

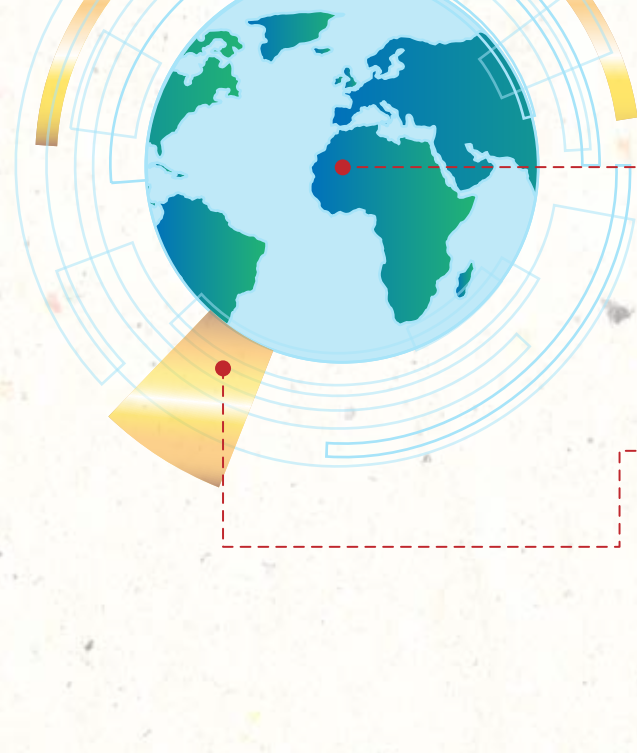


BIG DATA BIG PROFITS

Why Marketers should Learn to Stop Worrying and Love the Data

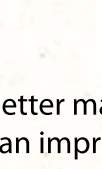


Big Money is at Stake



Successful marketers have figured out how to use data to squeeze billions more from marketing and help their companies grow.

\$1 Trillion



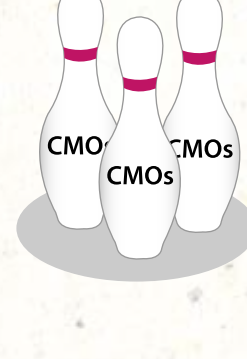
Global marketing spend per year

Better marketing analytics can improve the returns 10-20%

\$100 - \$200 Billion

CMOs are in a Pressure Cooker

CMOs today face mounting pressure to deliver above-market growth, manage growing amounts of data, and adapt to a rapidly changing technology landscape.



72%

of CEOs report "Marketers are always asking for more money, but can rarely explain how much incremental business this money will generate."

Marketing's Big Chance: Data Deluge

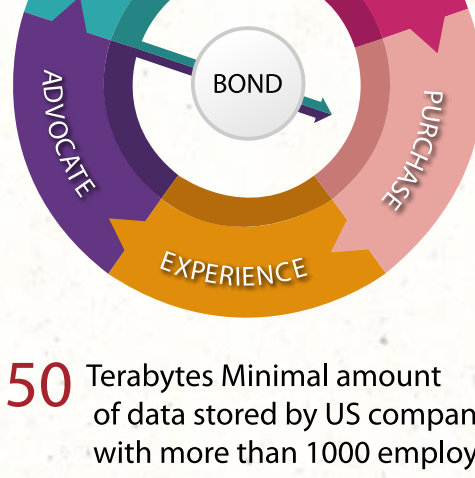
The consumer decision journey is generating huge amounts of data.

42%

of European consumers carry out web searches on their mobile devices in stores

61%

of consumers worldwide use digital channels as part of their purchase journey



78%

of mobile activity is data(not voice)

150 Terabytes Minimal amount of data stored by US companies with more than 1000 employees

Big Data Leaders Beat the Competition

5%

higher productivity for big data leaders vs. other companies

6%

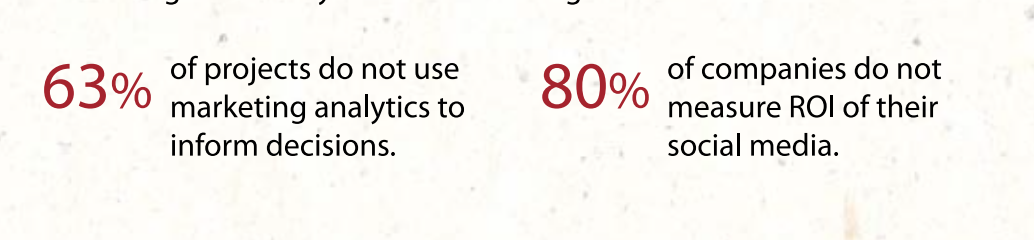
higher profits for big leaders vs. other companies



Marketers Aren't using Data enough

50%

of companies surveyed reported struggling to measure the impact of digital marketing on sales and profits.



According to a survey of chief marketing officers:

63% of projects do not use marketing analytics to inform decisions.

80% of companies do not measure ROI of their social media.

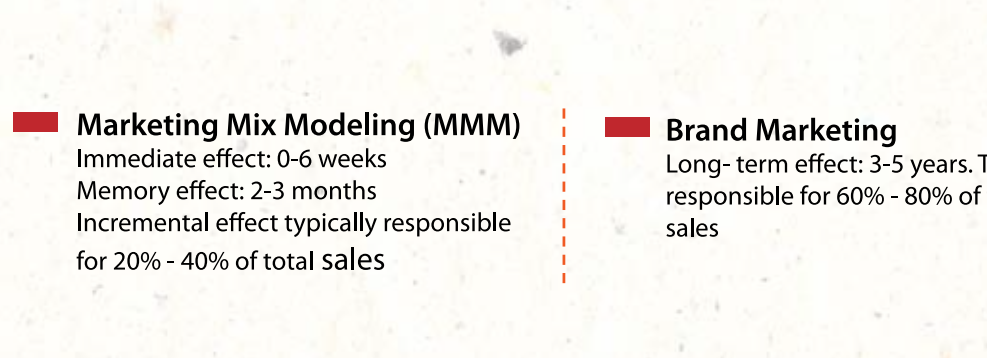
"Marketing Science" Analytics Deliver Big Marketing ROI

Marketing Mix Modeling drives on average ~14% profit improvements



82% of companies achieve above 5% profits improvement

Find the Balance: Short - And - Long Term ROI



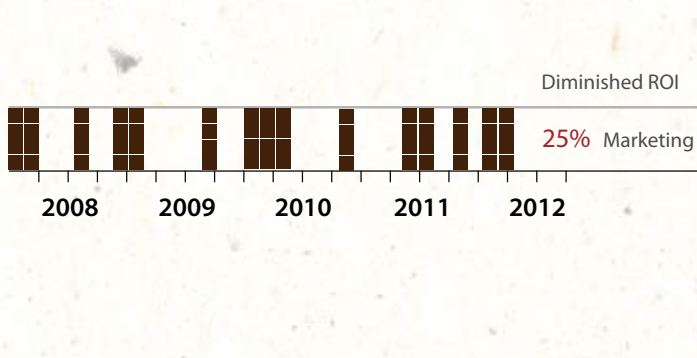
Marketing Mix Modeling (MMM) Immediate effect: 0-6 weeks Memory effect: 2-3 months Incremental effect typically responsible for 20% - 40% of total sales

Brand Marketing Long-term effect: 3-5 years. Typically responsible for 60% - 80% of total sales

Example: Smaller, Smarter

THEN

Series of big campaigns, each spending beyond point of diminishing returns



NOW

More campaigns, less spend on each



Example: Death of Spam

THEN

Direct mail to broad customer segment



NOW

Many smaller targeted campaigns: + 100 campaigns per year + 2 million customers + 10 million transactions



288% Average increase in profit of promoted products