Digital Data Landscape

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Discussions

- Who is John Neswadi?

- In terms of Digital Data, is anyone benefiting from 3rd party Digital Data today?
  - Utilizing Behavioral Targeting
  - Benefiting from Search Behaviors

- Any goals you are looking to achieve out of this session?
Overview

- Digital Data Landscape
- Online Digital Data Triggers
- Key Take Away Comments
Digital Data Landscape
Age of Big Data: The Amount of Data Available is Overwhelming

<table>
<thead>
<tr>
<th>COMPANY TYPES</th>
<th>DIGITAL DATA</th>
<th>SYNDICATED RESEARCH</th>
<th>LIST MANAGEMENT</th>
<th>SPECIALTY COMPILERS</th>
<th>CREDIT DATA</th>
<th>SEGMENTATION TOOL PROVIDERS</th>
<th>INTERNATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics &amp; Firmographics</td>
<td>Aggregators, Owners, Audience, Analytics</td>
<td>Panel data representing consumer attitudes &amp; behaviors</td>
<td>Response Data</td>
<td>Lifestyle/Behavioral, Realty, Transactional, Life Events</td>
<td>Credit Scores, Credit Attributes</td>
<td>Generic Clusters - utilizing attitudinal, demographics, or credit information</td>
<td>Country specific data providers</td>
</tr>
</tbody>
</table>

**COMPANY EXAMPLES**

- Experian
- InfoUSA.com
- Nielsen
- TransUnion

**DATA SEGMENTATION TOOLS**

- Experian
- Equifax
- FICO

**BUSINESS TO BUSINESS**

- Experian
- Equifax

**TRANSACTIONAL DATA**

- Experian
- Equifax

**CREDIT ATTRIBUTES**

- Experian
- Equifax

**COUNTRY SPECIFIC DATA PROVIDERS**

- Experian
- Equifax
Overview of Digital Data Ecosystem

- **Publishers**: Attract visitors to their site by providing meaningful and relevant content to target audience. Monetize their site by selling advertising, anonymous user profiles.

- **Data Owners**: Have direct relationship with consumer or directly own their own PII data. (Ex: Yahoo, Acxiom, Experian)

- **Data Aggregators**: Sign deals with many publishers or data owners that allows them to combine and sell their data to others in the form of segments.

- **Data Exchanges**: Provides a platform for storing, purchasing, combining, targeting, and reporting on data from multiple sources.

- **Networks**: May target or purchase segments on buyer’s behalf as part of a media buy.
Online Triggers

• Evaluating Digital Data falls into three primary arenas
  • Online to Online
  • Offline to Online
  • Online to Offline
• There are numerous presentations and articles about how Online non-PII behavioral data is utilized Online, our focus for digital data steered away from a repetitive topic
• Today there is the capability to segment offline data and then identify that consumer online through various match partners (Targus, DataLogix, Acxiom, Experian, Rapleaf, & Aggregate Knowledge)
• For the purpose of this presentation we will focus on this every intriguing category of Online data to use in promotions Offline
• Further investigate online triggers for offline use
  • Blue Kai
  • Pre-Mover Data
Online Triggers
Online Data Aggregators

- Aggregate audience members from publishers and portals and then repackage and resell them.
- Provide a script that is run on multiple publishers sites. The publisher usually agrees to the script as part of an ad network agreement (e.g., AudienceScience) or a revenue share agreement (e.g., BlueKai).
- Audience (cookie list) for sale to advertisers and agencies for targeting
- No online to offline application at individual level due to privacy concerns
- Cookie list is typically available for bidding in minutes (particularly for in-market audiences) but shelf life is typically 30 days, 60 max
BlueKai

- Most well-known data aggregator that has branched out into different business models (DMP, Tag management)
- Early focus on “in market” data – partnerships with 4 of top 5 travel search sites, auto shopping sites, product comparison sites
- Many companies now use BlueKai “stamps” to synch their audience with BlueKai for online execution in live campaigns
- Provide free service to advertisers to tag their site – collect profile information across all data – used to sell more data for targeting
- Selling high-value “in market” data is still their primary revenue stream
Google Search – BlueKai Registry

You can review and manage your own BlueKai profile – search BlueKai Registry for link. Will be different for each computer you use.

Did you know?
BlueKai Intent performs 200-300% better on average for targeting campaigns.

The BlueKai Registry – putting consumers in control of their digital footprint.

The BlueKai Registry brings transparency to consumers by allowing them to see what preferences are being logged via the BlueKai cookies on their computer. Furthermore, consumers can also control their anonymous profile by managing their topics of interest. Your preferences may be used anonymously to influence which types of marketing messages you receive across the internet. Or you can choose to not participate at all via...
Categorical Information based on your Search Behavior

Thank you for providing your online preferences using the BlueKai registry! This simple 3-step process will put you in control of what some marketers know about you. Based on partner feedback, below is a list of your online preferences for topics of interest. Please review and edit by clicking "Remove" next to a particular preference. Then, click on "Continue" to select benefits.

- Basic Info
- Location & Neighborhood
- Professional Interests
- Hobbies & Interests
- Things You May Want To Buy
- What Others Know About You

Please note that preferences are noted based on collective activities from your computer. If your computer is shared, this may reflect interests from other members of your household. To see how this works, visit www.welovesports.us (a fictitious sports site that will appear in a new window), and refresh this page.
BlueKai Registry Results

Basic Information about John Neswadi
BlueKai Registry Results

Profile on my Merkle computer – shows recent searches for various trips

- **Basic Info**
- **Location & Neighborhood**
  - **Colorado**
    - Geographic > United States > Colorado
  - **Denver-Aurora**
    - Geographic > Colorado > Denver-Aurora
  - **Washington-Arlington-Alexandria**
    - Geographic > Washington DC > Washington-Arlington-Alexandria
- **Professional Interests**
- **Hobbies & Interests**
- **Things You May Want To Buy**
- **What Others Know About You**
BlueKai Registry Results

Denver Office roughly 115+ Employees

- Basic Info
- Location & Neighborhood
- Professional Interests
  - Small (21 - 100 Employees)
    - B2B > Bizographics (B2B) > Small (21 - 100 Employees)
  - Business Services
    - B2B > Bizographics (B2B) > Business Services
  - Business Professional
    - B2B > Bizographics (B2B) > Business Professional
  - Small Business Professional
    - B2B > Bizographics (B2B) > Small Business Professional

- Hobbies & Interests
- Things You May Want To Buy
- What Others Know About You
BlueKai Registry Results

Based on my Web Activity, what am I interested in?

30,000+ Categories of Data Maintained
BlueKai Registry Results

Based on my Web Activity, what am I might be buying:

### Things You May Want To Buy

- **Denver Intl (DEN)**
  - In-Market > Travel > AirTravel > United States > Colorado > Denver (All Air)
- **US Domestic Flyers**
  - In-Market > Travel > AirTravel > US Domestic Flyers
- **International Flyers**
  - In-Market > Travel > AirTravel > International Flyers
- **Guatemala City - La Aurora Intl (GUA)**
  - In-Market > Travel > AirTravel > International > North America > Guatemala
  - Economy
  - In-Market > Travel > AirTravel > Economy

- **Thursday**
  - In-Market > Travel > AirTravel > Thursday
- **Round Trip**
  - In-Market > Travel > AirTravel > Round Trip
- **8 Nights**
  - In-Market > Travel > AirTravel > 8 Nights
- **10 or More Nights**
  - In-Market > Travel > AirTravel > 10 or More Nights
- **Saturday Stay**
  - In-Market > Travel > AirTravel > Saturday Stay

- **1**
  - In-Market > Travel > AirTravel > 1
- **4**
  - In-Market > Travel > AirTravel > 4

**Computers**

- In-Market > Retail > Shopping Predictors > Transaction Predictors > Retail:
- **Departing in 61-90 Days**
  - In-Market > Travel > AirTravel > Departing in 21 or More Days > Departing
BlueKai Registry Results

Based on my Web Activity, what people would want to know about me.

More insights about me than what is highlighted here—

Sports & Recreation
- Branded Data > Lotame > Entertainment > Sports & Recreation
- Art
- Branded Data > Lotame > Arts & Culture > Art

Action & Adventure Movies
- Branded Data > Lotame > Entertainment > Movies > Action & Adventure Movies

Electronics & Gadgets
- Branded Data > Lotame > Technology > Electronics & Gadgets

Computers & Software
- Branded Data > Lotame > Technology > Computers & Software
Online Trigger - Pre-Mover Data

- Information on data for houses that are for sale are available sooner than any NCOA or any offline New Mover data set today.
- Our analysis of this data set showed for one month 94% of the data was available two months before it was available on two offline NCOA competitor files.

• Nomad™ Data Mart contains continually updated records on over 20 million moves and a 3-year longitudinal view of hundreds of mover marketing campaigns.
How to Make Sense of Digital Data?
Integrated Digital Data Approach

- **Offline Data**
  - Demo
  - Survey
- **Online Data**
  - Search
  - Email
  - Social

- **Content Lab Analytical Engine**
  - Predictive Module
  - Source Module
  - Contact Module
  - Composite Score

- **Channel Preference**
- **Profiling**
- **Contact Strategy**
- **Real Time**
- **Test Design & Implementation**

- **Targeted Audience Creation**
  - Retail
  - Site
  - Mobile
  - Display
  - Print
  - Social
  - Direct mail
  - Email

- **Data**
- **Analytics**
- **Contact Channel**
Leveraging Display with Direct Mail to Lift Offline Results

- Goal is to see if the group that receives both display-direct mail causes lift in direct mail prospecting results
- Results of early testers show that direct mail response can get a halo effect from display raising direct mail response from 5%-35%
- You can also optionally target current customers with different creatives, or choose to suppress current customers
- This targeting process can use models combined with new data sources to test the impact of combining display and direct mail in a multichannel campaign.
Online Data - Key Considerations

Reach and Accuracy Challenges
- Reach is a challenge
- Cookie deletion is a challenge – estimates range from 30%-60% deleted monthly
- Self reported data collected online is poor quality compared to offline

ROI
- Third party data helps in optimizing targeted online campaigns, but in most cases not enough to offset the cost added (CPM) to the equation.
- In market data – particularly auto-travel – is exceptional on quality, but pricey

Privacy
- Usage of privacy icon is in its infancy – new legislation may have big impact. Digital Advertising Alliance (DAA) compliance means using this icon to provide consumers with OBA notice and choice around online ads.

Cookie vs. IP
- Display ecosystem built around cookie-based targeting - need to aggregate the data to use it offline
- IP-based data providers abound, but persistency and accuracy are concerns
• The landscape is crowded and can be confusing

• When evaluating your goals, look through the three primary lenses of online to online, online to offline, and offline to online

• Then dream about what ideal online data would provide the most impact, then find that data and determine how to capitalize on that data to meet your business objectives

• Any questions?
Discussion Topics

• If there were no limits, what online data would you need to meet your business goals? Dream the data that you believe you need.

• If you could find a source that met your needs how would you use that online data source?

• How are you using 1st party digital data today that you can share?

• Are you building any multi-channel contact preferences into you marketing campaigns?
Merkle Analytics

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Luma Partner’s Eco-system Overview
### Digital Data Framework

#### Online Data Aggregators

**Anonymous (cookie) audience targeting**
- Place scripts on publisher sites to collect data about interests and in-market activity (travel, auto, etc) at a cookie level
- Use the data to optimize online communications like Display Ads

#### Online Data Aggregators

**PII Targeting**
- Collect data across publisher, portal sites on in-market activity, user profiles
- Includes “in market” data and IP-email connected to postal address

#### Offline to Online

**Audience Targeting**
- Providers that own offline data assets match specific offline customer or prospect audiences to online anonymous IDs
- Several partner with Yahoo!, MSN, AOL for match

#### Niche Providers

- Collect online data focused on specific niche areas – B2B, video, semantic context, network provider, etc.

#### Online Panels

- Online panels evaluate user activity across sites, profiling companies tag sites to profile visitors

#### Social

- The Rapleaf model of providing customer emails to determine social behavior and identify influencers was shut down.
- No clear path to licensing data – most usage is in display