

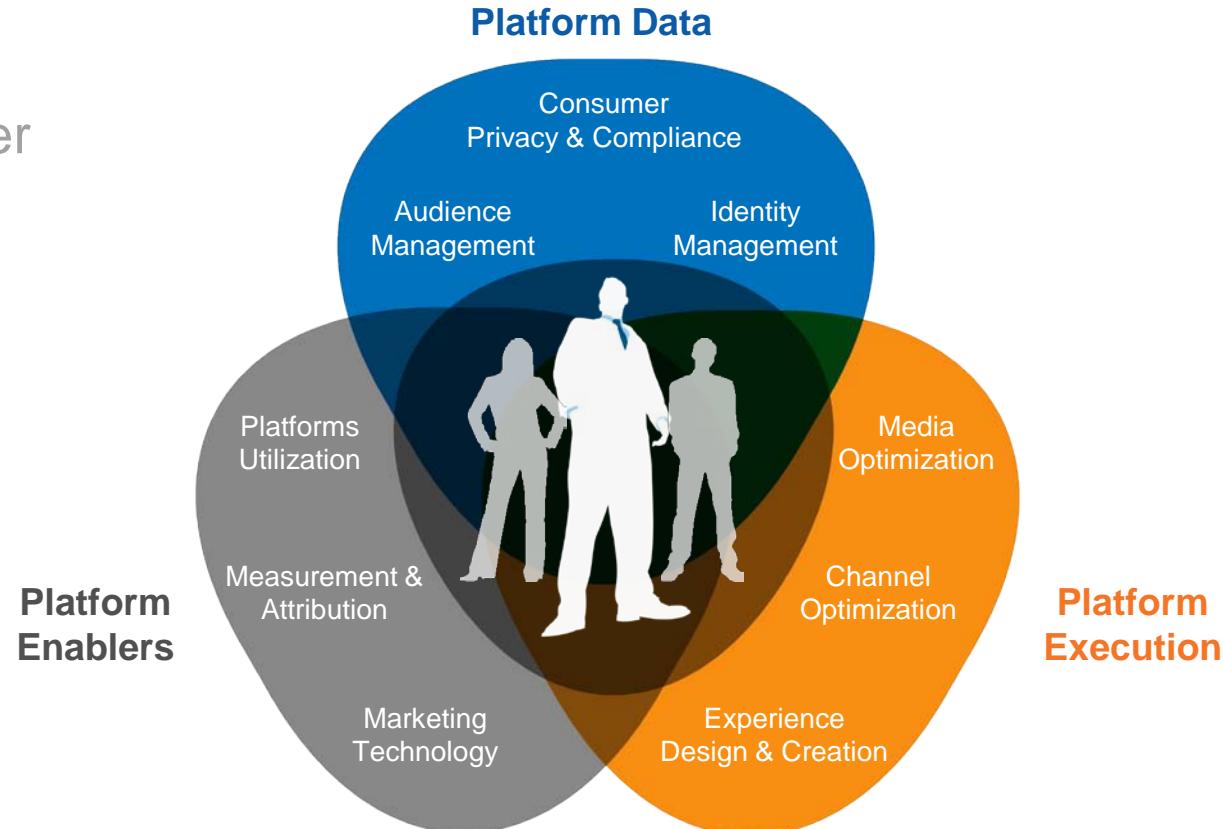
2014 Merkle's CRM Executive Summit

The Rise of the Platform Marketer: Connected CRM in a Digital World

PLATFORM ENABLERS



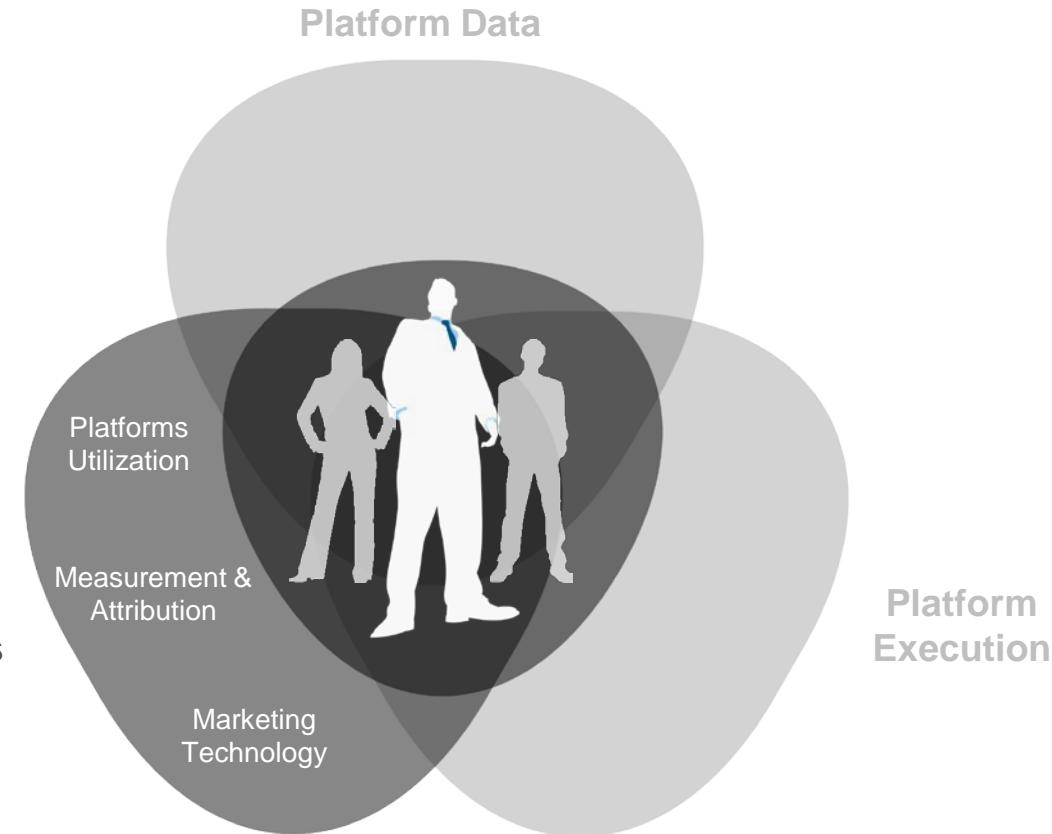
Introducing the Platform Marketer Competencies





Introducing the Platform Enablers

Platform Enablers





Session Content

- Setting the Context
 - Ad-tech landscape
 - Rationalizing the digital stack
- Competency Detail – Platform Enablers
 - Platforms Utilization
 - Measurement & Attribution
 - Marketing Technology
- Executing on Addressable Programs
- Key Takeaways



Setting the Context

The Adtech Landscape



The Platform Marketer – The Digital Marketing Stack Expert

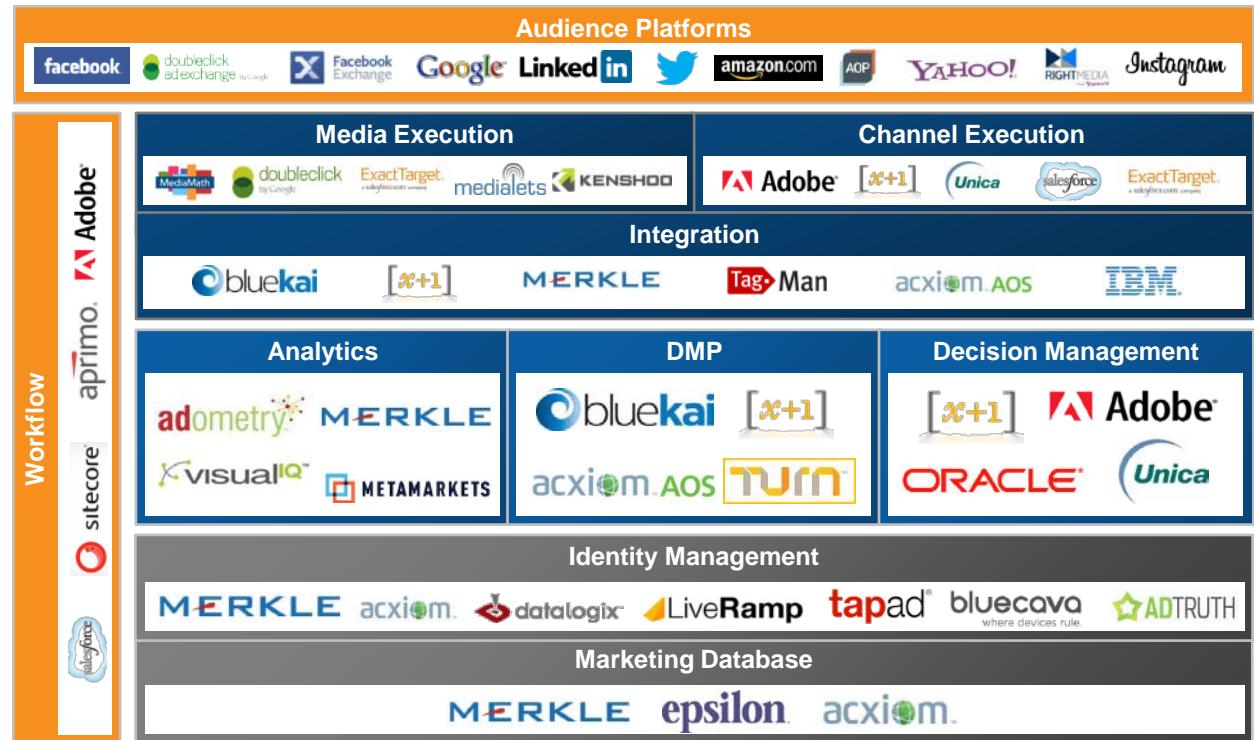
Platform marketers have strong expertise in state-of-the-art and emerging marketing technology and how it drives business value





The Platform Marketer – The Digital Marketing Stack Expert

The Platform Marketer can rationalize the adtech ecosystem into a marketing technology stack needed to meet its business needs and exploit AAS



The background of the slide features a large, abstract graphic on the left side. It consists of numerous overlapping circles of various sizes and colors, including shades of orange, yellow, green, blue, red, and purple. These circles are arranged in a loose, organic cluster that tapers towards the right edge of the frame.

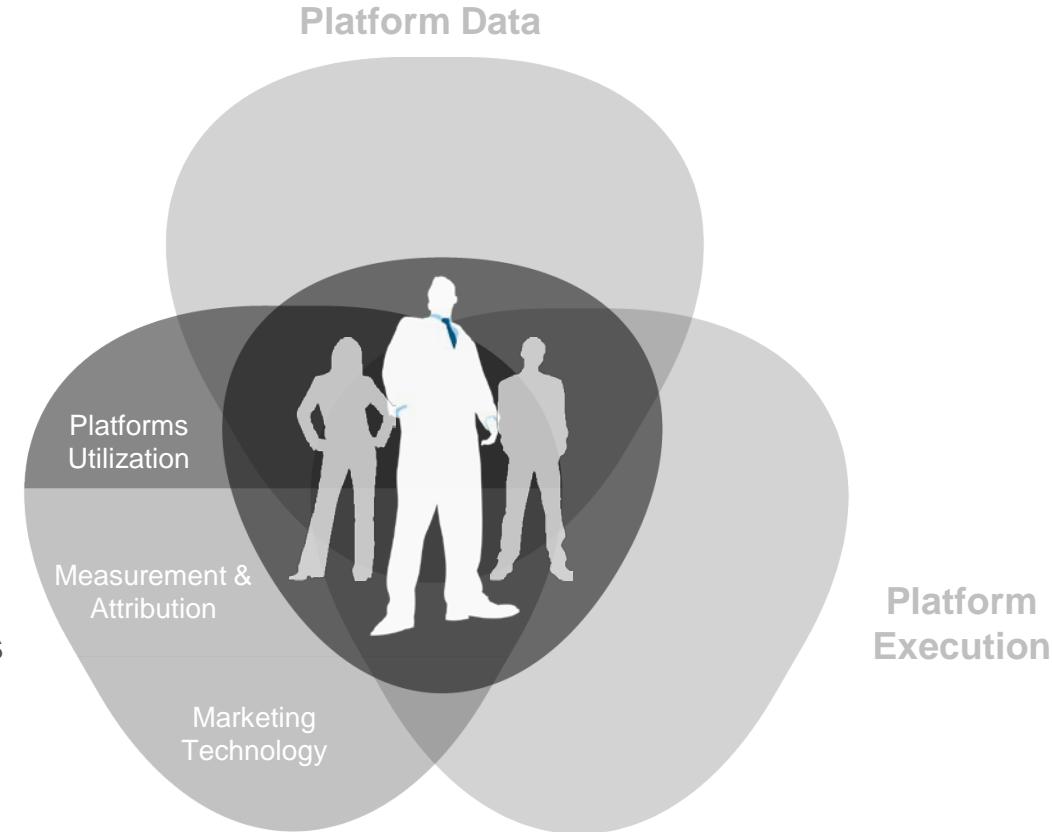
Platform Enablers

Competency Detail



Introducing the Platform Enablers

Platform Enablers





2014 Merkle's CRM Executive Summit

Each of these companies is working to extend the ability to reach their users off network which will result in absolutely massive scale

Audience
Platform already
at scale on
network

facebook

Soon we will see
audience
extension off
network at
massive scale

atlas

Google

DART
doubleclick
by Google

twitter

mopub

Third Party Inventory
(exchange, ad network, etc.)

But these will become closed networks forcing the advertiser to answer how to create a single customer view using first party identity management



2014 Merkle's CRM Executive Summit

And new entrants are coming to the table with platforms that will drive tremendous scale



Reach Amazon customers
across the web

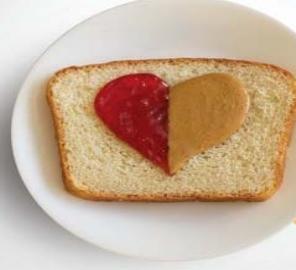
Contact us

Advertise on Amazon Advertising Platform (AAP)

Reach Amazon customers on Amazon owned and operated sites and on other high quality websites with Amazon Advertising Platform. Using the same personalization engine that drives advertising on Amazon.com, AAP offers more options to extend the reach of your campaign, without compromising the quality of your audience. Ads on AAP can also leverage the power of Amazon's eCommerce ad functionality, effectively turning more of the web into your Amazon store.

“Reach Amazon customers on Amazon owned and operated sites and on other high quality websites with Amazon Advertising Platform. Using the same personalization engine that drives advertising on Amazon.com, AAP offers more options to extend the reach of your campaign, without compromising the quality of your audience”

eBay's Data + Media Solutions



Some Things are Just Better Together

Just like peanut butter and jelly, eBay's Data and Media Solutions are just better together. Let us help connect your brand to eBay's first-party data and comprehensive advertising solutions. eBay's reach, first-party data and best-in-class targeting ensure your media dollars deliver at scale — on-site, off-site and in real time.

Ready to make the connection? eBay makes it easy.

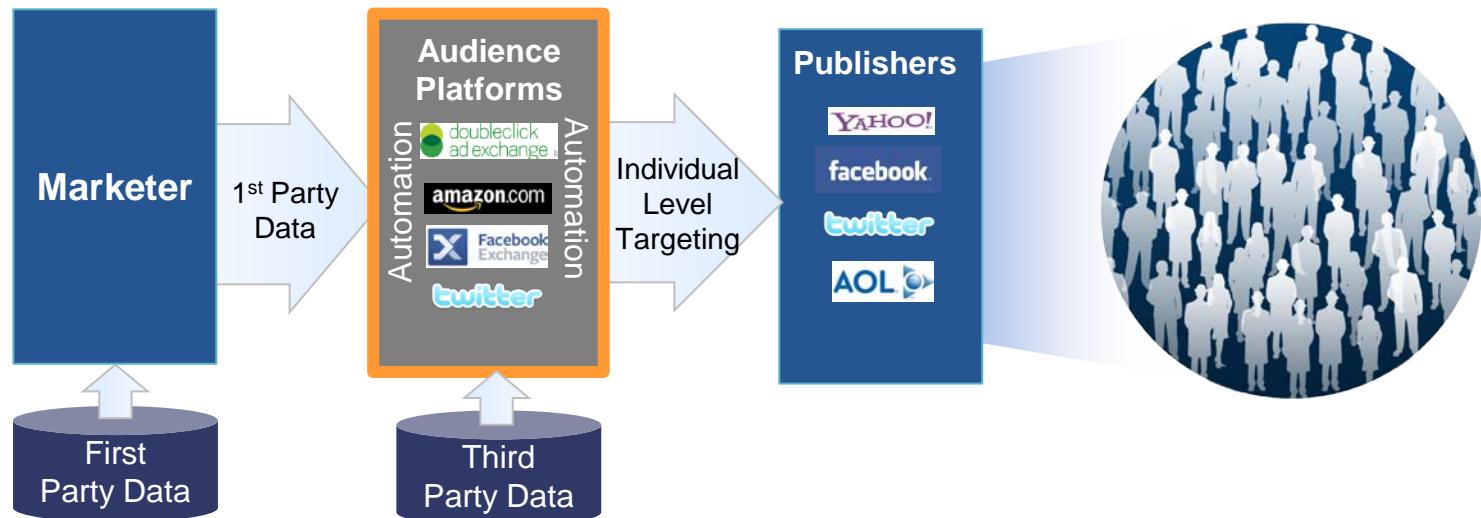
Call us to get started today.
Bernadette Van Osdal | bvanosdal@triadretail.com | 813.217.0448

eBay



Addressability is reaching new levels of sophistication and scale due to the rise of the Addressable Audience Platform

An Audience Platform is a digital technology that enables automated, targeted, personalized experiences to individuals (known and anonymous) at scale utilizing first and/or third party data





Key Dimensions of Platform Utilization

Platform Marketers must master new targeting, tracking, and ad-formats in order to leverage the scale of the new platforms for direct marketing



Targeting

Targeting products leveraging the platforms proprietary 1st party data and ability to leverage advertiser 1st party data is necessary



Tracking

Enabling basic tracking like a conversion pixel is necessary and cross device identification is the future



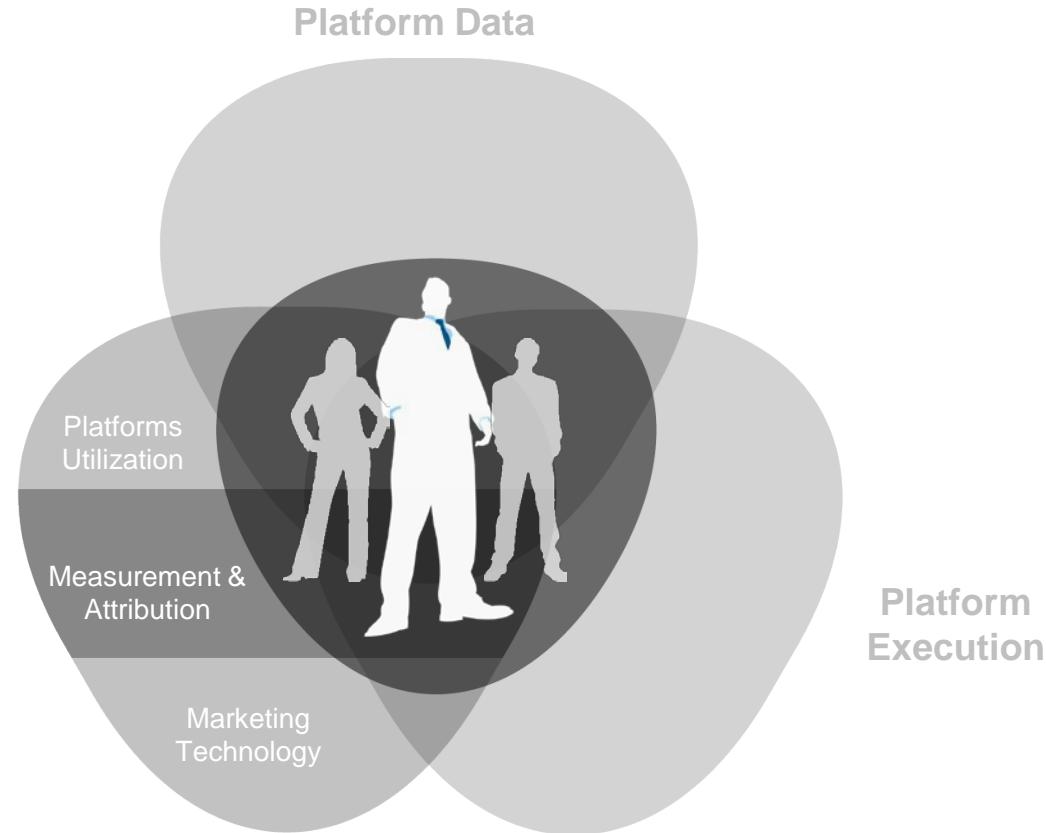
Innovative Formats

Formats are larger rich media units natively placed within relevant content



Introducing the Platform Enablers

Platform Enablers





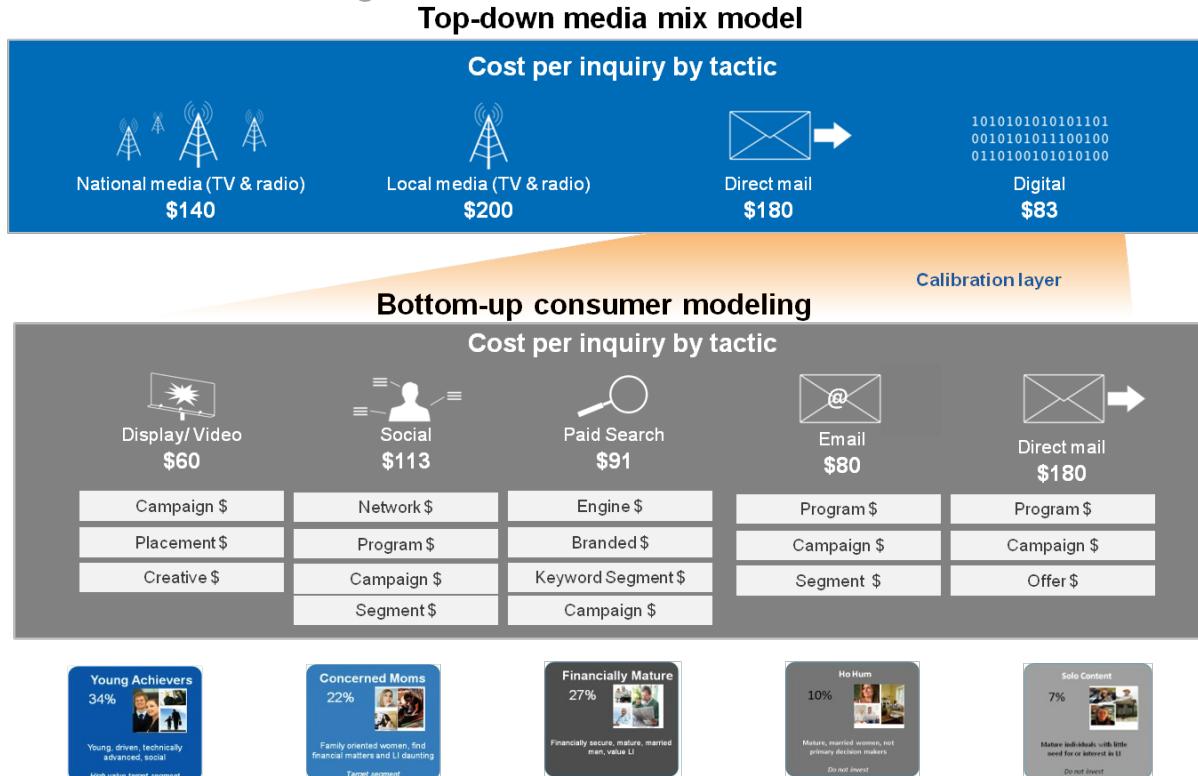
Guiding Principles of Measurement & Attribution

- **Measurement is an enterprise-wide currency** that should consistently measure the value of consumer interactions with the brand
- **A centralized measurement mechanism is needed** to show cross-channel interplay understanding the influence and correlation across channels as consumers move seamlessly through channels and across devices
- Enable the organization to **learn from the past and make better future decisions**
- Allow the Platform Marketer to know “**What value marketing and sales efforts drive within my business.**”



2014 Merkle's CRM Executive Summit

The addressable media plan is optimized through an integration of “top-down” and “bottom-up” measurement methodologies





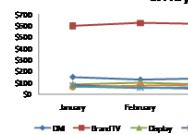
2014 Merkle's CRM Executive Summit

Which inform broad strategic as well as very tactical decisions and execution

Media-Level Results (Mthly)

- More accurate view into media performance
- Important input into ongoing budgeting and planning processes

CPA by Channel



Spend	January	February	March	April	May
DRTV	\$450	\$326	\$375	\$315	\$303
Brand TV	\$601	\$625	\$615	\$631	\$607
DM	\$150	\$131	\$141	\$171	\$181
Display	\$88	\$91	\$73	\$55	\$61
Email	\$79	\$80	\$98	\$114	\$88
Paid Search	\$71	\$73	\$73	\$63	\$61
Organic Search	\$64	\$55	\$67	\$50	\$57

Segment-Level Results (Mthly)

- Visibility into how each tactic was driving new customers by segment
- Important data to feed into customer experience to drive better personalization and targeting by tactic and segment

Site	Performance			Responder Segments				
	CPA	Responses	% Responses	Index Segment 1	Index Segment 2	Index Segment 3	Index Segment 4	Index Segment 5
Display 1	\$ 100	294	3%	120	90	100	120	85
DM 1	\$ 100	233	3%	95	75	55	95	105
Alt Media 3	\$ 78	408	5%	130	50	90	130	114
Display 1	\$ 68	433	5%	120	95	50	120	87
DM 4	\$ 56	239	3%	55	150	140	55	79
Social 1	\$ 68	342	4%	95	200	143	95	100
Display 1	\$ 52	402	5%	85	75	22	85	75
Search 1	\$ 37	1,332	15%	200	98	100	200	97
Social 1	\$ 48	384	4%	75	101	75	75	120
Display 2	\$ 35	208	2%	30	130	120	30	115
Overall	\$ 63	4,276	100%	100	100	100	100	100

Program diagnostics (Daily)

- Visibility into 'why' different programs were and were not performing
- Diagnostic data markers can use to adjust existing programs

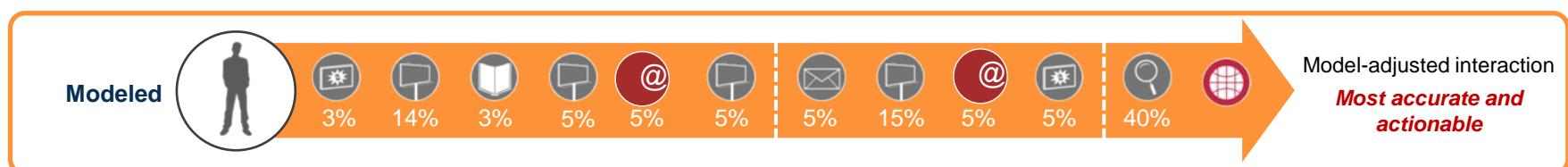
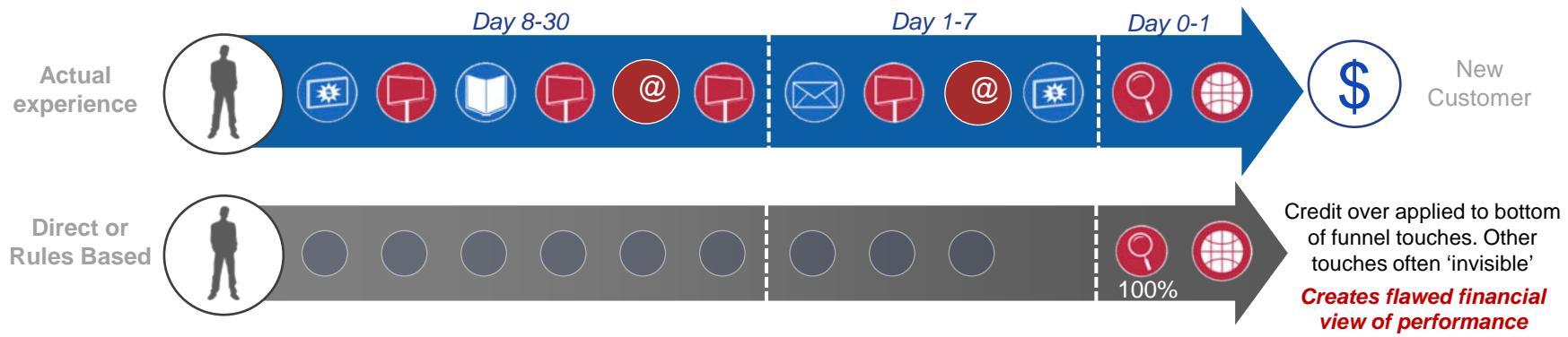
Site	Performance			Drivers						
	CPO	Responses	% Responses	Effective CPM	Average Contact Frequency (Within Media)	Average Contact Frequency (Across Media)	Unique Response Rate	% Remarketing	% Exclusive	
DM 1	\$ 100	963	13%	\$ 5.28	3.0	12.0	0.1565	10%	10%	
DM 2	\$ 118	70	1%	\$ 1.69	3.9	15.0	0.0592	20%	20%	
Alt Media 3	\$ 97	571	8%	\$ 18.87	3.1	7.0	0.6122	15%	15%	
Alt Media 7	\$ 123	2,980	40%	\$ 0.34	39.4	45.0	0.1096	10%	10%	
Search 1	\$ 157	1,030	14%	\$ 0.39	5.3	6.0	0.0180	20%	20%	
Social 1	\$ 192	372	5%	\$ 1.71	66.0	78.0	0.5884	15%	15%	
Email 1	\$ 190	42	1%	\$ 1.44	2.1	5.0	0.0162	10%	10%	
Search 1	\$ 196	271	4%	\$ 44.99	5.3	10.0	1.2132	20%	20%	
Display 4	\$ 174	1,235	17%	\$ 96.41	2.5	30.0	1.3916	15%	15%	
Display 2	\$ 192	254	3%	\$ 0.63	15	18.0	0.0049	10%	10%	
Total		146	7,452	100%	\$ 0.66	4.0	22.6	1.812%	10%	10%



2014 Merkle's CRM Executive Summit

Measurement & Attribution is fueled by a comprehensive broad media event stream

Leverages a fractional approach to attribution and quantify the incremental impact of each marketing activity



Mass and Offline

✉ Direct mail sent

📺 TV view

📘 Alt Media

📺 Display view

🌐 Website visit

✉ Email

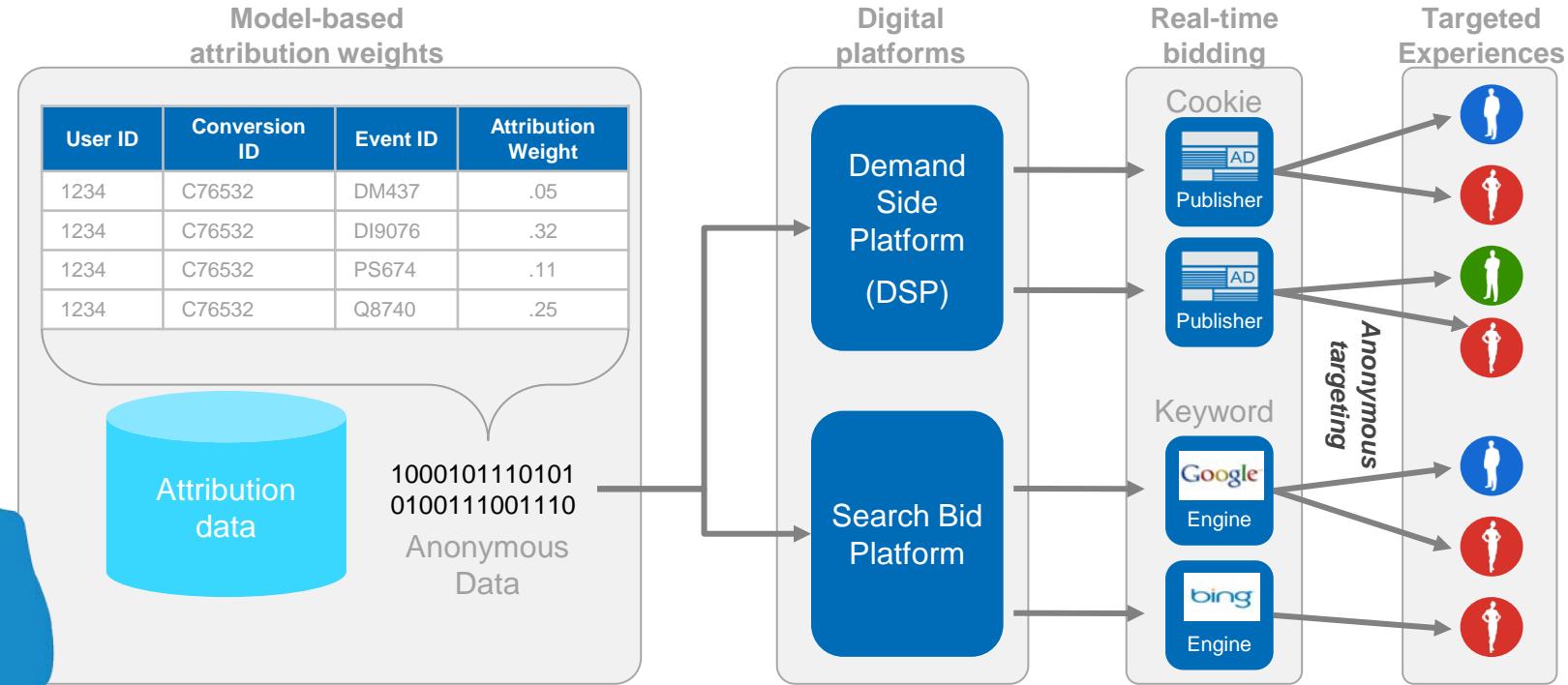
🔍 Paid search click

Digital



Extending Measurement & Attribution results into media platforms

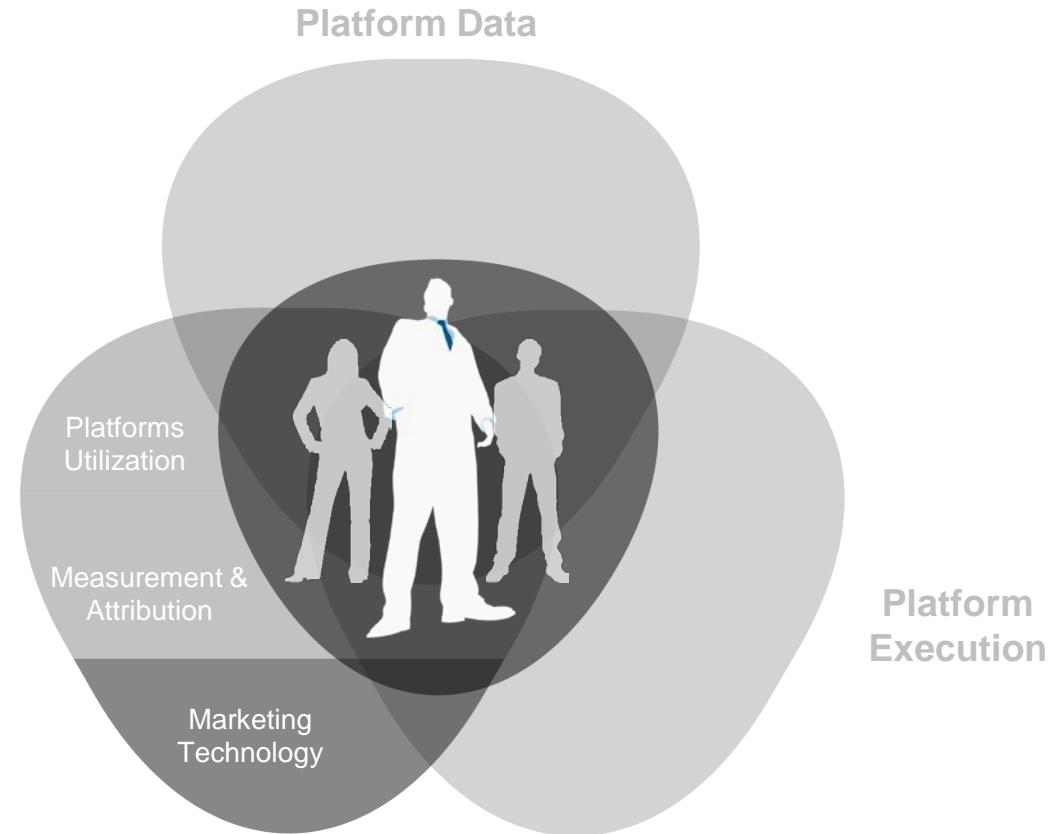
The Platform Marketer can take these attribution weights and not only glean insight but also “push in” directly into the media decisioning applications to drive performance





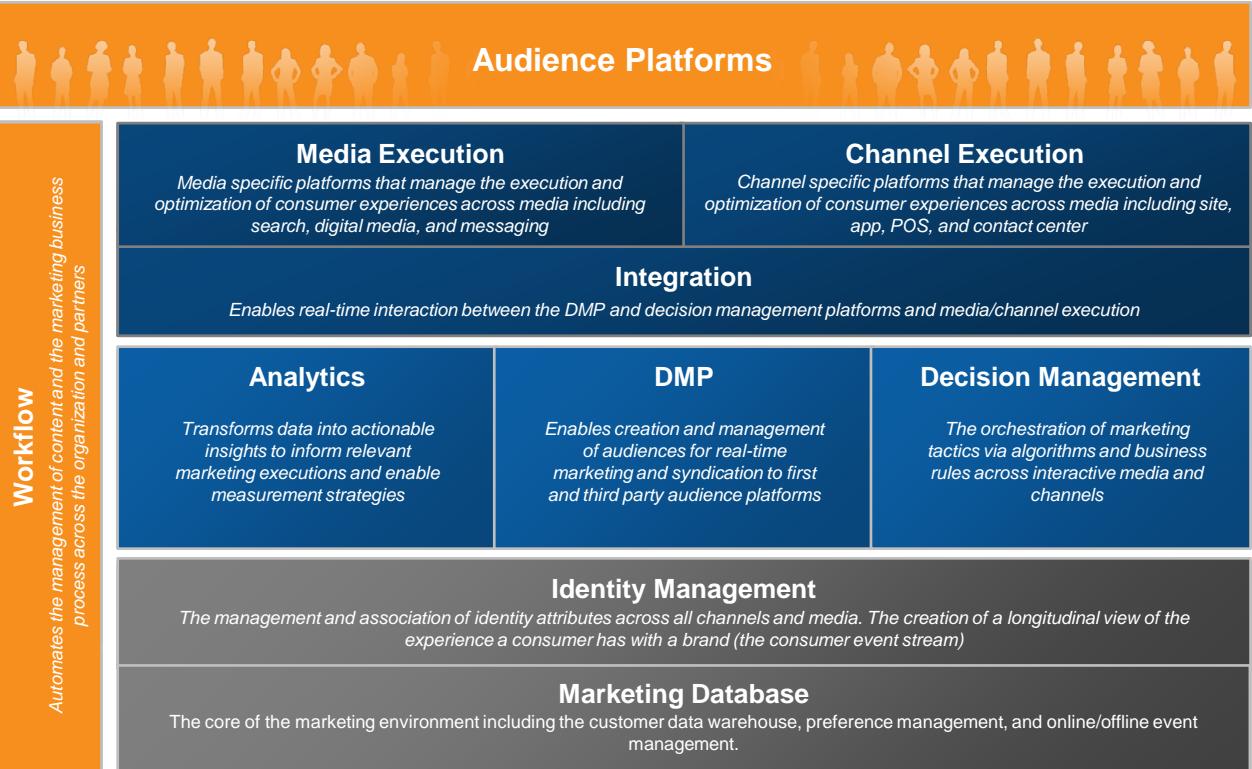
Introducing the Platform Enablers

Platform Enablers



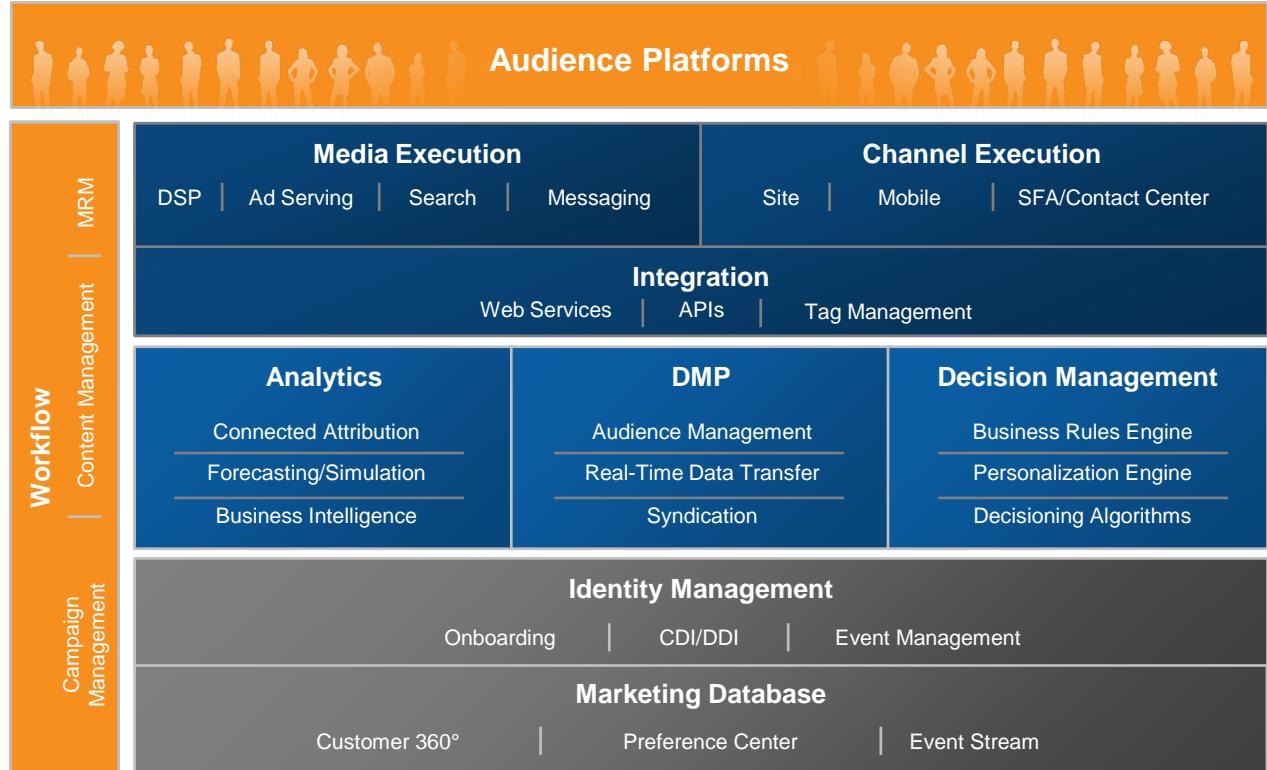


All of these enabling capabilities are managed within the design of the integrated technology stack





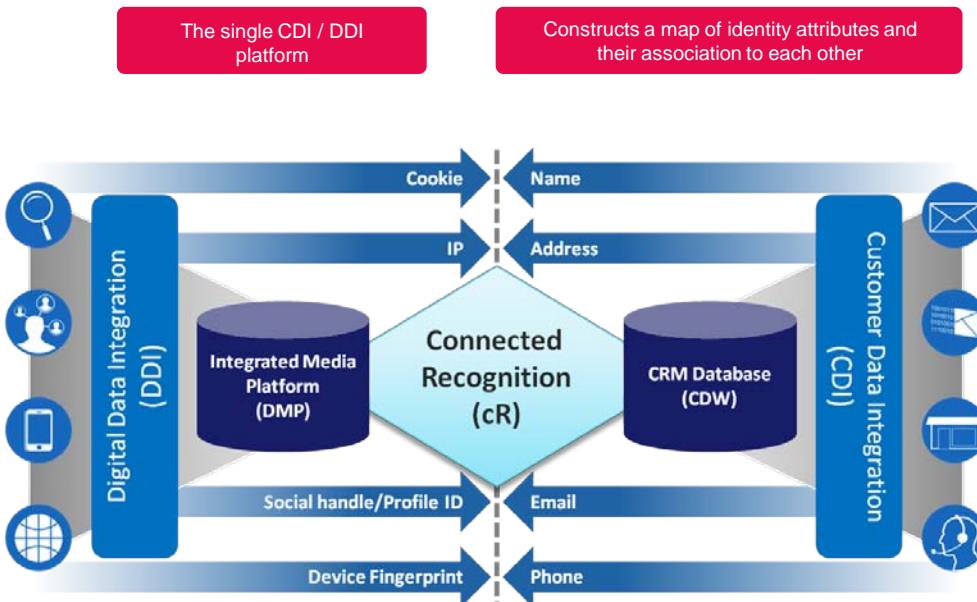
Merkle delivers this through a combination of proprietary tools and integration of best in class technologies we call the Connected Customer Platform (CCP)





Connected Recognition (cR)

Ability to source, capture, cleanse, link **and** integrate all data and to recognize prospects and customers at point of interaction regardless of the channel or media



The single CDI / DDI platform
Constructs a map of identity attributes and their association to each other
Registers and collates marketing events into a experience history (event stream) for each individual

Why it is needed
<ul style="list-style-type: none">To understand who I am marketing toAdjust marketing efforts relative to past experiencesCreates an accurate picture of a consumer
How it works
<ul style="list-style-type: none">Data quality engine for identity componentsA rules engine to create associationsLeverages reference bases to inform linkagesChronologically logs events at an individual level
Value it provides
<ul style="list-style-type: none">Breaks down channel and media silos to enable customer-centricityThe basis for richer consumer profiles, complete attribution and personalized experience delivery

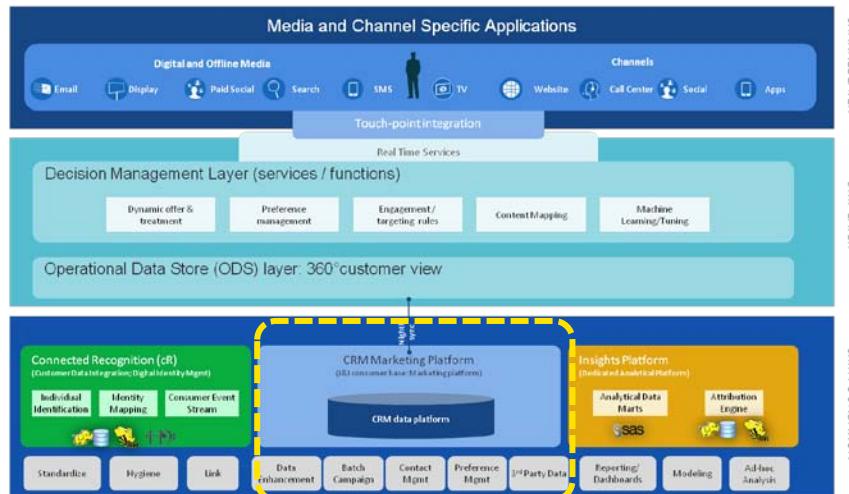


Marketing Database

The foundational component for marketing solutions. The role of the database is to manage marketing data assets for use in marketing execution and analysis

The role is evolving to include the unique anonymous person

The market database role is not diminishing



Why it is needed

- Rationalized data asset management for the entirety of the marketing record
- Supports enterprise tools for marketing
- The all-in database for marketing data

How it works

- Transforms data into a usable asset
- Integrated data is housed in a system for marketing tools
- MRM, automation and BI tools provide user access

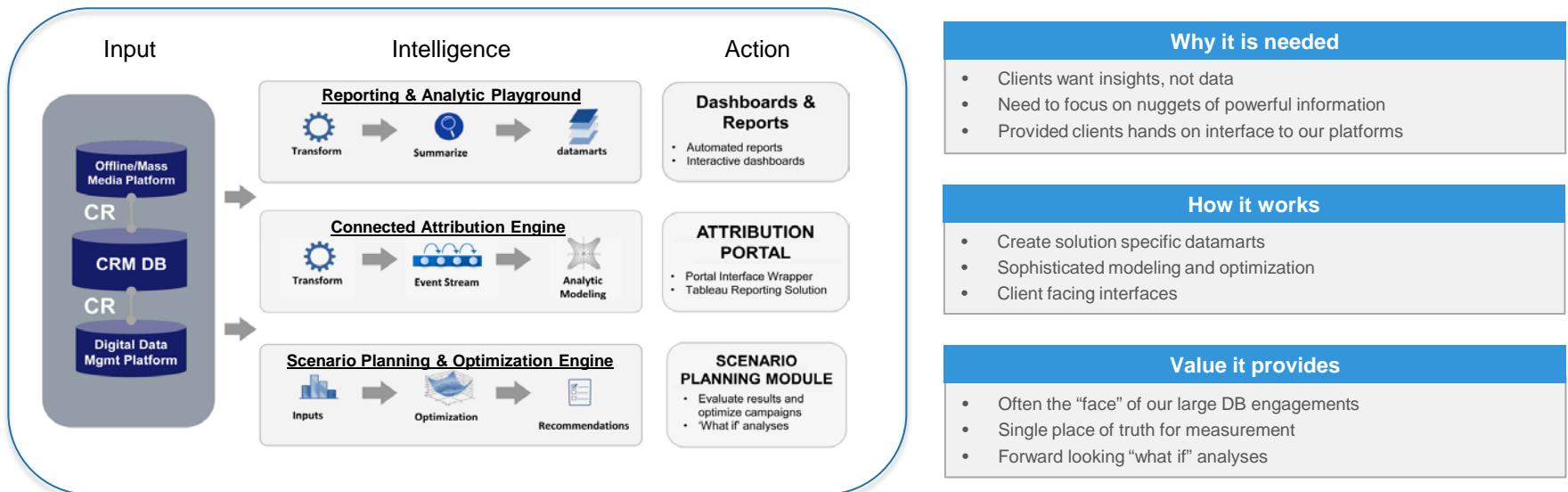
Value it provides

- The consumer-centric view of marketing data
- It is the single truth of the customer
- The foundational component for all other marketing activities



Insights Platform

Insights Platform transforms data into actionable insights to inform relevant marketing executions and enable measurement strategies

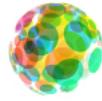




DMP – The Market Today

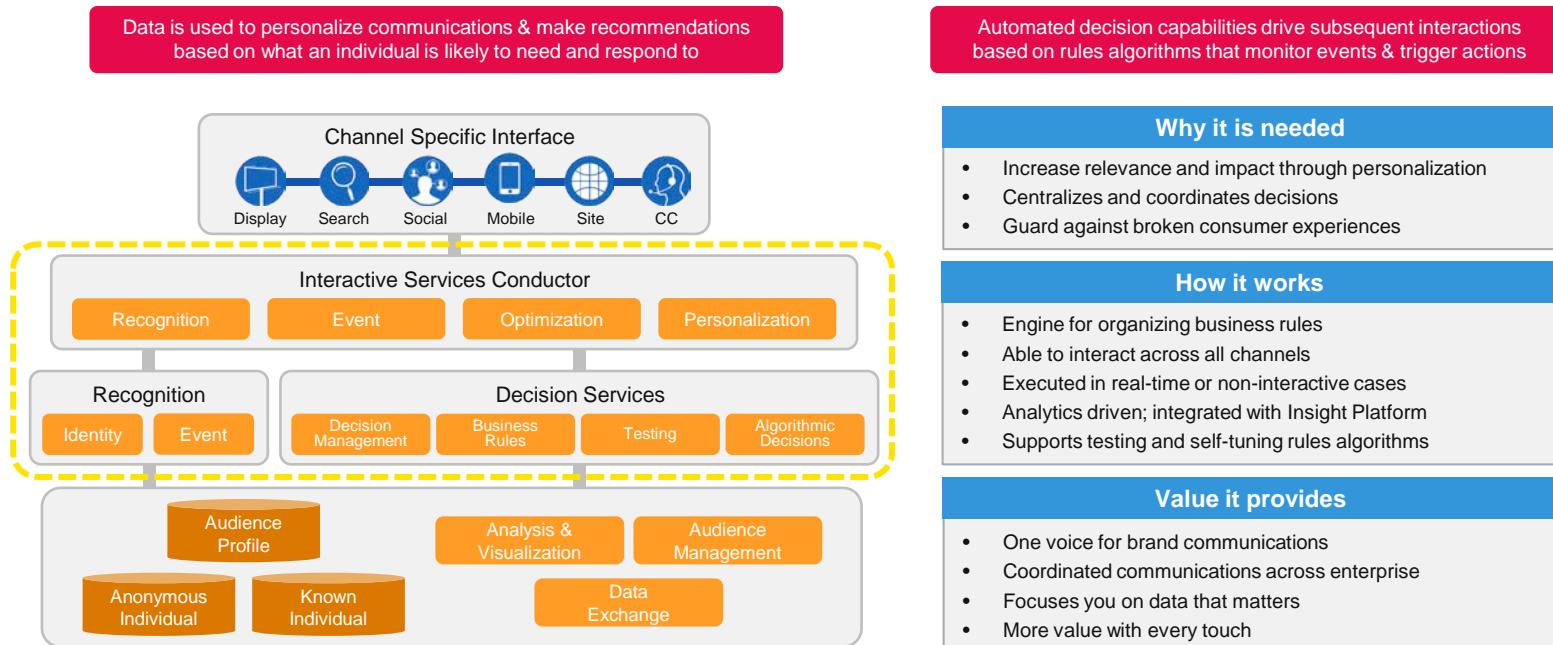
This module allows key data elements to be accessible across anonymous and known execution currencies in real time





Decision Management

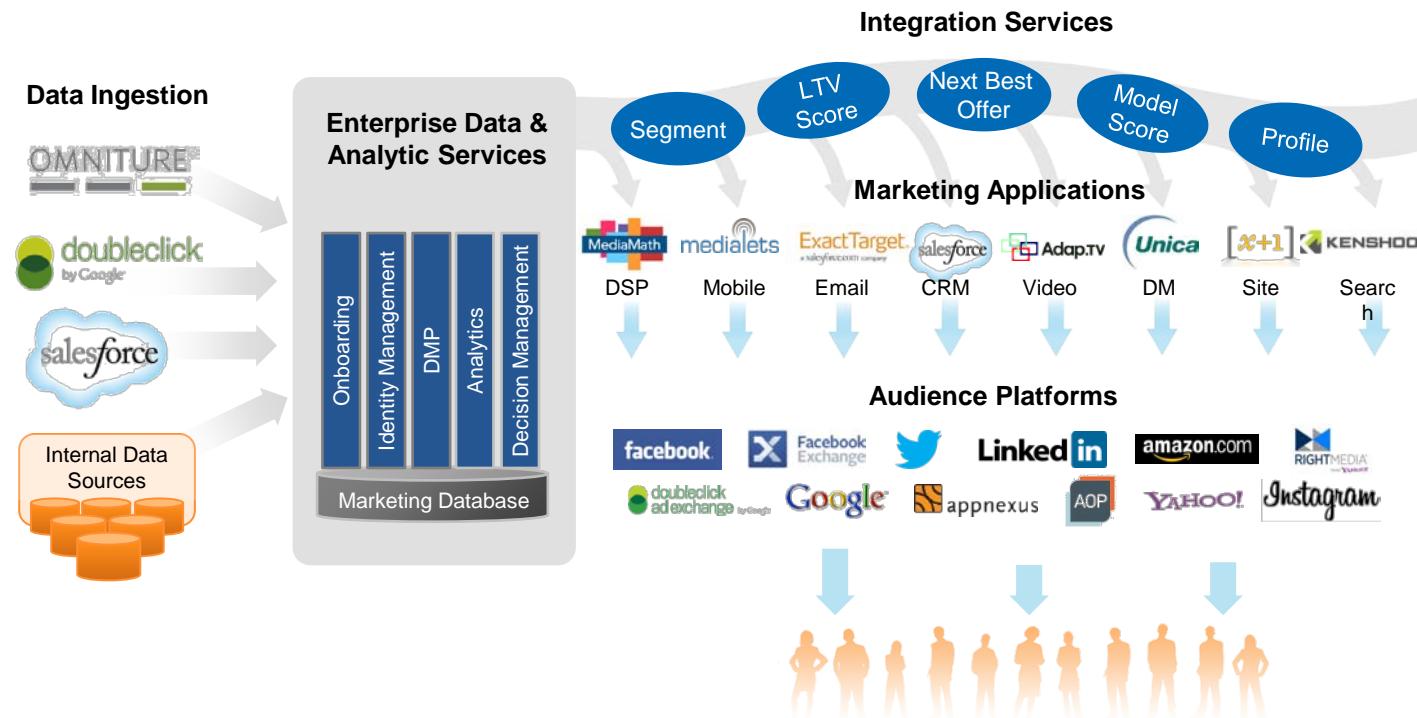
This component manages consumer interactions in an optimal fashion by delivering consistent, personalized customer experience across touch points





Executing on Addressable Programs Will Fundamentally Change the Marketing Process

The Platform Marketer takes this a step further and implements the data, analytic, and integration “nervous system” required to deliver on AAS





Platform Enablers - Key Takeaways

- **Platform Utilization** – The Platform Marketer enables addressability at scale by leveraging a digital technology landscape that enables automated, targeted, personalized experiences to individuals (known and anonymous) at scale utilizing first and/or third party data
- **Measurement and Attribution** - Measurement is treated as an Enterprise-wide currency and is enabled by a centralized mechanism that measures the value of sales and marketing efforts at a very granular, cross-channel level
- **Marketing Technology** – The Platform Marketer has a strong grasp on state of the art, emerging marketing adtech space and has rationalized how to leverage marketing technology to drive optimal sales and marketing efforts within their organization

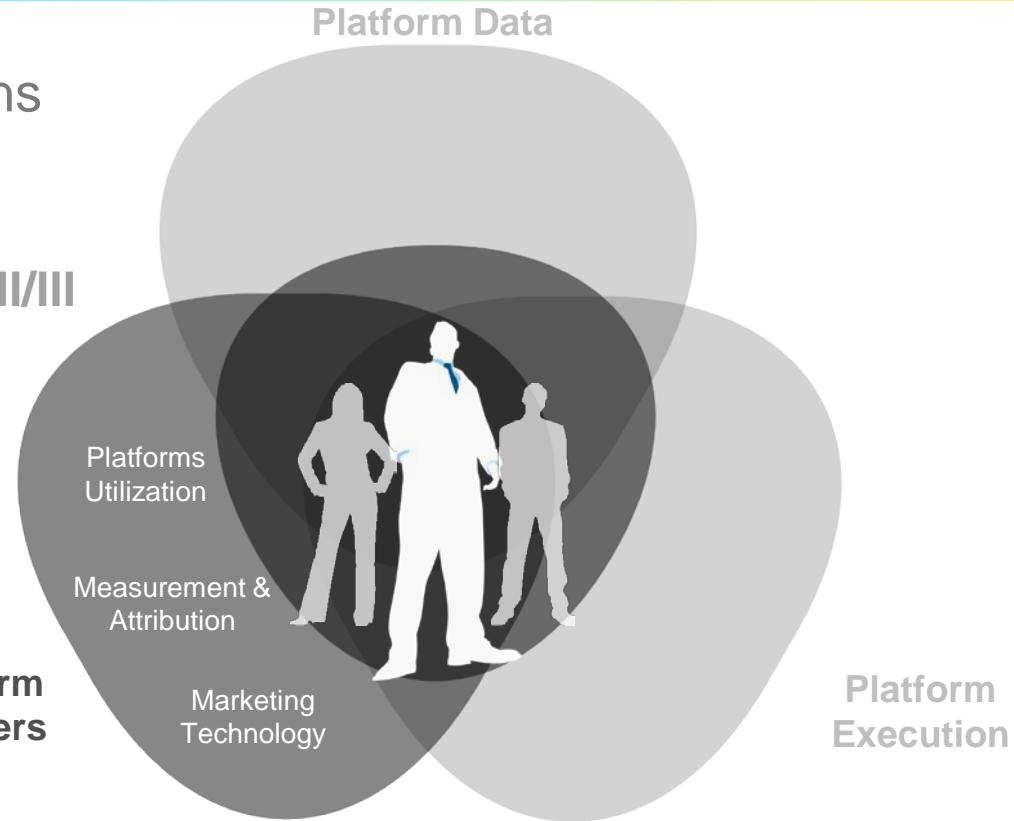


Platform Enabler Breakout Sessions

Platform Utilization – **Ballroom**

Measurement & Attribution – **Miramar II/III**

Marketing & Technology – **Miramar I**





Thank You!

Matthew Mobley

Chief Marketing Technology Officer



mmobley@merkleinc.com



[@MatthewCMobley](https://twitter.com/MatthewCMobley)



www.linkedin.com/in/matthewmobley

Ed Forman

SVP, Analytic Innovation



eforman@merkleinc.com



[@Ed_Forman](https://twitter.com/Ed_Forman)



www.linkedin.com/pub/ed-forman/2/b68/5ab/