

Ötleted a vagyoned!
Média Hungary 2019

A marketing iparág teljes egésze a digitális transzformáció hatását érzi...

A FOGYASZTÓK SZEMÉLYRE SZABOTT ÉLMÉNYEKET VÁRNAK EL

Forbes

The New World Of
The 'Empowered Consumer'

The New York Times

“For consumers, the result is
personalized marketing

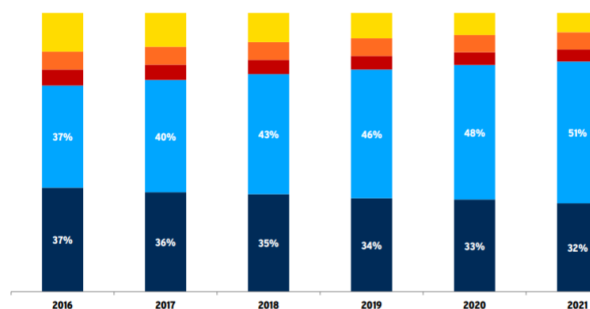
...Consumers now expect Sephora
to know that they buy products for
the skin but not nails or hair.”

McKinsey&Company

“(Consumers) will expect (data usage)
targeted precisely to their needs or used to
personalize what they experience.”

A DIGITÁLIS KÖLTÉS MEGHALADTA A TV KÖLTÉST

Global Ad Share 2016-2021



- Digital passes television to become the #1 media globally
- Digital to reach 50% of total ad sales by 2021



A TECHNOLOGIA ÉS MÉDIA ÖSSZEFONÓDIK

The New Media Ecosystem



New companies are bridging
Media & Tech

amazon

IAS Integral
Ad Science

nielsen

Azok a márkák, akik élen járnak, átalakítják a fogyasztói elvárásokat

NETFLIX

did not kill Blockbuster.

Ridiculous late fees did.

amazon

did not kill other retailers.

Bad customer service and experience did.

 **UBER**

did not kill taxi business.

Limited taxi access and fare control did.

 **airbnb**

did not kill the hotel industry.

Limited availability and pricing options did.



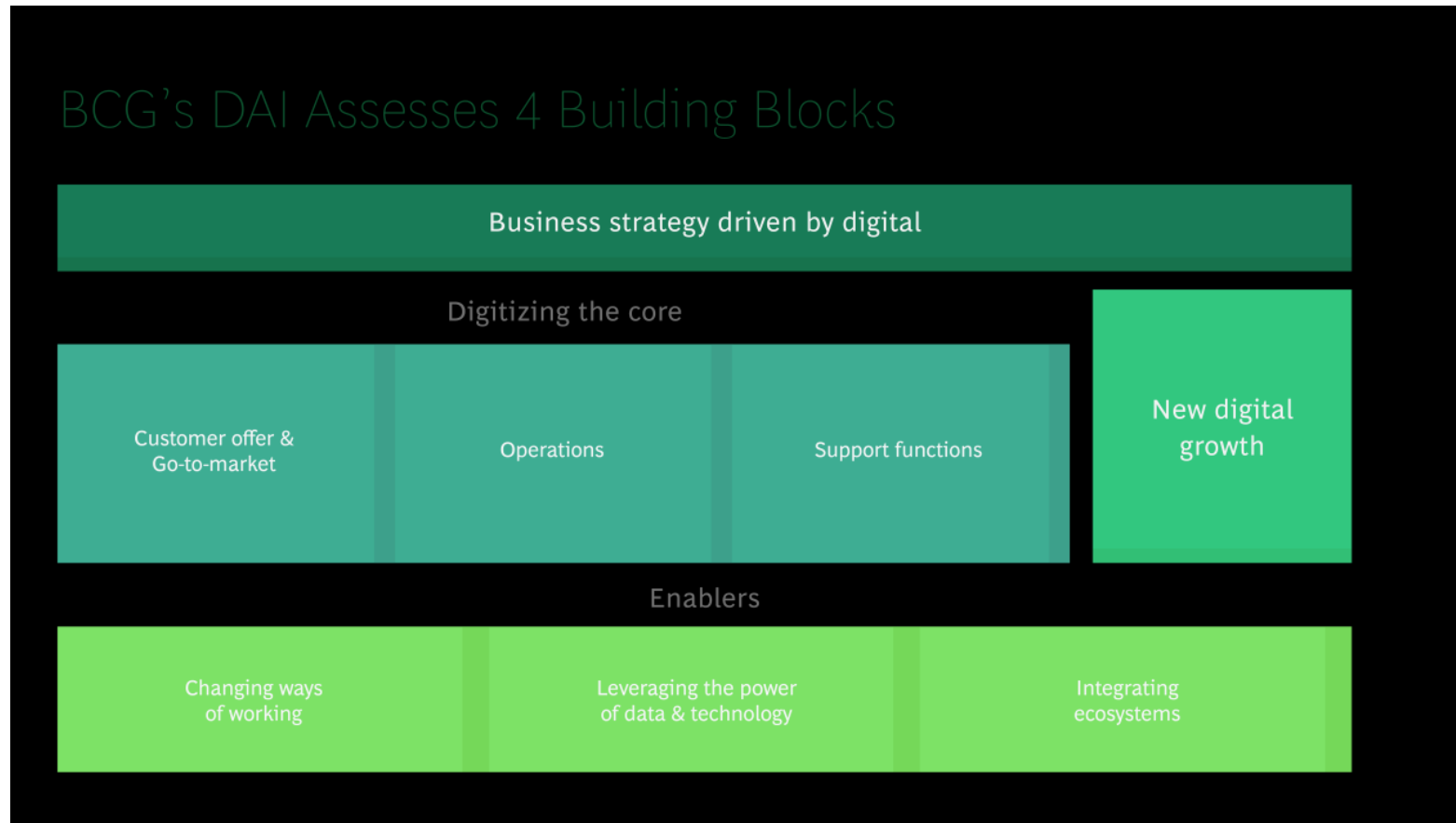
did not kill the music industry.

Being forced to buy full-length albums did.

A technológia önmagában nem
a valódi bontó erő.

A nem **fogyasztó-központú**
magatartás jelenti a legnagyobb
veszélyt bármely iparág számára..

A BCG Digital Acceleration Index-e is azt méri, hol tart egy szervezet a digitális transzformációban



Az egész szervezetet átható tréningprogram elengedhetetlen kezdésnek

- Website
- SEO
- Digital content
- CRM

Building a
digital CORE:



- Precision Media
- Social media
- Data management/Tech stack

Go-to-market:

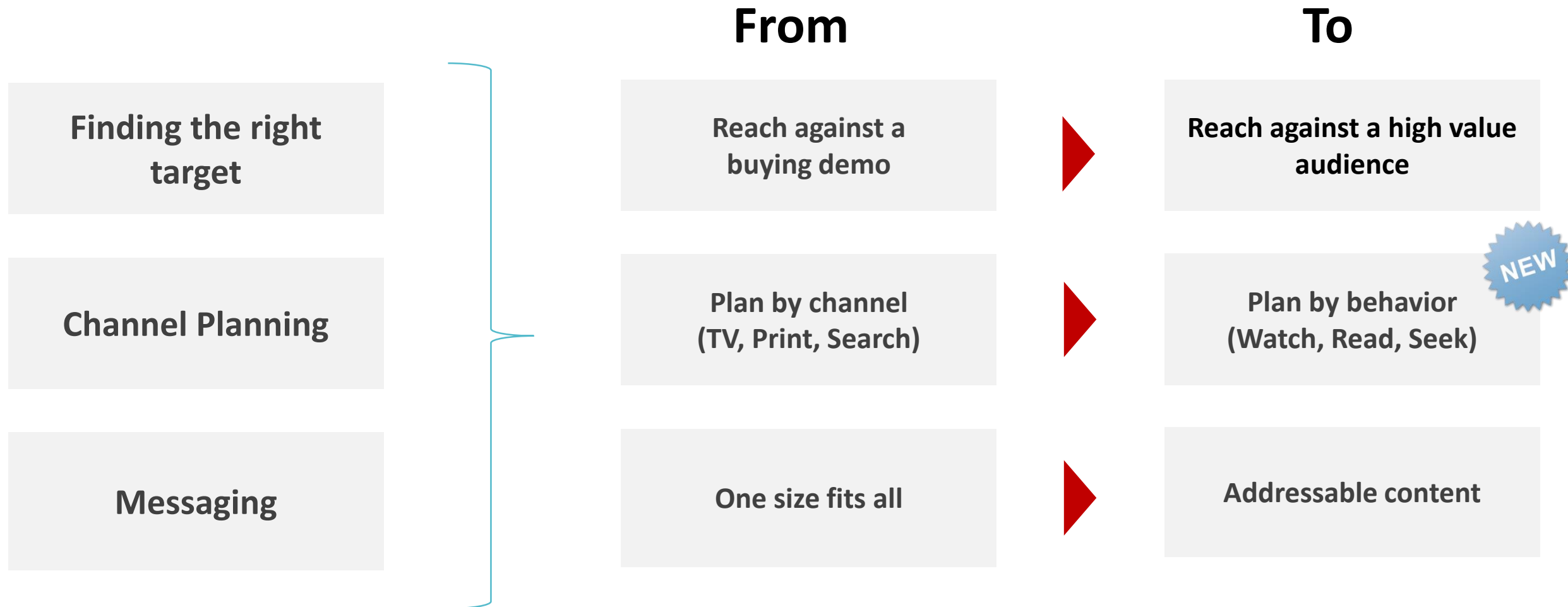


- Digital analytics
- ROI
- Attribution
- Brand lift studies etc.

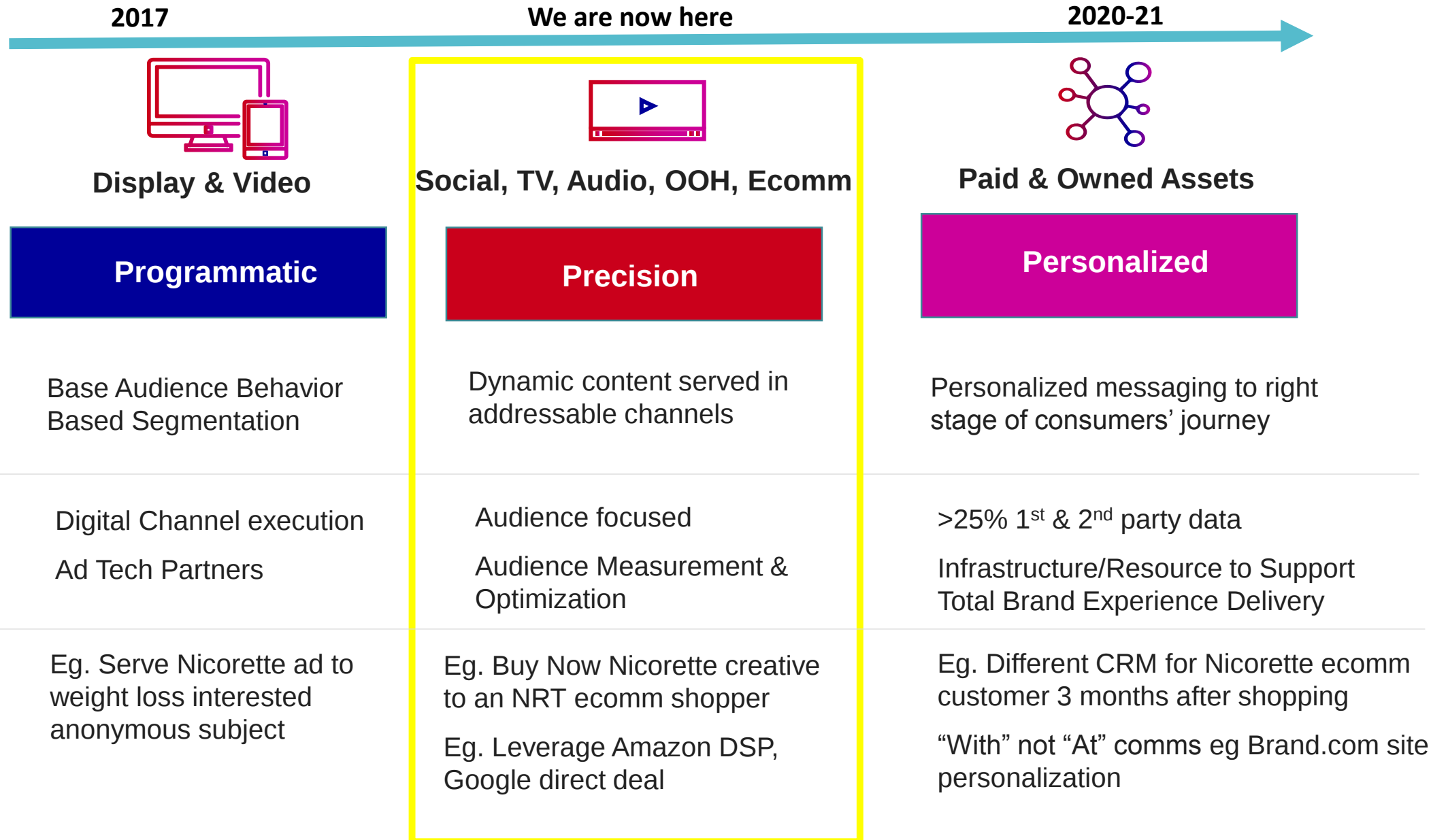
Measurement:



A média tervezési folyamatunk ezért vált fogyasztó-központúvá...



A cél teljesen fogyasztó-központúvá válni



PROGRAMMATIC EMEA OVERVIEW

DATA INGESTION



Collect consumer data:
1st party website & campaign
2nd party partnerships
3rd party purchased
Offline – CRM databases

INSIGHT GENERATION



Drive insight
from the data
across
channels

Segment the data

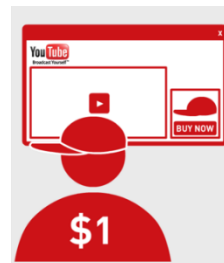
Frequent website visitors

Has child 0-1 years

Interested in tech

From London

...and more



CAMPAIGN ACTIVATION

Campaign strategy and DSP setup:
Display, VOD, radio, social, OOH and
TV



Bid strategy across RTB and
PMPs



Campaign optimisation
and reporting

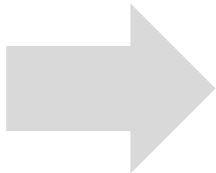
Right consumer, right message, right time

A tartalomnak is dinamikussá és személyre szabottá kell válni

SOHA NEM VOLT MÉG ENNYI
ADAT A KEZÜNKBEN ARRÓL
HOGYAN VISELKEDIK A
FOGYASZTÓ, AMIT
FELHASZNÁLHATUNK, HOGY
SZEMÉLYRE SZABOTT
ÜZENETEKET KÜLDJÜNK.



MASS
GENERIC CONTENT



INDIVIDUAL
CONTENT FOR ME



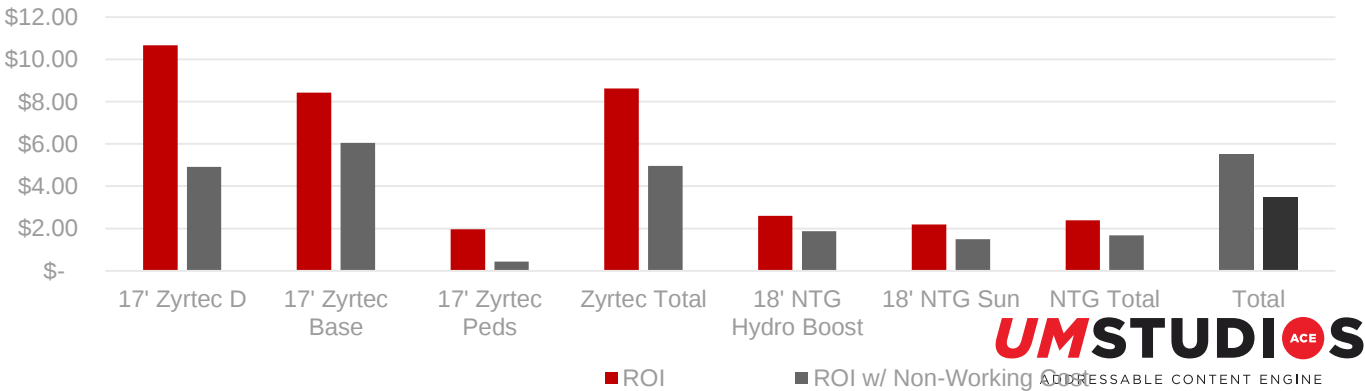
LISTERINE®



Neutrogena®



Addressable Display ROI¹



UMSTUDIOS ACE
ADDRESSABLE CONTENT ENGINE

A mérési KPI-ok ma még a média tervezés szemszögét nézik, de ezeknek is változniuk kell

AWARENESS

Optimisation goals:

Reach
On Target Reach

Other metrics to measure:

Frequency
CPM
Viewability

Demonstrates scale to which the message has been delivered, against a relevant audience.

CONSIDERATION

Optimisation goals:

CTR
VTR

Other metrics to measure:

Clicks & Engagements
Dwell Time
Viewability

Indicates audience has stopped, noticed & engaged with the message.

CONVERSION

Optimisation goals:

Conversions
Cost Per Conversion

Other metrics to measure:

CTR
Frequency
CPM

Captures intent & direct action of the consumer. Optimises towards most efficient conversion points.