

EVOLUTION 2020



Data usage and
precision marketing

Doubtful return versus increasing
demand

Tóth-Parádi Olga
Digital Director
MediaCom

2020.03.11

MEDIACOM

Applying precision marketing we strive to avoid bombarding...



The Social Skinny reveals the bombardment of messages to individual's everyday totals over **290 billion emails**, **2 million blog posts** and over **530 million Facebook status updates**. Further studies expose the reality of up to **3,000 messages** a day walloping individuals

Why would be a marketing based on precision targeting appealing?

Personalized online ad, big data analysis, right content to the right person, at the right time, via the right channel(s), measurable, data and technology combination, real-time optimization

Personalized

Data-driven,
Technology-
based

Measurability,
optimization



What might be the pitfalls?

Data issues

Limitation of
TG sizes

Cost
efficiency

Creative
asset
development

5 steps for a Precision Marketing-based campaign launch

01

Objective

02

Data
usage and
analysis

03

Strategic
planning

04

Measuring,
optimizing

05

Campaign
launch,
results, key
learnings

Cost-based indicators do not prove the efficiency...

CPM

Precision Marketing campaigns are **38% more expensive** than pure demo targeted campaigns

CPV

Precision Marketing campaigns are **55% more expensive** than pure demo targeted campaigns

CPC

Precision Marketing campaigns are **29% more expensive** than pure demo targeted campaigns

Cost per UU

Precision Marketing campaigns are **30% more expensive** than pure demo targeted campaigns

...while cost-based ones seem to be more promising

CTR%

Precision Marketing campaigns **perform 36% better** than pure demo targeted campaigns

VTR%

Precision Marketing campaigns **perform 61% better** than pure demo targeted campaigns

From media point of view, the sophisticated precision marketing is more expensive, however outperforms across value-in KPIs due to reaching relevant audience segments.



So, is it worth doing then?

Maybe, however there are considerable areas before giving it a try.

Sales figures to calculate ROI beyond media KPIs

Sufficient budget (targeting, creative asset)

Data safety, reliability (legal issues)

Smart data aligned with our goals

Conscious preparation, execution (5 steps)



Thank you!

Tóth-Parádi Olga
Digital Director
MediaCom

olga.toth-paradi@mediacom.com