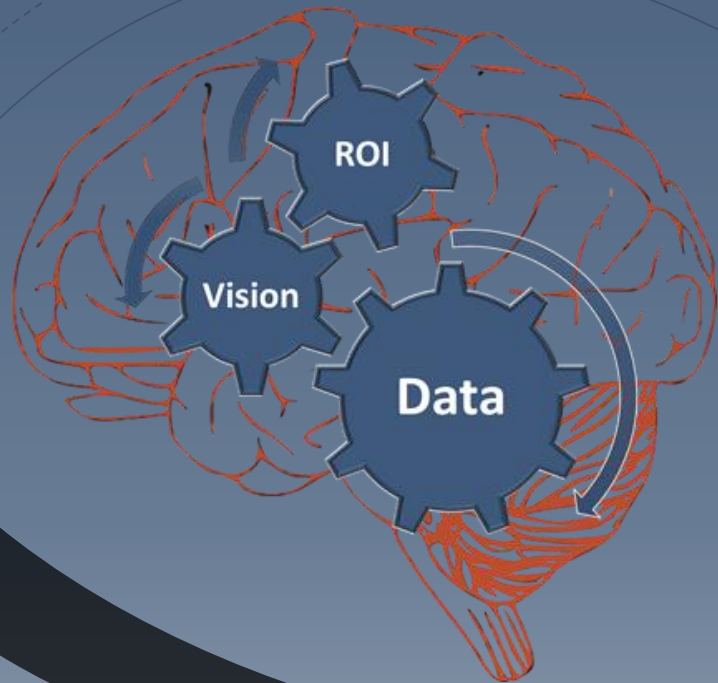


# Marketing Analytics: What it is and what it can do for you



Dan Shea

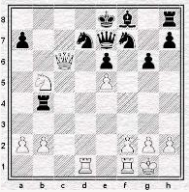
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# What do we mean by “analytics”

Analytics may be defined broadly *and* narrowly and we all, of course, engage in analytic thinking



- “the method of logical analysis” –Merriam-Webster



- “the discovery and communication of meaningful patterns in data” –Wikipedia



- “the systematic computational analysis of data or statistics” –Oxford English Dictionary

# Why do marketing analytics?

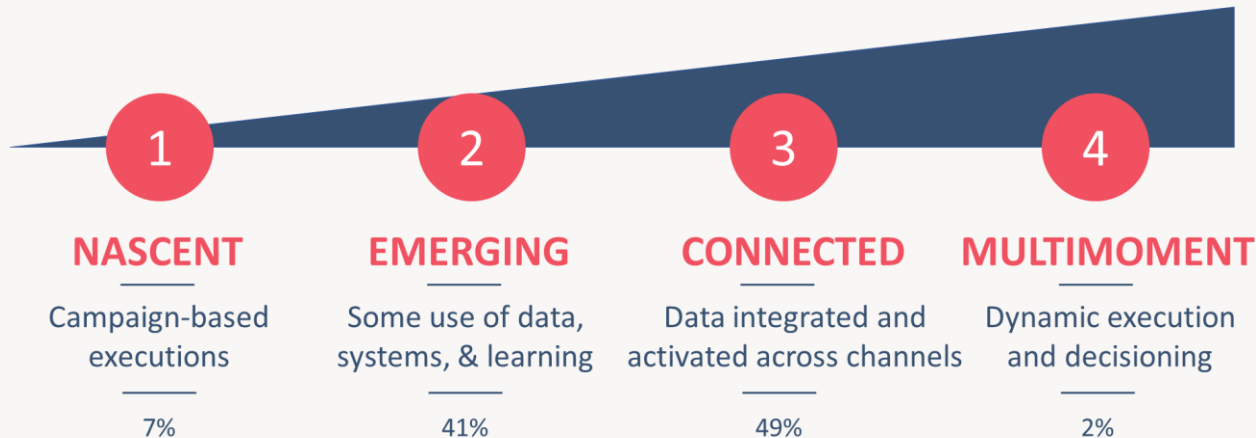
To maximize customer insights, market demand, operational efficiency, and return on investment



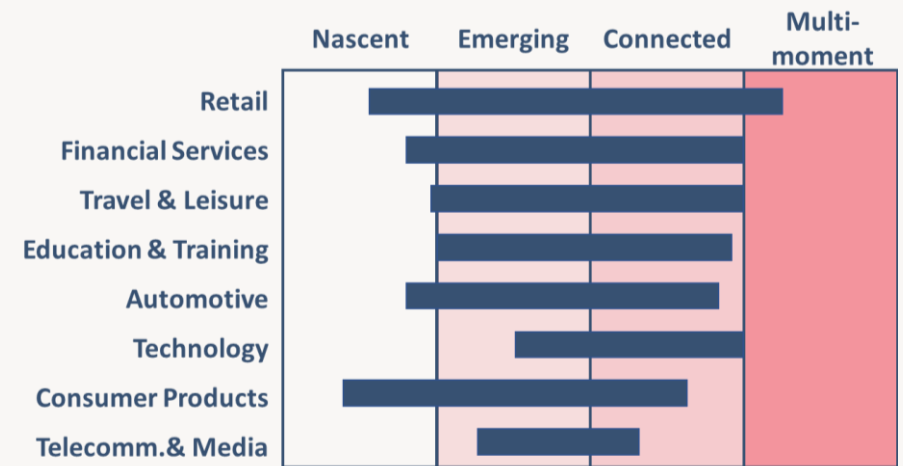
# Analytics is a catalyst for growth

A key component in achieving effective “multimoment” or “closed loop” marketing

Progression of marketing sophistication



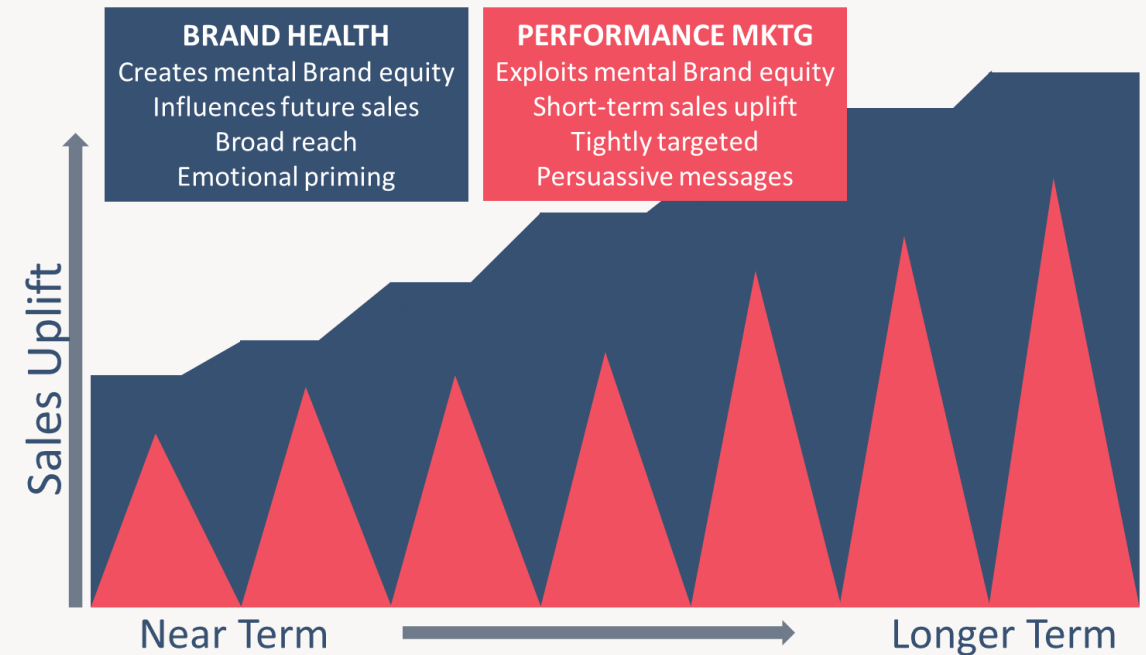
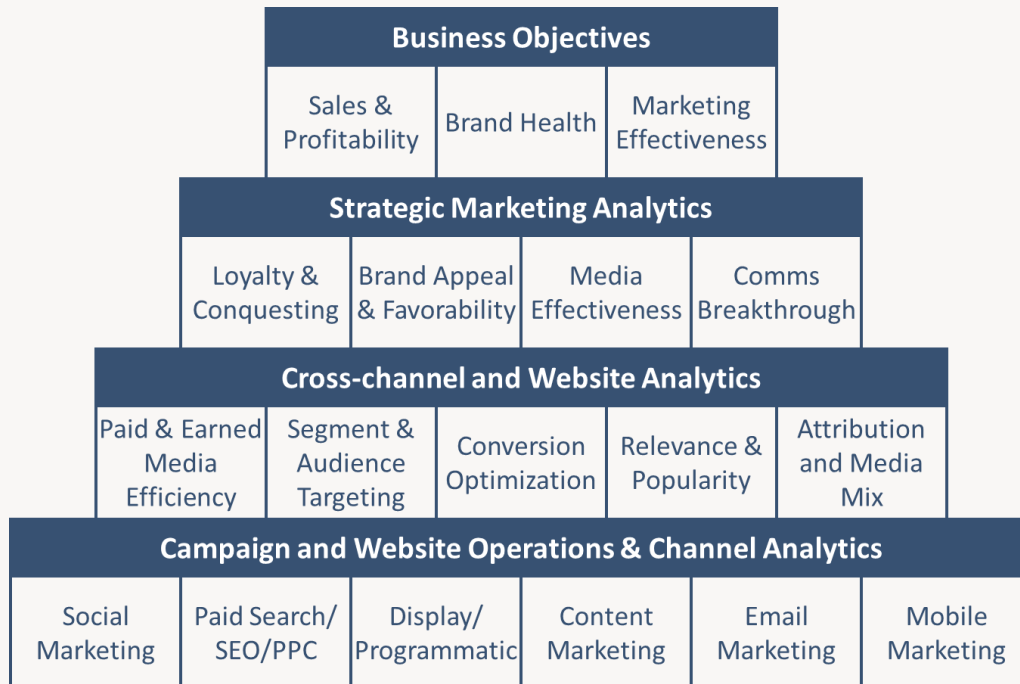
Range of progression by industry



Source: BCG Digital Marketing Maturity Study

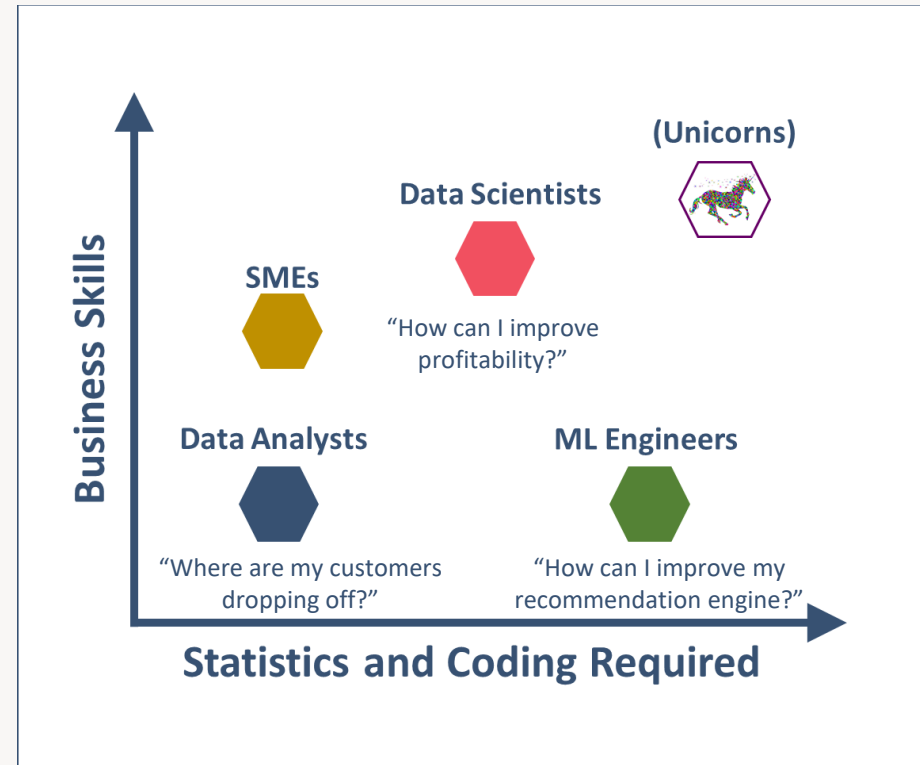
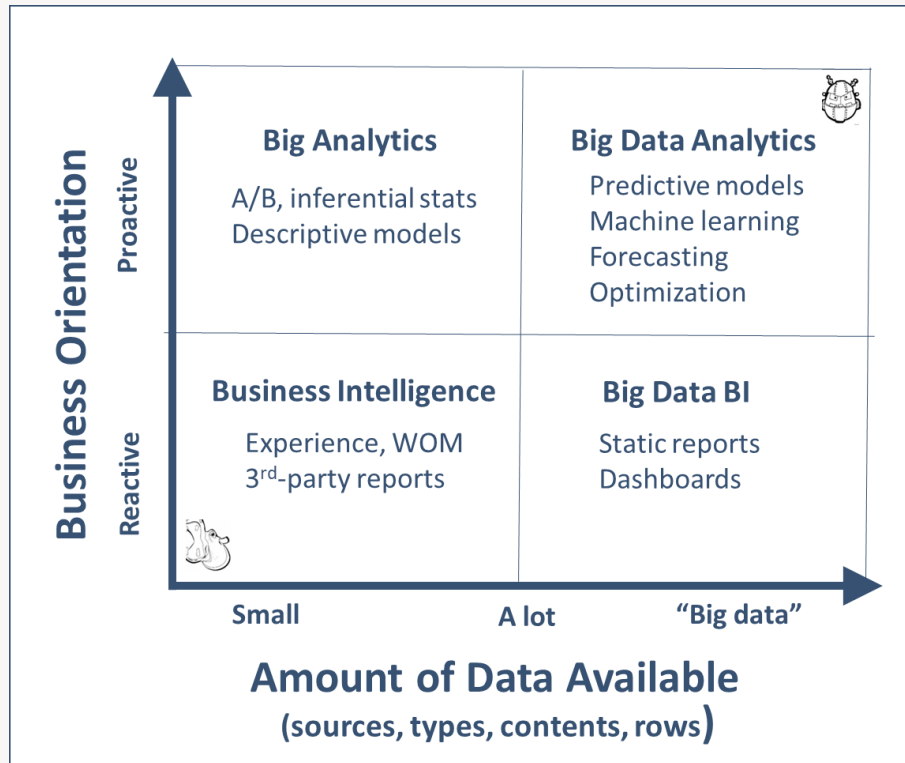
# It helps connect strategy and tactics

From Digital First to Brand marketing, analytics help drive effectiveness and excellence



# Analytics is, as analytics does

There is a continuum of business applications, and skillsets required depending on the volume of data and sophistication of business challenges



# There are many useful applications

## Practical analytics are goal-focused and actionable

- Attribution models
- Behavioral customer segmentation
- Cross-media/marketing analytical models
- Cross-sell/up-sell models
- Customer churn/attrition analysis
- Customer device usage analysis
- Customer engagement analysis
- Customer journey/path analytics
- Customer lifetime value analysis
- Customer location analytics
- Customer likelihood/propensity models
- Customer satisfaction analysis
- Experience optimization (reinforcement learning)
- Forecasting models
- Image/video analysis
- Loyalty models
- Market basket/product recommendation analysis
- Marketing/media mix modeling
- Network/graph analysis
- Next best action/offer models
- Response propensity or uplift models
- Social media analytics
- Speech analytics
- Television attribution models
- Testing methods (A/B, full-factorial, etc.)
- Text/speech analytics
- Unified measurement (using various marketing performance measurement models together)
- Voice-of-the-consumer survey analysis

$$\sum ( \text{msn}_{SS} + \text{G}_{SSS} + \dots ) = \sum ( \text{man}_{SS} + \text{woman}_{SSS} + \dots ) = \sum ( \text{car}_{SS} + \text{truck}_{SSS} + \dots )$$

# Some uses more immediate than others

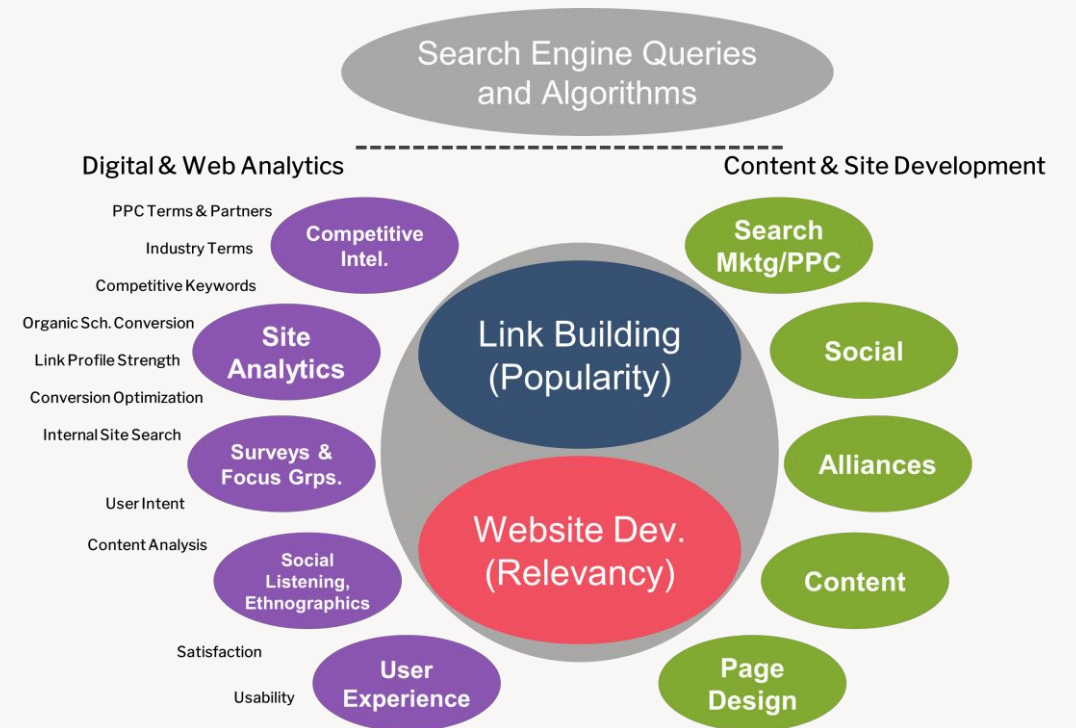
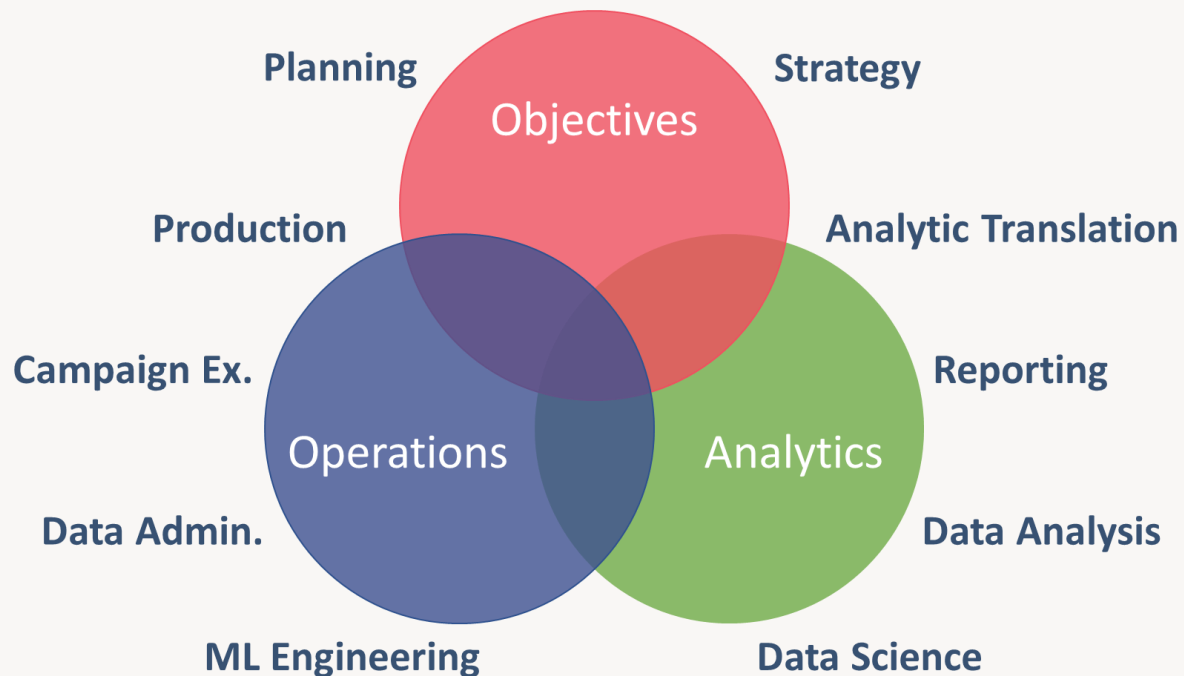
The complexity of today's marketing campaigns make solid measurement, analysis, and insights indispensable





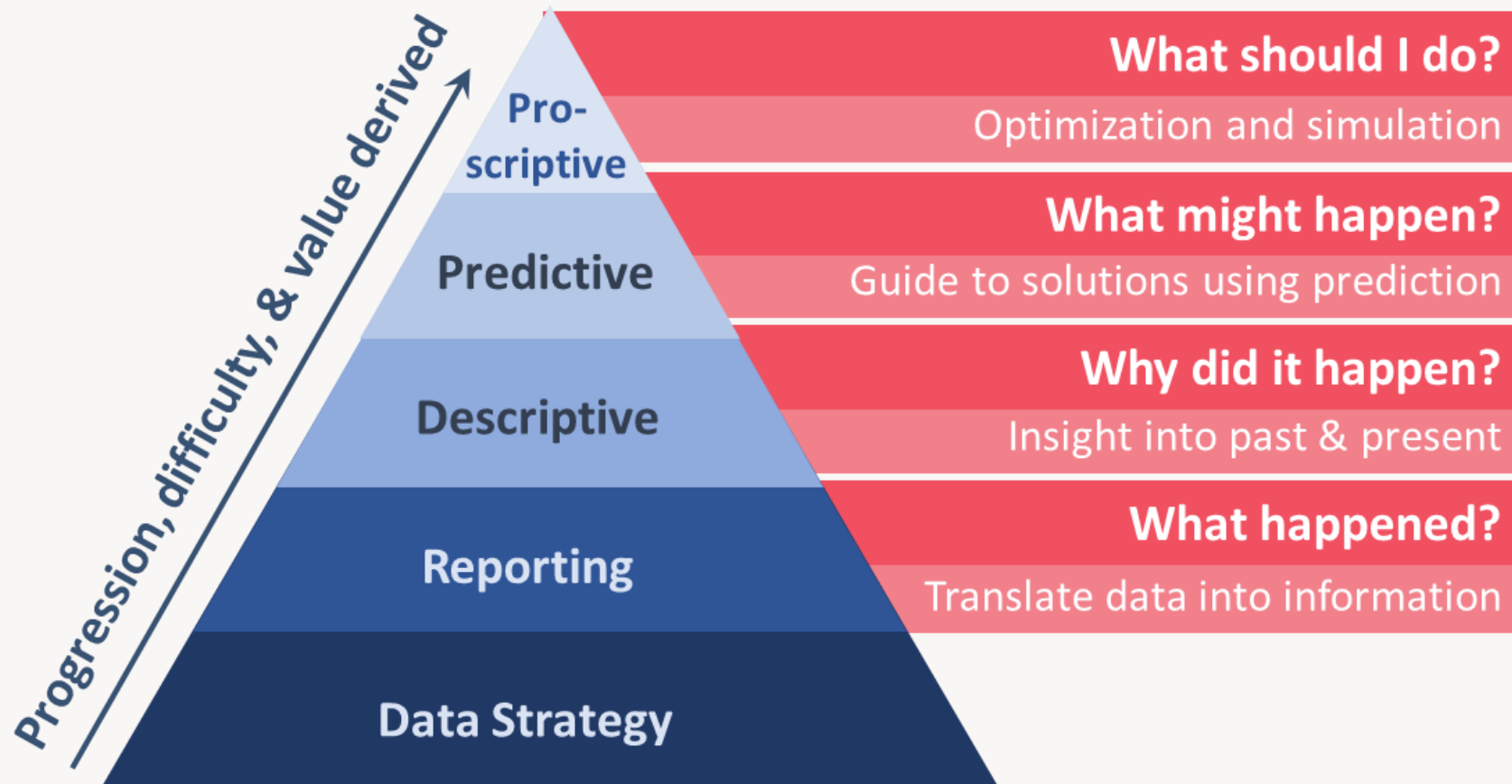
# Analytics is collaborative

Analytics helps solve real challenges through collaboration with strategy, planning, and operations



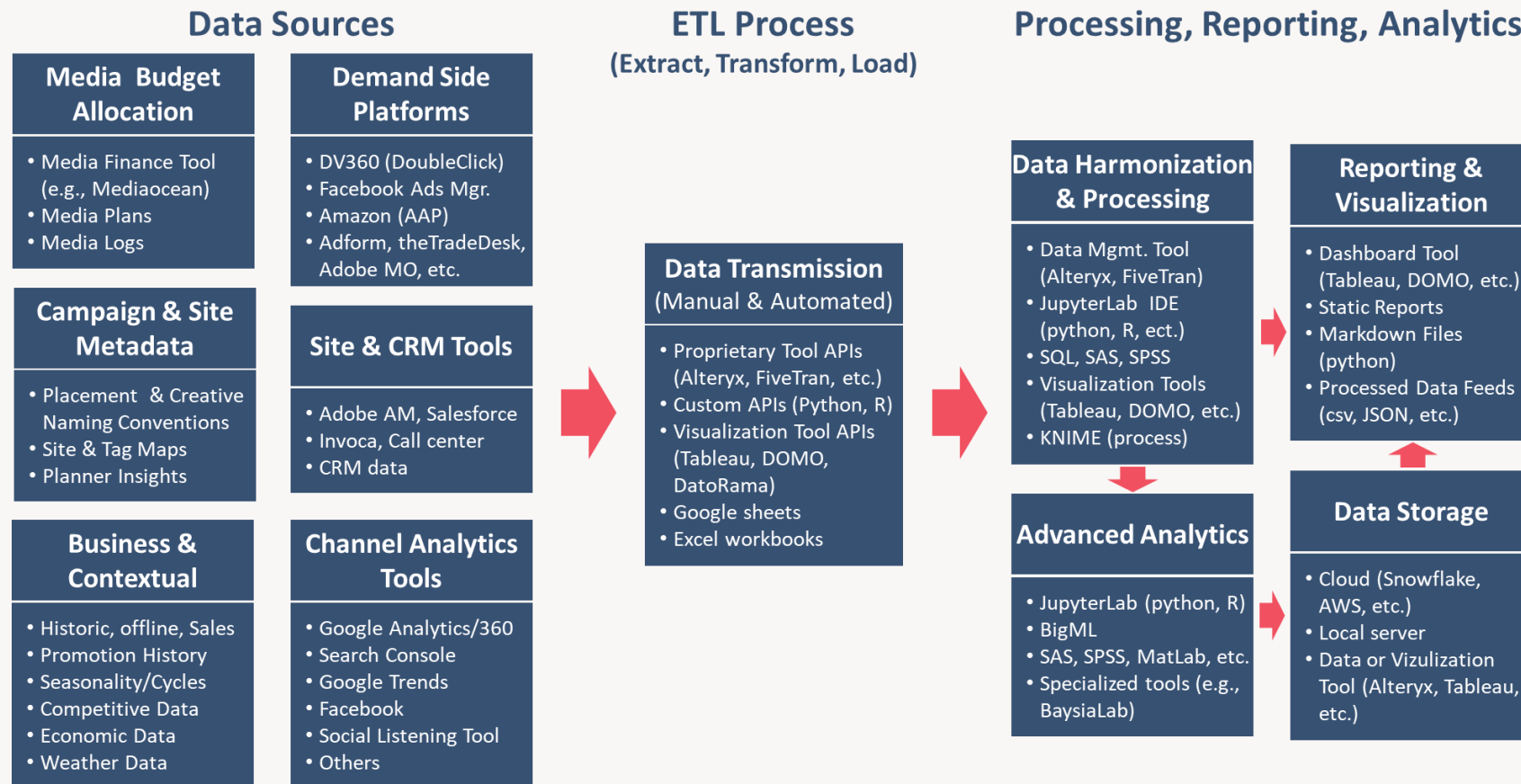
# And capitalizes on all that data

The foundation is data with capabilities built thereon



# Analytics are available to every business

A cross-channel “analytics stack” can be custom-built using a variety of secure open-source, proprietary, and licensed tools



# Planning & delivery make it work

Analytics is an investment and *analytic planning* maximizes value and prevents common missteps

- Lack of clarity around use cases or having few use cases developed
- Not monetizing or otherwise sufficiently demonstrating value from analytics
- Data strategy and design not aligned with analytics use cases
- Isolating analytics organizationally, distancing from decision makers
- Misunderstanding of analytic roles / poor job definitions, skill misalignments and gaps
- Misunderstanding of what advanced analytics is vis a vis traditional marketing analytics and reporting

# Have a big vision, fit the pieces together

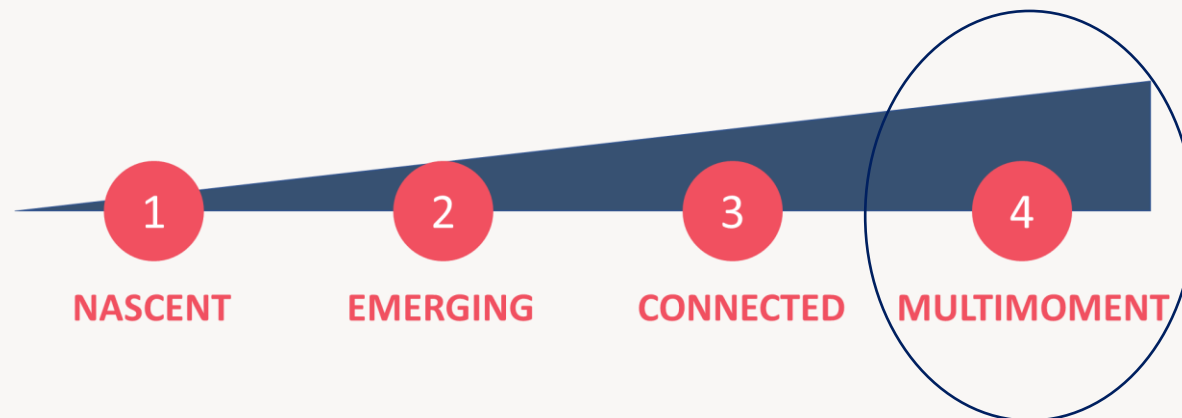
A unified performance measurement and modeling approach is achievable with planning and time

Consumers	Demand	Media	Conversion	Customers
Brand and Product Perceptions	Digital Demand Models	Marketing Investment Models	Website Optimization	Propensity and Likelihood Models
Social Listening	Competitive Positioning & Intel.	Media Attribution Rules	Market basket, Recommend. Models	Loyalty and Churn Models
Segmentation & Profiling	Market & Economic Models	Placement Testing (A/B, multi)	SEO & Content Marketing Analytics	VOC Surveys, Social Monitoring

$\sum_1^n(\text{Online Behaviors}) \times \sum_1^n(\text{Sales Outcomes}) \Rightarrow P(\text{Customer Outcome}_{i,j}) + P(\text{Business Outcome}_{i,j})$

# Next steps on your analytic journey

- Identify key analytic needs based on marketing challenges/roadblocks/headwinds
- Develop an analytics and insights roadmap based on current work performed, data available, and gaps in insights produced
- Form a working group or executive steering committee to support analytics and guide their operational application



# Thank you!

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