DATA DRIVEN ADVERTISING CAMPAIGNS

March 10th, 2016
Moritz Schneider

mediaschneider

Neue Zürcher Zeitung

E-Paper Webpaper

Schweizer Europapolitik   Mehr

Mehr aus Schweizer Europapolitik

Bundesrat zur Zuwanderung
Darum geht es heute

Zuwanderungsbeschränkung
Die einseitige Schutzklausel im Wortlaut

Chronologie
Irrungen und Wirrungen der Schweizer Europapolitik

Europapolitik
Weg frei für eine rasche Kroatien-Lösung

Chronologie
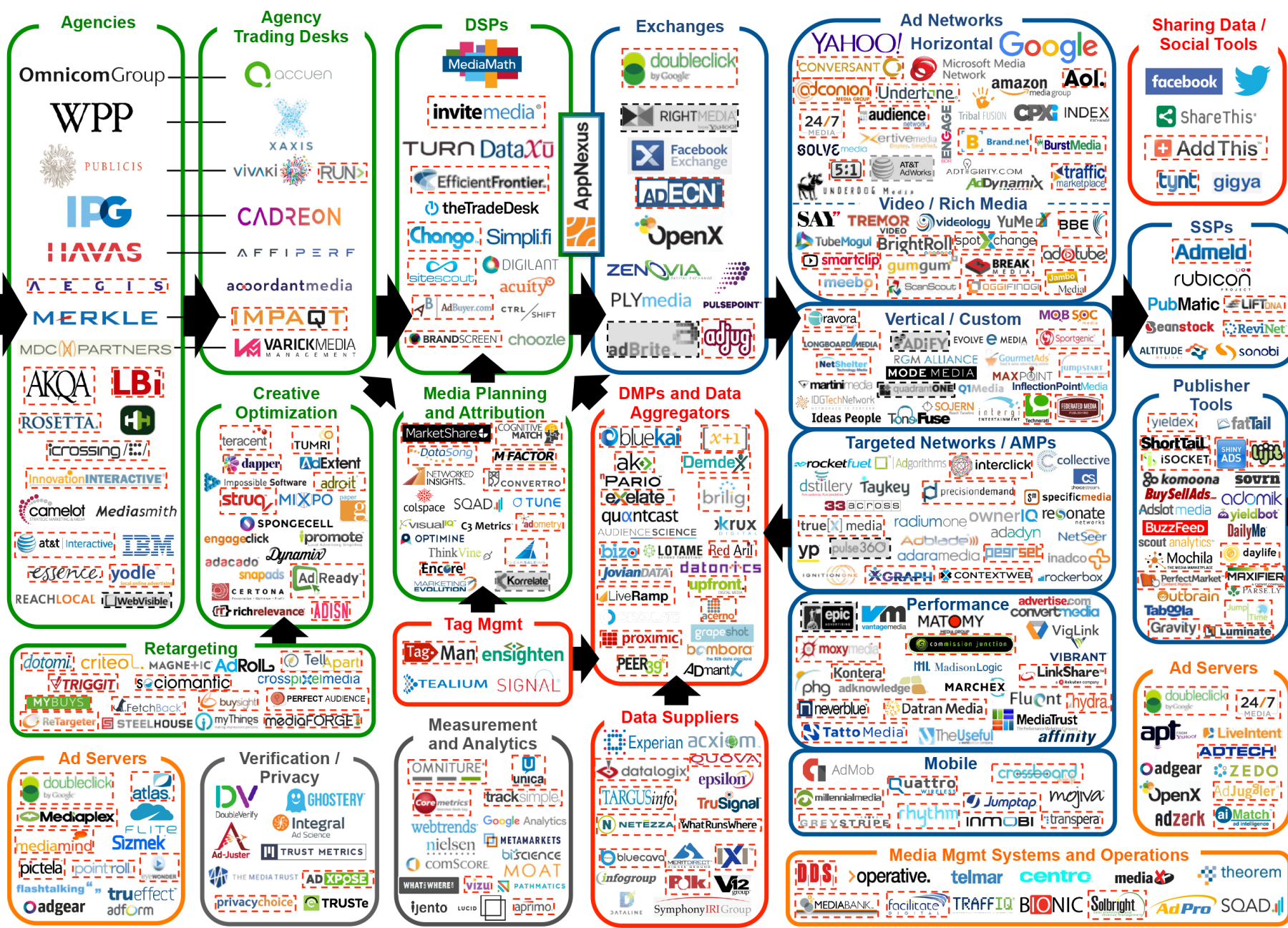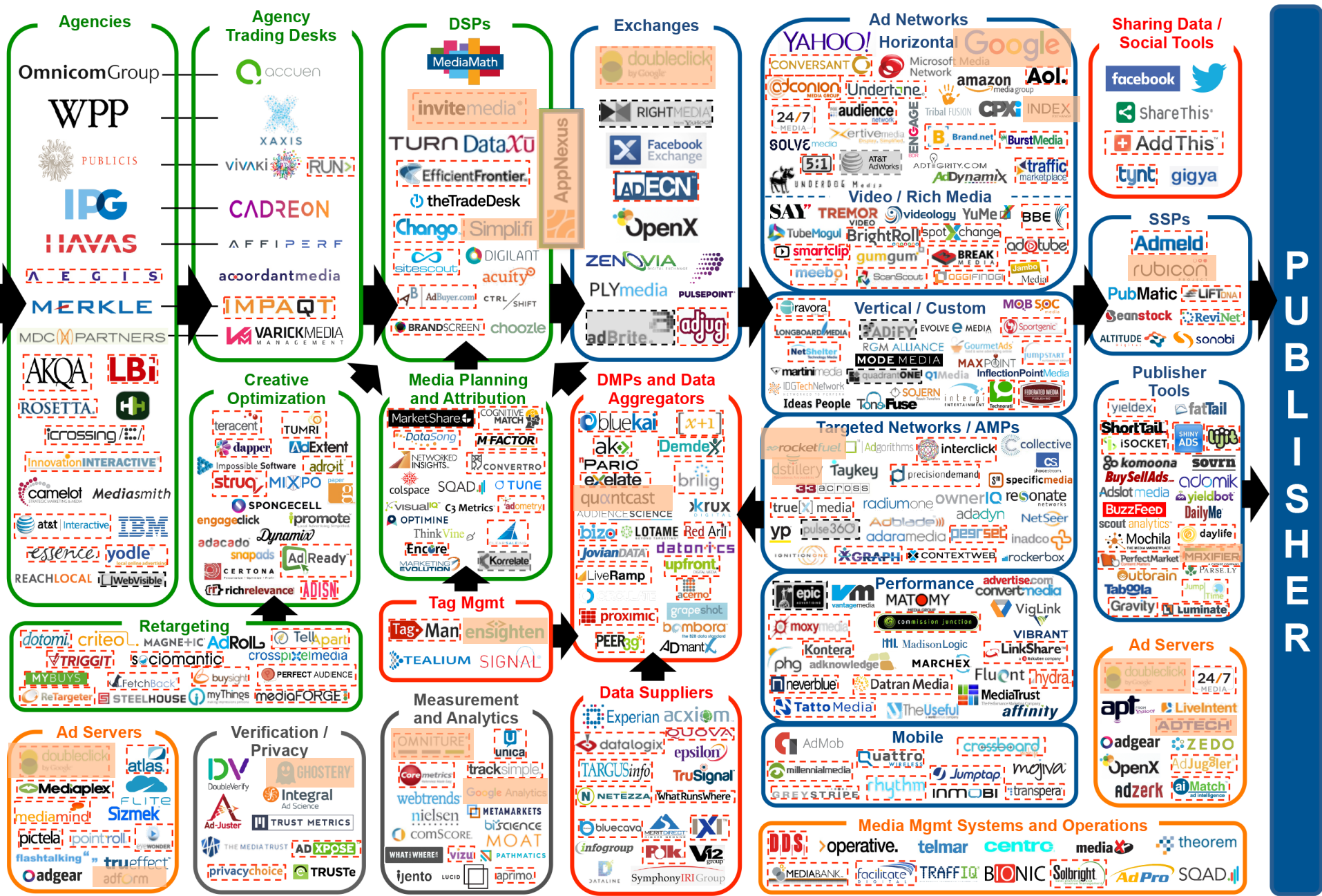**Der lange bilaterale Weg seit 1992**

Simonetta Sommaruga
Bundesrätin

Johann Schneider-
Bundespräsident

Schweiz-EU
Bundesrat will trotz Schutzklausel einvernehmliche Lösung

Derzeit informiert der Bundesrat über seine Beschlüsse zur Umsetzung des

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Mobile
AdMob, Quattro WIRELESS, crossboard, millennialmedia, Jumptap, mojiva, GREYSTRIPE, rhythm, INMOBI, transpera

Sharing Data / Social Tools
facebook, twitter, ShareThis, AddThis, tynt, gigya

SSPs
Admeld, rubicon project, PubMatic, LIFT DNA, Beanstock, ReviNet, ALTITUDE DIGITAL, sonobi

Publisher Tools
yieldex, fatTail, ShortTail, iSOCKET, SHINY ADS, UJO, komoona, sovrn, BuySellAds, Adslot media, adomik, yieldbot, DailyMe, BuzzFeed, scout analytics, Mochila, daylife, PerfectMarket, MAXIFIER, outbrain, PARSE.LY, Taboola, Jump Time, Gravity, Luminate

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Zürich

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Google Analytics
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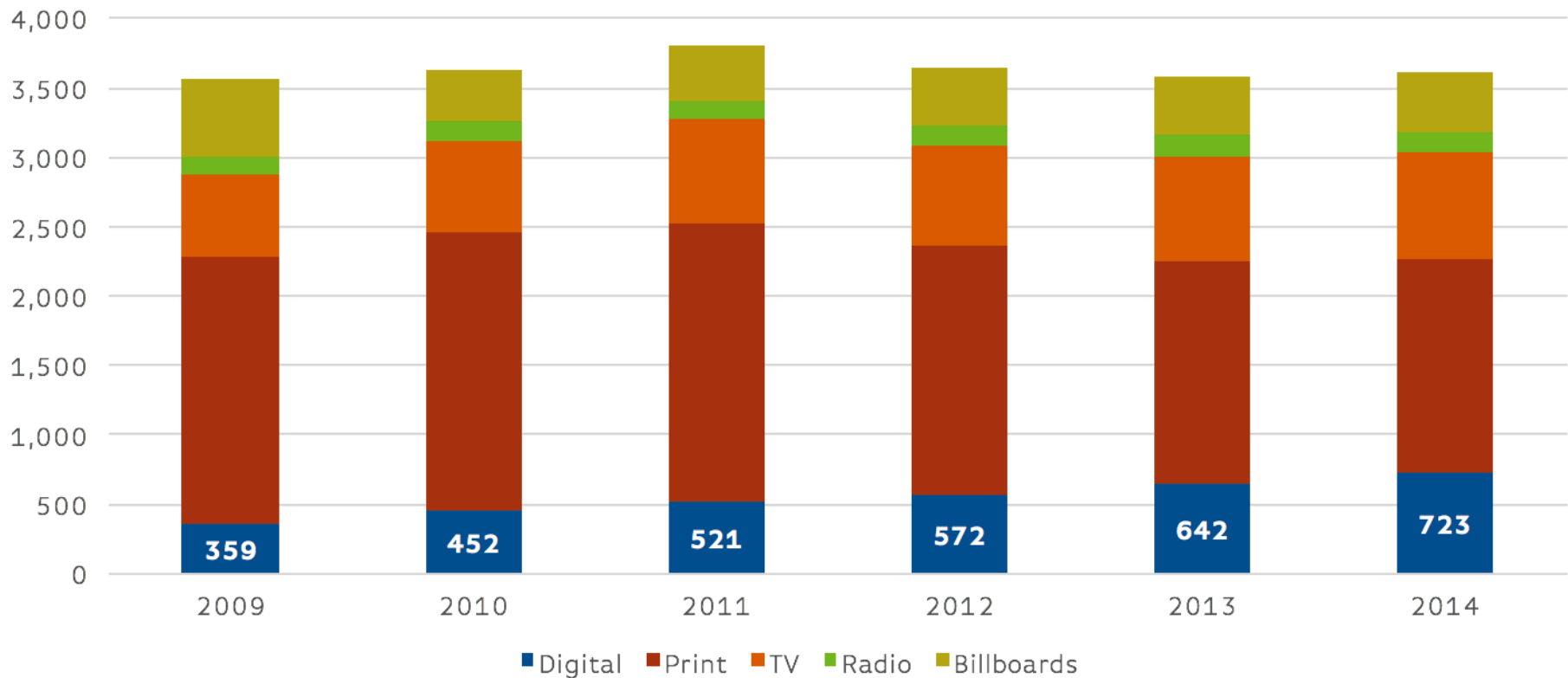Rubicon
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ADVERTISING EXPENDITURE IN SWITZERLAND

Digital advertising spend more than doubled in 6 years.

Source: Stiftung Werbestatistik Schweiz: Werbeaufwand Schweiz 2015

CHALLENGES IN DIGITAL ADVERTISING CAMPAIGNS

- Capability to know if we target the right person in the right place at the right time.

- Complexity reigns, agencies waste too many resources and too much time on non-value-creating activities.

- Fragmentation of different technology solutions.

FACTS ABOUT DIGITAL ADVERTISING CAMPAIGNS

- Only 20% of time is spent on strategic targeting, data-driven innovation and performance optimization.

- 80% of time is spent on **manual**, **low- or no-value tasks** (formatting reports, manual data entry, rework)[1].

- Improved efficiency will become a **basic competitive requirement**.

[1] Source: Boston Consulting Group: Cutting Complexity, Adding Value, 2013

WHAT COUNTS TODAY

- To win new clients, we have to plan and execute campaigns that **yield better results**.

- Return on investment (ROI) and brand impact, driven by data and analytics, are becoming the **defining metrics of value.**

- Improving efficiency is key to having the resources to invest in new technology.

MEDIASCHNEIDER IDENTIFIED THE MOST TIME-CONSUMING TASKS

A typical campaign

Manual setup of campaign tools

Reconciliation of discrepancies

No clear definition of KPIs

| Planning | Setup | Controlling / Reporting | Billing |

Duplicate data entry in planning and setup

Multiple ad servers, DSPs and analytic systems

Manual data consolidation and formatting

Finance systems not linked to other tools
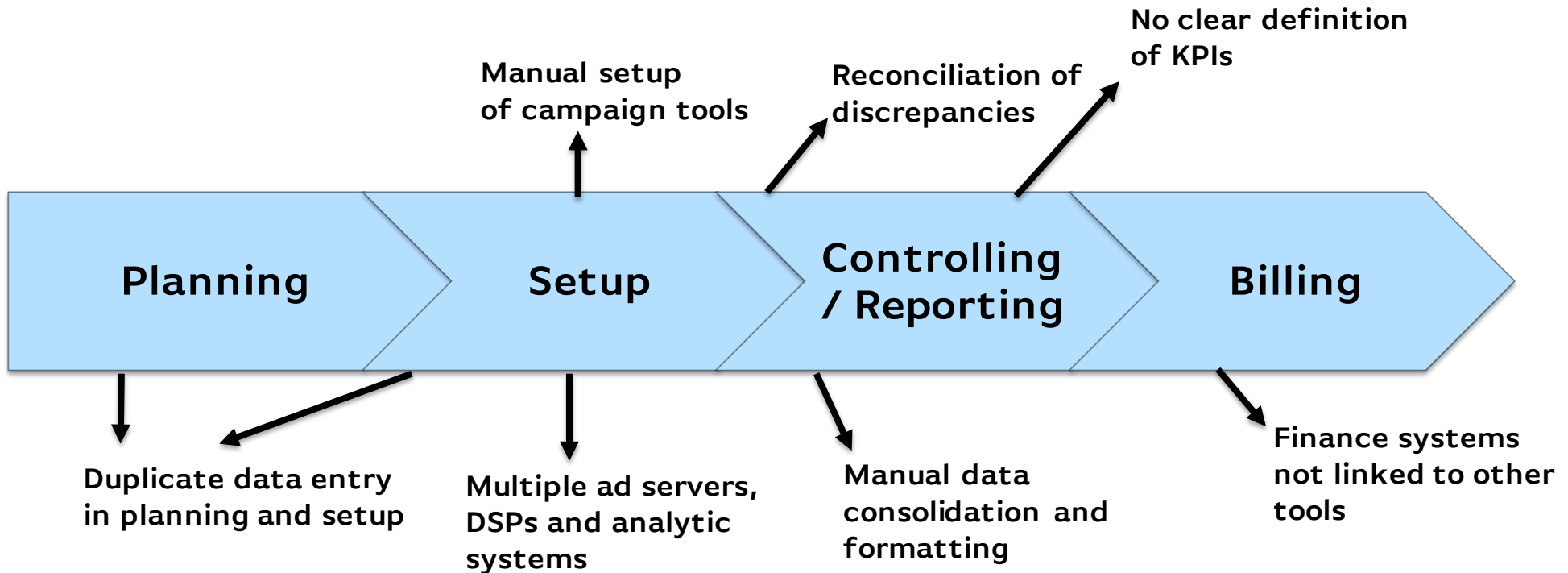
FROM FRAGMENTATION TO A UNIFORM VIEW
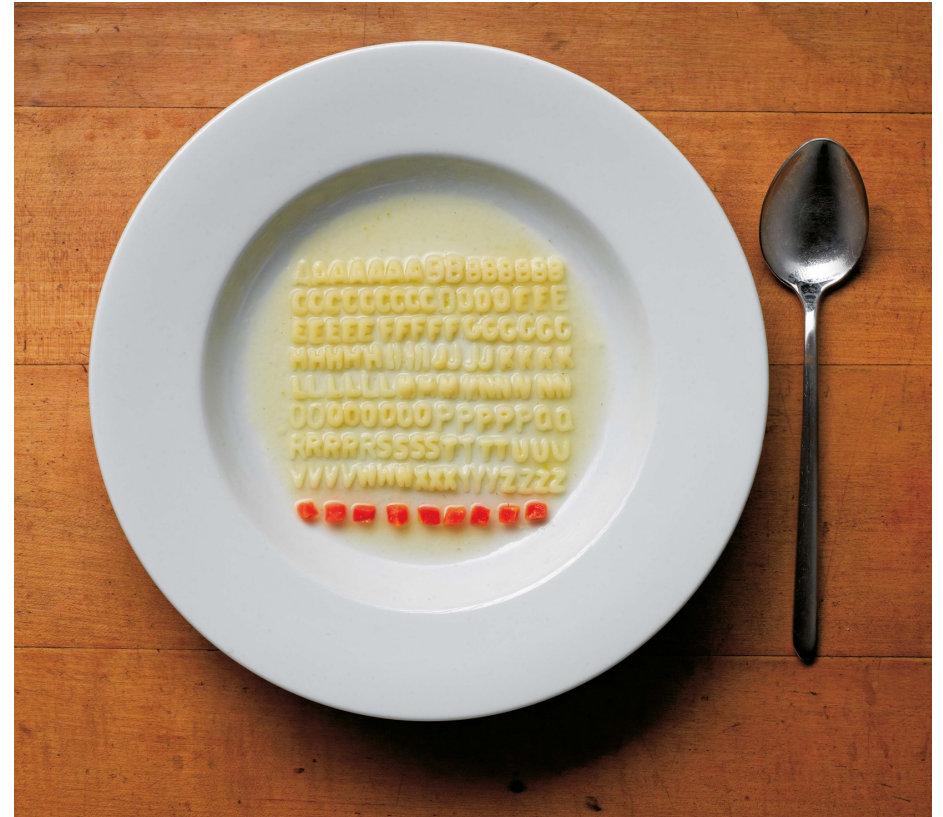
Image Source: Urs Wherli

MEDIASCHNEIDER TOOK ACTION

Steps taken in 2015

- Transition from fragmented technology platforms to an **integrated technology platform**.

- Build a **Data Warehouse** for automated reporting.

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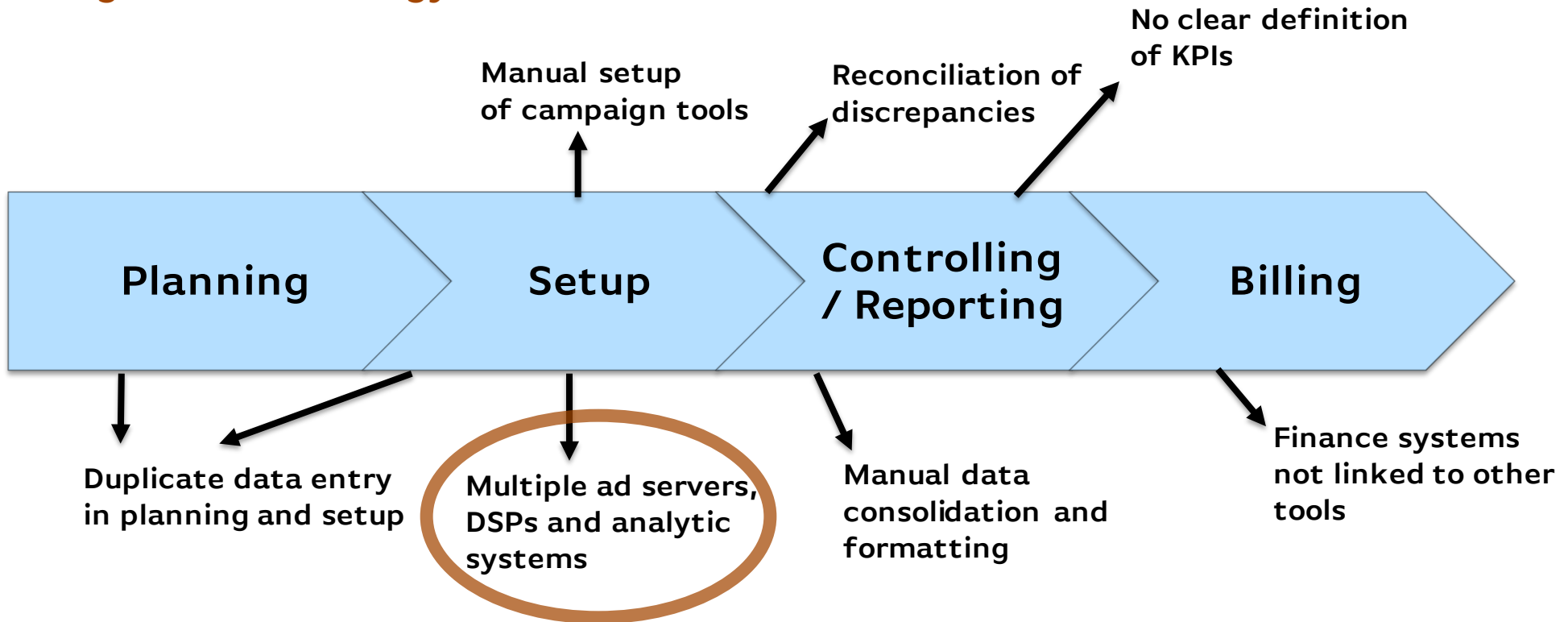
SWITCH TO AN INTEGRATED TECHNOLOGY PLATFORM

Transition from three separate systems to one integrated solution.
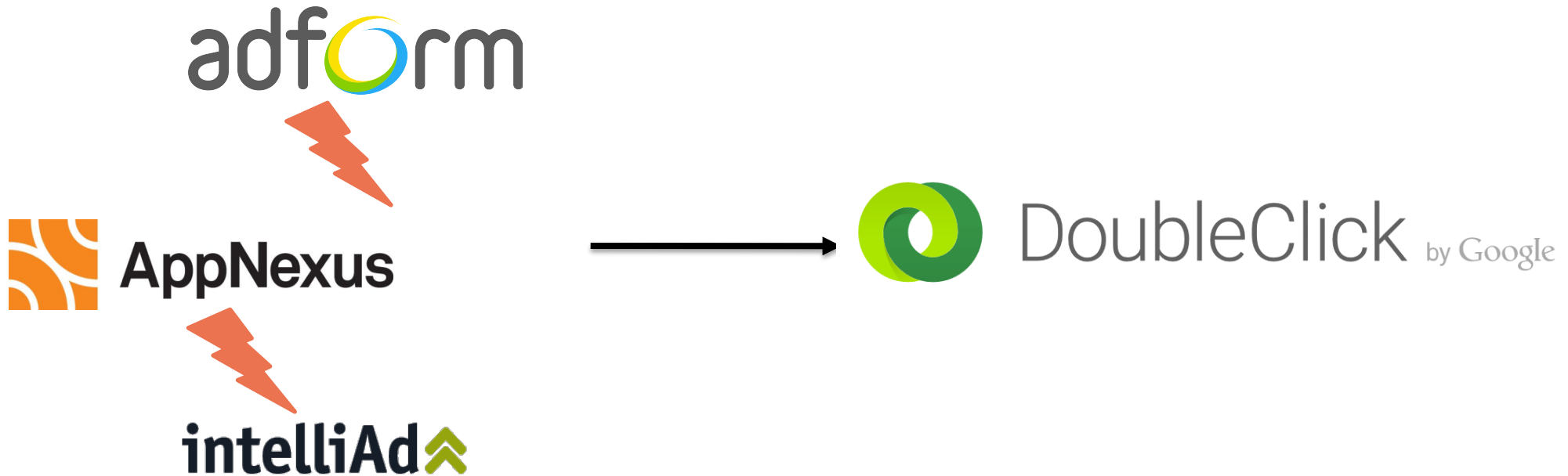
SWITCH TO AN INTEGRATED TECHNOLOGY PLATFORM

From three systems to one.

- Instead of individual tracking systems, we rely on one universal tracking.

- Attribution of conversions, no need for deduplication of tracking data.

- Efficiency gains in campaign management.

- A more holistic view on campaign data for our clients.

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Reporting DWH

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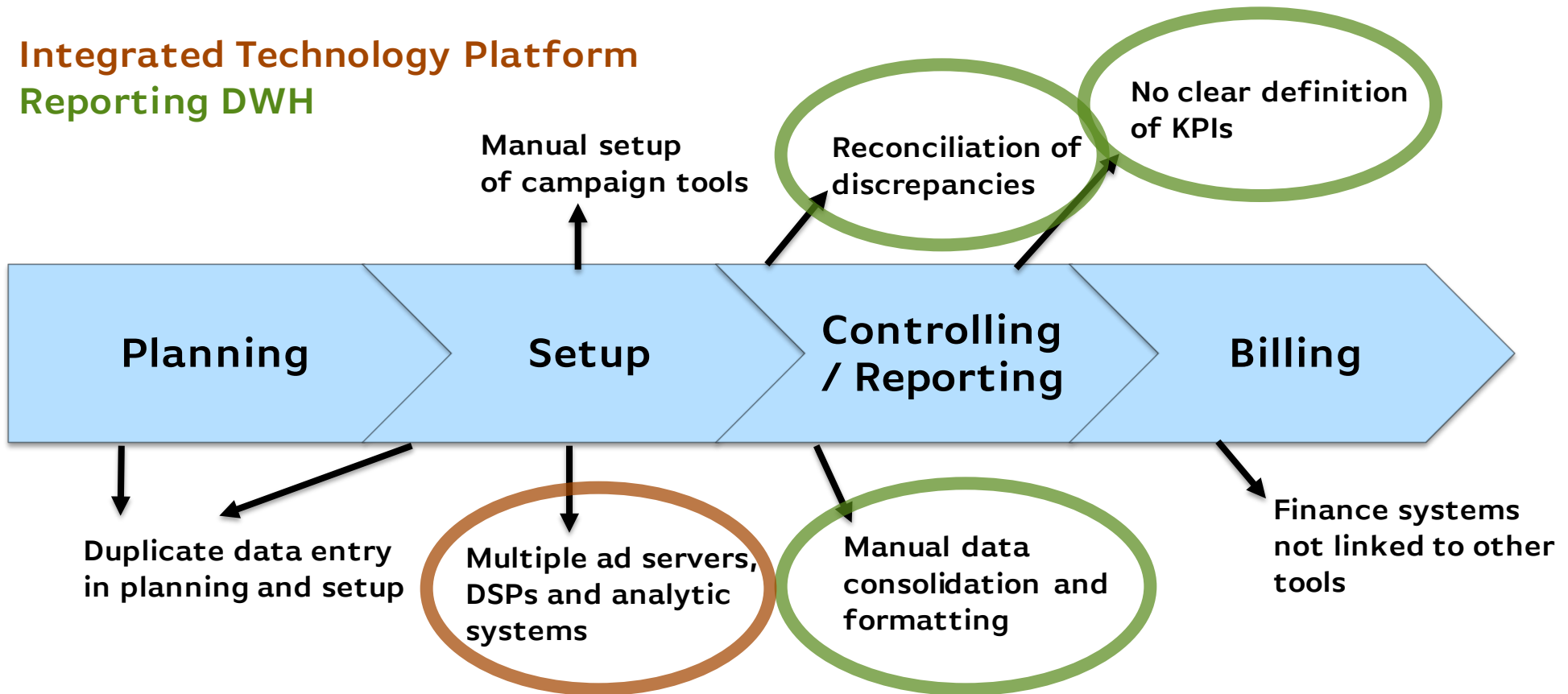
THE REPORTING SITUATION BEFORE

Consolidating and normalizing reporting data from multiple sources is a waste of time.
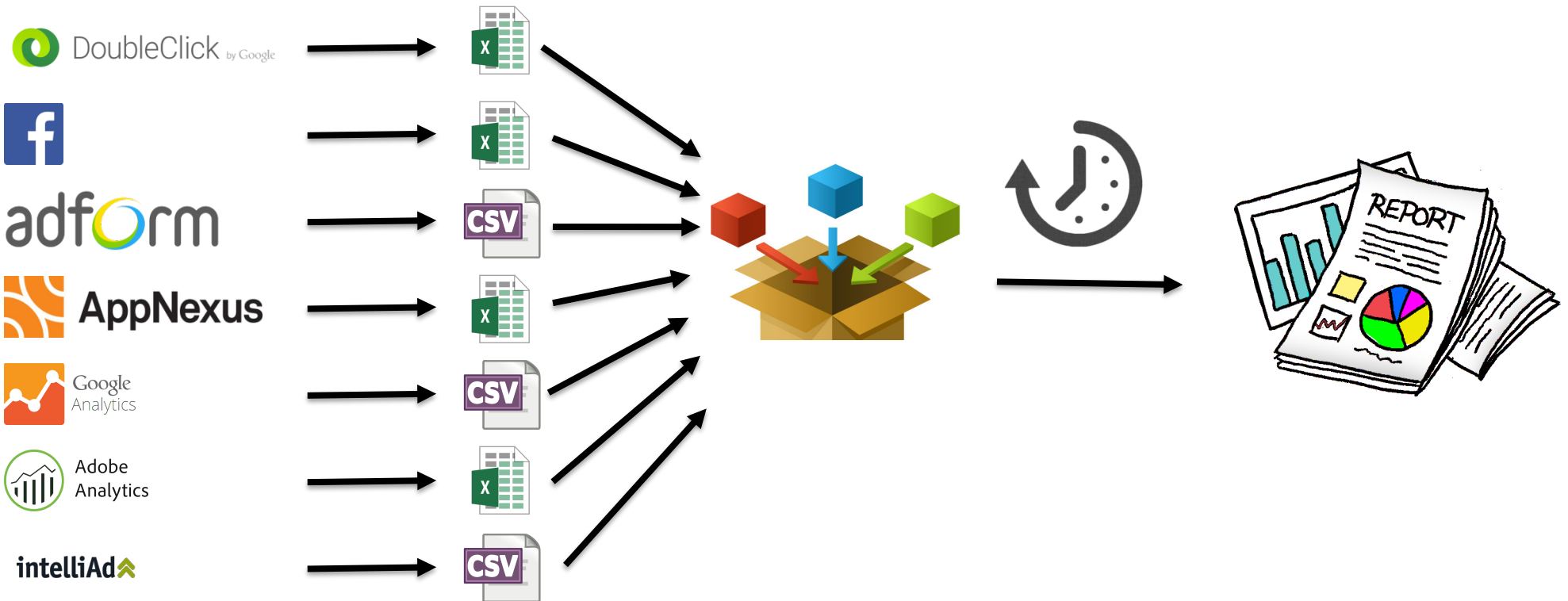
THE REPORTING SITUATION TODAY

Data from multiple sources is fetched automatically through APIs, processed and visualized.
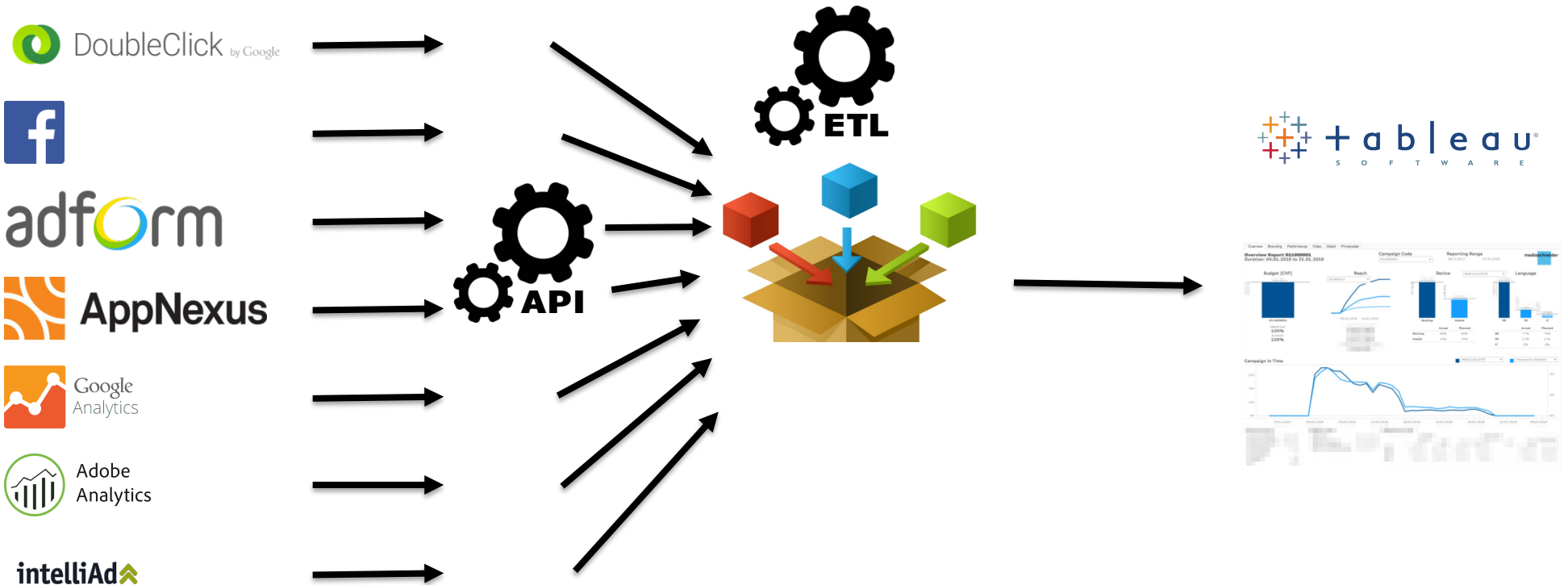
MAIN BENEFITS

- Data ownership.

- Automate and streamline reporting process.

- Ability to share automated reports internally and with clients.

- Tailor-made dashboards for our clients.

INSIGHTS REGARDING RUNNING CAMPAIGNS

- Time to focus on campaign optimization instead of wasting time consolidating reporting data.

- Possibility to react to unforeseen changes in campaign performance (alerting).

- Benchmarking and comparison enables the definition of realistic KPIs.

INSIGHTS REGARDING PLANNED CAMPAIGNS

- Data of previous campaigns is no longer buried in scattered files and is actively used to improve campaign planning.

- Campaign planning is enriched with historical campaign data (data driven approach versus gut instinct).

- Historical campaign data allows to choose the most effective channel and campaign setup for our clients.

FURTHER BENEFITS

- Data quality

- Accountability

- Tariff-negotiations with publishers

INCREASE VALUE

- For our **clients**
  - Improve campaign performance.
  - Focusing on the right metrics allows for a conclusive interpretation.

- For the **consumers**
  - Deliver more relevant ads.
  - Target the right audience with the right advertising pressure.

FUTURE CHALLENGES

- Data driven consulting and planning.

- Keep pace with rapid technological development.

- Invest in technology.

- Acquire new skills and capabilities.

- Shift in job requirements.

- Flexibility.

OUTLOOK

- Integrating and automate planning process.

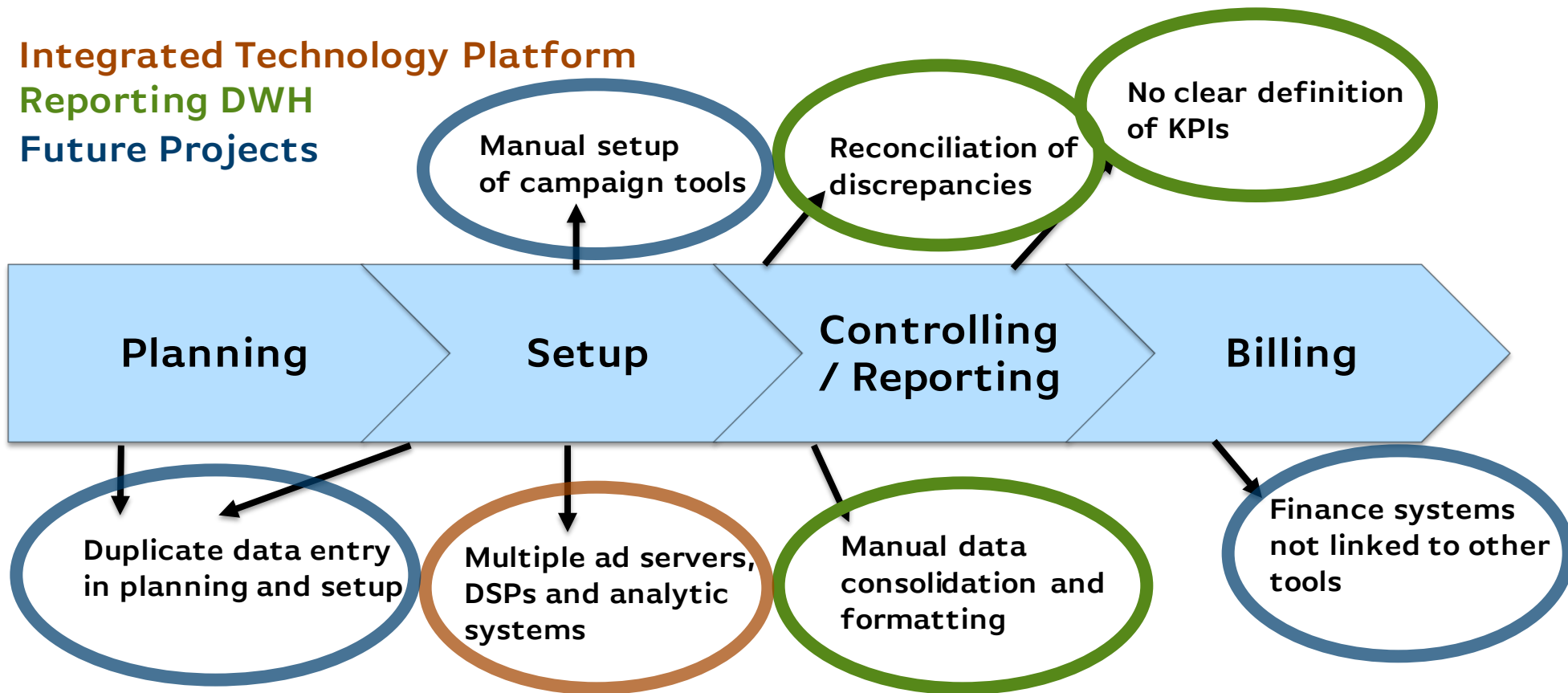- Automated campaign setup.

- Link finance systems.

MEDIASCHNEIDER IDENTIFIED THE MOST TIME-CONSUMING TASKS

A typical campaign

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Reporting DWH
Future Projects

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FINAL QUOTE

"Wer nicht mit der Zeit geht, geht mit der Zeit."

(Carl Josef Neckermann 1912-1992)