CUSTOMER DATA AS YOUR STARTEGIC ADVANTAGE

70/30
DIGITAL

TODAY

Why are we talking about first party data?

What is customer data?

Challenges in data collection

How to turn your marketing around

KUMPPANISI MUUTOKSESSA

70/30 DIGITAL

A marketing agency focused on companies' data, owned media and inhouse teams.

We believe that 70% of your marketing resources should be invested in data collection and usage, inhouse team abilities and your owned media. We help with marketing audits, selecting the right technology, creating modern marketing strategies and the organizing processes for your marketing to work better.

Follow us on LinkedIn:
linkedin.com/company/70-30-digital

70/30 DIGITAL, CEO & FOUNDER

ANNA M. LEHTO

Own media strategist, expert in content and the data the content produces. 10 years of digital marketing for both customers and agencies. A curious soul and strong believer in team work.

Connect on LinkedIn:
linkedin.com/in/annamlehto/

MARKETING IS CHANGING RAPIDLY

70/30 DIGITAL

TECH

Apple's ad privacy change impact shows the power it wields over other industries

PUBLISHED SAT, NOV 13 2021·11:28 AM EST   UPDATED SAT, NOV 13 2021·11:30 AM EST

Kif Leswing
@KIFLESWING

WATC

Do you use MailChimp? Bavarian DPA holds that its use was unlawful under GDPR

Martin Sloan reports on a decision from one of the German data protection authorities has cast doubt over whether use of the popular email marketing platform by EU organisations MailChimp is lawful under GDPR. The decision emphases the importance carrying out full assessments on the use of US-hosted technology services and transfers of personal data outside the UK and EU/EEA, following last year's Schrems II decision.

Tech

Google tracking cookies ban delayed until 2023

25 June 2021

In bad news for US cloud services, Austrian website's use of Google Analytics found to breach GDPR

Natasha Lomas

Uutinen

WhatsApp-viestittely rikkoi gdpr:ää – suomalaisyritys sai huomautuksen

Antti Kailio 8.12.2021 13:09 | päivitetty 8.12.2021 13:09 PIKAVIESTIMET GDPR TIETOSUOJA TIETOSUOJA-ASETUS DIGITALOUS

WhatsAppin käyttö on todennäköisesti johtanut asiakkaiden henkilötietojen siirtoon EU:n ulkopuolelle.

Big Tech Privacy Moves Spur Companies to Amass Customer Data

Marketers are staging sweepstakes, quizzes and events to gather people's personal information and build detailed profiles

By Suzanne Vranica Follow
Dec. 2, 2021 9:49 am ET

SAVE   SHARE   TEXT   101

AT THE SAME TIME

THE ROI OF PAID ADVERTISING IS DROPPING

The competition for digital ad space is fierce, which leads to growing prices.

Some companies have reported three fold cpc's over ten years.

Forerunners are looking for more porfitable marketing channels.

REGULATION IS TIGHTENING AND UNEXPECTED ACTIONS FROM BIG COMPANIES MAKE THE MARKET UNPREDICTABLE

Companies selling or producing third party data can and have abruptly limited the use of their data. E.g. iOS 14 update & the death of third party cookies. At the same time the EU can regulate the use and especially transfers of data between USA and the EU.

The importance of a company's own, unique data set, collected from first party data sources is growing exponentially. Quality data will ensure a company's competitive edge in the future.

COLLECT UNIQUE DATA FROM YOUR OWN MEDIA

IT TAKES ANYWHERE FROM 3 MONTHS TO YEARS

TO COLLECT DATA

The best time to start the strategic collection of data was yesterday.

The second best day is today.

67% OF FINNISH INHOUSE MARKETING TEAMS OPERATE WITHOUT A SPECIFIC PROCESS*

Many marketing teams share the same pain points: random wishes from other units dominate their day. This will turn the focus away from any strategic marketing work to putting out fires and an unnecessary feel of urgency.

*) Owned data 2022 Research, by 70/30 Digital

INHOUSE MARKETING TEAMS ARE KEY PLAYERS IN COLLECTING DATA

The operational excellence of inhouse marketing teams directly affects the ROI of your marketing efforts. A couple of unicorn rock star marketeers will take you a few steps ahead, but changing *the process* your inhouse team will make the change for the enitre team.

WHAT IS CUSTOMER DATA?

Most often

Email or client-ID

Marketing consent

Name

Address

Also
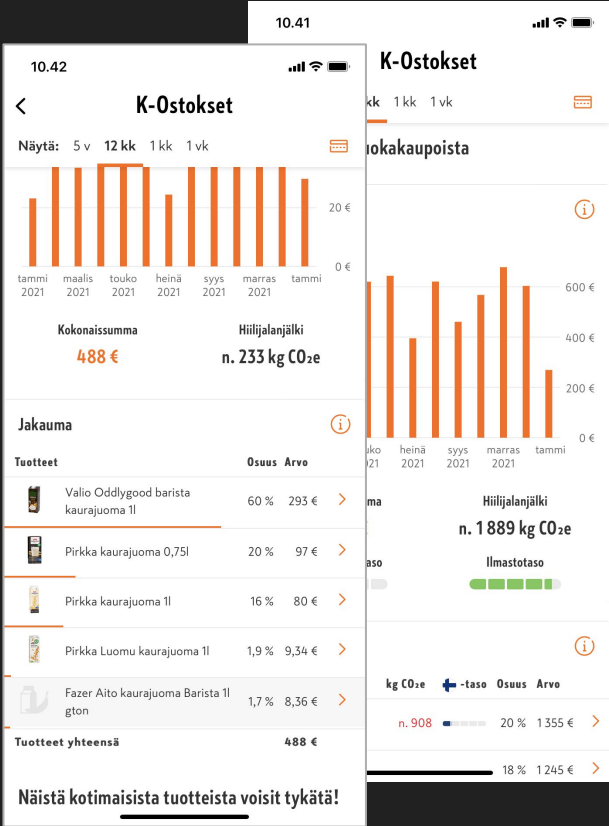
preferences

family situation

Buyer persona

Purcahse frequency

customer life time value

etc

Data is normally located in

a CRM

Data Warehouse

Pat of the data can live in

an Marketing automation tool

an eCommerce platform

an App

etc

>> Bringing data together from different sources is crucial for 360 customer understanding

3 CHALLENGES
IN DATA COLLECTION

1 Unique data collected from 1st party sources keeps up the competitive edge of a company. **Many businesses still rely on out of the box data**, which will not enhance your competitive edge, since everyone can collect the same data.

2 Data can only be used when it is collected on platforms that integrate with others and allow the flow of data. **How you take care of your digital ecosystem can make your data more valuable**.

3 More often it is marketing that is responsible for data collection. But **the usage of data should be in the interest of the whole business**. Data must be utilized thourghout the value chain, not in silos. At best you can get to know your customers better than any of your competitors and offer a superior customer experience throughout the customer journey.

70/30 DIGITAL

REACHING THE
RIGHT AUDIENCE

PERMISSION TO USE DATA

Transaction history

Behavioral data:
web site visits
reaction sto newsletters,
forms,
Played leadfamly-games, etc

Demographic data:
family
age
education level
etc.

3. party data, to supplement:
e.g. historical weather data

ETC

Cost efficient
marketing that is
based on own
data and
marketing actions
to collect more
data

CONVERSION

Data to optimize
the whole business:

Customer
satisfaction

Brand impact

Customer
experience thourgh
the value chain

Streamline
operations to grow
revenue and/or
makea better
margin

Predictive analytics

This is where most of the
companies are

There often is data, but it is siloed
or not actively collected and used

PHASE 1:
Understanding what data you
have and what data you need

PHASE 2:
Analyzing data to benefit
the whole business

HOW ARE WE DOING?

HOW TO TURN YOUR MARKETING INTO A DATA COLLECTION MACHINE?

70/30
DIGITAL

Capabilities

Strategy & insight

Creative & content

Media & channel activation

CX & personalization

Measurement & marketing ROI

Product & pricing

Organisational design & structure

Agile way of working

Enablers

Talent & agency management

Data & technology

McKinsey, 2020
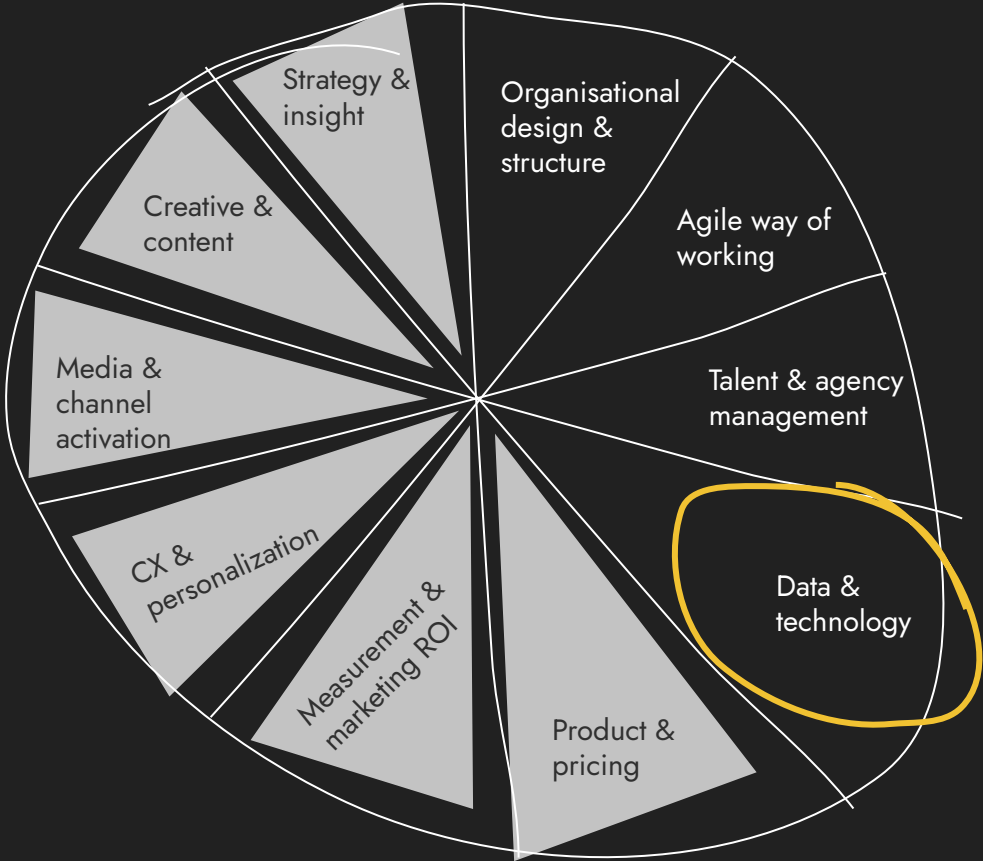
THE RIGHT TECH

The right technology suits your team's digital maturity. If you're early in the process, choose a tool that let's you test, play and learn. Don't go for the fanciest one, it will only get you frustrated.

THE RIGHT CONTENT

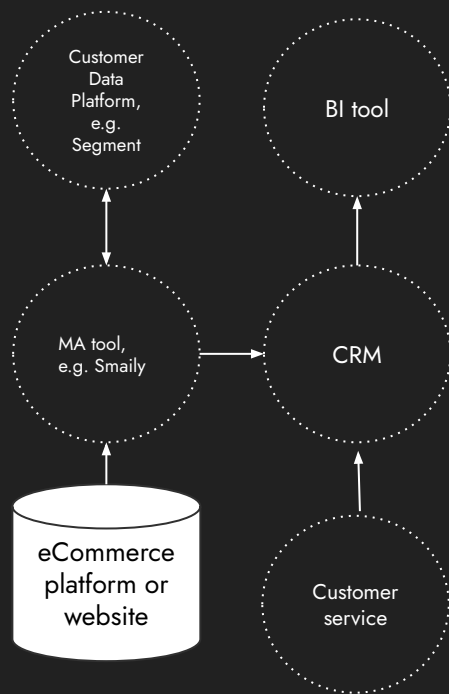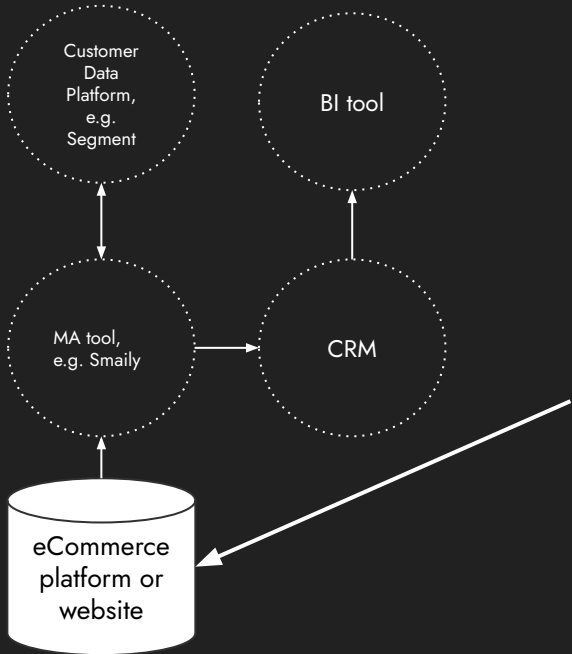Start creating content that gathers data (ideally at this point you have a modern marketing strategy and a data structure planned out)

For instance, group your contacts in accordance to which product groups they've browsed. Or which content marketing articles they've read.

Or create a quizz and segment your contacts in accordance to their answers.

Then do this in a systematic way

THE RIGHT ANALYSIS

```
        ┌ ─ ─ ─ ┐              ┌ ─ ─ ─ ┐
      (  Customer  )        (           )
      :   Data    :         :   BI tool  :
      :  Platform, :        :           :
      :    e.g.    :         (           )
      :  Segment   :           └ ─ ─ ─ ┘
       (           )              ▲
        └ ─ ─ ─ ┘                 │
            ▲│                    │
            ││                    │
            │▼                    │
       ┌ ─ ─ ─ ┐            ┌ ─ ─ ─ ┐
      (           )        (           )
      :  MA tool,  : ─────▶ :    CRM    : ◀──────
      : e.g. Smaily :        (           )
       (           )          └ ─ ─ ─ ┘
        └ ─ ─ ─ ┘
            ▲
            │
        ┌───────┐
        │eCommerce│
        │platform or│
        │ website │
        └───────┘
```
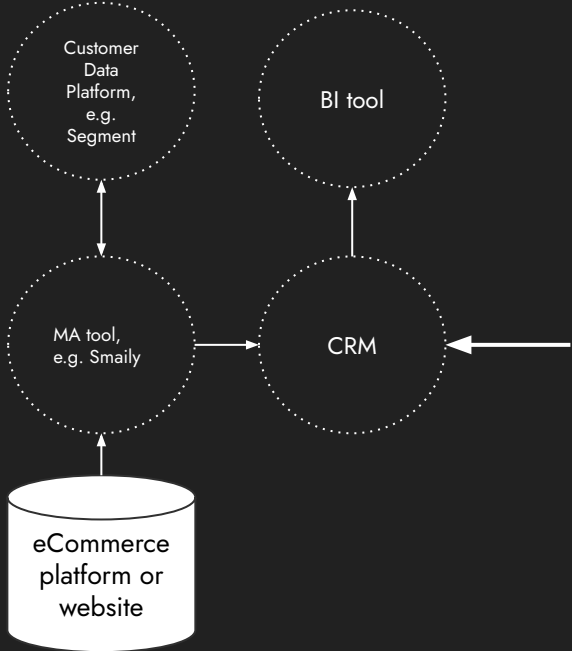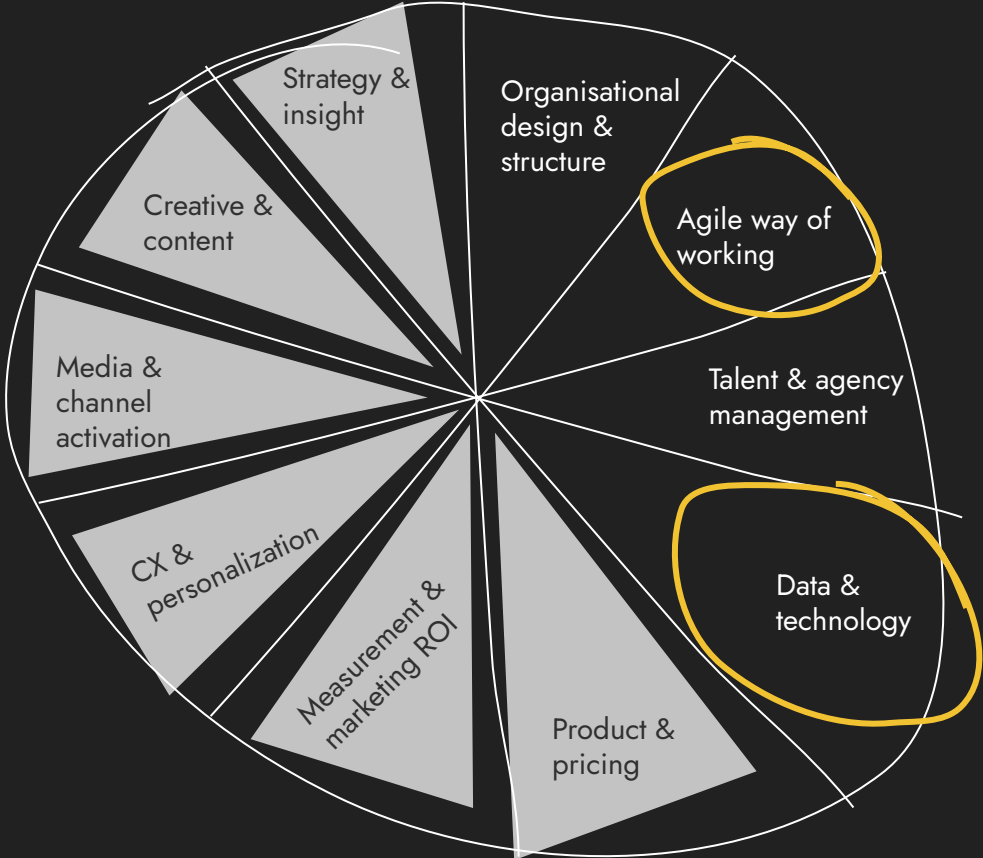
Plan the place where you'll do your analysis.
Many companies can dig deep into the data they
have in their Marleting automation tool or email
service provider. But many have gathered data
from multiple sources to a CRM or a CDP, which
gives the opportunity to analyse customer data in
more detail. E.g. cross analysis on those who
click on emails but have not bought anything in
the last year but still contact your customer
service center regularly.

SO WHY IS NOT EVERYONE DOING THIS?

70/30
DIGITAL

Strategy & insight

Organisational design & structure

Creative & content

Agile way of working

Capabilities

Enablers

Media & channel activation

Talent & agency management

CX & personalization

Measurement & marketing ROI

Data & technology

Product & pricing

McKinsey, 2020

67% OF FINNISH INHOUSE MARKETING TEAMS OPERATE WITHOUT A SPECIFIC PROCESS*

Many marketing teams share the same pain points: random wishes from other units dominate their day. This will turn the focus away from any strategic marketing work to putting out fires and an unnecessary feel of urgency.

*) Owned data 2022 Research, by 70/30 Digital

The Agile Method

What?
➔ At the heart of the method is customer / user-centric development, where as little as possible is done and the things that are done have the greatest impact on the customer / user experience.

Why?
➔ Ensures continuous iteration
➔ Keeps up a *healthy* pace in working
➔ Ensures a routine that in turn allows time to adapt new things
➔ The agile model forces you to prioritize your tasks and reflect on what is essential

How?
➔ Working methods include Kanban and Scrum and sprints. You can also build the model yourself.
➔ Many times agile teams work in cycles of 2-3 weeks, where tasks are prioritized from the backlog in accordance to company strategy and workload.

WHY AGILE MARKETING?

SO THAT YOUR STRATEGY IS PUT INTO ACTION

Too often the strategy is left in the desk drawer. Agile marketing process ensures that the strategy is translated into concrete action, change takes place and results are achieved.

SO THAT MARKETING OWNS ITS OWN AGENDA

67% of inhouse teams work without any process. Often the teams agenda is owned by random requests by other teams.
This means that the marketing team may struggle to set its own agenda and may end up not delivering results.

SO THAT CHANGE WILL HAPPEN

It's hard to let go of old ways of doing things, especially if marketing changes but the rest of the organization doesn't. Agile marketing process makes sure that the marketing change really moves forward.

BENEFITS OF AGILE

AGILE MARKETEERS ADAPT TO CHANGE

According to a study *, 62% of marketers who have adopted an agile approach feel that they are keeping up with the change in marketing, while ad hoc marketers feel that they are lagging behind.

AGILE MARKETEERS ARE HAPPIER

Agile marketeers are happier with marketing functions than ad hock marketeers.

MARKETING BRINGS IN MORE REVENUE

According to a study *, agile teams' time management, productivity, and campaign launches became more efficient

*https://www.agilesherpas.com/blog/state-agile-marketing-2022

Example of implementing agile

**Create a long backlog
on all tasks**
-Tool replacement tasks
-Strategic tasks
-Daily tasks that are done all the time
- Other tasks

Agree on prioritization rules
The tasks are then prioritized in accordance to the prioritization rules agreed by the team (eg in a sheet / Excel).

Let's agree on the sprint / Scrum model.
Agree on the frequency at which rituals, ie meetings, are operated and calendared. For example, a retro every other week and a backlog refinement meeting to prioritize next tasks.

Create a Kanban board of the tasks chosen for the sprint.
Tasks that are in progress are moved to the work in progress (WIP) column.A marketeer cannot have more than 3 tasks in the WIP column. Once the task is done, you can take on the next task.

Requests, ideas and wishes from other units are put in the backlog

Marketing metrics should be one of the most significant factors when building the prioritisation model.

Ceremonies (short meetings) build the backbone of the process.

Make work visible - all tasks should be visible on the Kanban.

70/30
DIGITAL

THANK YOU!