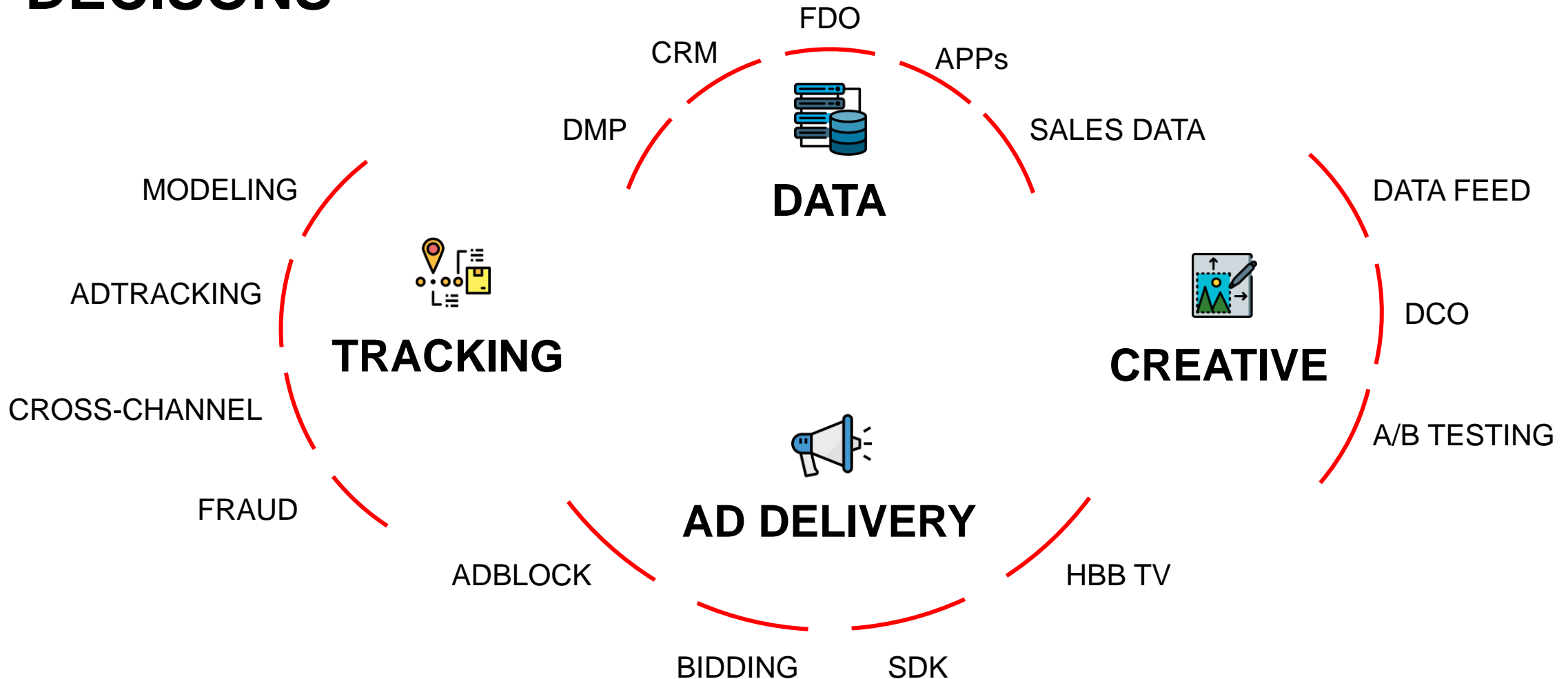
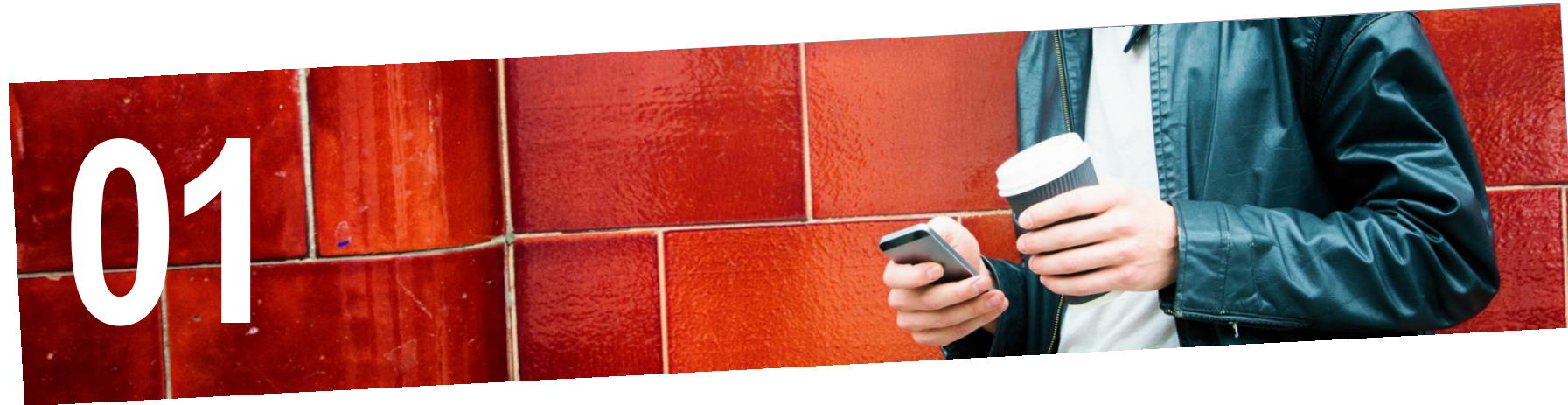




BIG DATA

STRATEGIC GOALS ARE REACHED BY TACTICAL DECISIONS





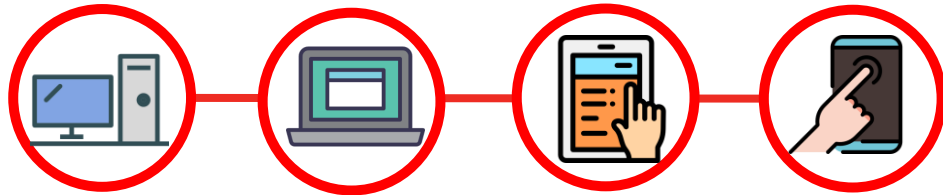
01



WHAT IS DATA

WHAT IS DATA?

NON-PERSONAL INFORMATION



Many devices → Many browsers → Many users

User is identified by:



Cookie in Browsers



IDFA(🍏)/GAID(🤖) in Apps



MAC Address in WIFI and BlueTooth Tracking

Cookie: a small piece of text generated by the web server and sent to the browser, where it is stored. It can be retrieved by server with any connection.

Each cookie has its lifetime: from several minutes to several months.

PERSONAL INFORMATION



WHAT IS PERSONAL INFORMATION:

- Social profile ID
- Email
- Phone Number
- Address
- ...

WHAT TO REMEMBER:

Always state Terms of Use when asking user to give you his personal information
 Personal information collection and processing are strictly regulated and always should be clear

PROBLEMS:

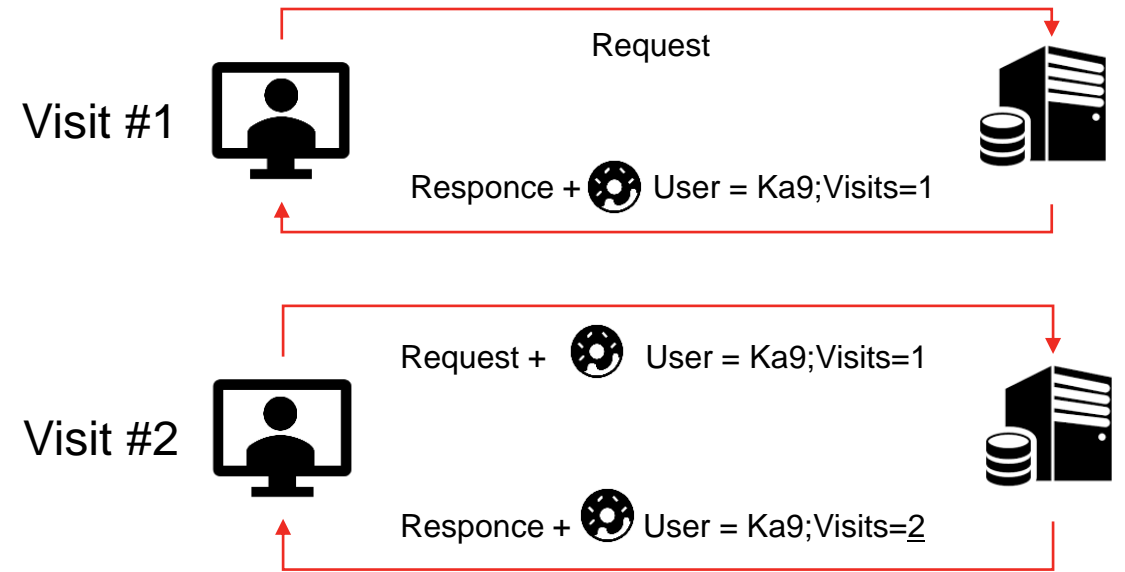
- Not easy to share between systems
- Need for secure storage






USER IDENTIFICATION - COOKIE

Cookie: a small piece of text generated by the web server and sent to the browser, where it is stored. It can be retrieved by server with any connection.

Each cookie has its lifetime: from several minutes to several months.

Web services use cookie to identificate user



- 
User data collection and processing
- 
Logging in remembering
- 
Individual profile setup
- 
Basket data storage
- 
Advertising targeting

USER IDENTIFICATION – IDFA/GAID

IDFA/GAID – unique identifier assigned to the Device by Google Play or App Store. It is user-specific, unique, resettable

What to remember:

- Advertisers can use IDFA/GAID for remarketing and conversions tracking
- IDFA/GAID and mobile Cookie, generated by mobile web browser are different objects and cannot be synchronized.

Problems with IDFA/GAID :

- Can be changed or forbidden by user at any time
- Stores could ban App if it doesn't use IDFA/GAID for advertising service purpose



This is your IDFA

F85A0D7C-3F60-4052-B083-7C147267FAC9

Copy to clipboard

F85A0D7C-3F60-4052-B083-7C147267FAC9

What's an IDFA?
It's a unique ID for each iOS device that mobile ad networks typically use to serve targeted ads. It can only be used for serving advertisements, as well as a flag which indicates whether a user has limited ad tracking.



Advertising targeting



Conversion Tracking

Note: app owners usually use internal Id's, but they cannot be used outside of the ecosystem ex: Facebook SDK

USER IDENTIFICATION – MAC ADDRESS

Mac Address - unique identifier assigned to devices WIFI or BlueTooth modules. MAC addresses are most often assigned by the manufacturer.

MAC addresses can be read **by WIFI router or a beacon to identify a device.**

What to remember:

- Each device will have a unique MAC address, if a Person will come to the store with two devices he will be logged as two different Users
- MAC address is not linkable to IDFA/GAID. MAC and Cookie matching is possible through Wi-Fi authentication page
- Apple devices can generate random MAC addresses to avoid being monitored



User data
collection and
processing



Road
tracking



Attendance
Tracking

TYPES OF DATA

COLLECTION OF DATA IS **FULLY CONTROLLED** BY YOU

FIRST PARTY (1PD)

OWNED ASSETS

- OWN WEBSITES – ON-SITE BEHAVIOR
- OWN MOBILE APP – IN-APP BEHAVIOR

PAID MEDIA INTERACTIONS

- ADSERVING SYSTEM – IMPRESSIONS, CLICKS, REACH, FREQUENCY, VIEWABILITY ETC.

CRM

- PERSONAL INFORMATION – NAME, PHONE NUMBER, EMAIL
- OTHER FORM INPUTTED INFORMATION

YOU KNOW HOW THE DATA WAS COLLECTED BUT IT WAS COLLECTED BY YOUR **PARTNER'S RESOURCES**

SECOND PARTY (2PD)

PARTNERED ASSETS

- SUPPORTING OR SPECIAL EVENT MICROSITES
- OTHER SPONSORSHIP SITES
- PIXELS DEPLOYED ON THE PARTNER SITES

YOU **DON'T KNOW** HOW EXACTLY THE DATA WAS COLLECTED, YOU **DO NOT CONTROL** IT AND IT WAS COLLECTED ON **THIRD-PARTY SIDE**

THIRD PARTY (3PD)

PURCHASED DATA

- DMP
- PROVIDER CLICKSTREAM
- OTHER COMPANIES SALES DATA
- WALLED GARDENS

WHERE THE DATA COMES FROM



CLICKSTREAM



DMPs GATHER AND PROCESS A GREAT VOLUME OF RAW DATA
100s MILLOINS OF USERS WITH BILLOINS OF DATAPOINTS WEEKLY



MAJOR PART OF THE RAW DATA VOLUME IS NOT VALUABLE BECAUSE OF DATA "FRAUD"
TEMPORARY COOKIES, USERS, IDs, ETC



THE REST OF THE DATA VOLUME IS SAVED CLUSTERED AND "WATHCED" CONSTANTLY



DATA EXCHANGE AND CRM DBS

SITES, INTERNET SERVICE PROVIDERS, PROCESSING SYSTEMS

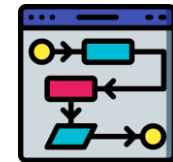


BROWSER AND SOCIAL PLUGINS



AUTHORIZED PIXEL PLACEMENT

PARTNERED SITES



MODELLING AND CLUSTERING

PREDICTIVE MODELS ON THE ANALYSIS OF USER BEHAVIOR



02



DATA STORAGES

ONSITE DATA COLLETION – WEB ANALITYCS SYSTEMS



All Site Visitors



Visitors That Bounced



Non-Bouncers



Abandoned Cart



Non-Converters



Visit Duration



Past Purchasers / Converters



Performed Search but Didn't Convert



Users by Source



Video Watchers



Geo Specific



Hours or Days Visited



Recency



Frequency



Cross-Device Visitors



ONSITE USER BEHAVIOUR

TECHNICAL PLATFORMS INFORMATION

CONVERSION TRACKING

RETARGETING LISTS



MEDIA DATA STORAGES - ADTRACKERS

TRAFFIC QUALITY

FRAUD CONTROL



- ✓ INVALID IMPRESSIONS AND INVALID CLICKS REPORTS IN ADTRACKERS SHOW VOLUME OF NON-HUMAN TRAFFIC
- ✓ IN AVERAGE LESS THAN 0,5%

GEO TARGETING CONTROL



- ✓ ADTRACKERS GEO REPORT HELPS TO CONTROL GEO TARGET HITS

CONTACT QUALITY

VIEWABILITY REPORTS



- ✓ VIEWABILITY IS TRACKED BY ADTRACKERS, STILL SIGNIFICANT TECHNICAL ISSUES AND WALLED GARDEN POLICY
- ✓ ESPECIALLY IMPORTANT FOR PROGRAMMATIC

CONTENT ENVIRONMENT AND BRAND SAFETY



- ✓ ADTRACKERS REPORTS REVEAL DOMAINS WHERE IMPRESSIONS WITH CONTENT ISSUES OCCURRED
- ✓ THESE DATA ALLOWED TO BLACKLIST SUCH WEB-SITES



DMP (DATA MANAGEMENT PLATFORM)



Owned assets

- Visitors of websites
- Users of mobile apps
- Hybrid mobile apps



Form data (CRM)

- CRM aggregated impersonated data

FIRST PARTY (1PD)



Partnered assets

- Supporting or special event microsites
- Other sponsorship sites



Authorized pixel placement

- Pixels deployed on publisher sites

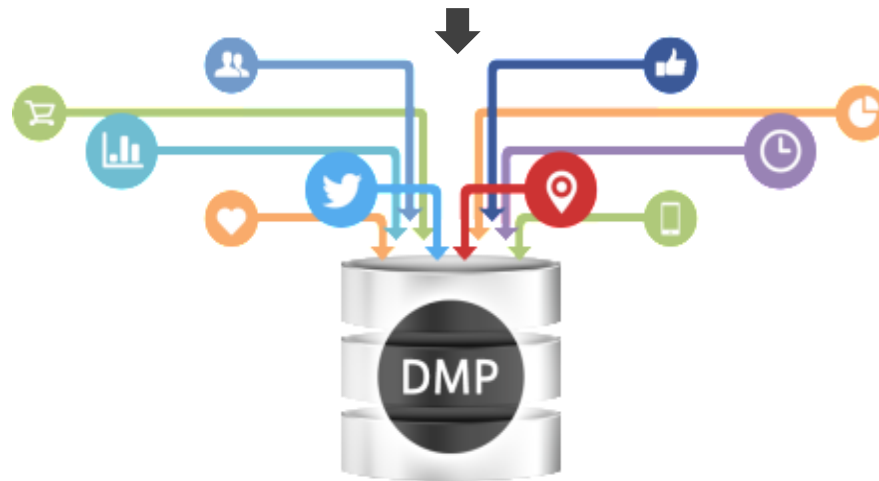
SECOND PARTY (2PD)



Purchased data

- Interest based cookie pools
- Specialist tracking companies or sites
- Receipt scanning stats
- Internet providers
- E-comm statistics
- Further functional sources of data

THIRD PARTY (3PD)



INNOVATIVE PLATFORM - CDP

ENTRY CHANNELS



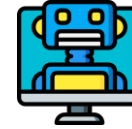
Mobile



Web



App



Chat Bot



COMMUNICATION AND REWARDING

SMS/USSD



Direct marketing



Messengers



API Layer

Extended user profile

Checks processing and OFD integration

Segment management

Rewards Management

Digital Campaign Management

Multi Channel Communication Management

Reports & Analytics

Non personal Data Management

Coupons & Offers Management

Loyalty Management

NON PERSONAL DATA AGGREGATION AND SEGMENTATION

DSP



Social Hub



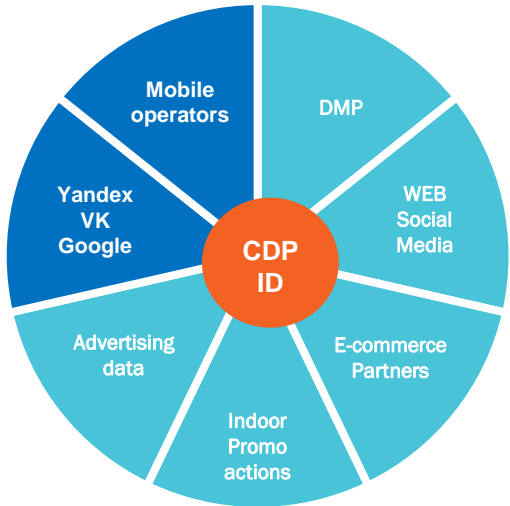
DMP



DIFFERENCE BETWEEN CDP AND DMP

CDP – CONSUMER DATA PLATFORM

 **DATA STORAGE**



- 1. Loyal consumers (buy a lot and often)
- 2. Growing frequency segment
- 3. Growing Sale segment

DMP Challenge

DMP



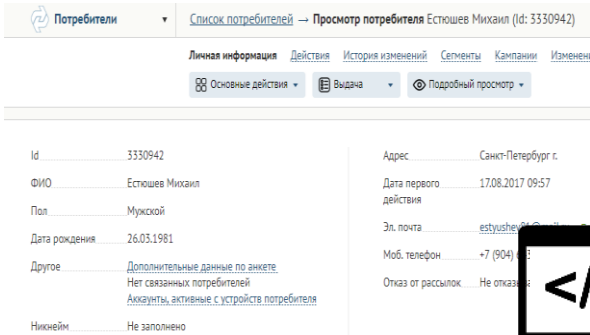
- 1. Online identify all consumer segment
- 2. Create LAL customer base from segment

MEDIA

- 1. Acquire new customers through LAL
- 2. Increase the frequency of existing
- 3. Media optimization

Build the next campaign based on the CRM data

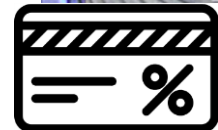
CRM - CUSTOMER RELATIONSHIP MANAGEMENT



- Personal information (email, phone number, Name – any personal inputted data)
- On-site behavior data (conversions, transactions etc.)

- Personal information
- In-app behavior data (conversions, transactions, geo etc.)

- Personal information
- Offline purchases



SCORING SYSTEMS

CUSTOMER INTELLIGENCE PLATFORM

YOU CAN BETTER UNDERSTAND EACH CUSTOMER, VALUE THEM USING THE SCORE, AND ENGAGE THEM WITH PERSONALIZED MESSAGING ACROSS DISPLAY, SOCIAL, SEARCH, EMAIL, METASEARCH, AND YOUR OWN WEBSITE

1. CREATE A UNIFIED VIEW OF EACH CUSTOMER USING DATA ACCUMULATED ACROSS ALL OF YOUR MARKETING CHANNELS
2. UNDERSTAND AND VALUE EACH CUSTOMER IN REAL-TIME BASED ON THEIR LEVEL OF ENGAGEMENT AND LIKELIHOOD TO CONVERT
3. REACH THOSE MOST LIKELY TO CONVERT WITH THE RIGHT MESSAGE AT THE RIGHT TIME, EVERY TIME
4. ENGAGE WITH YOUR CUSTOMERS ACROSS CHANNELS



NEW DATA SOURCES

 sociomantic

DATA ONLINE
TRADING

 X5 RETAIL GROUP



DATA RETAIL
TRADING

 Beeline™

DATA USERS OF
MOBILE OPERATOR



LIMITED DATA ON
ALL SALES



Maxima Telecom

DATA WI-FI USERS



DATA ABOUT
PURCHASES MADE
IN RETAIL

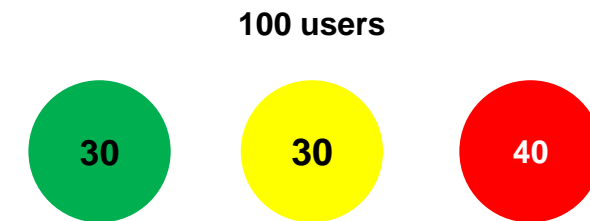
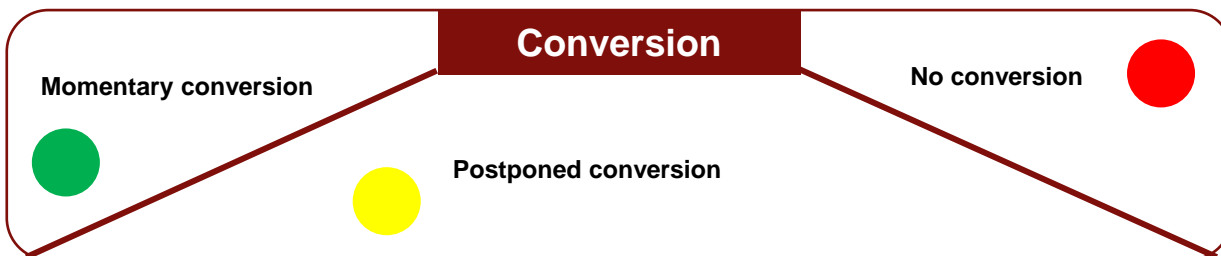
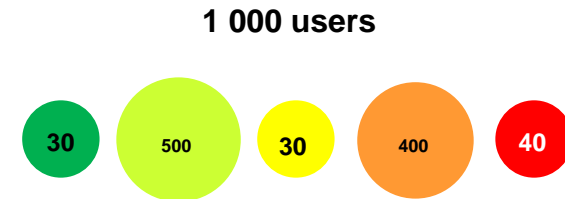
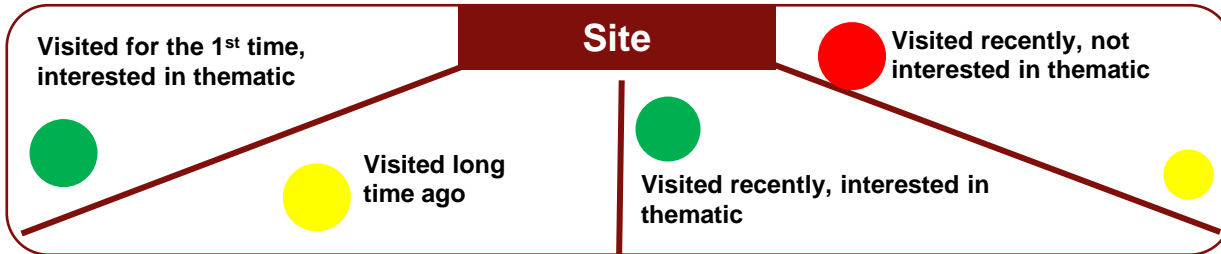
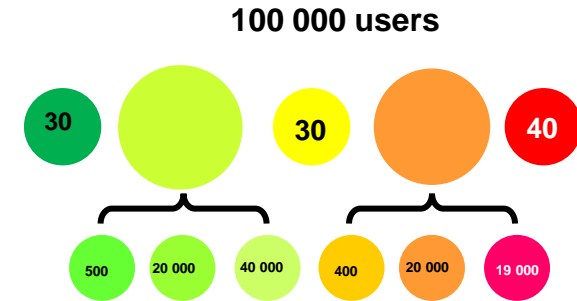
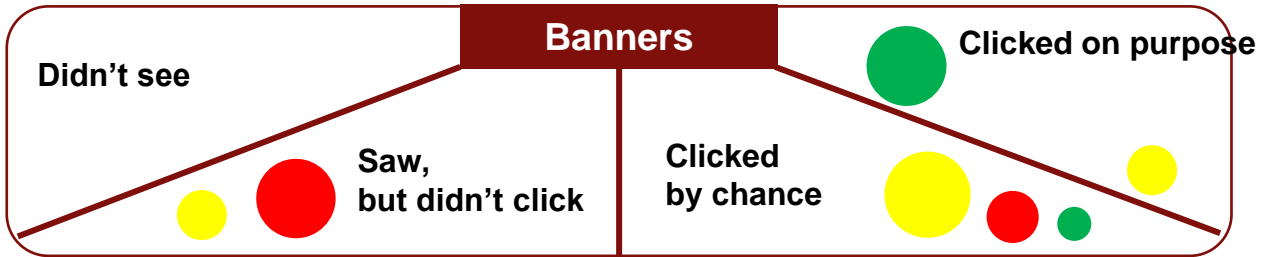


03



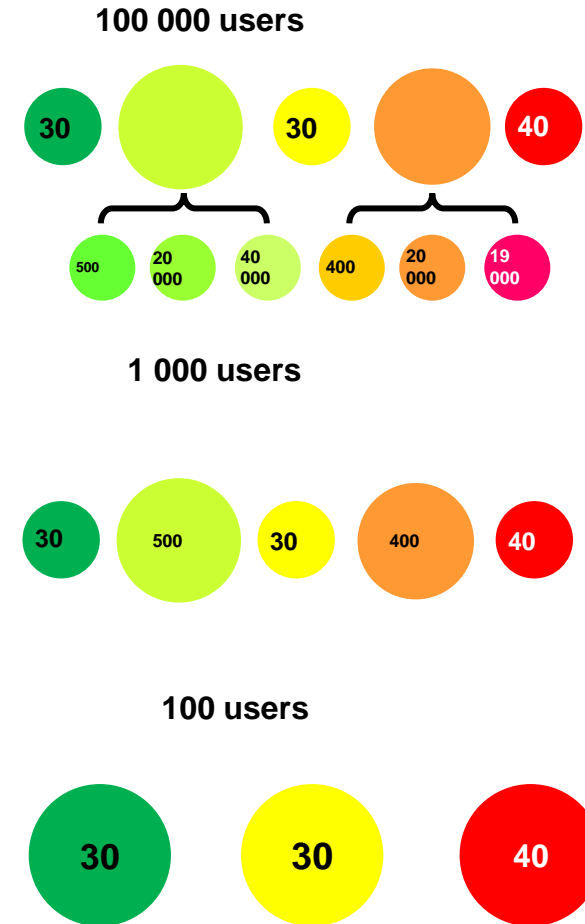
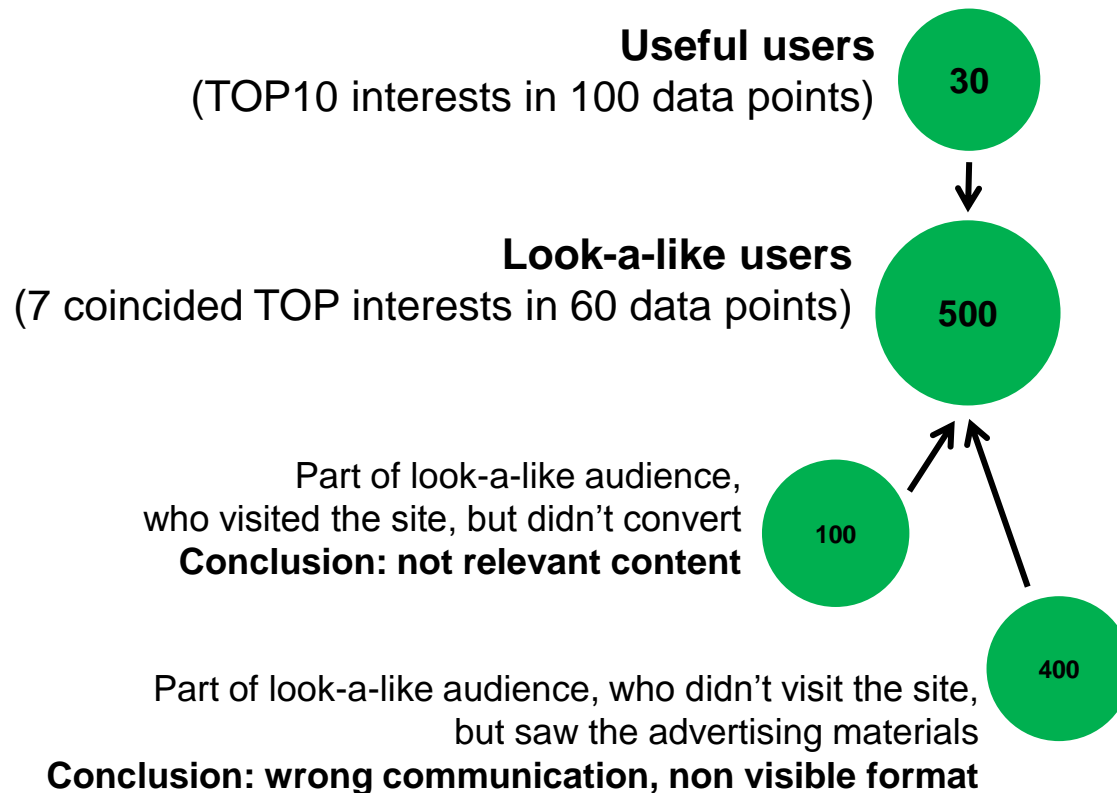
DATA STRATEGY

STRUCTURE OF TRAFFIC ALLOCATION AT EVERY STAGE OF CONVERSION



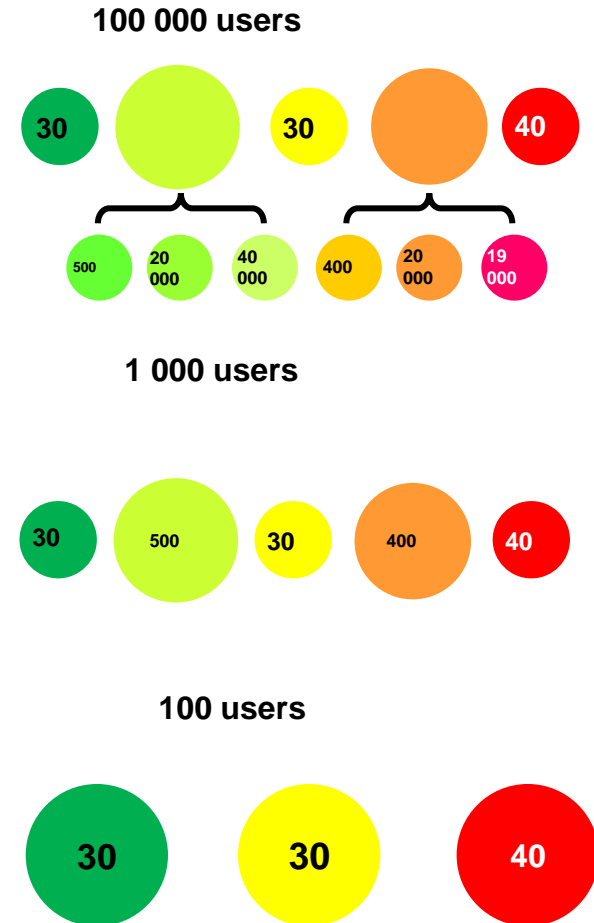
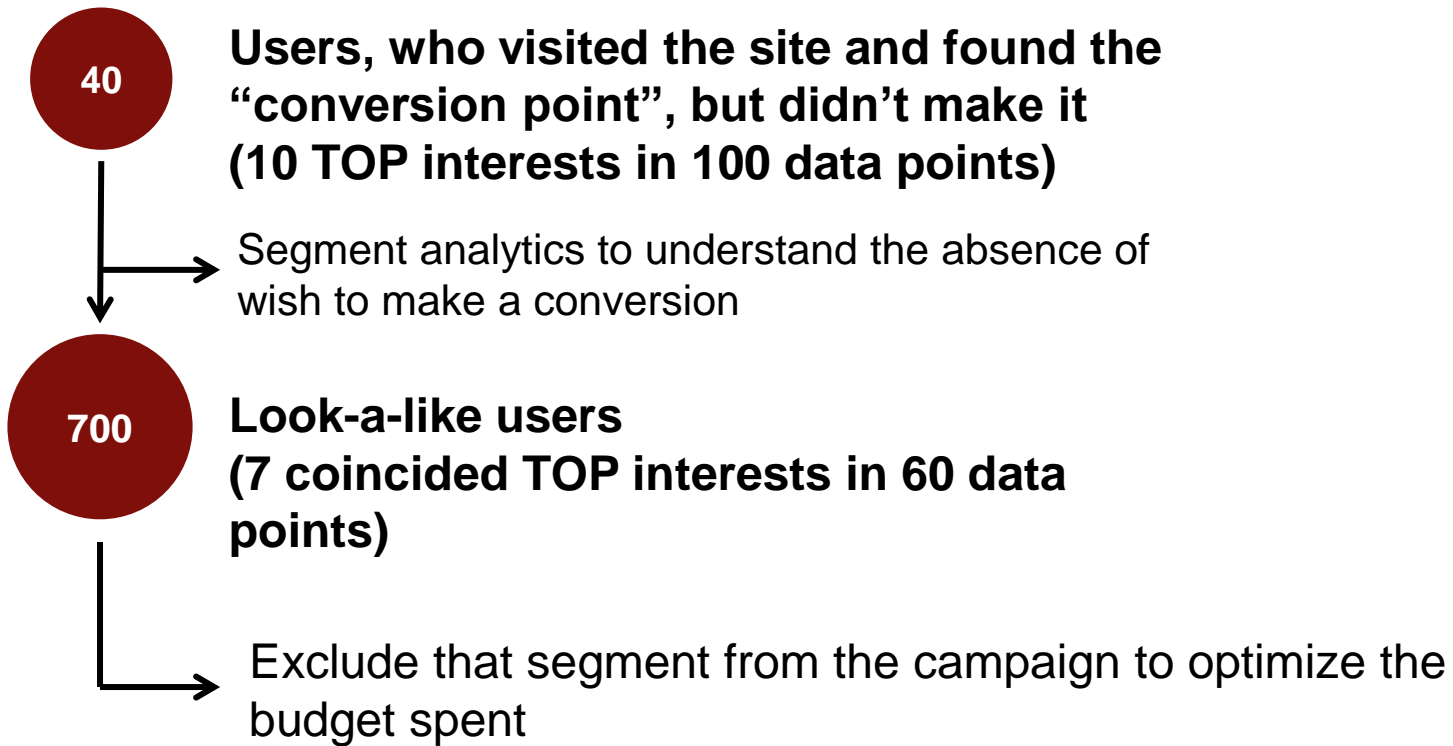
STRUCTURE OF TRAFFIC ALLOCATION AT EVERY STAGE OF CONVERSION

Main objective is make segment the traffic with forecast higher conversion into qualitative user



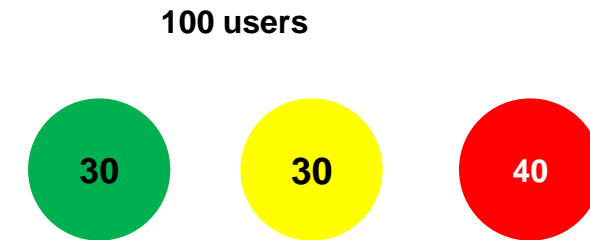
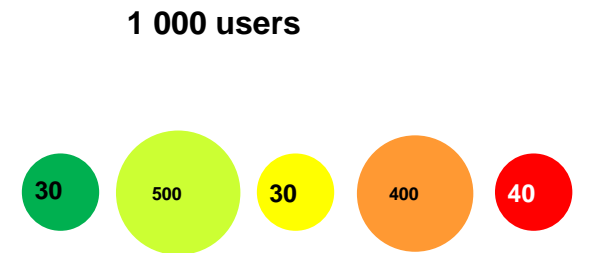
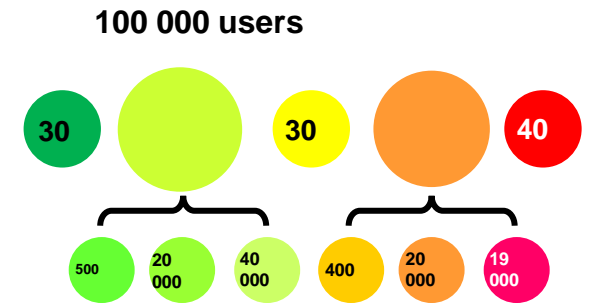
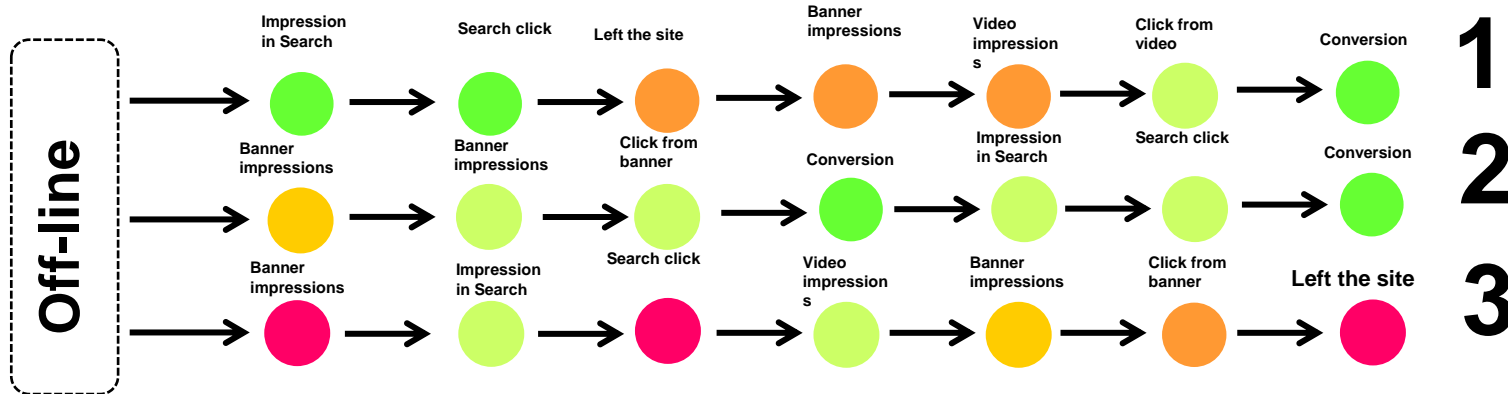
STRUCTURE OF TRAFFIC ALLOCATION AT EVERY STAGE OF CONVERSION

Second objective is too cut off those, who couldn't convert from very beginning, even if they saw the ads and visited the site



STRUCTURE OF TRAFFIC ALLOCATION AT EVERY STAGE OF CONVERSION

3d task is to identification, attribution and analysis of associated conversions

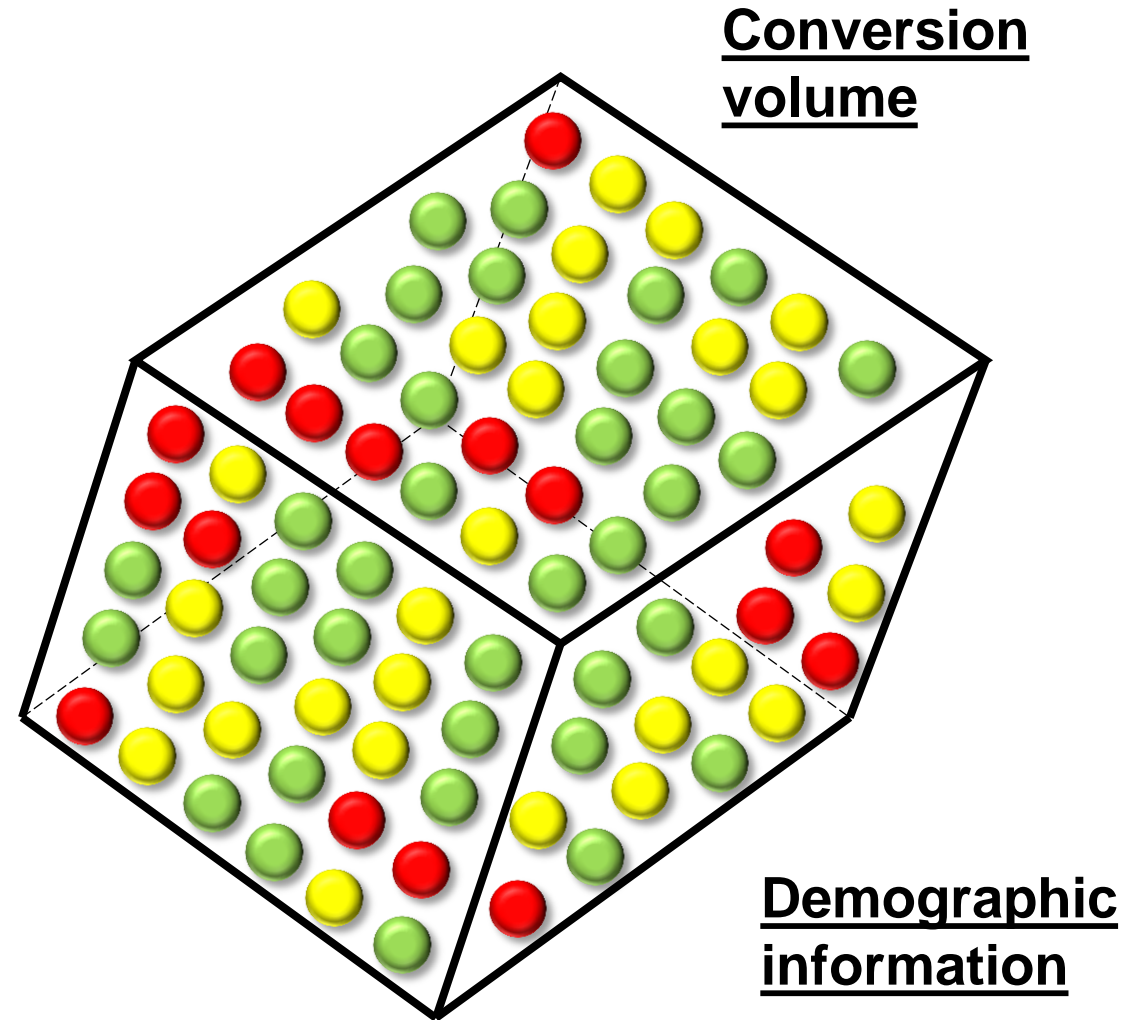


Task solution is in creation of various scenarios of audience behavior and “movement” of general TA from one scenario segment to another

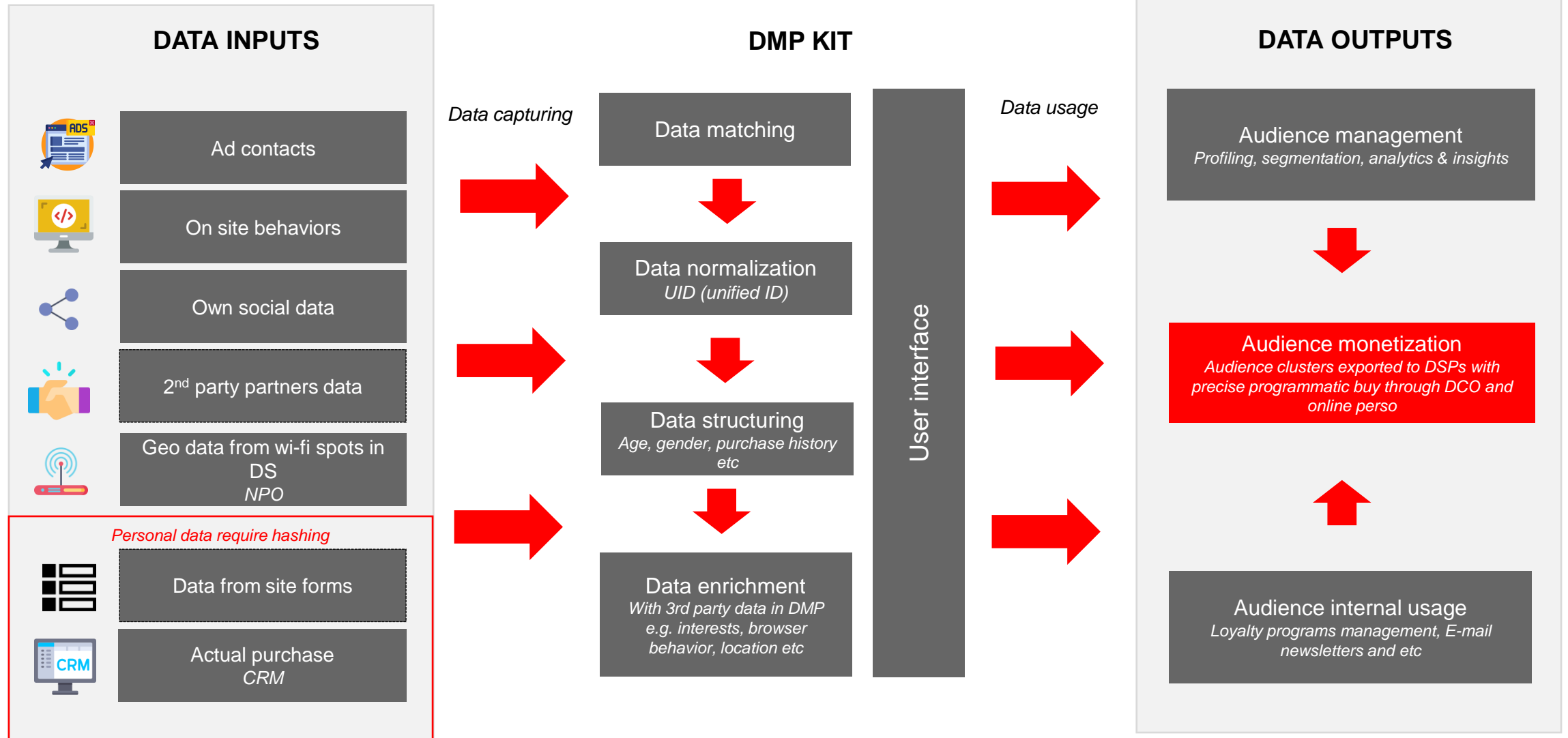
TRANSPARENT AUDIENCE PANEL

All collected data in fact are several segments flatness at the same time:

1. Segments of brand attribution (sites, banners, special projects, etc.);
2. Segments of interests, behavior characteristics and other external data, enriched by side DMP;
3. Segments of conversion volume and scenarios of consumer journey in the conversion funnel.



PERSONALIZATION STRATEGY



DATA OUTPUTS

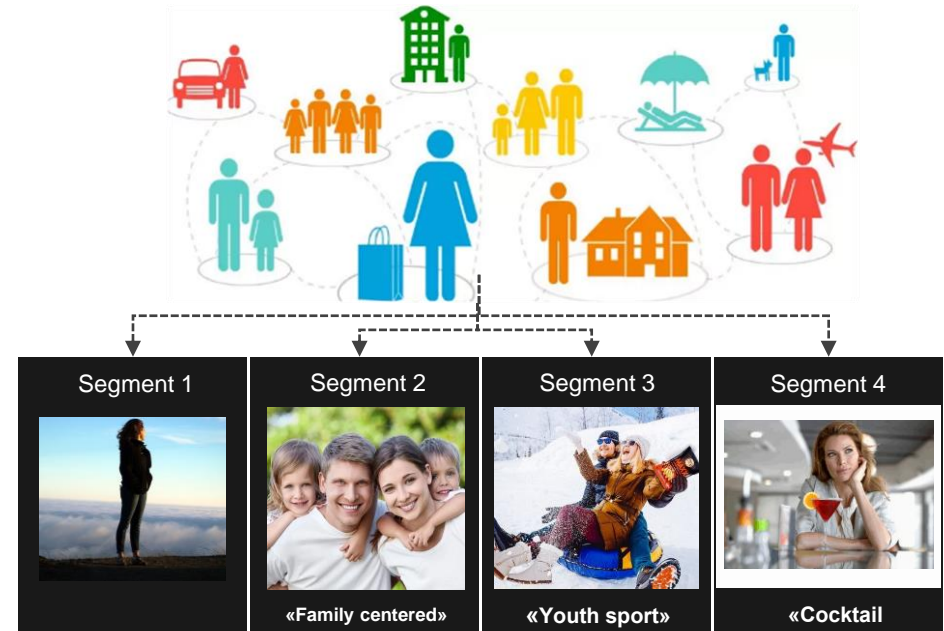


AUDIENCE ANALYTICS
ATTRIBUTION MODELLING
ECONOMETRIC MODELLING

WHAT CAN YOU GET:

- ONLINE TARGETING
- OFFLINE PLANNING
- DCO (DIGITAL CREATIVE OPTIMIZATION)
- ADAPTIVE LANDING PAGES
- PERSONAL COMMUNICATION

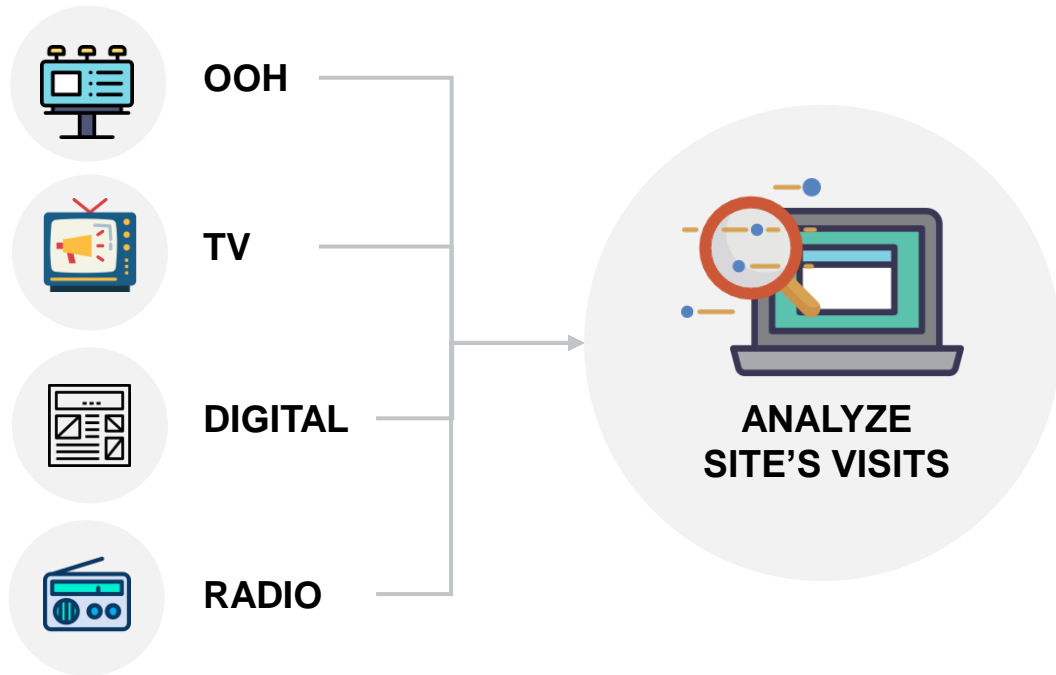
DMP-data



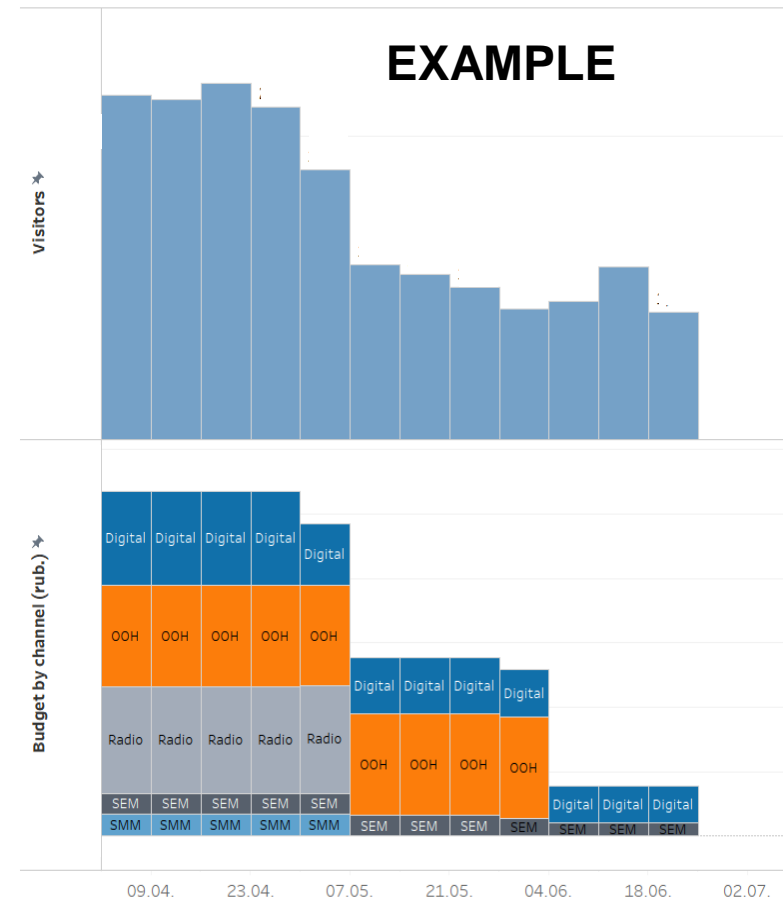
- More detailed portraits of your audience
- Clear information about your audience interests connected with competitors
- Upgraded targeting for your advertising
- Insights about your product usage

CHANGING THE CROSS-CHANNEL PLANNING

Can see week-by-week statistic
Understand what channel more conversion, and
what user's segment priority in channel



It helps to ad in more conversion channels, and save money





04

**PERSONALIZATION
BASED ON DATA**

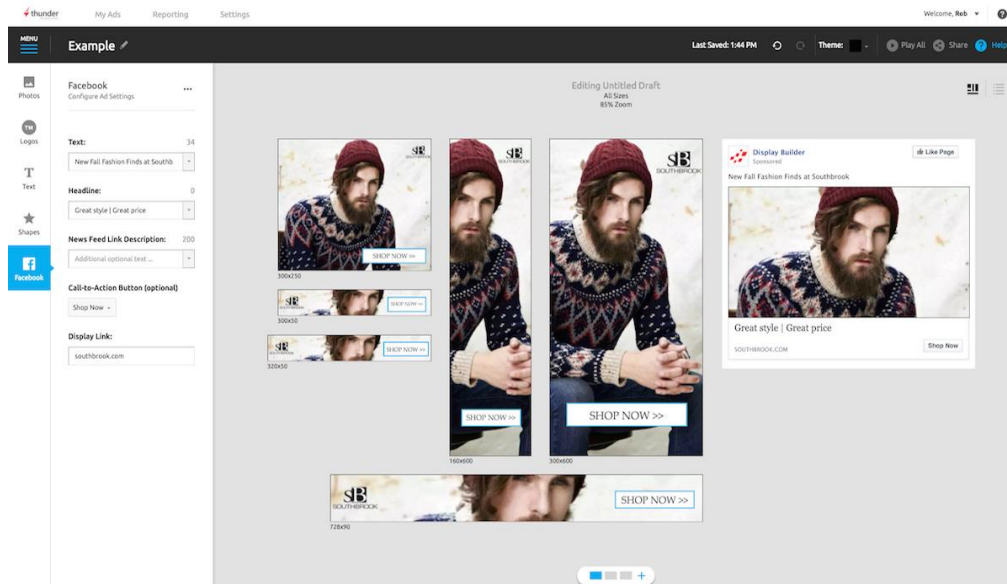
Creative Management Platforms and Dynamic Creative Optimization

Creative Management Platform (CPM)

Software, that make, measure, **manage**, and master your **creative**.

Dynamic creative optimization (DCO)

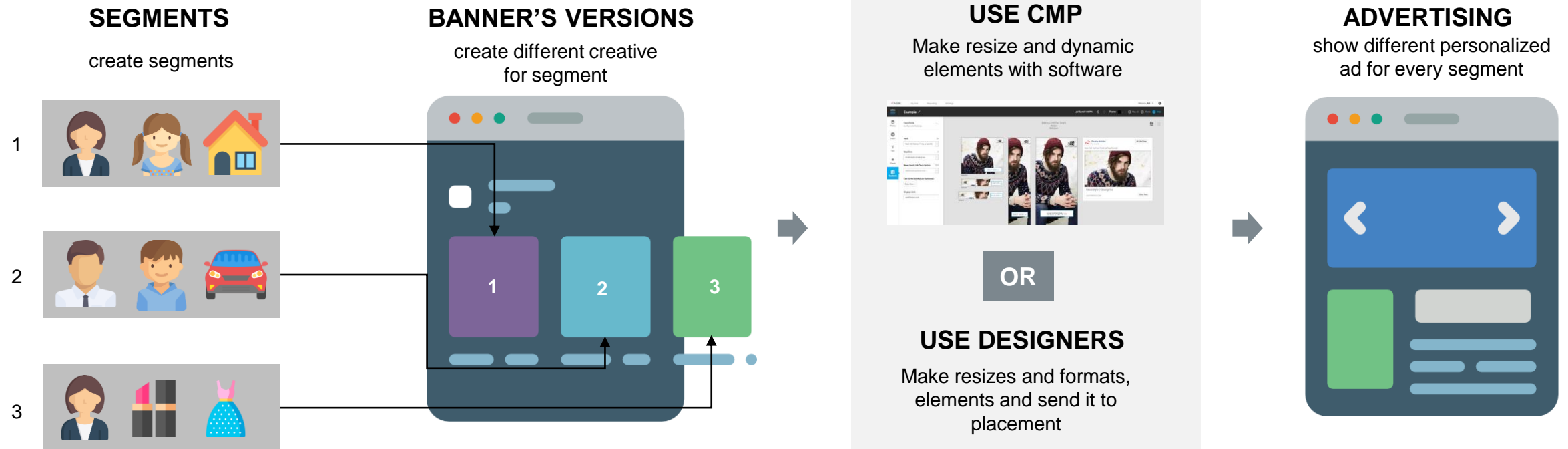
Technology, that is a form of programmatic advertising that allows advertisers to optimize the performance of their creative using real-time technology.



Dynamic Creative Optimization

All DMP, DSP and data providers, sites with own data.

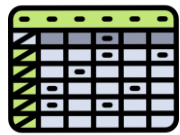
Examples, but not all



Creative Ad Builder



Have their own creative Ad builder



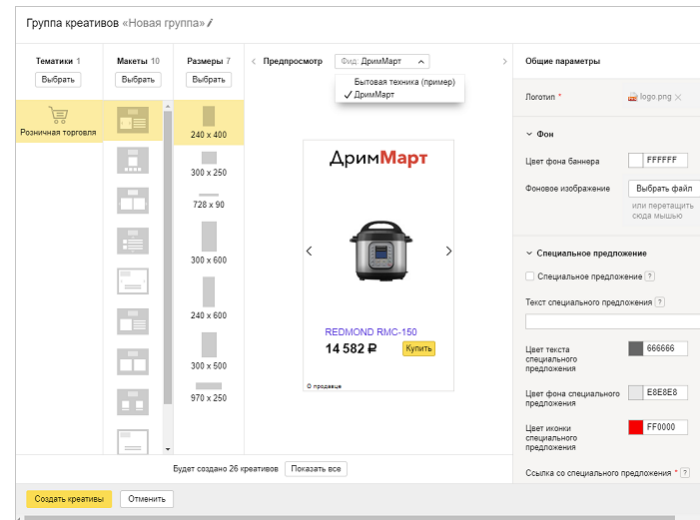
Add feed



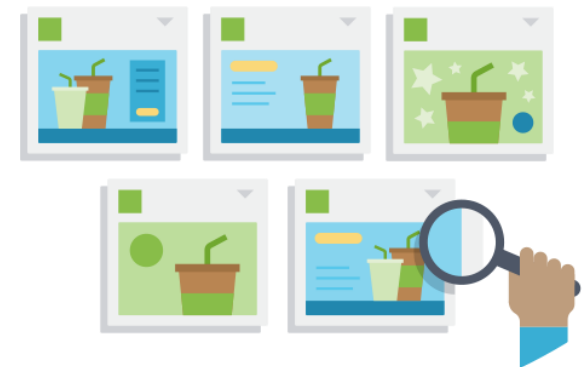
Upload images/video



Automatically create all formats and variants



Note Yandex: The maximum number of assets is 50.



Note FB: The maximum number of assets is 30. You can use 10 images/videos, 5 bodies, 5 titles, 5 descriptions and 5 CTAs.

USE YOUR DATA...