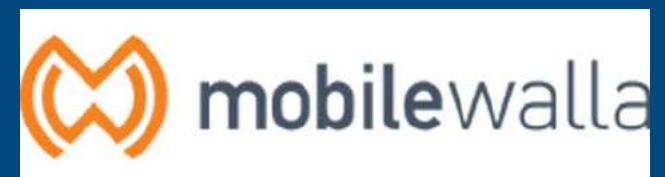


 **MMA | WEBINAR SERIES 2020**

**CAPITALISING ON CONSUMER INTELLIGENCE  
TO DRIVE MARKETING PERFORMANCE**

**Nov 19, 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 modern marketing, driving business growth with closer and stronger consumer engagement & enabling marketers to shape the future.

## WHAT Our Strategic Priorities



Cultivating  
Inspiration

Aimed at the Chief Marketer; Fostering know-how and guiding best practices and confidence within the Chief driving innovation



Building Capability  
for Success

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 PROGRAMS EMPOWER YOUR CAREER...”



...AND  
**MEMBERSHIP HAS ITS  
PRIVILEGES!”**



# MMA: RESHAPING THE FUTURE OF MOBILE M.

			
Mobile ROI Research	Marketing Attribution Think Tank	To Rethink Mrktg Org	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	1000+ Mobile Case Studies  Inspiring Creative Innovation	30+ MMA Events  Spread across 20 Countries

# MMA WORKING COUNCILS

**MMA**

**CREATIVE  
COUNCIL**

- From A Blink To An Imprint, To A Heartbeat
- From A Blink To A Heartbeat

**MMA**

**MEDIA  
EFFECTIVENESS  
COUNCIL**

- How Brands Can Make Smarter Decisions in Mobile Marketing
- A Journey Map for Marketers' Success with Multi-Touch Attribution (MTA)

**MMA**

**BRAND SAFETY  
COUNCIL**

- MMA & Decision Lab: Ad Fraud India Report
- MMA Attribution Fraud Assessment Tool

**MMA**

**MARTECH  
COUNCIL**

- Modern Marketing Era - Time to Reset & Reboot with Martech
- Responsible Marketing with First-Party Data

**MMA**

**VOICE & AUDIO  
COUNCIL**

- Build For Voice

<https://www.mmaglobal.com/india-local-council/working-councils>



# UPCOMING WEBINARS

**MMA** | WEBINAR SERIES 2020  
THREE PART SERIES  
NOV 18, 25 & DEC 9 | 4:00PM

IN PARTNERSHIP WITH

**ORACLE**  
Customer Experience

**MAKE MODERN  
MARKETING WORK**

Nov 25 - Martech Implementation in BFSI – Challenges & Management

Dec 9 - Remodeling the Digital Transformation Strategy For IT & ITES Sector

**MMA** WEBINAR SERIES 2020

Dec 10 – Unveiling of Martech Survey Results

<https://www.mmaglobal.com/webinars>



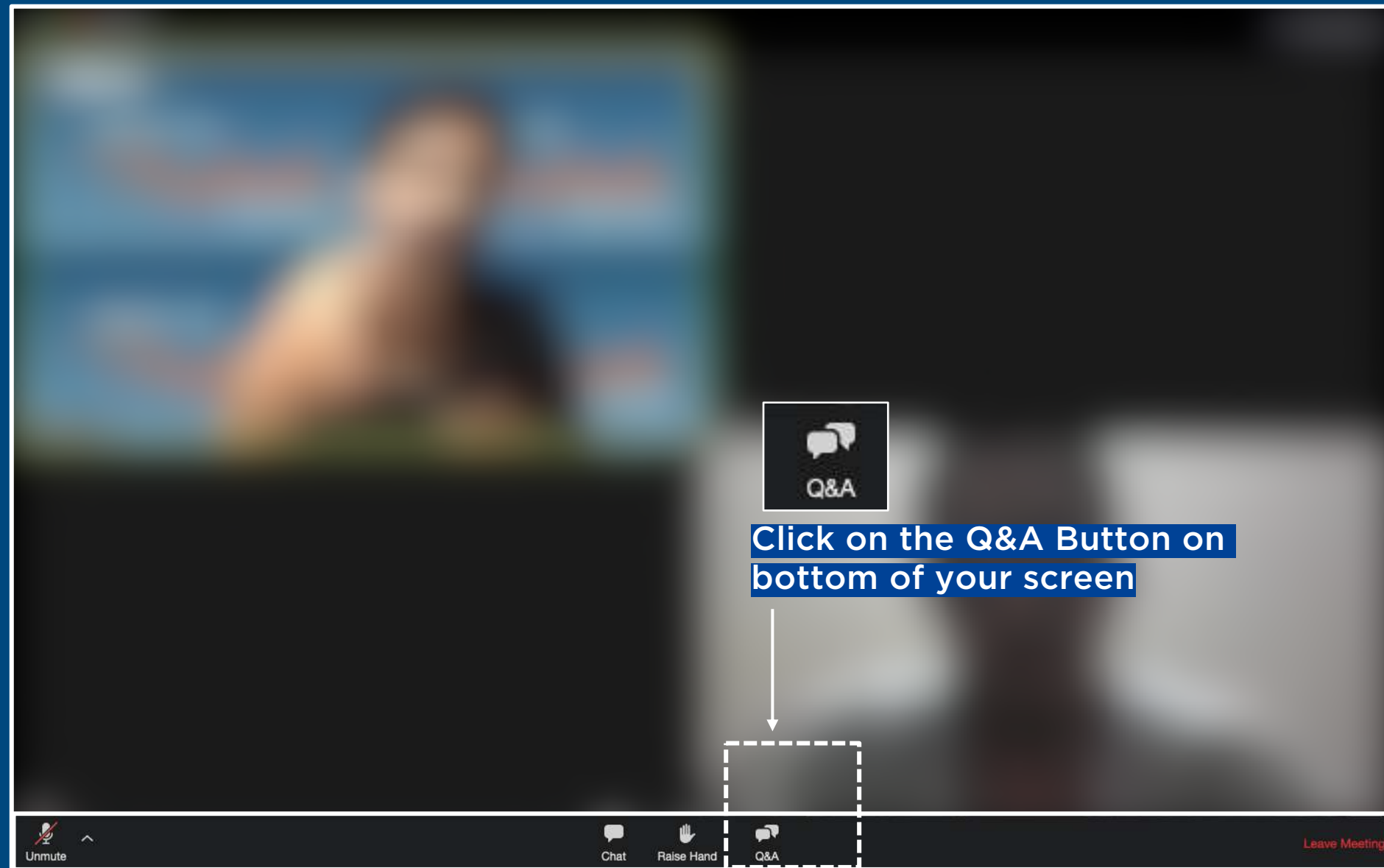


# MANAGING YOUR QUESTIONS

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.

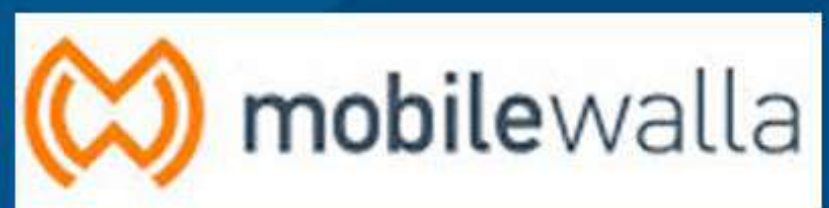


# TODAY'S SPEAKER



**ANINDYA DATTA**

**Founder & CEO**



# Capitalising on Consumer Intelligence to Drive Marketing Performance

**Anindya Datta**

Founder & CEO  
Mobilewalla





# Using Data in 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*

- The use of data goes back to the inception of marketing as an organizational discipline
- There is consensus among marketers that their work must be driven by data

## Traditional Data Sources

- Census
- Surveys
- Warranty Cards
- Loyalty Cards
- Subscriptions
- Property Sales

## Digital Data Sources

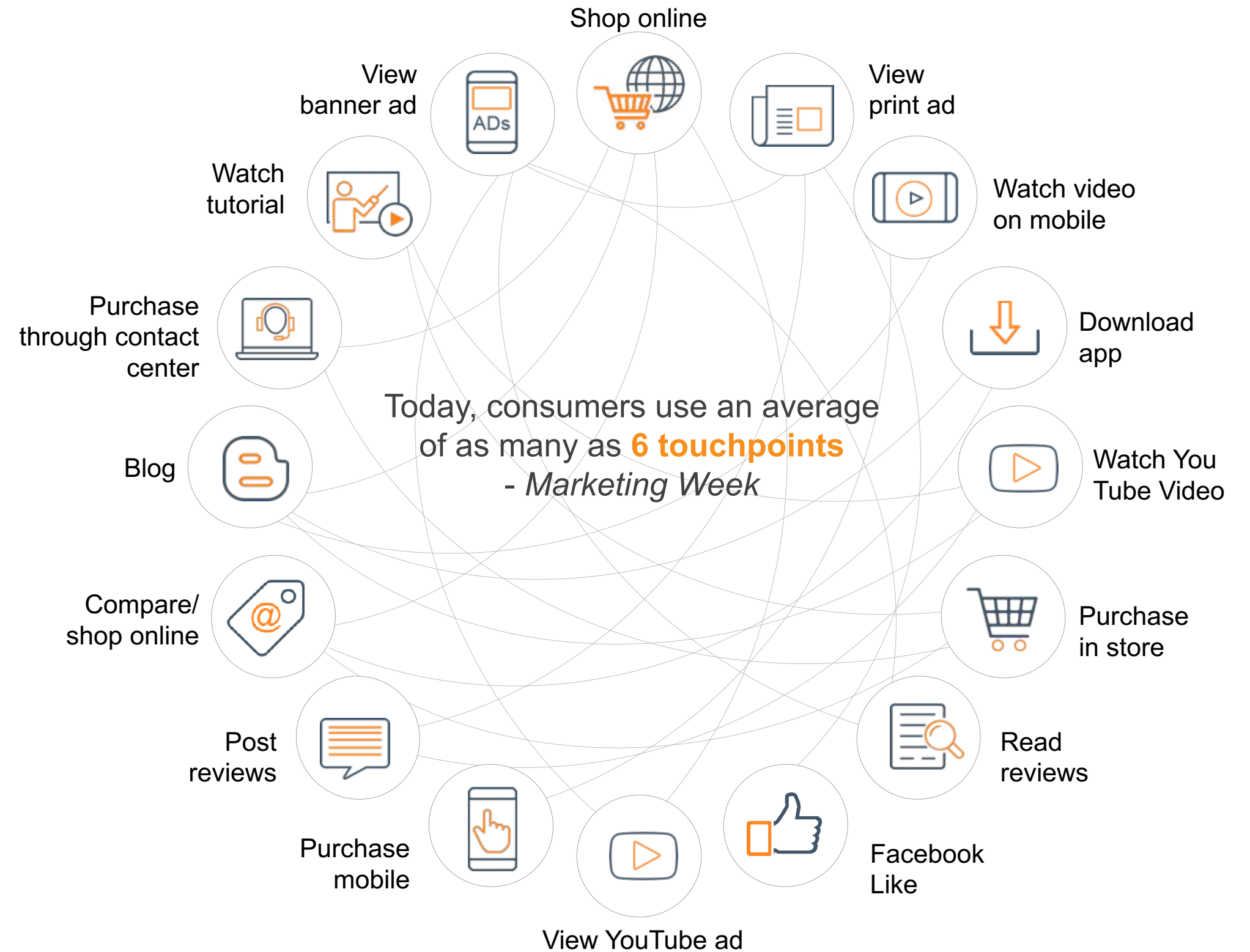
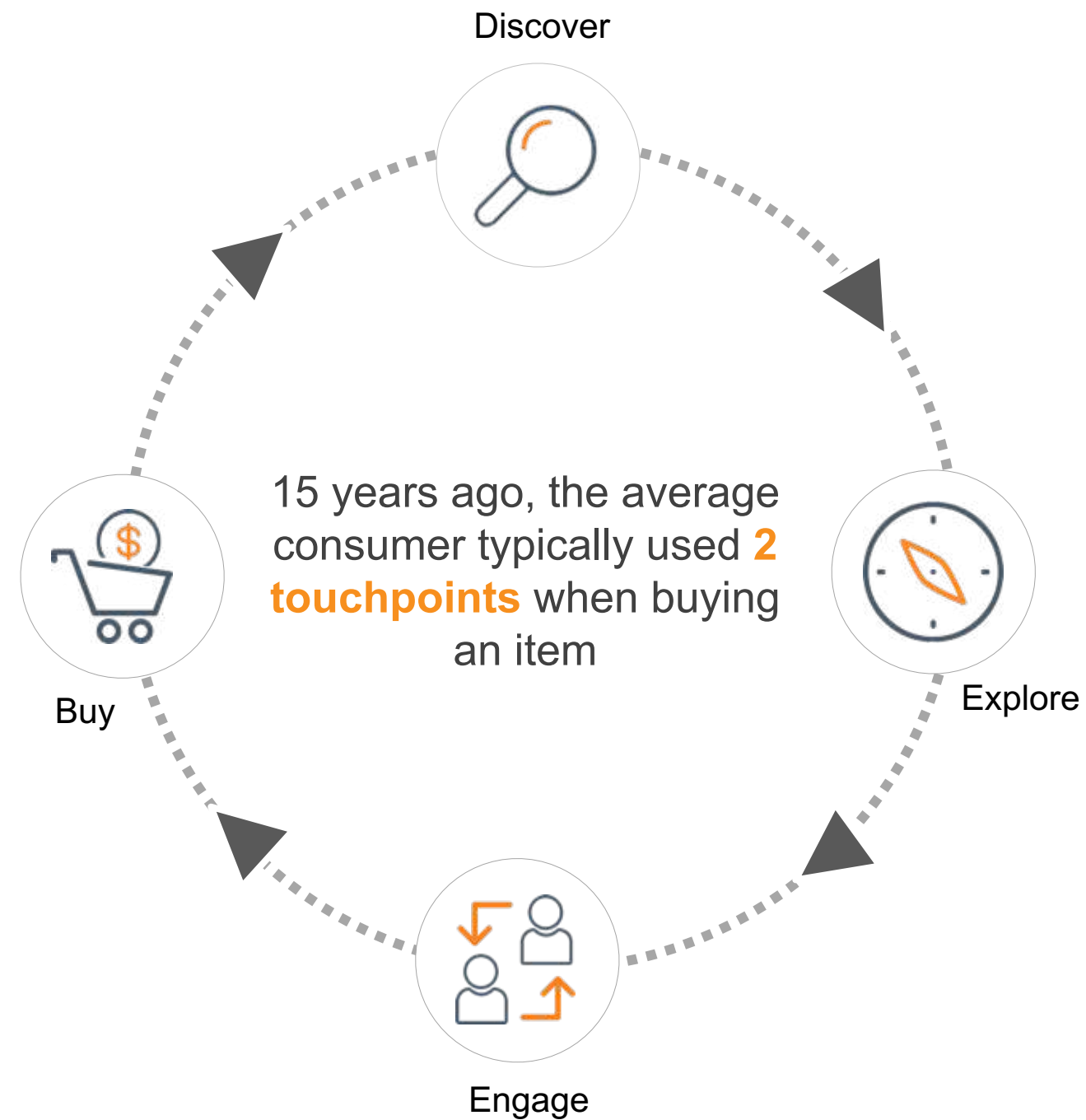
- Browser (Cookies)
- Social Networks
- Search
- Apps
- Smart-devices
- GPS Systems



# Industry Trends Driving the Accelerated Use of Data

- 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



mobilewalla



# 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



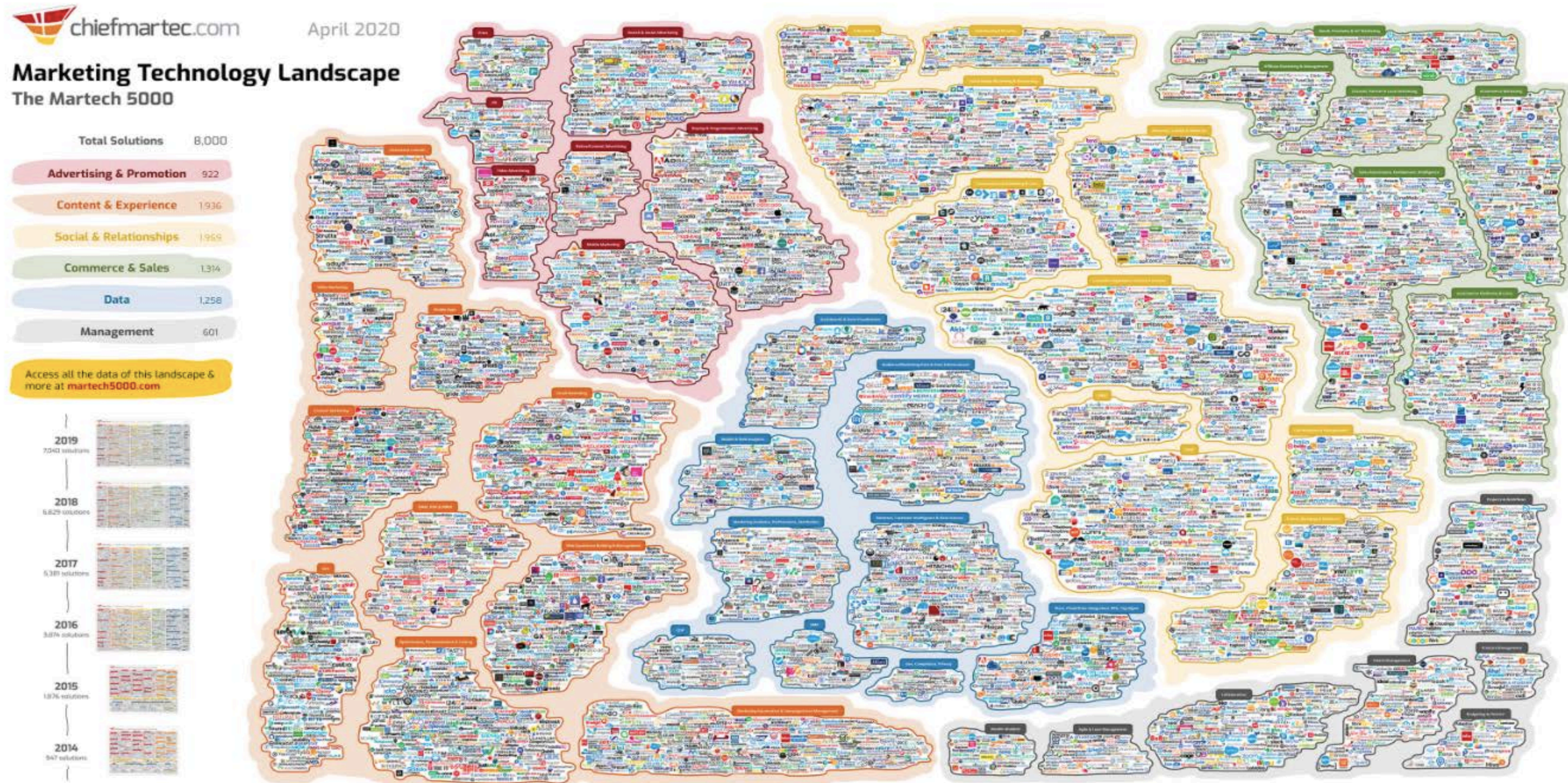
Sees what we share and Like



Sees what we buy, watch and listen to



# Rapid advancements in data-centric solutions



Copyright © 2020 Marketing Technology Media, LLC. See <https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-martech-5000/> for details and sources.

Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands).



mobilewalla



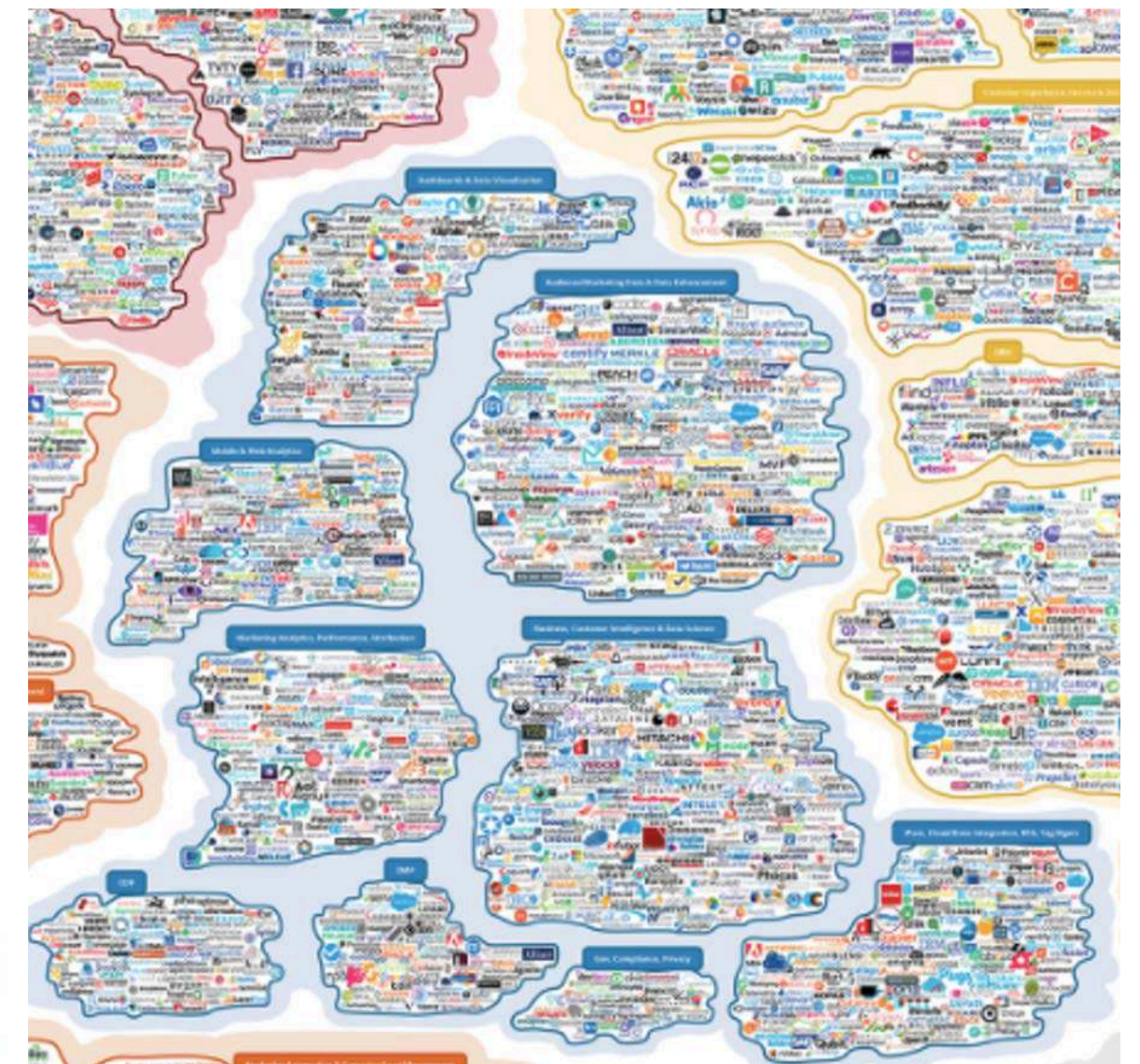
# Highest growth sub-space in Martech

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%



mobilewalla



# Being data driven in marketing is a given!





# Types of Data



## 1<sup>ST</sup> PARTY DATA (Quality)

Your data collected  
directly from the source

Extremely high-quality  
owned data; can lack  
scale which limits insights



## 2<sup>ND</sup> PARTY DATA (Quality)

Someone else's first  
party data, purchased  
from the source

Extremely high-quality  
purchased data; also  
can lack scale



## 3<sup>RD</sup> PARTY DATA (Scope)

Aggregated data bought  
through a marketplace  
or from a vendor

Broadest view of consumer  
demographics and behavior;  
critical for audience targeting



mobilewalla

First  
Party

Second  
Party

Third Party

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

% of respondents

Internal marketing programs	49%
Internal sales & customer service	49%
Third-party information vendors	42%
Social networks and public data	34%
Trusted marketing partners	34%
Channel partners, VARs, etc.	23%

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

237165

www.eMarketer.com



# Using Consumer Intelligence in Marketing

- Data Enrichment
- Predictive Modeling
- Audience Segmentation

MOBILEWALLA

# Data Enrichment

# Enterprises possess limited consumer visibility

Consumers typically interact with enterprises across multiple channels – physical store, web, app, call center etc.

Interactions leave data traces that add-up to comprise the first-party data enterprises have

Though valuable, first-party data typically has many gaps

Data enrichment refers to acquiring data that fills in these gaps



# Gaps in First Party Data

A consumer walks into a department store, browses, and then leaves. No trace of this interaction is captured in store's first party data.



A consumer calls into a major mobile service provider and signs up for a post-paid plan, with 3 separate lines for herself and her family. The provider gets valuable declared data regarding the subscriber, but is still missing critical data about her household, and therefore the majority of the users of its service.



A consumer visits the website of a major insurance company, navigates to the auto insurance section of the site, plays with the “premium calculator” app, inserts a plan into his shopping cart, and then leaves. Other than the electronic trace left in the HTTP logs, no addressable identity was captured by the company, that will allow it to re-target the visitor with offers.



# Benefits of Enrichment

It is essential to know who uses your product or service. Enrichment can

- Append additional valuable information to customers you know
- Reveal customers about whom you are not aware

Connect the dots of “atomic” customer interaction traces

- Understand paths to purchase
- Reveal identity of consumers who left no addressable fingerprint

Build powerful predictive models

- Enriched data enables the creation of powerful features driving greater predictive accuracy



# 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 Identity Mapping, Mobilewalla Data Enrichment and Mobilewalla Location Visitation Attribution



3.7x

Uplift in identifying consumers who received the ad

140%

Store visitation uplift

378%

Site visitation uplift



MOBILEWALLA

# Predictive Modeling







**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, machine learning and artificial intelligence across all types of data to predict future events or results.













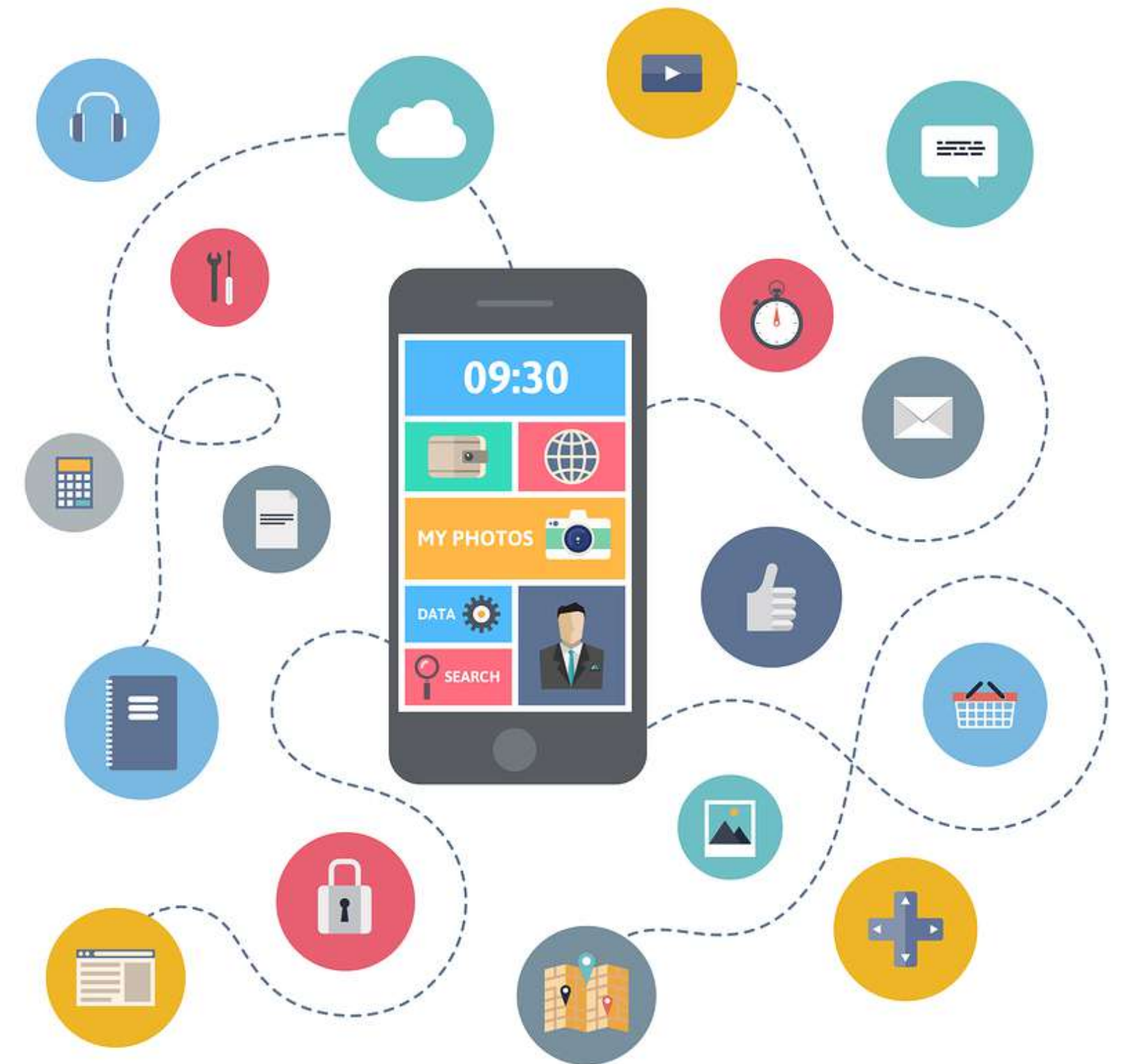






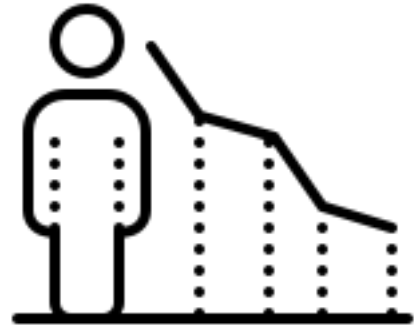
# Predictive Modeling in Marketing

- AI/ML are increasingly proving valuable to marketers as powerful tools to predict behavior of consumers they seek to drive or prevent.
- Such predictions, in turn, allow the design of marketing strategies that maximize positive business outcomes for the enterprise





# Predictive Modeling Use Cases



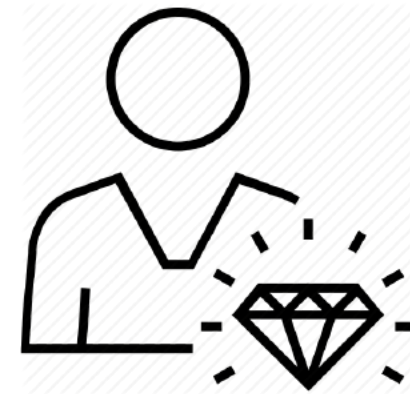
## Customer Churn modeling

To Identify potential churners in subscription-oriented businesses, such as Telcos and food-delivery, with a view to retaining them



## Propensity Modeling

To identify new potential customers for a B2C business – for instance a QSR, a bank, or a retailer – with a view to acquiring them



## LTV Modeling

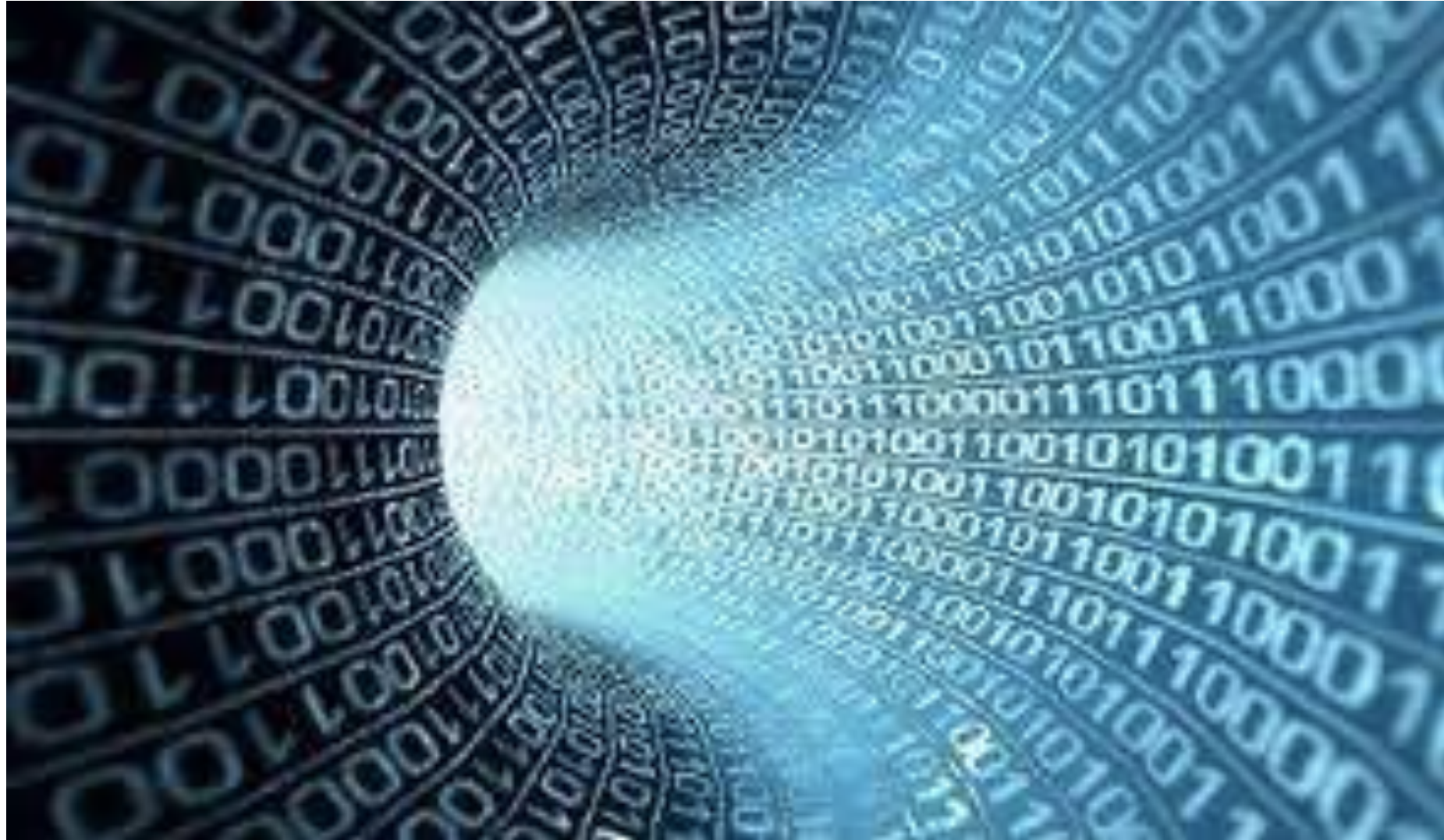
To Predict how valuable a consumer will be for an enterprise, with a view to providing specific service levels (for existing customers), or to add/remove from prospect lists



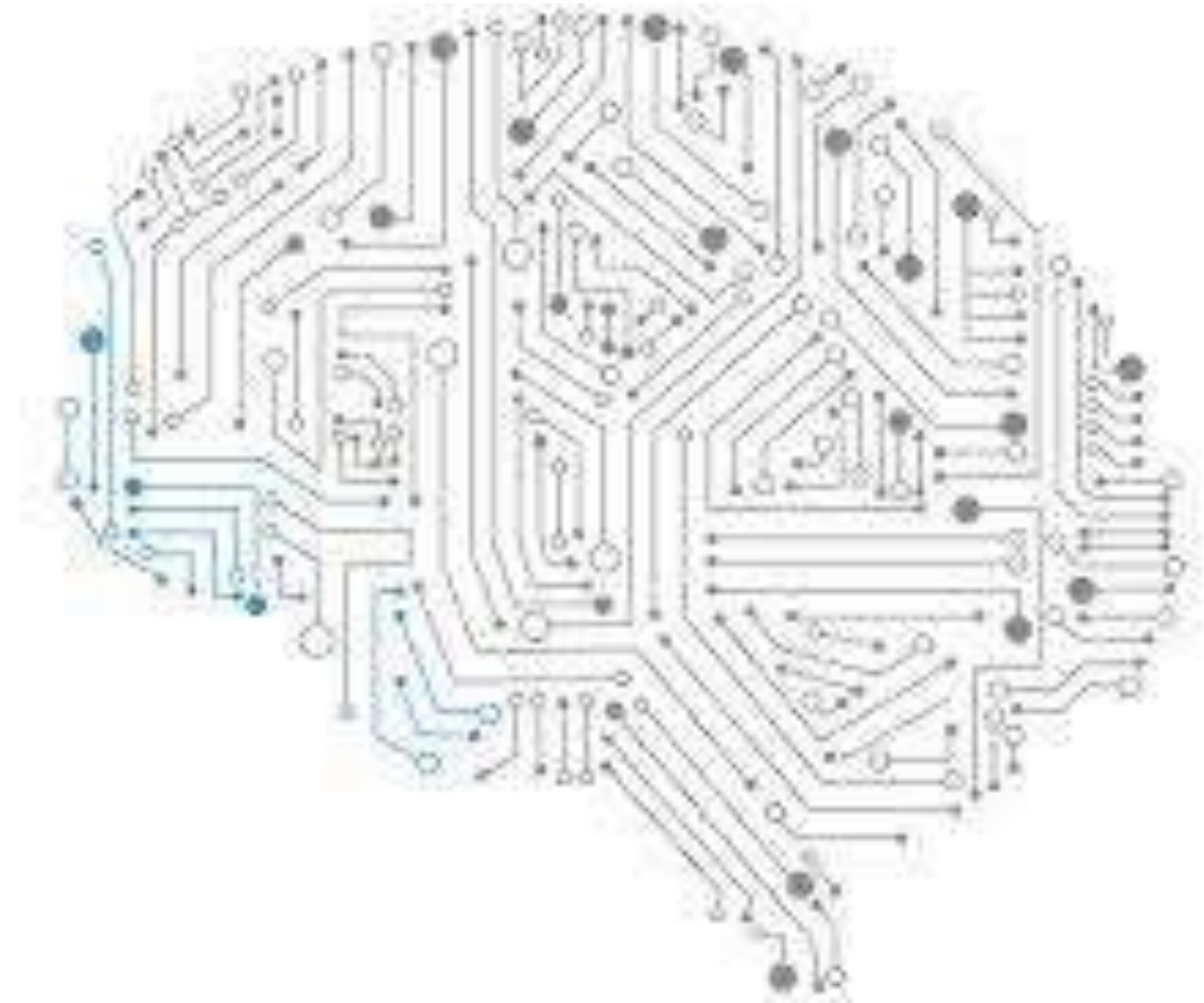
## Householding

Householding is a niche capability developed in-house to classify the devices that belongs to same households and on top also link them to its distinct consumers

# Two Key Components



**Training Data**



**ML Algorithm**



# Data vs Algorithm

It turns out that quality of training data impacts prediction quality more than the techniques used to build the model.

Training Data

ML Algorithm



# Identifying and Understanding High-Value Customers

Helping the 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



High Value customers spend  
**3x** what low value  
customers spend



**50%** of high value  
customers transitioned to  
being low value customers  
in the following quarter





MOBILEWALLA

# Audience Segmentation

# 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



# 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?

# UPCOMING WEBINARS

**MMA** | WEBINAR SERIES 2020  
THREE PART SERIES  
NOV 18, 25 & DEC 9 | 4:00PM

IN PARTNERSHIP WITH

**ORACLE**  
Customer Experience

**MAKE MODERN  
MARKETING WORK**

Nov 25 - Martech Implementation in BFSI – Challenges & Management

Dec 9 - Remodeling the Digital Transformation Strategy For IT & ITES Sector

**MMA** WEBINAR SERIES 2020

Dec 10 – Unveiling of Martech Survey Results

<https://www.mmaglobal.com/webinars>





# STAY CONNECTED WITH US



**SUBSCRIBE TO OUR NEWSLETTERS – [mmaindia@mmaglobal.com](mailto:mmaindia@mmaglobal.com)**

**VISIT OUR WEBSITE – <https://www.mmaglobal.com/>**



**SCAN TO JOIN OUR  
SOCIAL CHANNELS**

**THANK YOU!**