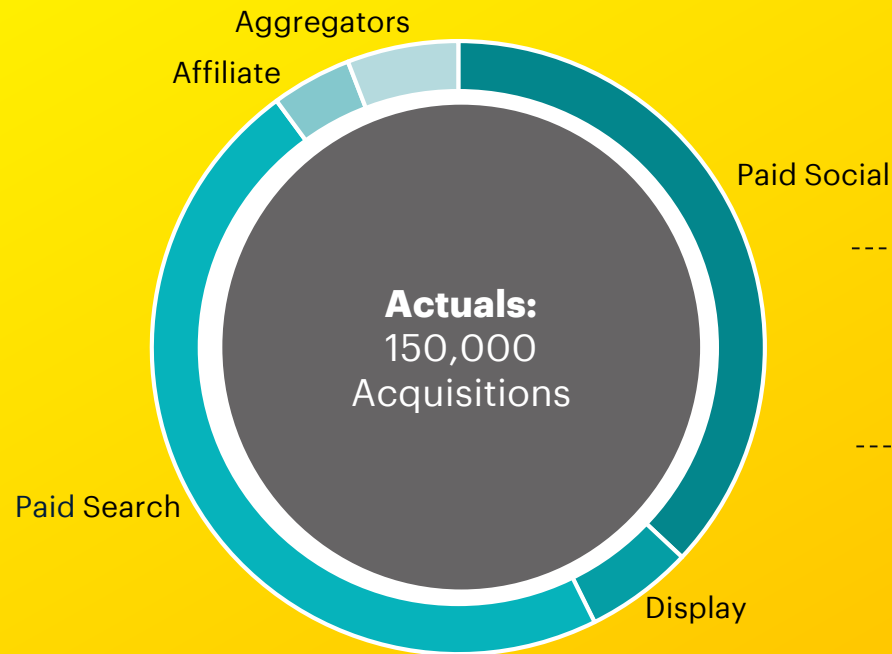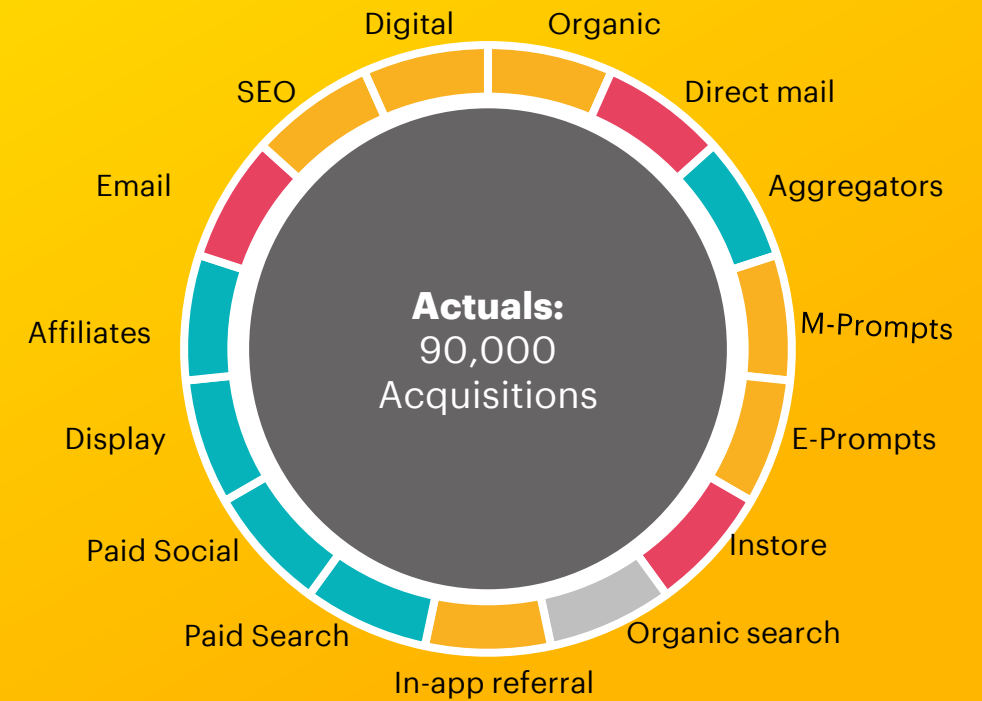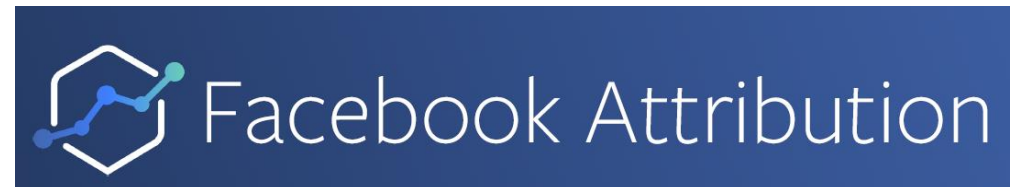
DISCONNECTED THINKING DOESN'T WORK IN A CONNECTED WORLD

Performance Marketing

Brand Marketing
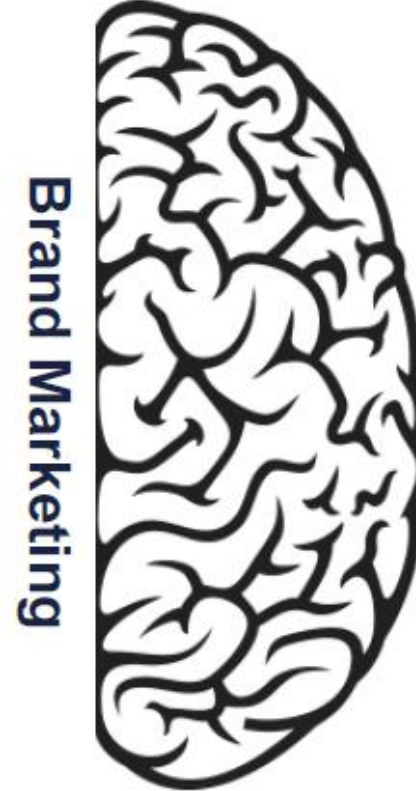
AUTOMATED CONTENT RECOGNITION
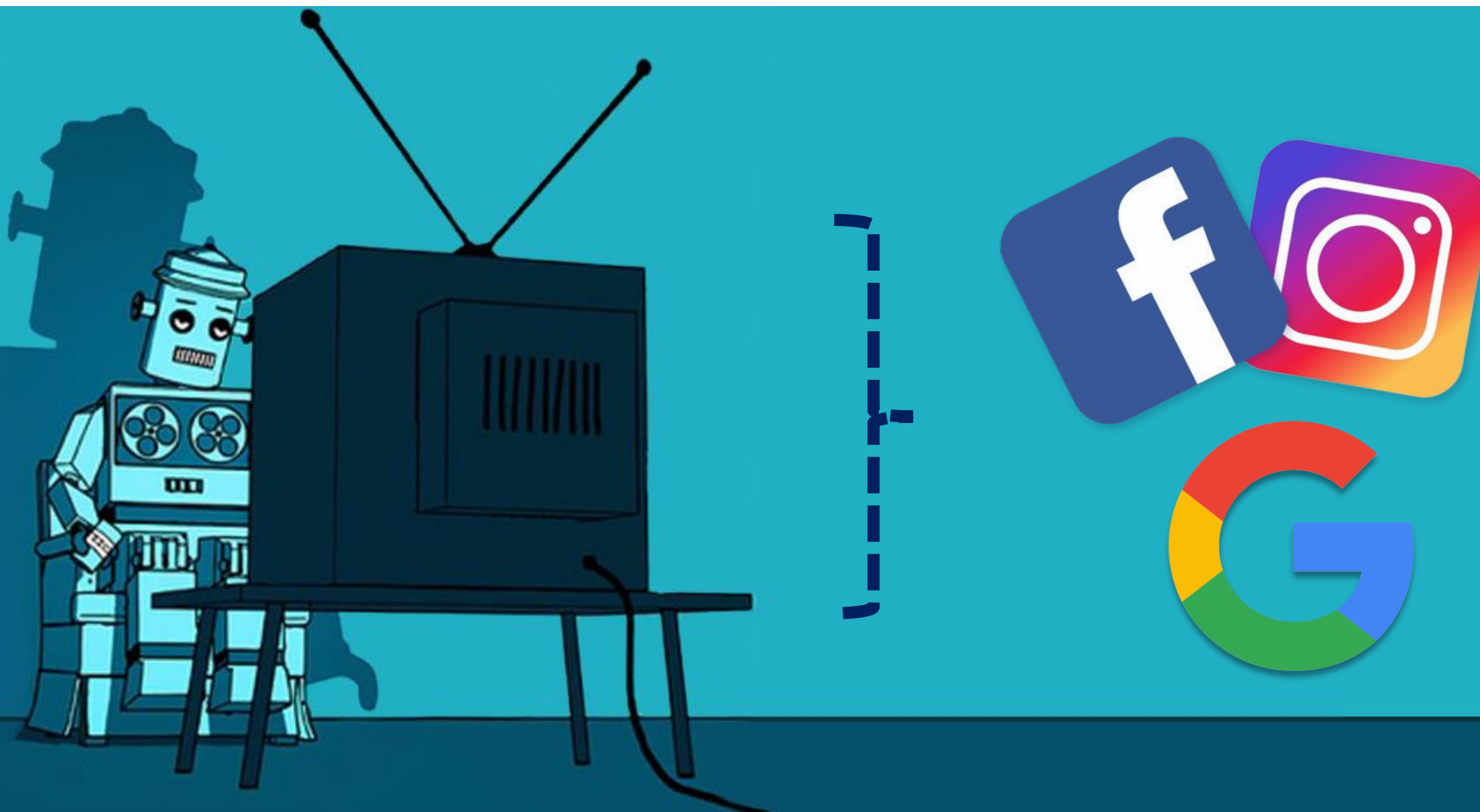
DEEP FAKE

Real Deepfake

THE EMERGING ECOSYSTEM

Cloud

CDR

Interest

IP WiFi

Blockchain

Activity

Device ID

Payment
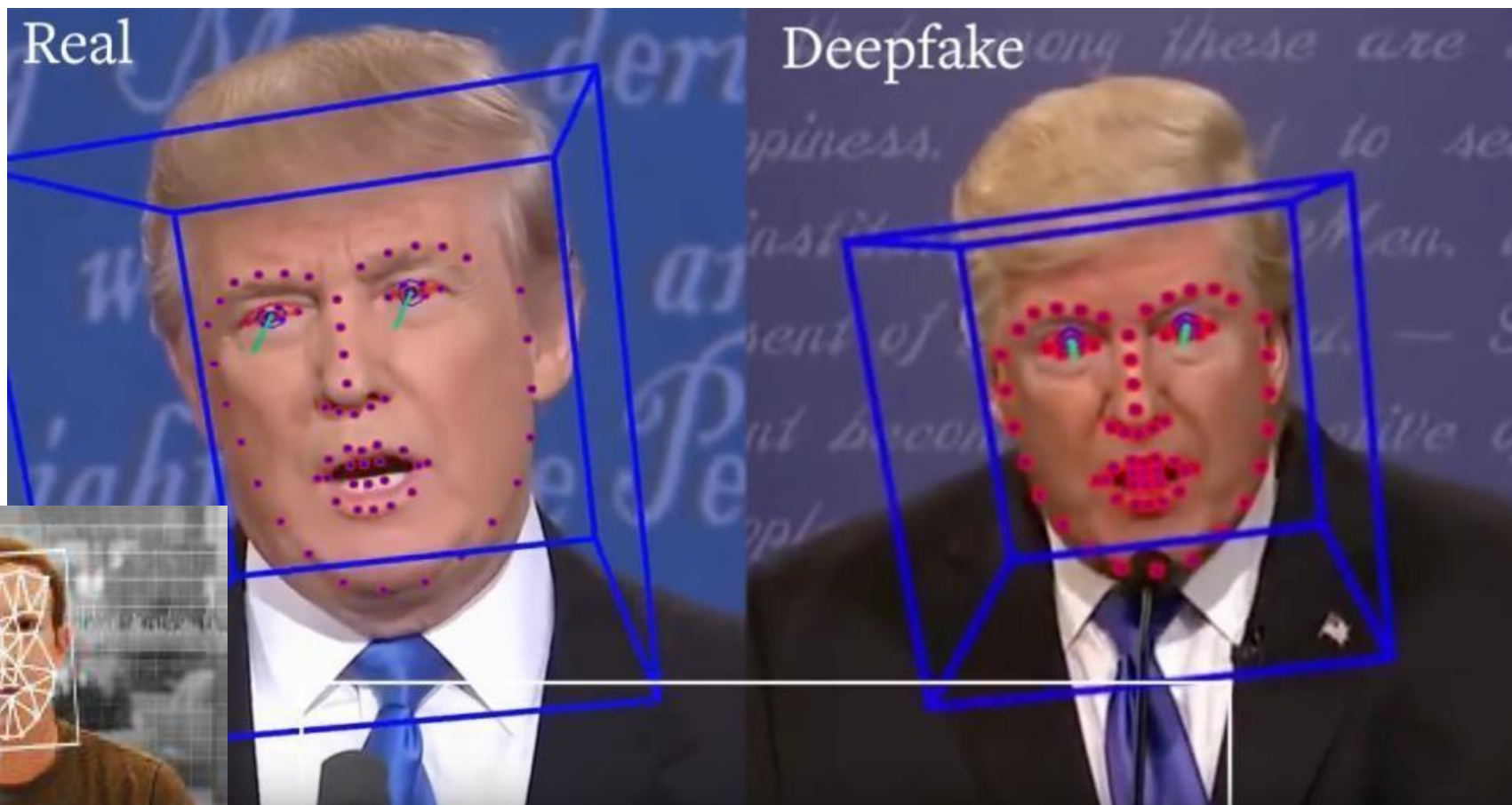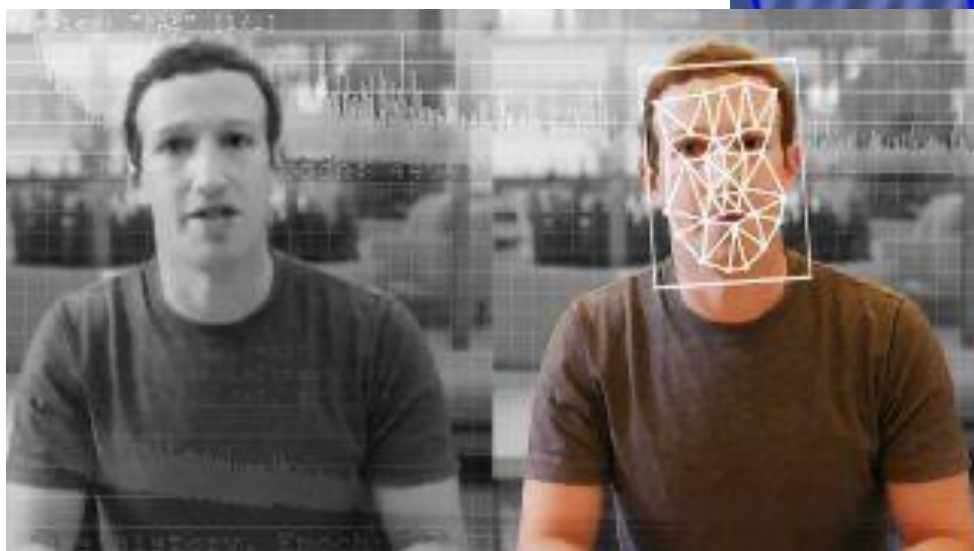
SINGLE VIEW OF YOUR CUSTOMER
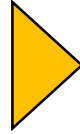

LEONARDO DA VINCI
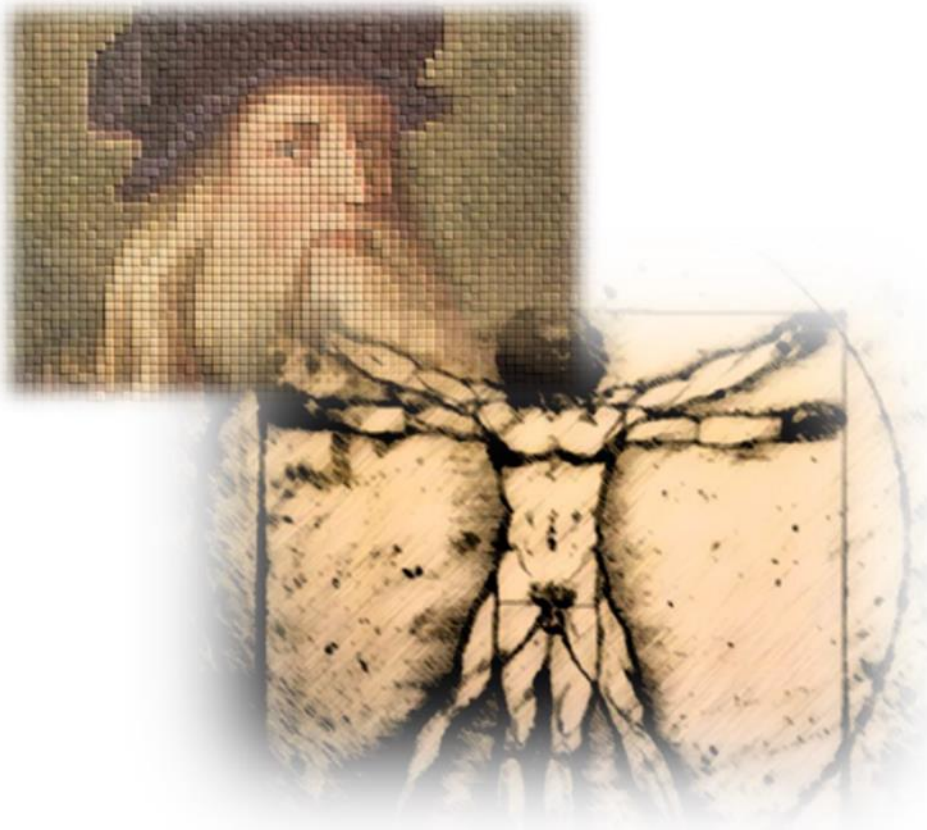
DIGITAL VITRUVIAN MAN

Accenture Interactive

DIGITAL PLATFORM PLAYERS EXCEL AT DRIVING VALUE OUT THEIR BUSINESSES

NETFLIX

Analyse 33 million+ versions of their product ▶ **2x hit rate for returning series**

amazon

Analytics driven pricing changes made every 10 mins ▶ **25% profitability increase**

Google

Used machine learning to optimise their data centres ▶ **15% improved efficiency**

facebook

Over 90 data points used to target customer level adverts ▶ **60% YoY increase in Ad Revenue**

- New players have created effective and sustainable business models built on cloud infrastructure, artificial intelligence and digital platforms.

- The explosion of data driven by the impact of the Internet has led to brands being able to understand their existing & potential customers more deeply than previously imaginable.

- Combined with the right technology architecture, brands can use this data asset to influence product, strategy & marketing communications & drive growth.

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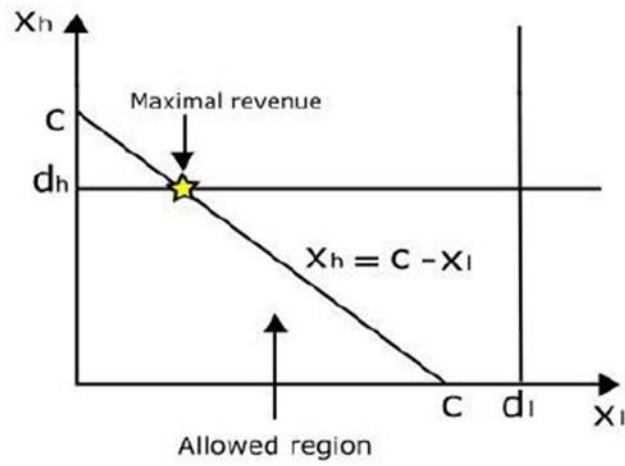
LINEAR PROGRAMMING MAXIMISE REVENUE

GEORGE DANTZIG:
MANY INDUSTRIES
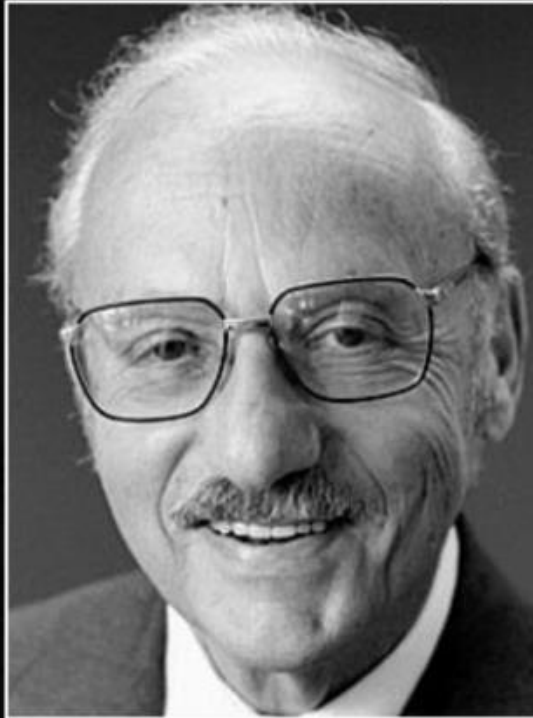
True optimization is the revolutionary contribution of modern research to decision processes.

— George Dantzig —

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ESTABLISHED PLAYERS MUST PIVOT TO ADOPT A PLATFORM-BASED APPROACH

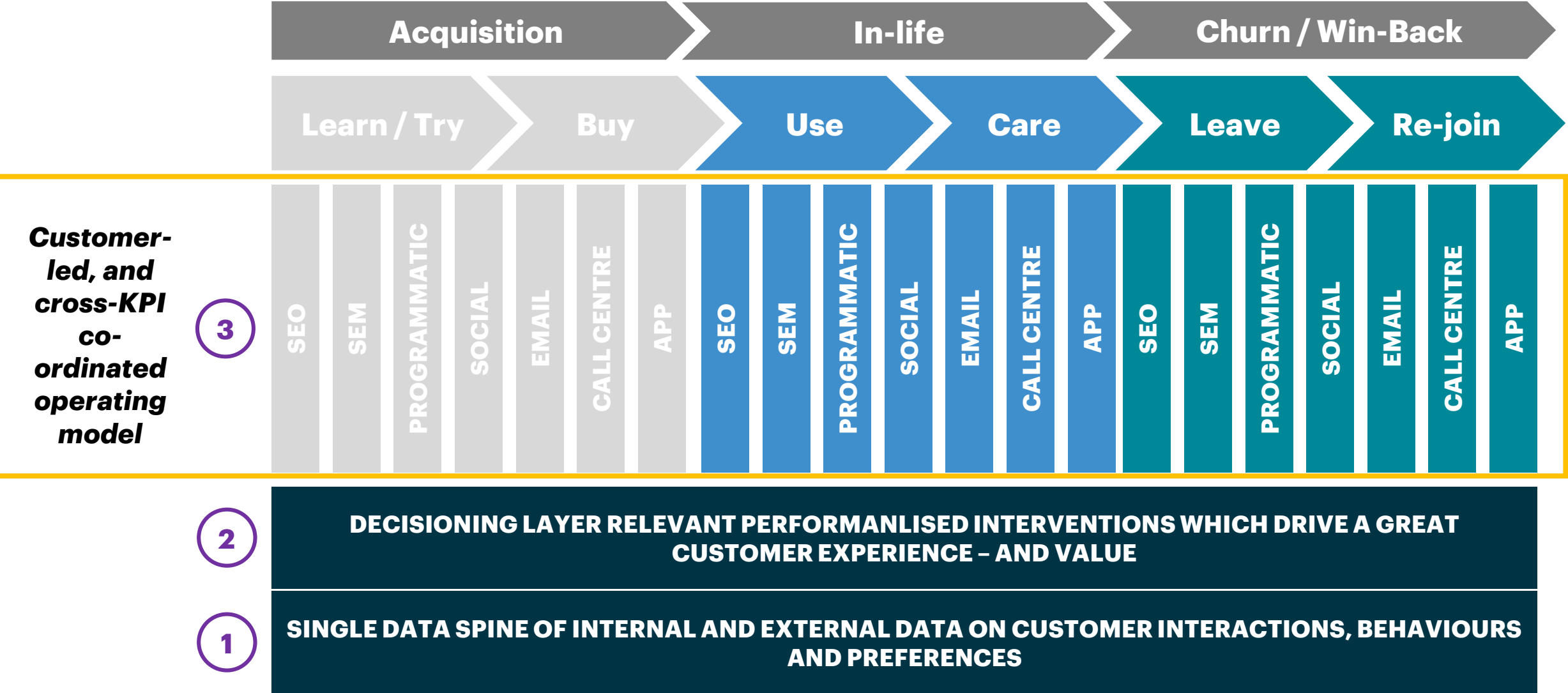| Acquisition		In-life		Churn / Win-Back	
Learn / Try	**Buy**	**Use**	**Care**	**Leave**	**Re-join**

Customer-led, and cross-KPI co-ordinated operating model

(3)

SEO	SEM	PROGRAMMATIC	SOCIAL	EMAIL	CALL CENTRE	APP	SEO	SEM	PROGRAMMATIC	SOCIAL	EMAIL	CALL CENTRE	APP	SEO	SEM	PROGRAMMATIC	SOCIAL	EMAIL	CALL CENTRE	APP

(2) DECISIONING LAYER RELEVANT PERFORMANLISED INTERVENTIONS WHICH DRIVE A GREAT CUSTOMER EXPERIENCE – AND VALUE

(1) SINGLE DATA SPINE OF INTERNAL AND EXTERNAL DATA ON CUSTOMER INTERACTIONS, BEHAVIOURS AND PREFERENCES

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CUTTING THROUGH THIS COMPLEXITY REQUIRES A TWIN TRACK APPROACH

1

2

Monolithic, cross-enterprise no-regret investment (often in data gathering / manipulation)

Agile, hypothesis driven PODs test treatments close or at the point where business decisions are made

Invest in enterprise-wide data infrastructure

⟷ **Identify which use cases should be targeted first**

⟷ **Deploy Cross-Functional PODs –to prove / disprove hypotheses**

⟷ **Scale successful treatments**

Many of our clients get stuck here – waiting for the "platform" to be deployed, and populated with data from legacy systems