

centro
WEBINAR

HOW TO HARNESS THE POWER OF DATA



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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

THE DATA LAYER

CAPTURING ACTIVITY ON OWNED PROPERTIES



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

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3 dataLayer.push({
4   'transactionId': '1234',
5   'transactionAffiliation': 'Acme Clothing',
6   'transactionTotal': 38.26,
7   'transactionTax': 1.29,
8   'transactionShipping': 5,
9   'transactionProducts': [{
10    'sku': 'DD44',
11    'name': 'T-Shirt',
12    'category': 'Apparel',
13    'price': 11.99,
14    'quantity': 1
15  }, {
16    'sku': 'AA1243544',
17    'name': 'Socks',
18    'category': 'Apparel',
19    'price': 9.99,
20    'quantity': 2
21  }]
}
```

1st product

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

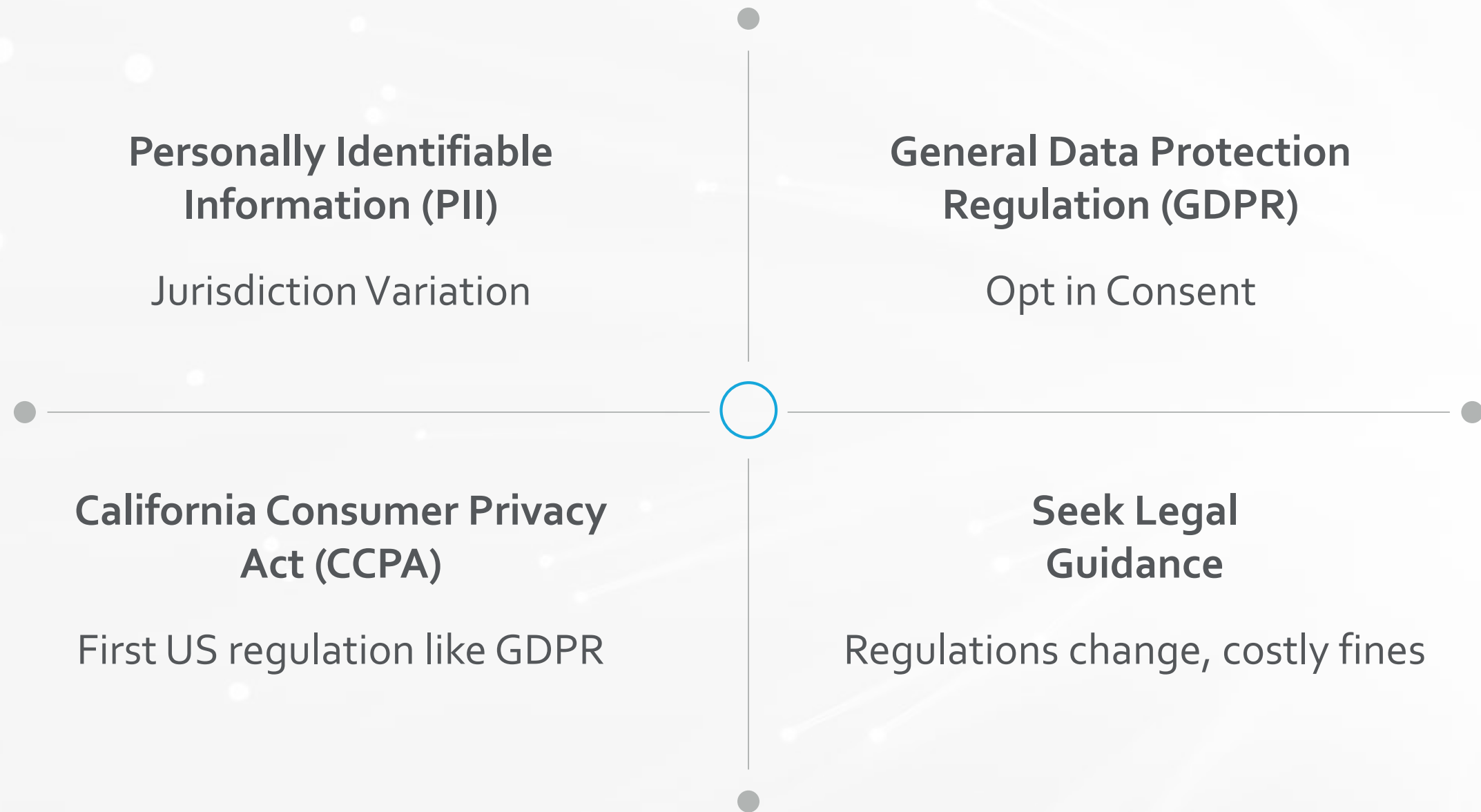
2nd product

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



CONSIDERATIONS

ENSURE COMPLIANCE



DATA ACTIVATION: CENTRO'S WAY



ORGANIZATION

Who, What,
When, Where & Why



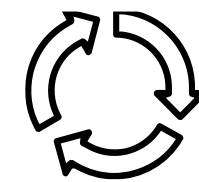
PARTNERSHIPS

DMP, LiveRamp,
Basis



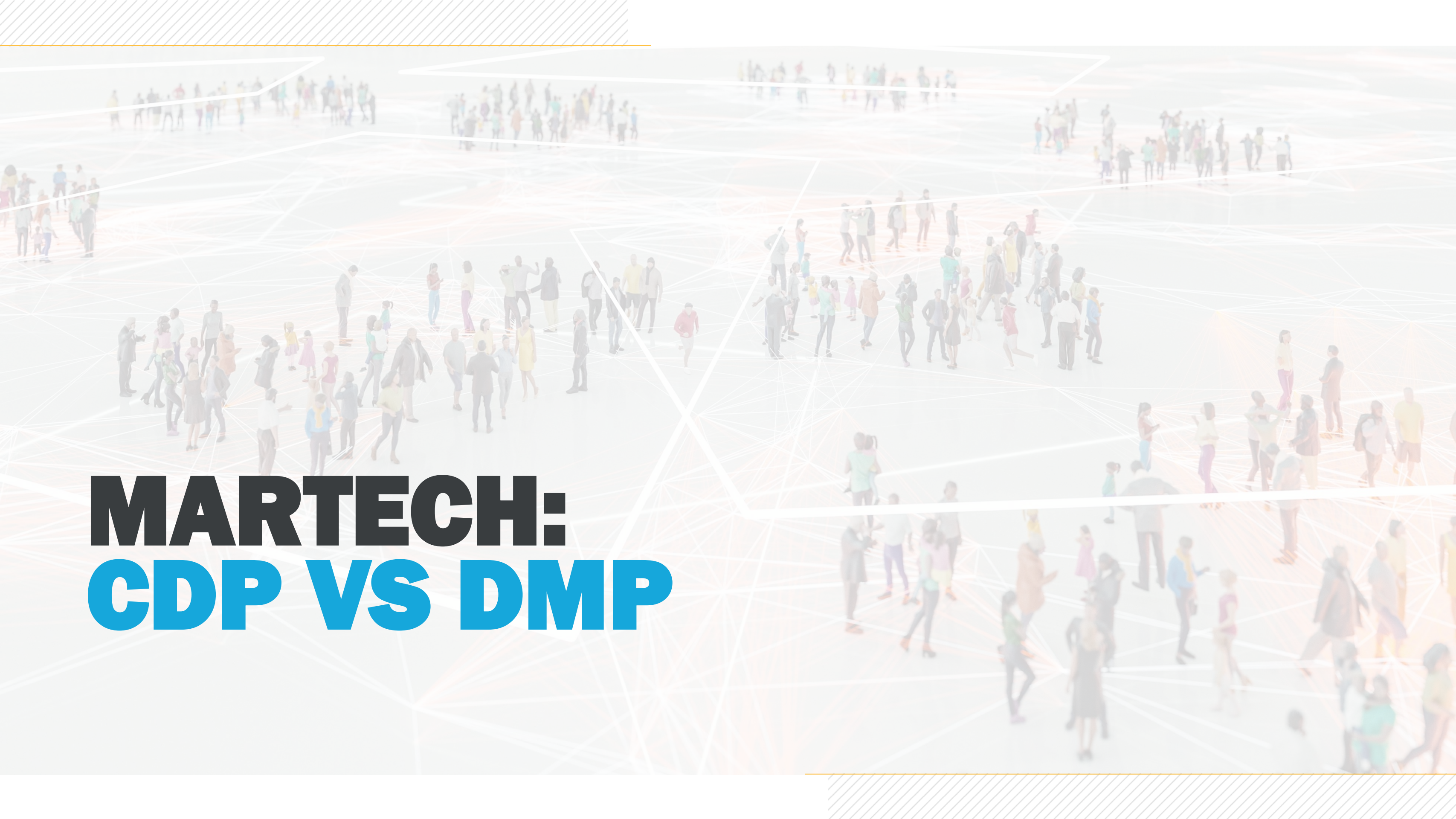
ANALYZE

Measure
against KPI's



REPEAT

Adjust strategy
if needed & repeat

The background of the slide features a large, diverse crowd of people in a virtual or digital environment. The scene is overlaid with a complex network of white and orange lines, suggesting a data-driven or interconnected space. The overall aesthetic is modern and technological, with a light blue and white color palette. The text is positioned in the lower-left quadrant of the image.

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?



A group of four business professionals (three men and one woman) are seated around a table in a meeting room, engaged in a discussion. The image is overlaid with a large, bold, blue text that reads "CRAFTING YOUR DATA STRATEGY". The background is a bright, slightly blurred office setting. The text is positioned in the lower-left to center area of the image.

CRAFTING YOUR DATA STRATEGY

CRAWL, WALK, RUN

BUSINESS GOALS

What as an organization are you striving for?

LOOK INTERNALLY

What data do you have vs what do you need?

ADJUST

Adjust or expand your data collection practices to align with goals

TOOL EVALUATION

Do I or my partners have the right tools at our disposal?

CREATE STRATEGY

How & where will I accomplish my goals?

ANALYZE

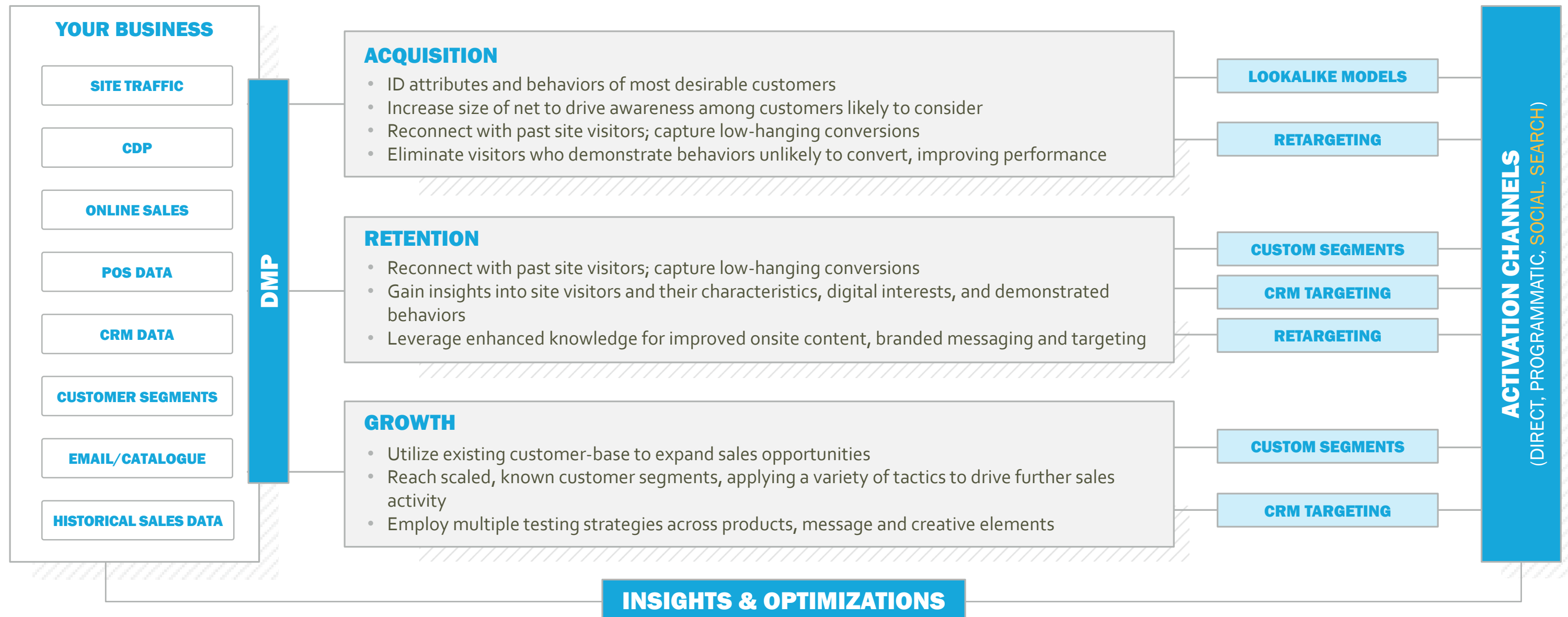
Evaluate performance against set goals

REPEAT

Adjust strategy for new objectives or based on past performance.

DATA DRIVEN MEDIA

PUTTING your 1DP TO WORK



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



- ④ Your data is a key asset
- ④ Align with business objectives
- ④ Understand the tools at your disposal
- ④ Measure & repeat

QUESTIONS?
THANK YOU!