



Data Driven Marketing: A Reality Check

September 24, 2020

1:00-1:45pm ET

Discussion Agenda

- Opening remarks
- Industry inflection point
- Areas ripe for disruption
- Important themes
- Framework for evaluating partners
- Q&A



Curt Blattner
Vice President –
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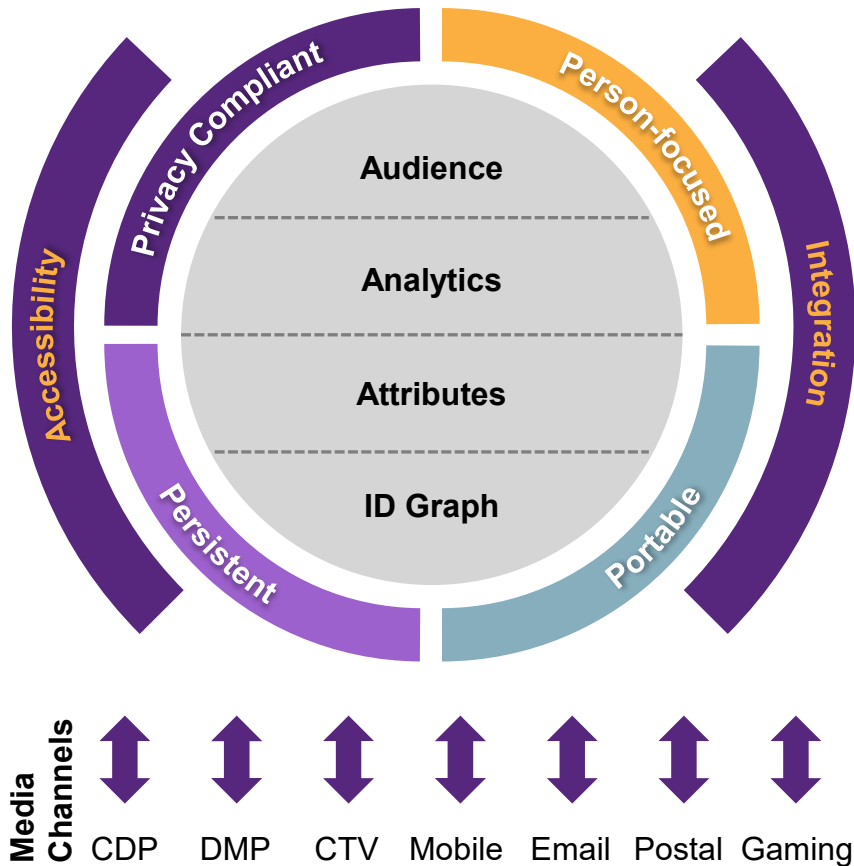


Andy Johnson
Chief Data
Officer
Adstra

INTRO

- Thank you for attending, and thanks to those that also attended last weeks kickoff session – A Cookie-Less future – that Dennis and Manish presented.
- For those that missed, you can download our white paper from our website- adstradata.com
- This week's topic is Data Driven Marketing: A Reality Check. There have been massive changes in the industry over the last couple years, and we already know of more big changes on the way.
- Today we'd like to talk through these changes, what areas of data driven marketing are ripe for disruption, some of the important themes you should focus on, and a framework for evaluating different types of providers that support your effort.
- With that, I'd like to introduce industry veteran Andy Johnson
- He'll tell you a bit about his background and for those that weren't able to see last week's webinar, a brief introduction to Adstra. Andy....

Adstra: The 1st Data Bureau



As a Data Bureau, Adstra **ORCHESTRATES** Data solutions across Media and Technologies

- Persistency and validation at a person level
- Transforms one form of identity into any other
- Portable, secure and modular
- Enable data and identity activation in partner or clients' own technology

ANDY COMMENTARY

- **Consumer privacy** is another.
 - The days of opt-in by default may be behind us.
 - Expect continuing legislation to be consumer-protection focused.
 - Many platforms and vendors are focused now on ensuring their platforms are **Consumer Consent** compliant.
- **Identity Resolution** is also paramount to any data-driven conversation.
 - So important for effective/efficient targeting, customer communication, as well as measurement.
 - With cookies and MAIDs going away, it won't get easier

ANDY COMMENTARY

- **Identity Resolution** is also paramount to any data-driven conversation.
 - So important for effective/efficient **targeting, customer communication**, as well as **measurement**.
 - With **cookies and MAIDs going away**, it **wont' get easier**

ANDY COMMENTARY

- Another one that comes to mind is the **Value** of data to marketers.
 - **One size/rate card pricing just doesn't work** anymore. Etc.
 - Marketers need data, but each application can be unique, the value it provides, and touch points where it comes into play.
 - Simply put, the **cost needs to match the value** provided.
 - Also, we believe Advertisers **shouldn't continually pay for same data** across different applications or channels.

QUESTION?

- Thanks Andy. So, given this inflection point, and these areas where change is needed, what do you think are some of the major themes that marketers should be focused on going forward?

ANDY - REPLY

- Well let's start with **Security** and **Consumer Privacy**. I think one **theme** I see is more work being done behind client firewalls.
 - CRM/PII matching
 - Identity resolution
 - 3p data integration
 - 2p data sharing

ANDY - REPLY

- Another, perhaps accelerated by COVID19, is a focus more on **Modular solutions**, or phased solutions, where you can prove ROI.
 - This climate has marketers being **risk averse**
 - **Budgets may be constrained** for an extended period
 - Companies need **to do more with less**
 - And they need **pricing that matches the value** of the solution that is provided

ANDY COMMENTARY

- **Portability** is probably a big third theme I'd focus on.
 - Marketers have **many partners and providers**
 - You need things like your **data and identity resolution** capabilities to be **inserted into many different systems, processes, & customer touch points**
 - Need to do this while keeping **data secure**, and **respecting consumer privacy**- so its **not easy**

Provider types have different strengths

Data & Identity Provider: Summary of Strengths

CDP	Onboarder	Identity Resolution
Organizing and maintaining persistent individual records across marketing tech to support consistent treatments	Transitioning Offline client audiences and data into Online media	Recognizing and consolidating individual records by media channel
DMP	Data Broker	Data Bureau
Actioning media spend against targeted audiences across digital channels	Compiling Offline data at scale and matching to known customers	Orchestrating persistent individual 1 st & 2 nd party data from known and unknown realms across media

Line up your providers to needs

Data & Identity Provider Summary

	CDP	Onboarder	Identity Resolution	DMP	Data Broker	Data Bureau
Technology Flexibility						
Data Management						
Identity Management						
Campaign Management						
Analytics Enablement						
Preference/ Privacy Mgmt						

Weak Strong



**Thanks
for your Time**

Questions

**You can always reach us later @
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