

How Omnichannel Is Only Achievable by Leveraging Data

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WHO AM I?

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- ✓ Head of Programmatic Buying, GroupM Denmark (Western office)
- ✓ Microsoft Dynamics Business Consultant, Columbus Global
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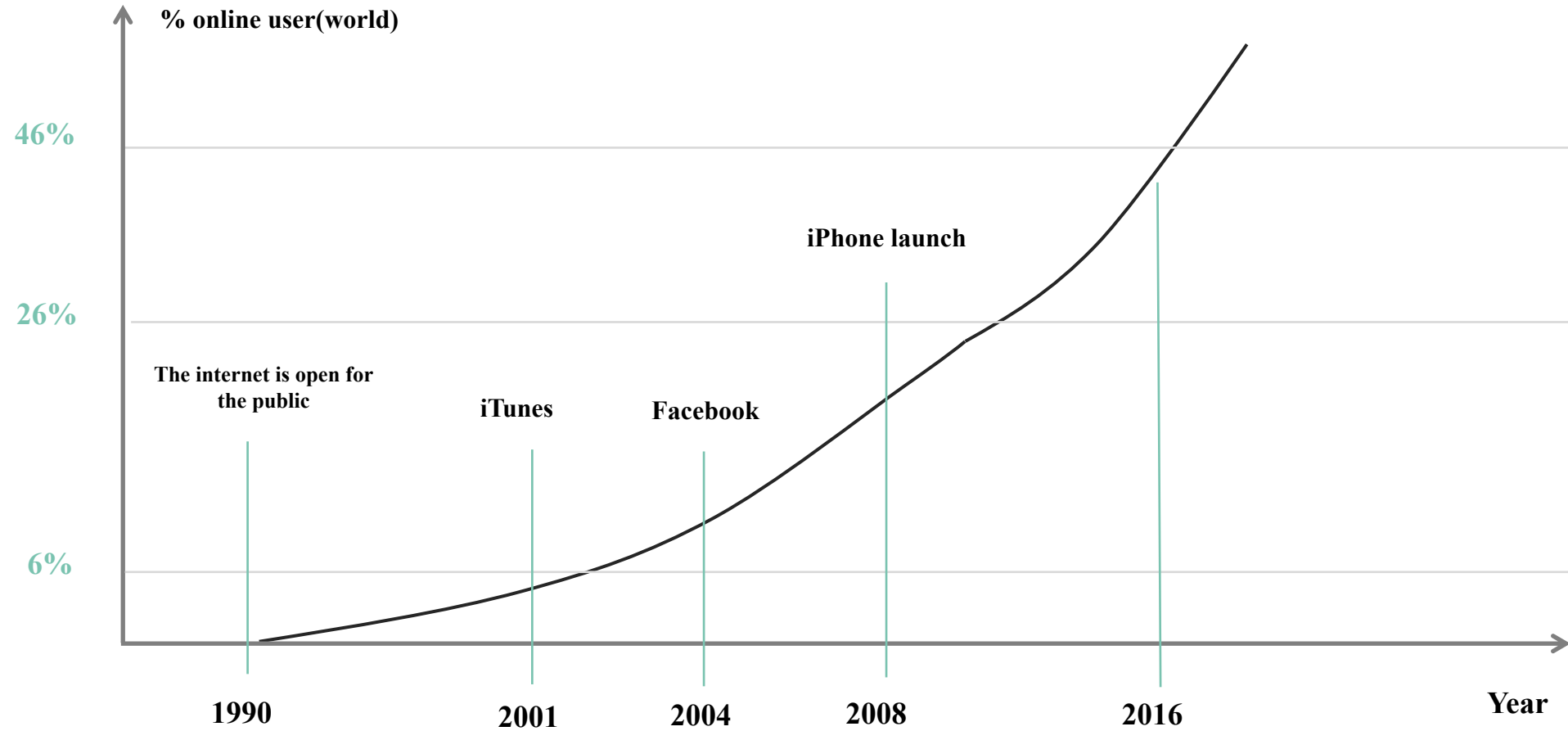
GOAL TODAY

**TO LAY OUT THE CURRENT CHALLENGES AND OPPORTUNITIES
ATTRIBUTION IS FACING IN THE LIGHT OF INCREASED MULTICHANNEL
INTEGRATION.**

Understanding the developing role of Attribution

Attribution of the always on customer journey

The evolution of the always on consumer



Evolution of the decision making process

Classic
model



Current
reality



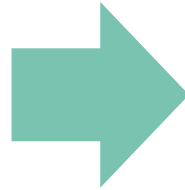
THE ONLINE INDUSTRY

- ✓ 51% of asked though fragmentation of data considerable or serious concern.
- ✓ “61 % confident in the following statement: My organization can effectively deliver personalized experiences and messaging for our customers.”
- ✓ “16% are using automated behavioural analytics, 12% are using multivariate test”
- ✓ 29% of asked “We successfully mine and analyse customer data to make smart decisions”
- ✓ 14% “We operate on a single, seamless and fully integrated system”

Source: “The 2017 Digital Transformation Report, Skift 2016”

Classic attribution mentality

- ✓ Each channel is optimized individually
- ✓ “Last click” – mentality (every channel is a conversion channel)
- ✓ KPIs such as CPC, CPA and direct conversions are used
- ✓ Aggressive retargeting of all visitors to the site with std. communication.
- ✓ Email spamming registered users
- ✓ Lack of customer journey overview



Customer centric attribution

- ✓ Targeting customer journeys, not channels
- ✓ Having more detailed understanding of customer value (contrary to overall CPA target)
- ✓ Understanding the importance of developing behavioral triggers
- ✓ Understanding and leveraging the importance of cross device
- ✓ Adding the dimension of enrichment to attribution
- ✓ Using automation to react instantly with relevant content and offers
- ✓ Replacing multiple channels specific KPIs with a single users score
- ✓ Offline focus as well

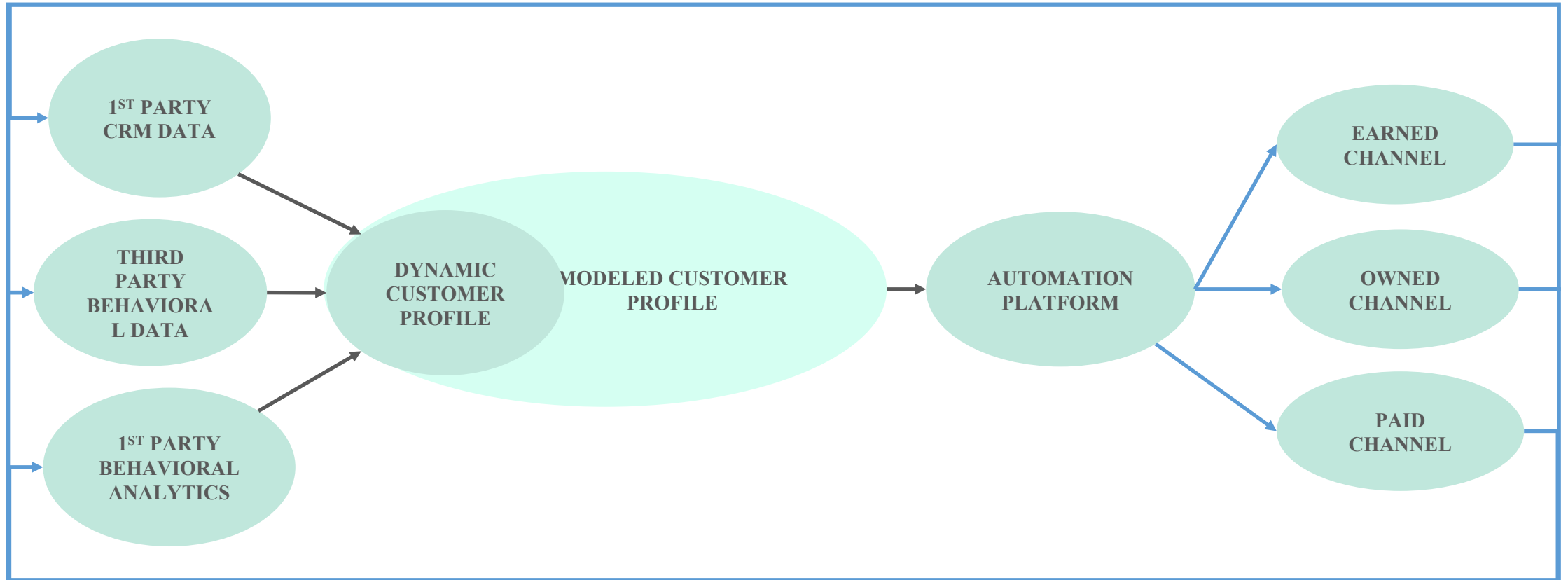


**The role of Cross device in
multichannel projects**

WHY IS CROSS DEVICE IS VITAL

- ✓ Cookies have a uncertain future (i.e. regulation, inability to track modern customer behavior)
- ✓ The focus is moving from the specific channel to the specific consumer
- ✓ Is essential in creating 1:1 customer communication and valuation
- ✓ Being platform agnostic requires true cross device capabilities (seamless automation – online/offline)
- ✓ Able to create universal user scores that are vital for seamless automation
- ✓ Creating multivariate models customer profiles
- ✓ Adding the dimension of enrichment to attribution (creating behavioral triggers)

Using cross device to automated solutions





Case from Ford Denmark

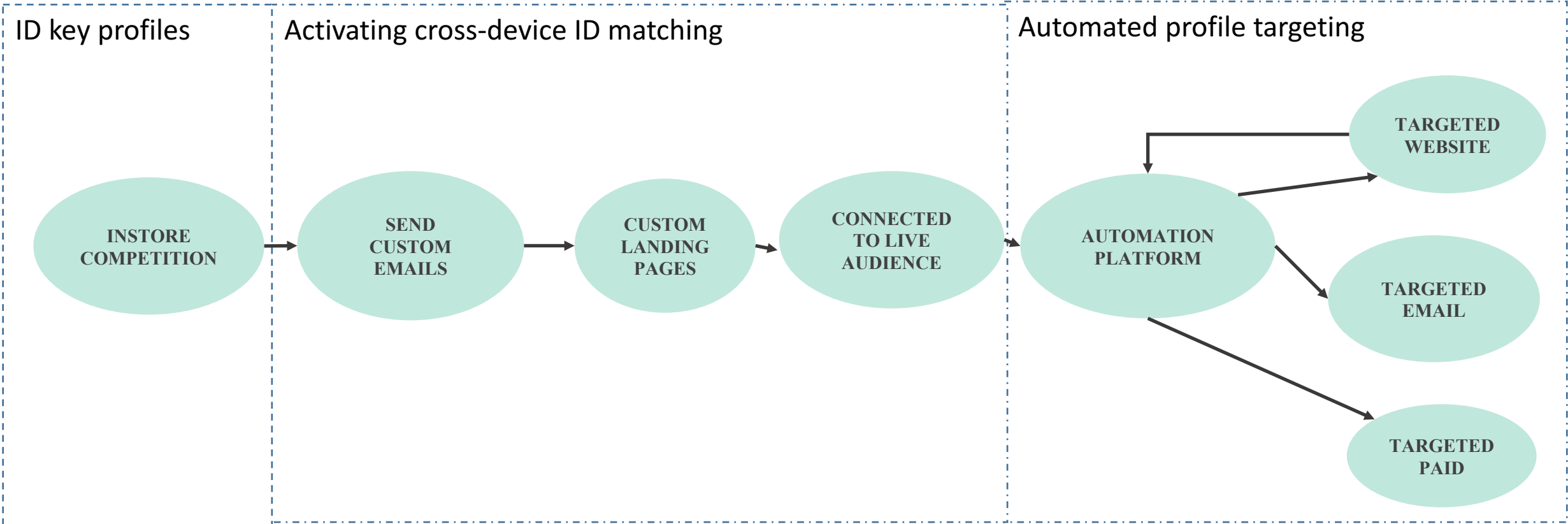


**CASE FROM FORD
DENMARK – GOAL**

“Ford Denmark wanted to connect dealer-level data with paid and owned media” – Ford Denmark

“prove that there is a break in the targeting of the customer journey” – GroupM Denmark

Multi-channel targeting of the customer journey



CASE FROM FORD DENMARK – THE RESULT

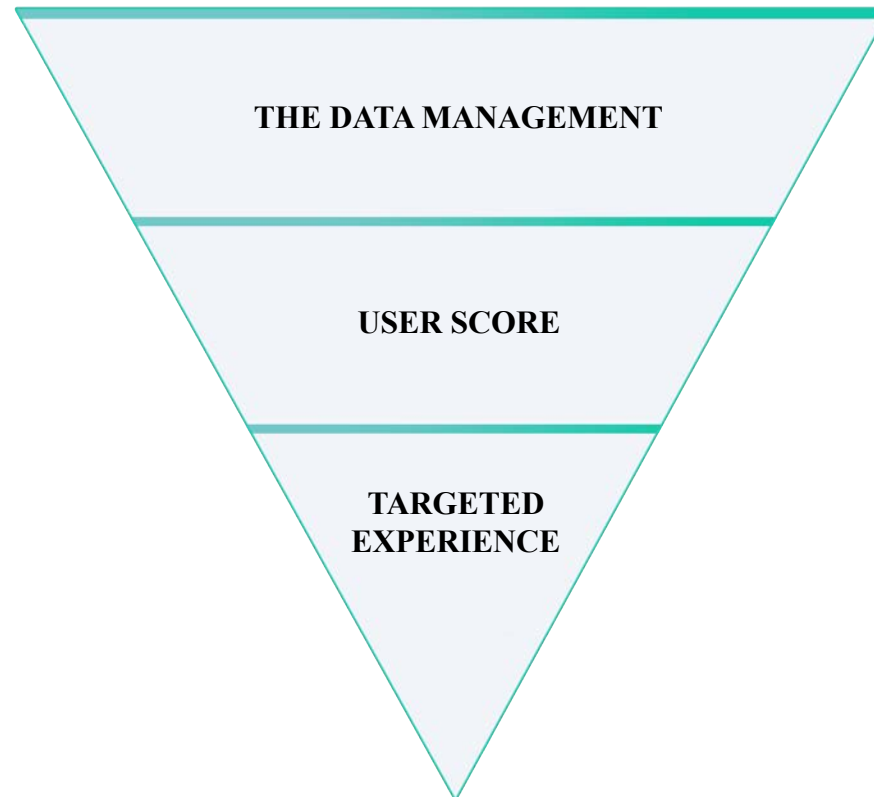
- ✓ “Average website visits were one minute and 52 seconds compared to a typical duration of 43 seconds”
- ✓ “Email open rates were 16X higher than industry standards”

A dimly lit desk setup featuring two computer monitors. The left monitor displays a website for 'TheFox' WordPress theme. The right monitor shows a landscape image. In the foreground, there is a potted plant, a coffee cup with the 'envato' logo, a mug with the text 'BERNATINO LATER', and another 'envato' branded item. A keyboard and mouse are also visible on the desk.

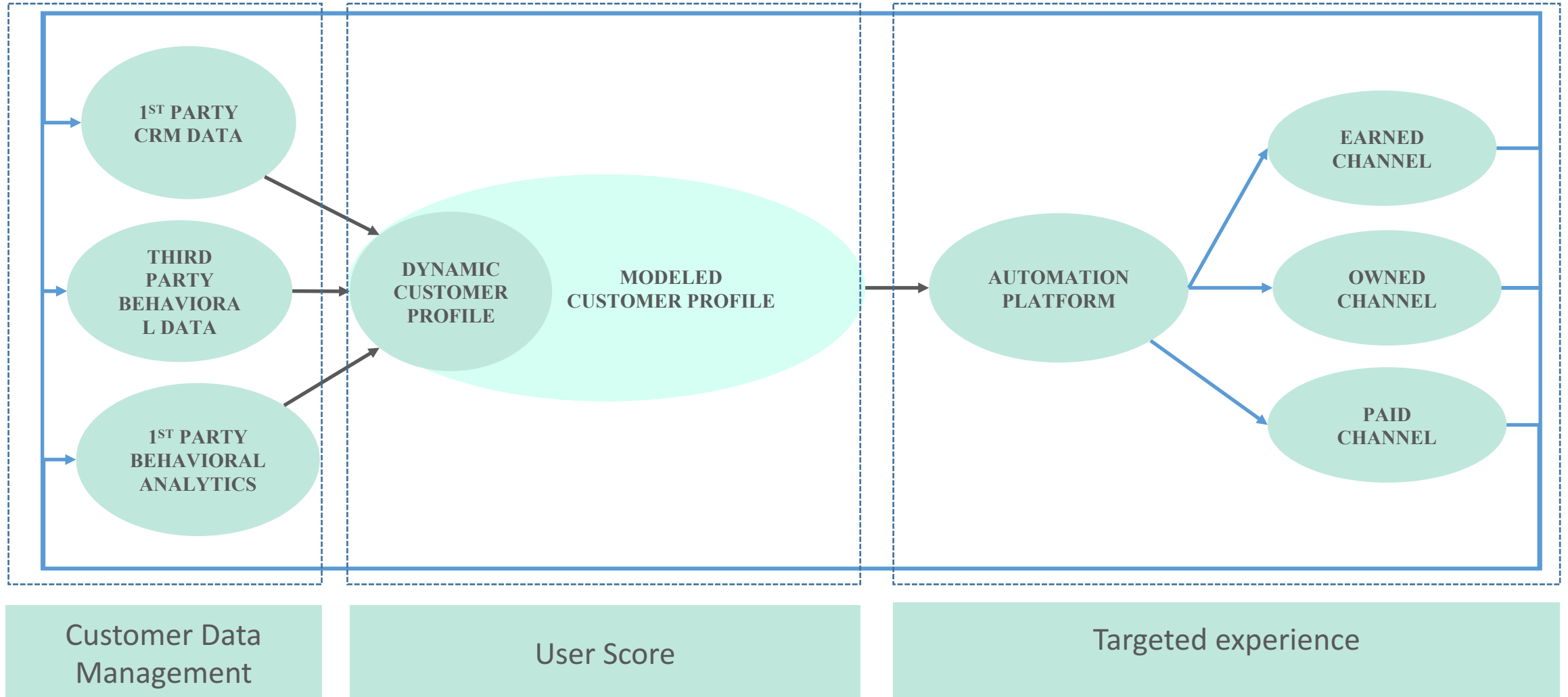
How to maximize your profits across channels

Maximizing Across all channels – the single customer view

Omnichannel is an iterative process – incremental optimization on every level is an operational need for the solution to work efficiently.



Optimization of the customer journey



MASTER DATA MANAGEMENT

- ✓ Fundamental part of creating an effective omnichannel solution
- ✓ Understanding your data and thereby the customer journey
- ✓ Map every customer touch point
 - ✓ Are we integrating all relevant customer data?
 - ✓ Understanding the different between irrelevant data and actionable data
 - ✓ Is there third party data which could enrich our customer profiles

USER SCORES

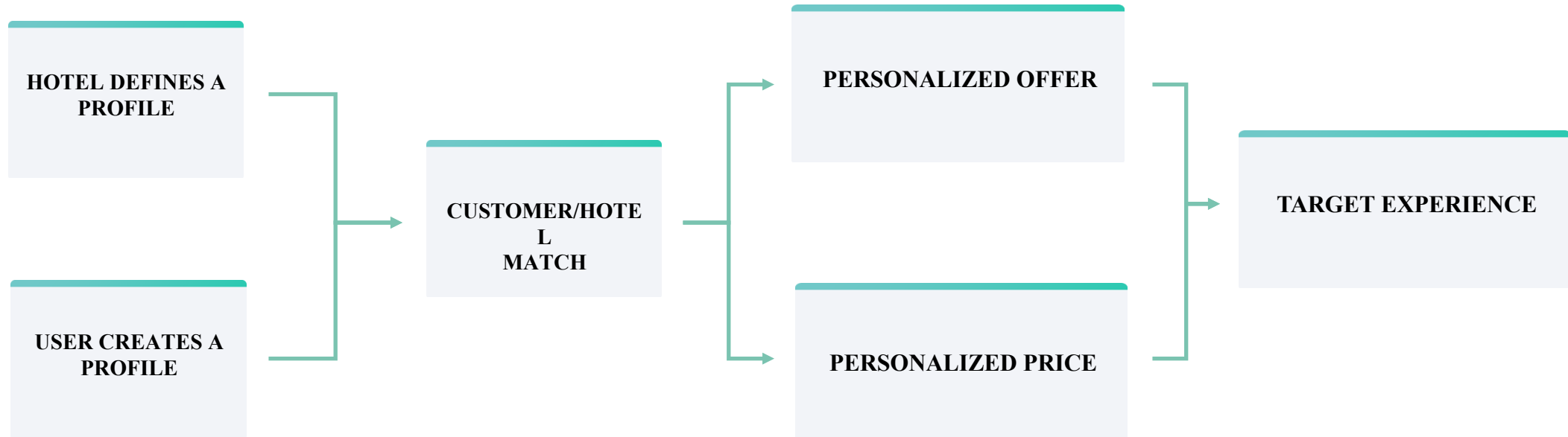
- ✓ The key to creating fully integrated solutions is having automation rules that govern all channels
- ✓ These rules are determined by calculated users scores
- ✓ Creating multivariate users scores that represents customer value/customer preference/customer journey is vital
- ✓ Understanding which data is relevant/irrelevant is just as vital
- ✓ Custom algorithms – utilizing programmatic buying to adjust paid media based on customer profile

TARGET THE EXPERIENCE

- ✓ Content must be timely, contextual and relevant
- ✓ Communication must be synchronized throughout all channels
- ✓ The offer must be adaptive – i.e. pricing and offer structure (how valuable is the targeted customer?)
- ✓ The customer experience must be targeted and unique

User scores and targeted experiences - Nustay

- ✓ We are building Nustay with a network understanding of value
- ✓ Using data to match the customer profile with preferred hotel
- ✓ Realizing the unique value for both hotel and visitors



SUMMARIZE

- ✓ The evolution of the always connected consumer is challenging traditional attribution models
- ✓ Technology and consumer behavior is transitioning attribution from a channel focus to a user focus
- ✓ Understanding the need for seamless customer journey targeting requires a “single customer view”
- ✓ Increased priority of Customer data Management and Multivariate Statistical customer insight is essential
- ✓ Understanding the value and preference of each user as a primary performance driver