

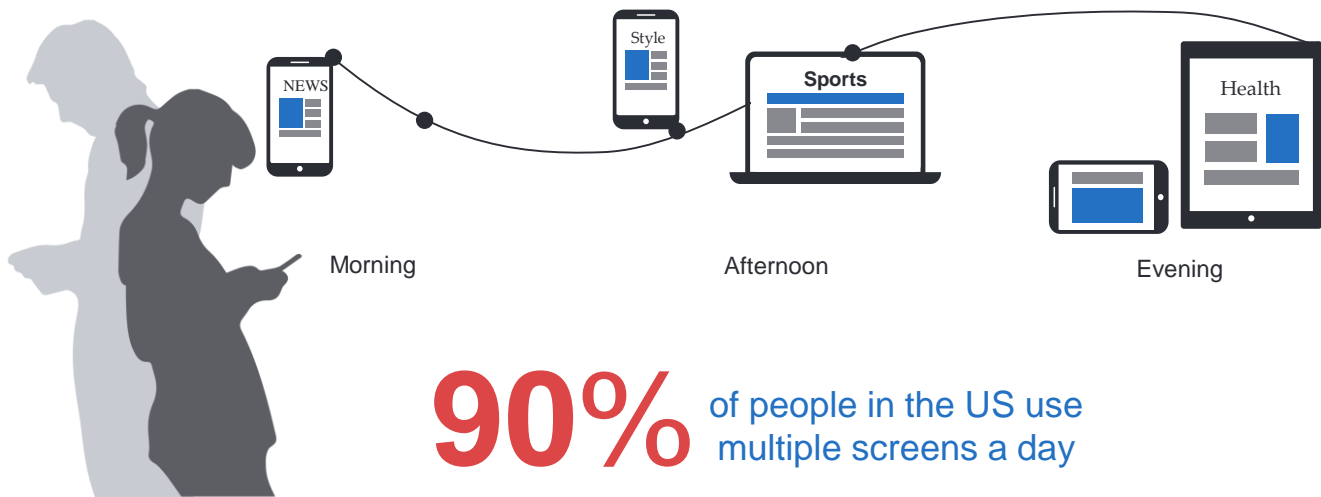
Successful Retailing And E-Commerce With The Help Of Marketing Science

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Internet Hungary Conference 2015

Today's Consumers are Multi-Device



90% of people in the US use multiple screens a day

3.6bn unique mobile subscribers in 2014

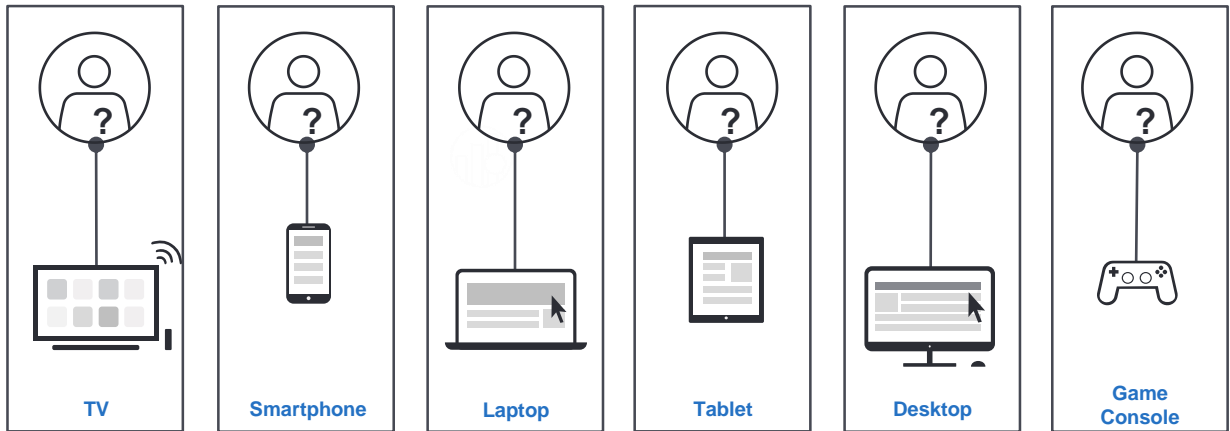
Source:
Google IPSOS study
GSMA, The Mobile Economy 2015

Increased Touch Points Lead to a Deluge of Data



But, Marketers are Losing Track of Consumers

All devices have different identifiers and they don't talk to each other



Everything is siloed and can only be tracked and measured within that silo

Eliminate Device Silos and Reach the Consumer

OneView forms a holistic view of a person across their devices

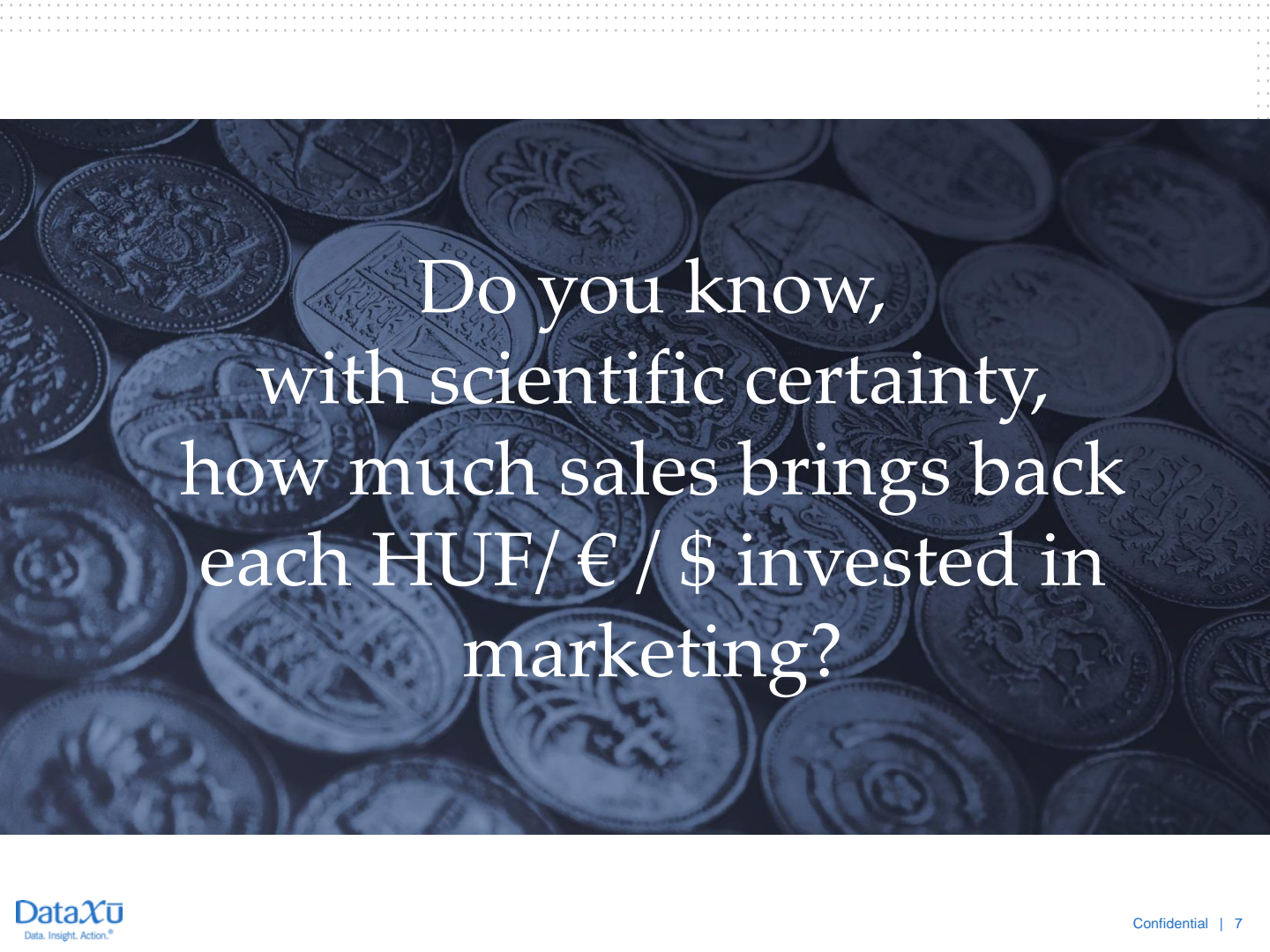


Market to People, Not Cookies

Reach and measure audiences across all their devices



MARKETING ROI



Do you know,
with scientific certainty,
how much sales brings back
each HUF/ € / \$ invested in
marketing?

Marketing ROI Questions: Unfolded



What are the right levels of investments by channel and incremental sales for additional investments?



Which long term and short term effect of each media campaign do you estimate?



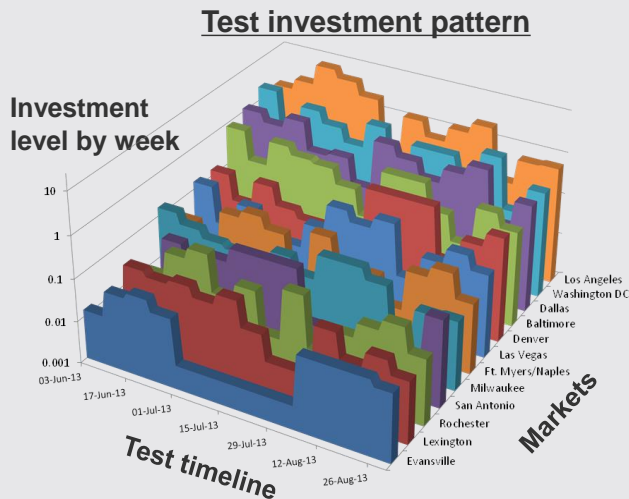
What do real time results provide in regard to competitive advantage and business value?



Which effects do other macro factors such as pricing or promotions on sales have?

Marketing ROI

- Software that creates thousands of experiments
- Automated experiment deployment
- Data collection and normalization
- Demand curves
- Optimal budget level by channel and tactic



CASE STUDIES



Build Brand Awareness For Pixum

Immer die schönsten Bilder

Hypothesis

Digital video advertising will build Pixum brand awareness

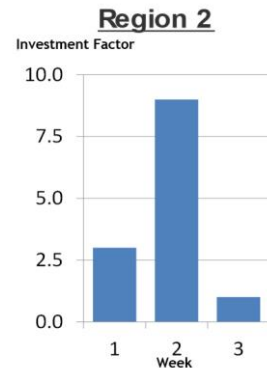
Campaign Goals

- Increase **branded** searches
- Lower overall cost-per-conversion
- Generate new customers



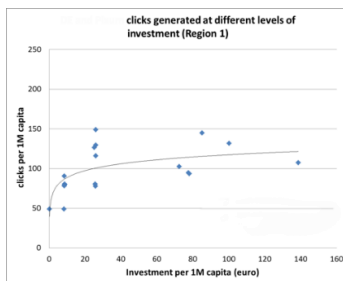
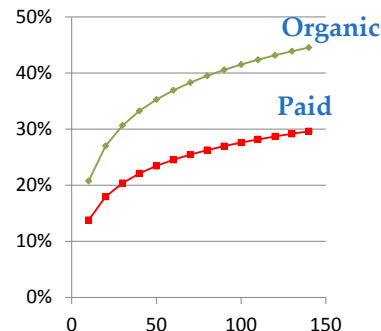
The Solution - Pulsing

- Conduct comprehensive effectiveness analysis
- Employ different pulse (investment) schedules
- Run campaign across different geographic regions

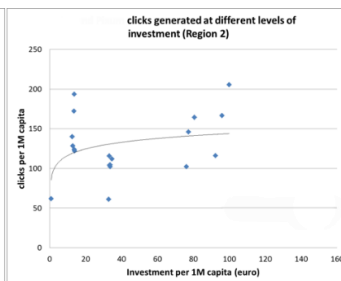


The Results

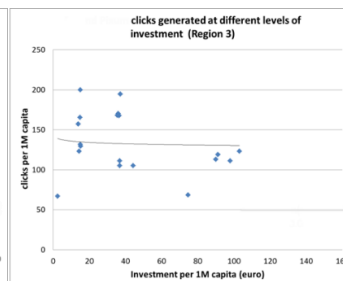
- Region 1 and 2 had similar outcomes, showing an overall growth in clicks
- The video campaign led to increased search volumes, resulting in a positive ROI from digital video advertising for Pixum
- Determined optimal marketing investment for all three test regions
- Gained new customers
- Detailed campaign analysis



Region 1



Region 2



Region 3



Weather + Geo + Real-Time

= 4X Better ROI For Columbia & BSSP

Challenge

Tell a story based on daily, local weather

Solution

- Change products, message, imagery, for 5 weather triggers
- Custom prospecting algorithm for weather

Key Results

- 5X greater page conversions, 4X greater YoY in-store sales
- Won “Best Use of Big Data” award with BSSP



Question & Answers

Köszönöm szépen!

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[Link](#) to more resources.