HOW TO HARNESS THE POWER OF DATA
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VP, Client Data & Analytics
WHAT WE’RE TALKING ABOUT

+ Getting Started
+ Things to Consider
+ Data Activation
+ MarTech: CDP’s & DMPs
+ Crafting your Data Strategy
+ Data Activation Case Study
GETTING STARTED
DATA AT YOUR DISPOSAL

THREE PRIMARY TYPES OF DATA

FIRST PARTY
- Data you have collected
- Unique to your business
- Most powerful data tool

SECOND PARTY
- Someone else’s 1P data
- Sold to you directly
- Powerful for enrichment

THIRD PARTY
- From data aggregators
- Most prevalent
- Least precise
FROM A BRANDS PERSPECTIVE

WHY IS FIRST PARTY DATA SO IMPORTANT

- Purchase patterns with your customers
- Identify key trends and opportunities
- Align marketing efforts with broader business objectives
- Personalize the customer experience

WHERE IS IT COLLECTED

+ In store purchases
+ Online purchases
+ General website interactions
+ Events
Your website houses valuable data about your customers

Capture structured and unstructured fields in the data layer
+ SKU, purchase price, loyalty status, free form fields

Customizable

Turn this data into actionable audiences
THE DATA LAYER

datalayer.push({
  'transactionId': '1234',
  'transactionAffiliation': 'Acme Clothing',
  'transactionTotal': 38.26,
  'transactionTax': 1.29,
  'transactionShipping': 5,
  'transactionProducts': []
})

1st product

- transactionProducts.0.sku
- transactionProducts.0.name
- transactionProducts.0.category
- transactionProducts.0.price
- transactionProducts.0.quantity

2nd product

- transactionProducts.1.sku
- transactionProducts.1.name
- transactionProducts.1.category
- transactionProducts.1.price
- transactionProducts.1.quantity
CONSIDERATIONS

ENSURE COMPLIANCE

- Personally Identifiable Information (PII)
  - Jurisdiction Variation

- General Data Protection Regulation (GDPR)
  - Opt in Consent

- California Consumer Privacy Act (CCPA)
  - First US regulation like GDPR

- Seek Legal Guidance
  - Regulations change, costly fines
DATA ACTIVATION: CENTRO’S WAY

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>PARTNERSHIPS</th>
<th>ANALYZE</th>
<th>REPEAT</th>
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</thead>
<tbody>
<tr>
<td>Who, What, When, Where &amp; Why</td>
<td>DMP, LiveRamp, Basis</td>
<td>Measure against KPI's</td>
<td>Adjust strategy if needed &amp; repeat</td>
</tr>
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MARTECH: CDP VS DMP
SIMILARITIES & DIFFERENCES

CUSTOMER DATA PLATFORM (CDP)
- Built around your First Party Data
- Contains PII
- Real-time segmentation of your customers
- Cross Channel Collection

DATA MANAGEMENT PLATFORM (DMP)
- Built around Third Party Data
- Anonymous data collection, NO PII
- Real-time segmentation of anonymous users
- Cross Channel Collection
- Activation Center
CENTRO & THE DMP
WHY WE USE A DMP

• Flexibility
• Advanced segmentation & data collection
• Direct integration with Basis
• Ability to model & enrich data
• Anonymous

WHY NOT A CDP?

+ PII Considerations
+ Work with many clients
+ Minimal 3p data connections
 WHICH SHOULD YOU USE?

One size does not fit all

Questions to ask:

1. What data do you need to collect?
2. How will it be organized?
3. Once its collected, what’s next?
CRAFTING YOUR DATA STRATEGY
## CRAWL, WALK, RUN

<table>
<thead>
<tr>
<th>BUSINESS GOALS</th>
<th>LOOK INTERNALLY</th>
<th>ADJUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>What as an organization are you striving for?</td>
<td>What data do you have vs what do you need?</td>
<td>Adjust or expand your data collection practices to align with goals</td>
</tr>
</tbody>
</table>

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<tr>
<th>TOOL EVALUATION</th>
<th>CREATE STRATEGY</th>
<th>ANALYZE</th>
<th>REPEAT</th>
</tr>
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<tbody>
<tr>
<td>Do I or my partners have the right tools at our disposal?</td>
<td>How &amp; where will I accomplish my goals?</td>
<td>Evaluate performance against set goals</td>
<td>Adjust strategy for new objectives or based on past performance.</td>
</tr>
</tbody>
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DATA DRIVEN MEDIA
PUTTING your 1DP TO WORK

YOUR BUSINESS
- SITE TRAFFIC
- CDP
- ONLINE SALES
- POS DATA
- CRM DATA
- CUSTOMER SEGMENTS
- EMAIL/CATALOGUE
- HISTORICAL SALES DATA

DMP

ACQUISITION
- ID attributes and behaviors of most desirable customers
- Increase size of net to drive awareness among customers likely to consider
- Reconnect with past site visitors; capture low-hanging conversions
- Eliminate visitors who demonstrate behaviors unlikely to convert, improving performance

RETENTION
- Reconnect with past site visitors; capture low-hanging conversions
- Gain insights into site visitors and their characteristics, digital interests, and demonstrated behaviors
- Leverage enhanced knowledge for improved onsite content, branded messaging and targeting

GROWTH
- Utilize existing customer-base to expand sales opportunities
- Reach scaled, known customer segments, applying a variety of tactics to drive further sales activity
- Employ multiple testing strategies across products, message and creative elements

ACTIVATION CHANNELS
(DIRECT, PROGRAMMATIC, SOCIAL, SEARCH)

- LOOKALIKE MODELS
- RETARGETING
- CUSTOM SEGMENTS
- CRM TARGETING
- RETARGETING
- CUSTOM SEGMENTS
- CRM TARGETING

INSIGHTS & OPTIMIZATIONS

CENTRO WEBINAR
CASE STUDY: BACKGROUND

CLIENT INFORMATION

• Millennial focused hip furniture retailer
• Struggling with market share, brand loyalty & holiday e-commerce sales
• Brick & mortar locations in top tier cities
• Looking to increase YoY e-commerce sales by 10%

DATA AVAILABLE

• Robust CRM list
• Online purchasers
• Online site visitors
• Email
CASE STUDY: DATA STRATEGY

INTERNAL ANALYSIS

• Converters were outside the assumed target list
• Skewed older
• More male
• Lower incomes

ACTIVATION STRATEGY

• CRM retargeting
• DMP look-a-like modeling of high value customers
• Realtime audience segmentation of high value consumers for RT & LAL Modeling
• Focused on high potential DMA’s based on customer data
CASE STUDY: RESULTS

STRONG FOUNDATION = STRONG RESULTS

Observed an e-commerce YoY sales lift of 12%

Analysis of converters influenced marketing strategies beyond digital

Focus on high potential DMA’s helped influence other marketing & business objectives
WRAP UP

- Your data is a key asset
- Align with business objectives
- Understand the tools at your disposal
- Measure & repeat
QUESTIONS?

THANK YOU!