

MarketingPulse 2018

Breakout session 4 – A Look at the Present and Future of Data-driven Marketing and Advertising

Synopsis

Artificial intelligence, along with tighter privacy regulations, is becoming the hot topic. Speakers from different parts of the industry shared their views on how marketers can effectively work alongside machine learning for marketing activities, and what marketers should prepare for to maximize the use of their data, people and technology ahead of the regulatory changes.

Keynote

Topic: Data Transformation in the context of Digital Transformation at SCMP

Speaker

- **Mr Korey Lee**
Director, Data Analytics and Insights, South China Morning Post

Panel Discussion

Topic: Predictive Marketing & Data Privacy

Moderator

- **Mr Alan Boydell**
Co-founder, Global Director of Insights & Analytics, 55 the data company

Panelists

- **Mr Alan Tsui**
Audience Analytics and Partnerships Lead, Asia Miles
- **Mr Alex Sibois**
Managing Director APAC, Lotame
- **Mr Scott McBride**
Chief Digital Officer, IPG Mediabrands APAC
- **Mr Stephen Dolan**

Managing Director, APAC, Integral Ad Science

- **Mr Timothee Semelin**

Director of Digital Marketing and Transformation, Rosewood Hotel Group

The whole session was about big data and the way they can be used to benefit advertising and marketing industry. While dealing with huge amount of data, understanding what captures people's attention is key. In today's digital era, attention span is reduced to 8 seconds, and it is more and more scarce. Advertisers and marketers are trying hard to conquer people's attention.

Information is organized in different ways, websites, content aggregators, social media, and many others platforms, and this makes it even more confusing. Segmenting the audience is very hard, and some methods have been developed to identify variables. Surveys, geo-location, and data about customers' preferences.

Data drives everything, all aspect of business, marketing, advertising product, HR, PR. Metrics and KPIs are part of everyday language at any company. How to make data valuable is a different story. First, analysts deal with a huge amount of data, and choosing what to analyze is the first step. The next step is to build data tools and culture, have a KPI that is relevant and that enables people to access their data and use it for a daily basis.

Mr Korey Lee said: "We live the era where information is generated more than ever. We can actually track people's geo-location and track their movements. Years ago we could not even imagine that".

Data are incredibly honest as it is quite surprising how people can be honest on an online survey. The challenge is to educate marketers how to use data and make it valuable for the future. Dealing with data is trading data between organizations in order to obtain value out of it.

On top of that, there are private issues. Data privacy and data security are important because of the constant sharing. "The bigger I am, the more powerful I am" does not work well in the big data era, Koran explained, stating that it is more about quality and actual quantity. SMEs do

quite well in terms of data analytics while bigger companies struggle to share and store the data.

The new frontier would be bringing together different players in an industry to contribute and pull together the data search and that would be much more effective and analyzing them separately.

As summary of the panel discussion among the five speakers, few points came up as common denominator of strategies to deal with big data. First, it is useful to generate what the company produces itself in terms of data; second, it is merging with another company willing to share data; third, it is looking at different data from different players altogether. However, it is there to acknowledge that companies treasure their data and are not willing to share them.

This led to a discussion in the Q&A session about sharing or actually monetizing the data, which is differently from selling data for marketing and advertising purposes. Brands in particular are very keen to create a safe environment and guarantee their customers' privacy. However, in a sector where customization is part of the experience brands should not be afraid of getting the information they need to enhance customer experience.