

# Clearing the Clutter: An Overview of the Marketing Analytics Ecosystem



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# Introduction

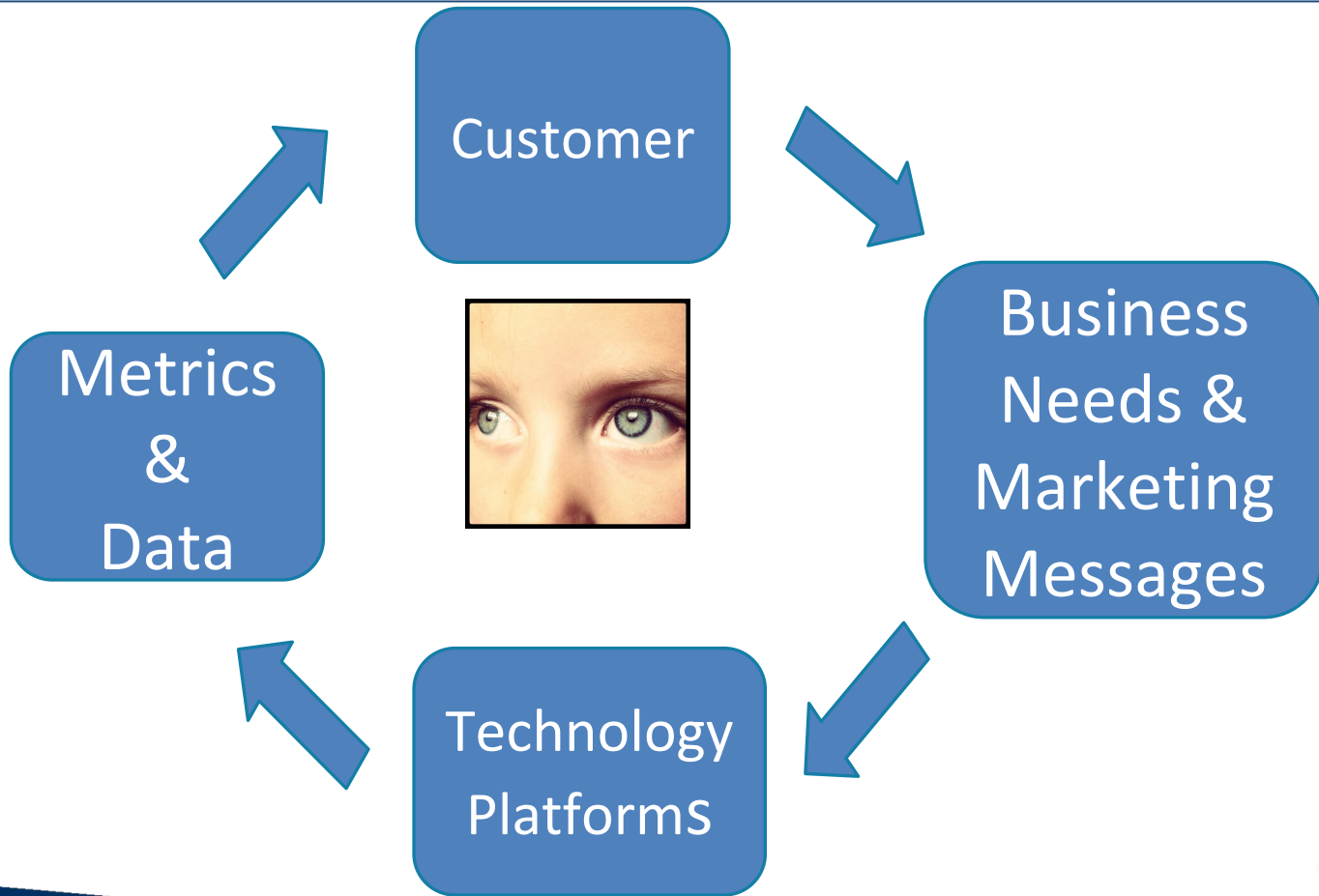
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- Speaker Introduction
- Current Situation
- Complication
- Resolution
- Summary and Conclusion

# Current Situation



# Complication One: At Scale Hard to Do



# Complication Two: A Very Crowded Field of Solutions

## Marketing Stack

- Advertising
- Content & Experience
- Social
- Sales
- Data
- Management



# Resolution: 5 Component Stack

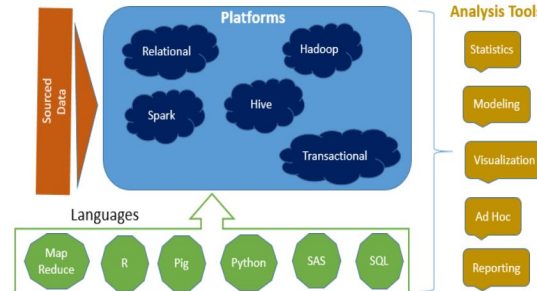
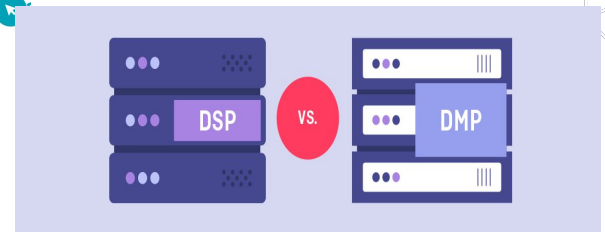
Identify channels

Audience Building and Advertising Platforms

Search, Modeling and Optimization

Test & Learn, Campaign Execution, Tracking

Data, Platforms & Analytic Technologies



# 1) Channels



Data Capture







Metrics & Analytics



Optimization

# 1A) Multi-Channel Marketing

AN INTEGRATED CUSTOMER EXPERIENCE MEANS:

THE RIGHT MESSAGE	TO THE RIGHT PERSON	AT THE RIGHT TIME	THROUGH THE RIGHT CHANNEL
			
✓ Added value for client	✓ Personalization	✓ Observing behaviour and life-cycle	✓ Respecting user preferences and habits
✓ Not just selling	✓ Segmentation	✓ Calibrating message frequency	✓ Creating a fluid omnichannel experience



# 1B) What Can Go Wrong?!?



# 1C) The Right Metrics Drive Successful Outcomes

## Channel

- Web site: traffic source, site visits, unique visitors, conversion rates, organic vs paid
- Email: bounces, opens, unsubscribes, click through
- Social Media: volume, reach, engagement, share of voice
- Direct Mail: response rates
- 3rd Party Advertising, cost per: presentment, lead, click, conversion

## Outcomes

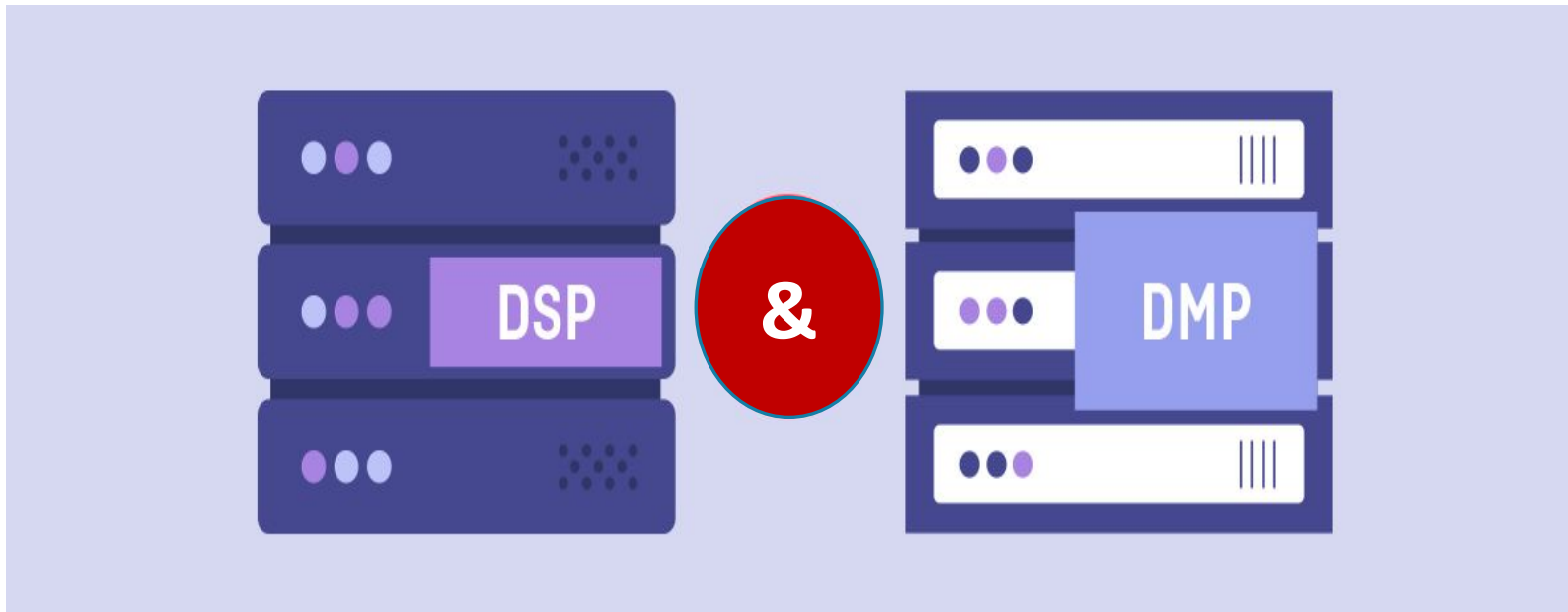
- Direct Channels
  - Sales, Cross-Sell, Retention
  - Increased Engagement
  - New-to-Firm vs Existing Customers
  - ROI, Increase Lifetime Value
- Indirect Channels
  - Brand Awareness and Consideration
  - Product conversions for product-specific placements
  - Increased reach and brand sentiment

High Level and Illustrative

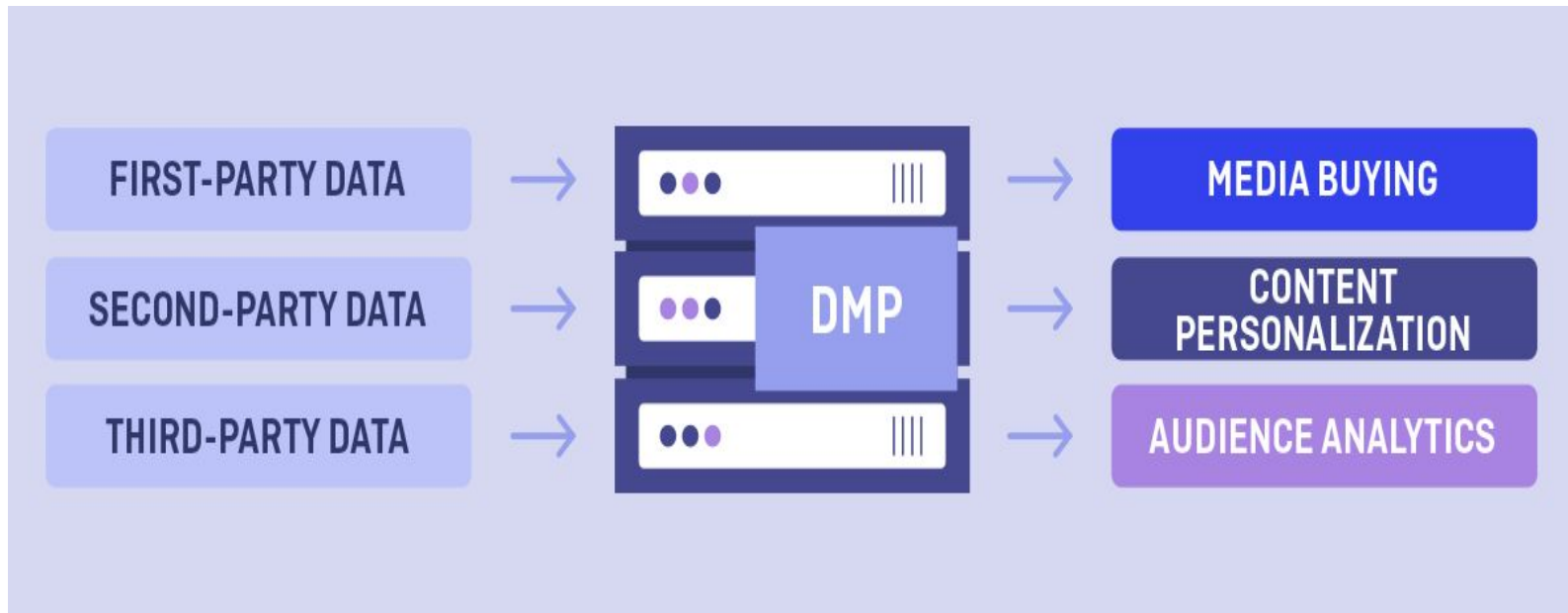
## 2. Audience Building and Advertising Platforms

Advertising: Demand Side  
Platform (DSP)

Build: Demand Management  
Platform (DMP)

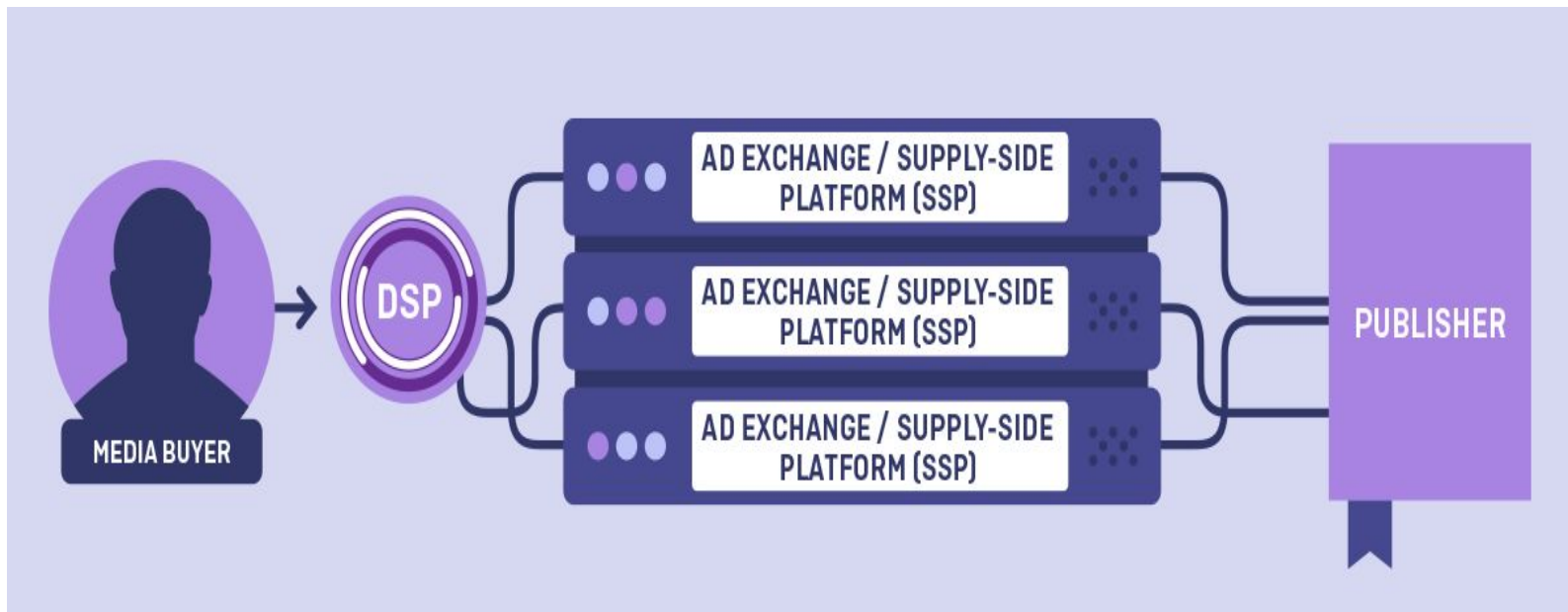


## 2A) Audience Building: DMP



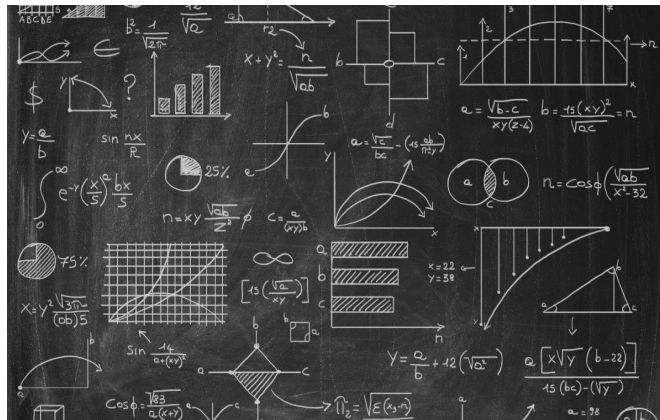
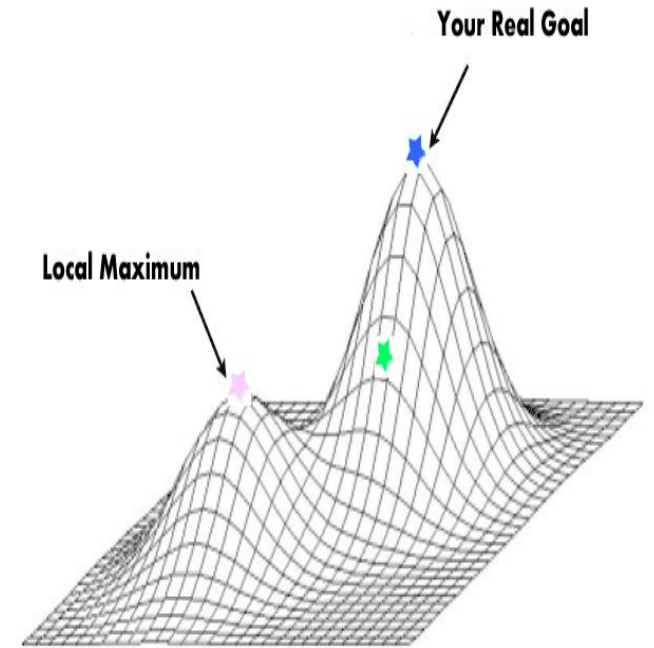
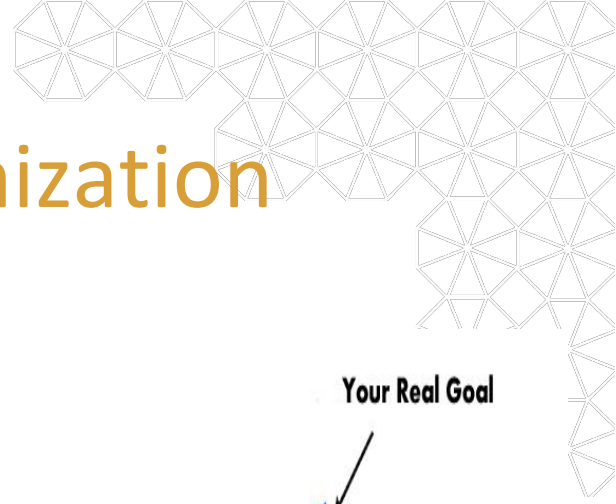
Key Metrics: Conversion rates, targeting and improved ROI

## 2B) Media Buy



Key Metrics: Conversion rates, targeting and improved ROI

# 3. Search, Modeling & Optimization



# 3A) Search Engine Optimization & Marketing



## Key Metrics:

### SEM

- Presentments
- Click through rate
- Cost per click
- Number of conversions, Cost per conversion

### SEO

- Keyword effectiveness, Top referring URLs
- Percent split of organic to paid search
- ROI on backlinks
- Site metrics: time on page, bounce rates....

# 3B) Customer Level Modeling

- Reactive
- Proactive
- Recommendation Engines

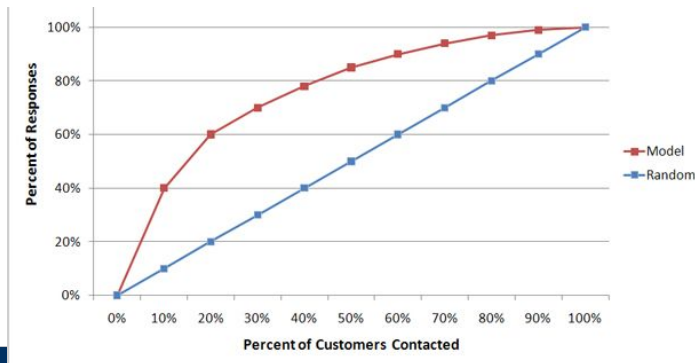
## Reactive

- Bayesian Models
- Neural Net/ AI
- Business Rules

## Proactive

- Logistic
- Time-to-Event
- Bayesian

Key Metrics: Lift Chart



## Recommendation Engines

- Content-Based Filtering
- Collaborative Filtering
- Hybrid Systems



# 3C) Channel-Product Level Modeling

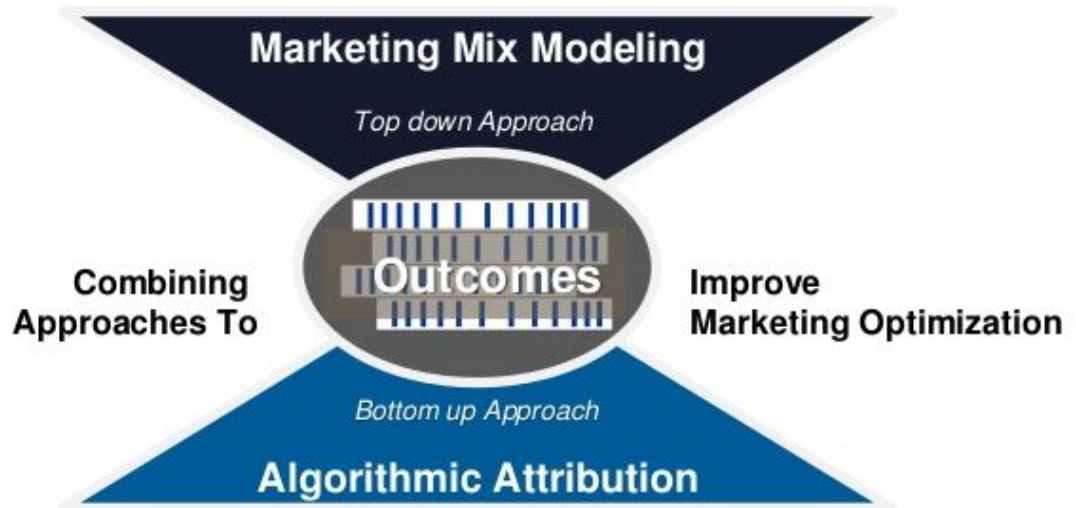
## Key Optimization Metrics:

- In which channel should I spend my next Marketing dollar?
- Do offers work?
- How do I balance Product vs. Brand spending?

## Solutions:

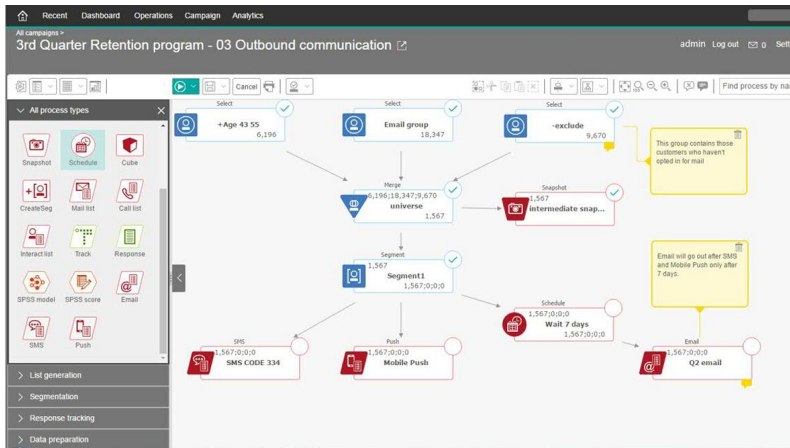
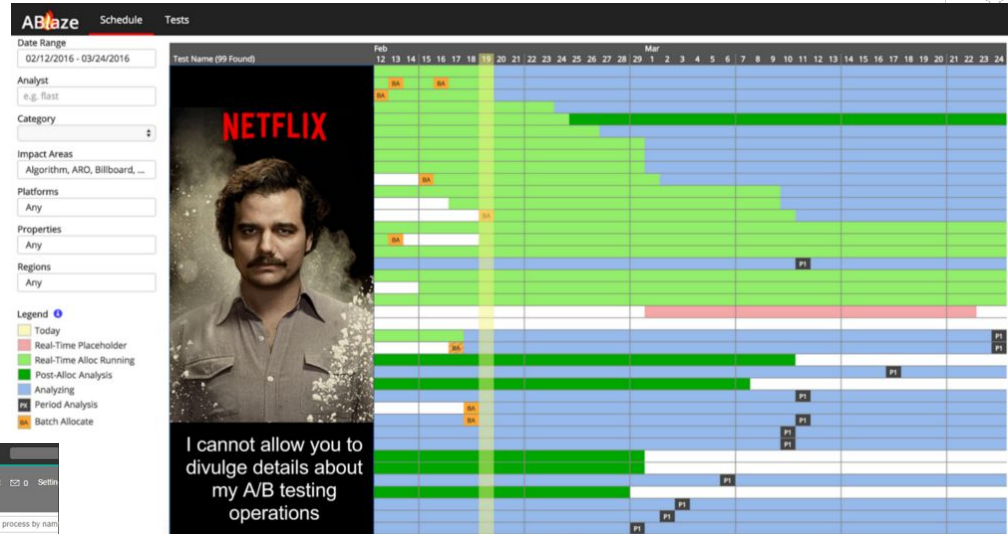
- Media Mix Modeling
- Cross Channel Attribution Modeling

— Integrated, holistic marketing attribution modeling

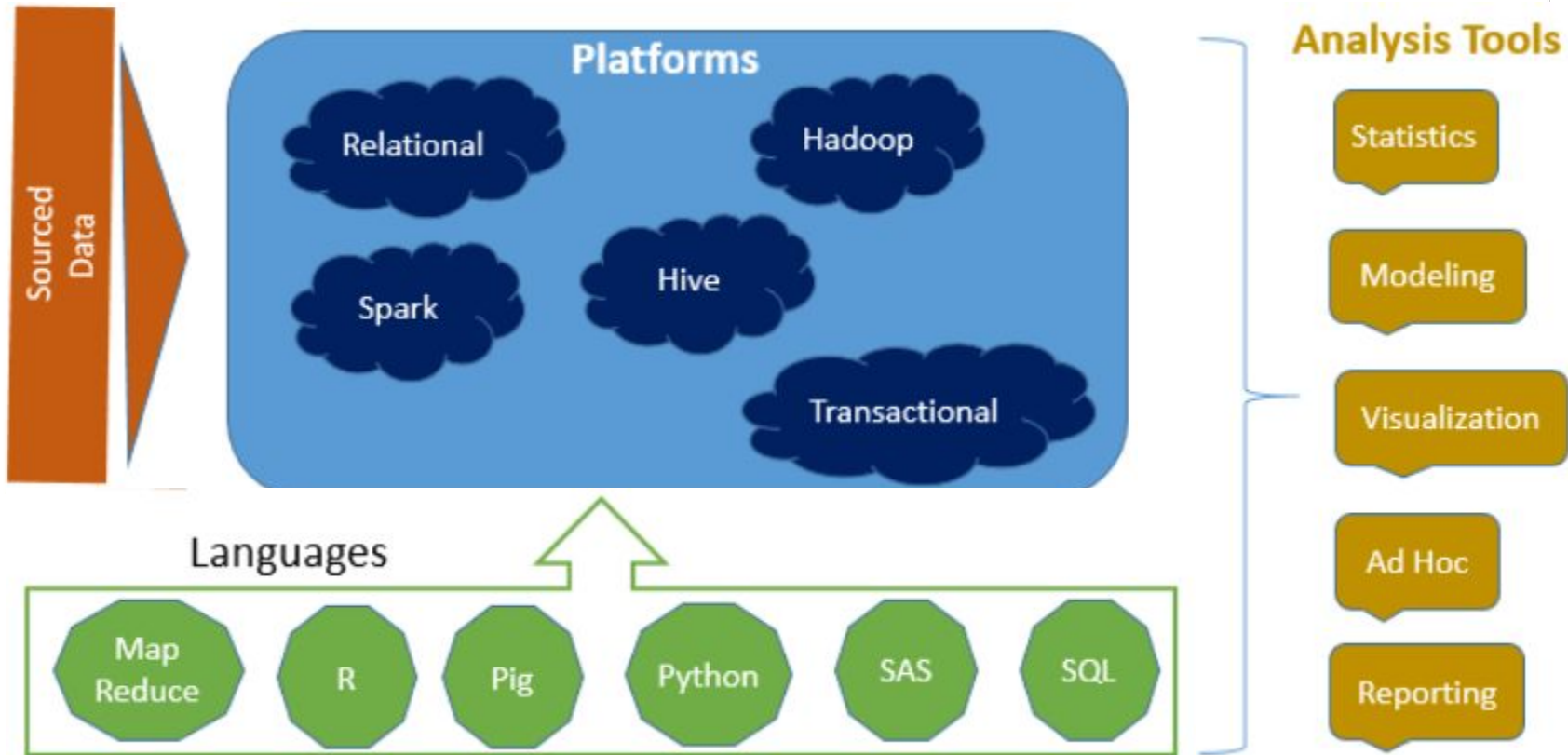


# 4. Test & Learn, Execution and Tracking

- Experimental Design
- Campaign Execution
- Tracking



# 5. Data, Platforms and Analysis Tools



High Level and Illustrative

# Wrap Up and Summary

- Customers expect Marketing to be timely and relevant
- Non-competitors set service and sales expectations
- To deliver, the range of choices is wide and complex
- The 5 part Ecosystem provides clarity
- Metrics matter; choose wisely
- To learn more, enroll in *Info 290*, Spring 2018.
- Questions? Comments? Email me: [MKOVED@ISCHOOL.BERKELEY.EDU](mailto:MKOVED@ISCHOOL.BERKELEY.EDU)