COMBINING DIFFERENT DATA SETS FOR IMPACT

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AVAILABLE **DATA IS OVERWHELMING** AND **KEEPS GROWING**

Volume of data created, captured, copied, and consumed worldwide keep growing to **79 Zettabytes for 2021**

Equivalent for **each person** on the planet **in just one year**
- 20,000+ twitch videos
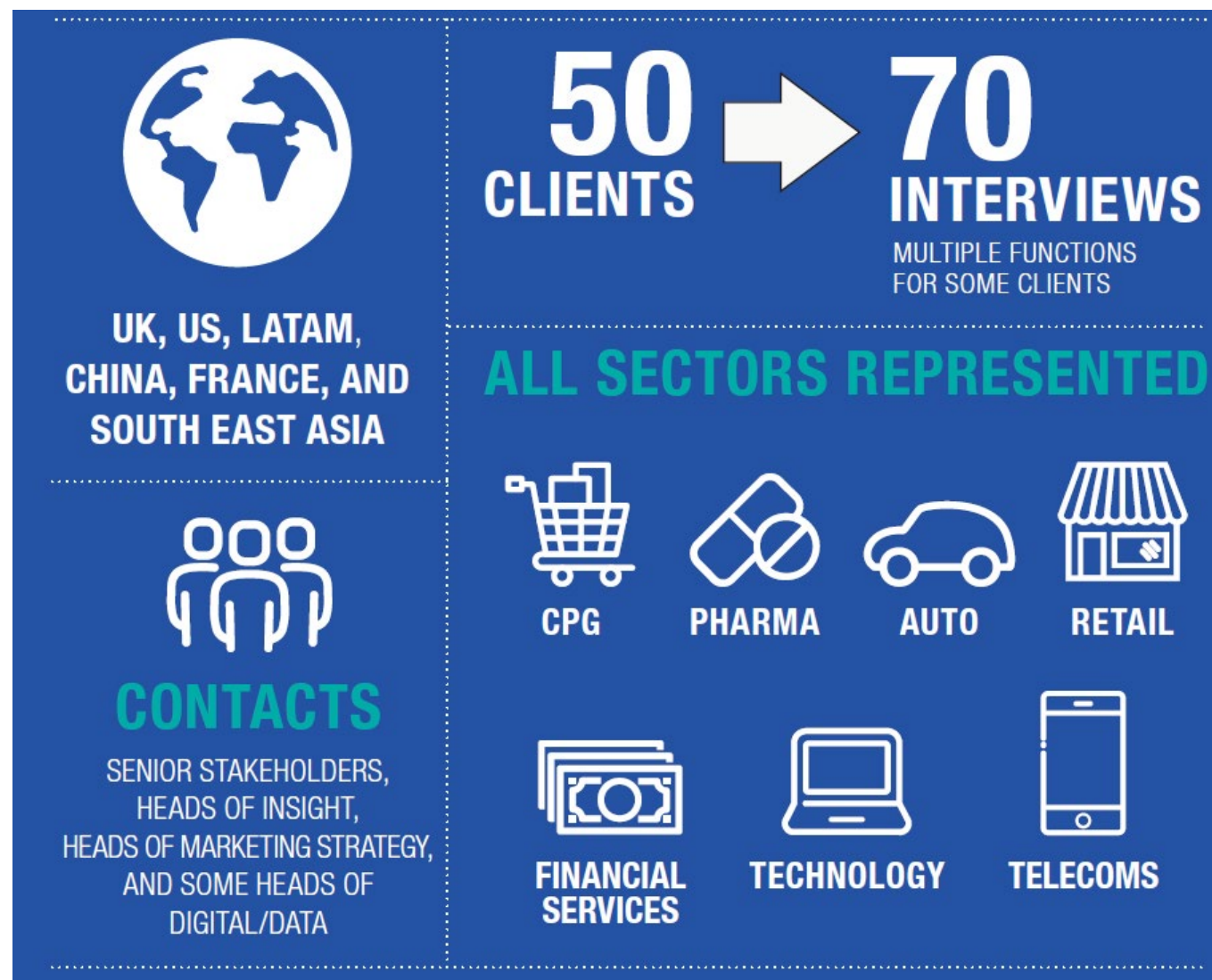- 2 million+ pictures
- or more than 75 billion messages

MAKING SENSE OUT OF IT

UNSTRUCTURED

Free expressions
- Qualitative verbatims
- Speech & video data
- Survey open ends

User-generated data
- Social posts
- Visual (social) web data
- Live & video data

Rating & reviews data
- E-Com, places data

STRUCTURED

Survey data
- Quantitative
- Qualitative
- Communities

Passive/machine data
- IoT Data, Passive metering data
- ...

CRM/Client data
- CRM
- Sales
- Marketing and Media
- Operations

Open data
- Environment
- Weather Data
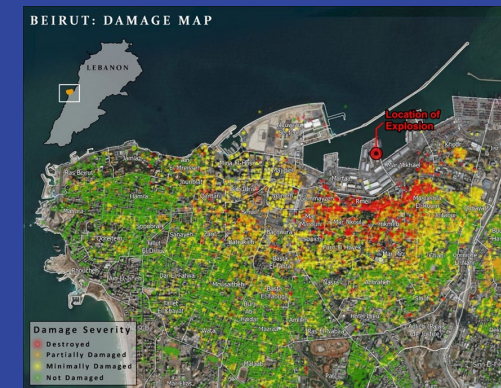- Satellite
- …

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LEVERAGING DATA REMAINS CHALLENGING

GLOBAL DATA READINESS SELF ASSESSMENT

Across the board, there is a still a need to **demonstrate the ability to make data work beyond siloes**

UK, US, LATAM, CHINA, FRANCE, AND SOUTH EAST ASIA

50 CLIENTS → 70 INTERVIEWS
MULTIPLE FUNCTIONS FOR SOME CLIENTS

ALL SECTORS REPRESENTED

CPG   PHARMA   AUTO   RETAIL

CONTACTS
SENIOR STAKEHOLDERS, HEADS OF INSIGHT, HEADS OF MARKETING STRATEGY, AND SOME HEADS OF DIGITAL/DATA

FINANCIAL SERVICES   TECHNOLOGY   TELECOMS

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ANSWERING **THE 5 Ws**

- **WHO**
- **WHAT**
- **WHEN**
- **WHERE**
- **WHY**

GPS DATA
Transport mode
& travel purpose models

SURVEY DATA
Profile + travel diary

GEO DATA
POI (Points of Interest)
Public transport network

NATIONAL OPEN DATA (INSEE)
Socio demo & mobility

LOCAL OPEN DATA (CITIES…)
Local traffic volume

PAID TRAFFIC DATA
Here, Telco, satellites data

BEIRUT: DAMAGE MAP

Damage Severity
- Destroyed
- Partially Damaged
- Minimally Damaged
- Not Damaged
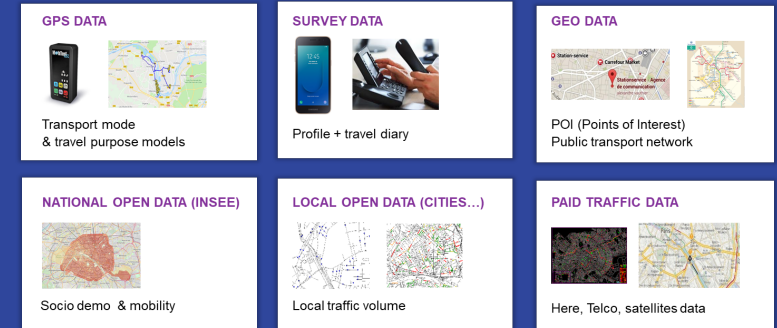
Ipsos risk analytics, World Bank
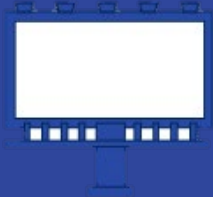
Build the algorithm with survey +
activation ready digital profiles

Digital profile *(400+ variables)*

Healthcare & medicine
Infants and children
Insurance
Nature
…

Survey

Female
45 yo
Like sports
Like healthy food
Like travelling
…

**Belonging to strategic
segment**
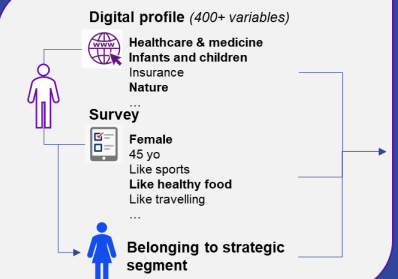
UNDERSTANDING NEW MOBILITY HABITS

GPS DATA
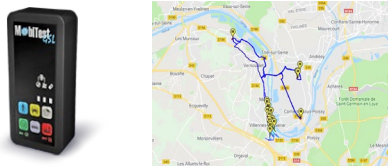
Transport mode
& travel purpose models

SURVEY DATA
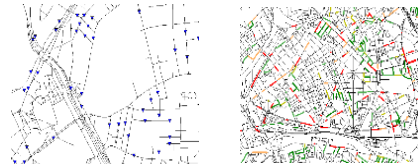

Profile + travel diary

GEO DATA

POI (Points of Interest)
Public transport network

NATIONAL OPEN DATA

Socio demo & mobility

LOCAL OPEN DATA (CITIES...)

Local traffic volume

### TRAFFIC DATA

Telco and satellite data

Geolocalized Survey data as a reference base for Agent Based Modelling of profiles, pathways, and habits

Granular information on audience volume, profile, and transportation mode

CRISIS ASSESSMENT IN BEIRUT

THE WORLD BANK

- ✓ Drone and satellite imagery

- ✓ Human mobility data

- ✓ Social media posts

- ✓ On the ground survey including thousands of live photos and videos

- ✓ NGO assessments

- ✓ Municipal data

Outcome: Guide the **international assistance needed to bring relief and reconstruct Beirut**
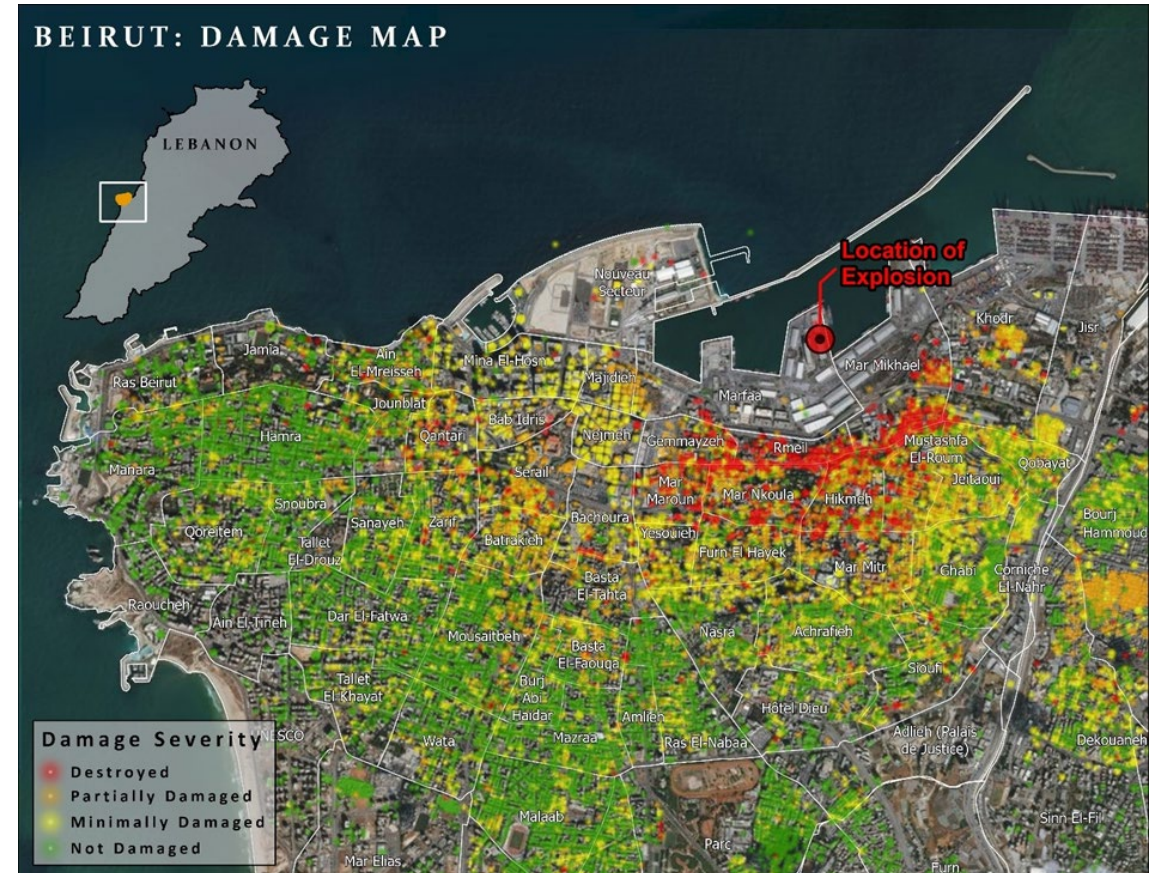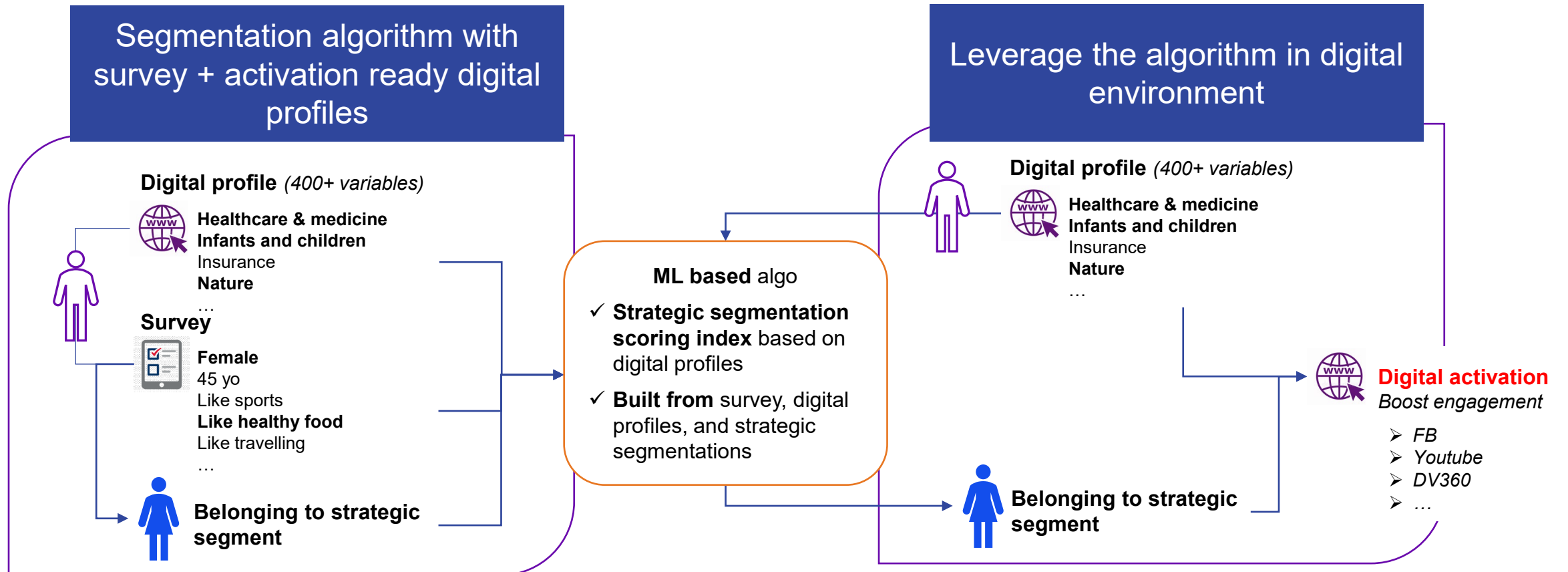

Ipsos risk analytics, World Bank

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CONSUMER CENTRICITY

Pernod Ricard

Enables to track the competition, identify new trends, usage and attitudes, detect influencers and see spikes in interest

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DIGITAL ACTIVATION READY CONSUMER SEGMENTATIONS

Segmentation algorithm with survey + activation ready digital profiles

Digital profile *(400+ variables)*

Healthcare & medicine
Infants and children
Insurance
Nature
…

Survey

Female
45 yo
Like sports
Like healthy food
Like travelling
…

Belonging to strategic segment

ML based algo

✓ **Strategic segmentation scoring index** based on digital profiles

✓ **Built from** survey, digital profiles, and strategic segmentations

Leverage the algorithm in digital environment

Digital profile *(400+ variables)*

Healthcare & medicine
Infants and children
Insurance
Nature
…

Belonging to strategic segment

Digital activation
Boost engagement

➢ *FB*
➢ *Youtube*
➢ *DV360*
➢ *…*

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DATA & MODELS INTEGRATED FOR STRATEGIC PLANNING, ACTIVATION & MEASUREMENT

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DATA & MODELS INTEGRATED TO ADDRESS KEY QUESTIONS FOR PLANNING, ACTIVATION AND MEASUREMENT
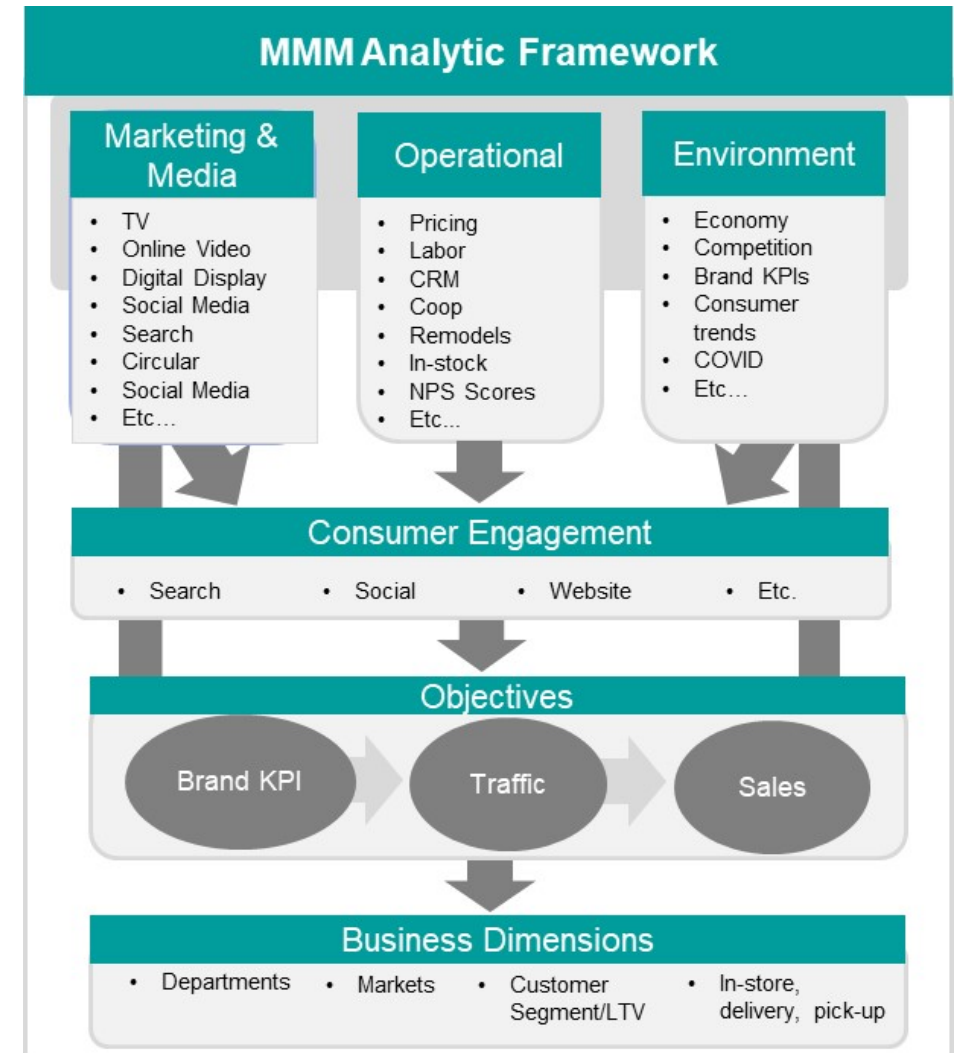
Strategic Planning

MMM

- How to optimize marketing investment for store vs. pick-up/delivery, by market, time period, department and customer segment?

- What is the optimal mix of messaging between brand, community, loyalty and price & item?

- What is the optimal balance of brand media, performance media and promotions?

- Short-term vs. long-term media impact and ROI?

- How are changes in marketing, operations and external drivers influencing sales by market and time period?

Customer Attribution

- How to optimally acquire omni-channel consumers?

- How to improve media effectiveness and efficiency by platform (campaign, placement, targeting, execution)?

- How to prioritize audiences by week, platform, campaign?

Tactical & Real-Time

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CAPTURING THE UNIQUE DATA AND BUSINESS DYNAMICS THAT SUPPORT FORWARD-LOOKING ANALYSIS AND MEASUREMENT

- Unified Measurement begins with identifying all of the identifiable data sources that have the potential to impact the marketing and non-marketing factors

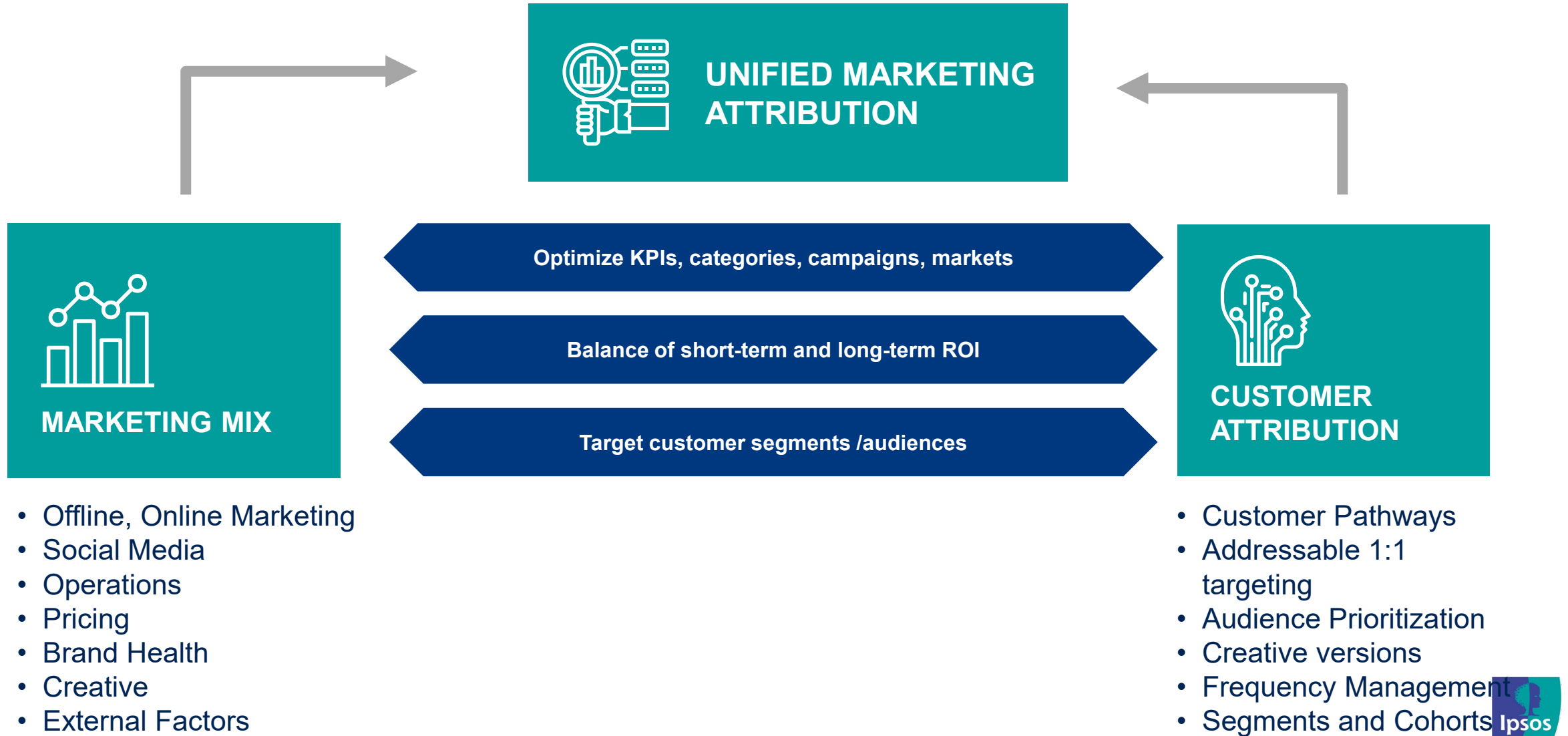- Alignment of data sets with consumer engagement, objectives and business dimensions

MMM Analytic Framework

Marketing & Media
- TV
- Online Video
- Digital Display
- Social Media
- Search
- Circular
- Social Media
- Etc...

Operational
- Pricing
- Labor
- CRM
- Coop
- Remodels
- In-stock
- NPS Scores
- Etc...

Environment
- Economy
- Competition
- Brand KPIs
- Consumer trends
- COVID
- Etc...

Consumer Engagement
- Search
- Social
- Website
- Etc.

Objectives
- Brand KPI → Traffic → Sales

Business Dimensions
- Departments
- Markets
- Customer Segment/LTV
- In-store, delivery, pick-up

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SUSTAINABLE AND PARTNER AGNOSTIC MEASUREMENT & STRATEGIES REQUIRED

Partnerships support the changing marketplace to fuel insights that ingest varying levels driving the most value for our clients

Publisher First-Party Data
Publisher 1P cookies collected data from users who authenticate and consent to marketing applications via Advanced Tracking Solutions

Predictive Marketing Models
MMM daily and weekly data provided at the campaign and geo level validated by platform source by ad format and targeting approach

Shared ID Products
Technical infrastructure enabling privacy-safe programmatic applications using authenticated IDs (RampID, TTD 2.0, SharedID, ID5, etc.)

Audience Cohorts
Micro Aggregate Data provided at the audience, geo, and time level to enable granular analytics / unified Customer Attribution

INDIVIDUAL DATA ← → **AGGREGATE DATA**

Note: Ipsos integrates with multiple Data and Customer Management Platforms (DMPs, CDPs)

The Unified modeled outputs from the process drive continuous, measurable value via closed-loop marketing planning

UNIFIED MARKETING ATTRIBUTION

Optimize KPIs, categories, campaigns, markets

Balance of short-term and long-term ROI

Target customer segments /audiences

MARKETING MIX

- Offline, Online Marketing
- Social Media
- Operations
- Pricing
- Brand Health
- Creative
- External Factors

CUSTOMER ATTRIBUTION

- Customer Pathways
- Addressable 1:1 targeting
- Audience Prioritization
- Creative versions
- Frequency Management
- Segments and Cohorts

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IPSOS CONNECTS UNIFIED MMM ANALYTICS WITH BRAND HEALTH RESEARCH TO QUANTIFY THE IMPACT OF MULTIPLE STAGES OF THE FUNNEL

Being Top of Mind as consumer needs arise is achieved by driving upper funnel/equity.
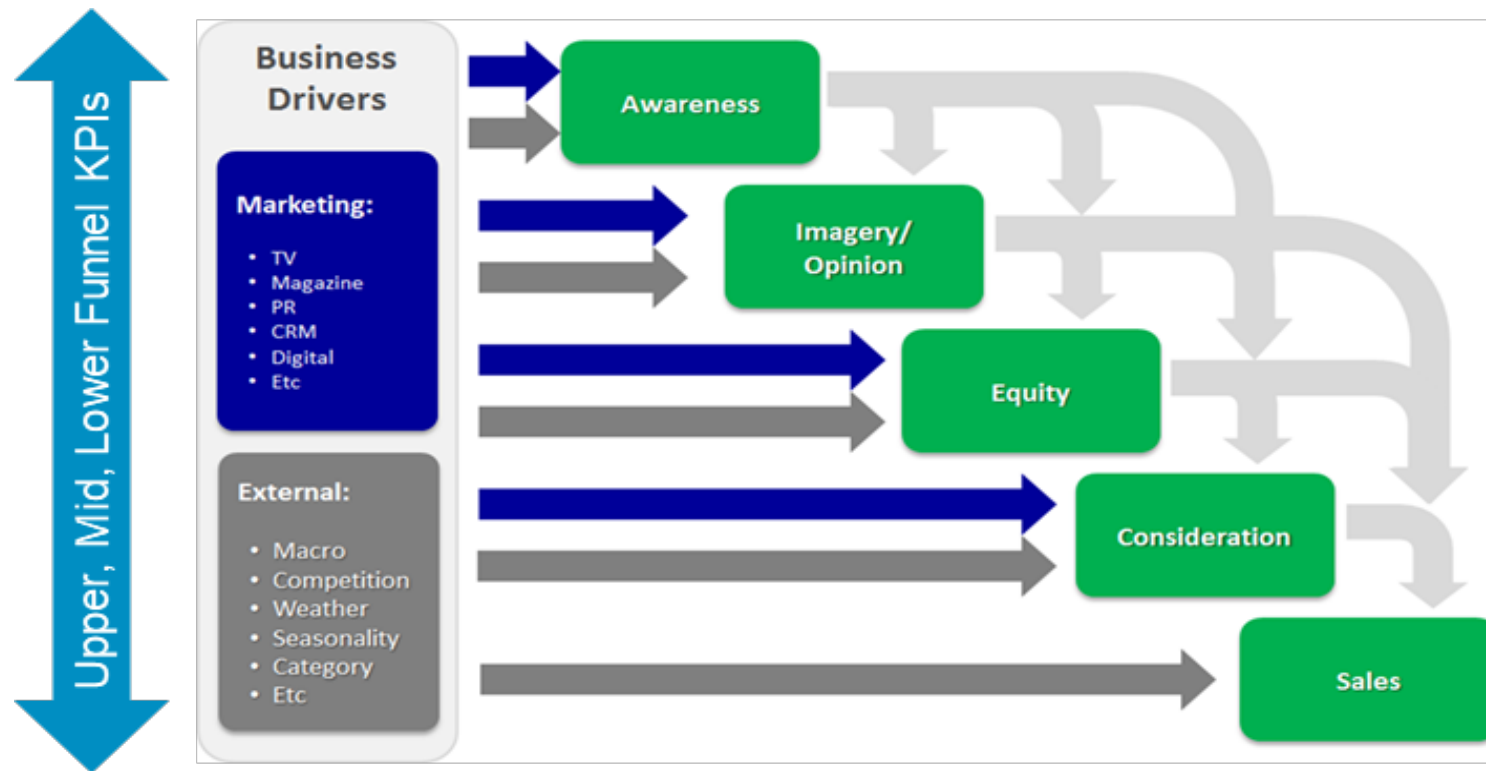
Key questions addressed:

- What is the impact of Marketing (by creative/message) on brand KPIs?

- How will changes in Marketing strategy or execution impact Brand Health?

- What is the impact of a change in Brand KPIs on traffic and sales?

- What is the long-term ROI of marketing and brand building programs?

INSIGHTS RANGE FROM STRATEGIC TO TACTICAL

Strategic ⟵——————————————————⟶ **Tactical**

Budget Setting By Geography, Business Unit, Sales Channel

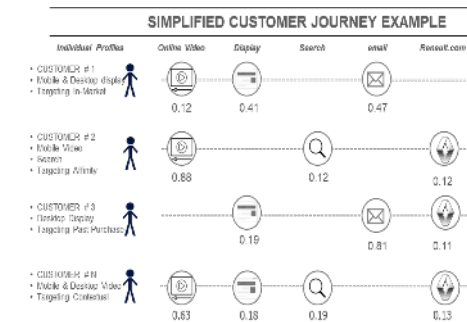

Marketing Driver Analysis

Campaign & Targeting

- Tactics
- Audiences
- Campaigns
- Buying Formats
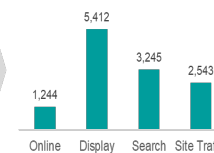- Targeting approaches
- Creatives
- Placements
- Geography

Media Plan Optimization

Frequency Optimization
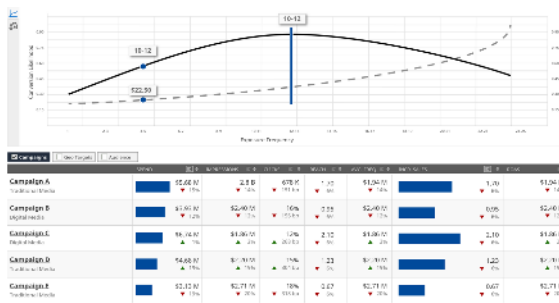
Consumer Journey

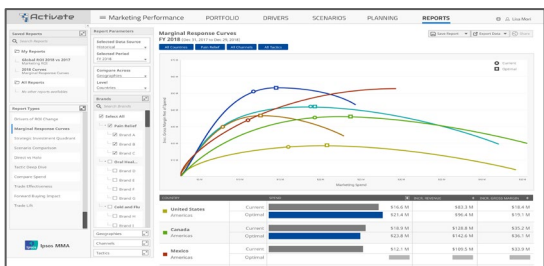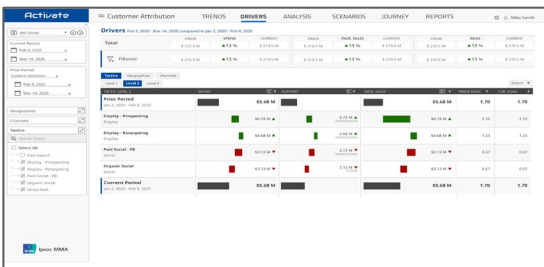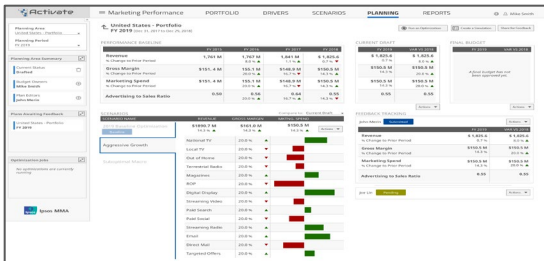**Annual ——— Quarterly ——— Monthly ——— Weekly ——— Daily**

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SUPPORTING UNIFIED REAL-TIME PLANNING

**Total Brand/
Country/
Channels**

Hierarchy

**Creative/ Audience/
Cohort/ Segment/
Individual**

Feedback Loop/Recalibration

Use Case: Budget Setting

Use Case: Planning & Optimization

Use Case: Targeting & Activation

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FUTURE INVESTMENT PLANNING

- A combination of ROI curves and ROI curves from Ipsos benchmark database are used to simulate future-plans and expected marketing performance
- Results are tracked in-market enabling ongoing recalibration and re-optimization of plans
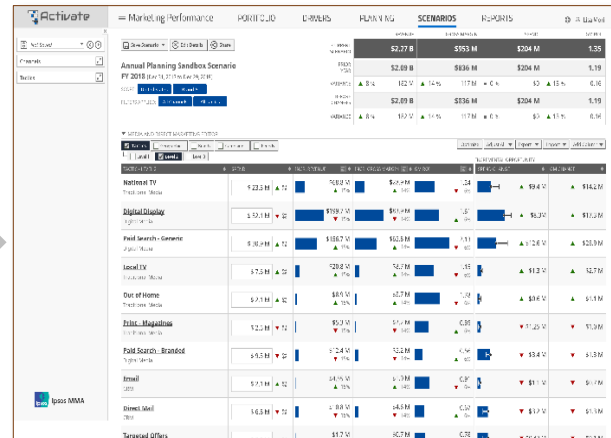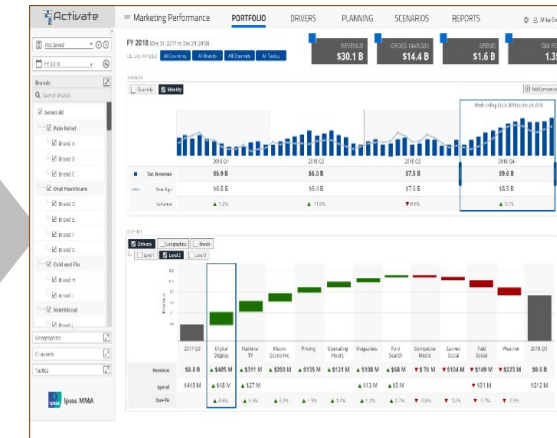
ROI Response Curve

2 Develop What-if scenarios

3 Simulated Marketing Plans

4 Track In-Market Performance
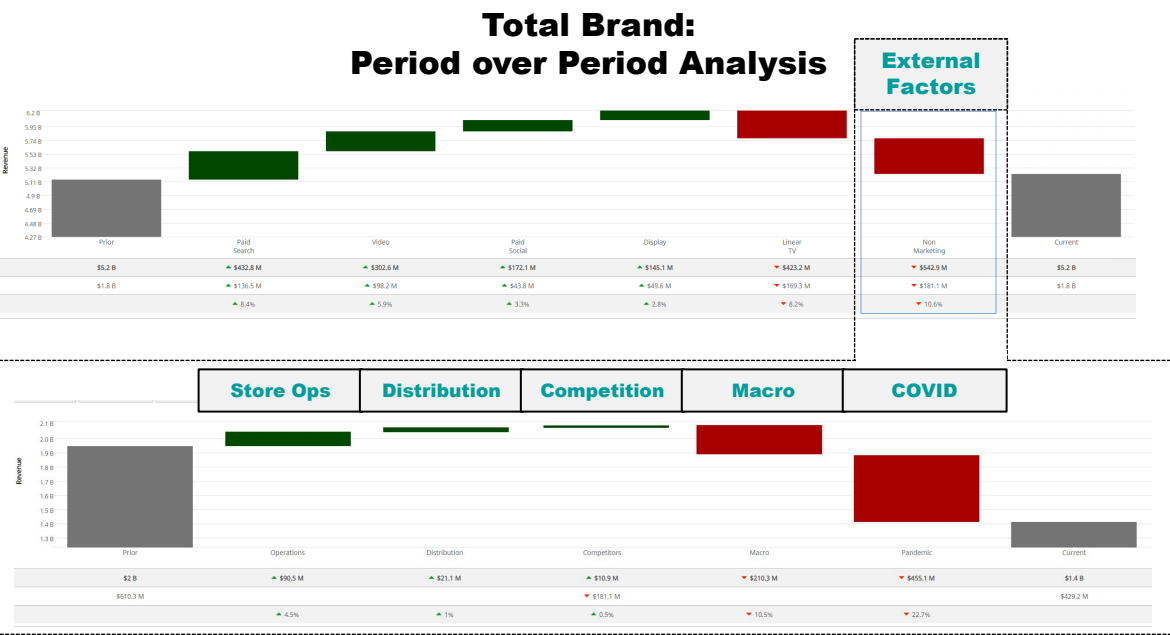
1

Ipsos Benchmark Response Curve

Re-Optimize Plans

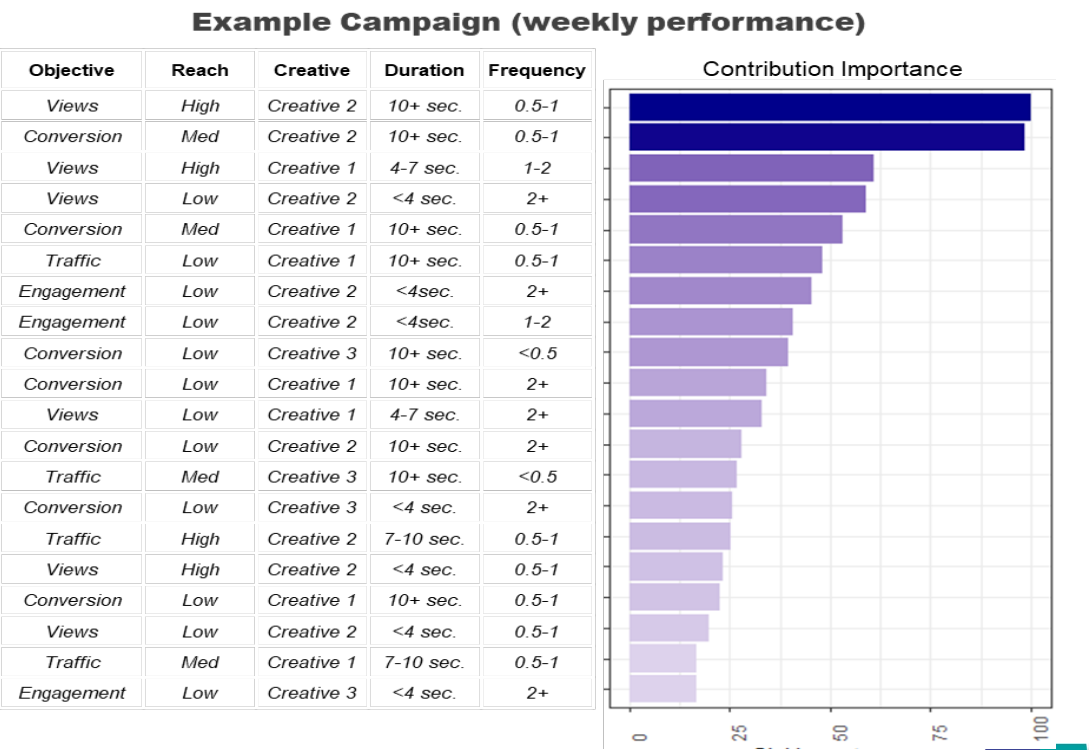# GRANULAR BUSINESS PERFORMANCE IMPACT VISIBILITY

Understanding monthly changes in business drivers (marketing, ops, external)

Unified Marketing Measurement Integrates MMM and Attribution to Provide a Holistic Waterfall of all
Business Drivers

Decomposing the drivers of campaign and marketing channel effectiveness

Within Campaign Optimization is done on a Weekly Basis to Drive Prioritization of Objective, Creative, Duration, Placement and Frequency


Total Brand: Period over Period Analysis

Example Campaign (weekly performance)

Objective	Reach	Creative	Duration	Frequency
Views	High	Creative 2	10+ sec.	0.5-1
Conversion	Med	Creative 2	10+ sec.	0.5-1
Views	High	Creative 1	4-7 sec.	1-2
Views	Low	Creative 2	<4 sec.	2+
Conversion	Med	Creative 1	10+ sec.	0.5-1
Traffic	Low	Creative 1	10+ sec.	0.5-1
Engagement	Low	Creative 2	<4sec.	2+
Engagement	Low	Creative 2	<4sec.	1-2
Conversion	Low	Creative 3	10+ sec.	<0.5
Conversion	Low	Creative 1	10+ sec.	2+
Views	Low	Creative 1	4-7 sec.	2+
Conversion	Low	Creative 2	10+ sec.	2+
Traffic	Med	Creative 3	10+ sec.	<0.5
Conversion	Low	Creative 3	<4 sec.	2+
Traffic	High	Creative 2	7-10 sec.	0.5-1
Views	High	Creative 2	<4 sec.	0.5-1
Conversion	Low	Creative 1	10+ sec.	0.5-1
Views	Low	Creative 2	<4 sec.	0.5-1
Traffic	Med	Creative 1	7-10 sec.	0.5-1
Engagement	Low	Creative 3	<4 sec.	2+

Contribution Importance

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REAL-TIME *DEMAND SIGNALS* TRACK DYNAMIC IN-MARKET CHANGES AND RE-INFORM DATA & MODELS

Controlling for COVID-19 in models

1. **Inclusion of COVID-19 variables** → *Google Mobility Data, Google Search Query Volume, Infection Rates, Lockdown Indicators along with a range of macroeconomic variables*

2. **Time-based variables** → Marketing activities split into separate variables to represent Pre vs. During vs. Post-COVID response rates

3. **Measure interactions between marketing, operations, external and COVID** → Capture variation in response based on dynamic changes in market conditions

4. **Response Curve adjustment** → Demand Forecasts, changes in differential responsiveness of tactics

Using 2020-2021 data to simulate 2021/22
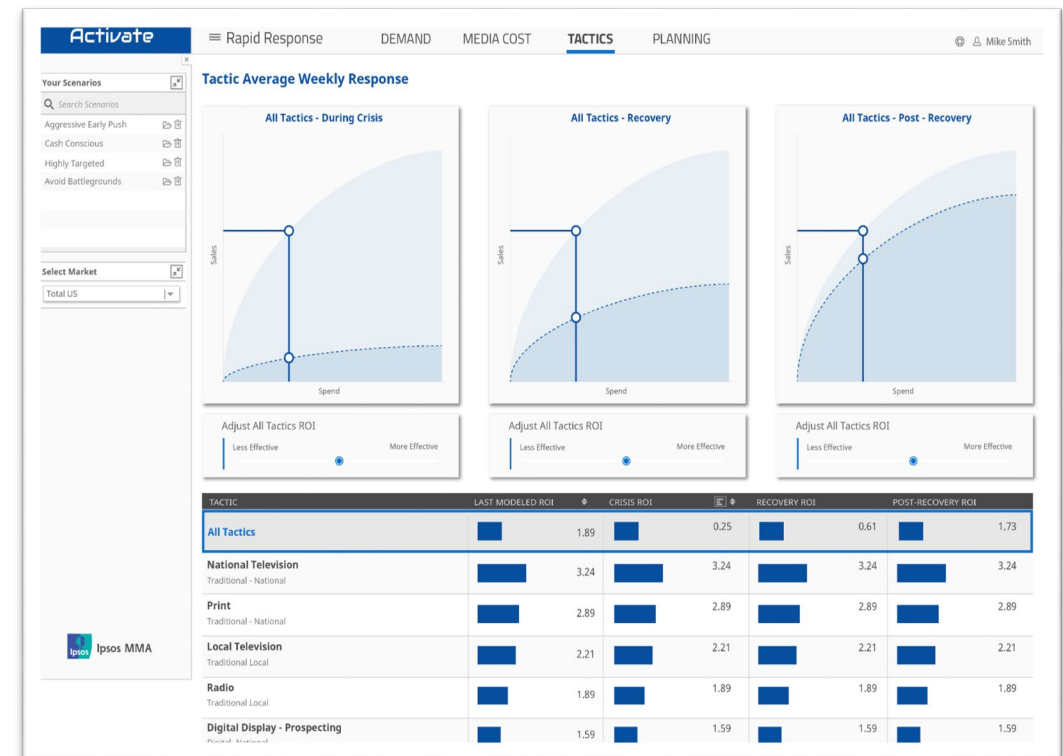
ANSWERING **THE 5 Ws** IN A HOLISTIC WAY FOR IMPACT

- **WHO**

- **WHAT**

- **WHEN**

- **WHERE**

- **WHY**

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