



## **The Next Frontier for the Industry - Data Maturity Model**

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# Data Center of Excellence

# Data Center of Excellence Mission

- Mission

To define boundaries, reduce friction, and increase value along the data chain, for consumers, marketers, and the ecosystem that supports them

- Governing principles include:

- Consumer first mindset (do no harm; create value)
- Global (often by being local)
- Long-term orientation (vs short-term needs)

- Operating Principles

- Not a directly commercial orientation to the agenda, goal is not to "sell more data" (bright lines, increased value, reduced friction will accomplish that, but as a consequence)
- Hire, aggressively partner, train (and perhaps acquire) to achieve goals
- Initiatives may not create equal value for each constituent, but none should be harmed and value should be balanced over the portfolio



# Data Center of Excellence – Board Companies



## Current Projects

- Open Data 1.0 - Standardize Data Nomenclature. Create a translation layer between agencies, marketers, platforms, and publishers to create a seamless transition via ETL
- Data Maturity Model – Whitepaper + Tool which outline different levels of maturity in data use and tool to determine where an organization fits in the outlined spectrum of maturity
- Research : Data Centric Organization – IAB/DMA Winterberry Group study on what makes up a data centric organization
- Data Rockstars – program to highlight leaders in the data field
- Data specialist certification program – Certification exam focused on data use in digital marketing and advertising



# OpenData 1.0

- **What is OpenData 1.0?**
  - **OpenData will address an industry need highlighted by a proposal from MediaSmith earlier this year to focus on data field nomenclature normalization and accompanying products and guidance to reduce friction in the industry.**

# IAB Data Maturity Model Launched



## IAB Data Maturity Model

Data Maturity Model for Digital Advertising



TOPICS

## TOP MARKETING NEWS DAILY

### NEWS

After Yahoo-Verizon deal, AOL CEO wants 2B users to compete with Google and Facebook

Twitter launches marketing campaign to reintroduce brand to new users

Report: Retailers' ROI on Facebook ads grew 75% over last year

## IAB rolls out data benchmarking model for agencies, brands, publishers and vendors

By [David Kirkpatrick](#) | July 8, 2016 [print](#)



Publishers



ARTICLES RESOURCES EVENTS VIDEO ABOUT ELOG

## The IAB Data Center Of Excellence Launches Data Maturity Model

July 8, 2016 | Written by [Brian Anderson](#) | Published in [News Briefs](#)



## IAB Launches Data Maturity Model

July 11 2016

In New York, the Interactive Advertising Bureau (IAB) and its Data Center of Excellence have launched a benchmarking system called the IAB Data Maturity Model, enabling users to determine how 'sophisticated' is their use of data.

Launched in January, the Data Center of Excellence is an independently funded unit within IAB, with a remit including the set-up of research projects, hosting of events and development of best

## Quanto siete accurati nella gestione dati? Vi risponde IAB

L'Associazione lancia lo IAB Data Maturity Model, un nuovo sistema di riferimento per editori e data vendor di determinare il proprio livello di maturità nell'uso dei dati

di [Alessandra La Rosa](#) | 08 luglio 2016

Condividi questo articolo



# Data-Centric Organization Study



WINTERBERRY GROUP

## The Data-Centric Organization: Transforming for the Next Generation of Audience Marketing

A WINTERBERRY GROUP WHITE PAPER SEPTEMBER 2016

IN PARTNERSHIP WITH | DMA iab DATA

MediaPost News

BAZAARVOICE ADVE

RealTimeDAILY

## Talent Shortage, Organization: Silos Are Hurdles To Delivering On Data Potential

by Tobie Elkin@tobelkin, September 21, 2016, 10:47 A

While marketers and agencies are c throughout their businesses, the fir indicate that a lack of talent and pe preventing them from making the r Advertising Bureau) Data Center of Marketing Association) released fin it clear that organizations are unabl opportunities presented by "big dat The IAB and DMA teamed up on the Organization" that was researched

FierceCMO  
A FierceMarkets Publication

STRATEGY & TACTICS MOBILE TECH DATA & ANALYTICS INDUSTRY NEWS

## IAB, DMA study says big data potential blocked by lack of talent, silos

by Patrick Gorman | Sep 23, 2016 8:00am



iab.  
GLOBAL SUMMIT 2016



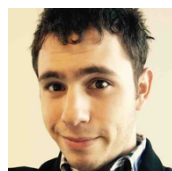
# Data Rockstars



**Omar Abdala**  
Chief Data Scientist  
Lotame



**Mick Lynham**  
International Data Scientist  
Trinity College Dublin



**Evan Wallach**  
Director, Strategic Partnerships  
Epsilon



**Mark Baran**  
VP, Data and Analytics  
FastPay



**Jason Downie**  
General Manager, Data Solutions  
Lotame



**Thomas Levy**  
Software Architect  
Cisco



**Angela Eng**  
VP, Media & Operations  
Merkle, Inc.



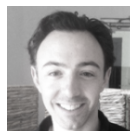
**Kelly Leger**  
VP, Publisher Marketplaces  
Merkle, Inc.



**Blair Pecka**  
Senior Director, Product  
33Across



**Madhu Therani**  
CTO  
Near



**Neal Glass**  
SVP, Data Strategy  
IDG Communications



**Ran Avidan**  
CTO  
STARTAPP

# IAB Digital Data Solutions Certification and Training Programs



## Overview of DDSC Program:

- Empower individuals, business units and companies in the digital advertising industry by providing education and benchmarks for best practices and standards of digital data solutions.

Results of the IAB Digital Data Solutions Certification Program have been promising.



- 93% of certification participants said that the IAB Certification program increased their knowledge of the industry.
- 91% of certification participants said that they would recommend it to their colleagues and peer organizations.

## Some Of Our Participating Organizations



\*Statistics from Q1 2016 Certification survey

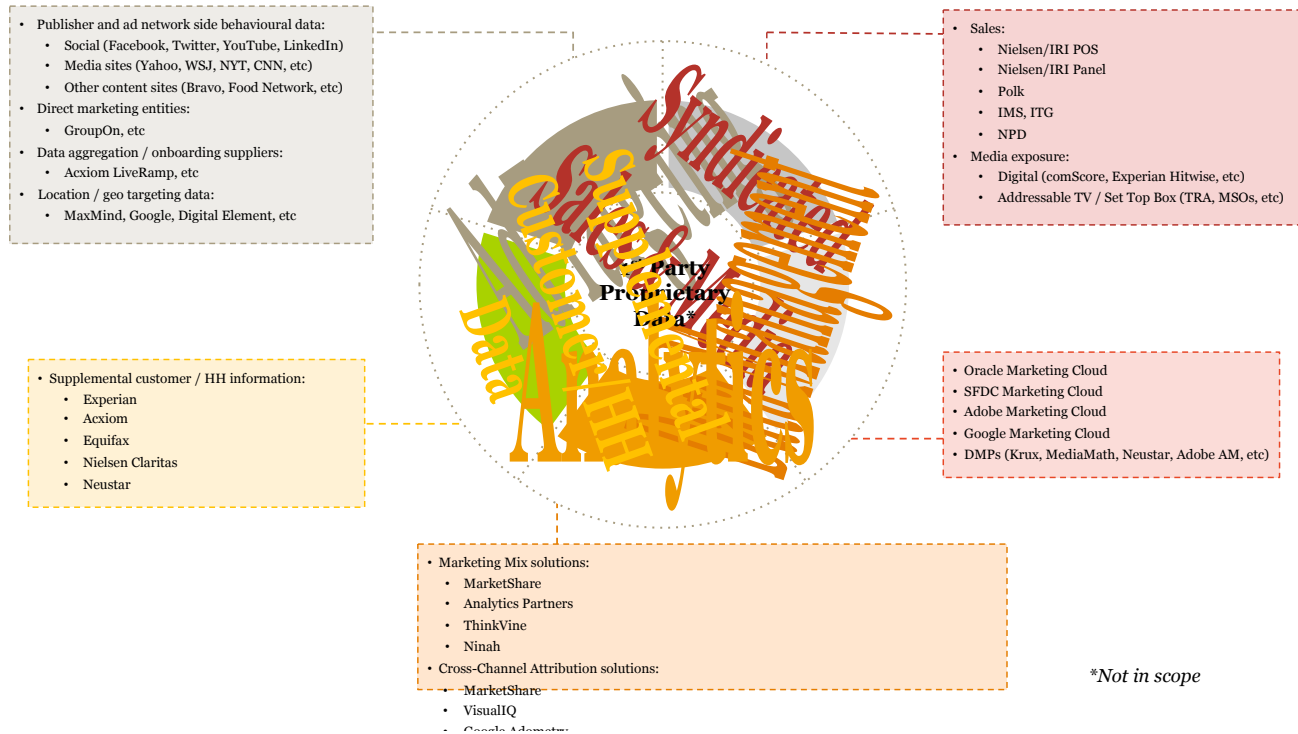


## Projects in the pipeline

- Research: Data Revenue report – Define the marketing and advertising data industry and establish value for the components and the total a la Internet Advertising Revenue report
- Data quality project – define data sources and elements of segments, establish criteria for buyers to assess and value data
- Data T's & C's and buying tools – update existing T's & C's and develop tools to make buy and selling data more efficient

## Scope

- Proposed scope includes sizing all data and data-related solutions that are sold throughout the digital advertising ecosystem, and which compliment in some way a company's existing proprietary data.
- Not in scope are any 1<sup>st</sup> party proprietary data that are not sold or made available to outside parties such as advertisers, publishers, ad exchanges, or any other potential customers. This would be data such as a company's customer sales history, churn scores, LTV/NPV estimates, loyalty card information, etc.



*\*Not in scope*

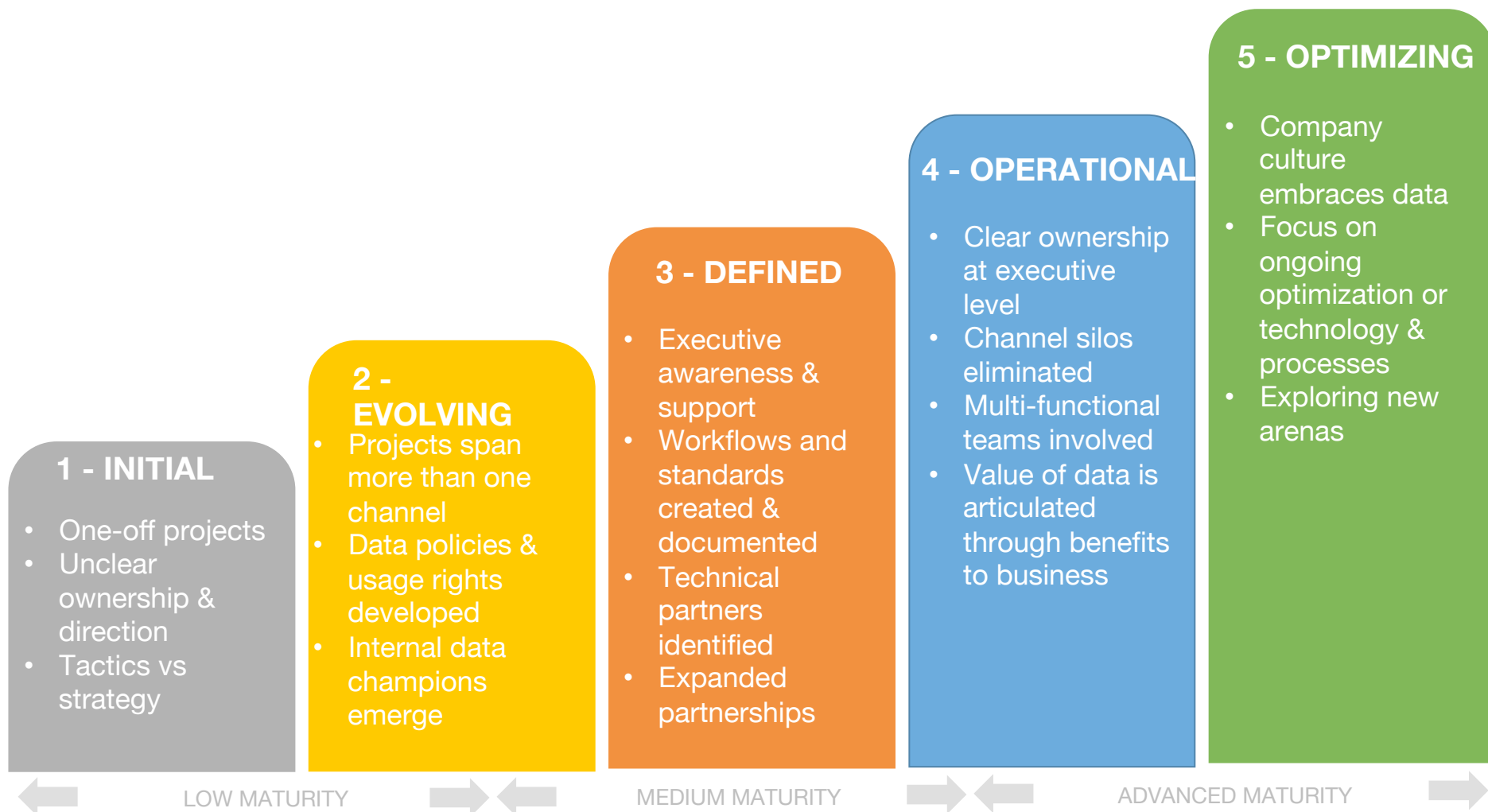
# Data Maturity Model for Digital Advertising

## Why do we need a maturity model?

- Emerging and rapidly evolving discipline
- Limited information and concrete advice on what specific investments should be made to systematically increase a company's data capabilities
- Data capabilities mean very different things on different sides of the ecosystem
- Scale, variety and pace of change of data sets that are generated across digital channels warrant the design of a specialized data maturity model that can evolve as new channels and uses of customer data become apparent.
- Both client-facing and internal tool

## What does the project entail?

- Whitepaper outlining the data maturity model and individual self-assessment checklists for publishers, brands, agencies, and data providers.
- Team of IAB Data Council members who provided input and guidance to initial documents across several review phases
- Core team included representatives from **Facebook, Xaxis, Magnetic, Lotame, BuzzFeed, Pandora, Match Media, Connexity** and **Google**







## IAB Data Maturity Model

Data Maturity Model for Digital Advertising

# DATA MATURITY

The past decade has seen companies in media, advertising, marketing and commerce rapidly transition towards data-driven enterprises with user-level data becoming the main driver of the emergence of data-driven digital economies.

The aim of this data maturity checklist is to aid senior executives in understanding where they or their clients and prospects rank and help guide further investment in implementation and strategy.

LIVE DEMO!

Take the assessment to determine your company's data maturity now.

Publishers +

Agencies +

Data Providers +

## What's next?

- Developing detailed recommendations to transition to a higher level of maturity
- Evolving and further customizing the maturity model
  - By vertical
  - By company size
  - By country/region
- Collecting case studies from companies applying the framework
- Tying into current and future IAB projects like:
  - Data quality
  - Certification

# Thank You

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