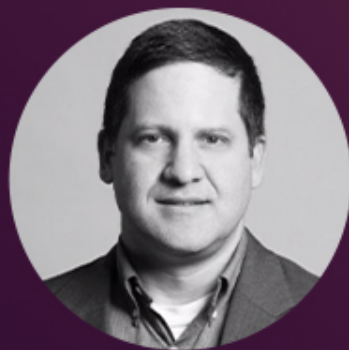


ENGINE

THE POWER OF **ALTERNATIVE** DATA SOURCES



with Andy Davidson
HEAD OF DATA STRATEGY & ANALYTICS

- Marketers have long relied on structured and unstructured conversations with their audiences (e.g. surveys, focus groups, etc.) to make the decisions that drive their businesses.
- Whether the focus was on developing strategy, managing the customer experience, or evaluating marketing investments, there really was no alternative.

But things have changed...

NEW SOURCES

NEW TECHNOLOGY

NEW RESOLUTION TECHNIQUES

THESE SOURCES
CAN PROVIDE TREMENDOUS
VALUE WHEN COUPLED WITH
TRADITIONAL TECHNIQUES

**Less burden
on customers**

Reduced risk

Better activation

**More efficient
investments**

Less costly

LEVERAGING THEM REQUIRES **A MINDSET SHIFT**



PROBLEM IDENTIFICATION

What business issue are we trying to resolve?



ACTIVATION PLAN

Who/what do we influence to resolve it?



INSIGHT PLAN

What question do we need to address?



DATA SOLUTION

What data will we need to answer it?

By focusing first on **what we are trying to achieve** we ensure the data solution truly meets the requirements of the business problem.

It also requires **design considerations** that are less common in market research

**DATA SOURCE
SELECTION**

**IDENTITY RESOLUTION /
MATCH RATES**

DATA ENGINEERING

DATA SCIENCE

SOME
EXAMPLES

USE CASE 1

PROSPECTING

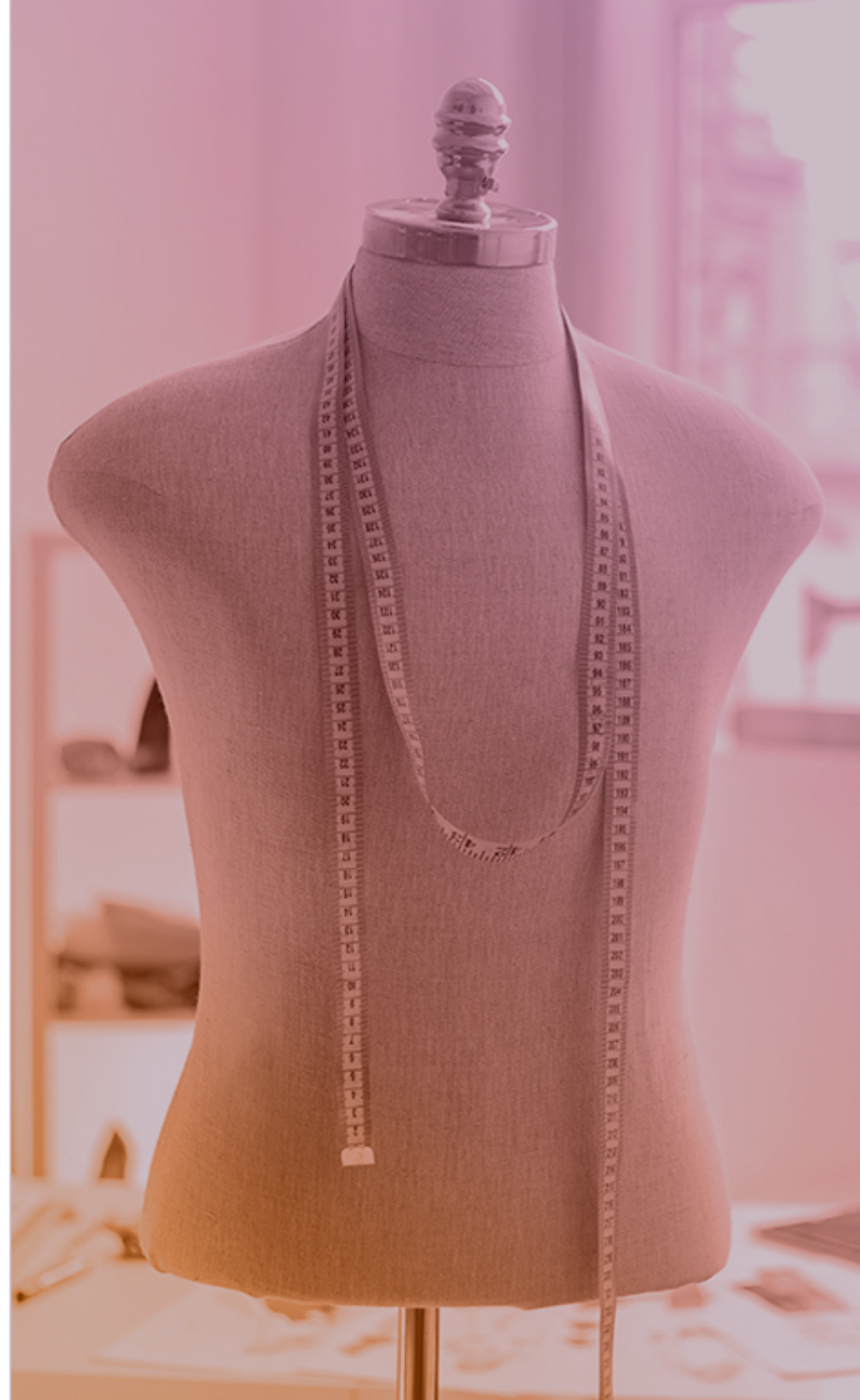
- **Problem: Launching a campaign against a persona/attitudinal segment leads to waste**
- **Key Data Sources: Survey + Click stream behaviors**
- **Outcome: 'Reach' with precision**



USE CASE 2

MEASUREMENT

- **Problem: Measurement platforms overlook true impacts**
- **Key Data Source: Survey + Click stream behaviors**
- **Outcome: Accurate linkages between attitudes**



USE CASE 3

CUSTOMER EXPERIENCE

- **Problem: Successfully scaling customer satisfaction feedback is challenging**
- **Key Data Source: Survey + 1st party data**
- **Outcome: Ability to take action on the entire customer base**



IN CONCLUSION...

- | Structured and unstructured conversations are the mainstay in our industry but non-traditional data sources are the new frontier for marketing research
- | To realize their benefits, agencies and brands alike should be orienting teams, resources, and best practice around these and the many other use cases available to them

QUESTIONS?

ENGINE