FIRESIDE CHAT: SWIGGY & ZEOTAP UNPACK CUSTOMER INTELLIGENCE

MMA Webinar Series

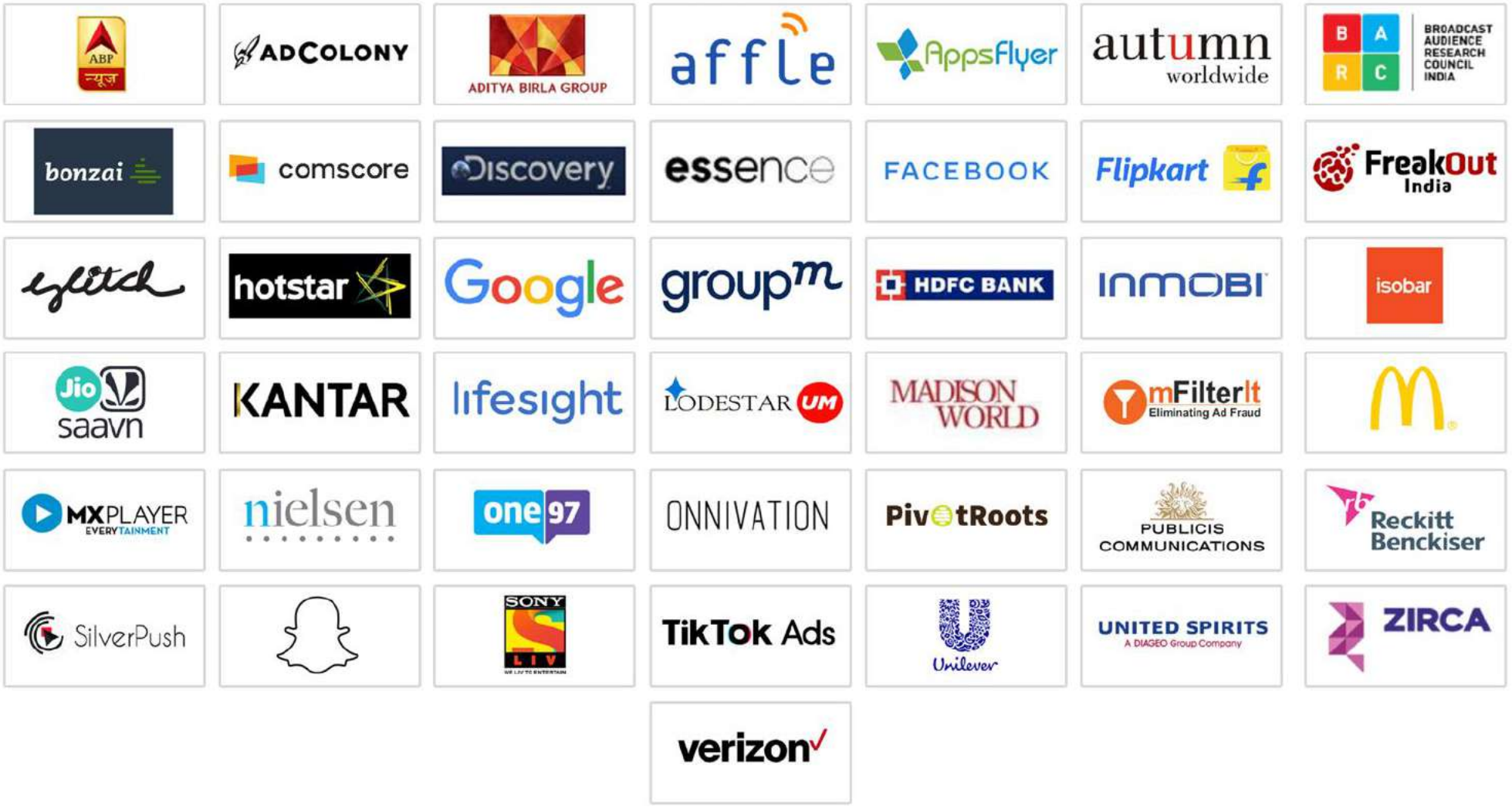
May 28, 2020

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

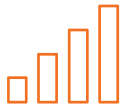
Our Strategic Priorities

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

https://www.mmaglobal.com/marketersupporthub/weareinittogether

UPCOMING WEBINARS

- May 29 - Winning Tet 2021 Post-Pandemic (*Vietnam*)
- May 29 - There Is No Playbook For This…… Creativity & Content
- June 5 - There Is No Playbook For This…… Digitisation & Consumption
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- June 17 - Social Commerce: The Next Normal?

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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

Enroll by emailing committees@mmaglobal.com

MANAGING YOUR QUESTIONS

Share the Insights

#MMAWeb

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Founder & CPO
Zeotap

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Director – Brand Marketing
& Head of Media
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Moderator

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MMA India

FIRESIDE CHAT:

SWIGGY AND ZEOTAP UNPACK CUSTOMER INTELLIGENCE

ZEOTAP WEBINAR

Gartner COOL VENDOR 2020

SWIGGY

MMA

MARKETERS' GOALS HAVEN'T CHANGED

TO UNDERSTAND CUSTOMERS

43%

of brands fail to use even half of their CRM systems correctly

salesforce

83%

cannot make connections across consumer touchpoints/devices

BCG
The Boston Consulting Group

39%

struggle to integrate offline to online data

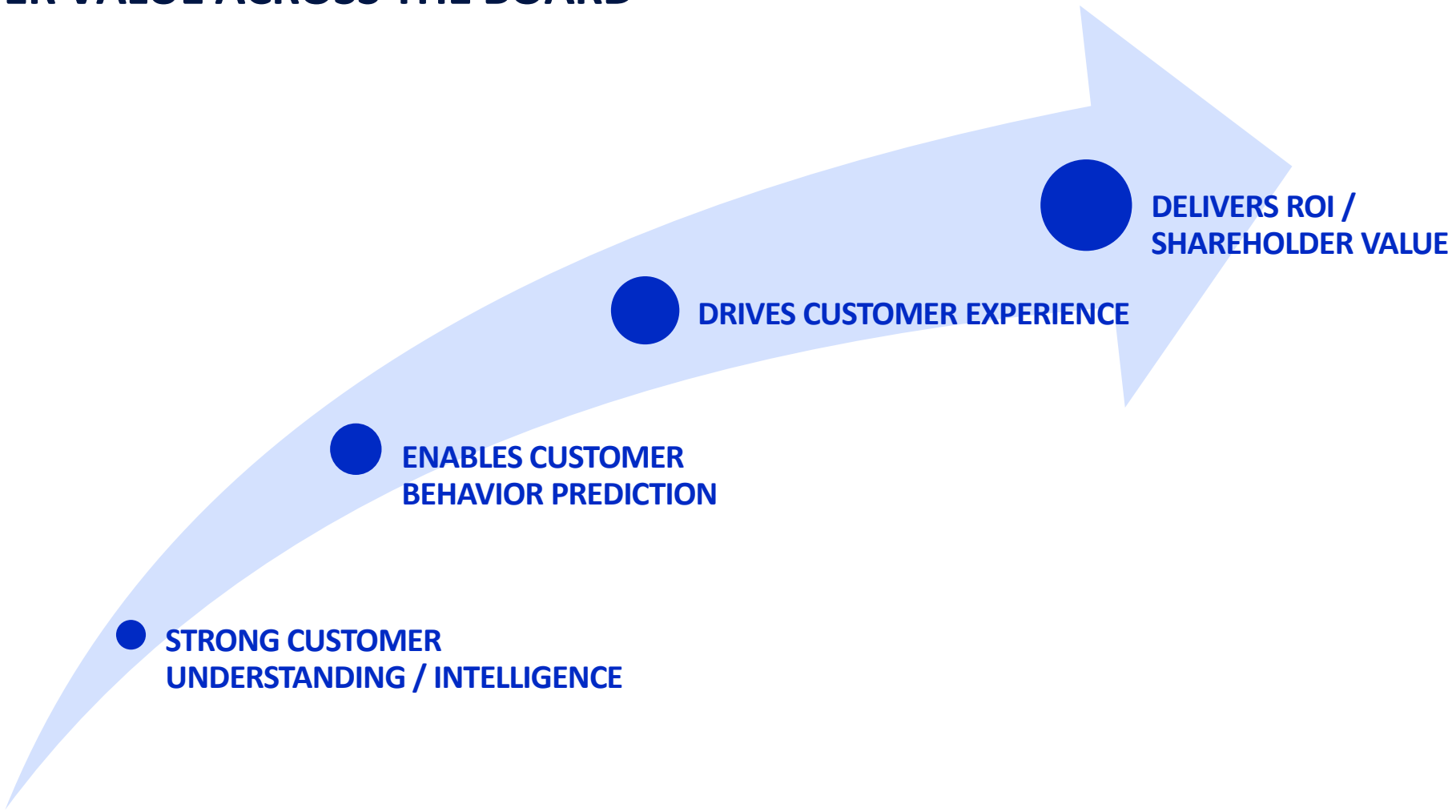
FORRESTER®

47%

take more than 1 week to analyze/draw marketing campaign conclusions

Forbes

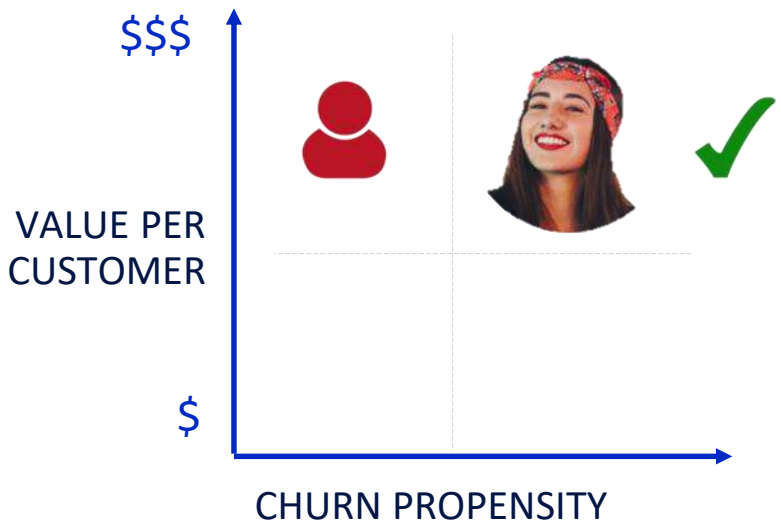
REAL CUSTOMER UNDERSTANDING IS FOUNDATIONAL TO DRIVING BETTER VALUE ACROSS THE BOARD

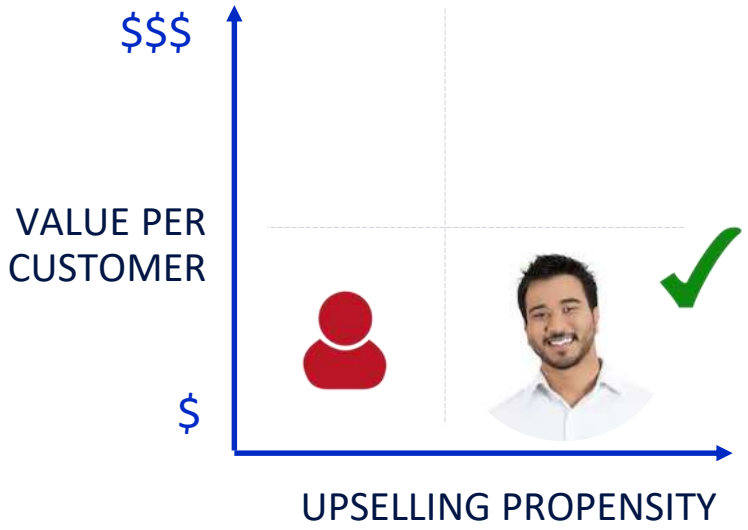


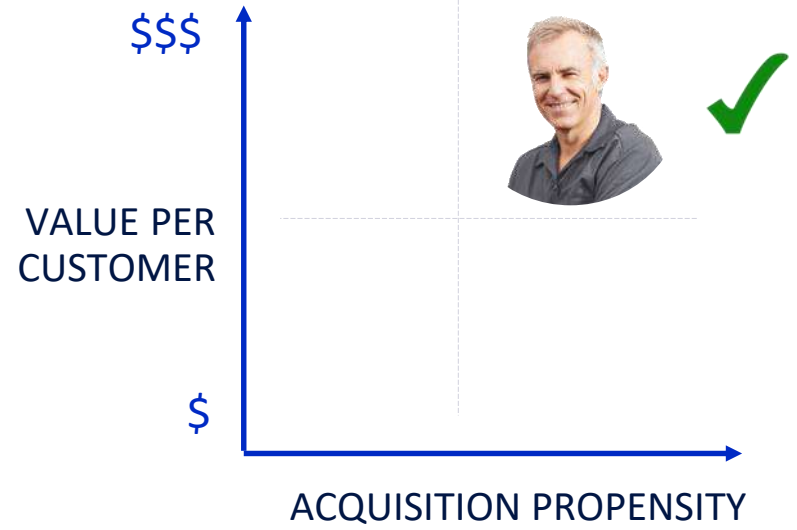
IT ENABLES MARKETERS TO EFFICIENTLY ALLOCATE BUDGETS

How do I know which customers to invest in?

Churn Prevention	Cross/Up - Selling	New Customer Acquisition





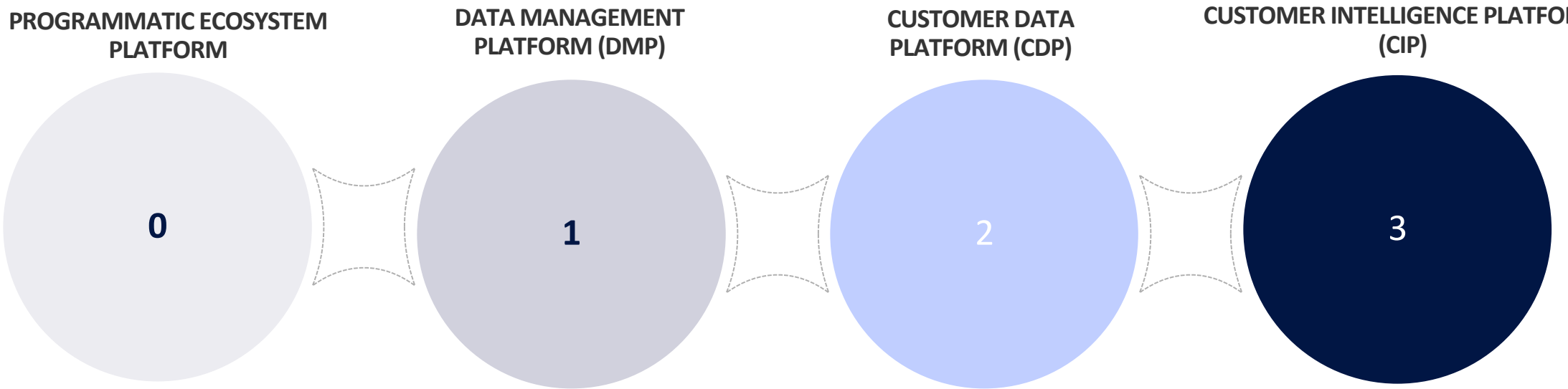


STILL, MANY MARKETING QUESTIONS REMAIN UNANSWERED

MARKETERS' KEY QUESTIONS

- How do I unify my first-party customer data into one consolidated view?
- How do I get more information on my customers beyond the first-party data I already have?
- How do I figure out propensities for my customers to accept an upsell or retention offer?
- In which customers should I invest my budgets?

MARKETING DATA EVOLUTION APPROACHES A 360º CUSTOMER UNDERSTANDING



What does your MarTech stack look like?

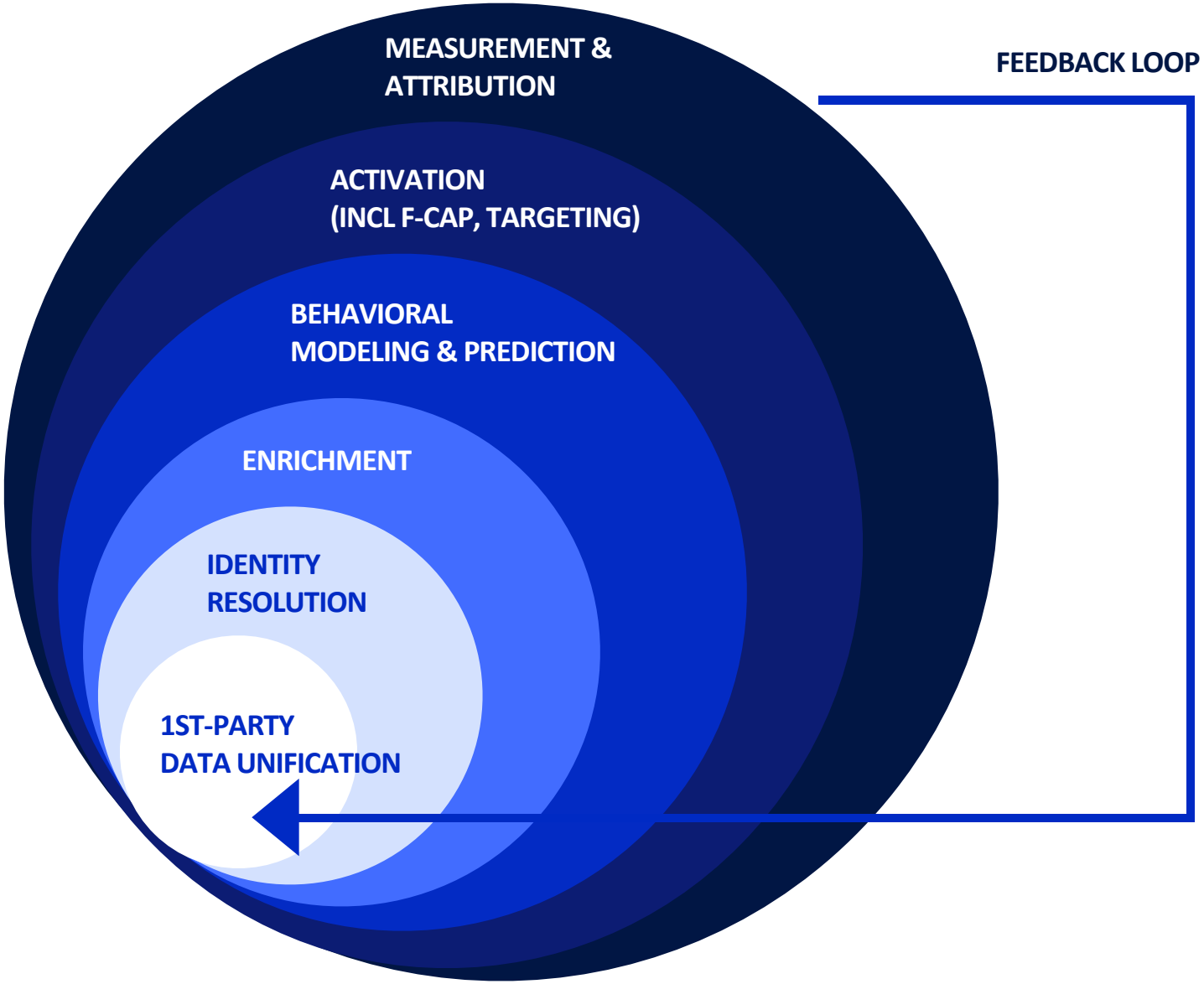
A. CRM

B. DMP

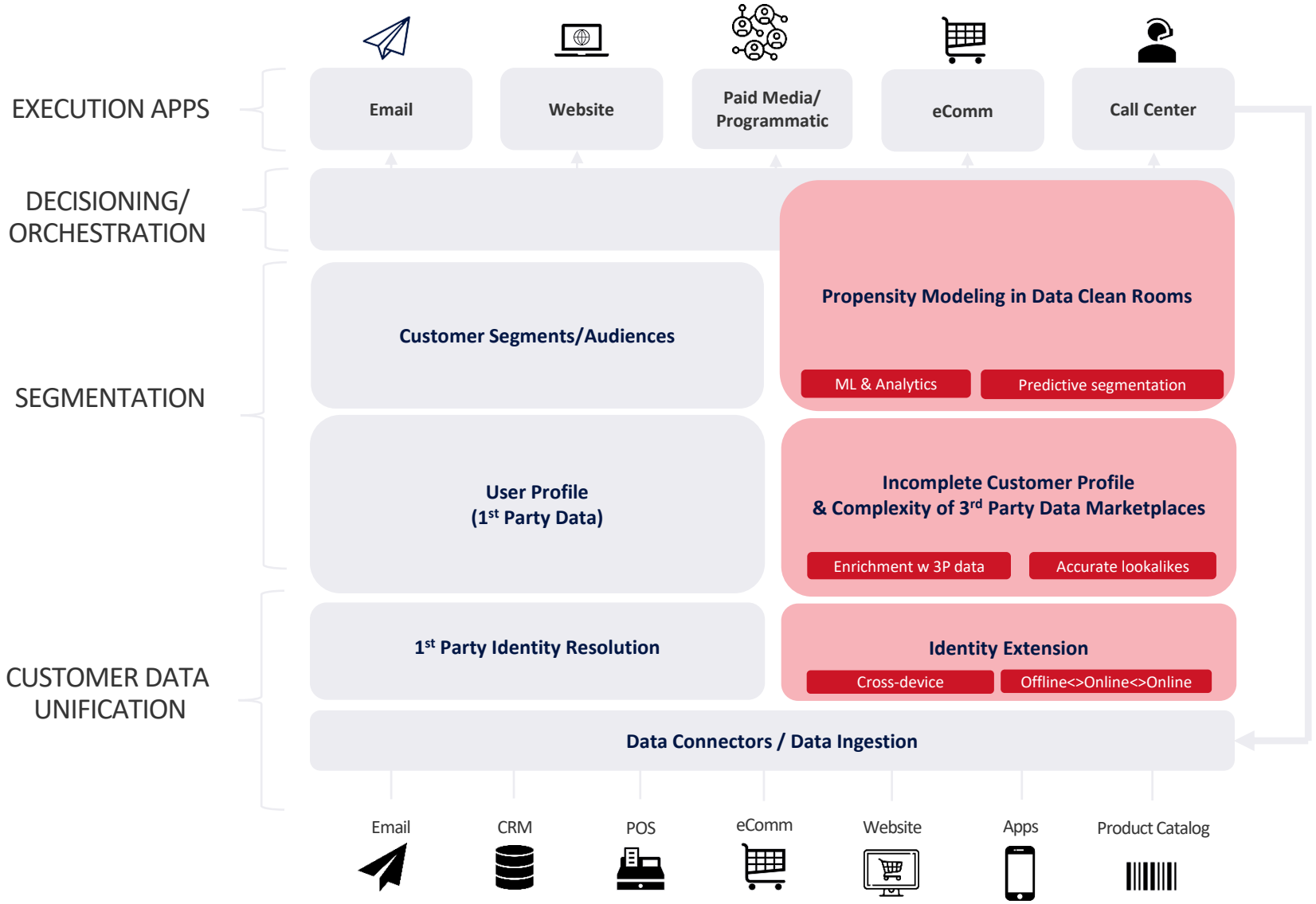
C. CDP

D. ALL OF THE ABOVE

HOW TO DRIVE CUSTOMER UNDERSTANDING

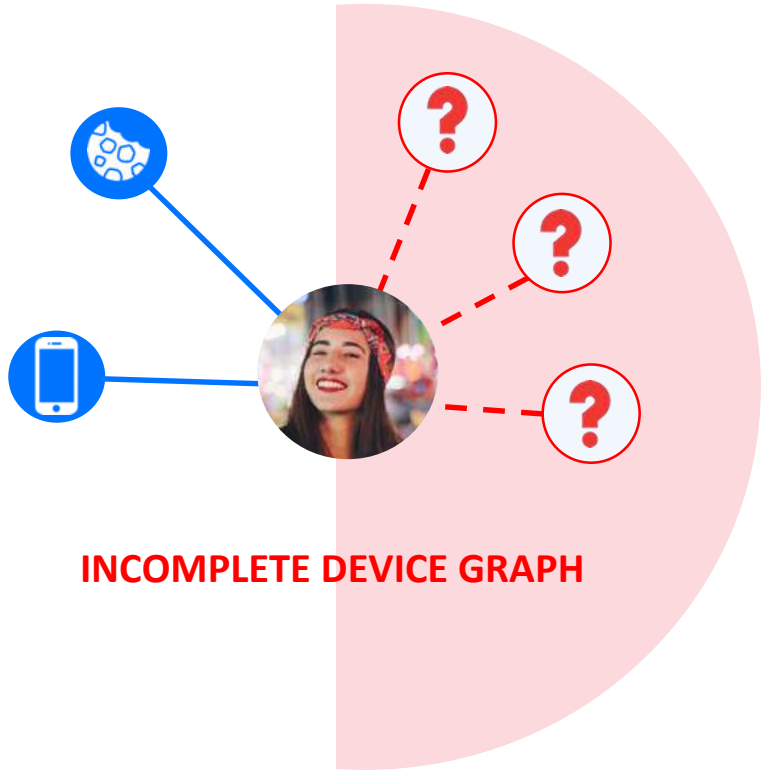


ZOOM-IN INTO CDPs: STACK OVERVIEW & CHALLENGES



CHALLENGE 1: IDENTITY RESOLUTION & EXTENSION

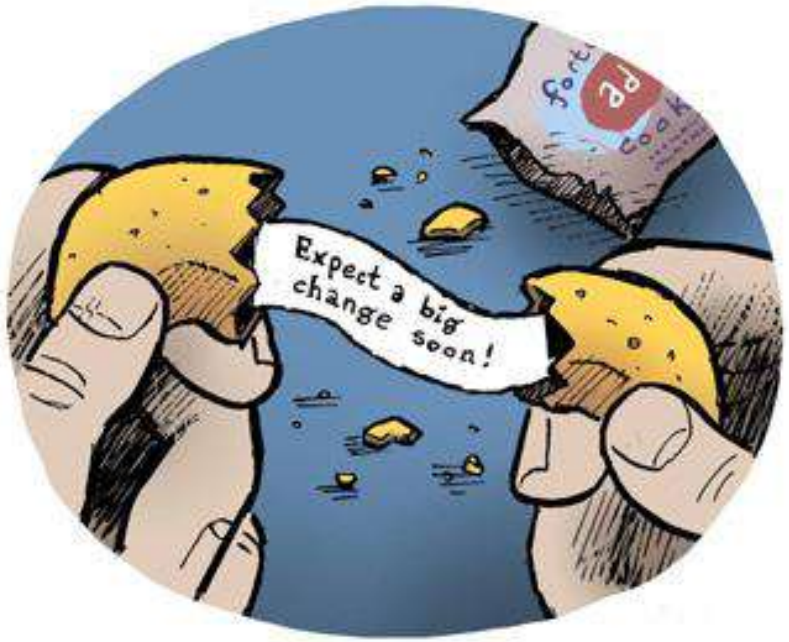
1ST PARTY IDENTITY RESOLUTION



INCOMPLETE DEVICE GRAPH

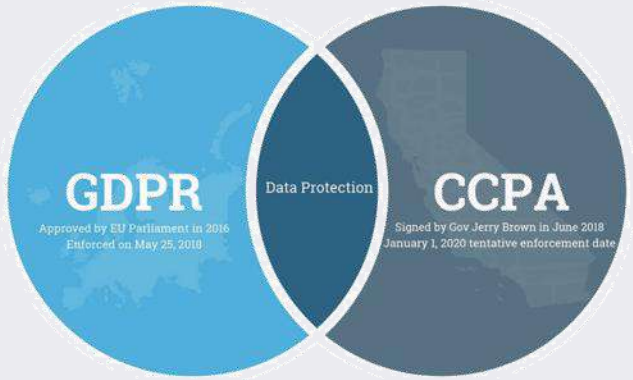
1ST PARTY IDENTITY EXTENSION

ADDING TO THIS 3RD PARTY COOKIES HAVE ALWAYS PRESENTED A CHALLENGE, AND WILL DISAPPEAR IN 2022



The Cookie's Fortune

Privacy Regulations



Google kills the 3rd party cookie

HOW WILL IDENTITY LOOK WITHOUT COOKIES?

IDENTITY RESOLUTION STRATEGIES MOVING FORWARD FOR BRANDS

	OPERATE WITHIN WALLED GARDENS	1ST PARTY DATA-BASED APPROACH	"UNIFIED" ID-BASED APPROACH
EXAMPLE			
PROS	• Deterministic • Accurate	• High accuracy *(depends on provider)* • Control	• More efficient • Greater scale
CONS	• Restricted • No control	• Limited scale • Needs greater adoption as a currency	• (Mostly) cookie-based

POLL

What is your biggest challenge with data collection & identity resolution?

- **A. NO CONSENT**
- **B. NOT ENOUGH 1st PARTY DATA**
- **C. NO MECHANICS TO COLLECT IT**
- **D. DATA IS ISOLATED OR SILOED**

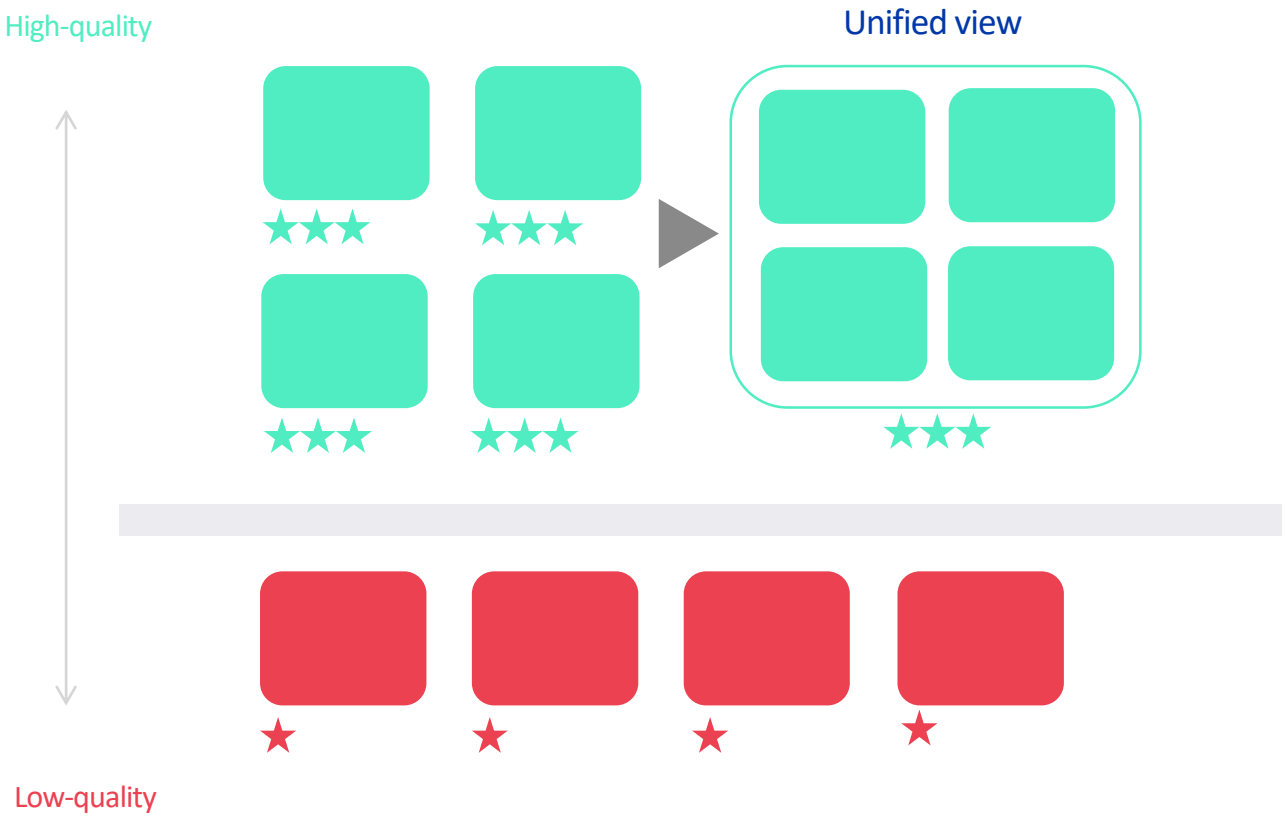
CHALLENGE 2: INCOMPLETE FIRST-PARTY DATA …

INCOMPLETE CUSTOMER PROFILE

CHALLENGE 2: … AND THE COMPLEXITY OF WORKING WITH 3RD-PARTY DATA MARKETPLACES TO FILL GAPS

3rd-Party Data Marketplaces orchestrated via CDP

Unified & Curated 3rd Party Data



POLL

Is your organization enriching its 1st party data with additional 3rd party data?

- A. YES
- B. NO
- C. NOT SURE

CUSTOMER INTELLIGENCE (CI)

"Customer intelligence (CI) is the process of gathering and analyzing information regarding customers, and their details and activities, to build deeper and more effective customer relationships and improve decision-making."

- Shaw & Reed (2000)

DRIVING CUSTOMER INTELLIGENCE IN ONE STACK

CONNECT

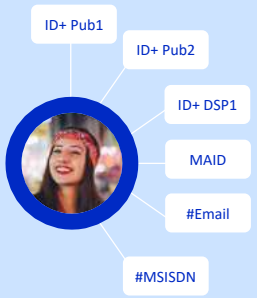
1st PARTY DATA

- CRM
- WEB
- APP

2ND PARTY DATA CONNECTORS

TRANSFORM

IDENTITY RESOLUTION



ENRICHMENT

- Socio-Demographic
- App Usage
- Interest
- Purchase Intent

ANALYTICS

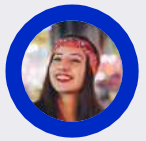
- ML-Models
- Lookalike Models

Data Clean Rooms

ACTIVATE

DSPs

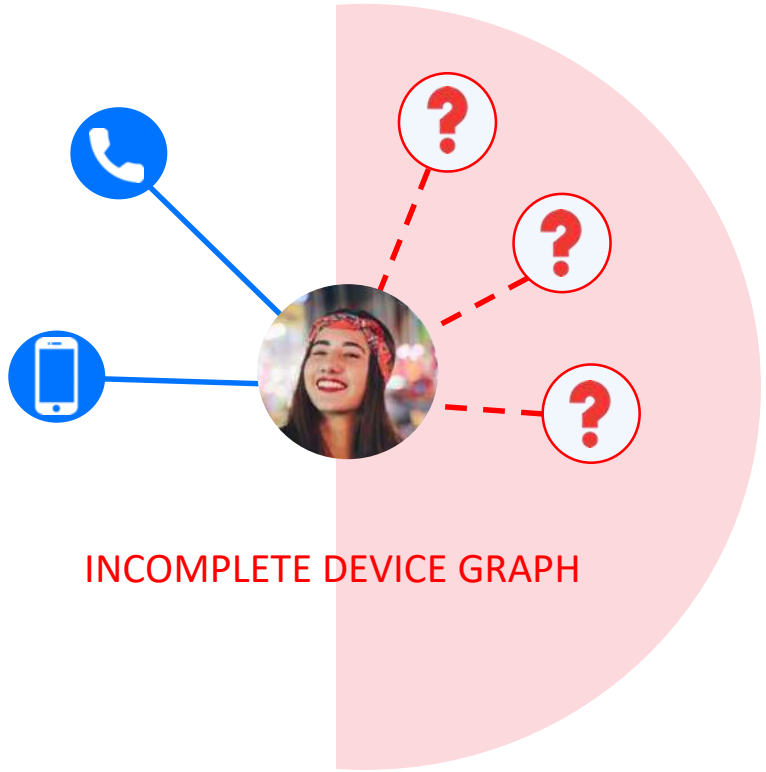
Social Networks



Other Channels

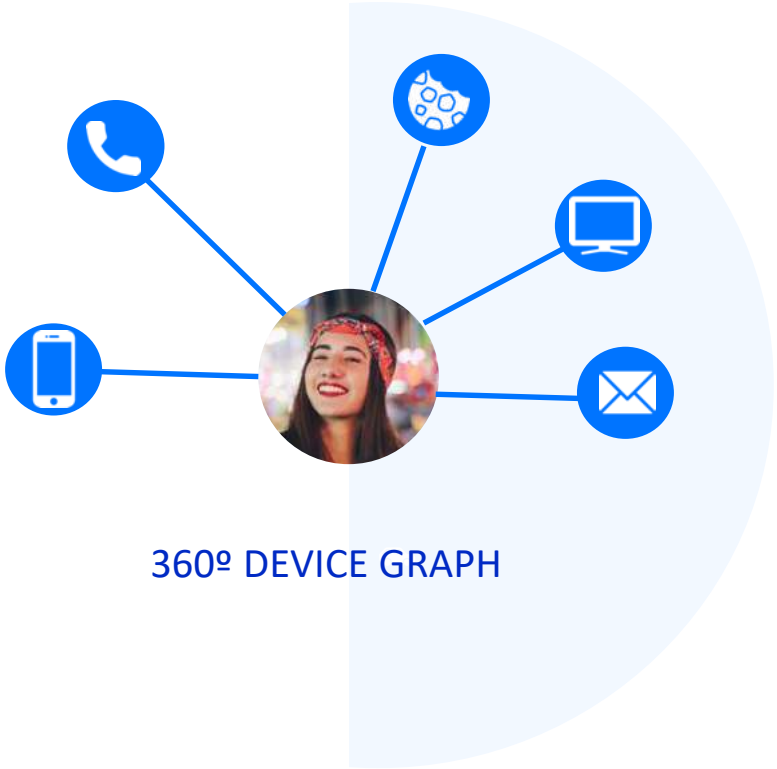
IDENTITY RESOLUTION & EXTENSION

1ST PARTY
IDENTITY



INCOMPLETE DEVICE GRAPH

3RD PARTY
IDENTITY EXTENSION



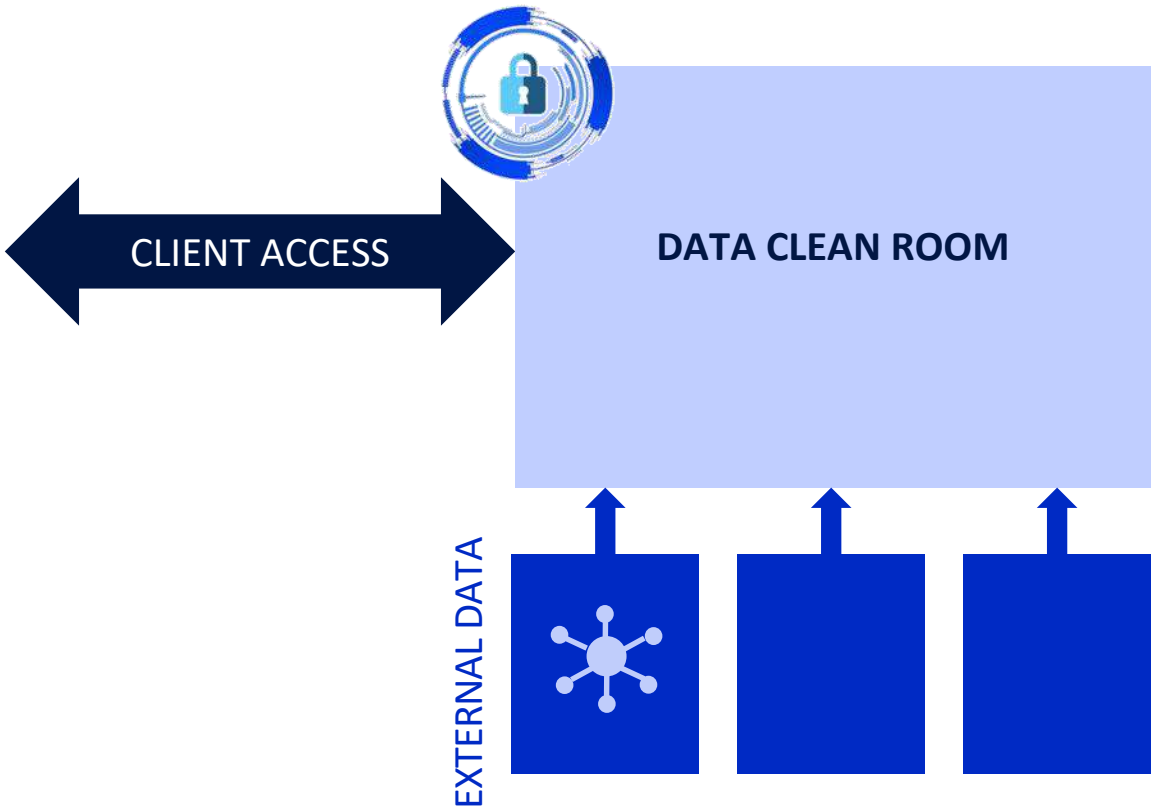
360º DEVICE GRAPH

ENRICHMENT

INCOMPLETE CUSTOMER PROFILE

360º CUSTOMER PROFILE

ANALYTICS & DATA CLEAN ROOM

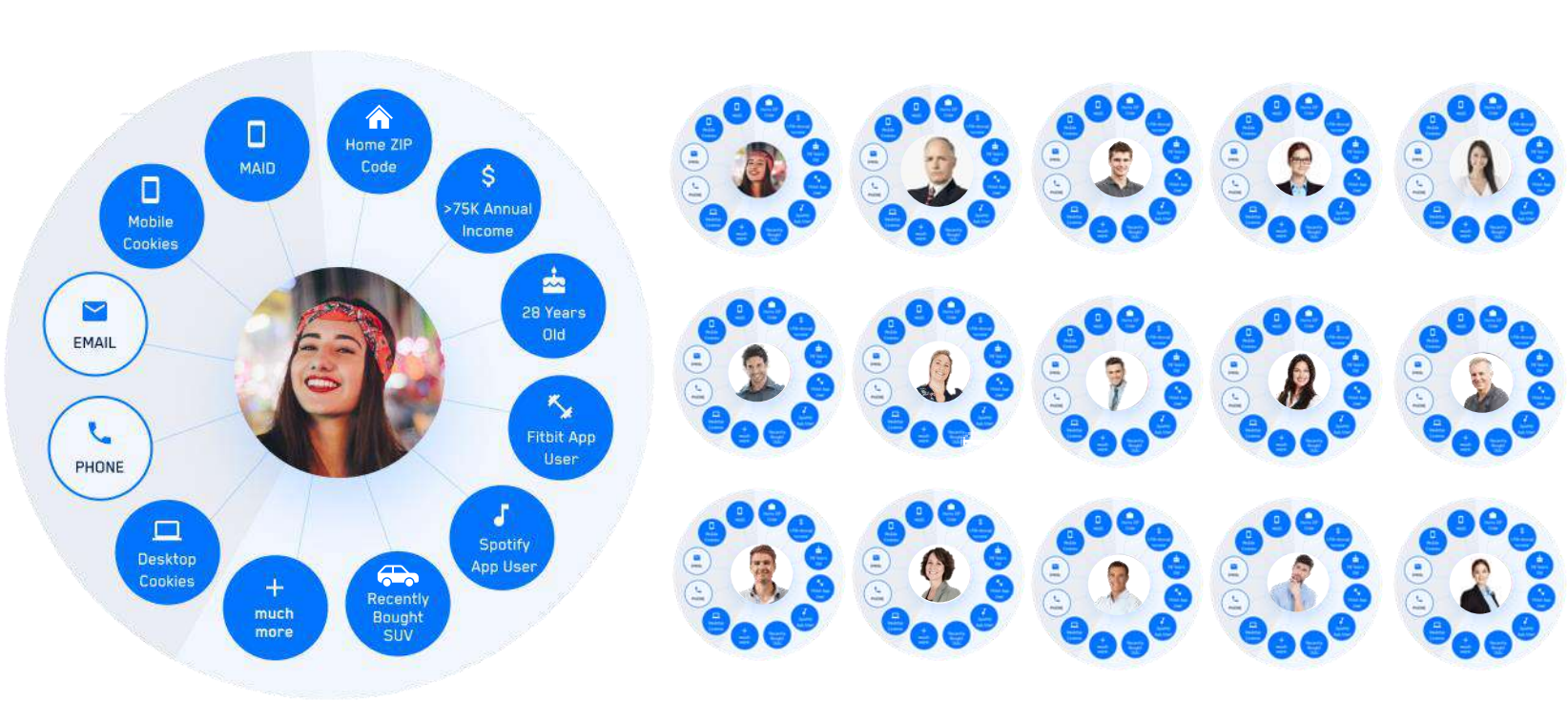


Predict behaviors with propensity models

Data enrichment & analytics

Safe environment – no cross-data contamination

ACTIVATION & ATTRIBUTION



ACTIVATE

- Email/ Push
- Programmatic
- Social

Attribution

RECOMMENDATIONS

Set up a solid identity strategy that's **cookieless** and reliant on permanent identifiers

Rely on your goldmine but enhance it with **external curated and high-quality data** for complete profiles

Apply **predictive behavioral segmentation** – based on propensity models

SWIGGY & ZEOTAP FIRESIDE CHAT

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Thank You!

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