

WINNING WITH

DATA

The CXO's Handbook →
2023

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FOREWORD



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“INTRODUCING DATA SYMPHONY – MELODIES OF 1ST , 2ND & 3RD PARTY DATA IN PERFECT HARMONY ”

It's time to strike the right chord with data and craft a harmonious symphony - a reliable bridge between brands and customers. Data is a key currency for brands. 'Winning with Data: The CXO's Handbook' enables you to leverage it as a source of competitive advantage in a privacy-first marketing world. It is an output of tremendous hard work and effort in collaboration with our data partners and data council to bring to you a cutting-edge resource to thrive in the data-first world.

Data can be broadly classified in three buckets - 1st, 2nd, and 3rd party data. These data types can be used by firms to understand their customers and their probable intents, draw inferences, and refine their strategies. A strong data strategy can help organizations create a triple data advantage and stay ahead of

the curve. Whilst its expensive to build data at scale, it can be utilized efficiently to drive business growth and retention through deep value exchange between brands and consumers. However as a rule of thumb, it costs five times as much to acquire a new customer, than to keep an existing one. Effective use of FPD can double the incremental revenue by delivering meaningful experiences in a privacy safe way.

Consumers are willing to part with data when they have control and a choice over their data with business they trust. Trust is a brands most important asset. A privacy first approach and privacy safe measures enables brands to nurture it. Currently the gap in privacy maturity is significant and requires work.

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FOREWORD



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The data collection quality can range from golden data having a wide range of consented attributes to medium quality audiences comprising having 2-3 PII of the consumer or low quality where firms have incomplete records or no PII data. Hence it's crucial for organizations to have a comprehensive data management approach to build golden data in order to make data-led brand outcomes a reality.

This requires organisations to have a long term vision and be equipped to refresh first party data across its life cycle continuously enriching it with 2P and 3P campaign data using right tools and partnerships . Thereby creating an agile and ideal framework and tech to stitch the life cycle journey and continuously borrowing intelligence for second party segments to scale as well as drive retention and growth .

India is a large market and consumers can be classified as Bharat 1/2/3 as per their affluence. Many brands need all types of customers, with an audience data first marketing approach can have different strategies for each customer segment .

The tools and resources available to digital marketers today can create more opportunities to connect with customers than ever before – all with data privacy in mind. Hence to create the right data symphony by building a robust data strategy, privacy safe measures, partnerships and capabilities that can deliver data driven outcomes across the customer life cycle makes Win with data – your go to resource to take robust data driven decisions , be inspired and to learn from experts on how to leverage data for real business impact.

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FOREWORD



Vineet R. Ahuja

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According to a consumer survey conducted by Google in 2022, a staggering 70% users agree that the privacy of their personal information is important. Leading tech-giants such as Apple and Google have responded to this change in consumer attitude by transitioning to consent-based marketing and phasing out third party cookies. This changing landscape has major implications and calls for organizations to review their data strategy.

A key imperative for delivering personalized consumer experience with a privacy-respecting data strategy is strengthening First Party Data (FPD) capabilities. But firms at different stages of data maturity often struggle with realizing the true value from their investment in FPDs. Moreover, FPD alone is not sufficiently deep to drive the best results. It has to be supplemented with data partnerships providing access to second party or third party sources, so that multiple consented attributes are available for each customers.

In this thought paper, MMA India has collaborated with a panel of industry experts from leading organizations to develop a POV on how organizations

can leverage data for competitive advantage in a privacy-first world. Experts from Flipkart, Mondelez and Madison World present actionable insights on classifying data, enriching data via triangulation across sources, the role of different types of data in driving specific outcomes and identifying the right data partners. ITC presents a robust data management approach to drive brand outcomes, along with useful practitioners' guide on navigating make vs. buy decisions for different tech-stack elements. Thought-leaders from Google share their views on using a first-party focused data strategy to pivot from a mass-marketing approach to consumer-centric marketing and, enabled by their build-measure-activate framework. The paper also presents case studies on how these concepts have been successfully implemented by companies like PepsiCo, Unilever, Oyo, Ajo, Bajaj Consumer Care to drive different business objectives while maintaining a high return on ad spends.

Replete with insights, use-cases and case studies, MMA India has created an exhaustive guide for businesses looking to revamp their data strategy to embrace data privacy and unlock growth.

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01

Introduction



01

Introduction



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Consumer expectations are evolving drastically, with consumers now expecting a personalized experience across every brand and channel. To adapt to this environment, organizations need to focus on acquiring consumer data and developing a robust and privacy-respecting data strategy.

The power of consumer data has given rise to a multibillion-dollar industry that touches all organizations in the world. However, increased expectations from consumers and governments regarding the privacy of users are driving a parallel need for brands to be more privacy-aware, leading to a paradigm shift in this ecosystem.

First Party Data (FPD), by definition, helps organizations to understand their consumers better and provide meaningful personalized products / services / experiences. FPD is augmented with 2nd party plus 3rd party data and used in digital marketing across the consumer journey funnel. However, different organizations across different industries are at different maturity levels and asking various questions such as “what is the right quantity and quality of

FPD?” or “how to do cost benefit analysis or campaign efficacy measurement?”.

FPD will be deeply valued by any organization irrespective of the type of industry. However, its usage, tech enablers, and investments required to realize true value, are some of the key questions faced by organizations today. A new ecosystem around this is not just already at play but also evolving rapidly.

This MMA India thought paper will aim to simplify the value impact of data and tech capabilities, provide insights into privacy, investment, and partnerships, and establish a strong value proposition along with specific use-cases that can deliver business outcomes. To that effect, an expert panel of key contributors from Accenture, Google, Unilever, Flipkart Ads and Vserv AudiencePro along with authored POVs from experts at ITC, Mondelez and Madison World have collaborated to share experiences and develop an industry-neutral point of view.

Like to know more ?
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02

Data Strategy & Roadmap



Data classification

Data can be broadly classified in three buckets. These data types can be used by firms to understand their customers and their probable intents, draw inferences and refine their strategies based on these learnings. Let's look at these data classifications:

First-Party Data



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Associate Director,
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TESSA THOMAS
Senior Manager,
Corporate Strategy



This is information that customers share with organizations voluntarily, either by registering on a website, filling out a form or a survey or via other means. For example, a user creates his/her login on an ecommerce platform and shares his/her name, email id, and phone number, and adds an address. Users can also be incentivized for sharing their information by offering a coupon or loyalty points which can be redeemed later. Firms also can collect behavioral information about their customers via their behaviors and actions taken on the website, social media handle, emailers, and other platforms.

Most platforms place tracking pixels on their pages to gather more insights about user behavior. For example, if a user browses lipsticks on an ecommerce platform, uses a filter for 'L'Oréal' and adds it to the cart, however does not buy in that session – the ecommerce platform can infer the below pointers about the user:



The user is probably a female or buying for a female



The user is interested in buying a lipstick



The user could have a brand preference for L'Oréal



The user should be retargeted since the user has not purchased the product yet



Other data points that could be tracked are: language used (English vs Vernacular), the way the user searched (text vs voice), user's location, search behavior (generic vs branded search) etc.



If the user had purchased the product, the inference could have been that they prefer L'Oréal and similar brands. They need not be retargeted for a lipstick but could be retargeted with another L'Oréal product or a similar brand

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In addition, mobile apps are another source of first party data. Integration of tracking SDKs in apps not only helps in collecting behavioral information based on app usage, but additional information such as other installed apps, point of interest locations, volume of data consumed, etc.

FPD has a decent scale, however, a key challenge in building FPD is the time it may take to be built and the breadth that can be covered.

Second-Party Data



This is information that a firm takes from another firm (or second party) who would have directly collected audience data either through consensual data shared by customers or information tracked on their platform. This data can be purchased or borrowed from another party. For example, banking and financial institutions buy leads from aggregators such as BankBazaar - the second party. There are some players who collect FPD and make that available for firms to use - however, in a controlled fashion. For example,

Flipkart enables its FPD to be accessed by other firms on the open internet or social media through Flipkart Ads. By doing so, it lets advertisers and marketers reach out to their relevant consumers and drive efficiencies.

The scale of second party data (SPD) is higher than FPD, however there is dependency on another partner.

Third-Party Data



This is information that is compiled from multiple sources. The information can be collected by crawling a user on the web or by tracking mobile phone behavior.

When users move from one website to another, they leave a trail of information about themselves. Tracking cookies on web browsers are used to collect information about these users. For example, let's say a user visits an educational website to check a course and decides to sign up later. Within a few days, or within hours, they might get recommendations of similar (or the same) courses on social media or the open web. This gets enabled because of the third-party cookies placed on the website.

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Similarly, when users use their mobile phones, they may allow certain apps to profile them. Id for Advertisers (IDFA) which is a fixed string accessible across all installed apps on the mobile is used to collect information about users. Signals like "installed new apps" or "specific device/user movement" can be used to profile users.

The scale of third party data would be higher, however it is not durable, there is no foolproof method to know the last refresh date unless due diligence is done.



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Dynamic shift in data landscape

A strong data strategy can help organizations to create unique competitive advantage and stay ahead of the curve. Also, third-party cookies might get completely phased out eventually (already phased out for some browsers such as Safari, Firefox etc.). The unavailability of data such as site visits, recent purchases, etc., would impact how advertisers target, measure and optimize performance of their campaigns.

Hence, to leverage data as a source of competitive advantage in a privacy-first marketing world, it is imperative to build a strong data strategy and invest in FPD. Building FPD with multiple attributes at scale requires dedicated efforts and a mindset shift among organizations. One needs to collect, organize, format, secure, and understand the refresh required for each attribute and then collect again. It needs to be refreshed as behavior changes with time.

Say a 'mom-to-be' would buy maternity clothes. However, that attribute becomes stale once the baby is born. Stale data could do more wrong than right. Hence maintenance and data update are as important as data collection. This not only takes time but also cost – cost of collection, maintenance of CRM (Customer Relationship Management) tools, data analytics, data refresh models, data privacy protocols etc.

Even if a firm builds FPD through online, it may not be enough. There may be a need to onboard offline FPD and activate second-party data or data from multiple other partners. Given the magnitude of available data across organizations, there is an opportunity for companies to collaborate on data sharing and drive mutually beneficial outcomes. Clean rooms help to serve this purpose.

Data clean rooms enable two or more partners to match user-level data and share selective or all attributes (barring Personally Identifiable Information) with select partners in a safe environment. The other way is to partner with platforms that have a large scale of FPD or aggregate FPD at scale. For example, firms can take advantage of independent Consumer Intelligence & Activation Platforms like Vserv AudiencePro, which provide cross-tabbed profiles from multiple partners using first-party data sources across retail, FMCG, travel and BFSI, among others. They provide the framework for firms to collaborate for data sharing in a privacy compliant and secure manner. Another set of possible data partners can be social media platforms, Telcos, etc. They keep updating the dynamic datasets with active behavior depicted on their platforms. They also enable advertisers to use these data pointers – mostly behavior and demographic data (versus personal information).



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Value Proposition Of data



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Director Consumer Experience and Ecommerce



KANIKA TIWARI
Associate Director, Monetisation



Businesses use FPD to understand and target their customers. It creates a reliable bridge between the brand and its users. For example, it allows Netflix to recommend movies after a user's latest thriller movie binge. While FPD is valuable, it usually sheds light only on brand-specific interactions. So, FPD does not provide information about customer behavior outside the brand's ecosystem. On the other hand, second and third-party data supply marketers with information about what customers do when they are not directly engaging with the brand.

There are categories where FPD can be more valuable. A mass market industry, like payment wallets, with less differentiation in the core product offering, can find third-party customer data sufficient to drive customer awareness, acquisition, and retention. But an FMCG company, launching a premium niche wellness brand, might benefit from investing in FPD signals like demographics, gender, and affluence. They could collect FPD through all the brands' touchpoints, such as customer experience centers, retailers, distributors, direct-to-consumer interactions, and loyalty programs. Second and Third-party data signals can then further strengthen this profiling and targeting. For example, a premium credit card user might be the target audience for this brand. Take another example of a fast fashion brand. They use FPD collected from their platform to understand global fashion trends. This data is then shared with manufacturers immediately, allowing the brand to manufacture apparel in multiple cycles with thousands of new styles versus the typical 4 cycles that a traditional apparel brand offers.

Building FPD at scale could be a costly affair. However, if this data is utilized efficiently to drive business growth, it could help create balance in the ecosystem. It is important for businesses to understand the point of diminishing returns for building FPD. As a rule of thumb, it costs five times as much to acquire a new customer, than to keep an existing one. Even though most of the firms understand the criticality to retain customers, and thereby avoiding customer acquisition costs, ~40% of companies have a greater focus on customer acquisition vs. ~20% that focus more on retention.

Customer awareness and acquisition marketing are essentially like making a first impression. Website, email, and social media are the top 3 customer acquisition channels and, by nature, should rely more on third-party data, but brands are yet to embrace data partnerships to enrich their FPD (according to Nielsen research). On the contrary, customer retention heavily leverages the available FPD, strengthened by signals from third-party data. This reliance on FPD is reflected in the

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purchase performance of retained customers. On an average, the success rate of selling to an existing customer is 60%–70%, while the success rate of selling to a new customer is 5%–20% and existing customers are 50% more likely to try new products and spend 30% more compared to new customers. E-commerce businesses use SEM, SEO, and ATL marketing channels to create awareness and drive customer awareness and acquisition. Platforms have access to significant FPD after the first transaction, such as preferred payment mode, demographics, location, signals such as affluence-based device information, categories browsed, and even color preferences. These additional data signals are critical for driving repeat transactions.

For example, FPD can help inform which flavor of a product is more liked by consumers, and this can drive product innovation. Mondelez used information from the campaign “Madbury” to launch innovative flavors of chocolate, with ingredients chosen by consumers. Another example is consumers who make a purchase from CadburyJoyDelivery for one occasion like Rakhi, may show interest for another occasion like Diwali and they should be the first to know that they can customize gift packs.



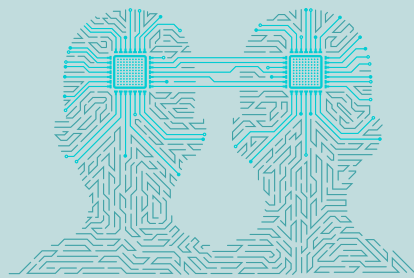
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Right quality & quantity

There are various types of attributes that one can collect apart from PII: demographic-age, gender, behavioral-likes/dislikes, time spent on something, interests-hobbies, sports, music, movies, transaction-what did they buy, from where, using which card, how much was the value, how often, geo-location-exact location, pin codes, state, city, etc. Also, most consumers stay logged into apps, websites with their email ID, the match rate of email ids across platforms make it the most valuable record.

Today, the most commonly employed methods of extending FPD are:



Lookalike audiences across platforms



Cross usage of FPD audiences for multiple brands



Highest quality or golden data records are where firms have multiple consented attributes for each consumer. These audiences can give an uplift of 2-5X on brand or media metrics. Medium quality audiences are those where firms have 2-3 PII of the consumer and can give a 1-2X delta on metrics. Poor quality data is usually of low value where firms have incomplete records or no PII data, for example cookie data alone. These allow for segmentation but no personalization.

Quantity should be sufficient enough to allow for right modeling outcomes towards different use cases of Look-a-like target audience, smart conversion journeys or personalization/ recommendation engine. Beyond a certain threshold of users, even with the right data quality, the incremental impact on model outcome will be marginal if the number of attributes or signals are less. If FPD is not deep with significant attributes, it can be augmented with 2P quality/relevant attributes, for enhanced modeling outcomes.

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Data enrichment

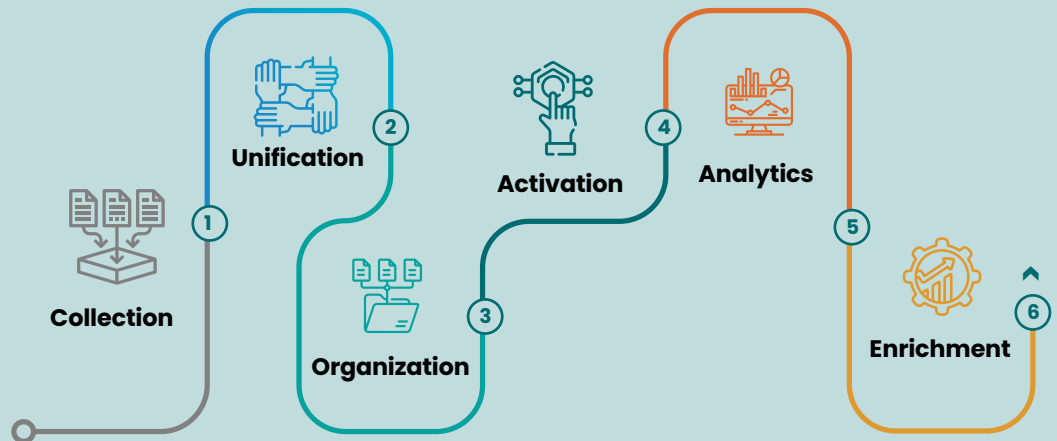


CHINTAN SONI

VP-Madison Digital
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MADISON
WORLD

Before we get into the process of data enrichment, let's understand the data maturity journey. To simply put it, all data journeys start with collection of data (from a variety of sources: website, app, customer) as 1P, 2P or 3P data. Most of the data management platforms offer collection, unification, organization, activation, and analysis of the data. But the real challenge lies in the enrichment of data collected.



Understanding Data Enrichment

Data Enrichment is the process of refreshing FPD and keeping it updated with the latest behavioral attributes. It involves amalgamating FPD collected from internal sources with data collected from other internal sources or third-party external sources like paid campaign data.

For example, an advertiser generating 1M hits per month on his website uses a web analytics platform to learn the user's location, affinity, in-market status for a certain period of time for the first month. However, if the same advertiser wants to refresh affinity/in-market status, then he/she has to enrich the data with the latest attributes.

Data management platforms store data in tabular format. If we look at the following table columns, the ones marked in blue seldom change, however behavioral segments like life-events, in-market/affinity status are likely to change frequently.

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Cookie ID	Device ID	Latest Event	Device	Location	Age	Gender
GX1.2.12349876.15006448	00000000-89ABCDEF-0123SDA	10 Dec 22 at 00:36:56	Andriod 12.3	Mumbai	33	Male
GX1.4.45553.11230034667	00000000-89ADSDW-054B SDS	10 Dec 22 at 00:36:56	Andriod 14.3	Bangalore	42	Female

Lite Event	In-Market 1	In-Market 2	In-Market 3	Affinity 1	Affinity 2	Affinity 3
Birthday	Residential Property	Air-conditioner	Books	Cricket	Football	Outdoor Sports
Anniversary	Wedding Accessories	Sunglasses	Vacation Packages	Avid Investor	Foodie	Pet Lover

The Significance of Data Enrichment

Consumer preferences change from time to time. For example, a consumer looking to buy an air conditioner won't remain in-market forever. His journey ends once he purchases the product and then he may move to buy something else. Consumers' online behavior will change according to their choices.

So, for marketers, it is important to keep FPD updated with as many attributes as possible.

Key Benefits:



Richer insights about audience and their preferences



Insights from FPD allow for better optimization of campaigns



Better understanding helps to build look-alike audiences and better leverage activation channels



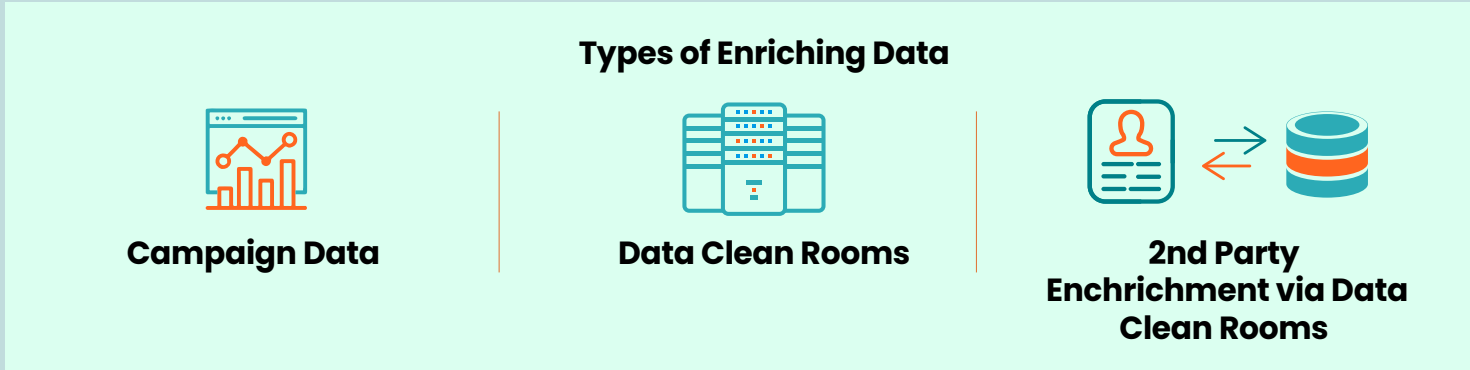
Leverage these data points to personalize content and communication

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> **Ways to enrich data after initial acquisition**

There are a lot of options for enriching the data once it is acquired by the advertisers.



Using campaign data



Ideally, the first step to enriching FPD should be using the campaign data. Leverage campaign data to keep FPD refreshed with newer audience attributes. Data platform managers have to set up the loop between the data lake and the campaign using tags so it can pass back the signals.

The second step is to use customer data attributes like recency, frequency, and monetary value to feed into FPD. This step really helps in categories where repeat purchases are higher or where a brand's objective is to maximize the Lifetime Value (LTV) of a consumer.



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Using Data Clean Rooms:

One of the purposes of using a data clean room is for data collaboration and/or data enrichment. Independent data clean room tech enablers like Snowflake, Vserv AudiencePro offer enterprises a tech platform where two parties can share their FPD and only the matched users are enriched and sent back to the enterprise buying enrichment. This ensures that none of them have access to each other's entire base of FPD.

A DCR is a potential solution that enables advertisers and brands to match user-level data without actually sharing any second-party/raw data with one another.

DCRs can help to:



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Co-Founder and CEO



Provide consumer insights



Maintain privacy while recognizing similarities in data sets



Comprehend deeper insights from FPD such as interest, intent, purchase intention and more for richer segmentation, data enrichment and personalization



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Data clean rooms find intersections of both the data sources

Clean rooms are **NOT** user-matching solutions



Data clean rooms find intersections

DATA CLEAN ROOM



EXAMPLE: A relation is built between favorite food and favorite colour ensuring maintenance of privacy

Favorite Color	Favorite Food	Sum/Count
Blue	Hot Dogs	848
Red	Hot Dogs	600
Purple	Pizza	1,012
Blue	Mac & Cheese	172

User-level data goes in but does not come out

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Identifying the right partners

The quality of data, combined with the number of complementary attributes that they can bring to the table make a partner valuable. Factors such as the size of the audience and how often the data set is updated are also particularly important.



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Let us take the example of a diaper brand. A particular data source provides the brand with 10 million user data with 3 attributes: email id, geography, and income tiers while another source supplies 2 million data with attributes such as email ids and a signal of 'is a parent or not'. The first source, despite its audience size, could be irrelevant to the brand for the lack of signals that interest them. Meanwhile, the second source would be more relevant for the brand despite having only 20% size as compared to the first one. One could further use other Demand Side Platforms (DSPs), Data Management Platforms (DMPs), and Audience Managers (AMs) to target their users only in certain geographies. Or the brand could use the 2nd source and enrich it with the geography and income tier signals from the first source, provided they need it and there is high overlap. Beyond the attributes mentioned above, the authenticity of the data collected and how it is collected, are important too. In summary, before partnering with another data source, one needs to:



Validate the quality of data



Understand what complementary attributes the partner has to offer



Analyse the scale and depth of the data

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Understand the approach of data collection



Know the refresh rate and the last updated date of the data

Platforms like Vserv AudiencePro, using next generation big data techniques of sketches, allow for rightly analyzing partners without having to move out any FPD from the Customer Relationship Management (CRM), Customer Data Platform (CDP), or Data Management Platform (DMP) to a Data Clean Room (DCR). Taking the same example as above, by deploying a sketch of the users, the overlap user count with data partner 1 for each geography and income tier combination can be found. Likewise for data partner 2 the count of intersecting users who are parents can be known before getting into a data partnership understanding.



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03

Capabilities & Partnerships



Ideal framework and technology to stitch the journey from data activation to brand outcomes

With digital finding its 'hockey stick' effect of adoption across categories, a sound and scalable data strategy is becoming the currency for brands. It's crucial for organizations to have a comprehensive data management approach to make data-led brand outcomes a reality. Not only does it need to manage First Party data (FPD) lifecycle but also ensure right tools to leverage 2P and 3P data.



ANUSHREE GHOSH

General Manager and Head of Digital, Data & Performance Marketing



However a successful data strategy needs various enablers and perhaps a renewed approach to marketing and communications' thinking at large, ones that are rooted in a 'deep value exchange', between brands and consumers.



DIPPAK KHURANA

Co-Founder and CEO



Steps	Data Journey	Tech Enablers
1	Data Sources & Collection through Connected ecosystems	<ul style="list-style-type: none"> Immersive and Engaging Brand Websites Inter-play between paid & Organic content worlds Consumer need-state based Content hubs, Mobile Apps that bring alive brand experience, CRM, D2C destinations, Digital POS etc.
2	Data Storage & Governance	Agile Data Lakes, Data Warehouses, RT CDP, AWS, Azure, Snowflake, DMP, Google Cloud
3	IP Data Segmentation	RTCDP, Redshift, SQL, ML Ops
	Consumer Intelligence Platform	Vserv AudiencePro, Meta, etc.
	Data Partnership for 2P data	Vserv AudiencePro

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4	Data Activation for Media Campaigns	Meta, Google DV 360, Google Ads, Amazon, Trade Desk, Scibids, Criteo, DSPs, Vserv AudiencePro
	Data Activation for Re-engagement Activity	Adobe experience Manager, Insider.ai, Mail Chimp, WhatsApp, Clevertap, Vserv AudiencePro, Google DV 360, Google Ads
	Data Activation for Personalization (Recommendation Engine)	AWS, Vserv AudiencePro, Adobe campaign, Google Cloud
5	Reporting & Analytics (Metrics, Insights & Attribution)	Meta Reporting, Google, Adobe Analytics, Clevertap (any Adtech/Martech platform) DCM/Nielsen, Sizmik, Looker
6	Data Enrichment	RT CDP, ID Resolutions, 2P & 3 rd Party Data enrichment deals with relevant partners
7	AI & ML	AI Use Cases, ML Ops, Lookalike Modelling, Recommendation Engines, Clustering, Personalization at scale

With the right anatomy of a brand's owned assets, that orchestrate consumer journeys in favor of the brand's FPD (first party data objectives). Brands consistently chase full funnel brand outcomes, which straddles across 'targeted reach' yet at scale, right down to 'conversion' it is important to arrive at the data and tech suite, along with newer muscles in the form of capabilities and ways of working



Data activation can help for different brand outcomes, such as: (non-exhaustive)

- Drive Site Purchases
- Drive Subscriptions
- Cross-Sell Products
- Drive Store Loyalty
- Drive Site Qualified Visits
- Drive Store Visits
- View Content
- Drive Store Pickup
- Drive Site Leads
- Retarget Site Visitors
- View Video
- Introduce Products
- Drive Site Traffic
- Introduce Brand
- Upsell Products
- Drive Site Purchases
- Drive Subscriptions
- Cross-Sell Products
- Drive Store Loyalty
- Drive Site Qualified Visits
- Drive Store Visits
- View Content
- Drive Store Pickup
- Drive Site Leads

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What should be built versus bought? What partner ecosystem is necessary?

Data Tech Stack around FPD is a very strategic decision, and every large company must decide what to build in-house and what to buy or outsource for their FPD data tech stack. The ideal framework can be:

Built In-house along with nurturing the right kind of skill sets	Bought or outsourced
Websites Connections(Forms) or Mobile Apps, e-commerce Stack, Loyalty Program	Data Management Platform (DMP)
Quality Data Lakes or Data Warehouse	Customer Data Platform (CDP)
Data Signals Approach	Demand Side Platform (DSP)
Data Storage and Data Governance Framework	Consumer Intelligence & Activation platform with Data Clean Room capabilities (CIAP)
Measurements, Modeling, Attribution, Data Science and Analytics Capabilities, Proprietary Machine Learning Algorithms	Data Analytics licenses

Understanding DMP, CIAP AND CDP TECHNOLOGIES

DMPs work primarily with anonymous behavioral data such as cookies, device IDs, and IP addresses generated from website visits, mobile apps or other digital assets.

Meanwhile CDPs can also store the same information as DMPs, but also very detailed deterministic information on people’s profiles and behaviors, aggregated from both online and offline sources.

CIAP provides capabilities for Consumer Intelligence, Data Collaboration & Audience Activation for Media Campaigns, Re-engagement Journeys & Personalization/Recommendation Engine

These are often generated from purchase transactions, Customer Relationship Management (CRM) database tools, or filled forms and can contain data such as purchase transactions, postal addresses, email addresses, and phone numbers as well as numerous web behaviors – and very often containing sensitive PII (Personally Identifiable Information).

For the sake of digital marketing, CDPs will have to authenticate any online users they have access to and then make those users reachable through cookie-based advertising platforms (often through DMPs).

However, when it comes to data collection, management and utilization, the topic of privacy and the best practices related to privacy compliance are critical to keep brands future-ready.

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04

**Driving growth
in a changing
privacy
environment**



ue

Importance of privacy for users, businesses, and the industry:

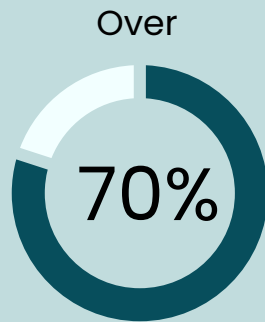


PRIYA CHOUDHARY
Director - Business Solutions



Since the start of COVID-19, we've seen a massive acceleration in the way people use digital technology. And brands have had to radically shift their digital strategies – or accelerate transformations that were already underway – to meet consumers where they are.

As more users get online than ever before, brands need to be more careful of designing an experience that not only fulfils their needs but also respects privacy & their personal information.



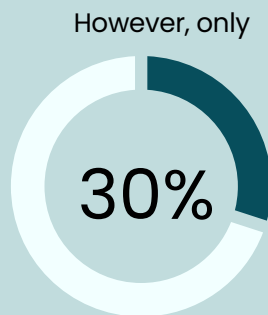
Over 70% of Indian Internet users we surveyed in 2022 agree that the privacy of their personal information is important to them



Source: Google/IPSOS, APAC Consumer Expectations: Understanding Data Privacy Ethics for Effective Marketing, India, n=1500, Internet users, 2022

As a result, trust is now a brand's most important asset. Customers expect proactive transparency and authenticity at a minimum.

When users have a clear choice and control over their data, they're happy to share it with businesses they trust.



However, only 30% of APAC marketers have a dedicated strategy to communicate with consumers about data privacy.

Source: Forrester, The State of Privacy In Asia Pacific, 2021

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It's time to consider how organizations can prioritize their users' privacy concerns to earn their trust.



Here are a few facts to consider:



17 of 18 surveyed Indian companies believe there will be a loss of user trust, regulatory, legal, and tech costs if they're not privacy-ready.^[1]

Over half of the firms surveyed in India are implementing or experimenting with Privacy Safe solutions.^[2]

However, surveyed Indian companies across the board need to do more to close the gap to privacy maturity (surveyed companies scored 3.6/5 in maturity).^[3]

Source - Google/BCG, The Privacy Imperative in India: How marketers and publishers can earn trust and drive performance, India, n=18, 2022

Google's Vision for a Privacy-Centered Future

Marketers are in a unique position to help their organisation prepare for the future of advertising and to get the most out of marketing investments. Forming a strategy powered by responsibly gathered first party data and Google's AI-powered solutions can optimize the performance of your digital campaigns. Forward-looking marketers are already embracing privacy as an opportunity to accelerate growth by structuring it under build-measure-activate framework


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Insights How businesses can respond Web solutions App solutions

 **Build** more meaningful customer relationships. Earn people's trust to unlock more first-party data.

<p>People are concerned about how their personal information is collected and used online.</p>	<p>Strengthen your foundation of responsibly gathered first-party data through clear communication about your data practices.</p>	<p>Google Analytics 4 Advanced: Google Cloud marketing analytics</p>	<p>Google Analytics for Firebase SDK</p>
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 **Measure** customer interactions accurately. Understand your customers and get actionable insights to help improve your ROI.

<p>Tech platforms are evolving techniques – such as device IDs and third-party cookies – that advertisers have relied on for decades to reach audiences and measure results.</p>	<p>Enable your first-party data to give a more accurate view of how users convert.</p>	<p>Google tag and Google Tag Manager Enhanced conversions for web Advanced: Server-side tagging Advanced: Ads Data Hub</p>	<p>Google Analytics for Firebase SDK</p>
<p>People interact with your product or service via multiple touchpoints and channels.</p>	<p>Gain more insights from your first-party data across online touchpoints.</p>	<p>Google Analytics 4 and data-driven attribution Offline conversion imports in Google Ads, Uploading offline conversions in Search Ads 360</p>	<p>Google Analytics for Firebase SDK On-device measurement for iOS</p>
<p>Use machine learning to make sense of available signals and get accurate measurement insights.</p>	<p>Use machine learning to make sense of available signals and get accurate measurement insights.</p>	<p>Conversion modeling</p>	<p>Conversion modeling</p>
<p>People want increased control over how their data is used.</p>	<p>Unlock more accurate conversion measurement with modeling.</p>	<p>Consent Mode*</p>	

 **Activate** insights to drive growth. Connect with the right people at scale and drive meaningful business results.

<p>People turn to brands that can anticipate their needs and deliver helpful and relevant experiences.</p>	<p>Multiply your customer connections at scale using insights from your first-party data.</p>	<p>Customer Match Google Audiences, Audience expansion, Optimized targeting in Google Ads and Display & Video 360 Publisher Advertiser Identity Reconciliation (PAIR) in Display & Video 360</p>	
<p>Drive performance and ROI with automated tools aligned to your marketing objectives.</p>	<p>Drive performance and ROI with automated tools aligned to your marketing objectives.</p>	<p>Smart Bidding in Google Ads and Search Ads 360 Automated bidding in Display & Video 360</p>	

(Source - Privacy Playbook , ThinkwithGoogle, 2022)

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Step 1

BUILD



// Strengthen your customer relationships and build trust with the right value exchange

Building trust remains essential for brands to find new customers and to drive growth. Every customer interaction provides an opportunity for you to earn trust and better understand how you can meet people's needs. Any information you generate via direct interactions with your customers is called first-party data.

A first-party data strategy that respects people's choices helps you build a strong foundation to measure what matters and drive accurate results.

Two ways brands can help unlock first-party data are by delivering helpful experiences and creating fair value exchanges. These can be achieved by making interactions **meaningful, memorable, and manageable**. Following these steps can help explain to users what data is being used, what value they'll get by granting data permissions, and how they're in control.

// Generate and connect first-party data from your customer relationships

Creating a great experience for your customers and tying that to your organization's objectives can help generate first-party data. These connections can include the integration of your marketing data, app, customer relationship management (CRM), or customer data platform solutions. This can be imported to measure campaign performance with Google's advertising and measurement tools, including **Google Ads, Google Analytics, Campaign Manager 360, and Search Ads 360**.

// Supercharge your marketing with cloud technology

Cloud-based solutions are increasingly used by marketers to manage data while protecting user privacy. That's because cloud technology offers inherent privacy and security advantages when it comes to storing and organizing large data sets, such as encrypting all data by default and setting parameters for who has access to that data.

Here's how it works:

The data needed to make critical business decisions is often spread across a large number of systems and operational silos. By consolidating first-party data into a cloud-based data warehouse like **BigQuery**, a data scientist or analyst can help you do more advanced analysis on the data. When you uncover new and more powerful insights, you can easily act on them by integrating with your marketing tools.

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For example, BigQuery has built-in machine learning models that you can use to forecast demand, predict behavior like propensity to purchase, or model lifetime value to determine your most valued customers based on expected spend.

[Source: Responsible marketing with first-party data. BCG. 2020.](#)

Use case

Let's see how Pepsi achieved this

Pepsi used a privacy focused first-party strategy to move from mass demographic marketing to consumer-centric marketing. The team built specific consumer engagement platforms that allowed them to build relationships, get consent from consumers, and balance the scale that they were trying to get. By using Google Marketing Platform, PepsiCo was able to use a single global solution across all its global markets around the world. And Google Marketing Platform has been integrated into nearly all of their digital marketing tools. By having first-party data, PepsiCo has been able to use insights from that data to drive new innovation, new flavors, new pack sizes that consumers are seeking.

Watch the video

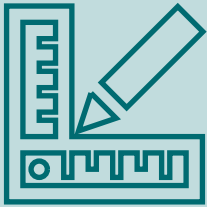
Read the full story

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Step 2

MEASURE



A strong measurement foundation can help you get an accurate view of your performance across channels – letting you generate insights and adjust your marketing strategy for better business results.

Power your measurement with a strong tagging infrastructure

It's important that you have the tools in place – and permission where required – to generate insightful and actionable first-party data when those direct interactions take place.

Investing in a strong measurement foundation through sitewide tagging is a key step toward building a privacy-safe strategy. Tags are pieces of code placed across your website that enable you to measure how visitors interact with your website and ads. They allow you to make the most of the data customers share with you by setting first-party cookies to measure conversions accurately, which will become increasingly important as third-party cookies and other identifiers are being phased out.

You can set up sitewide tagging with any of the following:

Google tag, a single, reusable tag that powers measurement and informs other privacy-safe solutions

Google Tag Manager, our tag management system

Google Tag Manager 360, our enterprise tag management system

Advanced tagging: **Server-side tagging** available through Google Tag Manager and **Google Tag Manager 360** to move third-party tags into a secure cloud server for more control and increased site performance.

Source

Improving Conversion Accuracy with FPD Measurement

Once a FPD foundation is established from practices like sitewide tagging, it can enable the measurement solutions to work together and provide comprehensive reporting.

For example, [enhanced conversions for web](#) allows site tags to use responsibly gathered, user-provided data to enhance your measurement and give you a more accurate view of how people convert after engaging with your ads.

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Here's how it works: By sending hashed, user-provided data from the website to Google, which is then matched to signed-in Google accounts, conversions on Search and YouTube can be attributed to ads in a privacy-safe way.

This, in turn, provides more observable data to strengthen conversion modeling, gives the comprehensive data to measure conversion lift, and helps to better optimize campaigns with Smart Bidding.

Source

17%

Companies **that adopt enhanced conversions for web** see a 17% average increase in conversion rate for YouTube for Action.



Maximizing Results and Gaining Insights through Machine Learning-Powered Solutions

As you build a strong foundation of first-party data across multiple products, you'll need a solution that can automatically interpret your available signals and give you the best reporting possible.

Take conversion modeling, which has been and will continue to be a key feature in Google's measurement solutions. Modeling uses machine learning to make sense of various signals and learn from first-party data to give advertisers the best measurement possible. This unlocks a more complete picture of your performance in a privacy-preserving way. And because consumers' needs and preferences are constantly changing, along with the world around them, there isn't a one-size-fits-all model. This is where modeling and AI-powered solutions can help you market, measure, and optimize at the speed of consumers. Wherever possible, we directly integrate conversion modeling into Google's ads products, so you'll automatically find this modeled data in your conversions reporting column. This gives you insight into conversions you otherwise would not have recorded, such as platform restrictions limiting the use of third-party cookies or other identifiers.

Source

1 Google Internal Data. 2021

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Analyze detailed campaign data while protecting user privacy

Because cloud technology has inherent advantages when it comes to managing user privacy and security, it's the ideal platform for data clean rooms, where media providers can provide access to detailed, event-level data that lets advertisers analyze campaign results in a way that doesn't compromise user privacy.

Ads Data Hub - for Marketers, which is built on top of Google Cloud's infrastructure and offers strict user privacy protections, is one example. Marketers can use Ads Data Hub - for Marketers to join their own proprietary data with event-level data from Google to enable campaign analysis. But there's an aggregation requirement of at least 50 users before any output can leave the system, preventing a specific user's identity from being compromised. Let's say you'd like to get a better understanding of how customers go from viewing ads to making purchases. Using Ads Data Hub - for Marketers, you can combine sales data from your CRM systems or marketing database with Google campaign data to reconstruct the path to purchase.

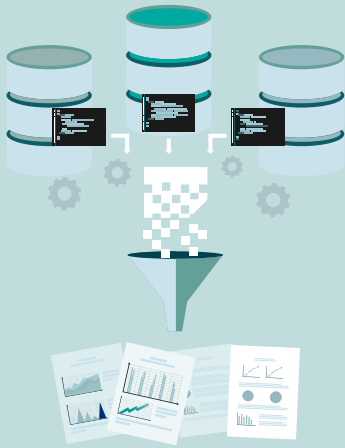
Source

Optimize performance with privacy-focused app measurement

On-device conversion measurement is a new privacy-preserving measurement solution that retains and improves your observable data, helping you enhance conversion modeling and reporting accuracy. With on-device conversion measurement, user interactions with app ads can be matched to app conversions without user-identifying information leaving a user's device.

Add the Google Analytics for Firebase SDK to your Android or iOS app to get powerful cross-platform measurement capabilities that help you understand how your users engage with your app and optimize your App campaign attribution, reach, and performance.

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Preserve your measurement with Google Analytics 4

Google Analytics 4 is designed with privacy at its core to provide a better experience for both marketers and end users. It helps businesses meet evolving needs and user expectations, with more comprehensive and granular controls for building and managing data.

In addition to granular privacy controls, Google Analytics 4 is built with Google's advanced machine learning to bridge the gaps in your data. Conversion and behavioral modeling can unlock a more accurate understanding of customer behavior when cookies and other identifiers aren't available.

Step 3

ACTIVATE



Relying on First-party data to engage audiences

When the First-party data is analyzed for insights, one can better connect with the audience by delivering more meaningful experiences in a privacy-safe way.

For instance, organization can use First-party data to engage with their best customers. When people share their contact information with the business, one can use solutions like [Customer Match](#) to reach those same users again across Google properties, including Search, the Shopping tab, Gmail and YouTube.

35% / Marketers using advanced machine learning technology, like audience targeting or automated bidding, **together with skilled human oversight**, can improve their campaign performance by up to 35%².

2. Responsible marketing with first-party data. BCG. 2020

Use the Power of AI to discover new audiences

One of the most exciting benefits of AI is its potential to help marketers reach qualified audiences even when some signals are limited.

For example, [Google Audiences](#) can factor a wide range of signals with the help of machine learning to reach interested users and optimize what ad to show them.

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Signals are attributes about users, including:



who they are
(their
demographics)



what their interests
might be, based on
websites and apps
they use, and



what context they're in at
the time of the auction,
such as the content of the
web page they're browsing



Advanced: Supercharge the marketing with cloud technology

Cloud-based solutions are increasingly used by marketers to manage data while protecting user privacy. That's because cloud technology offers inherent privacy and security advantages when it comes to storing and organizing large data sets, such as encrypting all data by default and setting parameters for who has access to that data.

Here's how it works: By consolidating FPD into a cloud-based data warehouse like BigQuery, a data scientist or analyst can help organizations do more advanced analysis on the data. When they uncover new and more powerful insights, they can easily act on them by integrating with their marketing tools.

For example, they can train machine learning models using historical customer information to predict or anticipate the outcomes of future interactions with the customers, and those like them.

Bidding Towards Value

The latest generation of Google campaign tools have opened up a new frontier in performance marketing, allowing brands to bid towards business outcomes. We call this new approach bidding for value.

Marketers no longer need to necessarily focus on intermediary metrics such as cost per click (CPC) or cost per action (CPA). Instead, marketers can update their bidding strategies to more closely align with business priorities, such as growing profit or revenue. The key comes down to using

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first-party data to more effectively reach high-value customers. This involves feeding specific [conversion value data](#) into the system, such as profit margins, to help your campaign achieve more strategic goals. In some of the most advanced value bidding setups, marketers can include lifetime value adjusted data.

Source

Use case

Analyzing data across many customer journeys can help you identify valuable consumers who are worth your campaign investment, even before they become a lead. Oyo, an online hotel booking site, had always measured campaign performance with cost-per-lead. But when the pandemic put additional pressure on the hospitality industry, it realized many leads weren't converting, so it decided to focus on high-intent audiences likely to complete their purchases.

To maximize sales instead of leads, Oyo shifted its Search campaigns toward [value-based bidding](#), which enables higher bids on customers who are likely to bring more profitable outcomes. It also continued to feed first-party conversion data such as hotel stays and frequency along with transaction values back into the machine learning-powered campaigns.

By taking advantage of machine learning in marketing tools to make sense of the various data signals, Oyo was able to learn which of its customers were most valuable. In turn, it invested more of its budget toward reaching high-potential customers and improved its return on ad spend on Search campaigns by 75%.

Source

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Anticipating Change: Getting future ready

Growing concerns around user privacy have impacted every corner of the digital advertising industry. And while the digital advertising ecosystem continues to change in response to user privacy concerns, here are some additional steps organizations can take today to stay ahead:

Learn and participate in new privacy-preserving technologies.

The Privacy Sandbox initiative aims to create technologies that both protect people's privacy online and give companies and developers tools to build thriving digital businesses. The Privacy Sandbox reduces cross-site and cross-app tracking while helping to keep online content and services free for all. The Privacy Sandbox aims to:

➤ **Build new technology to keep the information private:**

People should be able to enjoy their browsing and app experience without worrying about what personal information is collected, and by whom. The Privacy Sandbox technologies aim to make current tracking mechanisms obsolete, and block covert tracking techniques, like fingerprinting.

➤ **Enable publishers and developers to keep online content free:**

Billions of people around the world rely on access to information on sites and apps. To provide this free resource without relying on intrusive tracking, publishers and developers need privacy-preserving alternatives for their key business needs, including serving relevant content and ads.

➤ **Collaborate with the industry to build new privacy standards:**

The internet is a source of information and engine of economic growth worldwide. Google invites members of the industry – including publishers, developers, advertisers, and more – to get involved and contribute to the development of better privacy standards for the Web and on Android.

Source



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05

The Business Impact of Utilizing Data – 1P/2P



Proof of Concept 1



ARUN NEELAKANTAN

VP - Digital, Media, and Transformation



HUL began their FPD journey many years ago with the goal of understanding their customers better; however, the moment for this really kicked in last year, with multiple D2C assets gaining traction across brands.

The changing privacy dynamics with GDPR (General Data Protection Regulation) and similar policies governing tracking of user data (Apple launching consent-based tracking and Google announcing cookie-less future) has made it imperative for HUL to know their consumers better. The main objective is to deliver personalized experience for the consumer, which in turn leads to better performance and efficiency in media.

HUL has created a central team to manage FPD across brands to leverage 360° view of the consumers, understanding their behavior patterns across categories to personalize consumer experiences to drive better engagement, loyalty and market share, apart from transactional performance.

Their user data is classified as:



1P	2P	3P	Gen Pop
<p>directly collected through HUL assets (both digital and offline). Attributes include PII + browsing/ cookie/ click tracking data + device ID, etc. 1P also includes look-a-like data which they create for creating high affinity audience for media targeting leveraging AI/ML</p>	<p>platform owned data used for media targeting on platforms like FB, Google, this cohort is created leveraging platform filters like keyword / interest /behavior etc</p>	<p>bought via open web via cookies, mostly managed by aggregators</p>	<p>user data identified basis demographics filters like age, gender, location</p>

Through the FPD collection, segmentation, ingestion, enrichment and activation, HUL drives both effectiveness and efficiencies of their communication. The FPD strategy emanates from the strategic priorities across the brands. With the brand objectives in place, the media plans are curated to achieve those objectives with FPD used to maximize the impact of the same. With increased availability and relevancy of FPD data, the process use 1P first before moving on to other cohorts.

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Campaign 1

REVOLUTIONIZING NEW CATEGORY HOMECARE TRIALS

Objective: Driving Trials for a new category

Category: Homecare

- TG used: Audiences that include IP with a higher propensity to try basis behavior filters + look alike audiences.
- Rationale: HUL wanted to drive trials for a new category and they chose to target IP audience as a part of the audience mix, since they were able to identify enriched cohorts who showed likely behavior to try new product and had affinity to the category in question.
- **Performance insights: IP delivered 150 % better efficiency and 2.2X higher CTR vs 2P**

1P/2P/3P	CTR	CPC	CPM	Efficiency
1P	3x%	0.8y	0.9z	3a
2P	x%	2y	1.1z	1.2a
Gen Pop	2x%	2.4y	1.8z	A
	3x%	y	z	2.4a



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Campaign 2

USING IP STRATEGICALLY TO MAINTAIN MARKET SHARE

Objective: Maintain market share

Category: Personal care

- TG used: While the Jobs-To-Be-Done determines the audience selection, primary focus is on maxing out IP utilization.
- Rationale: In this trial, the budget mix was biased towards IP since it allowed for predictability in terms of promoting repeat purchases and referrals, both of which are critical to boosting revenue and, by extension, market share.
- **Performance insights: IP delivered 40% better efficiency and 1.1X CTR vs 2P**

1P/2P/3P	CTR	CPC	CPM	Efficiency
1P	x%	y	1.1z	a
2P	x%	1.4y	1.4z	0.7a
Gen Pop	x%	0.9y	0.8z	1.2a
	x%	y	z	a



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Proof of Concept 2

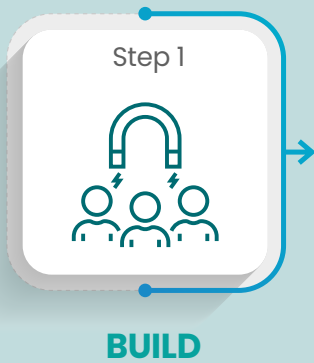
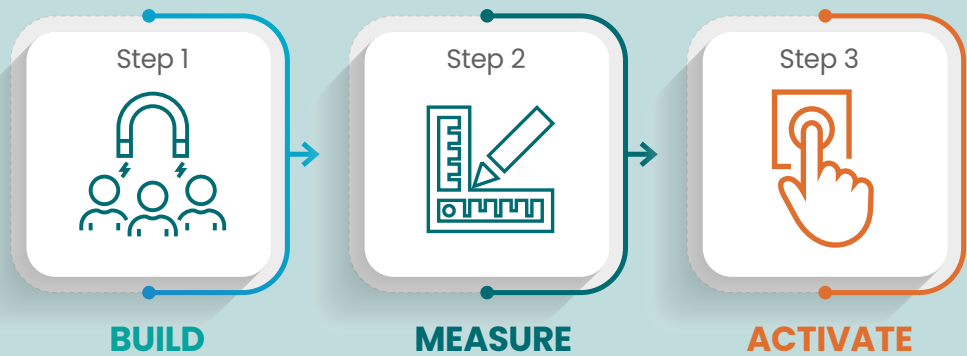


PRIYA CHOUDHARY
Director - Business Solutions

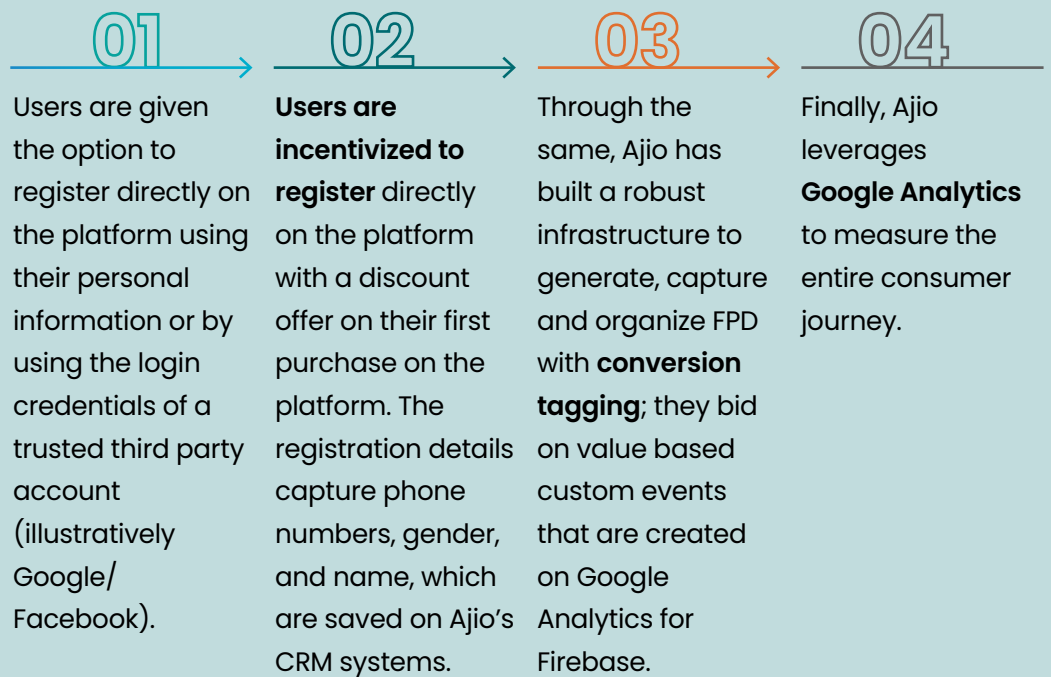


Ajio, one of the leading apparel marketplaces, hosts a large variety of products, including clothing for men and women, footwear, accessories, and even the latest home decor items. Their key business objective is to drive online sales efficiently through the acquisition of new and returning customers. To this end, Ajio extensively leverages digital signals such as user behavior, buying patterns, and behavior on different devices. Ajio prioritizes meeting customer expectations for data privacy while providing users with data-driven, personalized experiences.

Ajio followed a three-step framework for driving business growth while ensuring the safety, security, and privacy of user data.



In order to build a direct relationship with their customers by laying the right foundation, Ajio responsibly gathered FPD.

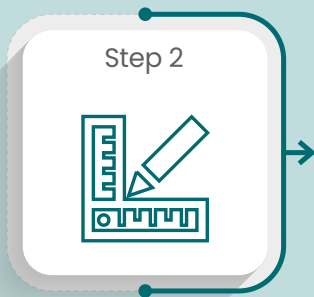


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Link FPD with Google's advertising and measurement tools

Ajio integrated their FPD user lists via Firebase, Google Analytics, and their CRM systems into Google Ads for targeting and measurement. These lists are frequently segmented by purchase category (men's, women's, or children's clothing) or purchase recency (new, recent, or lapsed), with clear definitions for each.



MEASURE

Digital branding is one of the main ways that Ajio reaches out to new users and keeps in touch with the ones they already have.

APPROACH

- Ajio leveraged **Ads Data Hub - for Marketers (ADH-M)**, a privacy centric platform that empowers advertisers to join their own data with Google ads data and conduct custom analysis to tailor their measurement and activation strategy to unique business needs. Ads Data Hub - for Marketers (ADH-M) has user privacy at its core - users can never be identified individually, it abides by strict aggregation rules and privacy checks.
- Ajio used ADH-M to create a single view of the customer's journey by consolidating impression level measurement in a privacy safe way based on data from RDIDs across their branding and performance media buys.

RESULT

- This helped them understand the role of branding to prime their users for action leading to a **55% higher conversion rate and 61% higher app open rate** when users saw both branding and performance ads.
- By tying in their first party transactions and app opens to their media, Ajio has now been able to **determine the optimal frequency mix** for reaching users via branding media.
- Ajio was also able to **identify highly profitable audiences** which they aim to use for their future campaigns.
- This is just the beginning of Ajio's advanced measurement journey. They plan to build on this by combining their FPD with Google ads data, overlay their branding and performance media data - all in a privacy safe way - and **conduct more advanced analyses**, such as optimal creative mix, media mix and mind metrics uplift for different media campaigns.

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Focusing on their goal to drive online sales in a cost-effective manner, Ajo leveraged digital signals such as user behavior, buying patterns, and behavior on different devices.

APPROACH

- Ajo utilized Discovery ads in combination with auto-bidding to deliver highly visual, personalized ad experiences to people across YouTube, Discover, and Gmail.
- They used a three-pronged approach using Firebase and Google Analytics to create custom audiences with high propensity to convert.
- They created audience cohorts based on >20 hypotheses such as behavior of users searching products on site, adding items to cart, website engagement, app engagement, customer loyalty and cross-product behavior.

RESULTS

- **58% higher ROAS** (Return on Ad Spend) for users part of FPD audiences compared to users other audiences and users not part of any audience segment.
- **6x higher conversion rate** for users who were part of FPD audiences.
- Effective utilization of First Party audiences for media activation empowered Ajo to engage with their users at the right moment with personalized messaging enabling them to secure **higher gains with conversion values and volumes**.



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Proof of Concept 3

DRIVING CAMPAIGN EFFICIENCIES WITH 2P SEGMENTS.



DIPPAK KHURANA

Co-Founder and CEO



Brands need to think non-linear when it comes to driving campaign efficiencies. It's less about 1P or 2P and more about winning with data. The two case studies below present how different objectives can be achieved with 2P data segments.

Use case 1

Targeting Premium Customers whilst maintaining ROAS goals

Context: Targeting premium users in a cost-effective way (for high value product launch). The campaign had to acquire high-value customers on a mass-adopted platform like Meta for a leading QSR brand in the pizza category.

- **Solution:** Relevant 2P segments were activated as custom audiences on Facebook for the campaign
- **2P segments utilized for the campaign on Facebook:** Brand leveraged an independent Consumer Intelligence and Activation platform to select quality 2P segments. An audience base of 10mn+ users comprising of Offline Consumer packaged goods shoppers + Online Grocery Buyers + Affluent Real Money Gaming Spenders was selected for the campaign.
- **Performance Highlights:** 2P segments delivered a 74% incremental lift on First Order value in line with the goal of acquiring premium buyers. Whilst the total CPM cost (Media + 2P segments) increased by 30%, the ROAS also improved by 34%. Furthermore, the repeat purchase from the target segment increased by 15% over a 30-day period. Identifying high-value customers on mass-adopted digital marketing platforms helped the brand unlock the opportunity at scale. The 2P segments were leveraged from Vserv AudiencePro platform.

Co-powered by:



KPIs	Standalone Facebook Interest Segments	Vserv AudiencePro 2P Segments activated on Facebook	Incremental Lift
First Order Value	390/-	680/-	74%
Total Media Cost (Media + 2P Segments)	1X	1.3X	30%
ROAS	3.5X	4.7X	34%
Avg. number of orders over 30 days	1.91	2.1	15%

Learning:

India is a large market and consumers can be classified as Bharat 1/2/3 as per their affluence. Many brands need all types of customers, with an audience data first marketing approach they can have separate campaigns for each consumer type, but also have different acquisition costs for each customer segment and leverage large platforms like Meta far more efficiently.

Co-powered by:



Use case 2

New Launch activity coupled with Engagement goals

Context: Bajaj Consumer, a leading brand in the hair oil category, recently forayed into a new product category i.e. Hair Serum with Oil. The brand was not just looking for quick product discovery at scale from the campaign but also expecting a high engagement rate with the relevant target audience.

- **Solution:** Leverage 2P Segments & Facebook interest segments that align with the goal of driving higher clicks to the landing page for the new product launch.
- **Audience Segments utilized for the campaign:**
 - **2P segments from a leading Consumer Intelligence and Activation Platform:** 7mn+ users comprising of Online + Offline Personal care and hair Care shoppers, Frequent Style & Fashion Shoppers, Beauty Services and products shoppers, OTT Paid Subscribers were targeted for the campaign.
 - **Facebook Segments:** Beauty Brands (Cosmetics), Hairstyle (Hair care), Long Hair(Hair care), Skin care (Cosmetics)
- **Performance Highlights:** 2P segments combined with Facebook Interest segments led to an exceptional outcome of 5X higher CTR, helping the brand achieve the goal of increased page visits. The 2P segments were taken from the Vserv AudiencePro Platform.

KPIs	Standalone Facebook Interest Segments	Vserv AudiencePro 2P Segments + Facebook Interest Segments	Incremental Lift
CTR	0.35%	1.5%	5 x

Co-powered by:



Learning:

Brand could decode the impact of 2P segments and consider leveraging the same segments across open internet or OTT applications for their future programmatic display or video campaigns.

Brand Quote - Vinayak Singh, Head of Digital Marketing - Bajaj Consumer Care



Generating awareness for our newly launched Bajaj Almond Drops Hair Serum and Bajaj Almond Drops Almond – Argan Hair oil, we wanted to reach Young TG who have an affiliation towards Hair Serums and Argan Products online. Meta is a platform where younger TG discover new products via brands Sponsored posts or via influencers and hence, a higher tendency to check the product online. Our primary focus from the channel is to reach out to those audiences who have done online shopping for beauty products or looking at styling products or premium Hair oil ingredients and Vserv helped us to sharpshoot our target audience with its transactional segments. We were able to layer FB audiences with Vserv AudiencePro 2P deterministic audience segments across hair and beauty categories that gave our CTR a heavy boost by delivering almost 5X CTR.



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06

Conclusion



06

Conclusion

The fact that data is going to be the most valuable currency for organizations, is well established. A robust data strategy can help organizations to unlock growth, differentiate through personalized consumer experience, and build competitive advantage over time. However, there are multiple considerations required to create this: IP vs 2P vs 3P strategy, privacy framework, partnership strategy and governance framework to drive this sustainably.

There is no “one size fits all” approach. The tools and resources available to digital marketers today can create more opportunities to connect with customers than ever before – all with data privacy in mind. Organizations / marketeers should choose the right strategy and tools post due diligence. This report can help in this process, acting as a reference guide with details covering different elements of data strategy.



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GLOSSARY

FPD

FIRST
PARTY
DATA

PII

PERSONALLY
IDENTIFIABLE
INFORMATION

SDK

SOFTWARE
DEVELOPMENT
KIT

2PD

SECOND
PARTY
DATA

IDFA

IDENTIFIER
FOR
ADVERTISERS

CRM

CUSTOMER
RELATIONSHIP
MANAGEMENT

SEM

SEARCH
ENGINE
MARKETING

SEO

SEARCH
ENGINE
OPTIMIZATION

ATL

ABOVE
THE LINE

DMP

DATA
MANAGEMENT
PLATFORM

CIAP

CONSUMER INTELLIGENCE
& ACTIVATION
PLATFORM

ADH-M

ADS
DATA
HUB-
FOR MARKETERS

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FEEDBACK



We hope you found our “Winning with Data: The CXO’s handbook” helpful; we would appreciate if you could take this short survey and share your valuable feedback with us.

[Click here to fill out Feedback](#)

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ACKNOWLEDGEMENTS

We would like to express our sincere thanks to everyone who contributed to the development of this data thought paper with their valuable insights and expertise.

In addition to acknowledging the contributors to the content, we would also like to extend special mentions to the following for their continuous guidance, mentorship, and support in making this project a success.



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ACKNOWLEDGEMENTS

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ACKNOWLEDGEMENTS

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We also thank the following industry experts for sharing their valued perspectives for this guide:

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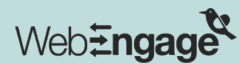
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Led by CMOs, the MMA helps marketers lead the imperative for marketing change – in ways that enable future breakthroughs while optimising current activities. The MMA is committed to science and questioning and believes that creating marketing impact is

steeped in constructively challenging the status quo, encouraging business leaders to aggressively adopt proven, peer-driven and scientific best practices, without compromise. The MMA invests millions of dollars in rigorous research to enable marketers with unassailable truth and actionable tools. By enlightening, empowering and enabling marketers, the MMA shapes the future of modern marketing propelling business growth.

Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving innovation for the Chief Marketing Officer; to build marketing capabilities for marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact through research providing tangible ROI measurement; and advocacy.

The MMA's global headquarters are located in New York with regional operations in Asia Pacific (APAC), Europe/Middle East/Africa (EMEA) and Latin America (LATAM).

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