Introducing The Platform Marketer

John Lee
Addressability at scale (AAS) is the application of data and analytics to drive to highly efficient individual level targeting and personalization at massive scale.

Enterprises able to exploit AAS create sustainable competitive advantage that can lead to market leading financial performance.
Competitive advantage through AAS

2009 vs. 2013

- Available Addressable Impressions: +400%
- Addressable Media Spend: +300%
- Cost Per Lead: -30-40%
- Targetable Re-Marketing Pool: +500%
- % Personalized Interactions: +300%
- Cost-Per-Conversion: -40%
- Average LTV per Customer: +60%
Enterprise segmentation, which includes value and lifecycle dimensions, forms the foundation of CCF. What data, systems, tools and technologies will be necessary? How do we organize and what capabilities and business processes will be necessary?

Experience Delivery
- Media Planning
- Channel Planning
- Targeting & Personalization

This creates a complete optimized customer experience that drives increased LTV, efficiencies and shareholder value.

Financial Management
- Measurement & Attribution
- Budget Allocation

Customer Strategy
- Segmentation
- Value Planning

Measurement and attribution at the segment level then drives macro-level media and channel budgeting allocation.

Infrastructure

Organization

Connected CRM lead to competitive advantage during the first addressability at scale AAS 1.0 opportunity and will lead to competitive advantage in AAS 2.0.

AAS 1.0
- 1995
- DIRECTV
- GEICO
- Capital One

AAS 2.0
- 2005
- 2013

???
AAS 2.0 in action – addressable display and search remarketing

1-800 Flowers Customer Database

Develop high value customer segments:
- “Upcoming Anniversaries”
- “Win backs”
- “Frequent Purchasers”

Create “Direct Match” models based upon these customer segments

When a “matched” customer views a Display Ad, the Remarketing Tag fires; segmenting the customer into the appropriate Remarketing List

For example this could be, “High Value Customer with an upcoming anniversary”
Based upon 1-800 Flowers data, we know the customers: transaction history, order preferences, location, and key dates (ex: anniversary).

Bids and Messaging can then be highly tailored creating unique Search experiences in addition to expanding potential keyword portfolios.

The high value Customer Continues Searching for Anniversary related queries.

AAS 2.0 in action – addressable display and search remarketing.
Introducing The Platform Marketer™

The Platform Marketer™ embodies the collective competencies needed to successfully exploit addressability at scale

- Marketing technologist
- Audience platform expert
- Programmatic media buyer
- Addressability and identity management expert
- Consumer experience designer
- Consumer privacy & preference advocate
- Decision science P.H.D.
- Measurement and attribution expert
- Multi-channel program strategist
- Segment portfolio manager
- Chief Customer Economist
There are 9 core competencies of the Platform Marketer:

- **Identity Management**
- **Audience Management**
- **Customer Privacy & Compliance**
- **Platforms Utilization**
- **Media Optimization**
- **Channel Optimization**
- **Measurement & Attribution**
- **Marketing Technology Stack**
- **Organization**
## Platform Marketing Competencies - Data

<table>
<thead>
<tr>
<th>Identity Management</th>
<th>The development and ongoing management of the unique consumer identity across media and channels to enable targeting and personalization</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Maximizes collection of consumer addressability data through development of compelling experiences that incent consumers to provide IDs as well as effectively utilizes 3rd party data enhancement</td>
</tr>
<tr>
<td></td>
<td>Entails the matching of disparate consumer records across data sources into a single, persistent key</td>
</tr>
<tr>
<td></td>
<td>Aggregates all anonymous digital and known interactions at the individual level into a singular “event stream” for measurement and analytics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience Management</th>
<th>The aggregation of consumer data from multiple sources for the purpose of creating and analyzing consumer segments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entails on-boarding and merging of PII with anonymous data sources and the development of cookie or ID based segments</td>
</tr>
<tr>
<td></td>
<td>These segments can be used for analytic insight purposes and can also be directly syndicated into audience platforms in real-time</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consumer Privacy &amp; Compliance</th>
<th>The ongoing monitoring of consumer privacy regulation and standards to form enterprise level standards</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Implementation of consumer data management standards across all Platform Marketing functions and systems</td>
</tr>
<tr>
<td></td>
<td>Risk management audits and ongoing communication</td>
</tr>
</tbody>
</table>
The Platform Marketer is on top of the constantly evolving definition of “identity” in the digital world and can build the “identity map”
The Platform Marketer goes beyond aggregating the identities, he/she develops the consumer “event stream” that is foundational to AAS

User Event Table

<table>
<thead>
<tr>
<th>User ID</th>
<th>Date Time</th>
<th>Event ID</th>
<th>Event Desc</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234</td>
<td>2/1/2012</td>
<td>DM437</td>
<td>DM Delivered</td>
</tr>
<tr>
<td>1234</td>
<td>2/2/2012 3:05 pm</td>
<td>DI9076</td>
<td>Display Impression</td>
</tr>
<tr>
<td>1234</td>
<td>2/2/2012 3:06 pm</td>
<td>CC068</td>
<td>Inbound Call Center</td>
</tr>
<tr>
<td>1234</td>
<td>2/2/2012 5:05 pm</td>
<td>EM087</td>
<td>Sent Email</td>
</tr>
<tr>
<td>1234</td>
<td>2/2/2012 9:30 pm</td>
<td>EM088</td>
<td>Opened Email</td>
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<tr>
<td>1234</td>
<td>2/2/2012 9:30 pm</td>
<td>EM089</td>
<td>Clicked Email</td>
</tr>
<tr>
<td>1234</td>
<td>2/6/2012 9:00 pm</td>
<td>PS674</td>
<td>Clicks Paid Search</td>
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<tr>
<td>1234</td>
<td>2/6/2012 9:15 pm</td>
<td>Q8740</td>
<td>Completes Quote</td>
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</table>

Event Meta Data

<table>
<thead>
<tr>
<th>Event ID</th>
<th>Creative</th>
<th>Offer</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>EM088</td>
<td>A2346 Insurance you can count on</td>
<td>OI92365 $14/Mth for $25K Coverage</td>
<td>P978 Term Life</td>
</tr>
</tbody>
</table>
The Platform Marketer recognizes the inherent challenges in mastering identity management in AAS 2.0

| Messy cookies                                                                 | • Short shelf life for third party cookies  
|                                                                              | • Multiple cookies for each device and devices per user  
|                                                                              | • Consumers share devices and cookies  
| Constantly evolving platforms and IDs                                       | • Social media platforms are evolving rapidly creating new identity currencies  
|                                                                              | • Currencies are siloed by nature  
| Third party cookies are dying                                               | • New tracking mechanisms are emerging but still very nascent (probabilistic, device IDs)  
|                                                                              | • Likely a lot of change coming in this landscape  
| Matching reference bases are evolving                                       | • Often multiple vendors necessary to connect offline and offline data at scale  
|                                                                              | • Different vendors for different IDs  
| Multiple levels of IDs and identification confidence                        | • Most often not 100% sure if user is unique. B2B and B2C.  
|                                                                              | • Flexibility to handle operational and marketing use cases based on identity confidence scores  
| And, needs to be real time                                                  | • Push or pull profile data based on offline or offline customer currencies  

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Live Client Example of Identity Management

Eric ‘Former’ Account # 011100010101

2008
April 5
Eric’s first subscribed to a major media company on April 5, 2008

2009
June 22
Eric disconnected service on June 22, 2009 for a competitive offer

Throughout 2012 and 2013 he was included in each Core DM Campaign

2013
August 5
11:48 AM – Eric is served a Display advertisement as part of a retargeting campaigns. He browses the packages, but abandons

2:29 PM - Eric calls the call center. He speaks with a representative for 12 minutes, but doesn’t convert - Reason Code = Not ready to purchase

4:25 PM - Eric goes back online and completes the order process online. He orders Platinum package with HBO, SHOWTIME UNLIMITED, STARZ, Cinemax, HD DVR

August 6
Eric’s account is activated
### 2012-2013 Promotion History

<table>
<thead>
<tr>
<th>ID</th>
<th>EXECUTION_DT</th>
<th>CAMPAIGN_NAME</th>
<th>CAMPAIGN_GROUP_CD</th>
<th>OFFER_NAME</th>
<th>MESSAGE_DESC</th>
<th>CREATIVE</th>
<th>SEGMENT_DESC</th>
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<tbody>
<tr>
<td>111224631089367</td>
<td>2012-05-31</td>
<td>M8</td>
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<td>CREATIVE VALIDATION NYCS CONTROL CHALLENGER (M TC TEST) (MTC V)</td>
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<td></td>
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<tr>
<td>111224631089367</td>
<td>2012-06-20</td>
<td>M9</td>
<td></td>
<td>MTC FORMERS NON-REGIONAL - (F R MTC) (NO URL INCLUDED)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>111224631089367</td>
<td>2012-07-11</td>
<td>M10</td>
<td></td>
<td>CONTROL FORMERS AM - $200 CASH BACK W VISA CARD (R MTC)</td>
<td>CONTROL: Formers - AM - $200 Cash Back w/ Visa Card - (R MTC)</td>
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<td></td>
</tr>
<tr>
<td>111224631089367</td>
<td>2012-07-30</td>
<td>M11</td>
<td></td>
<td>CONTROL FORMERS DIRECT DIAL (W MTC) - AM</td>
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<tr>
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<td>M12</td>
<td></td>
<td>CONTROL FORMERS $200 CASH BACK W VISA CARD (MTC IS W02) - AM</td>
<td>CONTROL: Formers - AM - $200 Cash Back w/ Visa Card - (MTC is W02)</td>
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<tr>
<td>111224631089367</td>
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<td>M13</td>
<td></td>
<td>CONTROL FORMERS DIRECT DIAL (MTC IS W) - AM</td>
<td>CONTROL: Formers - AM - DIRECT DIAL (MTC is W)</td>
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<td></td>
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<tr>
<td>111224631089367</td>
<td>2012-10-03</td>
<td>M14</td>
<td></td>
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<td>CONTROL: $200 Cash Back w/ Visa Creative - FS - AM (MTC is W)</td>
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<tr>
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<td></td>
<td>CONTROL $200 CASH BACK W VISA CREATIVE FS (MTC IS W) - AM</td>
<td>CONTROL: $200 Cash Back w/ Visa Creative - FS - AM (MTC is W)</td>
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<td>POST MOVERS ALL MARKETS - WEEK 3</td>
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<td>Core Standard Offer</td>
<td>Dream Deal - 2 Year Savings</td>
<td>Q4 Dream Deal w/ Glitter - Legal: Transitional Legal</td>
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<tr>
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<td>2013-01-23</td>
<td>M2 Core</td>
<td>M2</td>
<td>Core Standard Offer</td>
<td>Dream Deal - 2 Year Savings</td>
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<tr>
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<td>M3 Core</td>
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<td>Core Standard Offer</td>
<td>$200 + DSE + MLB + LCM</td>
<td>DSE Visa $200 CB - Offer Ends 4/1</td>
<td>INTERRUPTER: Formers - Visa $200 CB</td>
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<td>$200 + DSE + NFL</td>
<td>Visa $200 CB - Offer Ends 5/8/15</td>
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<td>M5 Core</td>
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<td>Core Standard Offer</td>
<td>$200 + TSE + NFL + 3YRS</td>
<td>Visa $200 CB - Offer Ends 6/15</td>
<td>CONTROL: Formers $200 VISA CB</td>
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<td>M6 Core</td>
<td>M6</td>
<td>Core Standard Offer</td>
<td>$200 + TSE + NFL + 3YRS + $200</td>
<td>Visa $200 CB - Offer Ends 7/10</td>
<td>VALIDATION: Visa OE Format - FS (MTC is W, W1, W2)</td>
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<tr>
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<td>M7</td>
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<td>M8 Core</td>
<td>M8</td>
<td>Core Standard Offer</td>
<td>TSE + NFL + 3 YRS + LCM</td>
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<td>M10 Core</td>
<td>M10</td>
<td>Core Standard Offer</td>
<td>BOE + NFL + 2 YRS + $10/12</td>
<td>BOE w/ Glitter - Offer Ends 10/2</td>
<td>CONTROL: Formers</td>
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</table>
## Display Impressions

<table>
<thead>
<tr>
<th>Time</th>
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<th>Creative-Size-Id</th>
<th>Site</th>
<th>Page</th>
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<tbody>
<tr>
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<td>ignitionone.com</td>
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<td>ignitionone.com</td>
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</tr>
</tbody>
</table>
Online and offline channel interactions

**Online Events**

<table>
<thead>
<tr>
<th>Time</th>
<th>User-ID</th>
<th>Event</th>
<th>Other-Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>08-05-2013-11:48:31</td>
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</tr>
</tbody>
</table>

**Call Center Events**

<table>
<thead>
<tr>
<th>ID</th>
<th>TOLL_FREE_NUM</th>
<th>CALL_DT</th>
<th>AGENT_ID</th>
<th>SITE_NAME</th>
<th>CURRENT_PROVIDER</th>
<th>CALL_DUR</th>
<th>DNIS_DESC</th>
<th>MEDIA</th>
<th>REASON_DESC</th>
</tr>
</thead>
<tbody>
<tr>
<td>111224631069367</td>
<td>8558294388</td>
<td>2013-08-05 14:29:00</td>
<td>XSALIBERAT</td>
<td>CANTON</td>
<td>Media Provider</td>
<td>758.0</td>
<td>Media Provider.COM CALL IN</td>
<td>E-MAIL/INTERNET</td>
<td>COULD NOT CLOSE - NOT READY TO PURCHASE</td>
</tr>
</tbody>
</table>
The Platform Marketer starts his/her audience management process with a data-driven, enterprise level segmentation.
The Platform Marketer develops a clear framework for how to activate, make decisions, and ultimately execute with these audience segments.
The Platform Marketer leverages the capabilities in the DMP to monetize audiences in digital media and experience personalization.

**Data Inputs**

- **1st Party PII**
  - Conversion events
  - Behavioral data
  - IP data
  - CRM data (offline & online)

- **1st Party Anonymous**
  - Search data
  - Mobile data
  - Email data
  - Connected and addressable TV data

- **3rd Party**
  - Demographic, behavioral and purchase offline & online data from data vendors (BlueKai, Execelate, etc.)

**Outputs/Action**

- **Reporting and Insights**
  - Media & site performance
  - Audience insights

- **Media Optimization**
  - Real-time bidding
  - Creative decisioning
  - Landing page optimization

- **Syndication**
  - Syndicate audiences to DSPs and Site Personalization

**DMP Toolset**

- Visualization
- Audience Mgmt
- Syndication
The Platform Marketer is able to navigate the complex, evolving web of internet advertising and governmental regulation compliance as well as consumer perception.
## Platform Marketing Competencies - Execution

### Platforms Utilization
- The exploitation of available audience platforms to drive increased addressability and scale
- Involves constant, systematic identification and testing of both new platforms and capabilities within audience platforms across media and device
- Formation of strong 3rd party platform relationships to innovate and deploy targeting and personalization features in new ways to achieve competitive advantage
- Drives requirements of new data and functional capabilities within the technology stack

### Media Optimization
- Utilization of first and third party data, audience segmentation and business rules along with predictive algorithms to drive ad impression, message sequence delivery and experience targeting
- Involves set up, tracking, and integration within technology stack to enable impression level valuation and programmatic media buying across Display and Search
- Further capabilities include campaign optimization: management and optimization of frequency, contact cadence, and remarketing across media, search, and site (all devices)

### Personalization
- Utilization of first and third party data, audience segments, combined with business rules and predictive algorithms to decision on what content or offer will be served to individuals (known or anonymous) who have been selected for targeting
- Personalization drives what creative, offer, and format a consumer will experience within a given media or channel
The Platform Marketer is a master of the ever evolving Audience Platform targeting and optimization capabilities

<table>
<thead>
<tr>
<th>Publisher Audience Data</th>
<th>Advertiser Audience Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content &amp; Context</td>
<td>Anonymous Individual</td>
</tr>
<tr>
<td>Intent &amp; Behavior</td>
<td>Look-Alike</td>
</tr>
<tr>
<td>Context</td>
<td>Behavior</td>
</tr>
<tr>
<td>Custom content</td>
<td>3rd party segments</td>
</tr>
<tr>
<td>Intent</td>
<td>Geo-location</td>
</tr>
</tbody>
</table>

- Context:
  - Custom content
- Intent:
  - Geo-location
- Behavior:
  - 3rd party segments
- Look-Alike:
- Re-Marketing:
  - CRM List
  - Re-Marketing

Platforms Utilization

Publisher Audience Data

Advertiser Audience Data

Anonymous Individual

Identified Individual

YAHOO!

Google

Facebook Exchange

Facebook Custom Audiences

ESPN

Amazon.com

Twitter

AOP

Appnexus

YAHOO!
The Platform Marketer is a master of the ever evolving Audience Platform targeting and optimization capabilities

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Content &amp; Context</th>
<th>Intent &amp; Behavior</th>
<th>Anonymous Individual</th>
<th>Identified Individual</th>
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<tbody>
<tr>
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<table>
<thead>
<tr>
<th>Data In “Currencies”</th>
<th>Placement</th>
<th>Keywords</th>
<th>Geo</th>
<th>Email, Phone #</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Placement</td>
<td>Keywords</td>
<td>Geo</td>
<td>Email, Phone #</td>
</tr>
<tr>
<td></td>
<td>Placement</td>
<td>Keywords</td>
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<td>Placement</td>
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<td>Email, Phone #</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Data Out “Transparency”</th>
<th>Aggregate Impressions</th>
<th>Individual Impressions</th>
<th>Aggregate Match Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clicks</td>
<td>Full Site Path &amp; Engagement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leads</td>
<td>Leads, Conversions, Value</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Insights</td>
<td>Conversions Volume</td>
</tr>
</tbody>
</table>
The Platform Marketer has deep, specific experience and expertise on specific large platforms such as Facebook and is an early/pilot adopter and innovator.
The Platform Marketer has strong programmatic media planning and buying skills

<table>
<thead>
<tr>
<th>Traditional Digital Media</th>
<th>“PM Programmatic”</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Targeting at the Customer Level</strong></td>
<td><strong>New digital media plan</strong></td>
</tr>
<tr>
<td>Old digital media plan</td>
<td>One platform</td>
</tr>
<tr>
<td>Many Ad Networks</td>
<td>Cross sell &amp; upsell</td>
</tr>
<tr>
<td>Ad com</td>
<td>Prospecting</td>
</tr>
<tr>
<td>Collective Media</td>
<td>Winbacks</td>
</tr>
<tr>
<td>Tribal Fusion</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Data-driven skillsets</strong></th>
<th><strong>Data-driven decision-making</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying clout</td>
<td>Platform expertise</td>
</tr>
<tr>
<td>Negotiation skills</td>
<td>Impression-level buying</td>
</tr>
<tr>
<td>Relationships</td>
<td>Automated management</td>
</tr>
<tr>
<td>Manual management</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Data and enabling technology infrastructure</strong></th>
<th>Ad server</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Digital Data Mgmt Platform</td>
</tr>
<tr>
<td></td>
<td>CRM Database</td>
</tr>
<tr>
<td></td>
<td>cR</td>
</tr>
</tbody>
</table>
Buying is done using a data-driven targeting skill-set and mind-set – no more Mad Men.

Consolidated buying platforms allow for complete transparency and granular targeting with a single view of the consumer.

Real-time-bid environment allows for access to premium and remnant inventory that gets bid on auction-style based on the value to the advertiser.

Control of targeting at individual level allows for targeting of desired individuals only – driving efficiency and ability to drive scale.

The Platform Marketer implements and manages an integrated platform that takes full advantage of programmatic media’s potential.

The Platform Marketer – Media Optimization

Integrated Reporting, Optimization, and Execution Platform

Automated Buying and Real-Time Bidding

Targeting Currencies

The Platform Marketer

Yahoo! Google Twitter Doubleclick ad exchange AOP Facebook Exchange
Similarly, The Platform Marketer implements and manages a cross-channel personalization platform that creates a singular consumer experience.

Personalization is driven through an integrated, data driven skill set focused on the holistic consumer experience.

Cross-Channel planning and decisioning is the “conductor” that sits on the channel specific applications allowing for a singular consumer view and experience execution.

Real-time data and integration services allows data “currencies” to flow bi-directionally back forth from the Conductor to the end point execution apps.

The net result being a singular, highly relevant consumer experience.
Platform Marketing Competencies - Enablers

**Measurement & Attribution**
- Development and ongoing management of KPIs and underlying methodology required for measurement and insights into Platform Marketing effectiveness
- Entails development and implementation of cross media, channel, and device approach that enables fractional attribution
- Also includes development of ongoing measurement visualization and socialization processes and tool

**Marketing Technology Stack**
- Development and ongoing management of integrated marketing technology stack
- Competency entails integration across known and anonymous data stores and software components including identity management, onboarding, attribution, DMP, and decisioning tools
- Ongoing adaptation of technology environment to keep pace with evolving audience platform execution currencies and capabilities

**Organization**
- Design and implementation of organizational and operating model that fulfills Platform Marketing competencies (the nine boxes)
- Entails design and specification of groups and roles that work cross functionally to enable Platform Marketing
- Organization design spans both internal as well as external resources to drive optimal capabilities. Additionally includes process design and implementation
The Platform Marketer can leverage a fractional approach to attribution and quantify the incremental impact of each marketing activity.

Actual experience:
- Day 8-30
- Day 1-7
- Day 0-1

Direct or Rules Based:
- 3% 14% 3%
- 5% 5%
- 0% 100%

Modeled:
- 3% 14% 3%
- 5% 5%
- 40%

Mass and Offline:
- Direct mail sent
- TV view
- Print view

Digital:
- Display view
- Website visit
- Social visit
- Paid search click

New Customer
Credit over applied to bottom of funnel touches. Other touches often ‘invisible’
Creates flawed financial view of performance

Model-adjusted interaction
Most accurate and actionable

The Platform Marketer can leverage a fractional approach to attribution and quantify the incremental impact of each marketing activity.
The Platform Marketer can take these attribution weights and not only glean insight but also "push in" directly into the media decisioning applications to drive performance.

### Model-based attribution weights

<table>
<thead>
<tr>
<th>User ID</th>
<th>Conversion ID</th>
<th>Event ID</th>
<th>Attribution Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234</td>
<td>C76532</td>
<td>DM437</td>
<td>.05</td>
</tr>
<tr>
<td>1234</td>
<td>C76532</td>
<td>DI9076</td>
<td>.32</td>
</tr>
<tr>
<td>1234</td>
<td>C76532</td>
<td>PS674</td>
<td>.11</td>
</tr>
<tr>
<td>1234</td>
<td>C76532</td>
<td>Q8740</td>
<td>.25</td>
</tr>
</tbody>
</table>

### Targeted Experiences

- **Digital platforms**
  - Demand Side Platform (DSP)
  - Search Bid Platform

- **Real-time bidding**
  - Cookie
  - Publisher
  - Keyword
  - Engine

- **Attribution data**
  - 10001011101010100111001110
  - Anonymous Data
The Platform Marketer has strong knowledge in state of the art and emerging marketing technologies and how they fit into the ecosystem.
The Platform Marketer can rationalize the adtech ecosystem into a the rationalized marketing technology stack needed to meet its business needs and exploit AAS.

### Audience Platforms
- Facebook
- LinkedIn
- Twitter
- Amazon
- Right Media

### Data Currencies
- Name & address
- AdID
- 3rd party segment
- Context
- Cookie
- Device ID
- Geo-location
- Social ID / handle

### Marketing Technology Stack
- **Decision Management**
  - Google
  - Adobe
  - Adap.TV
  - Kenshoo
- **DMP**
  - turn
  - Adobe
  - Bluekai
- **Attribution & Insights**
  - adometry
  - visualIQ
  - Convertro
- **On-boarding**
  - datalogix
  - LiveRamp
- **Ad Serving & Tag Management**
  - DoubleClick
  - Facebook
  - Atlas
  - mediavets
  - Medialet
  - TagMan
- **Identity Management**
  - Merkle
  - Acxiom
  - Tapad
  - Experian
  - Epsilon
- **Marketing Database**
  - Merkle
  - Acxiom
  - Experian
  - Epsilon

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The Platform Marketer takes this a step further and implements the data, analytic, and integration “nervous system” required to deliver on AAS.
The Platform Marketer forms the new “adaptive” organizational model that allows the 9 competencies to work together.

The Platform Marketer – Organization

CMO | CIO

Strategy & Planning
- Portfolio Management
  - Portfolio Strategy
  - Financial Management
- Segment Leadership
  - Segment Leadership

Experience
- Experience Design & Planning
- Programmatic Media Mgmt

Audience Mgmt
- Addressability Optimization
- Identity Management
- 1st Party Platform Leadership
- 3rd Party Platform Leadership

Measurement & Optimization
- Measurement & Attribution
- Digital Attribution
- Machine Learning

Technology
- Marketing Stack
- Personalization
- Consumer Data
- Consumer Data Governance

Product Management
Brand Leadership

Innovation and Testing

Decision Science

The Platform Marketer forms the new “adaptive” organizational model that allows the 9 competencies to work together.
Platform Marketer Maturity Models
New competencies and addressability at scale extend the CCRM framework to capture a great opportunity.
New competencies and addressability at scale extend the CCRM framework to capture a great opportunity.
Merkle

John Lee
SVP, Vertical Markets
john@merkleinc.com