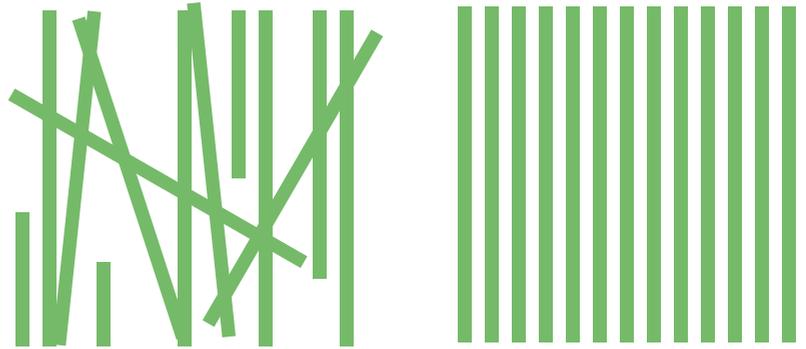


The background of the slide is a complex, repeating geometric pattern of green lines on a white background. The pattern consists of interlocking, zig-zagging shapes that create a sense of depth and movement. The lines are of uniform thickness and are arranged in a way that they seem to recede and then come forward, creating a 3D effect.

Data Onboarding: **The 5-minute primer** An introduction for data-driven marketers

This is about overcoming fragmentation

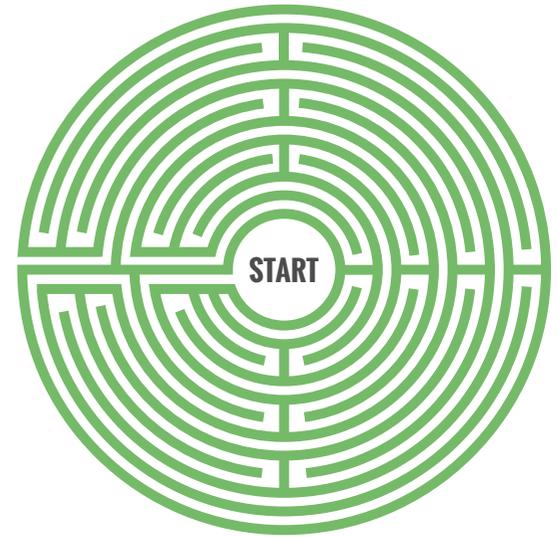


If you only sold to a few hundred local people from one shop in a single street, all your knowledge about your customers would be in one place.

And you'd look smart whenever a customer walked in.

But that's not your world

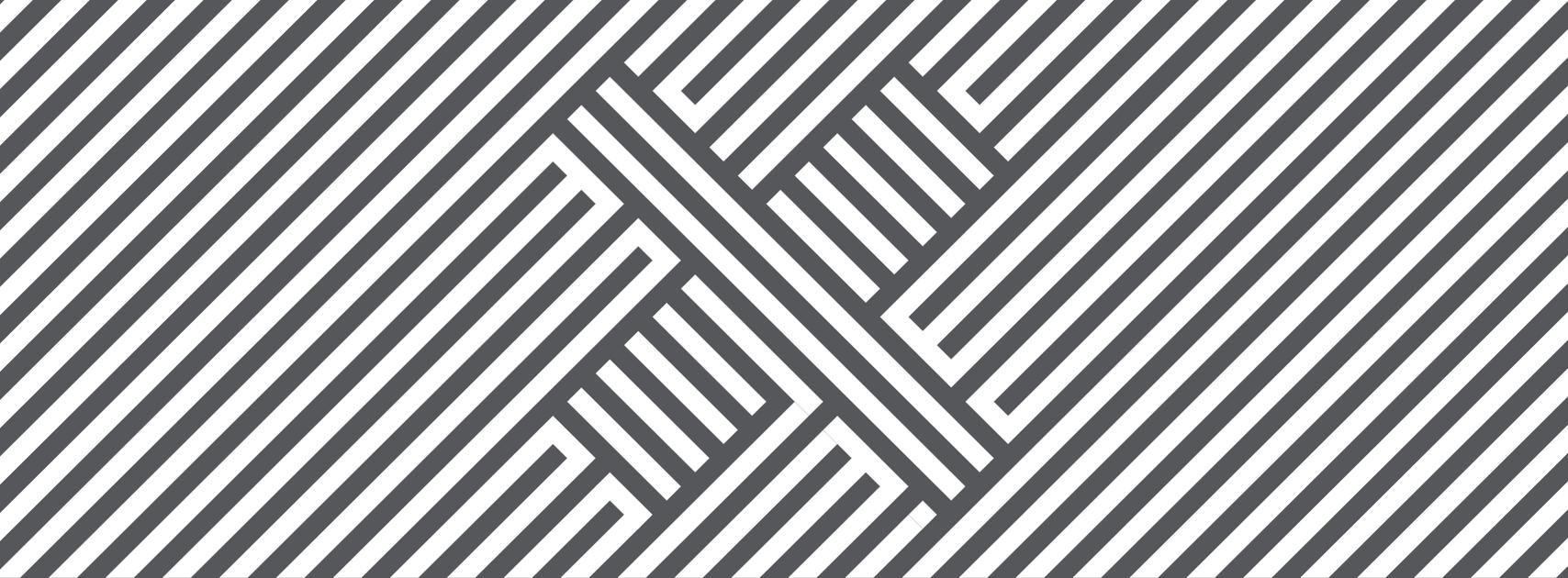
In a market of millions



You market to millions of people in hundreds of places.

On your own website, all across the web, on the phone, through email, in stores, on mobile apps and social media sites. Your campaigns can include many flavours of digital, TV, radio, print, events and outdoor.

And that's just the start
of the complexity.



Each of these channels requires their own tools.

There are digital ad networks, retargeting platforms, web optimisation tools, search, social and addressable TV platforms.

From CRM to email service providers to analytics stacks and on and on and on.

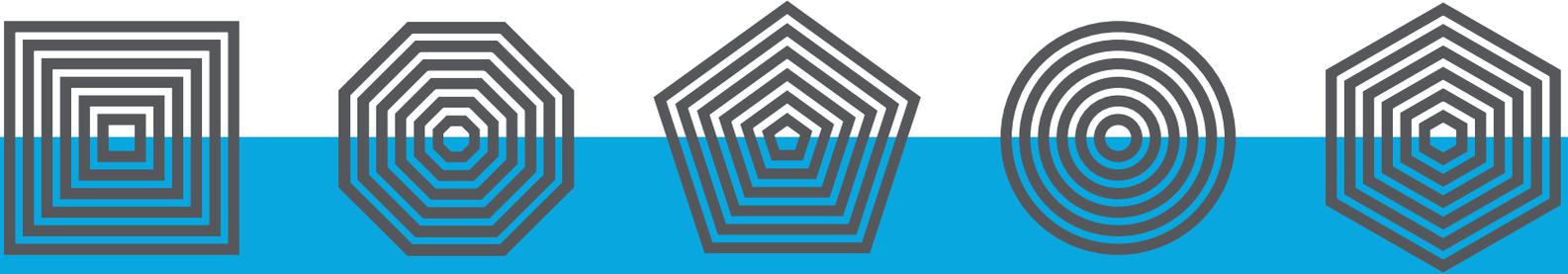
That's complexity
multiplied by complexity.

And here's the thing:

Each one of these channels and systems and platforms and tools consumes and generates data.

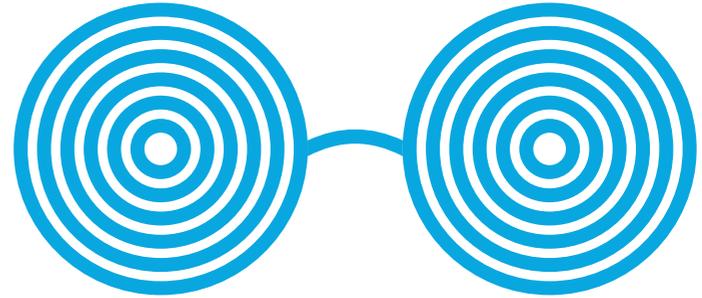
Each silo 'knows' important things about each of your customers and prospects.

But they can't talk to each other.



40% of surveyed
businesses report using 12
or more marketing tools

Silos MAKE YOU look silly



Because your marketing channels and apps and platforms don't share data, you can't unify your customer understanding.

And without that ability to connect the dots:

- You can't see whole customer journeys
- You can't measure your marketing accurately

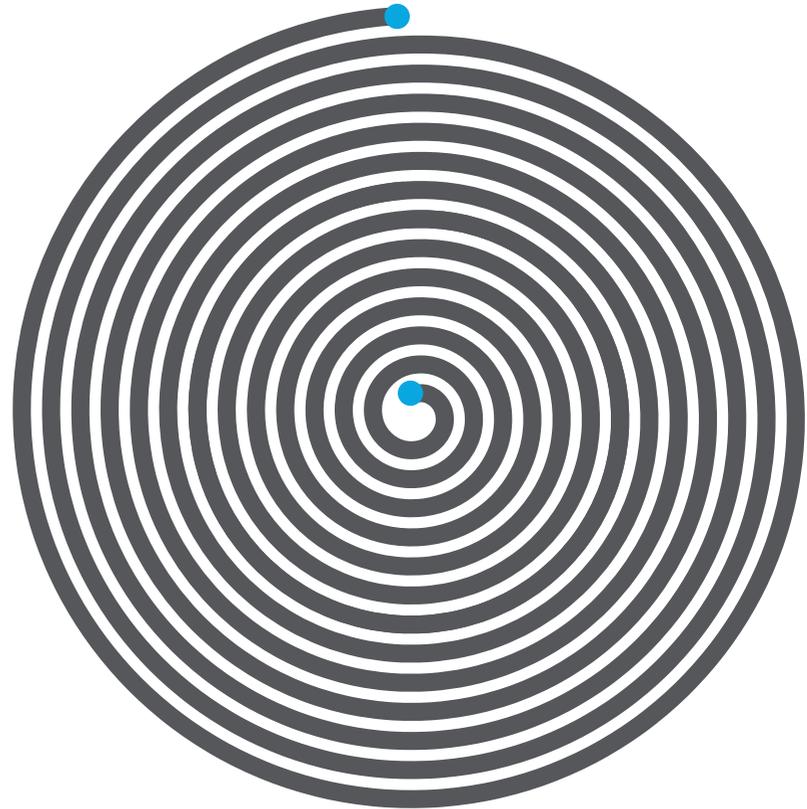
- You can't tell which investment worked
- You can't market consistently across channels
- You can't seize opportunities that are sitting right in front of you

...And that hurts

Data Onboarding: connecting the dots

Data onboarding is a simple but hugely powerful way to connect your data silos so you can act on everything you know about your customers and prospects.

It lets you connect your customer data to the marketing applications, media platforms and channels you use every day.



Data Onboarding

How it works



Data onboarding is a cloud service that does these things:

- Imports and anonymises your customer records
- Matches those records to connected devices and digital IDs
- Distributes audience segments to your preferred marketing applications and media platforms

It sounds simple, but the mechanics are pretty intense – and the implications are enormous.

Once you onboard your data you can do amazing things

For the first time, you can target audience segments across channels and devices:

So you can generate lift by reaching consumers with consistent messages

You can increase conversions by delivering more relevant messages to each audience segment.

And you can increase efficiency by optimising online campaigns to drive offline sales

The list of how digital marketers use data onboarding goes on and on.

But you can put most of the use cases into three big buckets:

- Measurement
- Targeting
- 1-to-1 Marketing

Let's look at a quick example of each use case.

Data Onboarding for Measuring Your Marketing

Digital marketers can track some online ads and activities through to purchases online.

But more than 90% of US retail sales take place offline, in stores or on the phone.¹ And that kind of plays havoc with your attribution models.

Data onboarding connects data from your purchasing systems to the marketing applications you use for online advertising and attribution.

The result: you can see whether the people who just bought products in your stores were recently exposed to ads on Google, Twitter, or any other digital channel.

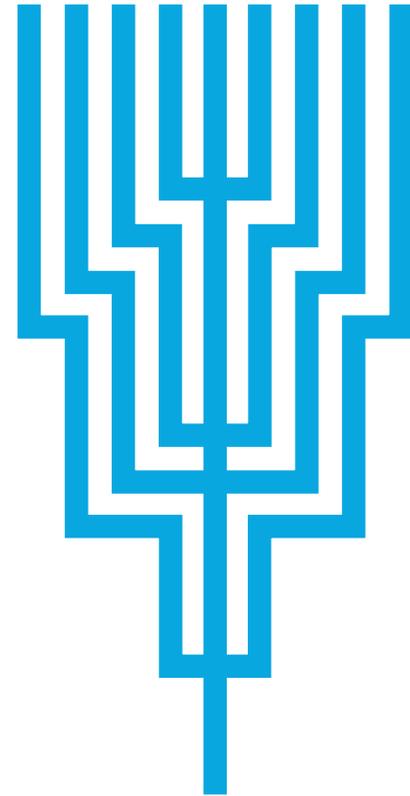
That's not just cool. It's hugely important. (And cool)

1) Source: US Department of Commerce, Quarterly Retail E-Commerce Sales, February 2015

Data Onboarding helps

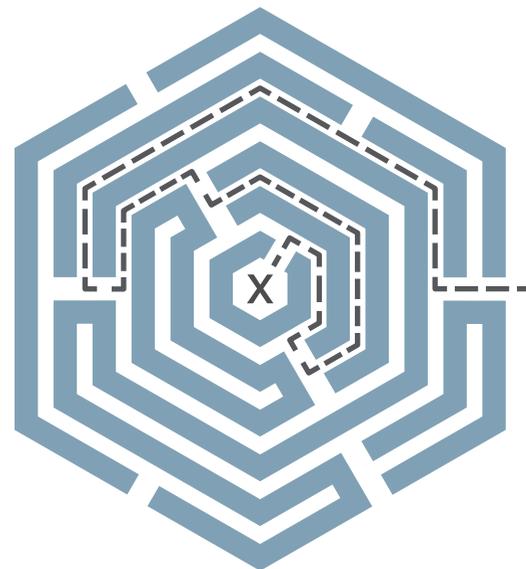
your digital marketing get credit for all those offline revenues and shows you which digital activities best drive offline sales.

Digital Marketing



Offline revenues

Case in point: An uplifting experience for a yogurt brand



A yogurt brand ran an A/B test for a recent digital campaign. In test A, they retargeted viewers of their recent TV ads. In test B, the brand targeted a segment of their CRM by onboarding sales data of previous purchase history.

Tests showed a 26% lift in sales for the onboarded list demonstrating it was more effective at driving in-store sales.

The yogurt brand worked with Dunnhumby to develop their target list, which was onboarded to LiveRamp. LiveRamp then anonymised the list and delivered to Videology.

Now on to Targeting...

Data Onboarding for Targeting Your Segments

Your CRM database is packed with insights about your customers. But until now you couldn't connect that insight to your digital marketing.

Data Onboarding connects your CRM data to your digital marketing applications so you can act on what you know.

That means you can do powerful things like:

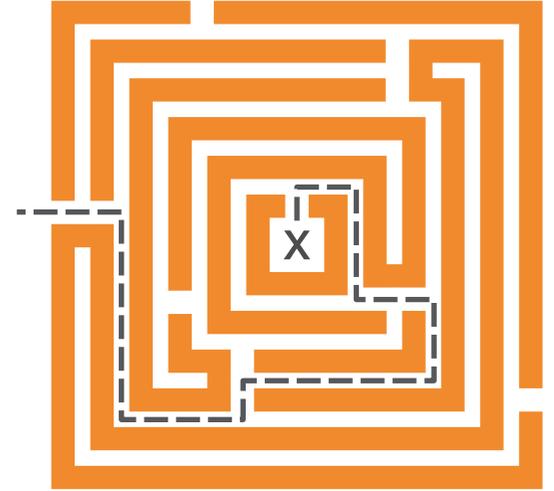
- **CRM Retargeting** – target current customers wherever they are online, based on their purchase and interaction histories. That drives conversion rates.
- **Ad Suppression** – remove existing customers from, for instance, your new customer acquisition campaigns. That drives down costs.
- **Look-Alike Modelling** – reach more customers who resemble your best customers. That extends your reach and performance.

Data Onboarding expands your reach

Data Onboarding lets you reach audience segments with highly relevant messages everywhere not just when people log in to your website.



Case in point: Bank finds look-alikes



A large bank worked with a data provider to find more people who shared similar attributes to their best customers.

Campaigns to the onboarded segment saw an increase of 150% in new account signups compared to a control group.

Just by targeting more intelligently.

The national bank onboarded 3rd party data from Datamyx to LiveRamp. We delivered the audience segments to Collective who ran the programmatic campaign.

Now on to 1-to-1 Marketing...

Data Onboarding for 1-to-1 Marketing

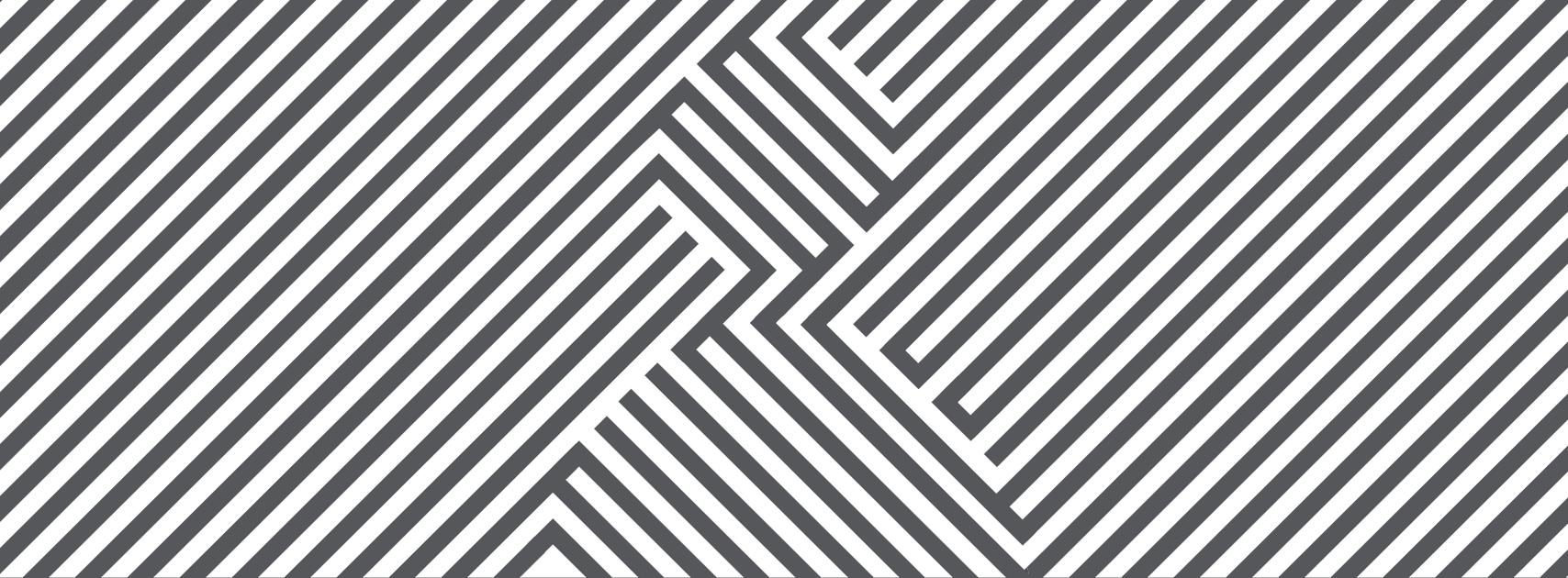
In marketing, you guarantee mediocre performance by treating everyone the same. That's why you're using website optimisation tools and dynamic creative platforms.

But these tools can only target the people they recognise.

Data onboarding connects your personalisation applications to the same segments you've defined in your CRM.

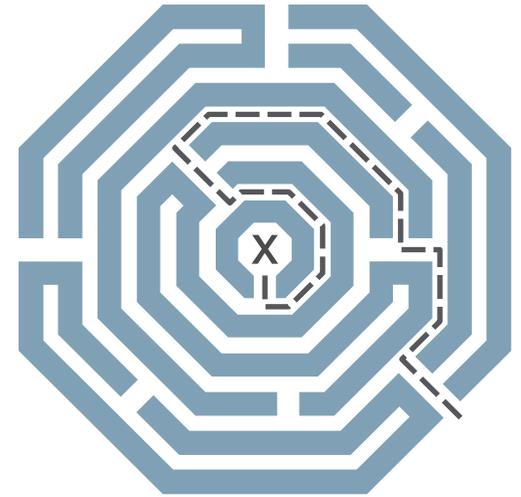
And it keys these experiences off of anonymous devices, so you can optimise messages and offers even when people haven't logged in to your site.

(We know: Wow, right?)



Data onboarding lets you **optimise** content even when people haven't logged in.

Case in point: Big Box, big boost



By onboarding sales data, a Big Box Retailer discovered that online ads were far more effective in driving in-store sales than they'd ever imagined.

They shifted more budget to digital, then optimised their website and display ad content for different audiences and saw::

- A 40% boost in in-store conversion rates
- A 35% reduction in cost per acquisition
- A 30% increase in advertising ROI using Adaptive Audience, Adometry, Exelate and Turn integrated with LiveRamp for this case.

Conclusion:

Onboarding is dynamite

Okay, our five minutes are up.

We promised to let you go once we'd showed you what a big deal Data Onboarding is.

If you only take one thought away, please take this:

Data fragmentation cripples your digital marketing.

Data Onboarding is an incredibly easy way to connect the dots.

And that means your marketing will be smarter, better targeted, more efficient and more effective.

And that's way too important to ignore.