

TABLEAU

CONFERENCE



Welcome



#TC18

Merkle: Visualizing big marketing data in the cloud

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Merkle, Inc.





A leading Customer
Relationship
Marketing agency

5,500 employees in
50 global office
locations

400+ world-class
clients across
multiple industries

3.7 billion first-
party customer
records managed



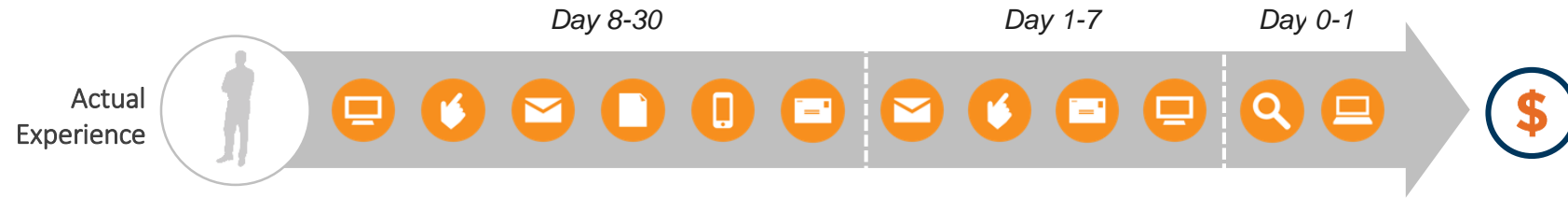
We help the best brands in the world create competitive advantage through people-based marketing.

We believe in marketing to people not proxies.

We believe the future of marketing is personal, informed by data, powered by technology, and delivered through creativity.



What is Attribution?



Mass Media



TV



Direct Mail



Alt. Media

Direct/Targeted Media



Display



Email

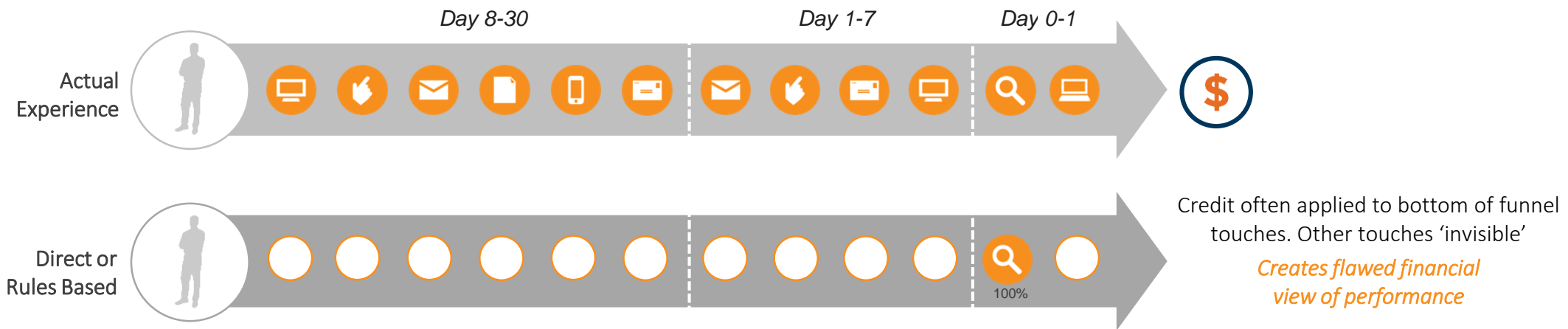


Web



Paid Search Click

Direct Attribution



Mass Media

TV

Direct Mail

Alt. Media

Direct/Targeted Media

Display

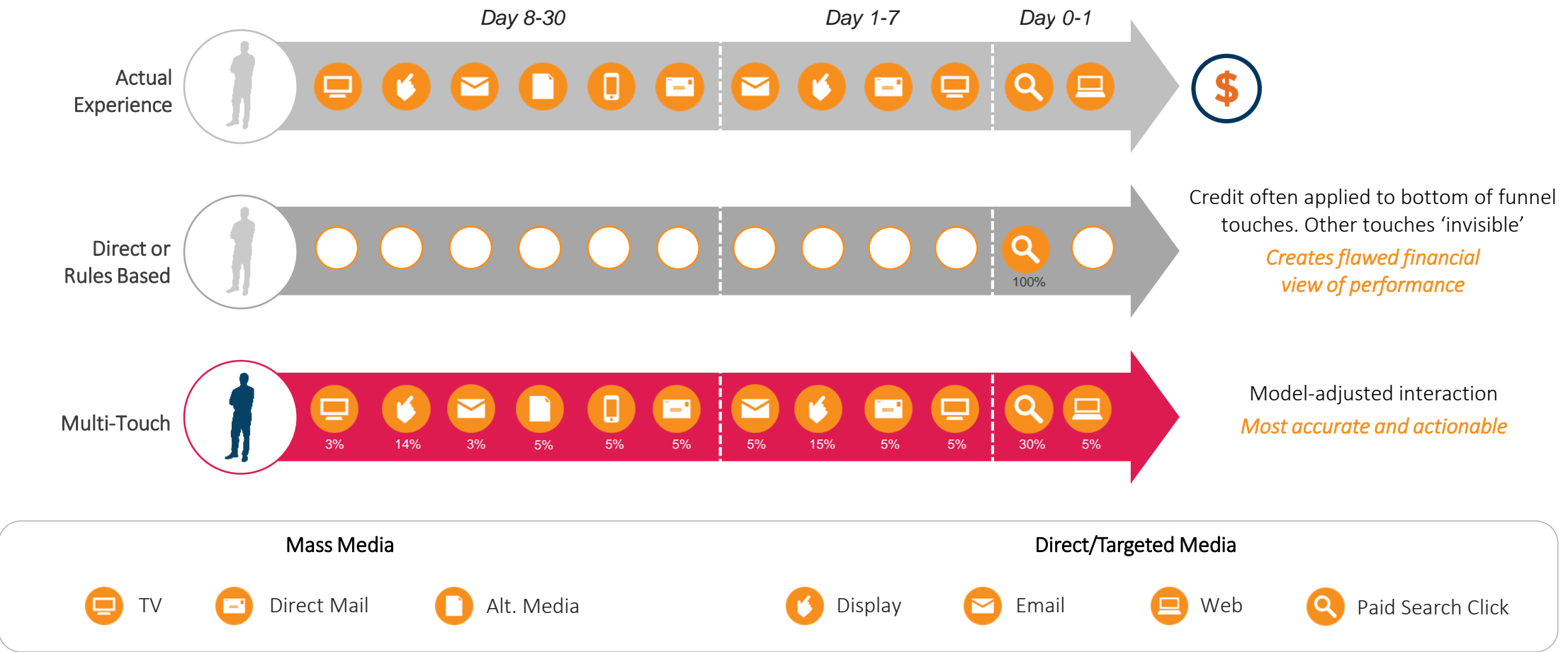
Email

Web

Paid Search Click

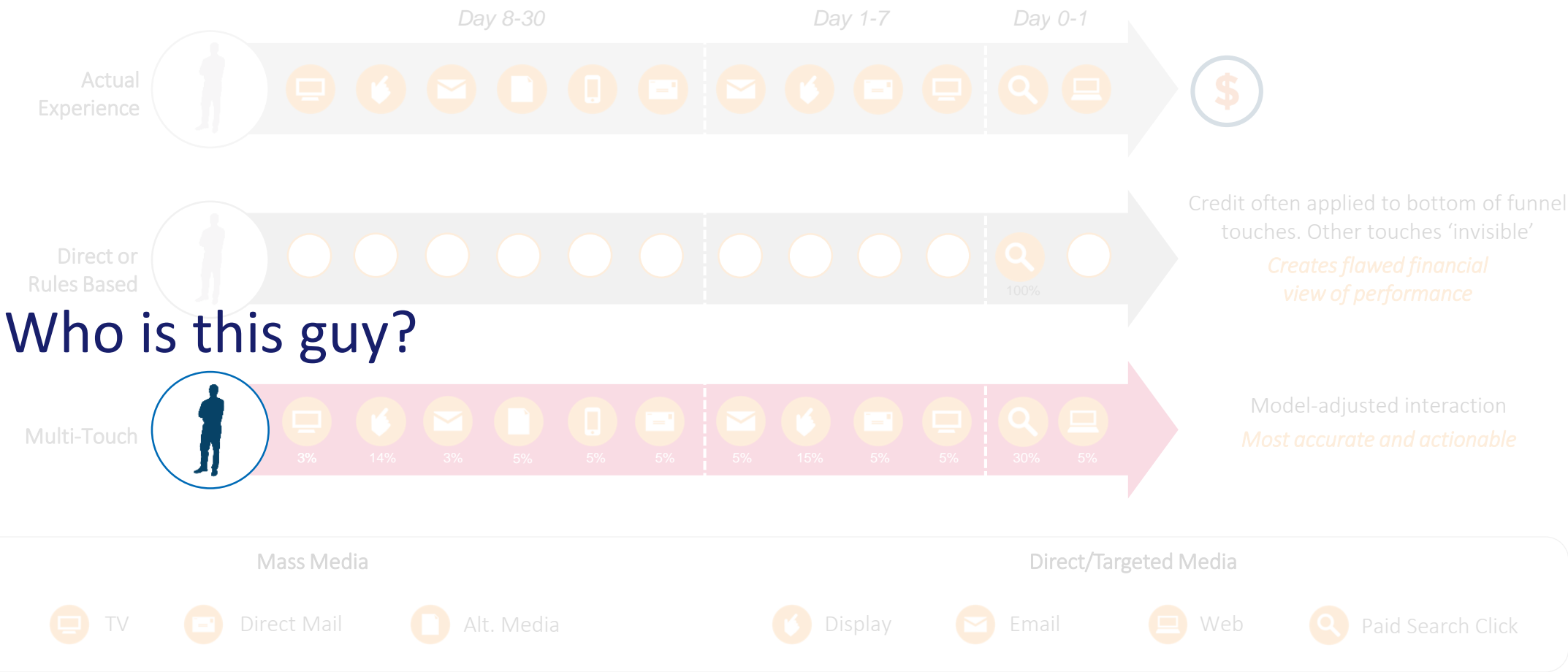
Multi-Touch Attribution

Connected Attribution leverages a fractional approach to attribution and quantify the incremental impact of marketing activity



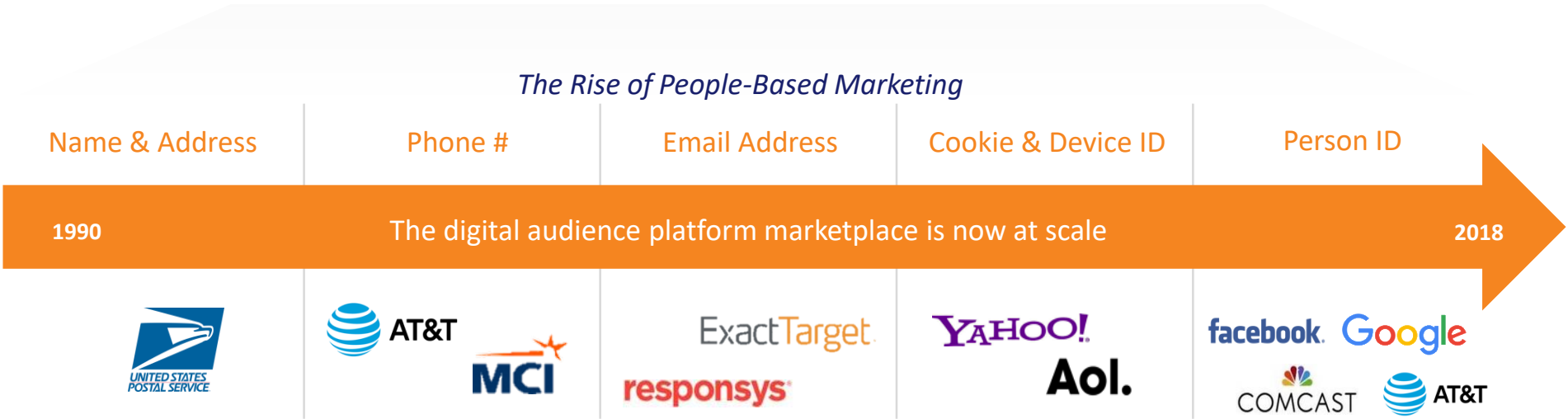
Multi-Touch Attribution

Connected Attribution leverages a fractional approach to attribution and quantify the incremental impact of marketing activity



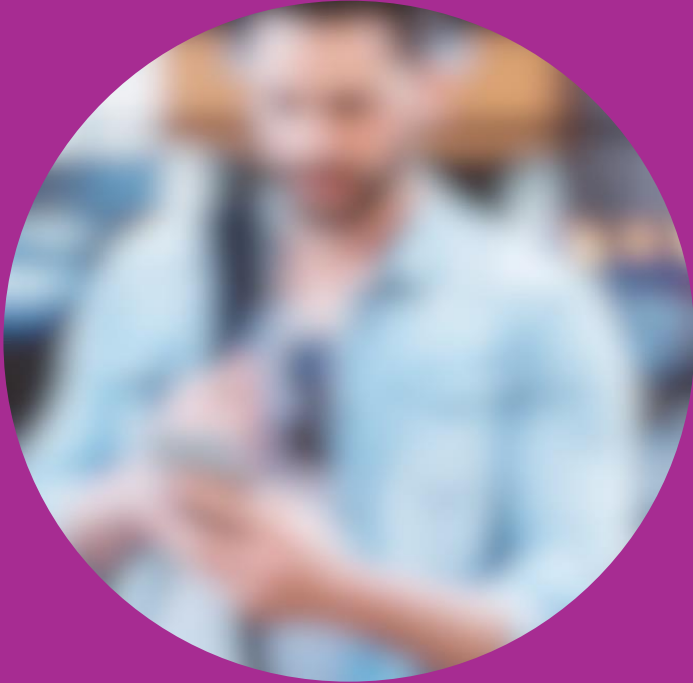
Addressability connects identifiers

Addressability at scale and identity management enable brands to better connect with individuals to create competitive advantage by delivering more targeted, personalized experiences to consumers.



Allowing us to market to real people

Proxies



Cookies, device ID, panel info

VS.

Real People



Name, address, email, phone number, person ID

**Event stream
and attribution
analysis = Better marketing
decisions**



...business that integrate multiple sources of customer and marketing data significantly outperform other companies in terms of sales, profits, and margin. They also had dramatically higher total shareholder returns.

Harvard Business Review Study



Why doesn't everyone do it?





Because integrating
marketing data looks
like this.

And analyzing integrated
marketing data looks
like this.



Let's jump into a case study!

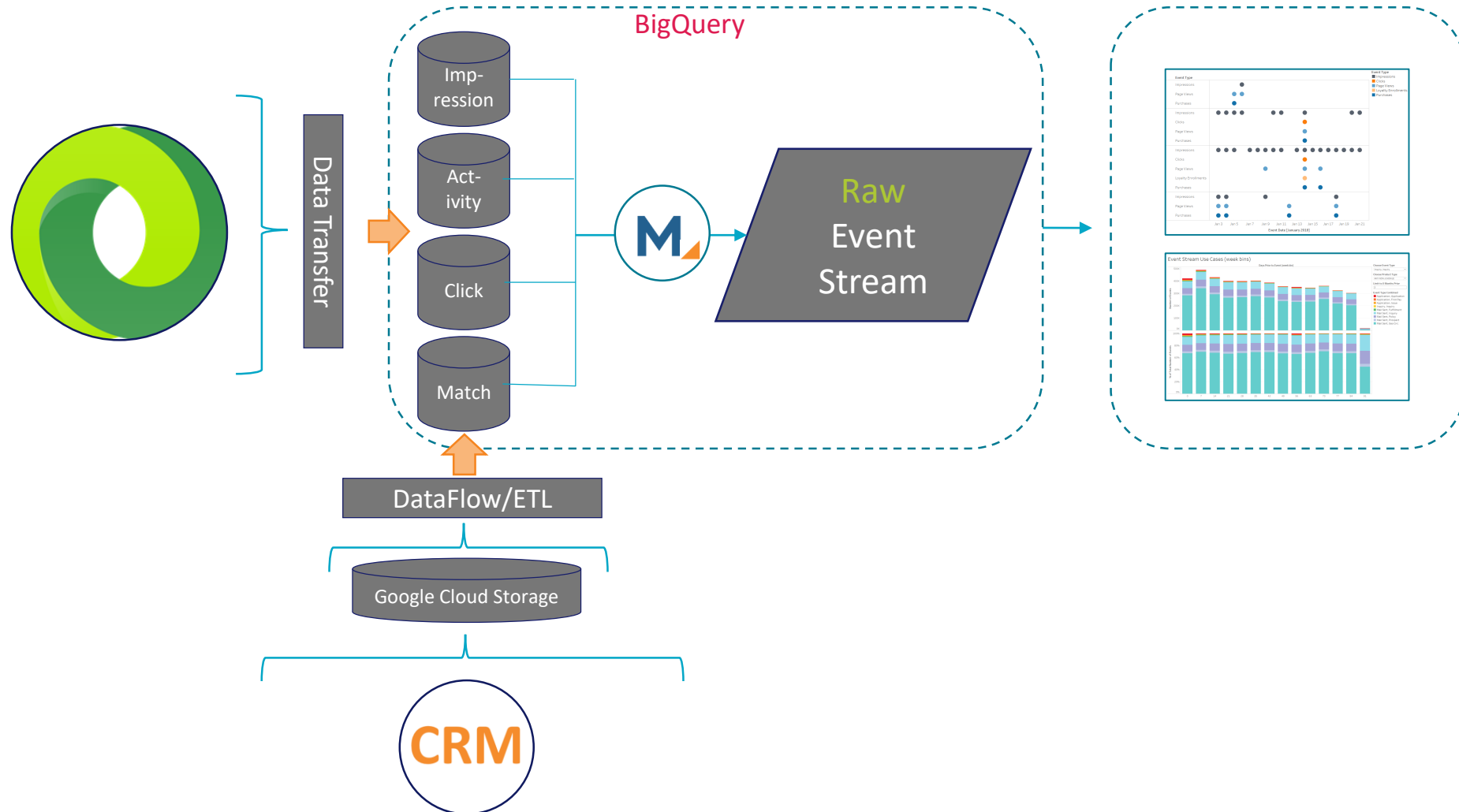


- | Event Type | | Event Type |
|---------------------|--|---------------------|
| Impressions | | Impressions |
| Page Views | | Clicks |
| Purchases | | Page Views |
| | | Loyalty Enrollments |
| | | Purchases |
| Impressions | | |
| Clicks | | |
| Page Views | | |
| Purchases | | |
| Impressions | | |
| Clicks | | |
| Page Views | | |
| Loyalty Enrollments | | |
| Purchases | | |
| Impressions | | |
| Page Views | | |
| Purchases | | |
- Event Date [January 2018]

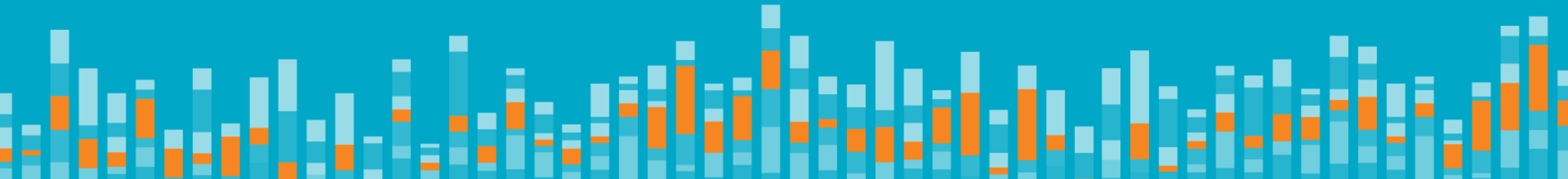
Case Study: Architecture Phase 1

Google Cloud Platform

Tableau Server



Case Study Demo



Case Study: Phase 1 Big Wins!

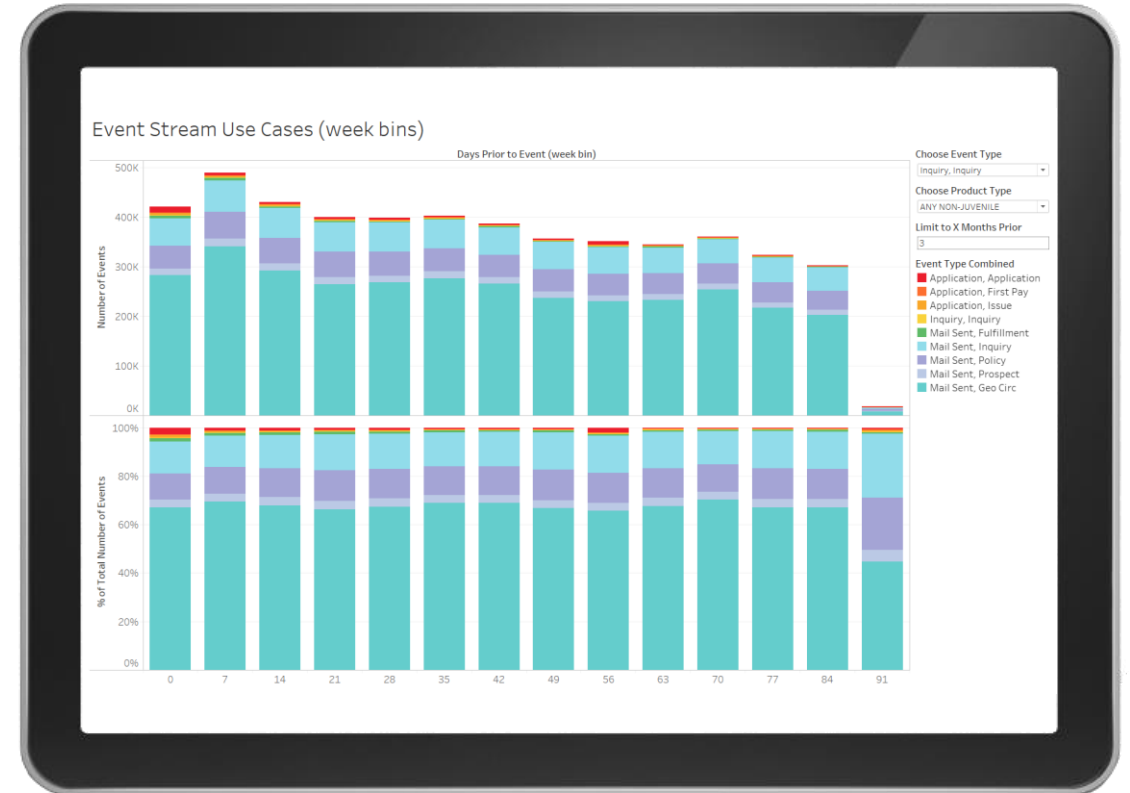
- Our client was very excited they had event stream data!
- They saw the value in using Tableau to analyze their big data and uncover insights
- The excitement spread toward integrating additional data sources and developing multi-touch attribution



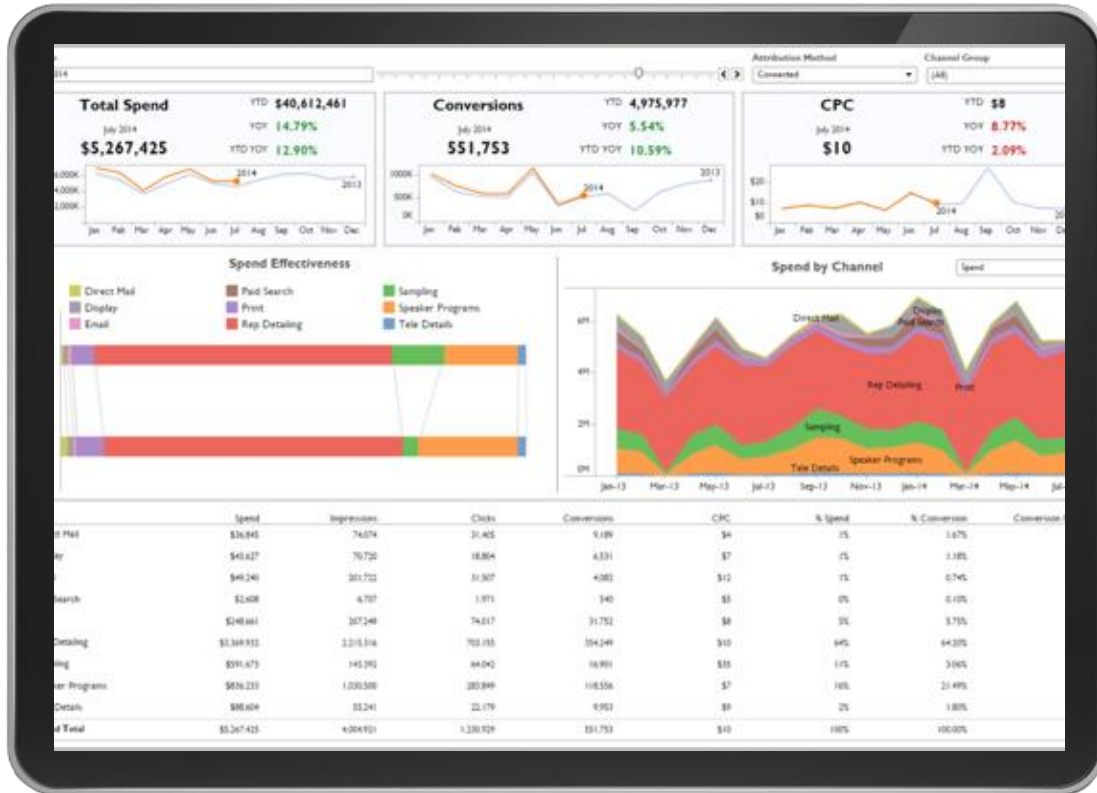
Case Study: From Phase 1 to Phase 2

- We built connected multi-touch attribution modeling to weight the interactions.
- We built Tableau dashboards and uncovered new insights about conversions and ROI.

“I’d only ever seen smoke and mirrors before I saw this. This is real.”



Case Study: Technology

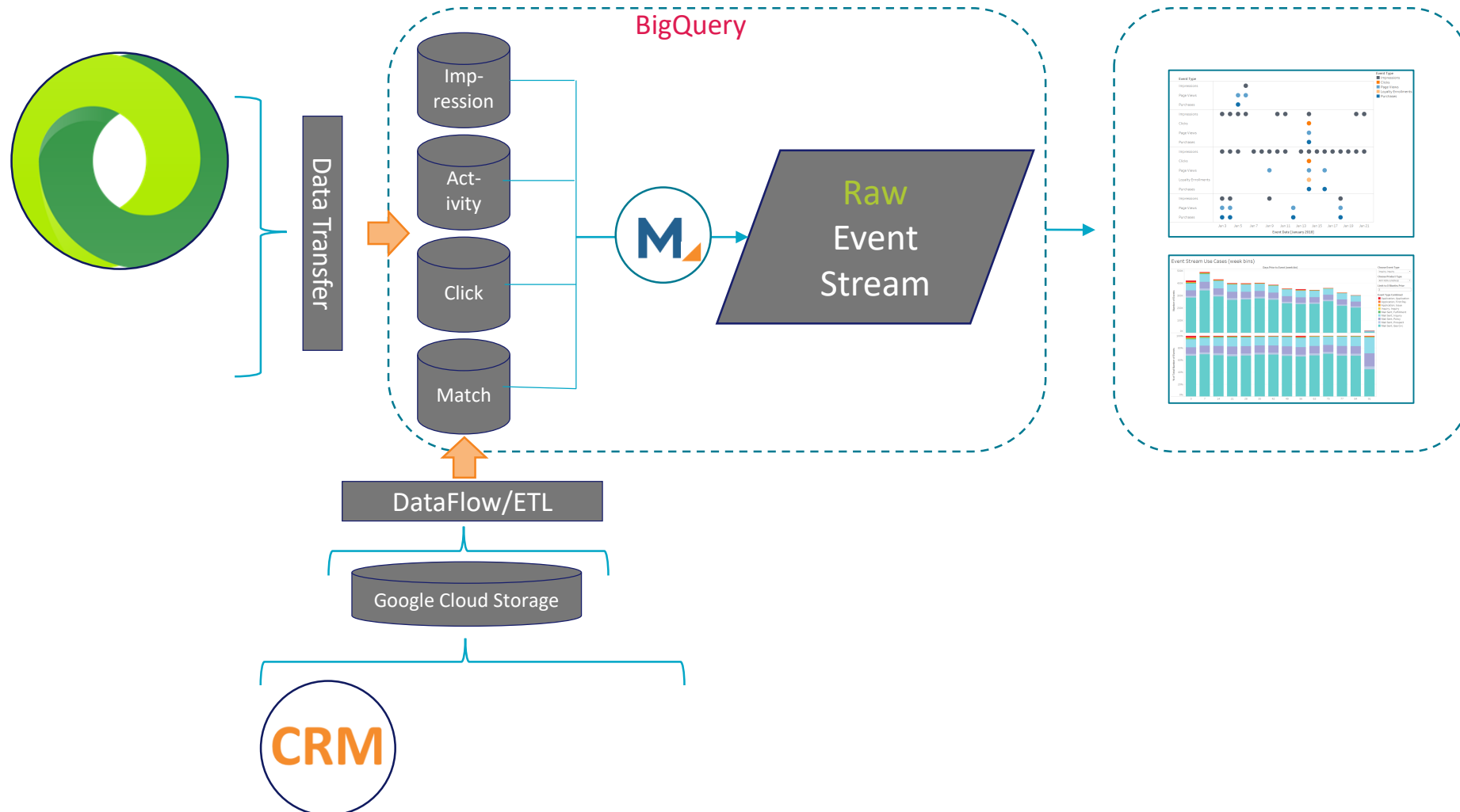


- Cloud-based architecture
- Event stream and identity layer
- Attribution modeling
 - Top down marketing mix models (MMM)
 - Bottom up multi-touch attribution models, focused on digital and direct marketing (MTA)
 - Results calibrated into single view of the truth – Connected Attribution solution
- Tableau dashboards with real-time updates

Case Study: Architecture Phase 1

Google Cloud Platform

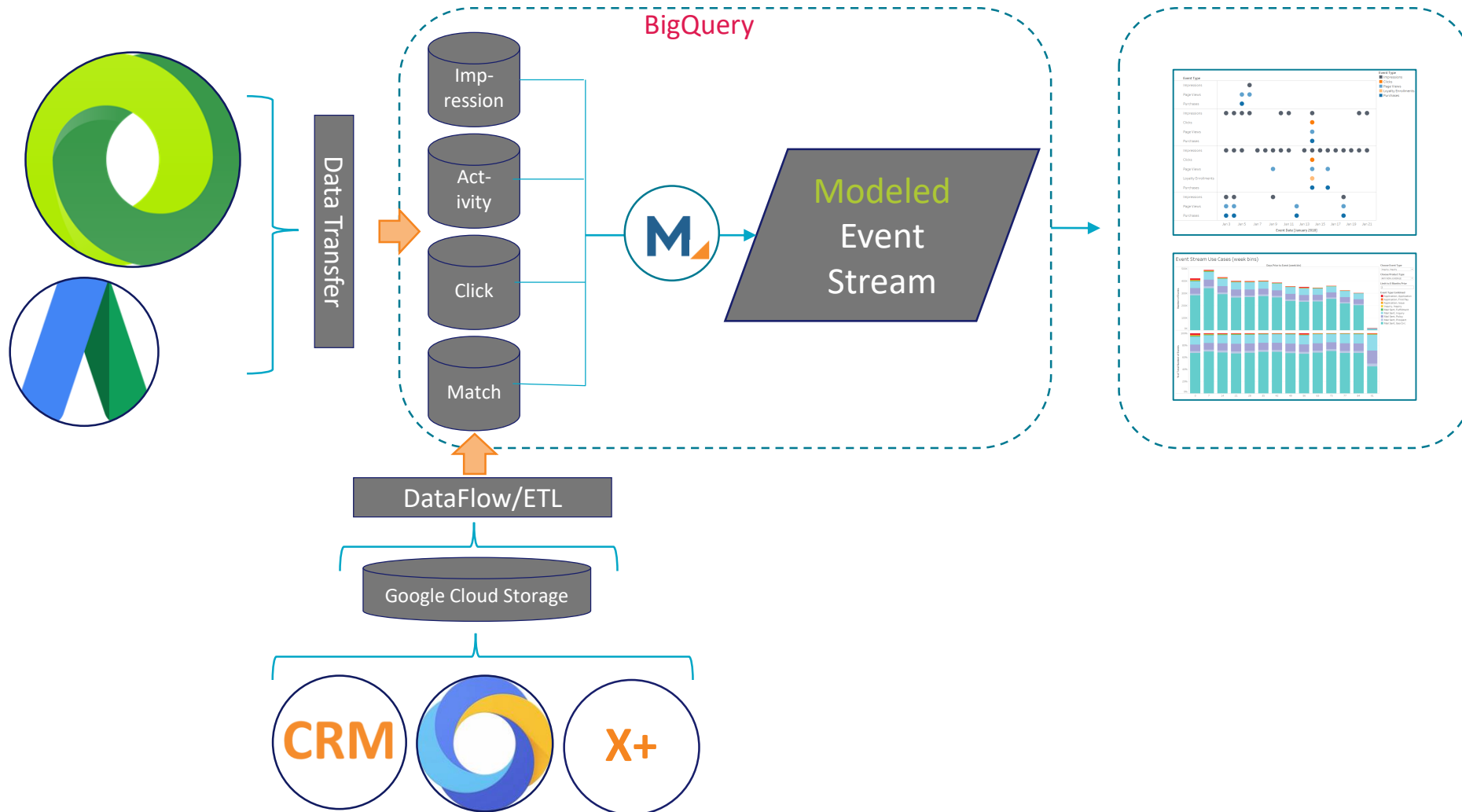
Tableau Server



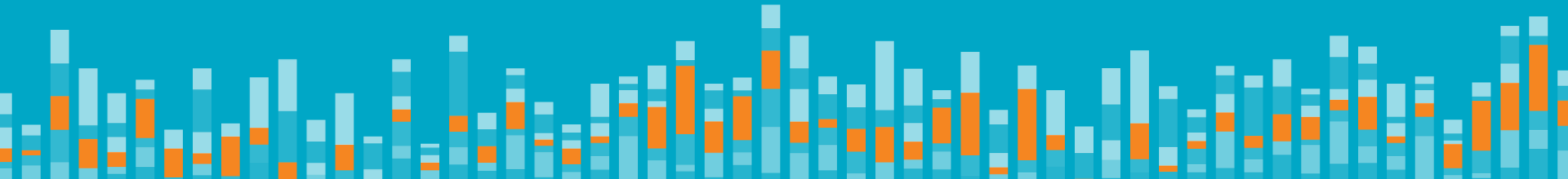
Case Study: Architecture Phase 2

Google Cloud Platform

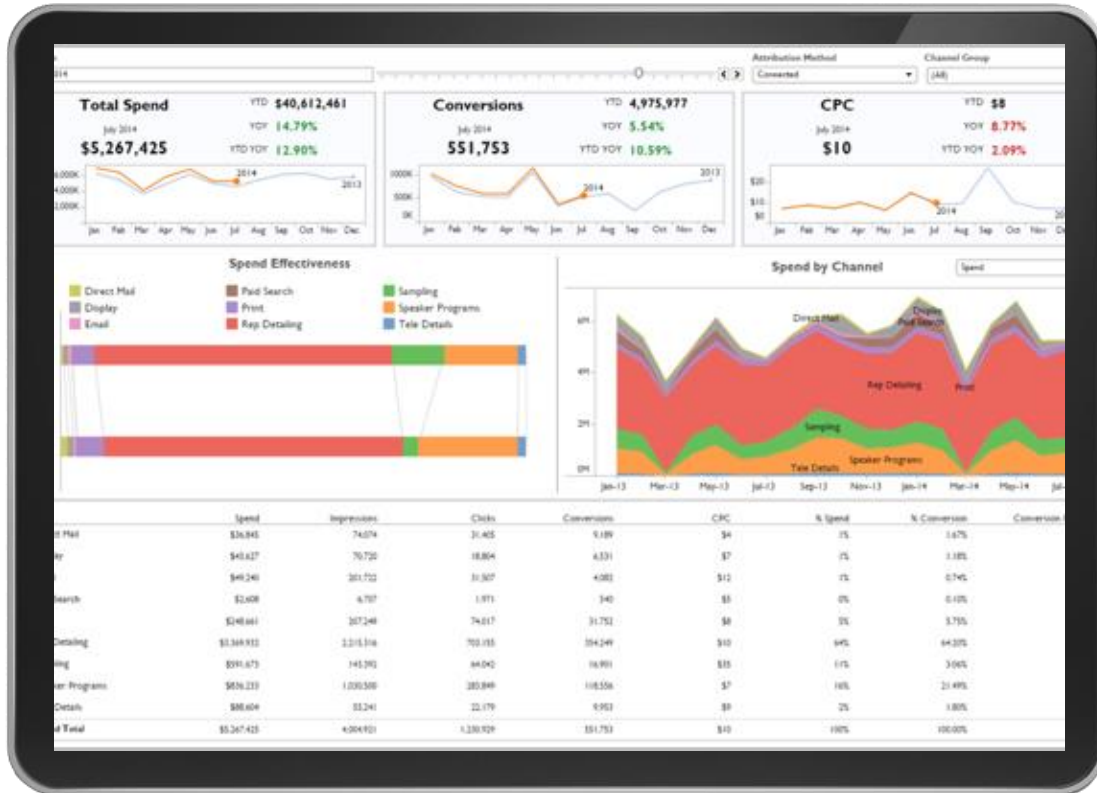
Tableau Server



Case Study Demo



Case Study: Phase 2 Big Wins!



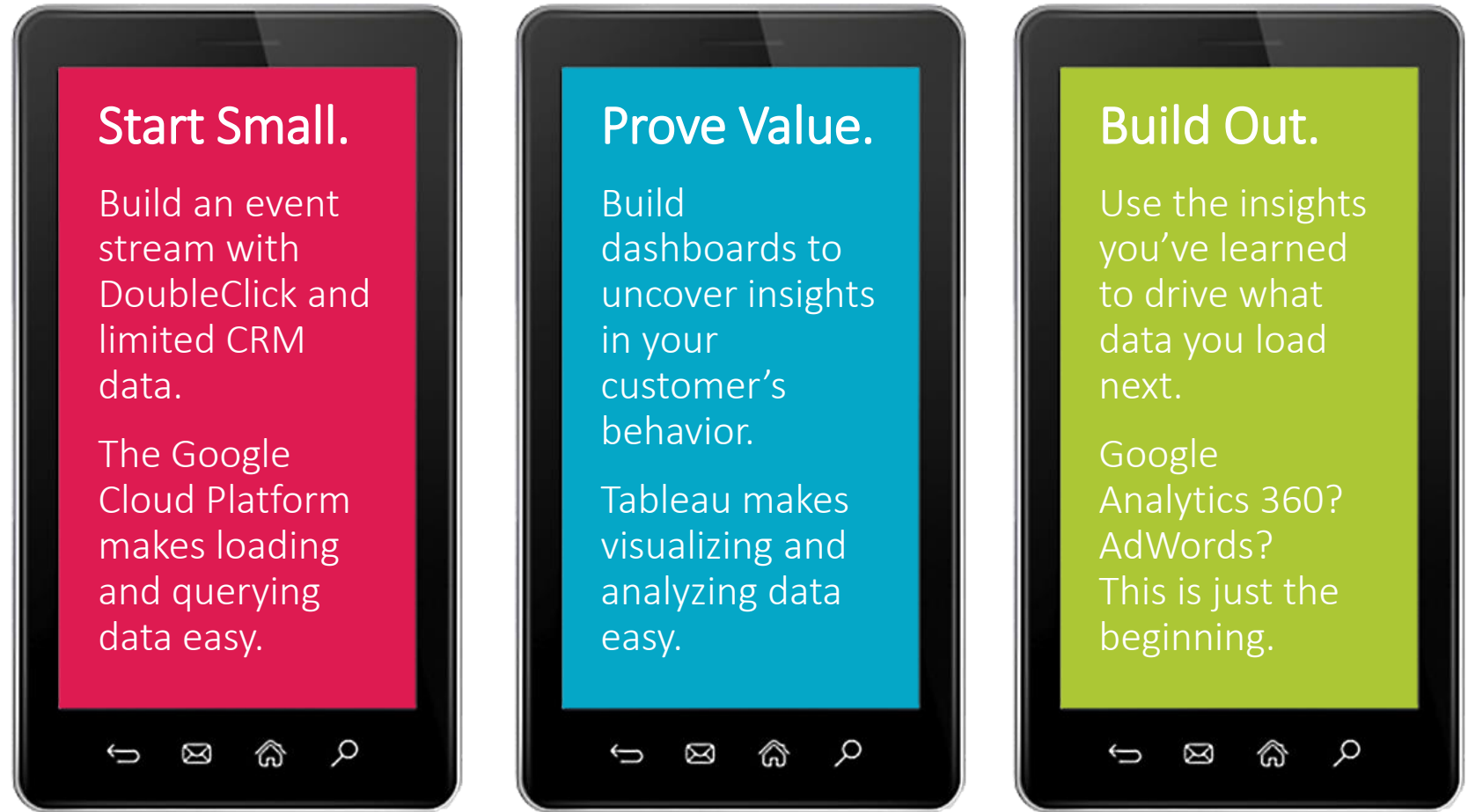
- Decisions based on more accurate multi-touch attribution data
- Our client saw HUGE gains in the efficiency of their marketing spend
- Questions asked and answered using more accurate and effective revenue-based metrics
- Our relationship with the client grew

“

I want to do this too!
Where do I start?

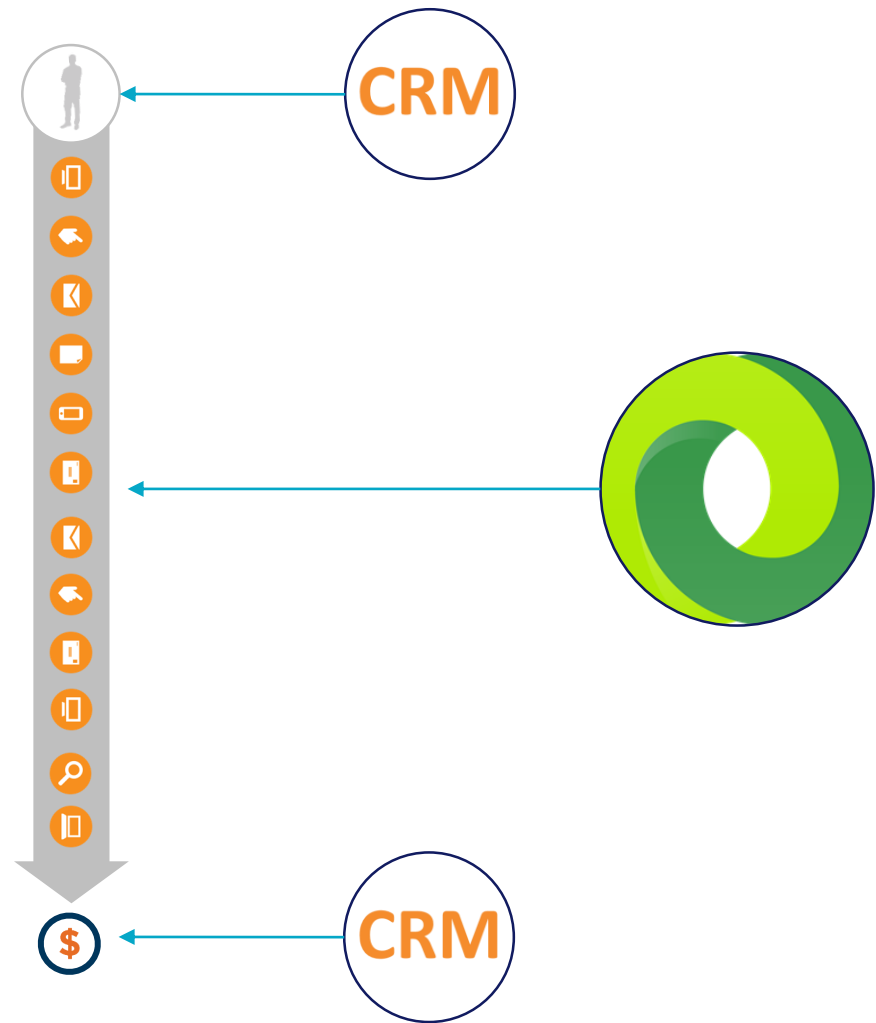
Our Recommended Approach

Start simple with these three easy steps.



Start Small.

Integrate DoubleClick and Customer data into an event stream.

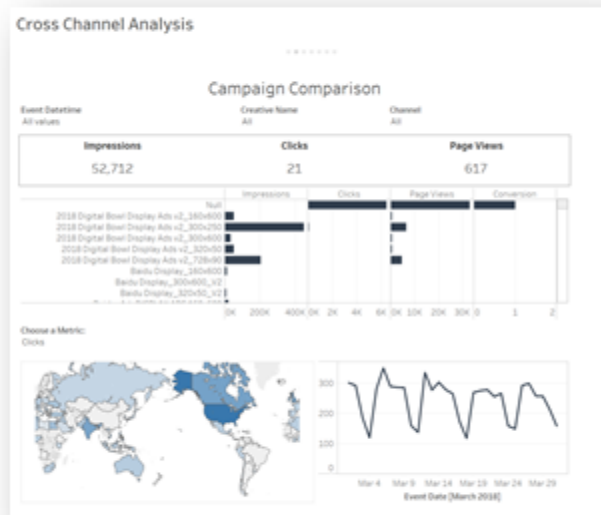


Cust ID	CRM Segment	Timestamp	Source	Activity Type
12345	High Value	2/1/2018	DCM	Impression
12345	High Value	2/1/2018	DCM	Click
12345	High Value	2/2/2018	DCM	Page Visit
678910	Low Value	2/1/2018	DCM	Impression
678910	Low Value	2/9/2018	DCM	Impression
678910	Low Value	3/5/2018	DCM	Impression
678910	Low Value	3/5/2018	DCM	Purchase!

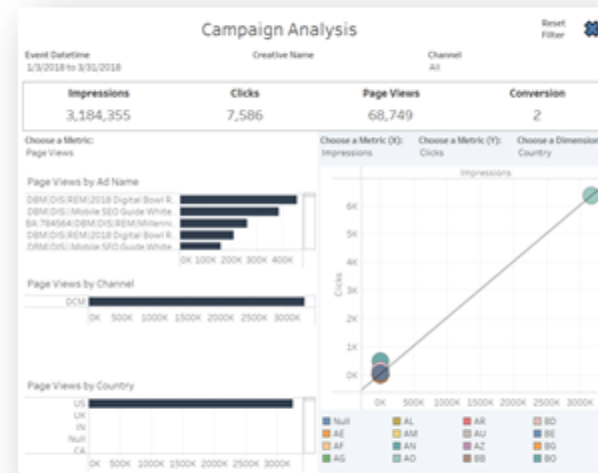
Prove Value.

Build your event stream dashboards.

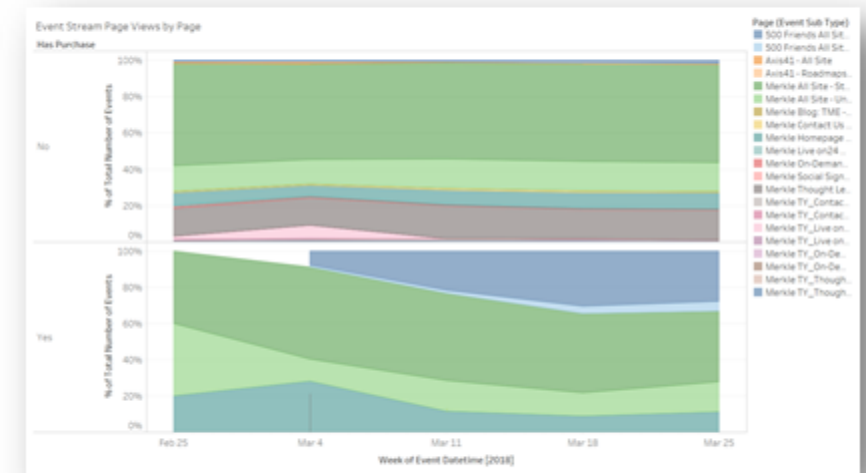
Cross Channel Analysis



Campaign Analysis

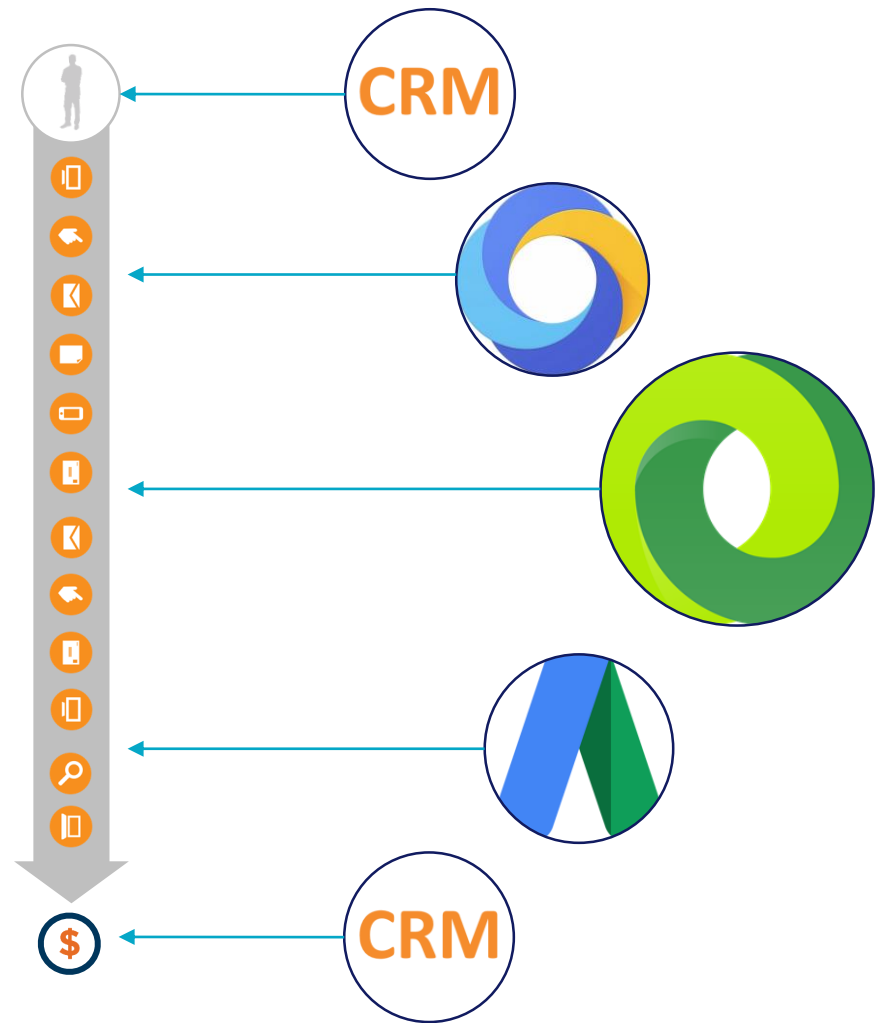


Event Stream Analysis



Build Out.

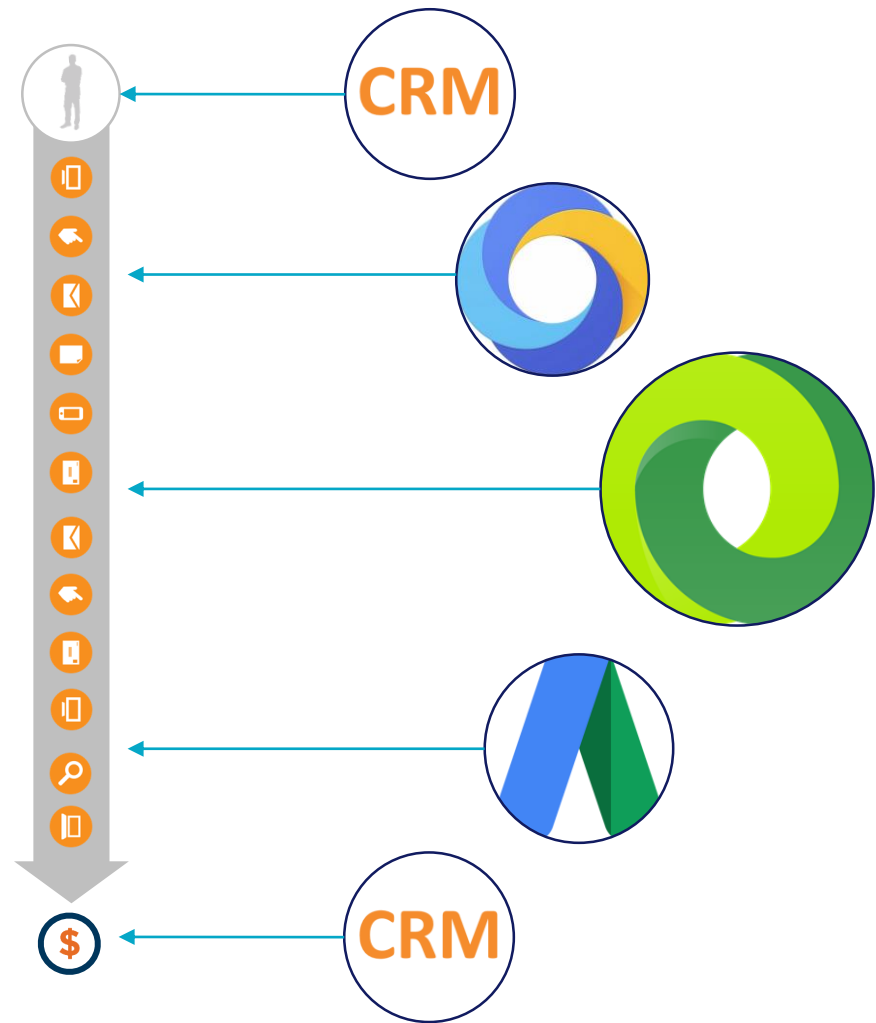
Link identities and add data like Google Analytics 360 to the event stream.



Cust ID	CRM Segment	Timestamp	Source	Activity Type
12345	High Value	2/1/2018	DCM	Impression
12345	High Value	2/1/2018	DCM	Click
12345	High Value	2/2/2018	DCM	Page View
12345	High Value	2/4/2018	GA360	Page View
12345	High Value	2/4/2018	GA360	Purchase!
678910	Low Value	2/1/2018	DCM	Impression
678910	Low Value	2/9/2018	DCM	Impression
678910	Low Value	3/5/2018	DCM	Impression
678910	Low Value	3/5/2018	DCM	Purchase!
678910	Low Value	3/6/2018	DCM	Click
678910	Low Value	3/8/2018	GA360	Purchase!

Build Out.

Leverage an attribution model to apply weights to your event stream activities.



Attrib. Weight	Cust ID	CRM Segment	Timestamp	Source	Activity Type
10%	12345	High Value	2/1/2018	DCM	Impression
50%	12345	High Value	2/1/2018	DCM	Click
20%	12345	High Value	2/2/2018	DCM	Page View
20%	12345	High Value	2/4/2018	GA360	Page View
	12345	High Value	2/4/2018	GA360	Purchase!
10%	678910	Low Value	2/1/2018	DCM	Impression
30%	678910	Low Value	2/9/2018	DCM	Impression
60%	678910	Low Value	3/5/2018	DCM	Impression
	678910	Low Value	3/5/2018	DCM	Purchase!
100%	678910	Low Value	3/6/2018	DCM	Click
	678910	Low Value	3/8/2018	GA360	Purchase!

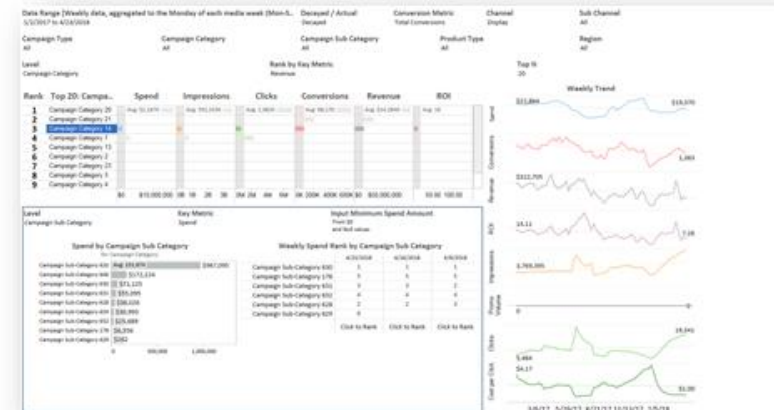
Build Out.

Build attribution dashboards leveraging the event stream and attribution models.

Executive Dashboard



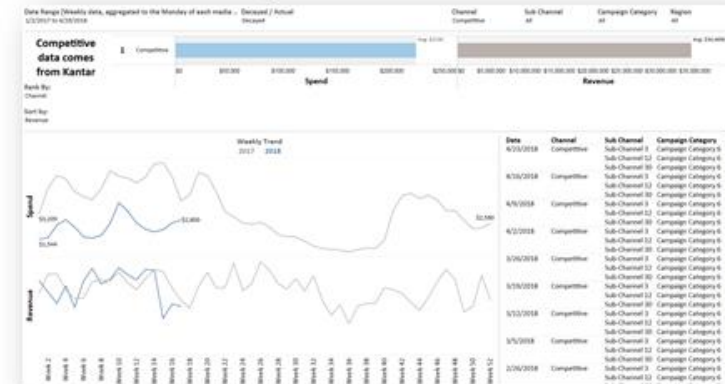
Scorecard Dashboard



Diagnostic Dashboard



Competitive Dashboard



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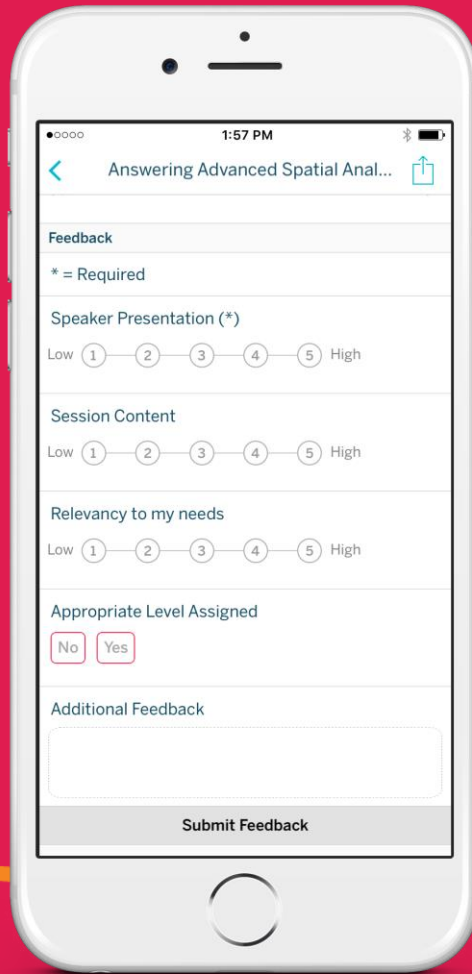
Thank you!

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Please complete the
session survey from the
Session Details screen
in your TC18 app