



Session: Data: New Currency for All (Consumers & Brands)

Synopsis

The power of data unleashed by machine learning has completely transformed modern marketing. Recently, we have seen a shift in the balance of data leverage between brands and consumers. There are also regulatory changes which are aiming to give more control back to the consumers. Join our session to learn how the new era of data privacy and data control would impact brands, publishers and consumers.

In association with:



Moderator

- **Mr Malcolm Ong**
Head of Product, South China Morning Post

Speakers

- **Mr Andy Ann**
Founder and CEO, NDN Group
- **Mr Derek Kwok**
Head of Google Marketing Platform, Greater China & Korea, Google
- **Mr Michael Lim**
Deputy General Manager, Marketing, HK Express
- **Ms Simois Ng**
Head of Marketing Communications, Sony Hong Kong
- **Mrs Claire Stern**
Senior Manager, Website & eCommerce, AXA China Region Insurance Company Limited

Summary

Mr Michael Lim, Deputy General Manager, Marketing, HK Express, shared how his company had tried to digitally transform the business. They scrutinized the data they had and kept the commercial and operational decisions inside.

Ms Claire Stern, Senior Manager, eCommerce & axa.com.hk, AXA Hong Kong, shared how her company had used internal data to design personalized offers. A key aspect was to have a really personalized recommendation online by using the data from the insurance.

The issue they encountered was to collect all data, as companies need people to agree on sharing the data and connect the devices.

Ms Simois Ng, Head of Marketing Communications, Sony Corporation of Hong Kong, explained how organizations had always been collecting data. But very often, they do not know what to do with that. One way to use data is for customer experience, because for some types of goods, using data to retarget potential customers may not be efficient as some products are purchased once in a very long time.

Very often, in order to interpret the data, companies use a third party, and this may become not that efficient in a long run.

Mr Derek Kwok, Head of Google Marketing Platform, Greater China & Korea, Google, explained how data can be used for content planning. It can help delivering the right messages, based on the understanding on the audience.

Google ads for instance enables users to get a lot of data about affinity, in market audience, and all those insights are displayed in a way that results very easy to use. Dynamic ads can target different audience.

Mr Andy Ann, Founder and CEO, NDN Group, explained what to do with data: data collection, which can happen internally or externally; understand the data, then interpreting the data, and use them to get insights or perfecting technology.

After the flash presentation, the moderator started asking questions.

Question: How have you been using data for personalization?

Mr Lim explained that while selling experiences, price, and service quality are correlated. Ads are not only personalized, but actually designed based on gender, age, country, all those informations enable companies to tailor the offer.

Question: Once you know what customers do, where do they go, what companies can do with that?

Ms Ng replied that there is still the gap they are trying to bridge. For example, if the user looks for a specific item, companies could plan in advance.

Ms Stern explained how much customers care about customization, but are also concerned about their privacy.

Question: How can we ensure privacy and data security?

Mr Ann talked about how structuring a conversation between brands and consumers can enable companies to understand what customers want.

Mr Kwok thought that people should be aware that companies are connecting data a bit like when they accept the cookies from a website.

Ms Ng explained that even though people accept to release information, from time to time they need to deal with customers willing to know where they got some data.

Ms Stern added that it's more about the type of data to be collected.



Question: What not to do?

Ms Ng found some marketers too aggressive and disrespectful towards customers' privacy. She suggested to try solutions like AB test to identify customers' habits and preferences.

Question: How about blockchain and how it is impacting ads and experience?

Mr Ann replied with another question "who's using blockchain?" If we can own data, and trade data, then blockchain becomes selling data.