



MARTECH VIETNAM REPORT



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FOREWORDS

The theme of MMA 2021 is “Shape the Future of Modern Marketing” under the today context of technology evolving, consumer being more and more tech-savvy, yet socially conscious. Covid Pandemic has make the technology landscape, consumer behavior changes accelerating with much higher speed. The current situation has been forcing us to move faster on organization restructure, business operation reinventing. The technology and marketing technology specifically is the key enabler for organization to deliver this job to be done.

In the MMA Virtual Impact Vietnam held in Nov 2021, we have got the chance to briefly share with you from the eye of a Marketer how do we gauge the best technological change to form the impactful approach for our brands and business. We’ve shared how the marketing technology has been emerging in recent years, how it has completely changed the way we operate our business, the way we connect with consumers at real-time, with hyper-personalized/localized approach, and at the same time deliver marketing effectiveness. We have confirmed that to own the marketing technology, to create the competitive advantage, we do need to have sharp strategy which putting consumer experience at first and centered, which based on organization current reality, how we are able to invest in the future not only on technology but also human resource.

And now we’d like to introduce the Marketing Technology Report for Vietnam market with holistic understanding on What is Marketing Technology, the fundamental knowledge about the Martech including the relationship between Martech and Media development, powerful Martech tools; why organizations need to embrace the Martech and how we apply the Martech in digital marketing that covers not only Planning principles but also the Marketing Effectiveness measurement. In essence, modern marketing simply doesn’t exist without MarTech especially in this digitalized world. The MarTech landscape continues evolving and evolving with higher



speed, it’s critical for us to stay closed with our consumer, define sharp strategy to choose the “best fit” technology to our needs, make it work for us with high effectiveness. The journey is continuing.

NGUYEN THI MAI

Vice President Marketing Homecare



FOREWORDS

Due to the many stages of the pandemic, marketers are finding it difficult to position their brands to appeal to new and continuously changing customer's behaviour and values while managing new media consumption patterns and decreasing marketing budgets.

90 percent of global business executives predict pandemic-driven behavior shifts to endure post-crisis, including an increase in individuals browsing and buying products on social media and community forums. Understanding the audience beyond the screen is becoming an important part of media strategy (Kantar's Global Business Compass 2021).

It is essentially a multi-platform digital that focuses on emerging media habits in 2021 and beyond. As consumers have gotten increasingly digitalized and attain more information online, finding and interacting with the audience has become a crucial problem for all advertisers. Changes in consumer behavior during the pandemic's stages, as well as the emergence of digital internet platforms, will undoubtedly have an influence on how customers purchase and, more importantly, their brand choice. As a result, according to the Marketing Technology LandscapeSupergraphic issued by ChiefMartec, MarTech has quickly grown significantly, with over 8,000 organizations providing services.



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01

WHAT IS MARTECH?

MarTech is short for Marketing Technology, which describes the range of software and tools that assist businesses to achieve Marketing objectives.

Through the support of a marketing technology stack (a set of MarTech tools and products), businesses can connect, track and engage with their current or potential customers at every micro moment in the customer journey in both offline and online platforms, such as via websites, apps, emails, messaging, offline visits, calls and more.

Marketing today cannot exist without MarTech. Not only can businesses create, design and manage customer journeys, but they can also become more customer-centric.

MarTech has soon become phenomenal with the big explosion of more than 8,000 companies supplying the services, according to the Marketing Technology Landscape Supergraphic published by Chief Martec.





WHY MARKETING NEEDS TO EMBRACE MARTECH?

Consumers' mindsets and behaviours are impacted by the context of what is going on around them, and most recently that has been the effect of COVID-19 pandemic, which has greatly impacted everyone's lives over the last 18 months.

As a result, we have seen the growing importance of hygiene products, more people working from home across the world, more concerns about wellbeing, fears of recession, and the growing importance of sustainability. But the most important, consumers have been more connected than ever with the great help of the Internet.

Brand owners might find it difficult to keep up with all the new trends. In the meantime, it is interesting to see what the complex world of FMCG is going to look like if we embrace technology to move forward beyond the impact of COVID-19 and get ahead to the 'new normal'.

THE FUTURE IS MULTI-PLATFORM

One thing to be expected globally is that we will adopt new media habits in 2021 and onwards with a multi-platform digital focus. Consumers have started to use different digital platforms with streaming consumption being prominent in Asia: 40% are consuming more TV on demand or streaming and 38% are consuming more podcasts or streaming music.

Finding and connecting with the audience is the key challenge that all advertisers face as consumers have become more digitised and consumed more online media. Brands are competing to connect with an increasingly fragmented and newly digitised audience.

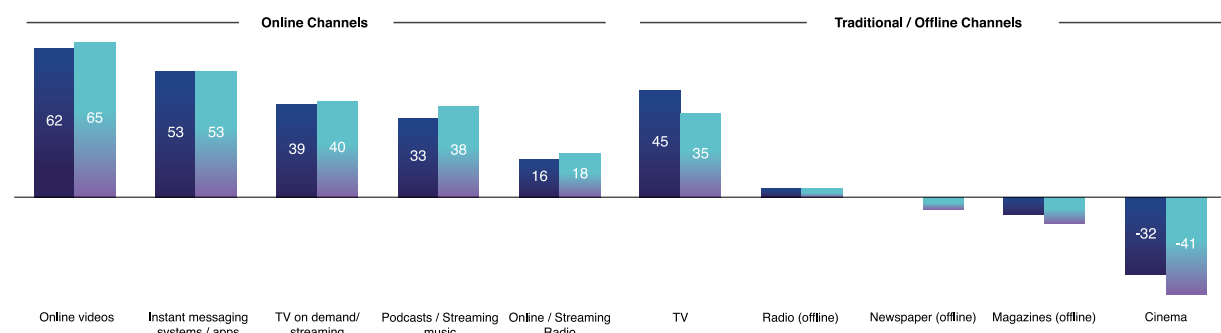
With new digital platforms entering the markets, consumers will spend more time online and less time on TV. It will be increasingly difficult to reach them with just one channel like TV. Hence, there is greater need for brands to build a channel strategy with clearly defined objectives and support from MarTech to master the media ecosystem in 2021.

We'll take our new media habits into 2021 with a multi-platform digital focus

Use of Media

NET score (Increased - Reduced)

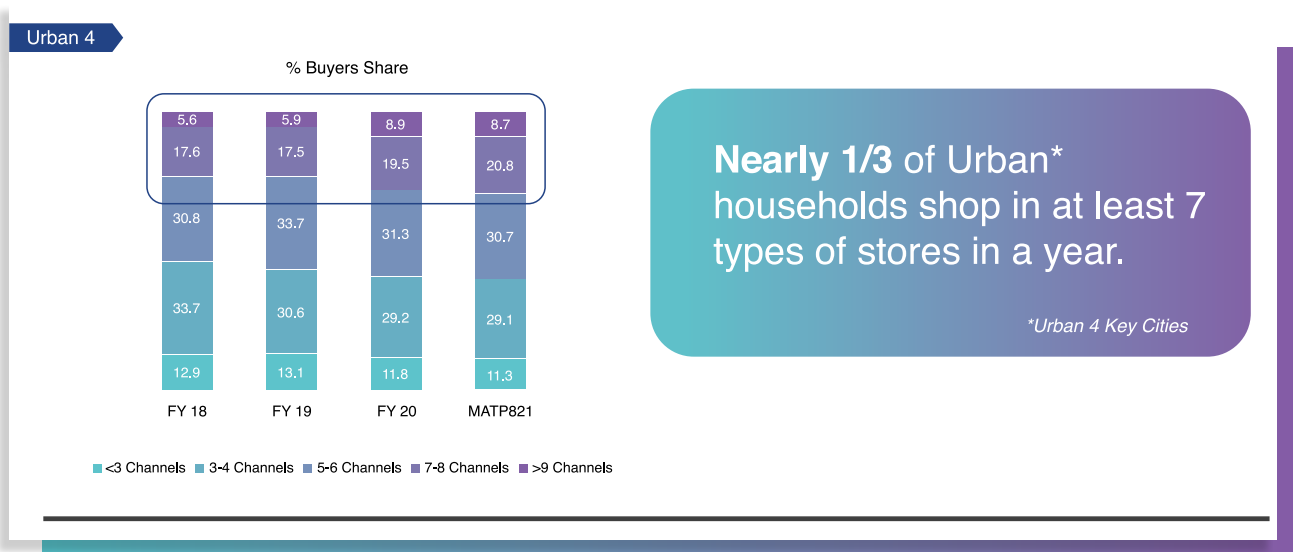
■ 2020 ■ 2021



CHANGE OF SHOPPING BEHAVIOR

According to Kantar Worldpanel Division, the average shopping trips per year for FMCG are 10 less than 2 years ago and almost 20 less than 5 years ago, but shoppers are open to spending more on each trip.

Interestingly, even within the reduced number of shopping trips, we are seeing that consumers tend to shop in new channels, that today nearly 1/3 of Urban 4 Key City* household shop in at least 7 types of stores in a year for FMCG.

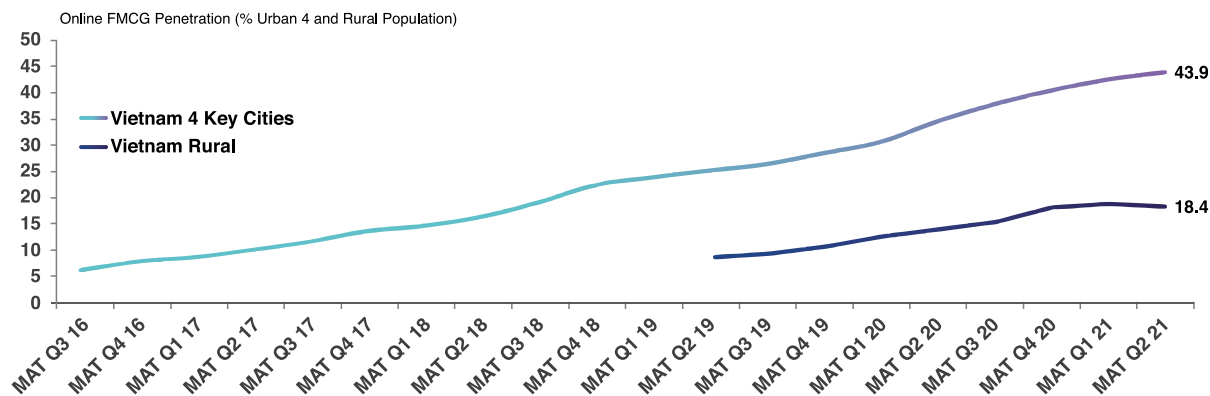


The shopping journey has evolved beyond just popping into the closest store to get everything we need and it is over the time when a brand could simply target its shoppers with a large TV campaign. The retail landscape has become increasingly fragmented and complicated, making it so critical for marketing to evolve and embrace MarTech as it can help brand owners stay data-driven in a context where data is currency.

THE GROWTH OF ONLINE SHOPPING

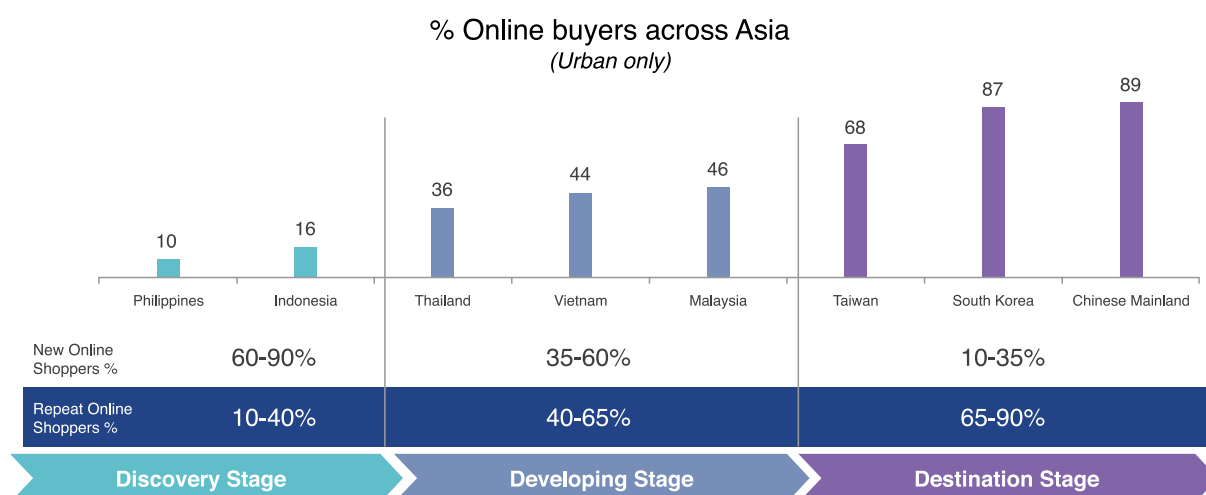
From the changes in shopping behavior, Online channels have benefited the most, as they have been growing both significantly and consistently in the last 5 years. In the recent Kantar Worldpanel report "Winning Omnichannel Asia Module 2", it shows that in Asia, E-Commerce has grown by 27% versus a year ago, whereas in Vietnam today we see growth at double the rate (56% year on year MAT October 2021).

The development of Online is already at a stage where it's no longer exclusive to a niche set of shoppers. For FMCG, it started as a channel for young, connected, affluent consumers to buy personal care and other individual categories. But now the channel has reached almost 50% penetration in Urban Vietnam, which means that older consumers also shop online, and the channel is becoming more popular for more types of products. Online growth is also not limited to Urban areas. Up to one fifth of rural shoppers also shopped for FMCG online in the past year.



Despite the growth, we are still far from the ceiling, as Online channels' contributions are expected to double by 2025. This means a huge opportunity is still ahead of us, as today Vietnam sits in the 'destination' stage of eCommerce development where customers have become more accustomed to shopping online and are building their habits and repertoire with this new way of shopping. This means that the proportion of new shoppers could reduce to 35–60%.

No matter what, it is always important for platforms to build ease of usage to drive stickiness during this stage. The key of that is to drive penetration by retaining shoppers Online as well as recruiting new shoppers, as the double jeopardy holds. Higher penetration also means greater loyalty and frequency. With 44% penetration in Urban, E-Commerce in Vietnam is rapidly growing. Therefore, the focus will be on both winning new shoppers as well as increasing the level of repeat shopping online.



Source: Asia Omnichannel 2021I Module 2

To put a tick on both objectives and unlock further growth, we need to embrace MarTech to help keep up with consumers on this newly changing journey, where the growth of digitalisation shapes the future of shopping and influences consumers throughout the marketing phases of Attraction, Attention, Acquisition and Adherence.

Traditionally, shoppers become aware of brands through the media and go through a consideration process of researching the product and comparing it with alternatives before making a purchase, a linear journey where trust is low.

In a digital world, E-Commerce is able to change the shopping journey, allowing decisions to be made at a faster pace than before. Shoppers are exposed to brands through social media or other digital platforms, either shared by key opinion leaders or their circle of friends and family. This familiarity allows the barrier of trust to be overcome, and shoppers can then click a link and be directed to the purchase page on an E-Commerce platform. From awareness to purchase, all happens digitally and within a fraction of the time taken via traditional linear journeys. They are built on the foundation of trust, from the recommendation to the platform, to payment.

03 MARTECH FUNDAMENTAL KNOWLEDGE

Now that we are on the same page with the importance of MarTech, the only thing left to do is to understand the core of it, in order to unleash MarTech's full potential of weaving data and technology to offer a seamless and connected customer experience.

EMERGING TECHNOLOGY TRENDS THAT WILL ACCELERATE MARTECH

In today's world, the advancement of technology is increasing every day, and with the growth of MarTech are the emerging trends that will dominate the Marketing environment in the next 10 years.

THE INFLUENCE OF SUPER APPS


Due to the impact of Covid-19 pandemic, we have seen the rise of super apps have changed the way customers buy everyday commodities ranging from food to transportation, to electronics. With their diverse choice of products, accessibility, and ease of payment or fulfillment, marketers have resorted to e-market place app platforms to contact customers.

MarTech solutions in eCommerce, Customer Experience, Content Management, and Customer Data Management will need to adapt to ensure seamless connectivity with these e-marketplace apps.

NO MORE COOKIES IN THE WORLD

In 2022, Google will block third party cookies, which requires Marketers to find alternative solutions for tracking and targeting effectively.

With the aim of gaining long term benefits, many businesses have invested a lot in Data Management



Platform (DMP) and Customer Data Platform (CDP) in order to build up their own first party data by using email addresses/mobile phone numbers, or using first party cookies.

THE RISE OF POINT - SOLUTIONS

The proliferation of MarTech has resulted in a surge of point-solutions, or specialized solutions that handle a specific marketing need.

Rather than relying on a single omni-solution provider to fulfill a wide range of functions, we are seeing a plethora of cloud solutions that solve specific problems such as reporting, data consolidation, creative management, customer experience, and productivity, each with simple onboarding, ease of use, tiered pricing, and the ability to integrate with different platforms via APIs.

DECISION MAKING HEAVILY RELIES ON DATA

Data driven insights with the support of AI and Machine learning will remove the guesswork from most consumer interactions, making them more consistent and less obtrusive.

Internet of Things (IoT) networks and connected devices such as wearables, smart refrigerators will be a critical component of the consumer journey and supply the real time data.

Besides, MarTech also has a great impact on Brand Building, Product Development, Lead Generation and Cost Optimisation.

All of this will help marketers to easily create individualized marketing programs for each customer and improve their experience by understanding how products are used, which features are most essential, how the brand fits into the ecosystem of connected devices, and, most significantly, what other products and services may be promoted.

NLP, AR AND VR

Augmented Reality (AR), Virtual Reality (VR) and Natural Language Processing (NLP) will play a key role in augmenting the marketing of tomorrow.

SECURITY AND PRIVACY

Technology is deployed to create seamless experience for customers at any stage of their journey, therefore, marketers will have to invent new ways to discover, attract and persuade customers making purchase decisions but in the control of global privacy and identity regulations.

Everything related to the brand's purpose-driven interactions must be transparent.



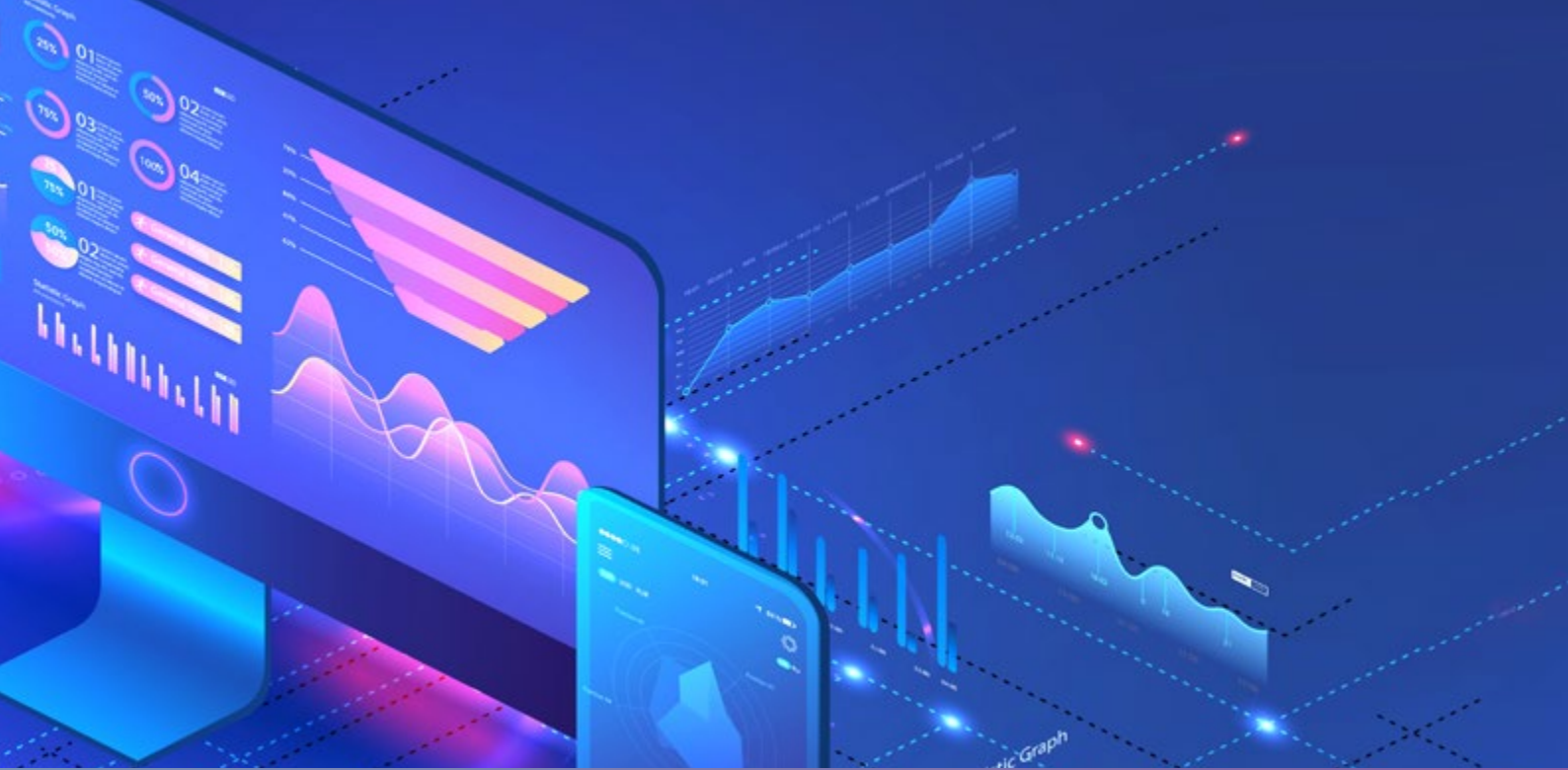
THE RELATIONSHIP BETWEEN MARTECH AND MEDIA DEVELOPMENT

Technology is changing our world, as well as what data we can collect in an addressable world and how we plan Marketing. The main aim has not changed, but how it is being done has changed in every way.

As more customers go online, conduct digital transactions, and connect through multiple digital touchpoints, businesses are able to collect a plenty of customer data, behaviors, and preferences. With the data driven marketing, the ways Media applied are also ranging from targeting, buying media to optimizing, which guarantees the seamless experience for customers through automation, personalisation, customisation, and optimisation.

THE CURRENT MEDIA PLANNING	THE NEW MEDIA PLANNING
Targeting Proxies	Targeting Proxies
Purchase Funnel	Personalized Journeys
Channel Optimisation	Holistic Optimisation
Ad Placement	Dynamic Content Distribution
Buying guarantees	Outcome Guarantees

However, technological advancement also challenges media in terms of attribution and conversion tracking. In an increasingly connected world where consumers use several devices, it's tough to identify users across devices, making it harder to target, identify frequency cap, and attribute conversions across devices. Till now, we have no scalable solution in the market that can accurately track this. That being said, interstitials, video and audio are the trickiest, since the ad is generally aired 10-30 minutes after the request.



Meanwhile, Apps and Browsers using different methods for identifying users have created several issues. We cannot re-target for and identify frequency caps of the same user across apps and browsers. We are also unable to track app download conversions on iOS devices when a user clicks on an ad in the browser.

The only feasible solution right now is investigating raw traffic requests to map traffic originating from the same device. However, media-focused marketers should pay more attention to MarTech in the upcoming years, since MarTech now goes even farther than just applying greater automation and data to trading-related operations. The technology is going to deliver solutions that assist marketers in managing all of their internal operations and customer engagements.

If applied well, MarTech could improve the efficiency and effectiveness of marketing operations, allow the use of higher quality data in the decision making process, and better tie media executions to evolving marketing goals.

Another advantage of MarTech is the Data-Driven Marketing (DDM) Approach. Due to the advent of modern technology, marketers have such power in hand to precisely and granularly analyze consumer behavior and journey, acting as the catalyst of various creative marketing strategies in this age.

In addition, this will help advertisers respond immediately to the current latest trend. Therefore, call-to-action messages will be personalized, and the customer experience will be enhanced since the consumers will feel related to and care about the brand. As a result, ROI could be maximized exponentially.

In addition to supporting brand owners to communicate the right message at the right time, DDM can offer other beneficial impacts on gaining the right customer insights:

- 1 Real data could adjust the current marketing plan, catering to the customers' expectations and engage with them in an exciting way, forming an inextricable bond between brand and consumer.
- 2 The hidden potential channels will be revealed for the marketers to place their promotional messages. Thus, brands could shorten the consumer journey and minimize the cost of marketing.
- 3 A holistic view on potential customers helps marketers identify the marketing strategy to stimulate the consumer buying power and trigger the consumer pain point. That to be said, DDM helps solve the recent thorn issue of consumers feeling frustrated seeing the irrelevant ads, which leave a bad brand impression towards consumers' perception.



HOW TO IMPLEMENT MARTECH?

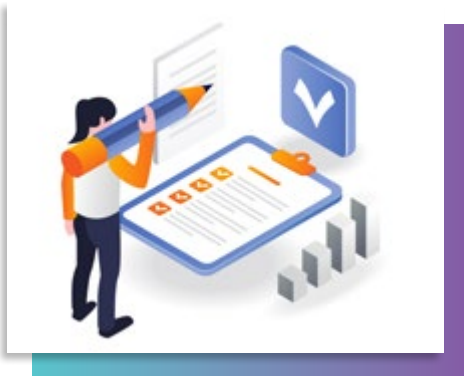
To prepare for implementation of MarTech, businesses must first determine their level of MarTech maturity state.

There are 6 detailed parameters in the MarTech maturity framework to assess the level of customer marketing maturity of businesses, including Customer Strategy, Data Maturity, Technology Maturity, Analytics Maturity, Campaign Maturity, Digital Maturity

And the overall maturity will be classified into 5 levels below.

LEVEL	DESCRIPTION
Initial	MarTech maturity exists, but it is underdeveloped.
Nascent	Business unit driven, Siloed approach, Tactical and Processes are not defined. Some infrastructure is put in place.
Emerging	Enterprise level coordination starts. Standards are being put in place. Still largely driven by a few cheerleaders.
Connected	Enterprise framework is operational. Defined standards have large scale adherence. Infrastructure is consolidated.

The following checklist can be used as guidance to pre-implement MarTech



1 ALWAYS START WITH THE STRATEGY

Marketers have to first clarify business objectives, operating models to achieve the objectives, target the right customers with detailed customer personas and plan the right method to communicate with them.

Moreover, identifying and closing current gaps is critical to provide seamless experience and obtain expected outcomes after the implementation of MarTech.



2 LEADERSHIP ALIGNMENT

Make sure there is senior leadership alignment with the overall strategy. All the CEOs, CMOs, CIOs, and CDOs need to participate. A collaborative culture, common ownership of KPIs, and effective governance mechanisms must be entrenched in the operational model to accomplish this.

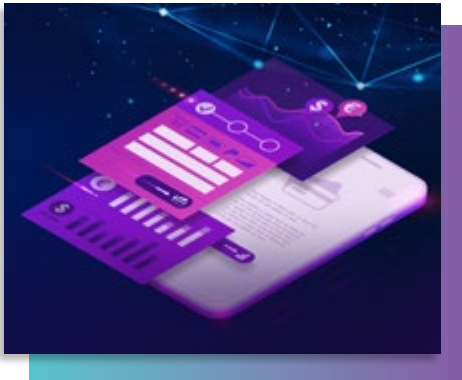


3 ASSESS CURRENT MARTECH MATURITY



4 EVALUATE THE CURRENT MARTECH STACK

We should check the usage of the various tools in the stack, assuring if the required specific features are working, the easy integration with other platforms and if the usage leads to a better connected customer experience.



5 ALIGN MARTECH PURCHASE TO A MANDATE

The tools required for your marketing stack will always be determined by strategy and goals. Thus, before choosing any solution (tools, service vendors or partners), organisations can refer to these principles:

- **Technology:** whether its core functions meet the needs and match well with current platforms or tools. For example, it enables us to consolidate all of your customer data from various systems (CRM, DMP, ESP, and others) and touchpoints (web, advertisements, email, offline, and more) into a single location. Moreover, the tools can use AI, machine learning, and predictive segmentation, and forecast client intentions based on prior behavior.
- **Simplicity of tools:** The tools need to be easy to use and help automate manual procedures.
- **Market support:** Do they have local technology partners?
- **Innovation:** Consider how much MarTech do vendors invest in product development? What is the frequency of their releases? Do they have user groups or another means of receiving feedback? It is beneficial to engage with organizations that will continue to develop and grow their products.
- **Focus on Key Metrics:** Maintain your emphasis on measures that disclose your ROI, as well as any indicators providing a true picture of consumer value and satisfaction.



6 BUDGET

What is the available budget for carrying out the strategy?

Remarkably, the total cost of applying new tools always involves training, integration, support and upgrades. It is costly that organisations even need to break it down into yearly or monthly subscription terms.

Hence, for organisations to get better ROI in the long term, it is essential to have the investment planner thoroughly.

It is important to note the common reasons making MarTech fail during implementation, which can be found in the list below:

- Lack of clearly marketing strategy
- Lack of understanding of their customers
- Lack of understanding of customer journeys
- Lack of competent personnel with the right skills
- Lack of clear goals and KPIs
- Legacy systems and multiple silos
- Poor budgetary allocation
- Lack of proper coordination between CDO, CMO, CIO and CISO
- Lack of cross Organisation Alignment

To conclude, there are a variety of technologies that marketers today can utilize, and choosing an appropriate MarTech stack is critical. The selection process starts with a business purpose, then analyzing the current tools, finding gaps, investing in the proper supplementary tools, building acceptable procedures, and preparing the people are all part of the process. All of these are ongoing actions that must be carried out by a core cross-functional team (Marketing, IT, Sales, HR) with clearly defined roles and responsibilities.

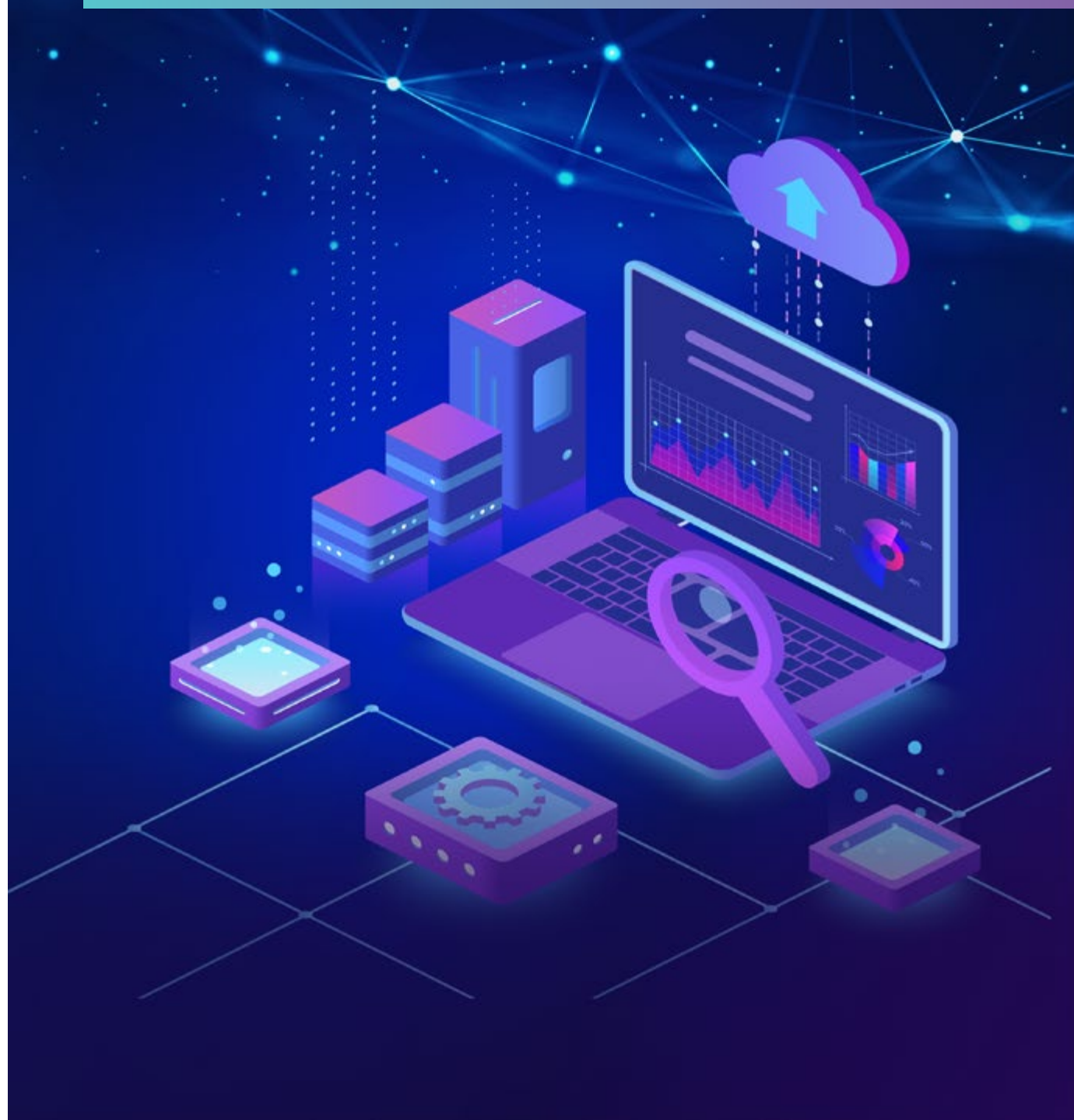


MARTECH STACK

MarTech Stack is a set of MarTech tools or products to optimize your business growth by optimising your customers' experience.

In the MarTech stack, the tools should be in line with the overall plan and should complement one another in terms of harmonizing the various departments like Marketing, Operations, Sales, Digital, Finance, IT and Analytics.

We can categorize MarTech tools into 6 groups, including Advertising & Promotion, Content & Experience, Social & Relationships, Commerce & Sales, Data and Management.





ADVERTISING & PROMOTION

MarTech advertising and promotion technologies enable us to use platforms for paid digital advertising such as programmatic, social, and search advertising. These solutions assist us in the optimization, audience targeting, dynamic creative optimisation and automation, campaign administration, and reporting.

For example, The Trade Desk, Criteo and Adform.



CONTENT & EXPERIENCE

Discovering the suitable topics to create content, doing SEO for content landing pages, personalizing creatives and content, amplifying, etc., are some of the applications of MarTech tools in the group Content & Experience.

For example, IMmediate, Outbrain, Taboola and Adzymic.



SOCIAL & RELATIONSHIPS

There are many Marketing tools available for Social & Relationship management, including Social media management, Social listening, Online conversations with the help of chat box, Influencer marketing tools, Live events, Email marketing, and Call management.

For example, Buzzmetrics, MailChimp, Fanpage Karma and Social Baker.



COMMERCE & SALES

Commerce & Sales MarTech technologies allow marketers to manage and automate procedures for executing sales and customer management. Marketing teams, for example, send promotional content to the customer database, then responses can be tracked and classified depending on customer interest. Then, Sales team can follow-up with the potential customers or re-target the current customers.

For example, Collabspot, Pipedrive, Salesforce, HubSpot, YellowMessenger and Cognigy.



DATA

MarTech technologies help marketers to collect audience information and provide quick access to obtain insights and visualize data so that decisions can be effectively made. We can refer to tools such as Customer Data Platforms (CDPs) and Data Management Platforms (DMPs), as well as online analytics software and predictive analytics.

For example, Adzymic, BlueKai, Lotame and Tealium.



MANAGEMENT

Management MarTech technologies improve collaboration, communication, and project completion within your business. Project management, time tracking, recruiting, communication, and financial management are examples of MarTech management systems.

For example, Asana and Slack.

04

HOW TO APPLY MARTECH IN DIGITAL MARKETING?

The role of MarTech in business, especially digital marketing, today is inevitable. Good application of the technologies is the key for organisation growth in this new and complex digitalised world.

In order to make the most of MarTech, there are key planning principles and a measurement of media effectiveness that have to be followed.

KEY PLANNING PRINCIPLES

Major factors of planning in a digital-first world.

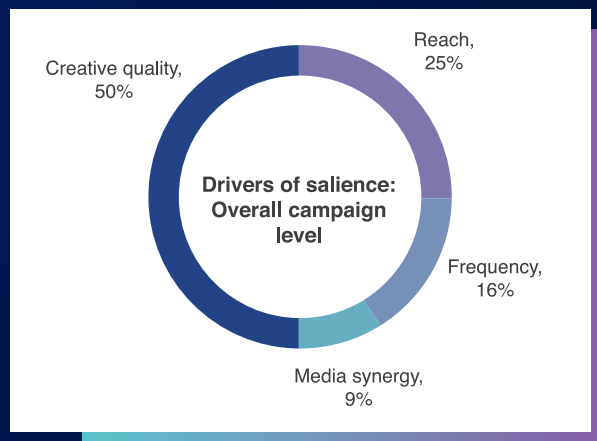
1

ROLE OF CREATIVE AND MEDIA

From the Global CrossMedia Database of Kantar, CREATIVE QUALITY stands out as the single largest driver explaining growth in Brand Exposure, posing the question if we are really investing enough time and budgets to ensure an incredible quality of creativity.

Still, it only accounts 50% of campaign effectiveness, the other half relies on media play with REACH is the most important driver followed by FREQUENCY and MEDIA SYNERGY.

It is safe to say the role of creativity and media have the same importance in the digital-first world. If strong creativity is built consistently across touchpoints, approaching the right target with applicable repetition, the campaign's success is guaranteed.



Source: Analysis of Kantar global CrossMedia database (151 campaigns)

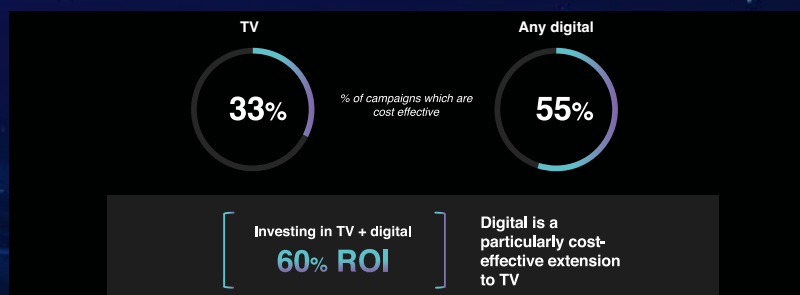
IN DIGITAL, CREATIVE AND MEDIA PLAY HAVE THE SAME IMPORTANCE

2

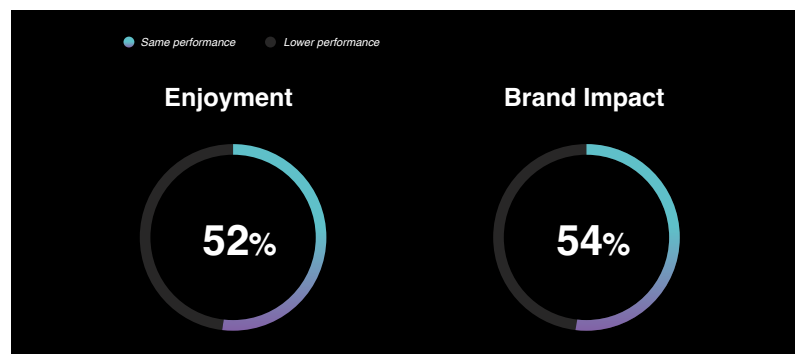
ROLE OF DIGITAL VS TV



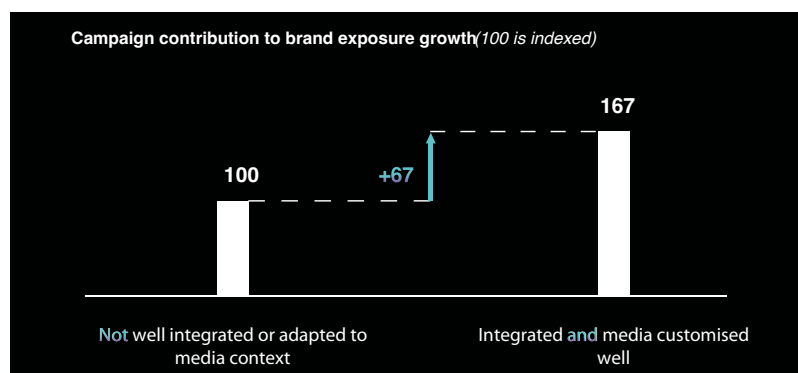
With the media consumption habits shifting dramatically and media budgets shrinking, ad placement and investment to maximise effectiveness is crucial, making a significant rise of digital advertising, which is generally more cost effective than TV according to Kantar's database.



- B** Transference from TV is like flipping a coin; you only have a 50% chance of getting the same performance when putting a TV ad on digital.



- C** Customizing content for digital platforms will increase campaign impact by 67%, and using the same TVC on digital platforms should be avoided at all times.



3 GUIDELINE AND IMPACT OF DIGITAL

Facebook and YouTube complement each other. Facebook can be good for increasing awareness, while bumpers will play a good role in increasing purchase intent and favorability. YouTube bumper has an advantage in impact beyond awareness, with sufficient time to communicate messaging by forced view with sound on.









FACEBOOK	YOUTUBE
Consumer centric content generate more engagement.	Consumer centric content have higher completion rates.
Don't just rely on the logo, brand at the center of the action.	Engage in 5 secs or less, not with a logo, but with a story.
Use "Visualporn", hook viewers in visually.	Long videos focus on storytelling and brand to boost TOM.
Customization to platform is key.	Bumper Ads focus on the product to boost Purchase Intent.
Static content must be simple and clean.	Optimise phasing: start with long, follow with short.
No subtitles, action should speak muted.	Music and audio multiply impact.

All Youtube lengths have their own role. Bumpers are very good in awareness (with high reach and frequency), creating impact on Purchase Intent. Long forms are more memorable, having a high impact on TOM.





Average Uplifts %	Moving Billboard*	YOUTUBE		
		Youtube Bumper	Youtube 10-30s	Youtube More than 30s
Total Unaided Awareness (Unaided Awareness and TOM)	+17%	+11%	+9%	+12%
TOM	+20%	+8%	+14%	+22%
Association	+2%	+5%	+3%	+4%
Purchase Intent	+2%	+6%	+5%	+3%
Brand Favorability	+2%	+8%	+4%	+3%

ROLE OF CONTEXT

Consumers have very clear opinions about the personalities of media brands, the strength of which impacts “medium as message”.

Brand	Archetype	Description	Strength of Archetype
 TikTok	Joker	Fun, Playful	Highest ↑ ↓ Lowest
 SnapChat	Joker	Fun, Playful	
 Google	Sage	Knowledgeable, wise	
 amazon	Expert	Competent, efficient	
 facebook	Networker	Friendly, warm	
 Instagram	Enchanter	Desirable, sophisticated	
 Twitter	Sage	Knowledgeable, wise	
 YouTube	Joker	Fun, Playful	Lowest

There are some hard and fast rules we know are key to each platform, each with their individual strengths and unique contexts:

-  **Facebook** - You need to grab attention by having a clear focal point and going beyond the ordinary. For example, it is hard to slide through unexpected situations, like a packet of crisps on fire.
-  **Instagram** - Image quality is king. The platform is built on visual appeal, so composition and aesthetics become even more important to capture audience attention. Even simple products such as food and drink need to be creatively appealing whilst still communicating the brand. Starbucks has done this well with a clear visual and the brand present; no text required!
-  **Twitter** - It is more about telling a story, using not just the visuals but also your words to create a clear narrative. Videos and gifs can help to grab attention. The Converse Twitter feed is a best-in-class example worth checking out. The “find your lane” idea is quite powerful. And then it’s brought to life with a striking visual.
-  **Snapchat** - It is all about entertainment, where you have 100% visual attention on screen. The Deadpool example is a great example of the advertiser designing ads specifically for the platform, even having Deadpool with the flower garland filter. This resulted in a 10 point lift in brand awareness on top of a 78% baseline and a 44% lift in movie views.

MAXIMISE SYNERGY

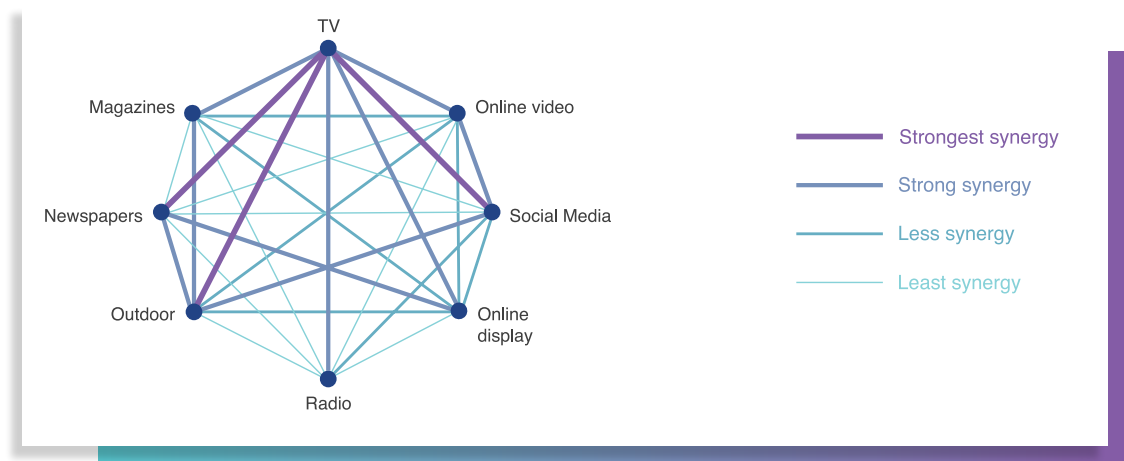
Synergy is key to overall campaign performance, defined as campaign effects attributable to people being exposed to ads in more than one channel.

Synergy will become more important than any single channel or the collective weight of all channels put together. To achieve “best-in-class” marketing, the industry agrees that the focus needs to be on cross-channel and cross-device, rather than any individual channel.

To maximise synergy in marketing campaign, there are check-points to follow:

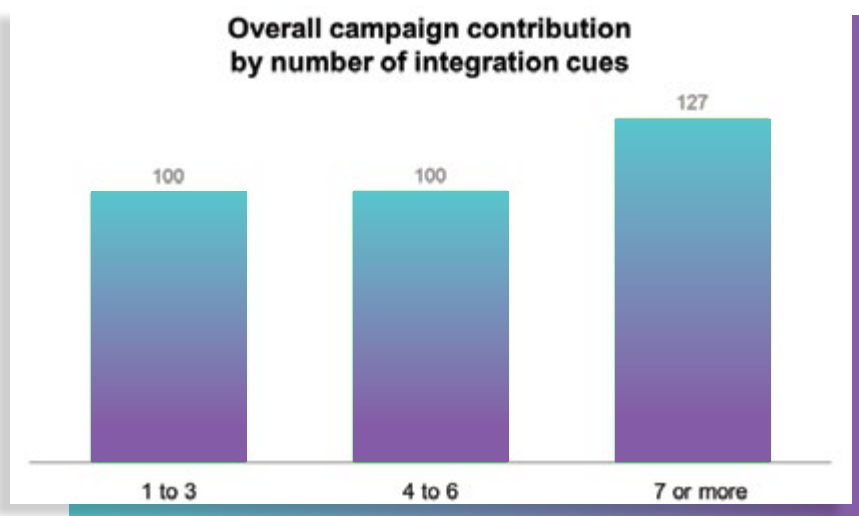
1 ROLE OF CREATIVE AND MEDIA

There are touchpoints that are better at giving impact to other touchpoints and there are also those with low synergy impact.



2 ASSURE CONTENT SYNERGY

All brand cues contribute positively to campaign effectiveness, and the more cues the better. Consistent characters or personalities are cues that most help brand impact, differentiating the best campaigns from the rest.

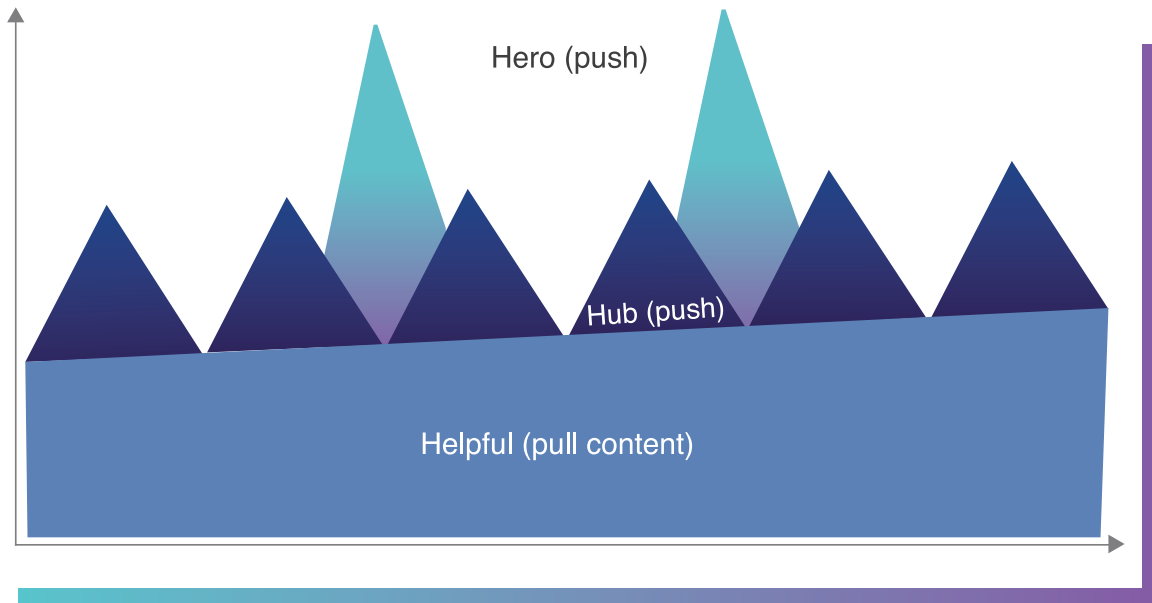


This doesn't mean replicating the same material across channels, but rather ensuring that key brand elements such as call-to-action phrases, logos, brand colours, etc. are similar across the touchpoints utilized for the campaign.

3

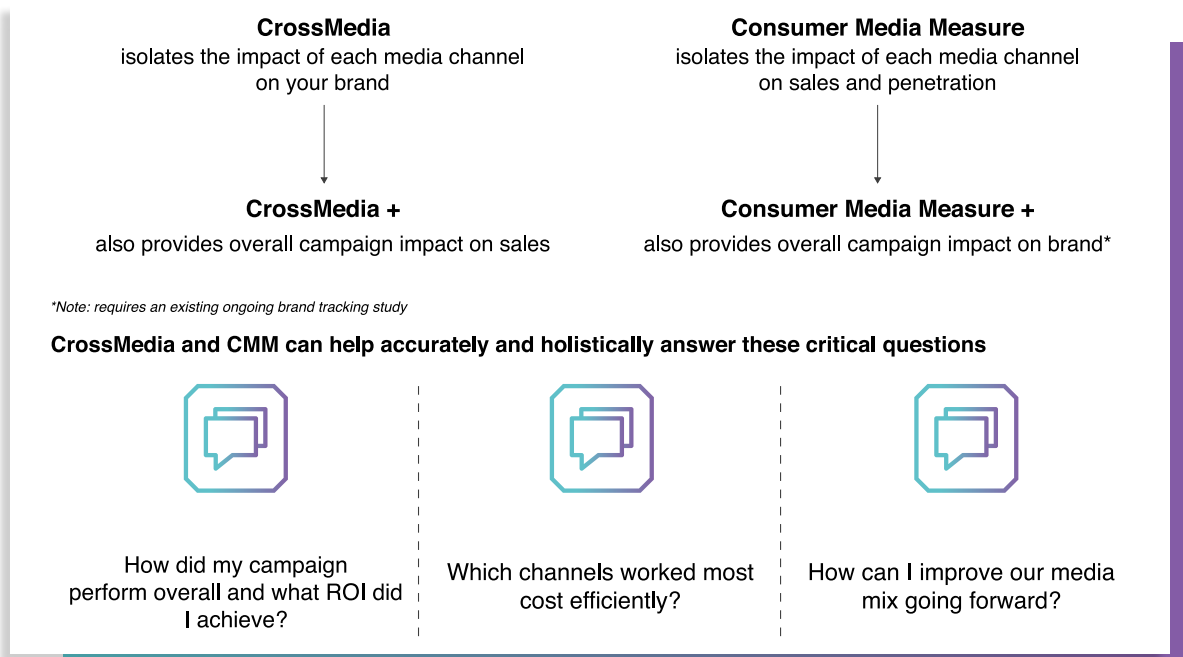
UNDERSTAND ROLE OF CHANNELS

To make the most of each channel, an ecosystem where each digital touchpoint plays a clear role should be created, classifying your content and channels by Hero, Hub and Helpful, and making sure you have pulled and pushed content into the right channels.



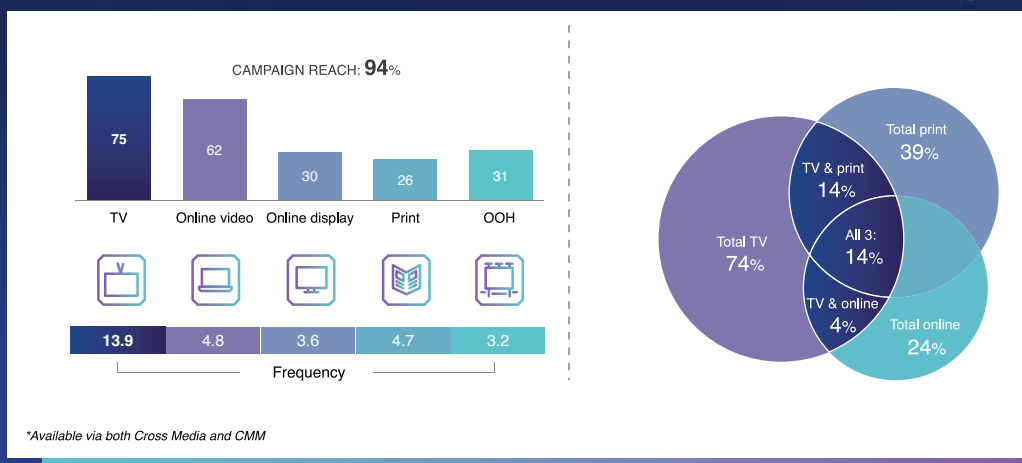
MEDIA EFFECTIVENESS MEASUREMENT

An overview assessment of Media Effectiveness requires an integrated approach to measurement, which has now been streamlined by Kantar into solutions of CrossMedia and Consumer Media Measure (CMM).

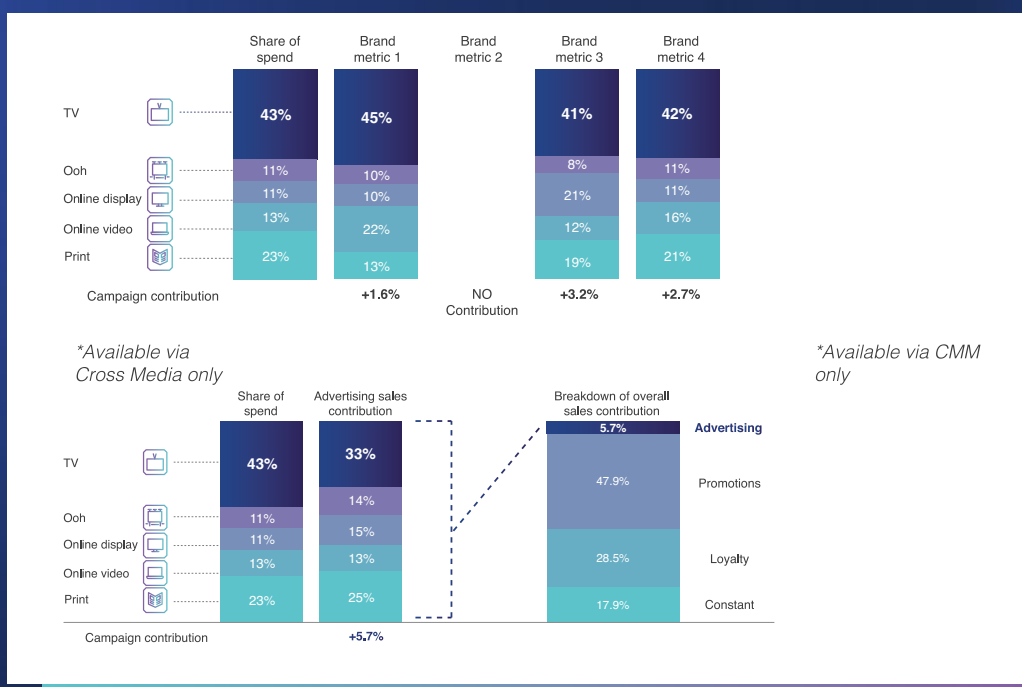


CrossMedia and CMM can help accurately and holistically answer these critical questions:

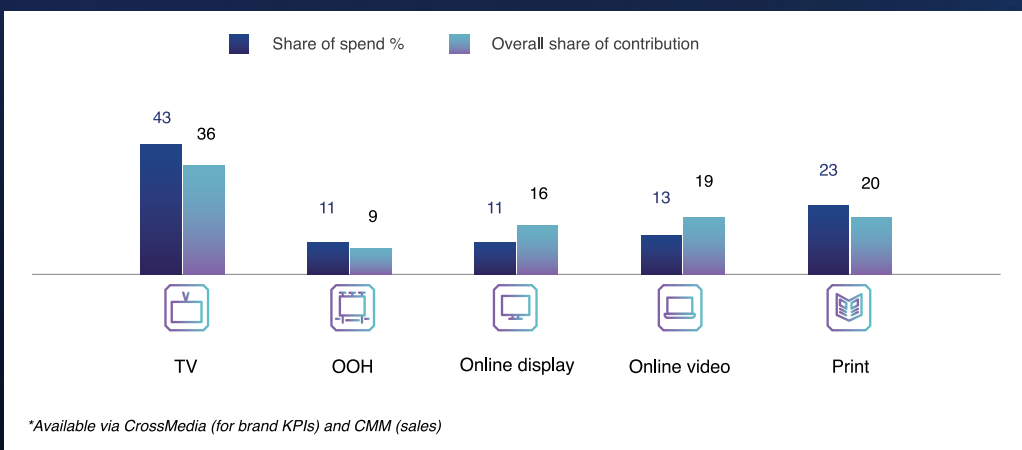
Both will start by estimating your campaign exposure across channels:



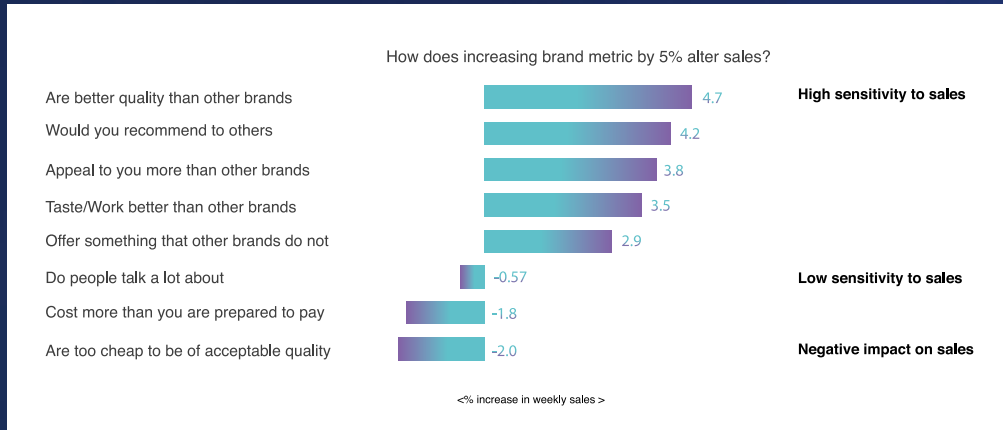
CrossMedia then models channel contributions to each brand metric, while CMM models channel contributions to sales (for advertising and other influences).



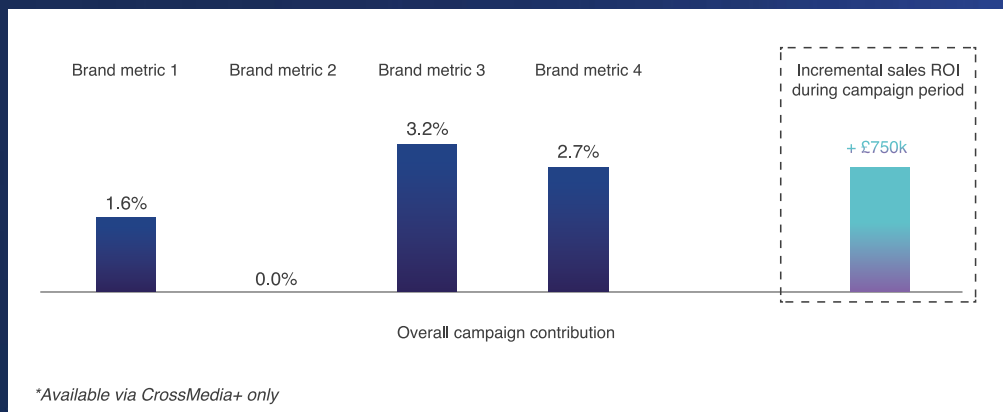
Both compare contributions with spending to establish efficiency. While CMM is based on sales contributions, CrossMedia is based on brand contributions.



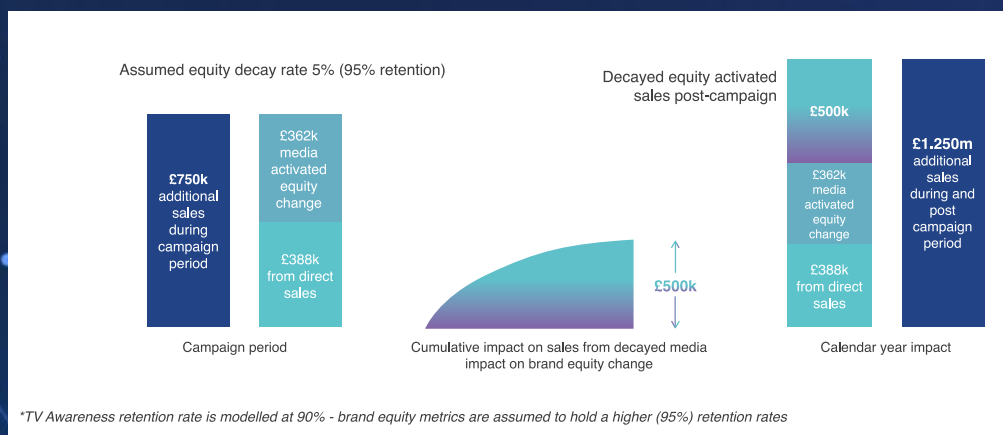
CMM+ explains the relationship between brand equity and sales. It helps identify the brand metrics with the highest sensitivity to sales.



CrossMedia+ provides an overall ROI summary to add to the brand learning,



While CMM+ provides overall ROI which can also be split into short and long-term ROI.



In summary, there are ground rules for marketers to follow in order to apply MarTech in Digital Marketing:

- 1 Be digital first:** Do not adapt but create an ecosystem that brings a consumer a seamless never end experience.
- 2 Context is key:** Content will be different and work in different context, we also need select the right platform to reach.
- 3 Synergy maximizes your ROI:** The right combination of media, with the right role will multiply the effectiveness.
- 4 Test to maximize your media investment,** even if production costs are low, consumers' attention is not cheap.
- 5 CrossMedia and CMM** provide an integrated view of media effectiveness and enable both brand and sales impact to be assessed.

WHAT FUTURE HOLDS

The MarTech landscape is growing at an exponential rate, and there's no sign of it slowing down any time soon. Whether you're looking to automate processes, optimize and convert leads, analyze and measure campaigns, or enhance customer experiences through personalization, building an integrated marketing technology stack is critical. As businesses shift more of their marketing to digital rather than traditional means, the emphasis on implementing technologies that aid these means will—and already has—become more pronounced.

With these implementations becoming a more and more important aspect of marketing initiatives, businesses are frequently asking themselves what MarTech equipment they need and why MarTech will benefit their specific objectives.

This is even more the case when the importance of data is considered in informing campaigns and strategies—the ability of MarTech tools to aggregate and analyze information is key.

After learning about MarTech, each business should identify where they are in the MarTech stage, then make appropriate internal changes to bring MarTech into the daily marketing operation. Furthermore, to operate and monitor MarTech, one business should consider clear and proper professional human resources plan, including talent recruitment and development with most updated attributes: open-minded thinking, growth mindset and digital savvy.

Last but not least, it is necessary to observe the changes of martech to have suitable adaptive solutions, bringing business more relevant to newer stages of internet: collaborative experiences (AR, Metaverse) & Internet of Everything.

It's also not difficult to envision a future in which MarTech takes a true multi-dimensional approach not only to its users but also to its audience. Even the most comprehensive solutions currently hit their limits when it comes to managing all of digital marketing efforts.

We are looking at a future in which our Martech becomes a platform of choice for us to direct and adjust every aspect of our strategy, ultimately leading to a system that enables to provide outstanding brand's communication and deployment. Moving forward, it is expected that more businesses to bolster their MarTech stacks as investment in digital marketing, serving for the growth of purpose-led and future fit brands and products.

THANK YOU

