Clearing the Clutter: An Overview of the Marketing Analytics Ecosystem

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Introduction

- Speaker Introduction
- Current Situation
- Complication
- Resolution
- Summary and Conclusion
Current Situation

The Marketing Analytics Ecosystem™: Dr. Michael Koved
Complication One: At Scale Hard to Do

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Complication Two: A Very Crowded Field of Solutions

Marketing Stack
- Advertising
- Content & Experience
- Social
- Sales
- Data
- Management
Resolution: 5 Component Stack

Identify channels

Audience Building and Advertising Platforms

Search, Modeling and Optimization

Test & Learn, Campaign Execution, Tracking

Data, Platforms & Analytic Technologies

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1) Channels
1A) Multi-Channel Marketing

AN INTEGRATED CUSTOMER EXPERIENCE MEANS:

<table>
<thead>
<tr>
<th>THE RIGHT MESSAGE</th>
<th>TO THE RIGHT PERSON</th>
<th>AT THE RIGHT TIME</th>
<th>THROUGH THE RIGHT CHANNEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Added value for client</td>
<td>✓ Personalization</td>
<td>✓ Observing behaviour and life-cycle</td>
<td>✓ Respecting user preferences and habits</td>
</tr>
<tr>
<td>✓ Not just selling</td>
<td>✓ Segmentation</td>
<td>✓ Calibrating message frequency</td>
<td>✓ Creating a fluid omnichannel experience</td>
</tr>
</tbody>
</table>
1B) What Can Go Wrong?!?

**MULTICHLANNEL CHALLENGES**

- **95%** of marketers agree that a multichannel strategy that allow them to target customers is important. Yet a number of issues have hampered their ability to deliver an effective multichannel experience.

- **51%** of marketers claimed to be unable to react to new channels, devices, trends or competitors with their current technological capabilities.

- **49%** of marketers have to go to IT or another department when they need to add, manage or edit content on their websites.

- **46%** of organizations suffer from delivering poor customer experiences that can cause abandonment.
### Channel
- Web site: traffic source, site visits, unique visitors, conversion rates, organic vs paid
- Email: bounces, opens, unsubscribes, click through
- Social Media: volume, reach, engagement, share of voice
- Direct Mail: response rates
- 3rd Party Advertising, cost per: presentment, lead, click, conversion

### Outcomes
- **Direct Channels**
  - Sales, Cross-Sell, Retention
  - Increased Engagement
  - New-to-Firm vs Existing Customers
  - ROI, Increase Lifetime Value
- **Indirect Channels**
  - Brand Awareness and Consideration
  - Product conversions for product-specific placements
  - Increased reach and brand sentiment

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High Level and Illustrative

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2. Audience Building and Advertising Platforms

Advertising: Demand Side Platform (DSP)

Build: Demand Management Platform (DMP)
2A) Audience Building: DMP

Key Metrics: Conversion rates, targeting and improved ROI
2B) Media Buy

Key Metrics: Conversion rates, targeting and improved ROI
3. Search, Modeling & Optimization

SEO vs. SEM

Your Real Goal

Local Maximum

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3A) Search Engine Optimization & Marketing

Key Metrics:

**SEM**
- Presentments
- Click through rate
- Cost per click
- Number of conversions, Cost per conversion

**SEO**
- Keyword effectiveness, Top referring URLs
- Percent split of organic to paid search
- ROI on backlinks
- Site metrics: time on page, bounce rates....
3B) Customer Level Modeling

- Reactive
- Proactive
- Recommendation Engines

Key Metrics: Lift Chart

Reactive
- Bayesian Models
- Neural Net/AI
- Business Rules

Proactive
- Logistic
- Time-to-Event
- Bayesian

Recommendation Engines
- Content-Based Filtering
- Collaborative Filtering
- Hybrid Systems
3C) Channel-Product Level Modeling

Key Optimization Metrics:
• In which channel should I spend my next Marketing dollar?
• Do offers work?
• How do I balance Product vs. Brand spending?

Solutions:
• Media Mix Modeling
• Cross Channel Attribution Modeling

Integrated, holistic marketing attribution modeling
4. Test & Learn, Execution and Tracking

• Experimental Design
• Campaign Execution
• Tracking
5. Data, Platforms and Analysis Tools

High Level and Illustrative
Wrap Up and Summary

- Customers expect Marketing to be timely and relevant
- Non-competitors set service and sales expectations
- To deliver, the range of choices is wide and complex
- The 5 part Ecosystem provides clarity
- Metrics matter; choose wisely
- To learn more, enroll in *Info 290*, Spring 2018.
- Questions? Comments? Email me: MKOVEd@ISCHOOL.BERKELEY.EDU