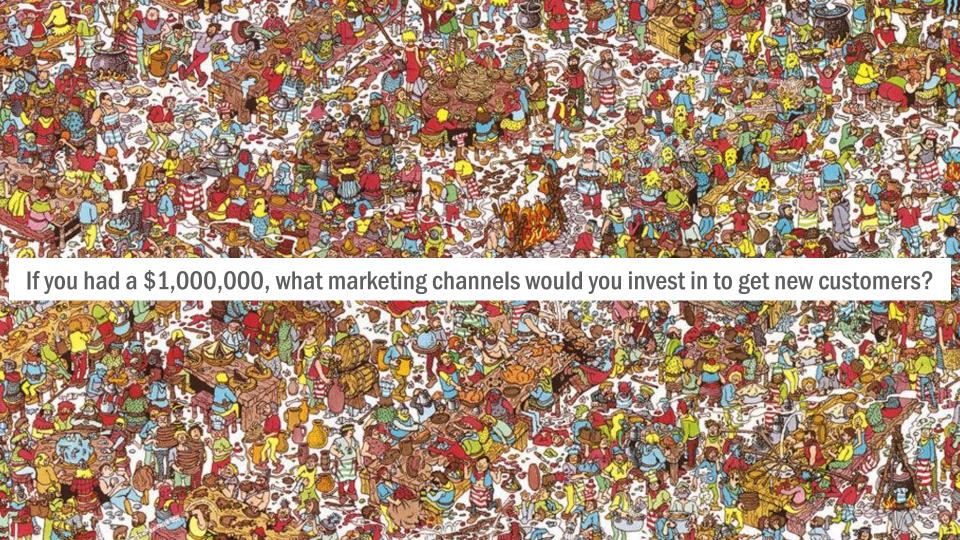
# first rule of marketing analytics forget about the customer



🕑 @alightanalytics @matthertig

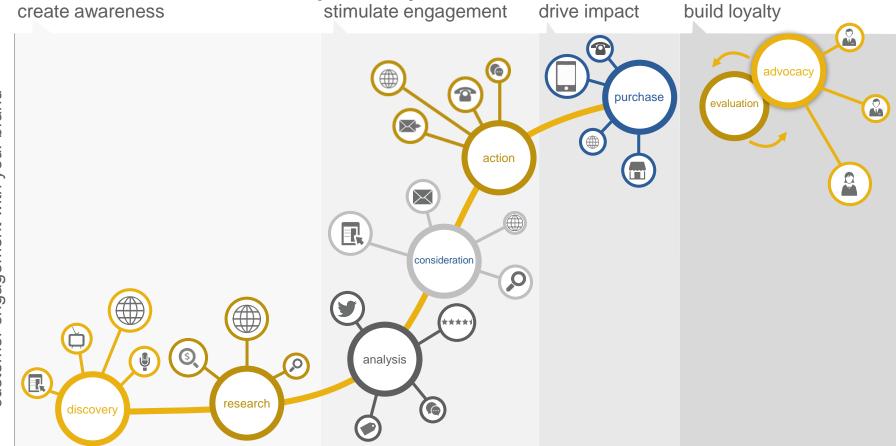


# challenge #1 The customer decision journey has become very complex



🕊 @alightanalytics @matthertig

### the customer decision journey



customer phase of the decision journey

## challenge #2 The marketing data ecosystem has become very fragmented





#### MARKETING EXPERIENCES

#### Mobile Marketing

Action TUMOBI LEADBOLT A ed e l p h i commentioned FLURRY Place MOOVW BWaterfall GIMBAL airpushQ TUNE was shopular @ stanone huant work a line of month (E) Fyber MOBINIT OIRIS CO North Strengt huberturn Q Vistarmedia Openviction. acromossius SIDESKY HOOK AND FORM Attile ROXIMITY Wining Mahile C KARGO Manth C channeley

#### Display & Native Ads

COE UpenX ACROL Change Simplified AT Allow Control of Allow Control ADIANT Sizmek trueffect RUN) triplelift II NATIVO gum" publish O adgear C sharethrough 🤗 REACTOR MEDIA adf CTI AdClarity Polisto Bidtellact anzoo? O Relargeter ANT CHANNER KIUX proxime Data. U doubleclick arockerbox engagedick O mention

#### Video Marketing & Ads

Drightcove vimeo :: OOYALA = WISTIA VIDUOCO TubeMoul OvideologyBrightRoll Adopty = picsel Jivax a romp vidcler. Vest was was opticability VDOPLA ValCairs Optimate or every spot change INNOVO Sightly @ OPERSON A ANIMOTO UStudio INNOVE Softby Season Could make a season Could

#### Search & Social Ads

dnetworks SOOM WordStream matchcraft bra PERFECT AUDIENCE acquisio ADSPERT Konshoo nanigans SearchForce . InsideVault sidecor prote MAGNE+IC Social Wine Addition SHIFT & Address Address

#### Communities & Reviews

W2 DISQUS MOCIONIGLOO 10 intel zimbro livefyre 2 Grade, usreevoo\* 10 ton tak satisfaction bazaarvoice: 00 runispacente forumbee MUUT IntroAetworks (or (in 20) Astional MUUT introNetworks (det ( brifocial vicom viafoura Hoange Oxwall Oucone

NIN

#### Email Marketing WallChing ( AWeber (BS/70) - Outpand Senderid Company Company Honer Live interd mostly C mojn account of campaigney Creat Indiance Electric Andrease MAROPOST Doppler soundest

#### Influencer Marketing

 Influidive & tablefuence onlykica @ twitiand & tiddal ExikLour cell work freesky memory of LLASENCE Work 22 downahigh (226) zoomfo Wreek 22 downahigh (226) zoomfo New RACH (200) and (200) a ANALIST PUBLICIAST MAVRCK Technorati kky

#### Social Media Marketing

ATrack Maven C SOCIAL PLOY ATTERNTY TOPSY talk walker HUBC actionly a sociedo a socio Hootsuite Lithium Spredfast crimon artesian Aktopost SocialCherus CODO COLOR DE LA C Accelerate decision decisio decision decision decision decision decision decision de ManageFilter on S. DnAhology Martes wrate with the second second LEXALYT Contragencencer SOCIAL CONTRACT

MySociaL at a quintly evocalize ----- Sendible Buzzilundle Digimind, socialmetric (Pengogor) Statude

#### Events & Webinars



#### Customer Experience/VoC

timent [+] opinion/al Primary letellisence Cuckabor MEDALLIA Confirmit perceptions CustomerCauge SATMETRIX Midolz People Metrics Lever Sure Survicate customerille Queter envision CELLER QUEST COMMENT TOTANGO VISIONCRITICAL

#### Lovalty/Referral/Gamification

S REVENDOSTREAM Badgeville Commands S Referrationaly Talkable Glovatygeter KOBI @ EXTOLE DOWDTUIST Vent MERKLESOCIATIONST Artbassador Sunger field 

#### Personalization & Chat

DEMANDEASE Oevergage PERSONY 24 hubio Commerce Sciences O SPONCECELL adacado Nooclie

#### Testing & Optimization Volcide

Ciptimizely unbounce SITESPECT Events & Webinars



#### Audience & Market Data

InsideView 💥 NETPROMPEX Feithonate DUB (Infogroup) Stree mon ( Rd Ersney Lead RENTRAK CT & PROFILES & COUNTY SPICE AVENTION VisualDNA biscence ALLANT factual dstillery AccuData lalesgenie iSpot.tx Technal Couliery & Accudata and a second a secon

#### Channel/Local Mktg

eket-ingAdvocate nitriamojo Channeltivity & toplack prestres 9 5000 A Guild In Protection Can Structured Web

#### Asset & Resource Mgmt

\$ WIDEN MarcomCentral® mediavalet CELUM ThirdLight & mtivity Sync Force OPENTEXT NUXEO ALAM. E ROZUNO Computer Level Marker Computer Standfolder Dox BrandMaker PAPIRFLY Militio Computer Standfolder Dox BrandMaker Computer Standfolder Dox BrandMaker PAPIRFLY Militio Computer Standfolder Dox BrandMaker Computer Standfolder Dox Brandfolder Dox BrandMaker Computer Standfolder Dox Brandfolder Dox Brandfolder Dox Brandfolder Computer Standfolder Dox Brandfolder Dox Brandfolder Dox Brandfolder Computer Standfolder Dox Brandfolder Dox Brandf Extensis MARGOSY SLOPE C MOSALC Cordeo EMCCO) EN Back Lange Condect WittyPerrot () Fotoware Capital ()

#### Call Analytics/Management

How A construction of the second of the seco

#### Team & Project Mgmt

RALLY Sondoloz 🛞 Leastit liquid 💷 Trello Basecamp as and Xanassan Sfeng @ Sprinter Anal Tooght Work Cogie agus Son Anal Tooght Work Cogie agus Slack essemble Ronborvitow (Up - eyean S PrivotalTrocker # kanbanery@task v smartsheet mindjet gantteren () workamolig A Plow Swift Wrike Vessorence konbon 20 Scrambe Kanber fipplust Towdock Assosti Redboth Argetprocess Classiculos 4 seviges Corkado

#### Vendor Data/Analysis

ALTIMETER CROWD VII Profiles - Real Story ATTR Venture Scanner HARKETPHE Roch ABERDEEN & Capterra

Gartner

#### MARKETING OPERATIONS





Web & Mobile Analytics

GOODE T POPCORN METRICS full drov celebrus Cocole Childe Coctale Childe C michonel Decret Decret Missert Analytics Memory Pergane inspectiet inspectiet indicatve astutation of Granding Semouseflow indicatve astutation of the semouseflow indicatve astutation of the semouseflow indicatve astutation of the semouseflow indication of the semouseflow indicatio Sensission Contraction Contraction Contraction snoobi webtrends & Googusere ?Cr webtrends & GoSquared Thatso CHURCH

#### BI, CI & Data Science VERO

Pentaholisteniogice NUEVORA collective bime I PROGNOZ Qlik @ Octon 200 Parto RAM Solver and Cate Solution birst TIBCO zeppelin Spurne Actuale Lobert Predicion April zignal Angoss Scill board alter COLDLIGHT METRIC INSIGHTS VILOW BITAM Il rapidminer DEVOLUTION entrinsik - Minitab DataRobot Dimensional AstresortBurgers TARGIT Planey Bowes Silvan Imp socood



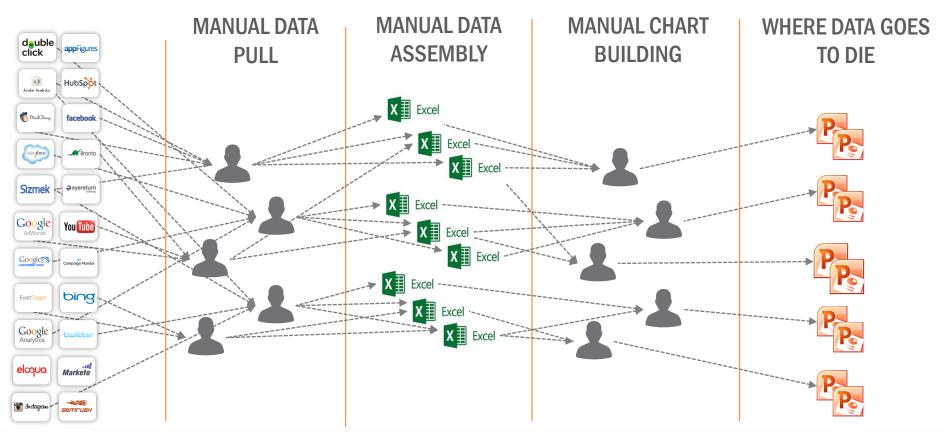
# challenge #3

# We utilize outdated tools and methodologies to measure success





### the data death march





@alightanalytics @matthertig

### why we must change our approach



predict



### The result of this historical approach to measuring marketing leaves marketers making 100% of their marketing channel investment decisions with 1% of the information.



### responses to the Marketing Data Challenge





@alightanalytics

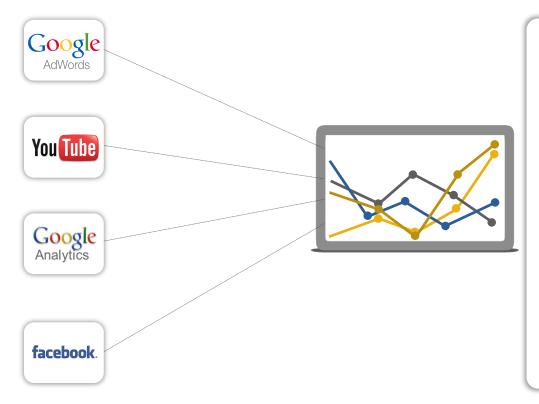
#### The one-to-one model.

Some aggregators sell connectors for low prices. It doesn't solve the data problem:

- The data isn't connected, which limits analysis
- The data isn't cleansed, which limits the marketer to receiving bad data, and performing incomplete analysis
- Data is usually limited to digital media with an active API, giving the marketer no insight into how marketing affects internal performance



### responses to the Marketing Data Challenge



#### The one-to-many model.

*ightanalytics* 

predict

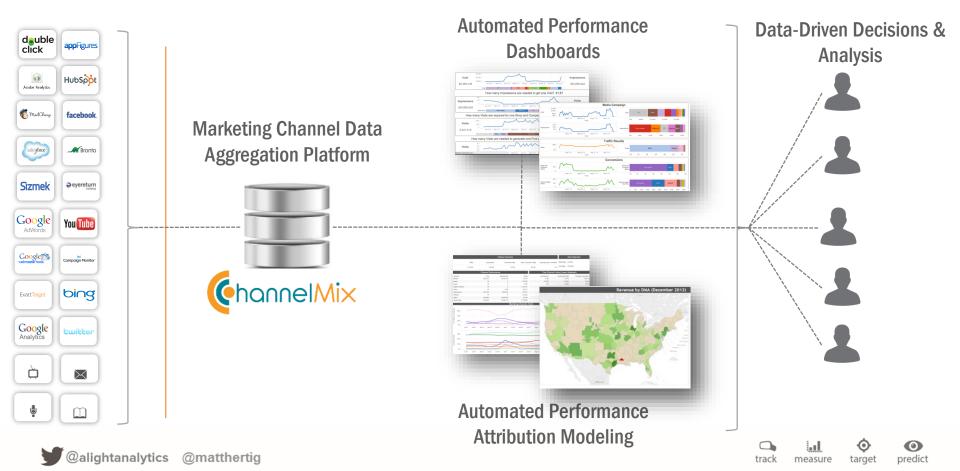
measure

Some aggregators sell connections to a data sources that flow into a dashboard solution that will show data living in the same visual.

- The data can appear connected because it's in the same view, but the data still isn't connected, and analysis is still limited
- As before, the data isn't being actively managed, therefore it's limited by the disparate nature in which it's collected
- The data isn't stored and maintained for the marketer, which doesn't solve for system changes or data loss and can't be cleansed automatically



### **Alight Analytics Approach**



### true channel value process

### Sightanalytics

#### **Forecast Behavior**

across all sales & marketing channels based on a defined and repeatable modeling strategy

#### Holistic Understanding

of performance & influence of marketing on sales through a single of truth defined and integrated dashboard strategy

▋▖▖▋

measure

#### **Holistic Process**

to track and integrate all investment activity across all sales & marketing channels through our **CHANNELMIX** platform

@alightanalytics @matthertig

track





Attribute Performance of all sales & marketing channel investments to understand true

a robust attribution model

channel value in order to more effectively target spend through



### track measure target predict

Data Value