Cycle to Edge
Steve Carrod, Nice Guy

Bruised Ego Fund

woundedmiddleagedcyclists.com

HMMAISOMMCUO

How **M**uch **M**oney **A**m **I** **S**aving, **O**r **M**aking **M**y **C**ompany **U**tilising **O**bservePoint

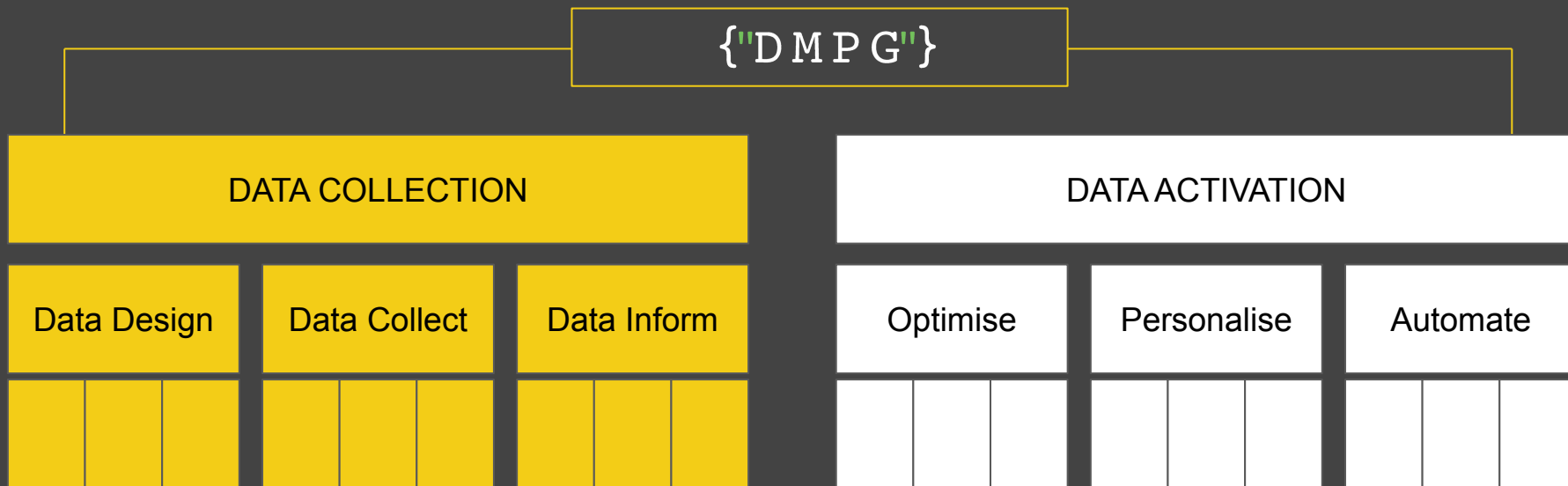How do you quantify the information in OP to make change and better your performance / careers.

2016 = DATA, DATA, DATA

{"D M P G"}

DATA COLLECTION

Data Design	Data Collect	Data Inform

DATA ACTIVATION

Optimise	Personalise	Automate
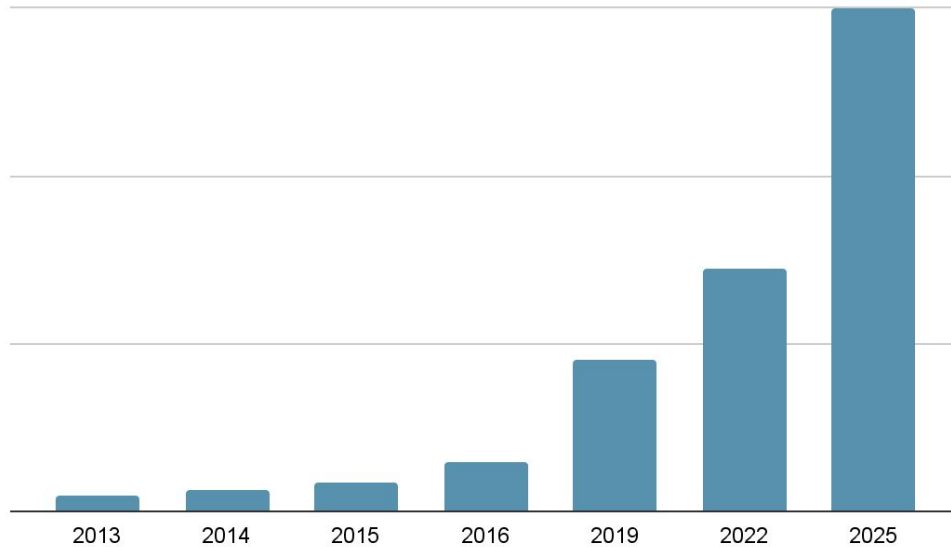
2019 = PEOPLE, PEOPLE, PEOPLE
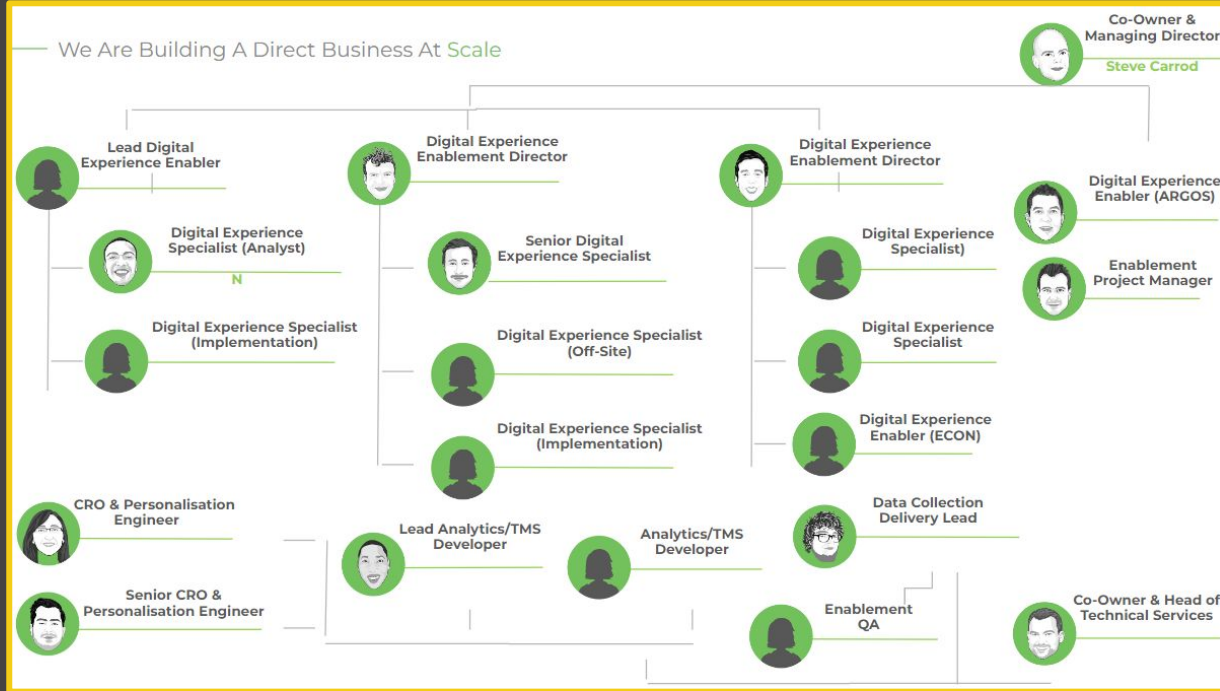
2025 = SCALE, SCALE, SCALE

Bus. & Data Strategy

Data Readiness

Use Cases

Team Readiness

Execution Plan

Web | App | Media | Store | POS | CRM | Call Centre | IOT | Warehouse

STREAM
BATCH

Engineering — Source | Schema | Transform

Governance — Consent | Data Usage Labels

Profile & Strategy
ATTRIBUTES | EVENTS | LOOK-UP
ID STITCHING
PROFILE SERVICES

Customer Profile | Audiences & Segmentation | Data Analysis | Journey Orchestration
Data Streaming | Machine Learning | Recipes

CSA Modelling & Data Science
- CHANNEL OPTIMISATION MODEL
- CATEGORY ENGAGEMENT MODEL
- ECOMMERCE ENGAGEMENT SCORE
- RECENCY, FREQUENCY, VALUE SCORE
- RECOMMENDATION ENGINE
- NEXT BEST ACTION
- CHURN MODEL
- RETENTION MODEL
- ATTRIBUTE SCORE
- SEGMENTATION SCORE
- GEO-PROFILING MODEL
- VERTICALSCORE
- MMM
- ENTS / ARTS MODEL
- GAMING ENGAGEMENT SCORE

HAVAS MEDIA | CSA PERSONALISATION & DATA

JOURNEY REQ | LOCATION | CONTENT | CAMPAIGN

LOOK-ALIKE | SUPPRESS | TARGET | OPTIMISE

TIK TOK | LINKEDIN | SITE | APP | GOOGLE | EMAIL | META

PERFORMANCE INSIGHTS & ANALYSIS

Customer Data Analysis & Data Visualization

Business Intelligence

Marketing Mix Modelling

BMW Group improves KPIs across dealer sites

318 **Domains implemented** with Adobe Analytics, **3 months**

50% **More data available for data activation & personalisation use cases**

04 **Weeks for a rich Event-Driven data layer implemented**

85% **Reduction in QA time, via automated QA process**

Shutterfly ensures quality for critical tags & tracking

33 **Critical Marketing Tags** monitored for data quality

40% **Reduction** in time to diagnose critical failure & brief fix.

03 **End to End purchase journeys** configured over popular prints

45 **Essential data** points monitored in both data layer & Adobe Analytics

Global Airline Delivers Value Through Automation

∞   **All cookies & technology monitored** daily against consent categories + alerts to flag unapproved items

25   Top landing pages reviewed daily **+ alerts for all web vitals**

6   **Priority Booking Journeys** Monitored pre/post releases for priority data points vs Ruleset

2   **Days saved effort/month on DQA**

Insights from a Consultancy

What insights can a consultancy provide to help you maximise the value of ObservePoint in your role?

How much money am I saving, or making my company utilising ObservePoint

Data Quality & Accuracy

Connecting to the Value

Trust in data integrity and accuracy of downstream insights

OP Key Features
- Journeys + Action Scripts
- Standards & Comparisons
- Alerts

Building business case for incremental gains and surfacing information across business teams about data impact / loss.

Translating Information into Business Impact

1. Cookie Resilience

What is the value?

2. Data Collection Accuracy

What is the value?

3. Critical Path Automation

What is the value?

How much money am I saving, or making my company utilising ObservePoint

Performance

Connecting to the Value

Commercial outcomes well known to link to site performance

Key Features

- Web vitals/Page Performance
- Tag Performance
- Error & Problem identification

Proactively identify issues & save time. Automate crawls & use comparison features and ensure data quality is maintained.

Translating Information into Business Impact

1. Diagnose and Prioritise Issues

What is the value?

2. Business Alignment & Communicate Impact

What is the value?

3. Set Continuous Bus. & Impact Benchmarks

What is the value?

How much money am I saving, or making my company utilising ObservePoint

Governance

Connecting to the Value

Risk of fines and brand/reputational impact significant

Key Features

- Audits & Alerting
- Rules & Tag ownership
- Tech/Cookie Audit & Consent

Monitor CMP and manage cookies to ensure compliance. Help ensure that any client side cookie dependencies are understood.

Translating Information into Business Impact

1. Finding & Flagging Potential Risk

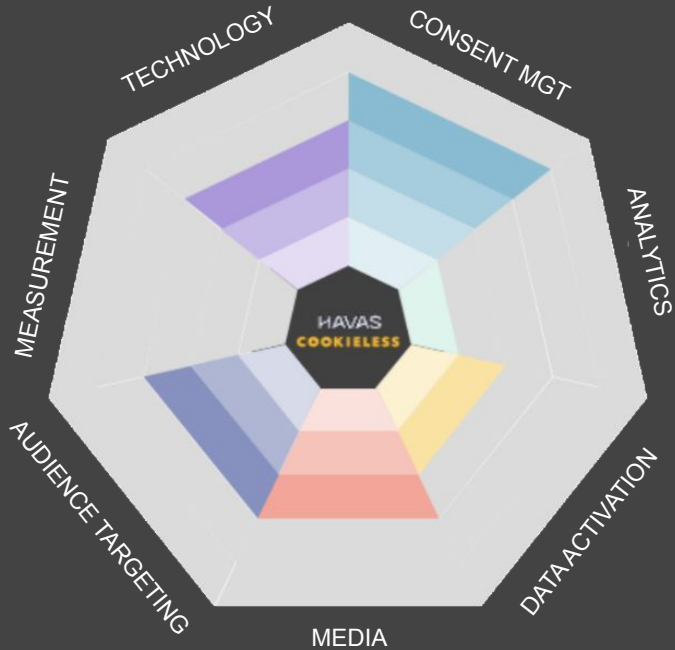What is the value?

2. Educating the Impact

What is the value?

3. Continual Compliance of Risk

What is the value?

DATA

TECHNOLOGY

PROCESS | PEOPLE

STRATEGY

Utilising OP for data validations using the DMPG partner license

Switching client to owned license and automating critical path journey analysis

LEAD

1. Scaled activation of 1st party data and advanced analytics and performance metrics guide real-time improvements, automation is leveraged to drive efficiencies across the organisation

2. Consumer experience drives the marketing strategy

3. Consumer decides the channel of choice, marketing is proactive, and media is proactive with suppression and retargeting

4. Agile workflows enable innovation in anticipation of consumer needs

5. Consumer systems are connected and improved based on the consumer experience

6. Culture of test & learn and experimentation, allows for ongoing innovation

SCALE

1. Full integration with consumer systems allow for unified 1PD consumer profiles

2. Data is being utilised to improve CX, accuracy of marketing and savings via media suppressions

3. Teams are designed to support multi- channel communications focussed on specific journeys / customer types and key KPIs

4. Coordination of optimisation, personalisation, media & marketing efforts is done across the organisation. Ongoing testing and optimisation during "live campaigns"

GROW

1. Customer journeys being monitored and some account / customer level data being proactively utilised for exp.

2. Some personalised marketing across paid, owned and earned based on a larger pool of known consumers

3. Coordinated efforts across teams/functions, but still channel siloed

4. Teams actively deploy A/B testing to guide optimisation of initiatives with Marketing use cases

BUILD

1. Datalayer may be flat, tech-specific & misaligned with current-day BOs

2. Martech stack is complete, but solutions are siloed & lacking strategic ownership

3. All key tech & practices have ownership, but processes are ad-hoc

4. Narrow performance metrics/KPIs limit cross-channel collaboration

INITIATE

1. No meaningful data layer; non-web data is underutilised
2. Tech is often lacking/ inappropriate for BOs
3. Largely disconnected siloes; emerging tech lacks clear strategic ownership

Steve's Flying Takeaways

- Don't crash your bike into a rocky ditch

- Never ever let Mike start talking about cookies, he will never finish

. **HMMAISOMMCUO**