

The Seniors Who Don't or How Companies Can Establish Better Data Habits

February 12, 2014

#strataconf

Hi, I'm
@farrahbostic

I run...

THE
DIFFERENCE
ENGINE



I come from
advertising



we bet only on holes-in-one

3 things

how (a lot of) people use
drax



MOVIECLIPS.COM

data v. people
data v. judgment
data v. data



data v. people

“is it statistically significant?”

In general, marketers and agencies trust data that:
Comes from a large total sample size,
Is based on rigorous sampling methods,
Providing gathered data a third party whose reputation rests on



Who cares about affluent baby boomers &
the advertisers who love them?
I want the 18-24 demo!!

“judgment”



DATA V. COMMITMENT

They'd surveyed nearly 20,000 people in three countries.
They'd observed and shopped with nearly 100 people.
They'd run the data through analytics models.
But they still couldn't commit to who their customers were, or what they stood for.
For all the data they'd collected, it was all noise, no signal.

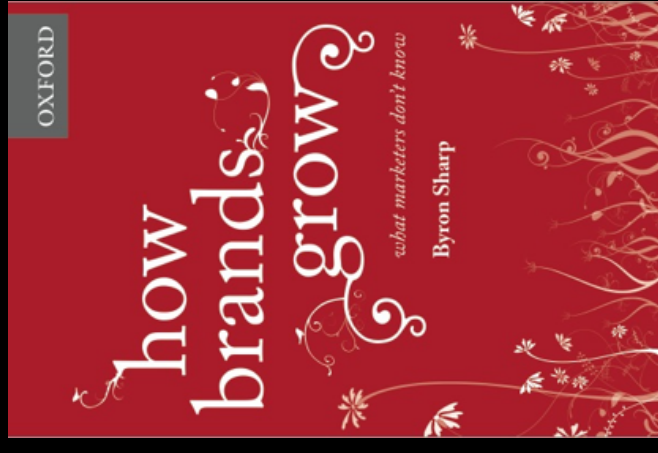
“data” goals and tools

we love trackers

For the past few years, we've been using a lot of trackers. And we love them because they can see what we're doing and tell us what we're doing. And they're usually pretty stable, which gives people the

the thing about trackers....

*"This instability in response does not mean that those who
are the most likely to respond to a stimulus are the ones who
will give the most accurate behavioral predictions. On the
contrary, the more unstable the response, the more we have to
completely make up our minds yet."*



We hate copy tests

Research kills great ideas - “testing to
consumers have terrible taste - “funny doesn’t
Researchers use the wrong metrics...

Actually, that one is true.



media targets v. design targets

what are we using the data for,
anyway?



But marketers want what it is



You'd think it might be cost per acquisition,
or customer lifetime value, or revenue.
But often, KPIs are less about business results,
and more about media performance.

“passion” is a kpi.

CMO • COM | DIGITAL MARKETING
INSIGHT FOR CMOs

• Which KPIs Are Most Important To Marketers?

CMO EXCLUSIVES | September 27, 2013

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Sales, leads, and cost-per-acquisition have traditionally been marketers' top three key performance indicators (KPIs). But nowadays, the introduction of so many new channels and platforms has also brought along a whole new set of KPIs.

CMO.com reached out to marketers and asked which ones are most important. Here's what they said:

Aubrey Flynn, Brand Content Director at Ciroc Ultra Premium Vodka, told CMO.com:

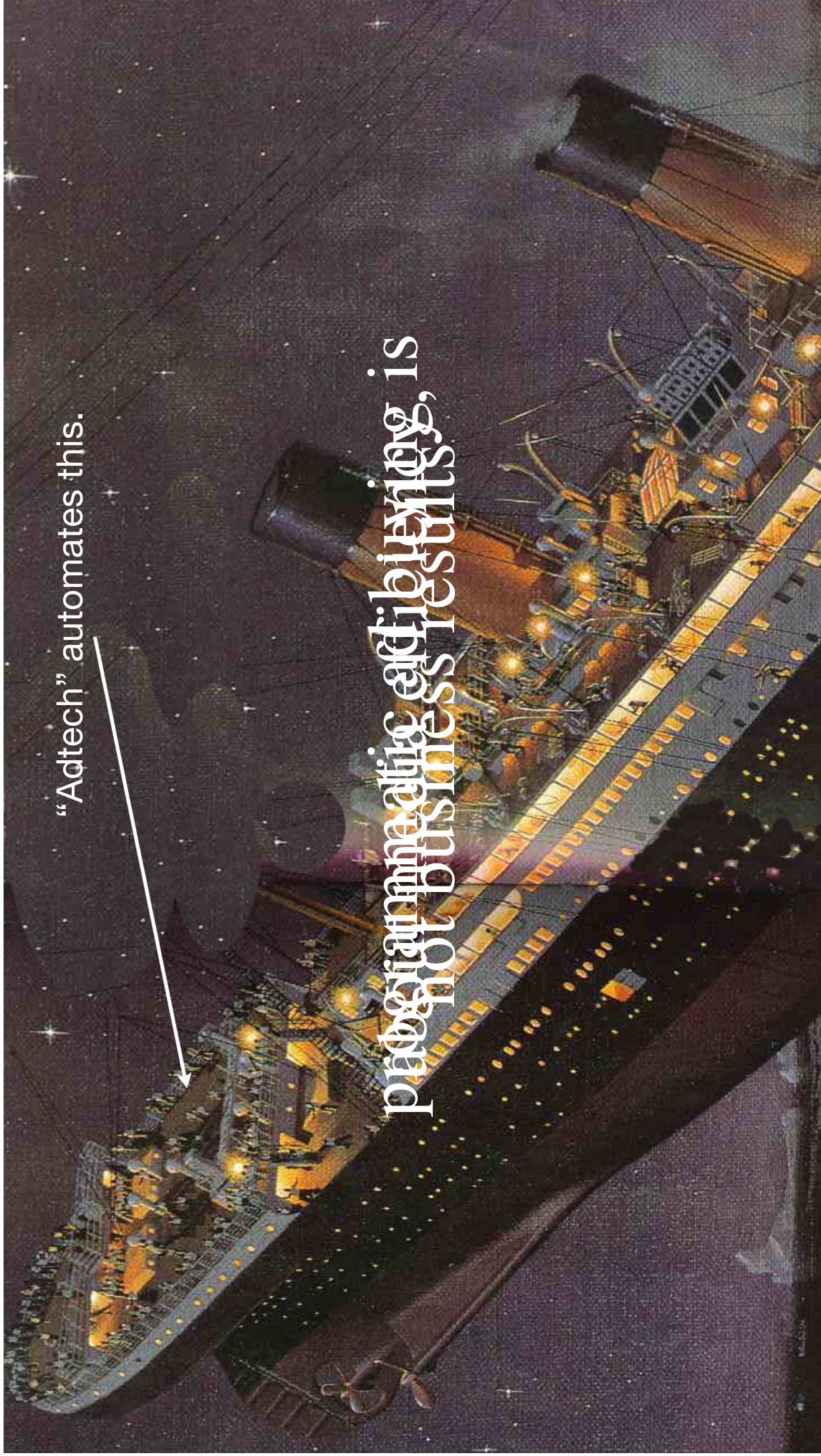
Passion is a key metric because it measures whether individuals talking about our campaign online will do so repeatedly. Knowing how passionate consumers are about a brand is quintessential to timing content distribution. The Klout Score is a key performance indicator when it comes to celebrity endorsements and influencer conversations. Knowing how much influence a brand or brand ambassador has is critical to today's overarching influencer communications strategy.

ARTICLE HIGHLIGHTS:

- *"Passion is a key metric because it measures whether individuals talking about a campaign online will do so repeatedly."*
- *"Engagement is a key performance indicator with digital media because it measures the effect marketing and advertising has on consumer behavior."*
- *"True marketing must track to revenue."*

“Adtech” automates this.

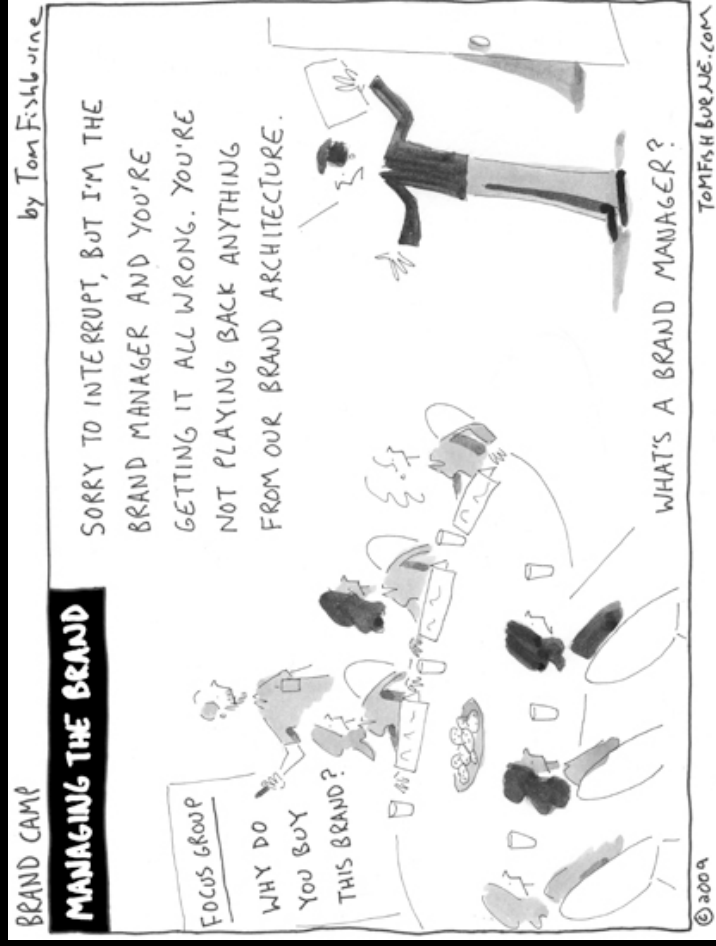
programmatic advertising, is
not business



kick
the errabk at dera an hab



we should be forking what



we should tear down the wall between sales and marketing

Marketers often have ready access to sales and performance data.

Sometimes it's because regulation.

Sometimes it's because tradition.

we should design for data

Marketing programs can be designed with data in mind.

A loyalty program can help you build a CRM system.

Marketing funnelhead site engine, bio development search engine

data should trigger behavior



data should make us more empathetic

If we design for data that helps us make decisions, that helps us create value for our customers, and that helps us solve problems, they can't see that

That will enable the kind of analysis sufficiently advanced

this was fun.