

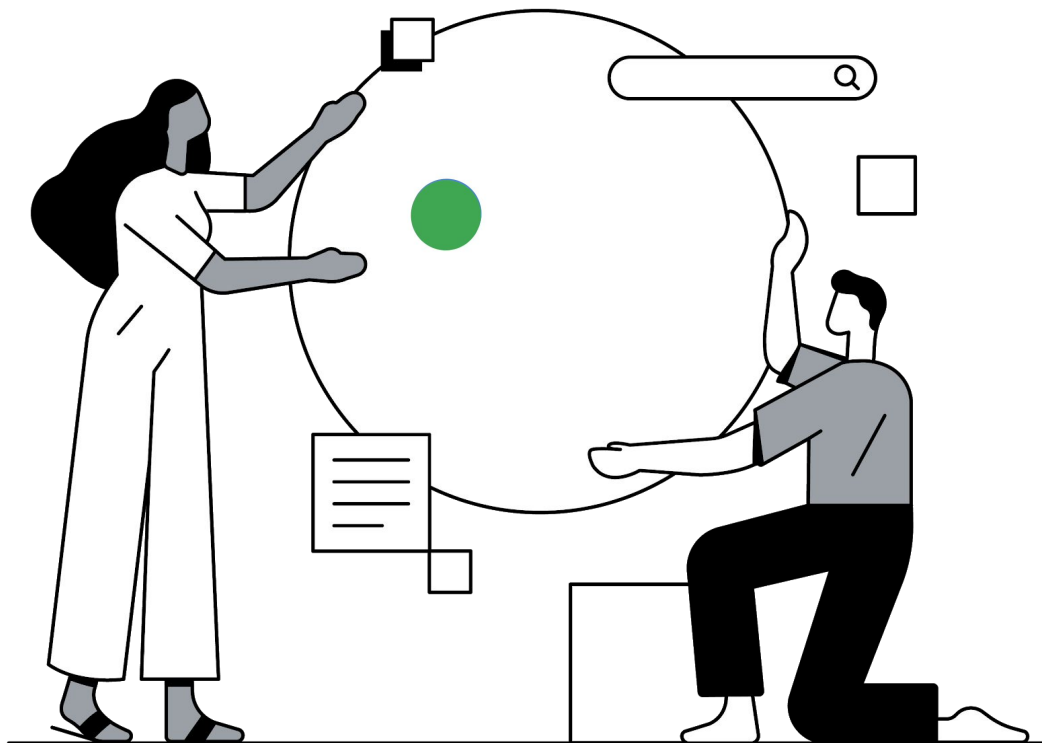


Responsible Marketing with First-Party Data

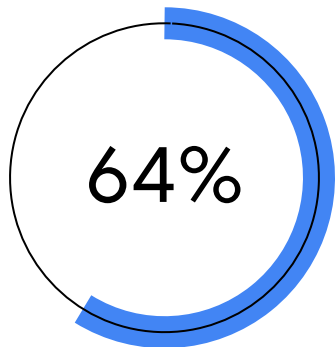
30th July 2020

Sapna Chadha

Senior Country Marketing Director,
Google India and Southeast Asia



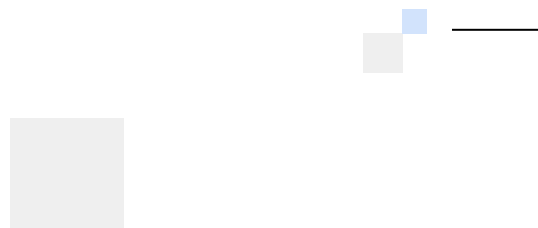
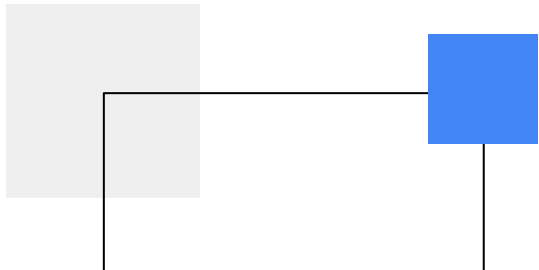
Consumers expect meaningful conversations and relevant messaging - with a layer of privacy



of internet users aged 16-64 globally indicated they are **concerned about how companies use their personal data**



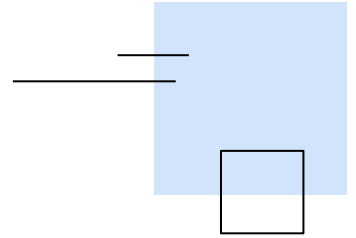
How do you give customers the personalisation they want, with the privacy they expect?



Poll #1

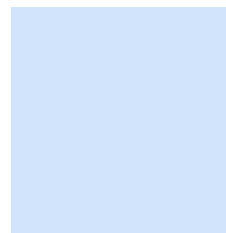
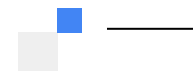
First party data sources include

- 1 Online
- 2 Offline
- 3 Both

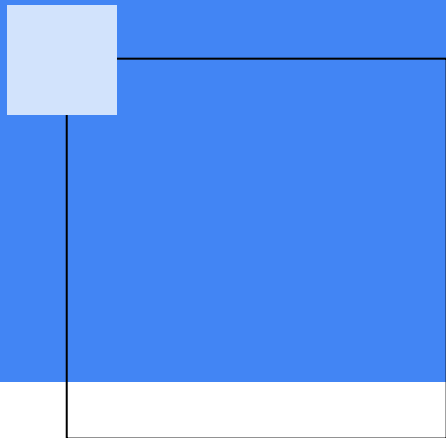




Both



First-party data is one of the most powerful assets a marketer can have



1

Paints a clearer picture of consumer behavior, segments, and trends

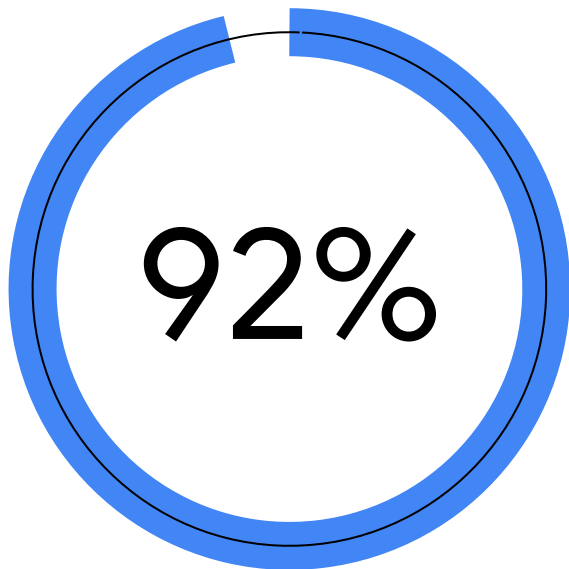
2

Fuels tailored, timely messages

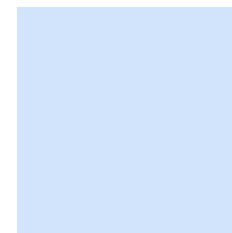
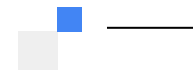
3

Helps measure increasingly fragmented consumer journeys with more accuracy





of Indian brands
consider first-party data as
very useful, or critical,
to their marketing efforts



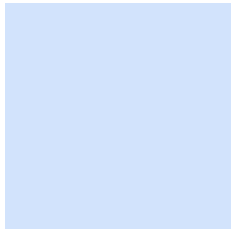
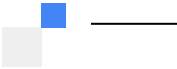
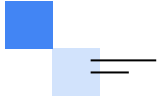
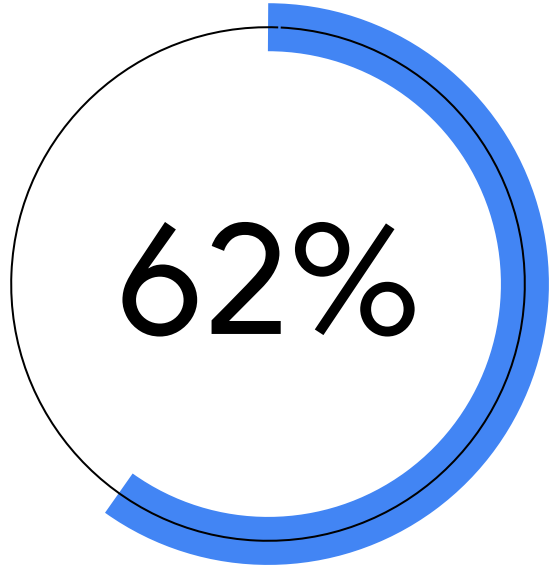
Poll #2

What proportion of brands find it difficult to link technology tools?

1 42%

2 62%

3 82%



Biggest challenges facing today's marketers



1

Complex consumer journeys

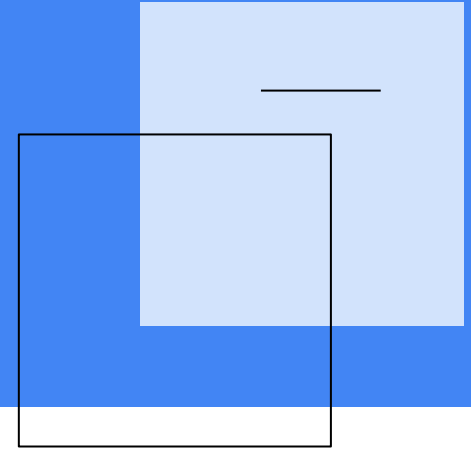
2

Massive amounts of data

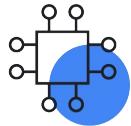
3

Siloed technologies

Activation: 4 key use cases



Lifecycle
marketing



Personalization
engine



Cross-channel lead
management



Audience
identification

Brands that used their first-party data achieved higher impact than those that didn't



- Brands that deployed at least one of these four use cases achieved

-
-
-

1.5x

higher revenue lift than brands that didn't deploy any of them

- Brands that deployed all four use cases achieved

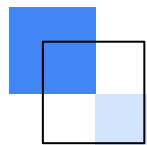
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2.9x

higher revenue lift compared to brands that didn't deploy any



The journey to digital marketing maturity is a marathon, not a sprint



Thank you!

Sophisticated activations offer consumers greater relevance across touchpoints



Lifecycle marketing

Strategic management of a customer's offers and experience across the consumer journey



Personalization engine

Use of machine learning and analytics to design hyper-personal experiences unique to every customer /segment



Cross-channel lead management

Seamless integration of lead activity across channels/touch-points to build rich, meaningful customer profiles



Audience definition

Deep understanding of the traits of key target audiences that enables communication at a personal level