

Data Insights

Marketing Technology Architecture (Draft)

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Roadmap for Digital Transformation

	BUILDING	INNOVATING	LEADING
Consumers	Introducing observed behaviors to inform consumer experiences and marketing opportunity	Deliver connected brand experiences, orchestrated across omni-channel	Drive unique brand experiences on an individual level; episodic story-telling, personalized brand communication
Organization	Digital as a center of excellence Increasing digital marketing IQ	Building digital advocacy across org. Digital org. design and governance: Evolving org structure for digital world	Using an agile and iterative ethos for a culture of marketing innovation
Data	Identifying and implementing a connected mar-tech foundation; data, analytics, technology	Connect marketing to business impact through tools and processes e.g. <i>Business Intelligence Dashboard</i>	Predicting business and marketing outcomes through data-driven insights e.g. Prediction Engine

Infrastructure Best Practices



Ad Server

- Consolidation of media
- Access reporting in order to verify media partner's numbers
- Make updates to creative quickly on the back-end, without involving the partners
- Optimize data in real time, instead of needing to wait for partner reporting



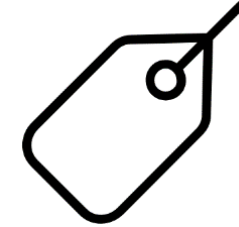
Verification

- Measure the true success relative to those who physically see the ad
- Keep the brand safe from serving on unwanted sites
- Ensure ads that are being seen rather than simply served
- Mitigate risk associated with impression or click fraud



OBA

- Self-regulatory approach to be compliant with the DAA's
- The use of an enterprise solution allows for:
- Control of implementation
- Personalized opt-out messaging
- Consumer ability to opt out across all partners



Site Tagging

- Tag manager and data layer for all websites
- Tags allow an unbiased view of conversion data
- Retailer sites can also be tagged to pull in sales data

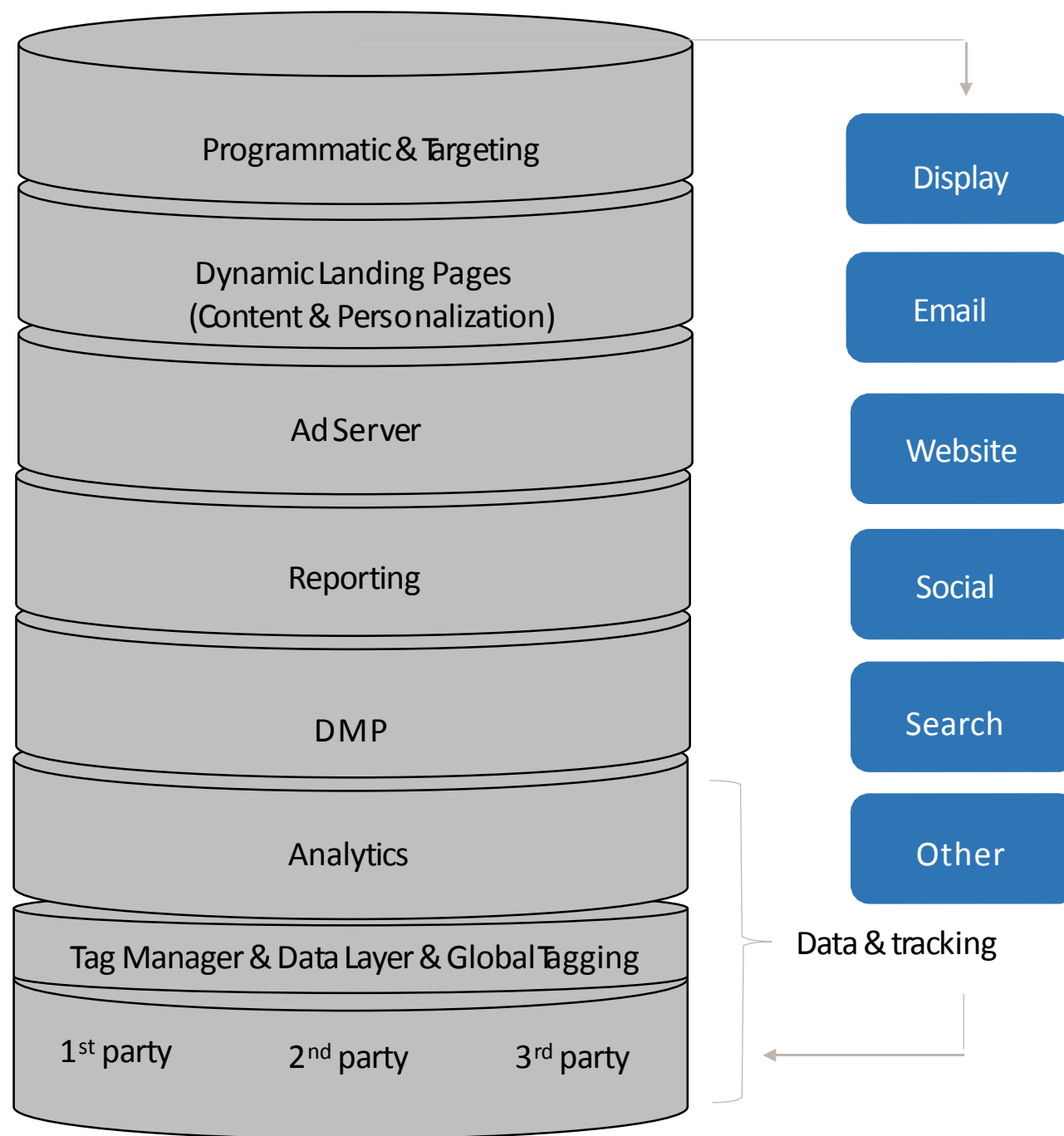
Where is the data coming from?

First-party data is YOUR data. First-party data is defined as and includes data from behaviors, actions or interests demonstrated across your website(s); data you have in your CRM; subscription data; social data; or cross-platform data from mobile web or apps.

Second-party data is the new kid on the block. It is basically first-party data that you are getting directly from the source. Second-party data is essentially someone else's first party data that you are accessing directly from that source. There is no data aggregator or other "middleman" in the exchange of second-party data. Through a direct relationship with the owner of the first-party data, you are able to define exactly what data is being bought or sold, the price of the data, and any other commercial terms you may require.

Third-party data on the other hand, is generated on other platforms and often aggregated from other websites. There are many companies out there that sell third-party data, and it is accessible through many different avenues.

Tech Stack



Tech Stack with Retailer Integration

