

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

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Why would be a marketing based on precision targeting appealing?

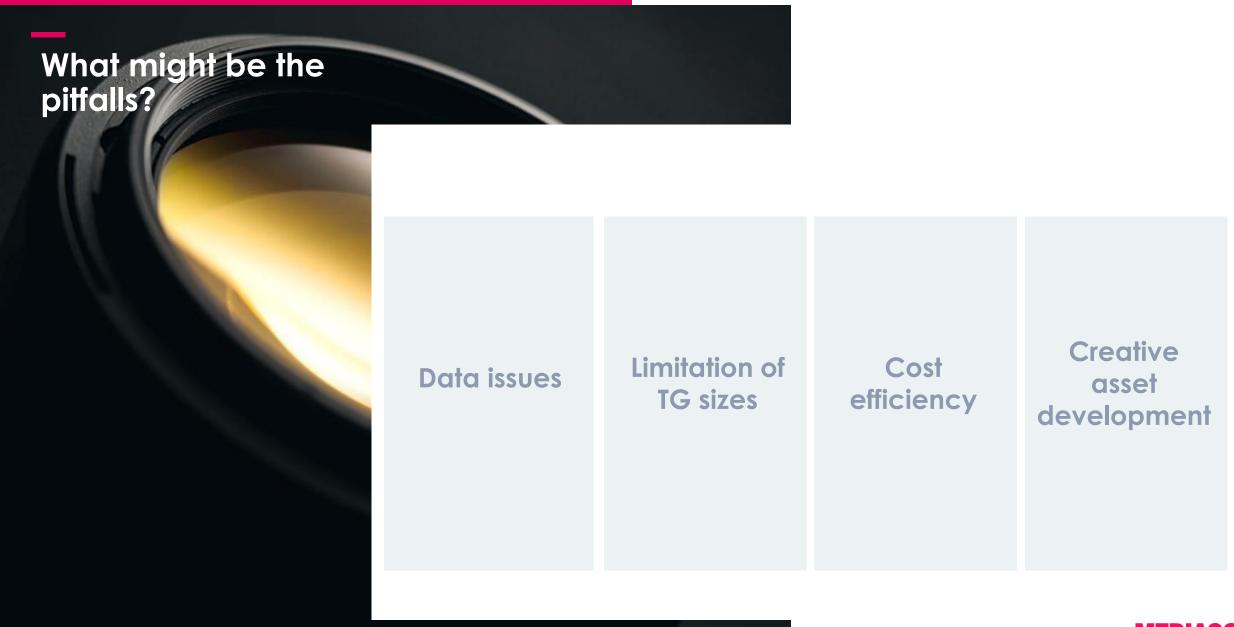
Personalized online ad, big data analysis, right content to the right person, at the right time, via the right channel(s), measurable, data and technology combination, real-time optimization

Personalized

Data-driven, Technologybased

Measurability, optimization

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5 steps for a Precision Marketing-based campaign launch



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)

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