

Activating Consumers on the Path-to-Purchase:
Decoding the Role of Big Data & Digital Marketing
Jeff Chester, MSW

**CENTER FOR
DIGITAL
DEMOCRACY**

Food, Beverage, Retail, Grocery/Convenience Co's

- Product Producers, Marketers, Sales
- “Big Data” Specialists (ex. Walmart Labs)
- Neuroscientists
- Entertainment/information companies specializing in “experiences, activation, story-telling.” Social Media newsrooms, online music channels
- “Community Organizers”-influence via Mobile, Social, Location, etc.
- Partners with Google, Facebook, Walmart, many more. Redefining shopper marketing/path to purchase
- Venture Capitalists in new media; partners with financial services (Apple Pay)

Games

Why It Won



We created an in-game store where virtual OREO cookies can be purchased using virtual currency.

More than 50 million games played

00:36

||| vimeo

GOLD

Mondelēz International's OREO

CREATORS

Carnival Labs and PikPok

CAMPAIGN

OREO: Twist, Lick, Dunk

[VIEW CONTRIBUTORS](#)





DISCOVER
WHAT'S INSIDE
WONDERFILLED.

WONDER IF YOU'RE AN INSTANT WINNER.

You've just earned a shot at a \$250 Meijer® Gift Card for you and a friend. Now, just click the tiles and match the flavors to see if you've won a prize.

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Skip



New Capabilities for Shopper Marketing

The New Multi-screen World:

Understanding Cross-platform Consumer Behavior



More precise media creating more granular data

SMALL DATA



TV, Radio, Print

MEDIUM DATA



In-store Merchandising

BIG DATA



Direct Mail, Digital, Social & Mobile

NATIONAL

MARKET

STORE

HOUSEHOLD

INDIVIDUAL



Our Beliefs

1. The fundamentals of marketing have not changed; what has changed is the expectations and environment in which we compete.
2. Data will become a new currency and the ability to successfully leverage it will separate winners and losers.
3. All media and shopping will be data enabled.
4. Agile insights will be fueled by observational data analysis and predictive behavior rather than surveys.
5. Consumers will continue to migrate towards pervasive personalization.
6. Success with customers will become increasingly reliant on data connectivity across the path to purchase.

*krux + Kellogg's



DATA MATTERS

Food, Beverage, and Retail Partners Leading in Use of Big Data for Marketing: Buy/reject a consumer in milliseconds.

- **“How Kellogg's partners with publishers on programmatic.” Digiday. May 2015**
- **“Mondelez Taps TubeMogul For Programmatic Video.” Mediapost. June 2014**
- **“D3 Studios is a new digital agency serving iconic brands within the Frito-Lay portfolio...Partner with FLNA's programmatic partners.” Aug. 2015**
- **“WFA releases programmatic media guidelines for brands and unveils Coca-Cola, Johnson & Johnson, Boehringer, MasterCard...as part of ‘taskforce’ to drive take-up.” Sept. 2014**
- **“Here's how Unilever leverages programmatic buying for all-inclusive mobile push.” Feb. 2014**



Interactive Advertising Bureau
www.iabspain.net

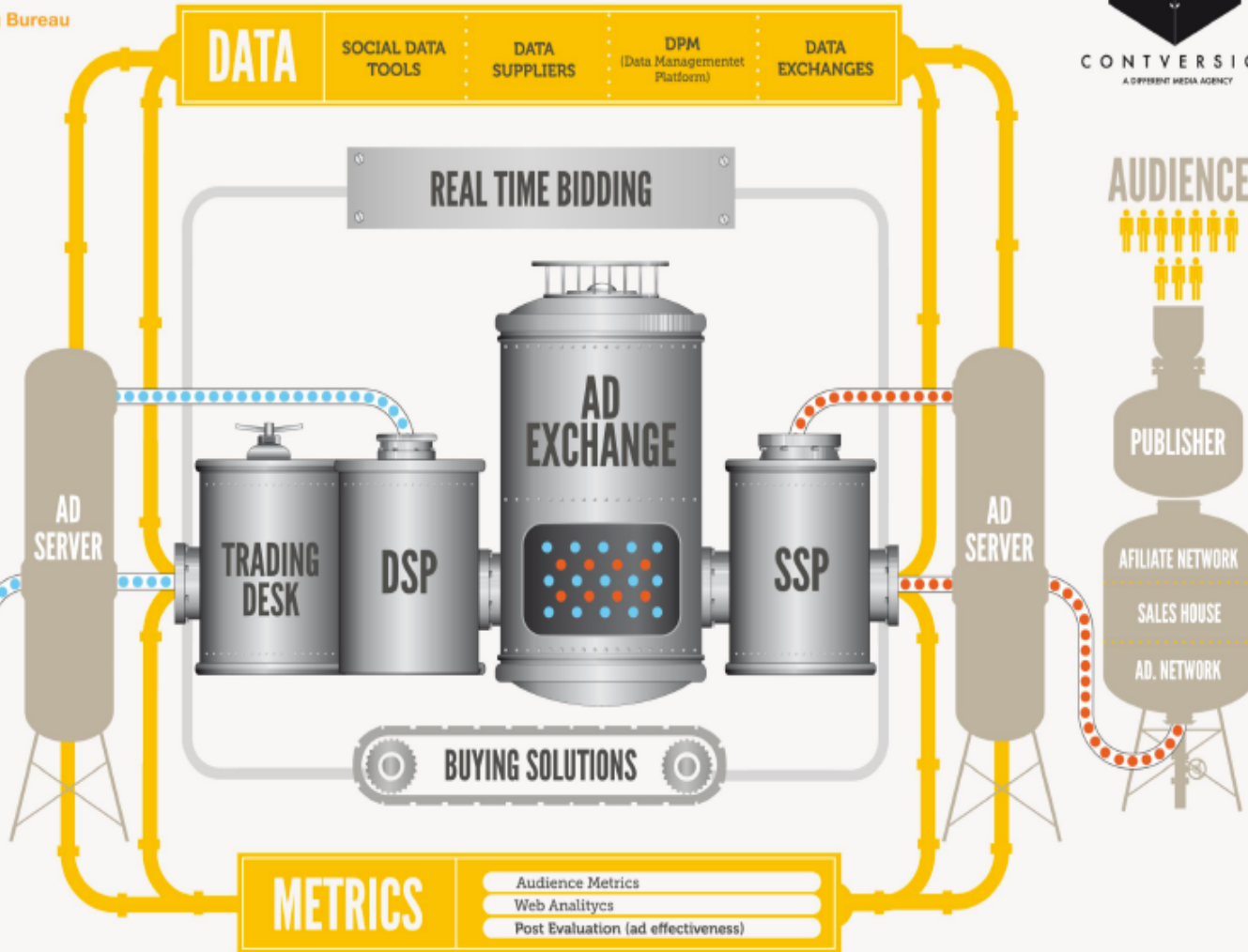
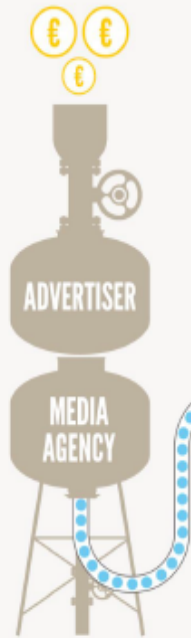
PROGRAMMATIC BUYING ECOSYSTEMS

SPONSORED BY:

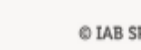
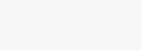
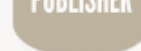


CONVERSION
A DIFFERENT MEDIA AGENCY

ADVERTISING INVESTMENT



AUDIENCE



AHAA: Programmatic, Data, and the Hispanic Consumer

▣ So we decided that the only way is embracing it...

- We have developed two programmatic products:
 - TRADING DESK – we use the best programmatic platforms to buy across channels (web, mobile, video, social) the right audience at the right time and at the right price for our clients and agencies.
 - PRIVATE EXCHANGE – where we run our inventory and the inventory of our publishers on a exchange and we make it available to select agencies and buyers for them to bid on our inventory. This increases our fill rate with our publishers, delivers additional revenue and we are seeing positive CPM increases.



ThinkNow Research



Research

Fortune 500 clients

Over 30 years of research experience specifically in the Hispanic market

Only Hispanic market research company that owns & operates an in-house panel



Experts in Hispanic Market Research

ThinkNow Research provides innovative online market research solutions for companies looking to understand the U.S. Hispanic consumer. We specialize in researching the U.S. Hispanic demographic and other hard-to-reach consumers in order to deliver high quality research to our clients that bear actionable and meaningful results.

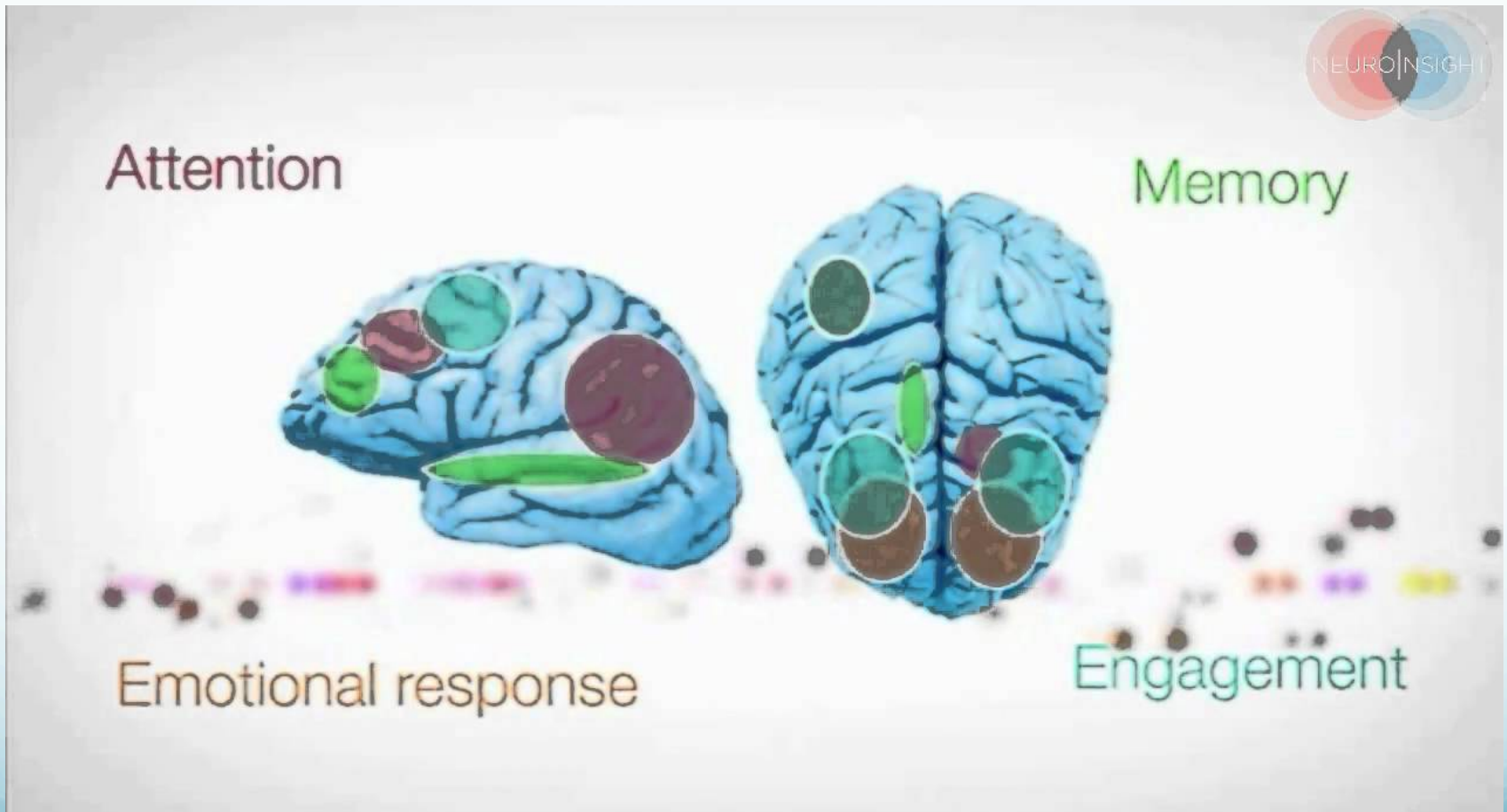
Online Panel

Over 30,000 respondents to recruit from

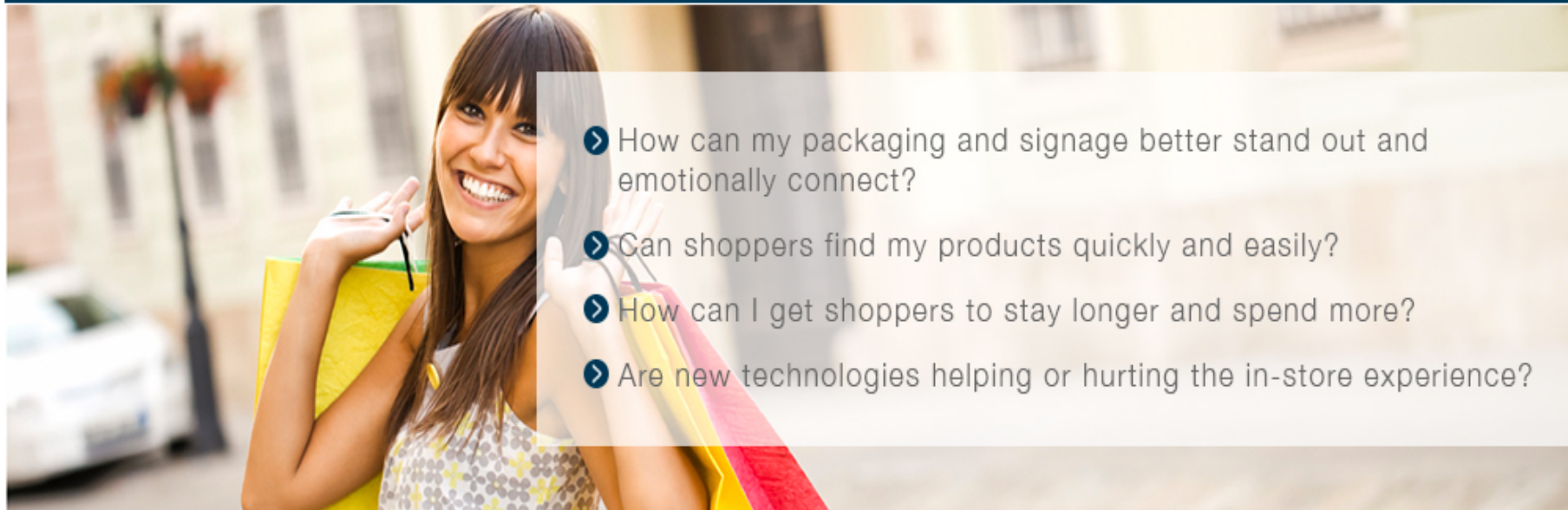
Nationally-representative, per Census

Unique recruitment model that encompasses online and offline recruitment methods such as Spanish-language television advertising

Global focus on neurological influence, implicit processing



SHOPPER



- How can my packaging and signage better stand out and emotionally connect?
- Can shoppers find my products quickly and easily?
- How can I get shoppers to stay longer and spend more?
- Are new technologies helping or hurting the in-store experience?

RETAIL EXPERIENCE, PACKAGE, POS, SHELF SETS AND PATH TO PURCHASE

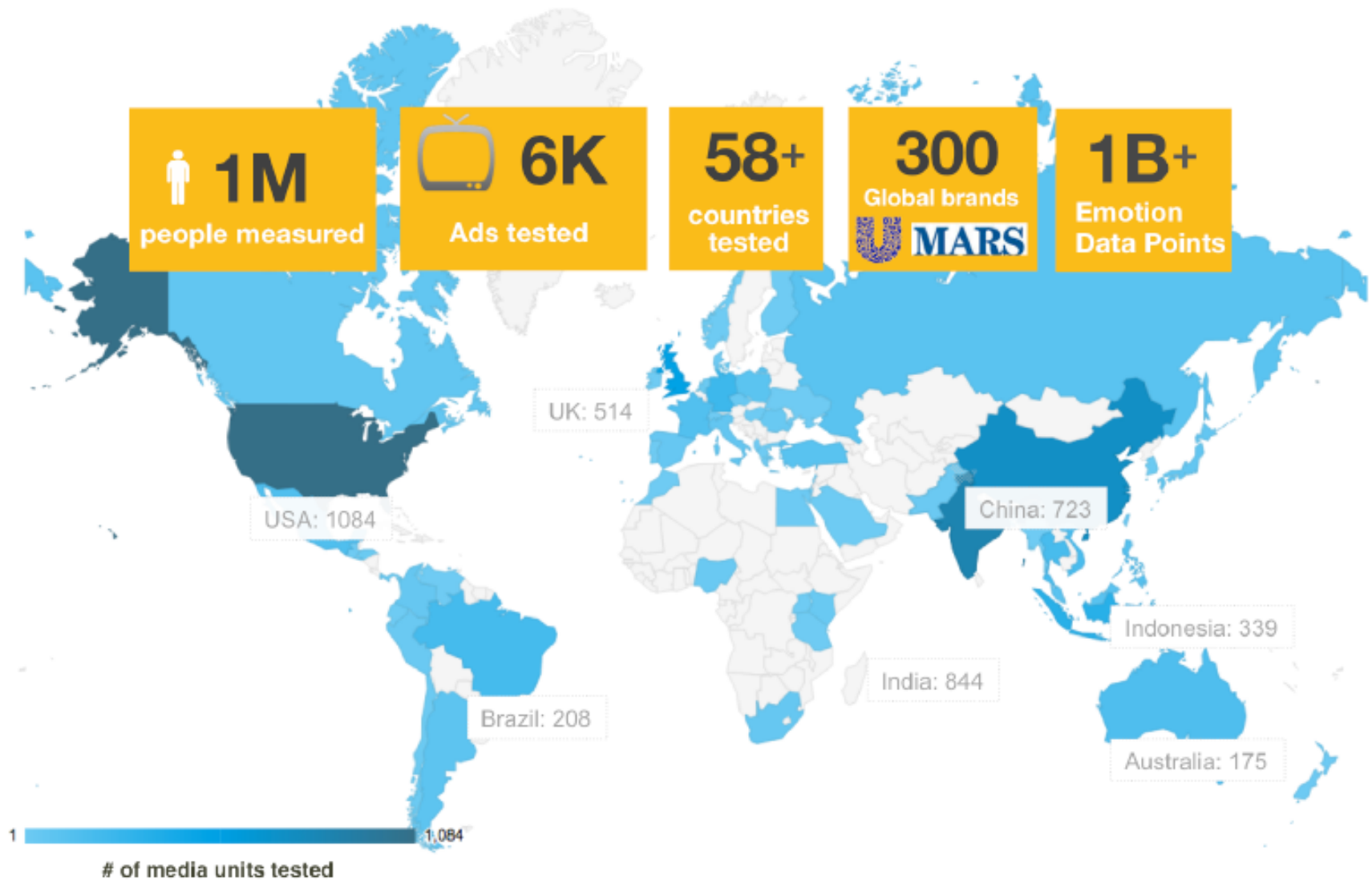
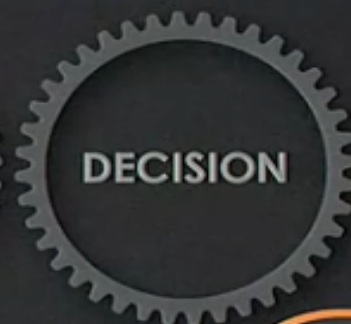


Figure 1: Map showing volume of Affdex facial coding tests by region. The darker regions indicate the markets with the most adoption. To date, we have captured over 1 million facial responses for more than 6000 ad tests in 58 countries for 300 global brands.

Rexi Method™

DETERMINE THE 10%.



Avoid habituation with frequent stimulus change.



- Increase the level of dopamine
- Provide a reward
 - Build anticipation
 - Include uncertainty (alternatives, suspense, and discovery)



Email for a visual handout
csimon@reximedia.com

ACTION



59:00 / 01:03:43



Bringing neuroscience to the world of data-driven marketing (S612)

Social Media Surveillance, newsrooms, activation



Mobile Changing Nature of Shopping: Walmart Labs



New Capabilities for highly-localized and relevant individual tracking & targeting



Building a Location-Based Audience Segment Mom with Kids in Household



Example 2: Adult with Kids in Household

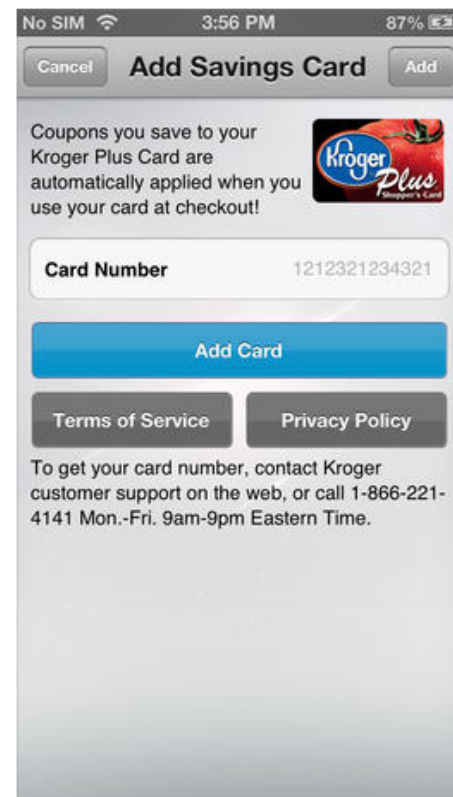
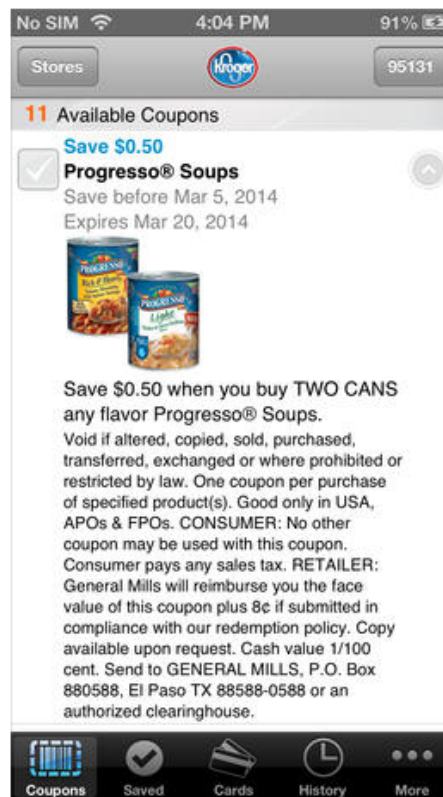
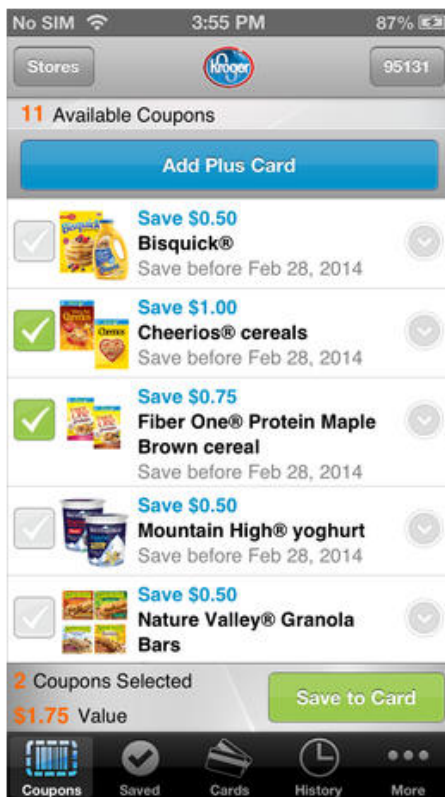
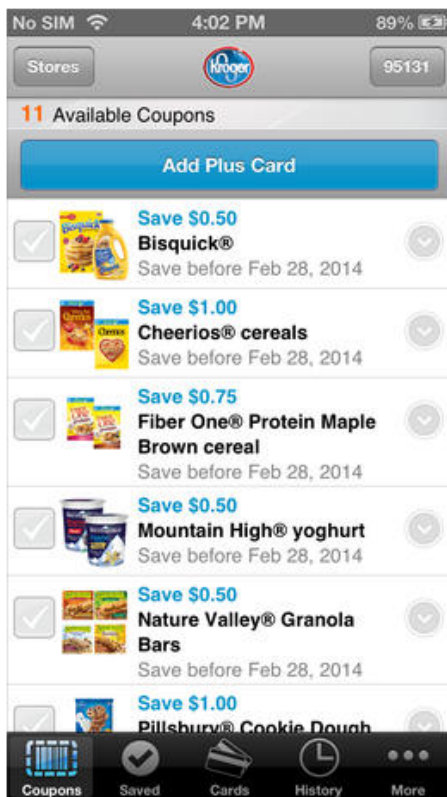
This illustration demonstrates how a user's location history over 30 days indicates

Cellfire Mobile Coupons 4+

Cellfire Inc. >

[Details](#) [Ratings and Reviews](#) [Related](#)

iPhone Screenshots



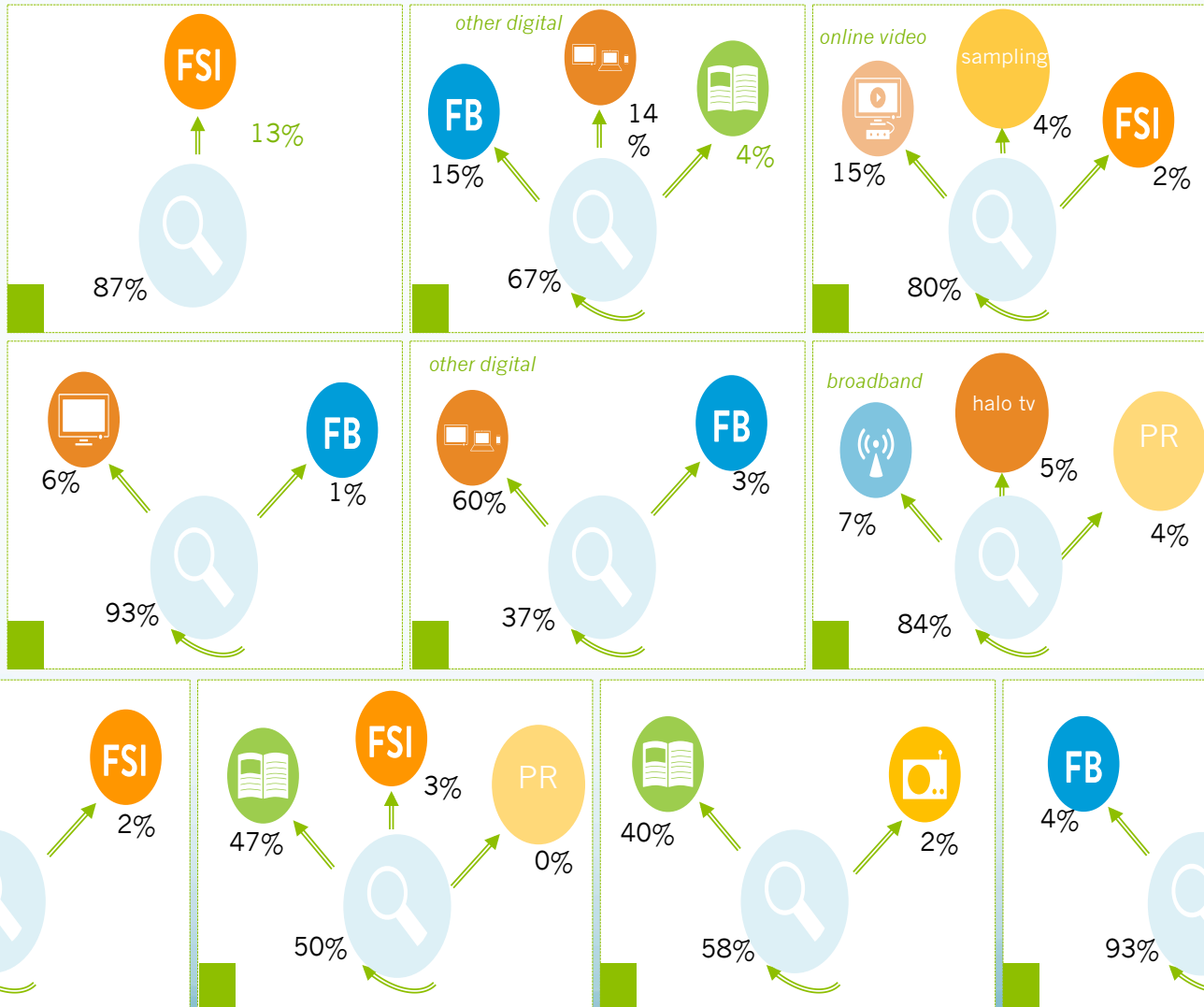
Cross-platform shopper marketing; Walmart/Coca-Cola



1:50 / 3:44

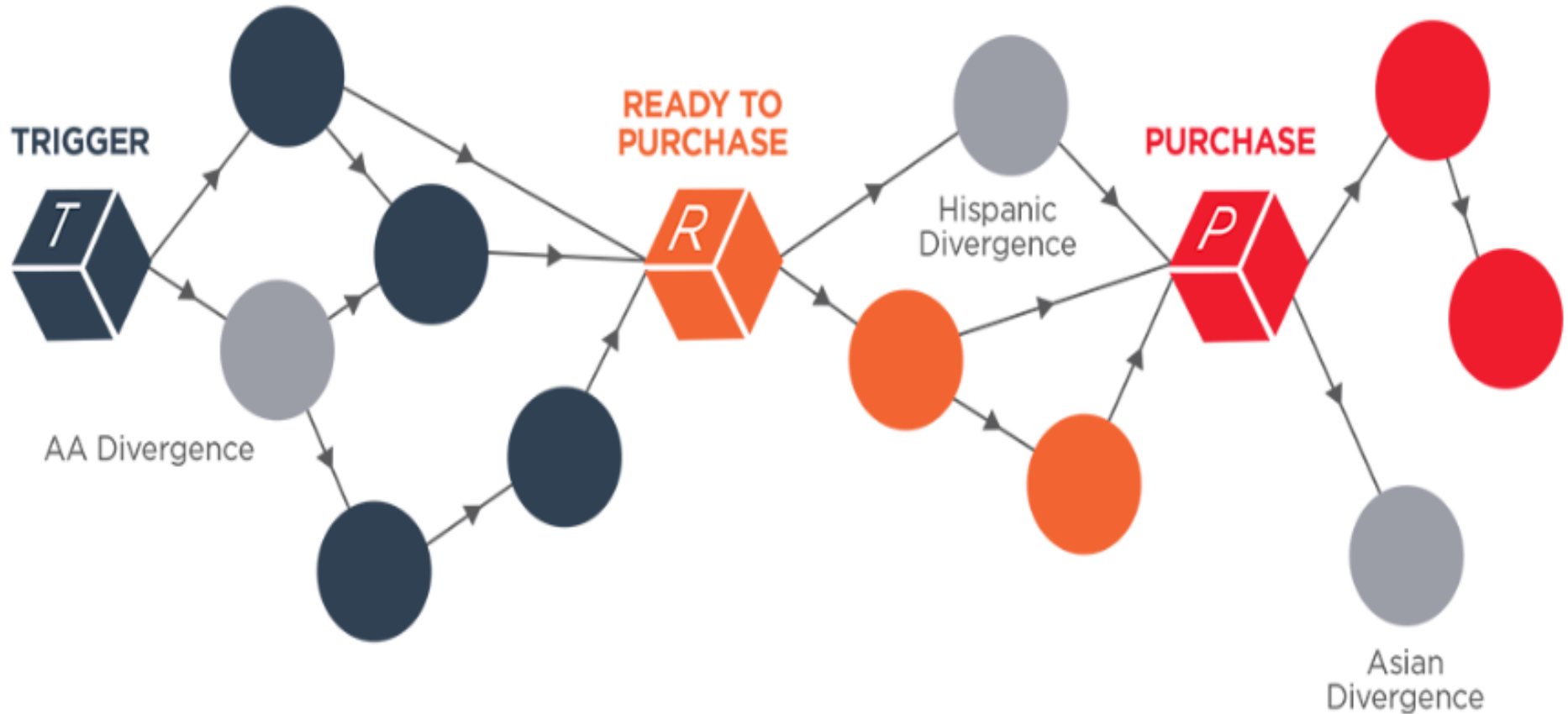


Tracking Consumer Journey to Purchase



Direction of arrows indicates how volume shifted from one node to another as a result of Network Analysis

Cultural Coverage in a Path to Purchase



Dramatic Expansion of Power & Scope of Youth Marketing



PRINGLES CHALLENGE! 20 Flavors! Extreme Potato Chip Tasting Contest!



You Tube
KIDS

Consumer Intelligence Series

***Media-savvy kids, teens want
engaging stories on multiple devices***

Pepsi/FritoLay D3 Digital Studios



New Digital Agency in-house. Use advanced Big Data targeting techniques to identify a consumer. Includes “proprietary data insights” to create “one-of a kind digital experiences.”

VC Investors to transform shopper marketing: Mondelez “Shopper Futures”—“**Mondelez Asks Startups to Shake Up Grocery Shopping in the Next 90 Days**”

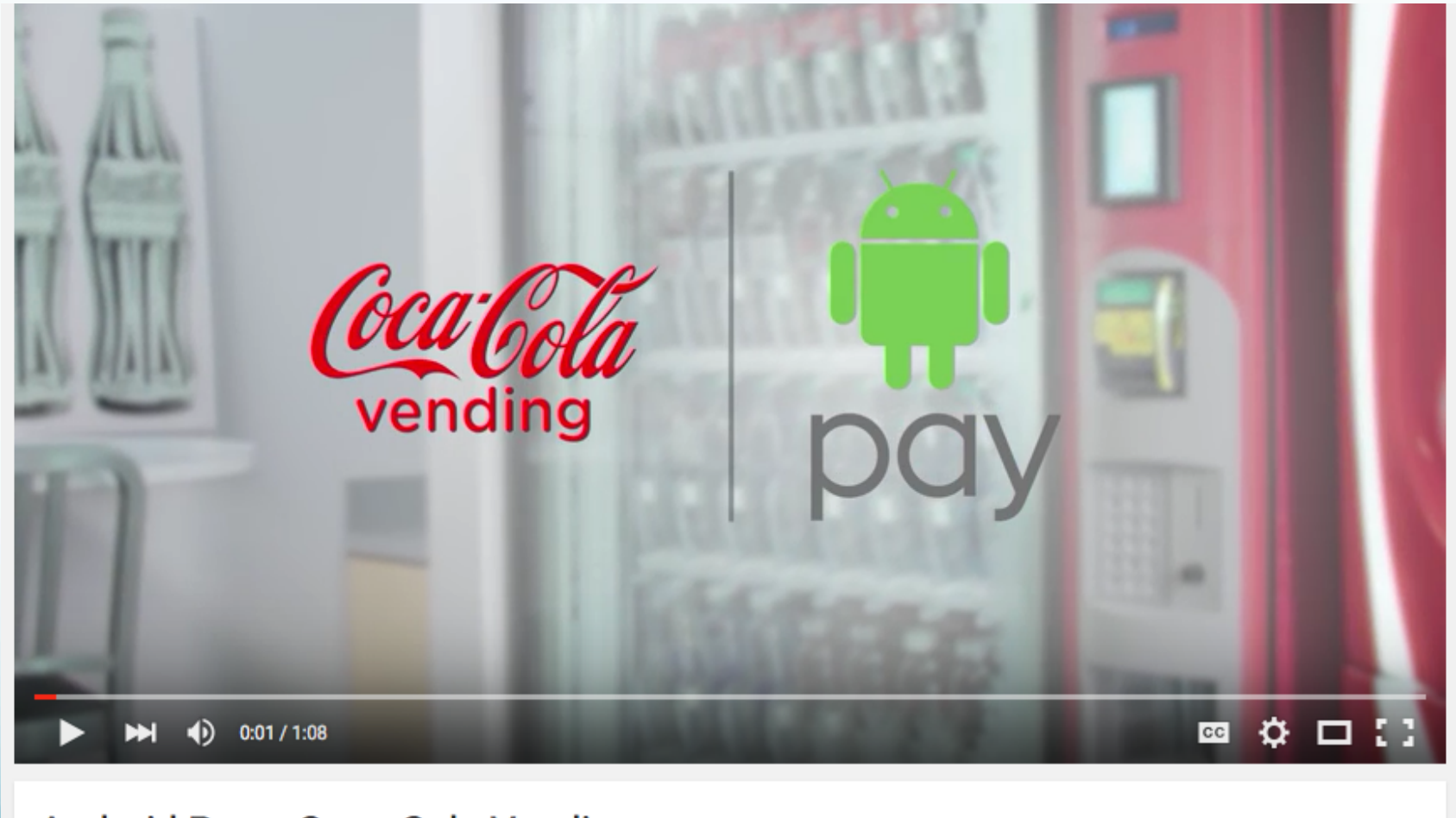
Deliver full page interactive engagements, in-store while consumers use their favorite shopping apps.



Expansion of Influencer Promotion: “Empower people to become storytellers on behalf of your brand” [Crowdtap]



Seamless integration of promotion, rewards, sales, payment



Continuous advances: tech, data; user behavior:
Internet of Things/Data-driven targeting TV



Policies/Responsible Corp. Practices

- New rules governing cross-platform marketing to children (streaming, mobile, etc).
- Policies to protect adolescents (data targeting, etc.)
- Fair Marketing Practices for the Digital Era (based on developmental research/marketplace impact; addressing techniques such as neuromarketing, data profiling)
- Enforcement of COPPA (2012 update)
- Effective self-reg enforcement