MAKING OMNICHANNEL MARKETING WORK

4 KEYS TO BETTER MARKETING FOR YOU AND YOUR CUSTOMERS

PLAN

ACT

MARKETING INTEGRATION

ANALYZE

•INTRODUCTION

Marketers face the difficult job of managing media fragmentation, handling data overload, consolidating disparate data sources and avoiding organizational misalignment. One of the biggest challenges, however, lies in understanding cross-channel customer data and using this information to develop fully integrated media and content marketing plans. Without this, marketers risk turning off customers and prospects with the wrong messages at the wrong times on the wrong devices. If you're not developing advertising and content that truly resonates with customers across the consumer journey then you're wasting your marketing dollars.

Unfortunately, the overwhelming majority of marketers are not there yet. Research has shown that 71 percent of companies are not managing fully-integrated multi-screen campaigns. In the same breath, 73 percent of marketing executive survey respondents indicated they would prefer to use a consistent methodology across media and a single set of metrics across all screens. Furthermore, 69 percent expressed an interest in having access to real-time analytics for the purposes of campaign optimization.[1] It seems the goals are universally understood, but achieving them appears less certain.

MOBILE   SOCIAL MEDIA

AD EXCHANGES

WEBSITE   OTT–TV

VIDEO

TV

SEARCH

DSPs

TRADING DESKS

SSPs   OOH
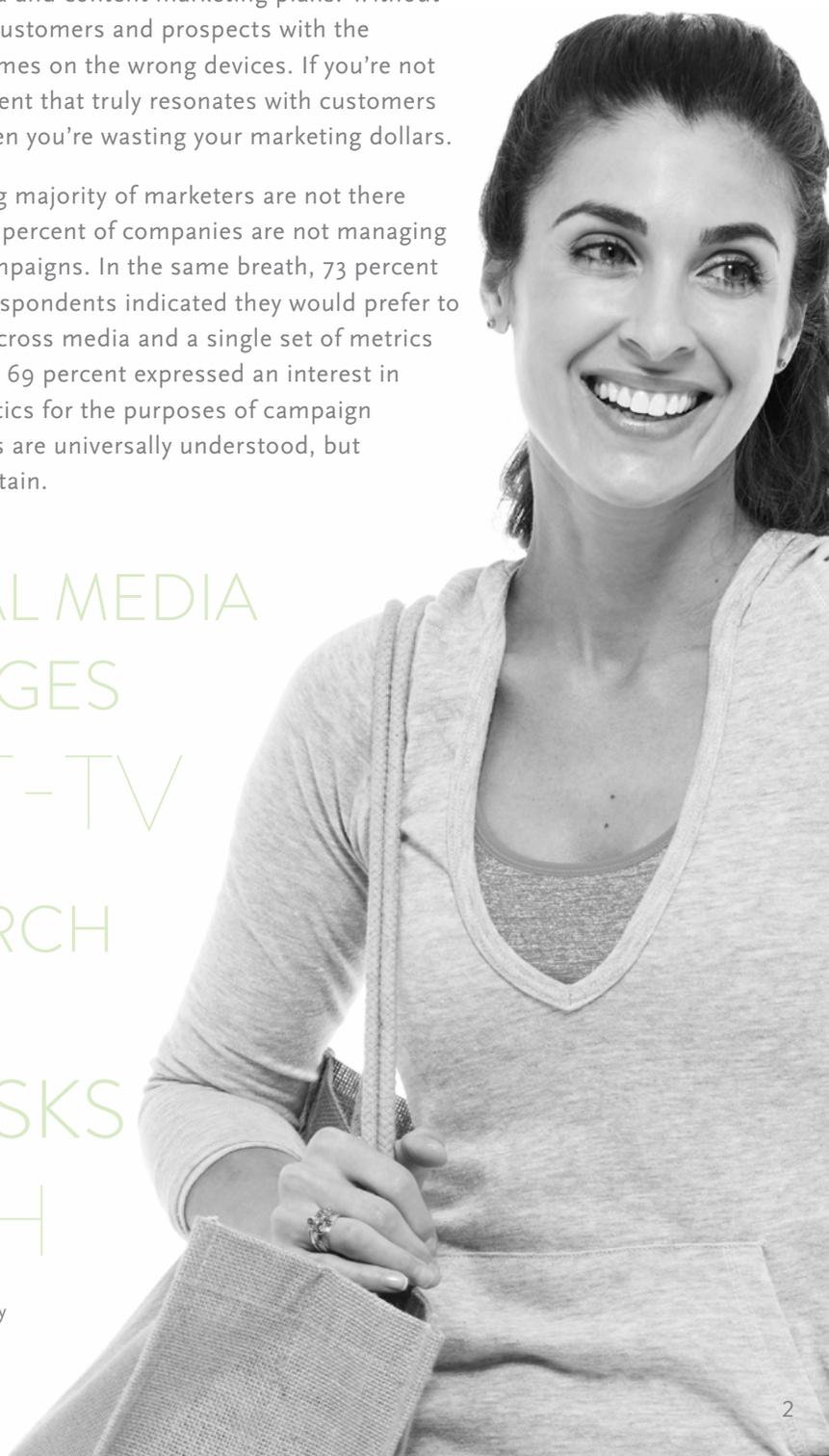
[1] "Optimizing Integrated Multi-Screen Campaigns" survey conducted by Association of National Advertisers & Nielsen, 2013

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ORGANIZATIONAL SILOS ADD TO THE CHALLENGE OF INTEGRATING CAMPAIGNS

For many businesses, silos within the organization add to the challenge of achieving fully integrated campaigns. More often than not, different departments are handling different aspects of campaigns, such as display advertising, search, email and TV. Because each group is focused on hitting their own numbers, little attention is paid to campaign redundancy, overlap, and inefficiencies. Without a shared, central repository of data, it is difficult to integrate customer data across channels, integrate cross-channel media planning and buying, get traditional and addressable media to work together, and ultimately understand return on investment (ROI) on a per-channel basis.

Having access to integrated consumer data helps businesses break down departmental silos by giving all stakeholders a like view into customer behavior and sales attribution. This makes it far easier to understand what levers are performing, where to assign credit, how to reduce media waste and what teams must do to develop more cohesive and consistent media plans.

THE SILOED MARKETING ORGANIZATION

Departmental silos are seen as a growing pain for most organizations. Integration of cross-channel consumer data, media planning, performance goals and campaign analytics helps reduce media waste and align disparate marketing teams around the common objective of creating good customer experiences.

MARKETING
LEADERSHIP

EMAIL   SOCIAL   DIGITAL DISPLAY   TV

OUT-OF-HOME   WEBSITE   SEARCH
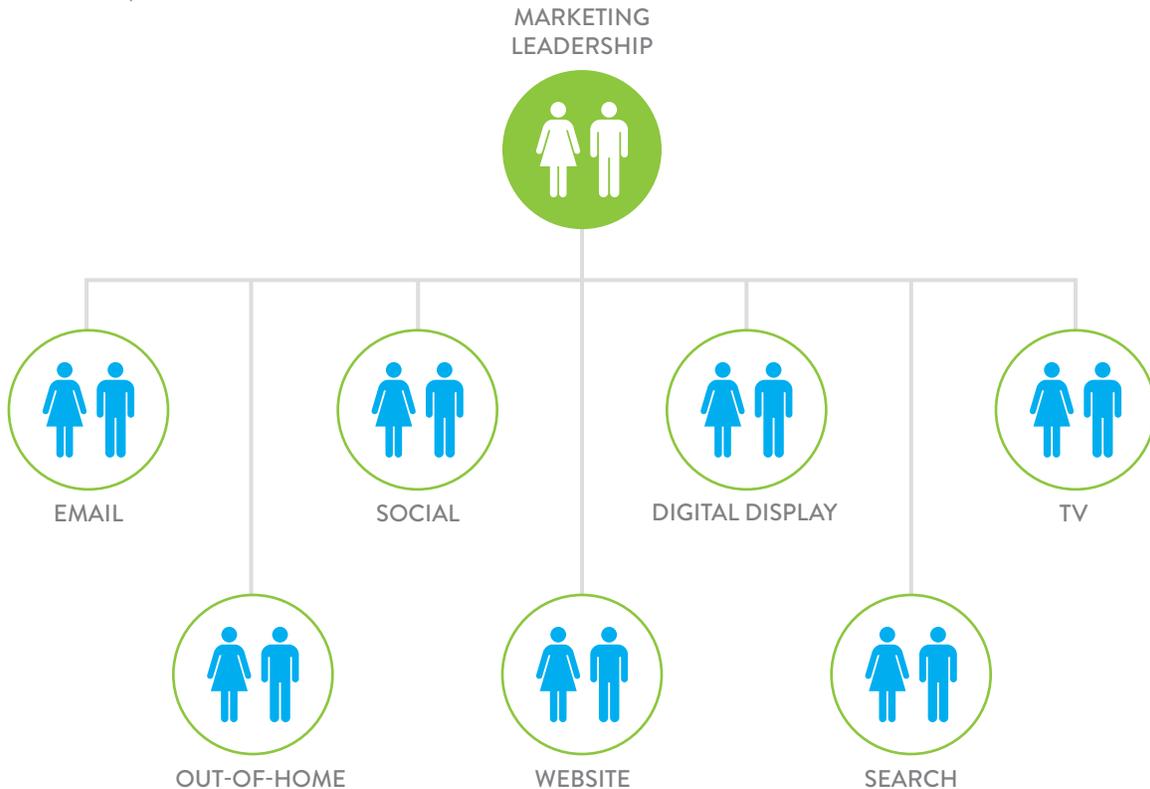
Having access to integrated consumer data enables businesses to break down silos.

NIELSEN DATA IS THE DIFFERENCE

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IT TAKES A VILLAGE TO MAXIMIZE CAMPAIGN EFFECTIVENESS

Breaking down organizational silos is absolutely necessary for achieving the alignment needed to maximize campaign effectiveness. This requires careful coordination, but the end result is that multi-channel customer data can be more effectively managed. From an organizational perspective, this means various teams must work in tandem to ensure they are making data and channel integration a reality. To achieve integrated media planning, marketing technologists, media planners, creative, and analytics personnel must all be in complete alignment. The key players in this alignment should include:

MARKETING TECHNOLOGISTS, who manage the marketing technology that a company employs to gain control of their data. A marketing stack implementation has multiple moving parts and is only as good as the data and time that is put into it, making the marketing technologists role all the more important in facilitating access to quality data.

MEDIA PLANNERS, who are responsible for handling the media planning aspect of the marketing lifecycle. These agency professionals are tasked with gaining an understanding of how audience insights can be leveraged to plan out cross-channel media holistically. Obtaining an integrated view of customer behavior will heavily influence and inform decisions relating to media planning.

CREATIVE PROFESSIONALS, who are tasked with designing the dynamic ad and content templates that are used across media. Particularly in the case of heavily product-specific retail scenarios, where 100s or even 1000s of versions of ads and content will be powered by a database, tech-savvy creative professionals play a crucial role. They are responsible for creating the rich media ad templates that will pull appropriate copy and images based on consumer preferences.

DATA ANALYSTS, who are charged with making sense of the data from ingestion to distribution, with a keen eye on campaign response data, in order to draw insights that can be used to optimize various aspects of the campaign. Analytics are at the very core of an effective one-to-one marketing effort.

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2 THE IMPORTANCE OF INTEGRATING CUSTOMER DATA ACROSS CHANNELS

The emergence of the marketing cloud, which should enable marketers to plan cross-media campaigns, manage and model their customer data, activate their media plans and analyze the ROI of their marketing initiatives through an integrated suite of tools, holds significant advantages over the myriad point solutions that are often relied upon today. This helps advertisers better evaluate multi-channel consumer behavior and provide actionable intelligence that can be applied easily to marketing tactics across nearly every platform and application.

MARKETERS CHALLENGED BY POOR INTEGRATION OF CUSTOMER DATA ACROSS CHANNELS

Responses provided by 289 VP-level marketers from leading U.S. Companies surveyed by CMOSurvey.org.

How effectively does your company integrate customer information across purchasing, communication, and social media channels?
(1 = Not At All Effective, 7 = Very Effectively)

FEB '11	FEB '12	AUG '12	FEB '13	AUG '13	FEB '14	AUG '14	FEB '15	AUG '15	FEB '16
3.8	3.8	3.8	3.8	3.9	3.8	3.9	3.7	3.6	3.4
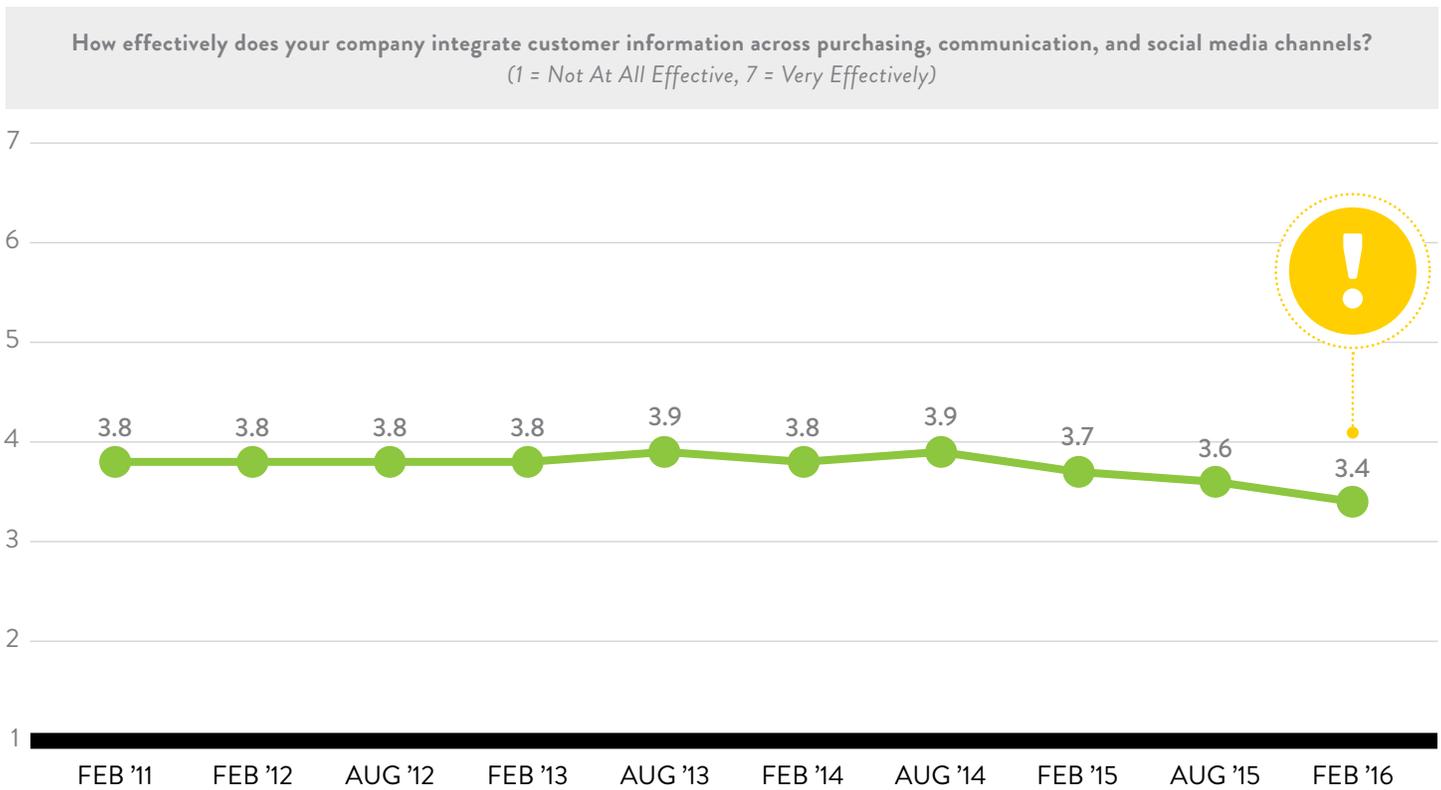
Source: The CMO Survey – Highlights and Insights Report, Figure 5.3, February 2016.

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ACCURATELY ADVERTISING ACROSS DIMENSIONS

Traditional awareness-based marketing, by its very nature, has a certain amount of waste built into it. While this form of advertising boasts extensive reach, it is not particularly targeted. Marketers often prefer, especially when reaching out to consumers who are further along in the path-to-purchase, to deliver versions of ads that appeal to the right person at the right point in time – ensuring a more relevant experience.

The dynamic insertion of content (creative versioning), whether images or copy, helps set the stage for increased message relevance in all of its possible combinations. To do this, an agency, in conjunction with the advertiser, creates a marketing program capable of adjusting the sequencing and content of its messaging based on exactly who the consumer is, where he/she is in the path to purchase and what products are under consideration. Needless to say, that's not an easy task. Once you start multiplying the possible scenarios for all product and customer types and where individuals are in the purchase process, the number of message combinations becomes immense.

As an example, if a consumer visits an appliance website shopping for a refrigerator, the marketer, equipped with the right tools, can personalize the consumer experience based on data inputs such as past product page visits, site search history, interactions with the advertiser's mobile app, CRM data reflecting past online and/or offline sales, and engagement with the retailer's email newsletters, display advertising, social media and paid search campaigns.

> **Marketers need to be able to carefully sequence and frequency cap advertising content based on the specific actions each consumer takes.**

It takes serious processing power to collect, analyze and segment all of this up-to-the-minute consumer information coming in from different channels. The right DMP will do this effortlessly, while also ensuring the marketer can disseminate these audience 'data instructions' to their CMS for website personalization, their email service provider (ESP) for email content customization, and all the appropriate ad servers across online display, mobile, video, social and search for broad advertising personalization.

Additionally, marketers need to be able to carefully sequence and frequency cap advertising content based on the specific actions that each consumer takes. Total Unduplicated Reach and Frequency (TURF) analytics enables marketers to learn not only who they are reaching, but also how often they should be messaging individuals for optimal response rates. Sequential messaging effectively matches up messages with a consumer's place in the purchase funnel (e.g. awareness, consideration, preference, etc.) in a device-appropriate manner. The key here is being able centrally manage these functions so frequency capping and message sequencing rules can be applied across all ad servers at once versus one at a time. This helps reduce inconsistencies and facilitates campaign management. A DMP that is tightly-integrated with all major ad serving and content management platforms is required to make this a reality.

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INTEGRATED ANALYTICS: THE KEY TO UNDERSTANDING MARKETING ROI

Once advertising is effectively reaching consumers across dimensions, delivering the right message at the right time, the big question remains – is it working?

Integrated analytics approaches, such as multi-touch attribution, enable marketers to see what levers are impacting campaign performance. Marketers can also conduct A/B and/or multi-variate testing of ad creative and copy variations at a placement, publisher or channel level to see what performs best and where. This type of testing can be applied throughout the process, from initial exposure to landing page visits across channels. By combining these approaches with TURF analytics, marketers have all the tools they need to make the best use of their marketing dollars.

LEVERAGING MULTI-TOUCH ATTRIBUTION (MTA) TO OPTIMIZE TACTICS

MTA enables marketers to make ROI-driven decisions to improve campaign planning and budget allocations at the individual touch-point level. It provides ROI results for digital display, video, paid search, and owned media while controlling for the impact of TV media and baseline individual conversion behavior.
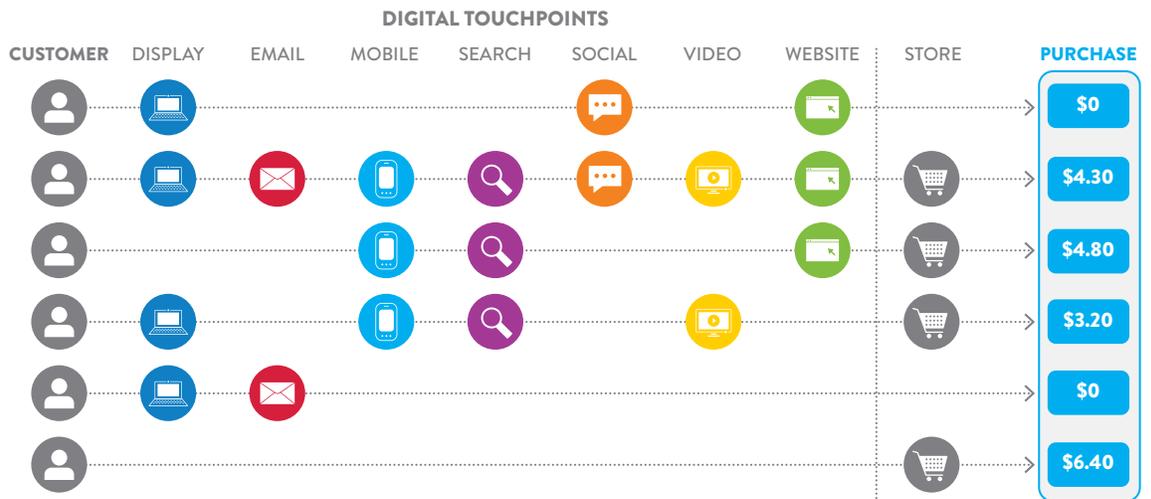
The Nielsen Marketing Cloud empowers brands, agencies and media companies to connect more deeply with customers by combining Nielsen's world-class data, analytics, media planning, marketing activation and data management platform (DMP) capabilities in a single cloud platform. Nielsen Marketing Cloud clients gain exclusive access to granular Nielsen data, which powers audience insights at a much higher degree of detail than is available anywhere else. Marketing outcomes include a deeper understanding of consumers, more effective messaging across devices, and superior ROI analysis and campaign optimization capabilities.

For more information, visit www.nielsen.com/nielsenmarketingcloud

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