

USING ARTIFICIAL INTELLIGENCE & DATA TO TRANSFORM MARKETING

MMA Webinar Series

June 25, 2020

In Partnership with:



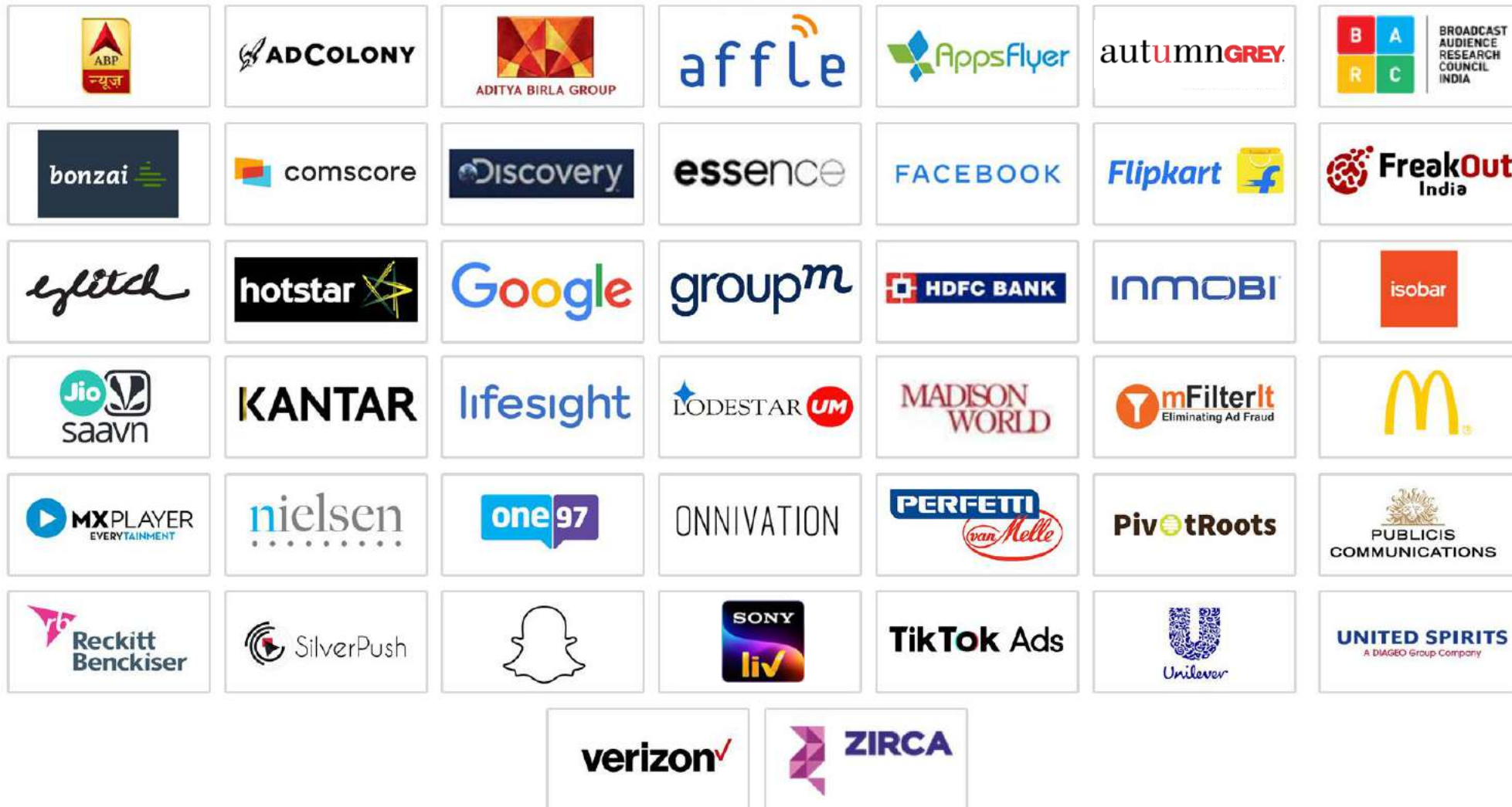
MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



MMA INDIA MEMBERS





MMA PURPOSE

WHO

The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY

Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT

Our Strategic Priorities



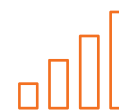
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data







Advocacy

Working with partners and our members to protect the mobile marketing industry



MMA: RESHAPING THE FUTURE OF MOBILE MARKETING

 SMoX Mobile ROI Research	 MATT MARKETING ATTRIBUTION THINK TANK Marketing Attribution Think Tank	 MOSTT MARKETING ORGANIZATION STRUCTURE THINK TANK To Rethink Mrktg Org	 SAVE Brand Safety Council Marketer Brand Safety Council
Industry Working Groups Driving the Future of Marketing & Mobile	Guidelines & Best Practices Viewability, Location, Native	MM25 Marketer Peer Group Tackling Core Issues for Marketers	Shared Knowledge of 800+ Members Entire Mobile Ecosystem Worldwide
SMARTIES Awarding Best in Class Mobile Campaigns	CEO & CMO Summit Annual Mobile Think Tank	1,000+ Mobile Case Studies Inspiring Creative Innovation	30+ MMA Events Spread across 20 Countries



MMA COVID-19 Marketer Support Hub

#WeAreInItTogether



Select region: **Global** | [APAC](#) | [EMEA](#) | [LATAM](#) | [North America](#)

RECENT UPDATES

Best Of COVID-19 Ads
10 hours 40 min ago

COVID-19 Emails: Key Considerations And Tips
10 hours 54 min ago

What The Coronavirus (COVID-19) Means For Marketers
10 hours 59 min ago

How to Adapt Your Marketing During the Coronavirus (COVID-19)
11 hours 2 min ago

Search...

TRACKING COVID-19 AND ITS IMPACT AROUND THE WORLD

HUMAN RESOURCES, BUSINESS TOOLS AND TIPS

MARKETING AND ADVERTISING TODAY! & IN THE FUTURE

BUILDING OUR MARKETING

CONSUMER TRENDS AND

LIGHT-HEARTED



UPCOMING WEBINARS

- ≡ June 26 - #NewBusinessModels through Venture Building: Ideate, Incubate, Accelerate
- ≡ July 3 - #Building Personalised Customer Experience & Communications
- ≡ July 10 – Consumer Data Models in a Privacy Driven World
- ≡ July 16 – Turn the Tide: Decoding Changed Consumer Behaviour & Opportunities with BCG Insights
- ≡ July 17 - #Manoeuvre & Understand Multi-Channel Consumer Journey
- ≡ July 29 – Long Term Impact of Marketing: A Compendium

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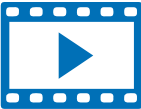





MMA PROGRAMS & INITIATIVES



Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

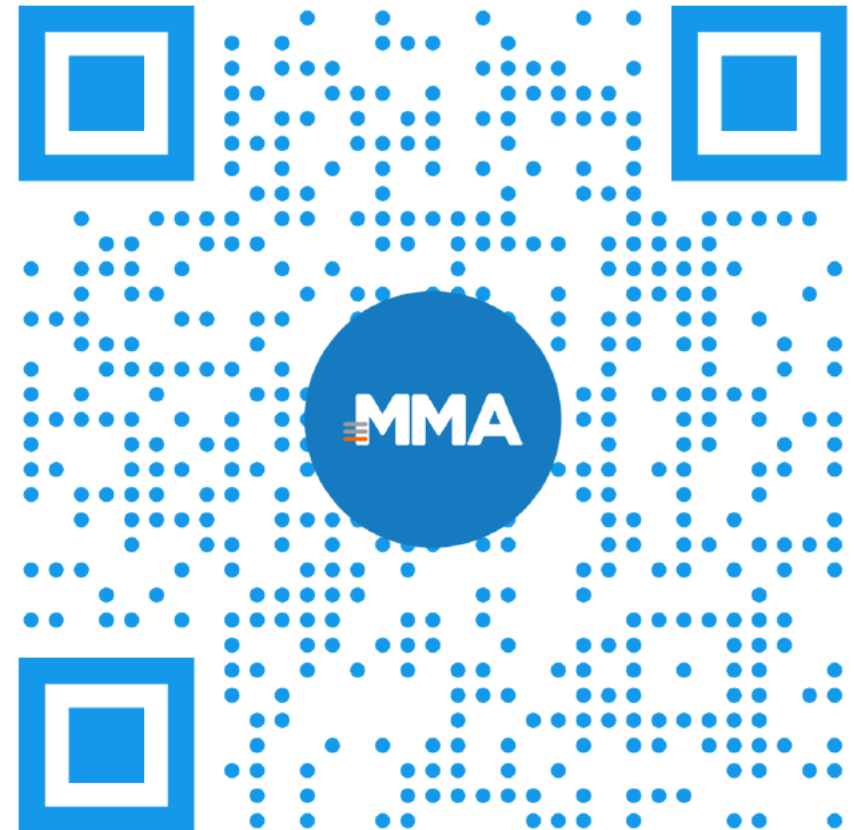
 Currency Measurement	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy



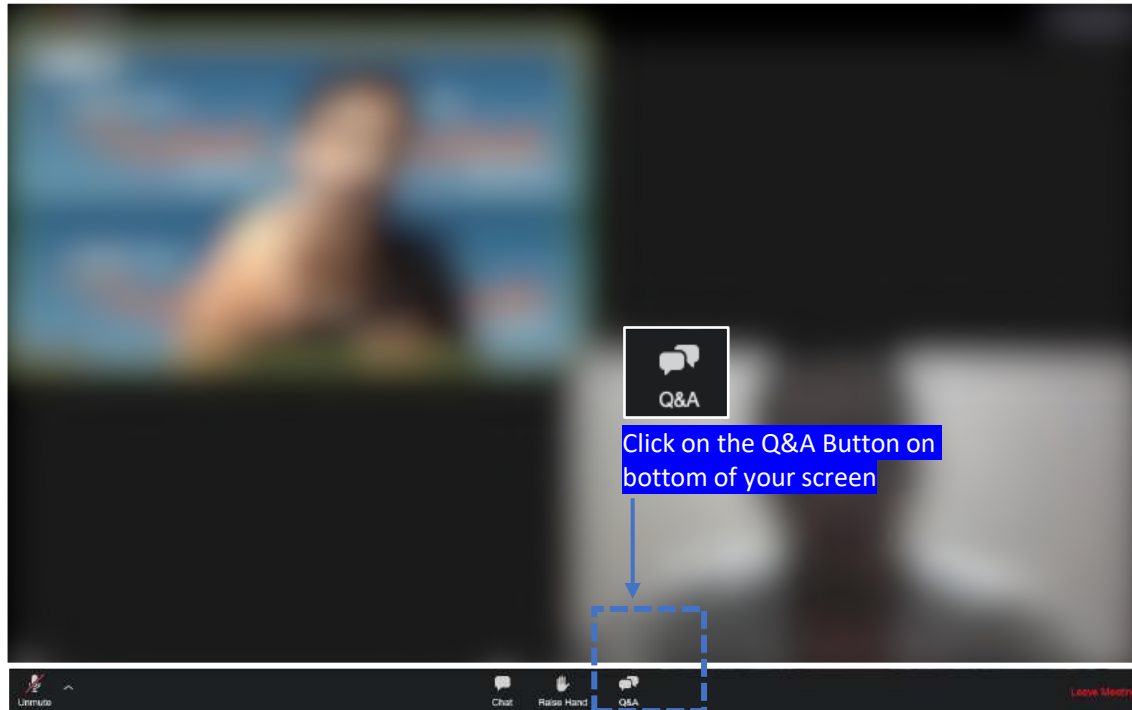
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MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

- Please type in all your questions in Q&A section only.
- The question which has maximum **likes** may be addressed.
- Please mention - Your Name, Designation, Company while asking questions.
- Please mention the speaker you would like to answer.
- Please keep your questions **related to this webinar** discussions.



SPEAKERS



Anindya Datta
Chief Executive Officer
Mobilewalla



Nikola Sucevic
Chief Data Scientist, Head of Analytics
Smartfren Telecom

Moderator



Moneka Khurana
Country Head
MMA India

Using Artificial Intelligence and Data to Transform Marketing



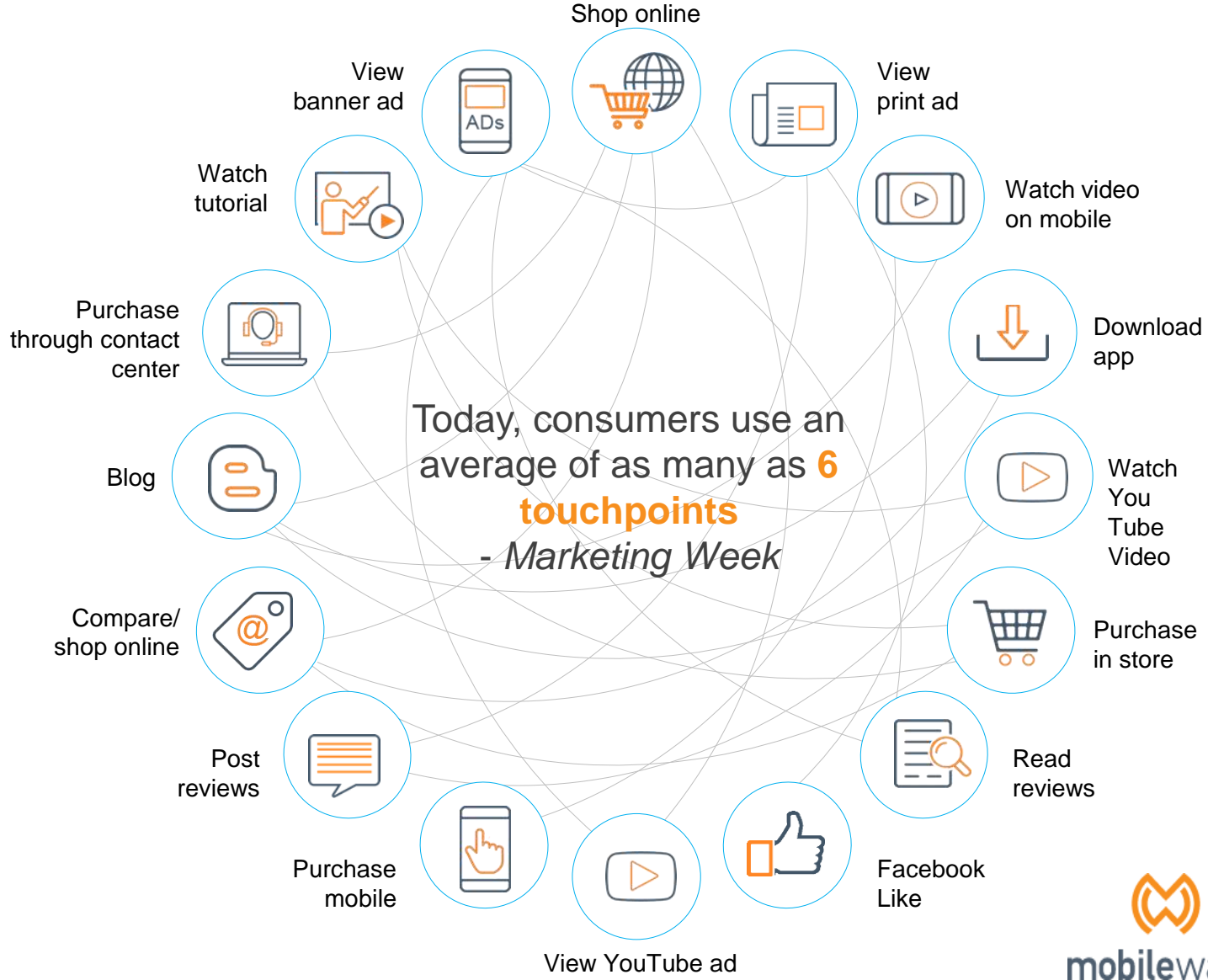
Data-driven organizations are **23 times** more likely to acquire customers than non-data driven companies, **six times** as likely to retain their customers and **19 times** more likely to be profitable.

- *McKinsey & Co*

Using data in marketing

- There is consensus among marketers that marketing must be driven by data
- We'd be hard pressed to find a marketing organization that does not use data today – differing only in degree of usage
- The increasing use of data in marketing has been concurrent with a number of key industry trends:
 - *Increased complexity of customer interactions with brands, and corresponding customer journeys*
 - *Vastly increased availability of data along these interactions and journeys*
 - *Rapid introduction, and adoption, of technologies that enable ingesting, storing, manipulating and analyzing this data*

Customer journey complexity



Nuanced interactions generate massive data

We are more connected than ever...



...and virtually everything we do leaves a digital trace



Sees what we search for



Sees what we share and Like



Sees what we buy, watch and listen to

Data Solutions represent a key Martech sub-space



April 2020

Marketing Technology Landscape The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com



Highest growth sub-space in Martech

2019-2020: 25.5%, overall: 13.6%

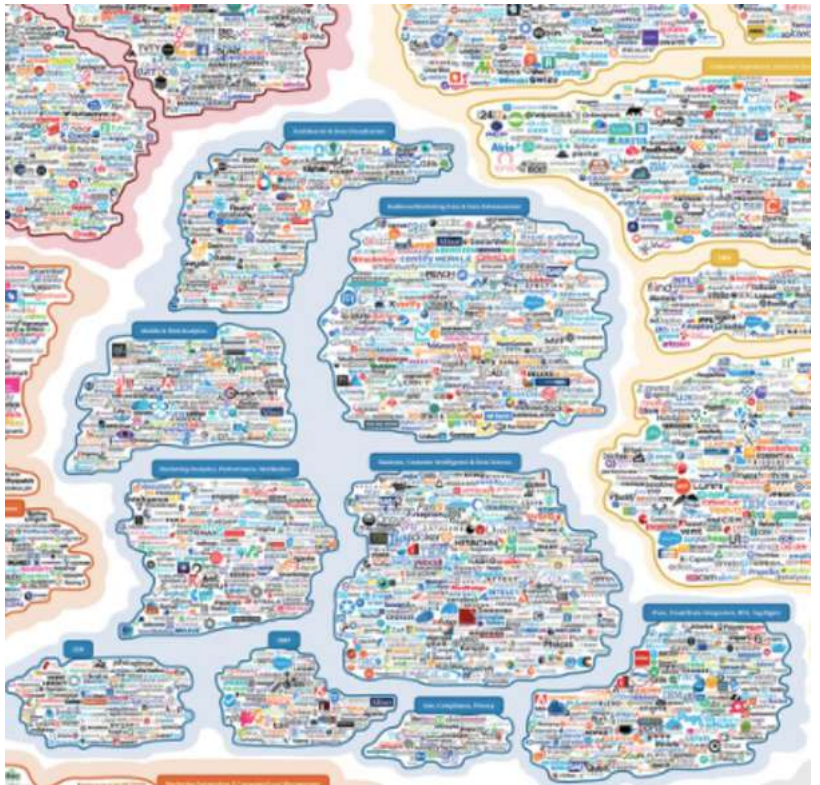
Total Solutions	8,000	Growth Since 2019
Advertising & Promotion	922	4.1% ↑
Content & Experience	1,936	5.6% ↑
Social & Relationships	1,969	13.7% ↑
Commerce & Sales	1,314	9.0% ↑
Data	1,258	25.5% ↑
Management	601	15.2% ↑

2011-2020: 5500%

Overall: 3200%

CUSTOM DATABASES
 mongoDB PostgreSQL
 Microsoft SQL Server
 ORACLE MySQL

BUSINESS INTELLIGENCE
 sas SPSS AN IBM COMPANY birst
 IBM pivotlink TERADATA hadoop tableau



Data Solutions represent large Martech M&A deals

ACQUISITION PRICE IS ONE OF THE STRONGEST INDICATORS OF ADOPTION

- The two largest (by \$\$value) 2019 Martech M&A deals were data related:
 - Salesforce acquired Tableau (data visualization) for \$15.7B
 - Google acquired Looker (data, analytics) for \$2.6B
- The largest 2018 Martech M&A deal was data related:
 - SAP acquired Qualtrics for \$8B
- Many other notable M&A deals in the past 24 months were data related:
 - Salesforce buys Krux
 - Salesforce buys Datorama
 - Oracle buys Grapeshot
 - Oracle buys Moat

Being data driven in marketing is a given!



Poll #1

What is your maturity level around collecting and leveraging data?

- We have access to limited data and continue to work on our strategy.
- We have a good handle on the data within our organization.
- We are using internal and external data sources and have created a single customer view.

Data for Marketers



1ST PARTY DATA

Your data collected directly from the source, extremely high-quality owned data; can lack scale which limits insights



2ND PARTY DATA

Someone else's first party data, purchased from the source, extremely high quality purchased data; also can lack scale



3RD PARTY DATA

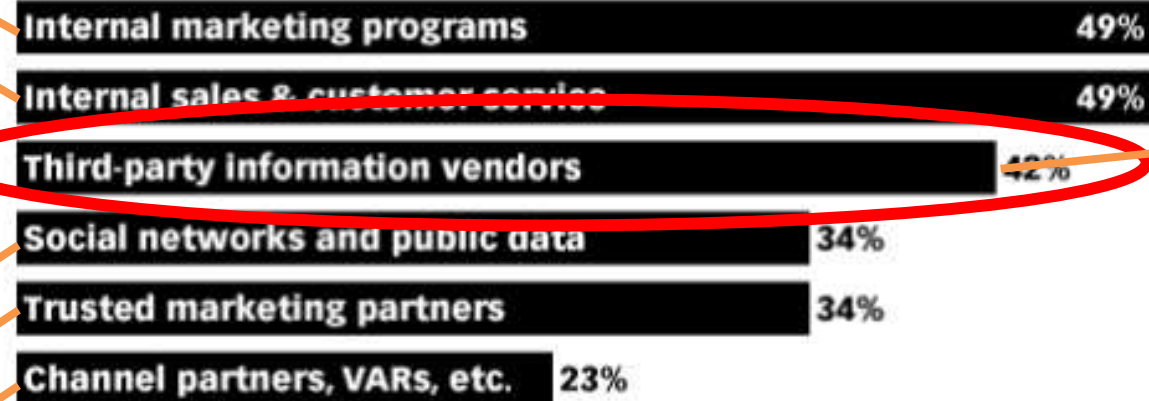
Data bought through a marketplace or from a vendor, broadest view of consumer; critical for AI/ML and audience targeting



First
Party

Effective Data Sources Used for Marketing According to Marketers in North America, Jan 2018

% of respondents



Third Party

Second
Party

Source: DemandLab, "2018 Leadership Perspectives: Leveraging Data and Technology to Drive Marketing Success" in partnership with Ascend2, April 17, 2018

237165

www.eMarketer.com

Poll #2

What is your biggest challenge with data?

- Getting access to my own data.
- Getting access to data in other parts of my business.
- Finding additional sources of quality data.
- Combining data sources to create a single customer view.

Deterministic analysis looks at historical first party data to produce aggregated metrics which are useful in understanding underlying patterns in the business.



Predictive analysis uses various techniques like data mining, statistics, modeling, machine learning and artificial intelligence across all types of data to predict future events or results.

Deterministic analysis reveals historical patterns such as days of week that account for most sales, or zipcodes where the highest revenue generating shoppers reside



Predictive analysis answers questions such as which customers are most likely to churn in the future or which prospects are most likely to purchase the most expensive coach class seats

Deterministic analysis reveals the performance of approaches marketers have already taken allowing them to avoid mistakes made in the past



Predictive analysis paints a picture of the future allowing marketers to act pre-emptively in order to shape it

**A vast majority of current marketing actions
are based on Deterministic Analysis**

AI has become pervasive in our lives

By 2021, 80% of emerging technologies will have AI foundations. ([Source: Gartner](#))

Worldwide spending on artificial intelligence systems was forecast to reach \$35.8 billion in 2019, an increase of 44% over the amount spent in 2018. ([Source: IDC](#))

Demand for AI talent has doubled in the last two years. And talent, which is increasing, remains in short supply with two roles available for every AI professional today. ([Source: MMC Ventures](#))

Poll #3

What is your maturity level around AI adoption?

- We are new to AI and still trying to implement.
- We have started using AI, but have not seen a return on our investment yet.
- We have been using AI and have started to see some real business benefit.
- We have built internal competencies and are using AI effectively to drive our business.

Poll #4

What are your biggest challenges to AI adoption?

- Internal understanding of benefits and uses.
- Internal skill set, ability to hire the right skills.
- Access to the necessary breadth and depth of data to make it effective.
- Finding the right uses cases or where to get started.



So what is the next frontier?

Data and AI can play key a role in addressing marketing challenges

- High value customer identification and modeling
- Acquisition and Retention
- Segmentation and Advertising
- Attribution
- Market Research

High value customer identification and modeling

ALL CUSTOMERS ARE NOT CREATED EQUAL

- In most businesses, a small fraction of buyers contribute an outsize amount of revenue.
- It is important for a business to understand the “nature” of these HVCs:
 - Customers with home-work commutes of 15+ miles are 10X more likely to order-in than those with less than 10
 - The lifetime value of rideshare customers is directly proportional to the number of times they are observed at non-home airports in a 90-day period

Identifying and Understanding High-Value Customers

Helping a global on-demand food delivery service optimize their best customers

- **The Customer:** A technology and data-driven, global food delivery service
- **The Challenge:** Driving customer retention and new customer acquisition through the identification and engagement of high-impact customers
- **The Solution:** Mobilewalla High-Value Customer Modeling and Identification



Proportion of High-Value members in customer base increased from 12% to 14%

Acquisition & Retention

COMPANIES WANT TO ACQUIRE AND RETAIN THEIR BEST CUSTOMERS

- Most customers contribute little to the top or bottom line
- Companies want to acquire and retain “good” customers - the ones most likely to be high value
- When executing competitive conquering campaigns, companies seek to go after consumers who are the least sticky or most likely to switch over

Using data enrichment and machine learning to acquire and retain high-value customers

Helping a rideshare company grow their business with their best customers

- The Customer: A highly technology-enabled leader in ridesharing and food delivery.
- The Challenge: Better understand high-value customers to retain them, grow their lifetime value through cross-selling them additional services and target similar prospects for acquisition.
- The Solution: Mobilewalla Data Enrichment High-Value Customer Modeling and Identification



2x

Achieved a 2x lift in identifying high LTV prospects compared to their current acquisition strategies

20%

Increased the effectiveness of the retention model

Segmentation & Advertising

- Advertising campaigns attempt to drive certain actions
 - Build awareness through brand campaigns
 - Drive conversion actions through performance campaigns
- Predictive analytics is increasingly used to enhance the quality and scale of these response actions
- Brands want to reach users who are more likely to act

Identifying advertising recipients and attributing online and offline engagement

Helping a luxury retailer identify who received their digital advertising and if subsequent engagement was positively impacted

- **The Customer:** large, multi-channel, luxury retailer
- **The Challenge:** identifying who was receiving their digital advertising and if advertising spend was impacting online and in-store engagement with these consumers
- **The Solution:** Mobilewalla Data Enrichment, Identity Mapping and Location Visitation Attribution



3.7x

Uplift in identifying consumers who received the ad

140%

Store visitation uplift

378%

Site visitation uplift



Attribution and Return on Spend

IDENTIFY USER ACTIONS THAT CONTRIBUTE TO THE DESIRED OUTCOME

- Marketers must optimize their marketing spend and understand the ROI
- With intense budget pressure it is important for marketers to provide acceptable returns on spend
- Marketers can measure the effectiveness of their digital campaigns in getting ad recipients to act as desired, such as driving them to a brick-and-mortar store, or

Targeting a new buyer segment and increasing the effectiveness of mobile advertising spend

Helping a global technology leader answer the attribution question

- **The Customer:** A global, consumer technology provider and key player in the smartphone space.
- **The Challenge:** Launch a new mobile device into market and increase share by appealing to a new demographic through the promotion of key new product features.
- **The Solution:** Mobilewalla Location Visitation Attribution and Mobilewalla Custom Audience Segments that were constructed based on propensity analysis



27%

Percentage of converters who came from a competitive product

524%

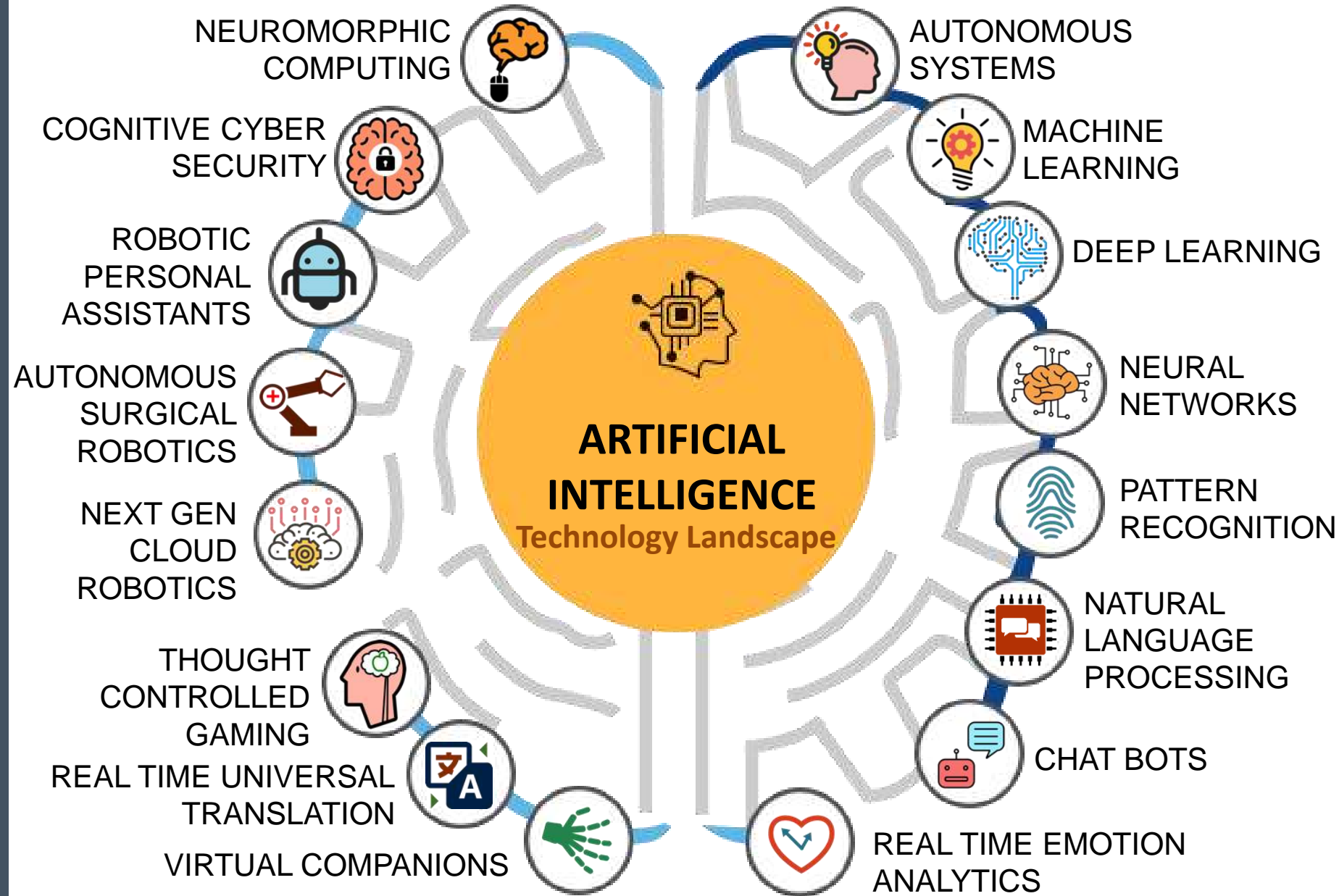
Uplift in store visitation as a result of targeted mobile ad

Using AI & Predictive Modeling

A MAJOR MISCONCEPTION

- AI/ML is considered “hard” – tons of buzzwords thrown around (Neural network, deep learning blah blah).
- The idea is that unless you have expertise in techniques you are somehow not going to be able to realize AI in your team.
- This is wrong!
- In business AI - data contributes substantially more than the techniques. Successful applications of AI in marketing involve getting the right data and using simple techniques (e.g., regression)

Common wisdom is that sophisticated techniques drive better outcomes from AI – but the breadth, depth and scope of data that you use is almost always more important.



Telecommunications Use Cases

Data Enrichment



- Augment existing data with additional attributes to better innovate, segment and market
- Understand competitive preferences and activity

Predictive Modeling



- Churn Modeling
- Risk Modeling
- Affinity Modeling
- High Value Customer Modeling
- Intention Based Modeling

Analytics/Insights



- Use mobile consumer analytics for point of sale planning and understanding competitive landscape
- Identify and map old, dead and new devices
- Understand market dynamics like switchers, high data users, dual SIM users and usage patterns

Audience Segments



- Acquisition/ Upsell/ Branding
- Target specific behavioral segments
- Custom Segments

MOBILEWALLA

Smartfren – using data and AI to drive marketing

- An Indonesia-based wireless network operator
- Headquartered in Central Jakarta
- Provides wireless voice and data services
- 13M Active Subscribers

Smartfren Key Goals

smartfren.

Business

- Fast growth
- High retention
- High average revenue per user and BTS

Marketing

- **Digital marketing transformation:**
Selling to and communicating with customers over digital channels for a better resilience to changing market and wider audience reach.
- **AI/ML loaded marketing process:**
 - Connecting company data to fast, creative and smart decision-making instruments through complete automation of complex predictive tasks.
 - Turbo charging our business with AI/ML models for reaching extra miles.



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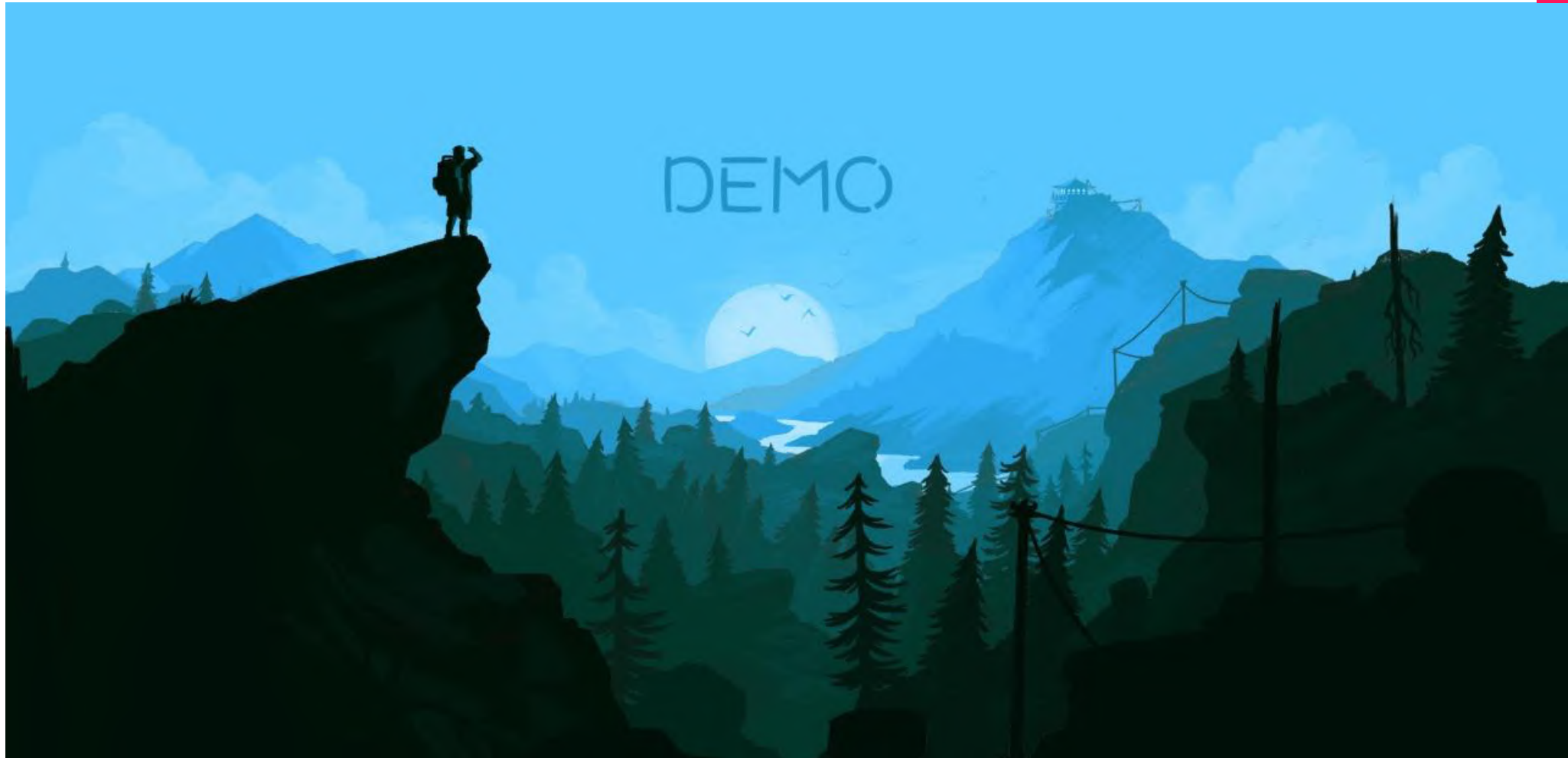
Where Smartfren is now

smartfren.

- **Fastest growing operator in the country** – we are like airplane that took off and need to keep on going forward fast until we reach autopilot time.
- **Dynamic decision and product-making process has started** - demo of the decision board will be shown.
- **No hit and miss ideas** - the effort ends only when project goals are reached. Smartfren now has enough AI/ML ammunition to adjust every product and project until it works.

Use of Data and AI at Smartfren

smartfren.



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Getting Started

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Getting Started



Key Use Cases

Identify where AI can help drive insights and results:

- Customer acquisition
- Customer retention
- Attribution
- Segmentation



Existing Data

- Understand what you already have
- Understand what else you have access to
- Understand what other high value data exists that you should integrate



Data Gaps

- Identify knowledge gaps that you have related to your customers
- Identify potential sources of available data that could fill those gaps

About Mobilewalla

What we do

Consumer data and artificial intelligence

Why we do it

To help organizations better understand, model and predict consumer behavior

What is the benefit

So that organizations can acquire, retain and grow their customer base and make more informed business decisions

Companies we sell to

B2C enterprises, across a variety of industries, as well as, B2B companies who need data to enrich their existing product offerings

Who uses our data

Marketers and data scientist need to enrich their internal data, to increase the breadth, depth and scale, and improve internal modeling results

MOBILEWALLA

Questions & Answers

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UPCOMING WEBINARS



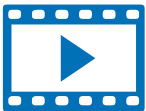







- ≡ June 26 - #NewBusinessModels through Venture Building: Ideate, Incubate, Accelerate
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- ≡ July 10 – Consumer Data Models in a Privacy Driven World
- ≡ July 16 – Turn the Tide: Decoding Changed Consumer Behaviour & Opportunities with BCG Insights
- ≡ July 17 - #Manoeuvre & Understand Multi-Channel Consumer Journey
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Thank You!

1st party data doesn't go much beyond the basics



Enhance your data strategy - more data, better data



Better data



Better data models

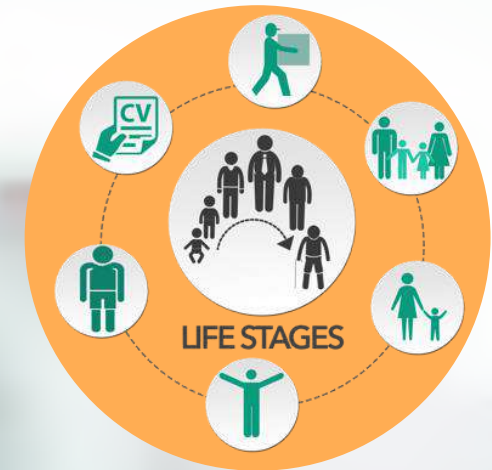


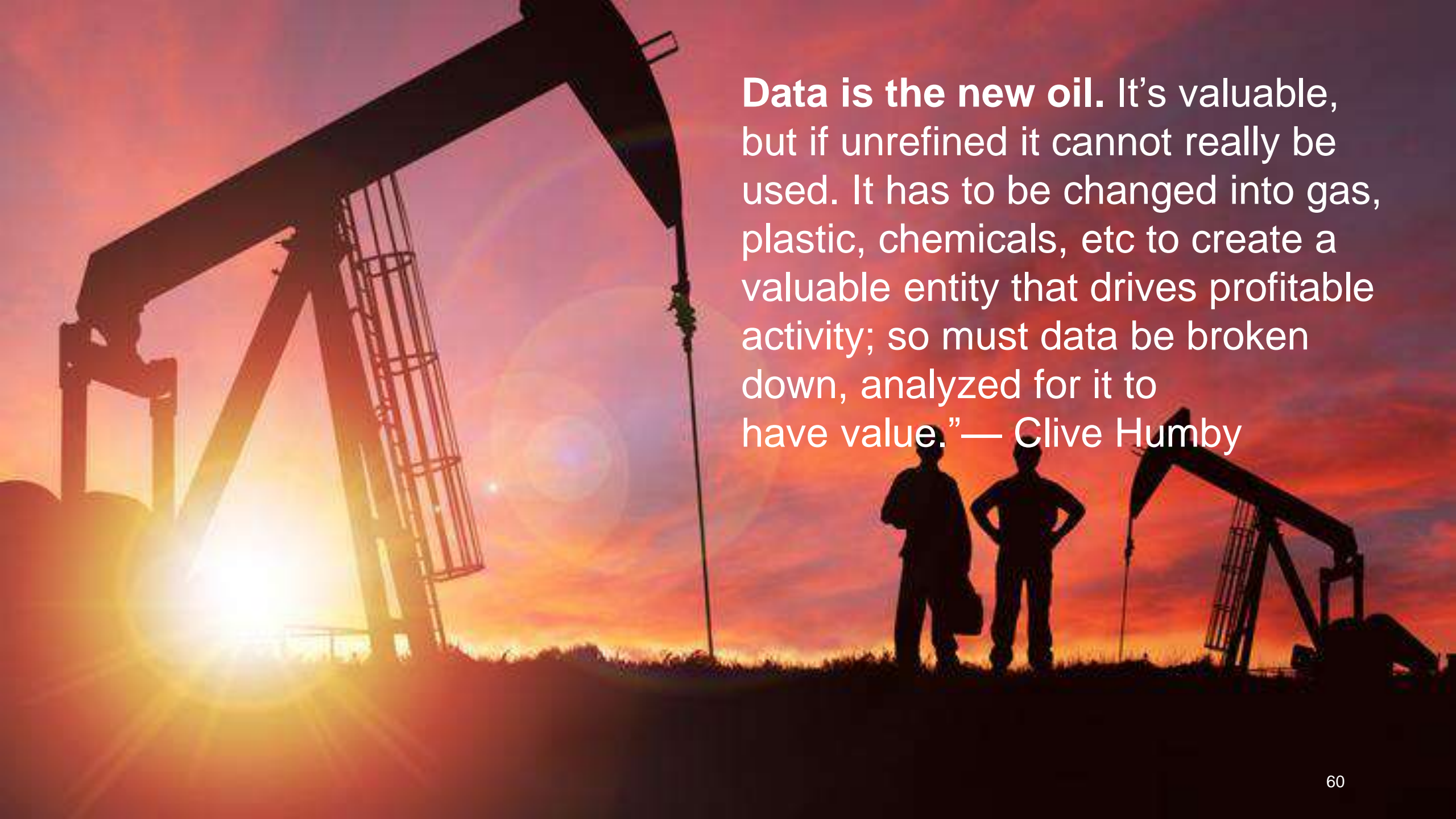
Better decisions



Better business results

Bringing your customer into focus



The background of the slide features a sunset scene with several oil pumpjacks (jack-o'-lanterns) silhouetted against a bright, orange and red sky. In the foreground, two workers are also silhouetted, standing with their hands on their hips and looking towards the horizon. The overall mood is industrial and contemplative.

Data is the new oil. It's valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc to create a valuable entity that drives profitable activity; so must data be broken down, analyzed for it to have value." — Clive Humby

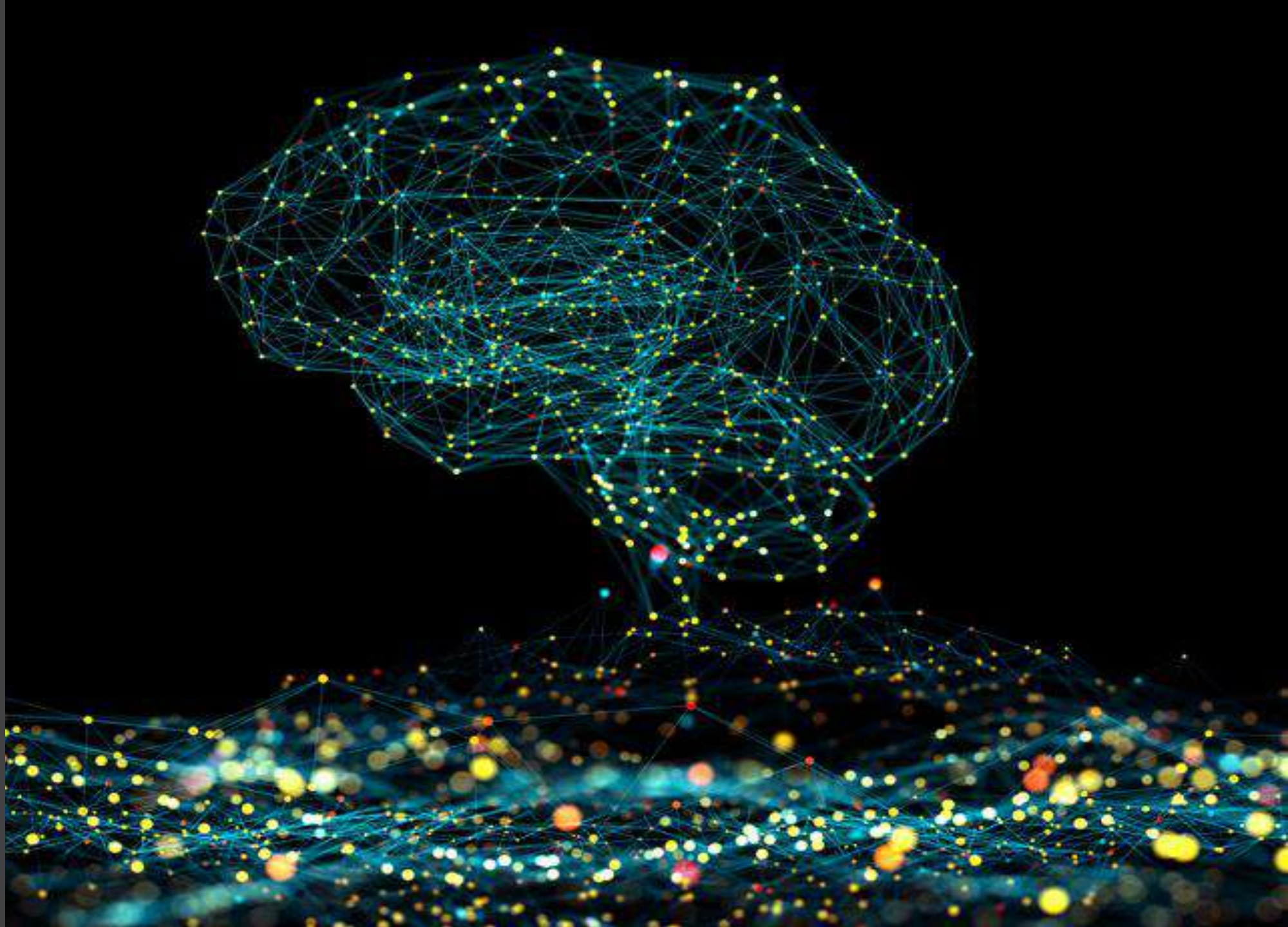
This next decade will be about driving deeper insights out of it with AI and ML

“If you are going to invest in analytics, you also need to invest in AI and machine learning to be able to navigate the vast, churning seas of information and data you aim to put to good use.”

Source: *Forbes Top Digital Transformation Trends for*

2020

AI works by combining large amounts of data with intelligent algorithms, allowing the software to learn automatically from patterns or features in the data and predict outcomes.



• Marketing Strategies in the New Normal

- MARKETERS MUST ADAPT TO CHANGING CONSUMER BEHAVIOR AND ATTITUDES
 - Understand your best customers
 - Anticipate consumer needs
 - Focus on customer experience more than ever
 - Be present in the digital world
 - Understand and attribute marketing spend
 - Focus on technology