

P&G Programmatic Services

Summary	Evaluate P&G company and discuss the programmatic services integrated into its application
URL	https://us.pg.com/ https://www.pggoodeveryday.com/ https://www.stitchfix.com/careers/jobs#below-the-fold
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How is the company tracking visitors?

What is the product?



Procter&Gamble

The Procter & Gamble Company (P&G) is an American multinational consumer goods corporation headquartered in Cincinnati, Ohio, founded in 1837 by William Procter and James Gamble.

It specializes in a wide range of personal health/consumer health, and personal care and hygiene products; these products are organized into several segments including Beauty; Grooming; Health Care; Fabric & Home Care; and Baby, Feminine, & Family Care.



Categories-

- Baby Care
- Fabric Care
- Family Care
- Feminine Care
- Grooming
- Hair Care
- Home Care
- Oral Care
- Personal Health Care
- Skin & Personal Care





How are they selling it?

Selling & Market Organizations-

- Asia Pacific, India, the Middle East and Africa (AMA)
- Europe
- Greater China
- Latin America
- North America

Where We Operate

Global Operations

P&G has operations in more than 80 countries. Its nearly 300 brands are sold in more than 160 countries.

The company's global scale enables competitive advantage through knowledge sharing, common systems and processes, and best-practice reapplication. P&G views its global scale as one of its five core strengths, seeing scale as a way to drive efficiency and consumer value.

To deliver local agility, P&G's global operations are divided into five regions. This structure delivers the benefits of scale while leveraging local focus, letting the company respond faster to local consumer needs and dynamic market demands. Those five regions are:

ASIA

One of the fastest growing economies in the world, Asia is home to over three billion consumers, more than half of the world's population. P&G Asia includes: China, Japan, Korea, Hong Kong, India, Australia, New Zealand, Indonesia, Philippines, Singapore, Taiwan, Vietnam, Thailand, Sri Lanka, Malaysia, Bangladesh.

Innovation is a key focus for P&G Asia, employing about 800 scientists in four technical centers in Bangalore, India; Beijing, China; Kobe, Japan and Singapore.

Asia Regional Headquarters
Singapore

CENTRAL & EASTERN EUROPE, MIDDLE EAST AND AFRICA (CEEMEA)

CEEMEA is P&G's largest geographic region, stretching from the western edges of Turkey to the far eastern regions of Russia and including nearly all of Africa. P&G CEEMEA includes: The Balkans, Central Europe North, Central Europe South, Eastern Europe, Middle East, Sub Sahara, Turkey/ Caucasus & the Central Asian Republics.

CEEMEA Regional Headquarters
Geneva, Switzerland

LATIN AMERICA

Procter & Gamble's presence in Latin America dates back more than 60 years with the opening of the Mexican subsidiary in 1948. We employ people across 14 countries, including 19 manufacturing sites, 12 distributions centers and a service center. We have leadership market positions in detergents, diapers, feminine hygiene, health and personal care, batteries, razors & blades products. Our largest markets are in Mexico, Brazil, Venezuela and Argentina.

Latin America Regional Headquarters
Panama City

NORTH AMERICA

Our North America region operates in Canada, Puerto Rico and the United States.

The average American consumer spends \$110 per year on P&G products, where sales make up more than 40% of the company's total. Nearly every family in the U.S. has at least one P&G product in their home. We have more than 35 manufacturing plants handling production for products around the world.

North America Regional Headquarters
Cincinnati, Ohio, USA

WESTERN EUROPE

Our European business dates back to 1930 when we opened a subsidiary in the UK. Today, P&G has a presence in every country in Western Europe; the region represents about a quarter of P&G's total business.

We have about 35 manufacturing plants handling production for products around the world. In Western Europe, P&G markets over 100 brands and has a clear leadership position in 5 top categories: Blades & Razors, Diapers, Feminine Care, Laundry, Oral Care, Home Care, and Shampoos.

P&G Western Europe employs about 3,000 scientists working in nine Innovation Centers in the UK (London, Newcastle, Reading), Belgium (Brussels), Germany (Kronberg, Schwalbach, Darmstadt), and a combined innovation center in Italy (Pescara and Pomezia).

Western Europe Regional Headquarters
Geneva, Switzerland

Touching lives, improving life. **P&G™**

P&G has a bunch of websites for its various Brands targeted to certain different customer groups.



Procter and Gamble is a global brand based in Cincinnati, Ohio. Its products sell across more than **180 countries** and territories. The company uses several channels to reach its customers. It sells its products primarily through mass merchandisers, e-commerce, grocery stores, membership club stores, drug stores, department stores, distributors, wholesalers, baby stores, specialty beauty stores, high-frequency stores and pharmacies.

Apart from its large distribution network, the company has manufacturing sites located all over the world. In the US, it owns and operates 25 manufacturing sites which are located across 19 states.

P&G gets 15% of its revenue, or about \$10 billion, from **Wal-Mart**



How is it priced?

The pricing strategy for Procter & Gamble products depends mostly on the **quality of the product** and its **brand value**.

As there are numerous brands under the company umbrella, it prefers different policies for different types of products. It depends on an adjustable policy where the products are priced according to their **market value**.

For some products, the competition is very high and there are similar products in the market. For these goods, the brand has a professional marketing team that keeps an eye on the **prices of the competitors**.



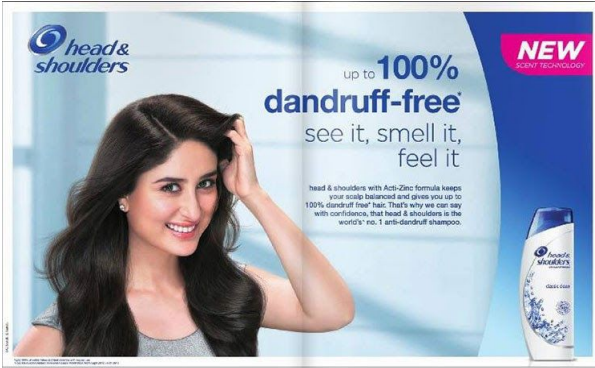
Procter & Gamble keeps a competitive pricing policy for such products and hence maintains a pricing range that is quite near to the prices of the competitor's products. In this policy, any changes that the competitors make affect the prices. Suppose the rivals decrease the prices of their product to increase their sales then Procter & Gamble also comes out with a **discount** or

gift scheme to counter it. Thus, at the end of the day the prices remain in a range.

Sometimes the brand also follows the **penetration pricing** policy to launch new products in the market and in order to create a new consumer base. When the prices are at a lower price from the similar products, without compromising the quality then the consumers are attracted to such products. This results in higher sales and helps in generating larger volumes for the company. For its high quality premium category of goods, the brands follow a **premium pricing** policy where the prices are at a higher level. However, these products are generally superior in quality and cater to the section of people who can afford them.

What promotions are they using?

Procter & Gamble capitalizes heavily on the **online media** and insists on “*attraction strategy*”. Under this advertising policy, the company insists on creative ads and heavy advertising. It has deals with celebrities for its advertisements. Actors *Kareena Kapoor* and her actor husband *Saif Ali Khan* are in the *Head & Shoulder* ads, actor *Kaitrina Kaif* is in ads for Olay and actor *Shilpa Shetty* and *Parineeti Chopra* are in the *Pantene* ads shown in different television channels, radio, hoardings, newspapers and different magazines.



Procter & Gamble has been a **sponsor** for different television shows like Guiding Light, Our Private World, Texas, Another World and The Catlins.













https://www.pggoodeveryday.com/coupons/

Earn Points Rewards Good News Impact Coupons ...

Coupons

Whether in store or online, you can save big on the brands that are helping us do good.

PRINT AT HOME


 <p>\$3.00 \$3.00 OFF ONE Downy® In-Wash Scented Dryer Sheets (excl. ...) Offer Details</p> <p>1 Add to basket</p>	 <p>\$3.00 \$3.00 OFF ONE Venus® Razor (excl. ...) Offer Details</p> <p>1 Add to basket</p>	 <p>\$3.00 \$3.00 OFF ONE Venus® Razor (excl. ...) Offer Details</p> <p>1 Add to basket</p>
 <p>\$3.00 \$3.00 OFF ONE Tide® Liquid Laundry Detergent (excl. ...) Offer Details</p> <p>1 Add to basket</p>	 <p>\$3.00 \$3.00 OFF ONE Tide® PODS (excl. ...) Offer Details</p> <p>1 Add to basket</p>	 <p>\$3.00 \$3.00 OFF ONE Dreft® Newborn Liquid Laundry Detergent (excl. ...) Offer Details</p> <p>1 Add to basket</p>
 <p>\$3.00 \$3.00 OFF ONE Gain Flings 37 ct. (excl. ...) Offer Details</p> <p>1 Add to basket</p>	 <p>\$2.00 \$2.00 OFF ONE Dreft® Newborn Liquid Laundry Detergent (excl. ...) Offer Details</p> <p>1 Add to basket</p>	 <p>\$2.00 \$2.00 OFF ONE Tide® PODS 31 ct. (excl. ...) Offer Details</p> <p>1 Add to basket</p>
 <p>\$2.00 \$2.00 OFF ONE Tide® Liquid Laundry Detergent (excl. ...) Offer Details</p> <p>1 Add to basket</p>	 <p>\$2.00 \$2.00 OFF ONE Gain Flings 37 ct. (excl. ...) Offer Details</p> <p>1 Add to basket</p>	 <p>\$1.50 \$1.50 OFF ONE Downy® Liquid Fabric Softener (excl. ...) Offer Details</p> <p>1 Add to basket</p>



PROMO CODES

Whether in store or online, you can save big on the brands that are helping us do good.

PRINT AT HOME

PROMO CODES

 BASKET

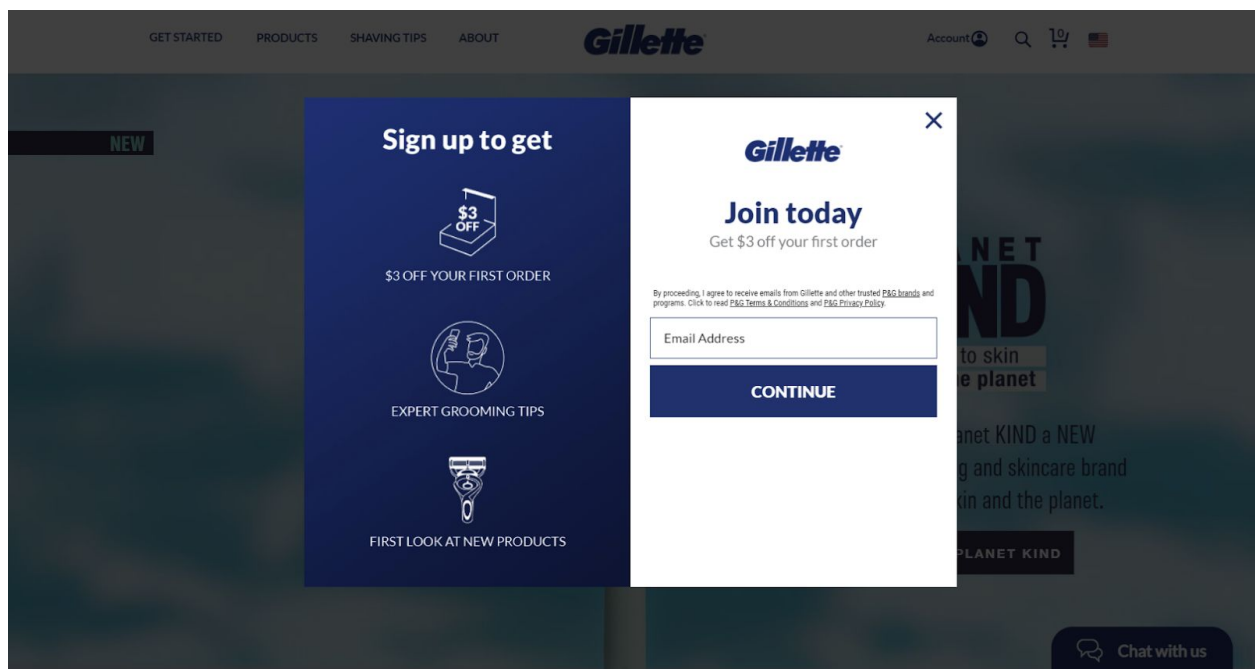
 <p>\$3 Off Planet KIND Starter Kit Get Code</p> <p>1 Valid 2/01/2021-3/31/2021</p>	 <p>15% off any Women's or Men's One Daily Multivitamins Get Code</p> <p>1 Valid 2/01/2021-6/15/2021</p>
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The company also has **tie-ups** with numerous other shopping sites from where buying is possible. It has become a sponsor of

various online communities like “Women.com” and “BeingGirl.com” and even has numerous destination sites that are highly stylized. The company has released small product pouches as promotional ventures to create awareness in the consumer market for its products.

Free samples as a promotion technique are distributed at numerous events to increase the visibility of the products.

When the customer visits the website they are prompted with some discounts on Sign up-



What algorithmic marketing services are they using?

Advertisement-

- Advertisement is done mainly through ads and sponsorship agreements with celebrity athletes and professional sports teams.
- In 2018, P&G spent 7.1 Billion Dollars on advertising. During the last five years, its advertising budget has remained between 7 and 8 Billion dollars. Due to the heavy competition in the consumer goods industries, brands spend a large sum each year on marketing. P&G also uses discounts and coupons for promotions. Apart from that e-commerce channels act as both sales and marketing channels for the company. TV and print advertising are also used aggressively by consumer goods brands including P&G for promotions.

Here is one of the most fantastic ads by P&G group-



Search-

- They have a search criteria based on their brands through which a customer can go to a particular category of product then based on the filters they can narrow down their search.

Recommendations-

- Similar products are recommended.



Pricing-

- Pricing of every product is done based on the latest trend and brand which is trending.
- New releases are always priced higher than the previous ones and few branded products priced higher than normal ones.

MARKETING MIX

PRODUCT	PRICE	PLACE	PROMOTION
	Rs 3, Rs69, Rs117, Rs 1.5	<p>Manufacturer</p> <p>↓</p> <p>Distributor</p> <p>↓</p> <p>Whole seller</p> <p>↓</p> <p>Retailer</p> <p>↓</p> <p>Consumer</p>	<p>The promotional activities which the company conducting are Like giving advertisements in Television, Internet and Newspapers, Magazines.</p>
	Rs. 98 -200ml , Rs.51-100ml. and Rs. 3 for a 7.5ml sachet.		
	Rs 69, Rs 149, Rs299 for 50 gm		
	Rs 10,Rs 20, Rs 35		
	Rs20, Rs24, Rs30		
	small size-Rs135 medium size-Rs155		

Assortment-

- P&G makes an assortment for its products based on different categories, for every category it has different types of products sorted according to the customer interest.



Planet KIND Starter Kit

★★★★☆ 4.6 (40) [Write a review](#)

The kind choice for your face, and the face of the planet. Each starter kit includes 1 razor handle and 8 blade refills. [Learn More](#)

CHOOSE YOUR REFILL SCHEDULE

Delivers Every 3 Months (Most Popular) 8-count refill pack for \$20	▼
Delivers Every Month 8-count refill pack for \$20	
Delivers Every 3 Months (Most Popular) 8-count refill pack for \$20	
Delivers Every 6 Months 8-count refill pack for \$20	

Within our 10 categories we're creating superior, science-based products delivered with superior packaging, consumer communication, retail execution and value in all price tiers where we compete. This is the basis for competitive advantage — meaningful and noticeable superiority across all elements of our consumer proposition. Superior offerings drive market growth, creating a winning proposition for all concerned.

What datasets do you think you will need to build these algorithmic services?

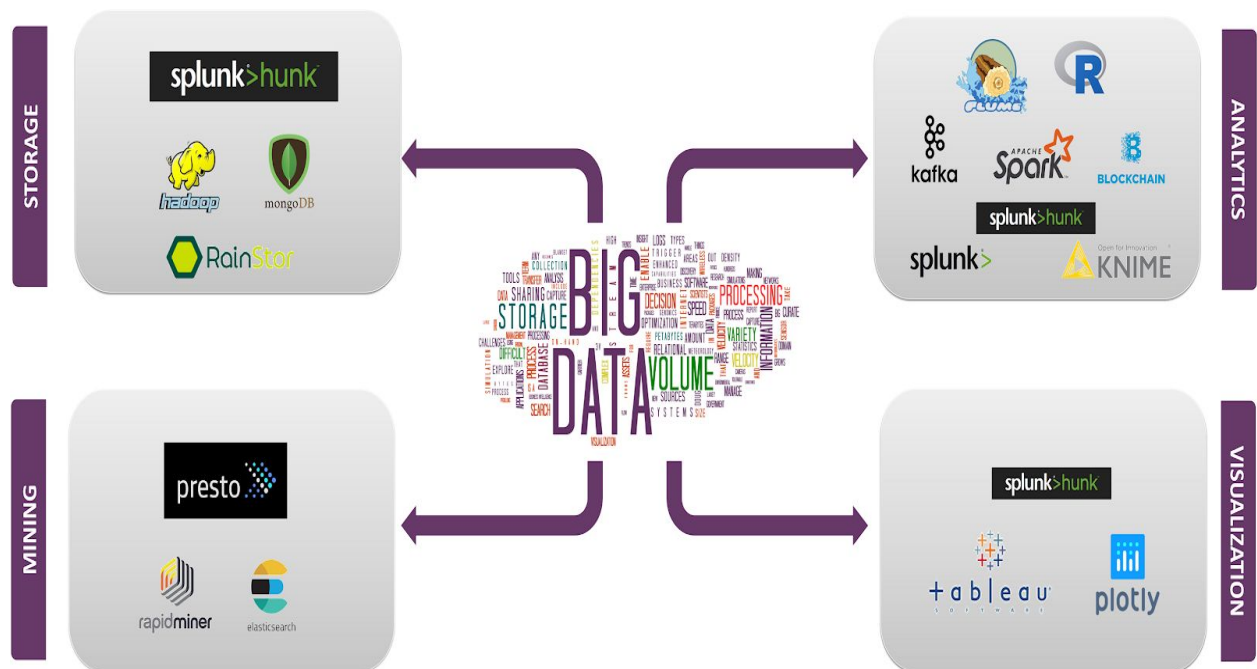
Datasets-

- Site Navigation and search historical data of a customer helps to choose and understand the specific pattern.
- Purchasing history of a customer helps us to make future recommendations and specific offers.
- Customer or member record helps to get their contact details to provide them details about the latest product, offers and discounts.

Frequency of Data Change-

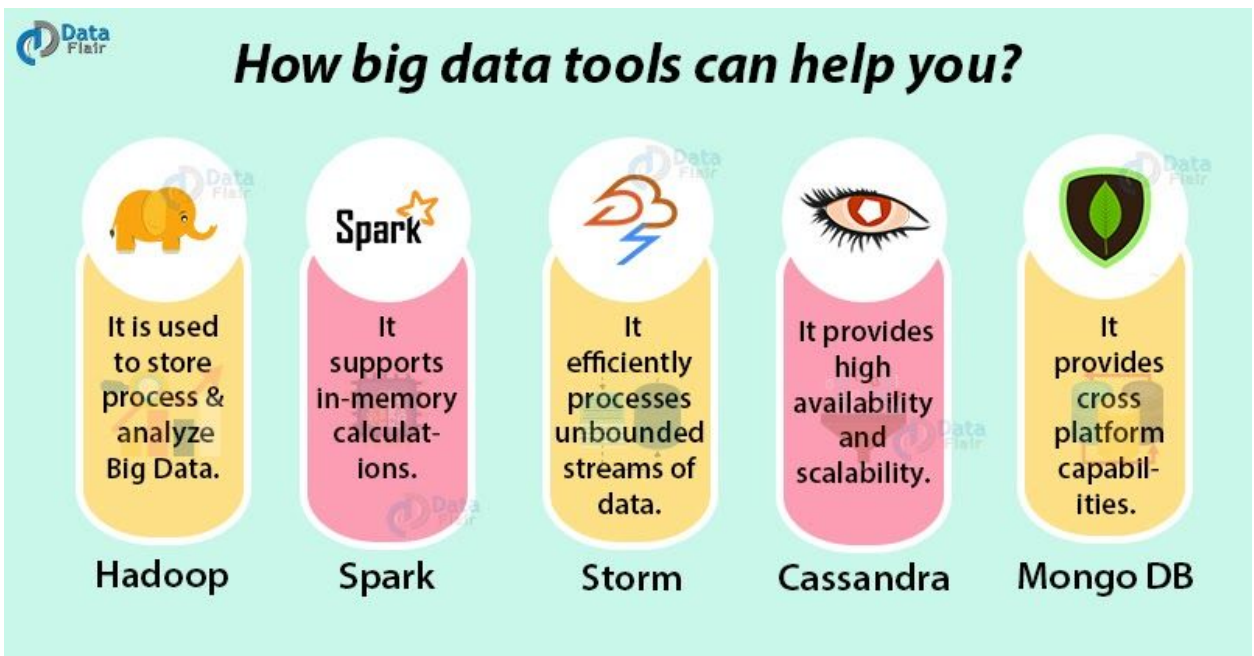
- Site Navigation and search historical data are updated instantaneously and depend on the site traffic.

- Purchase history data gets updated as soon as a new purchase is placed by a customer.
- Customer directory changes, where there is any update made by the customer or when a new member gets added to the directory.



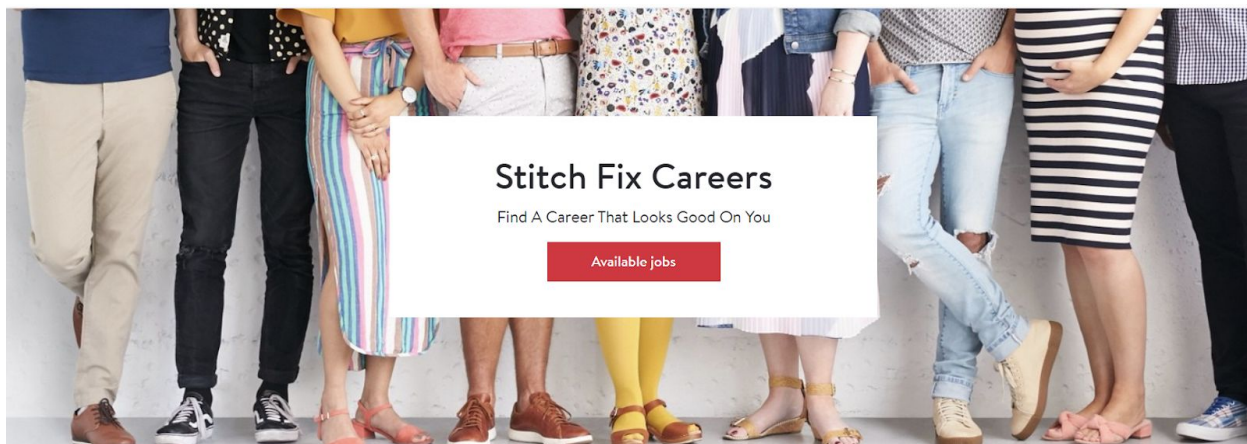
Storage of data-

- P&G's success is due to the extensive collection of data that it collects through the retail market which collects data of its customers and their daily routine which they then use for research of new products.
- Storing customer feedback, and suggestions is very much important for learning, research, and making new products.



Review the jobs/career site and search for Data Science positions

(<https://www.stitchfix.com/careers/jobs#below-the-fold>). After review of the site, what technologies and programmatic services is the company using?



Stitch Fix Careers

Find A Career That Looks Good On You

Available jobs

WE'RE EXCITED ABOUT YOU BECAUSE...

- You have production machine learning experience and are proficient in deploying apps in Python
- You have a degree in a quantitative field such as Computer Science, Statistics, Physics or a related field.
- You have strong cross-functional, communication skills that help simplify and move complex problems forward with business partners
- You are innovative and inspired to take on new challenges and you do not shy away from potential failure
- You possess a solid understanding of ML & engineering and want to grow even deeper in the field
- You are excited to expand your knowledge of Recommendation Systems
- You think about ethics in AI, the impact of machine learning on society, and want to bring that to bear in our work here

WE'RE EXCITED ABOUT YOU BECAUSE...

- You have 3+ years of experience implementing/designing machine learning algorithms
- You have experience with coding/algorithm implementation
- You have a creative, problem-solving mindset
- You are able to work with both technical and non-technical partners (presentations, expectation management, getting people on-board with ideas)
- You are interested in both collaborative ownership of a code-base as well as self-ownership of a capability

Stitch Fix uses a proprietary combination of computer vision, data science, machine learning, artificial intelligence and recommendation algorithms to find your right fit.

Few of them are,

Value capture-

- It has improved its customer acquisition and retention by identifying which customers to target and predicting the right time to target them.

Operating model-

- The company's ability to make predictions relies on the volume and quality of the data that it collects.
- This is achievable only if it reaches out to its customers directly for both sales and marketing channels.

How is the company tracking visitors?

Google Analytics-

- Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

- Google analytics is used to track website activity such as session duration, pages per session, bounce rate etc. of individuals using the site, along with the information on the source of the traffic.
- Google Analytics analysis can identify poorly performing pages with techniques such as funnel visualization, where visitors came from (referrers), how long they stayed on the website and their geographical position.

Facebook pixel-

- The Facebook pixel is code that you place on your website.
- It works by placing and triggering cookies to track users as they interact with your website and your Facebook ads.
- The Facebook pixel provides important information you can use to create better Facebook ads, and better target your ads. Facebook tracking pixel data helps ensure your ads are seen by the people who are most likely to take your desired action.

Thus we learn how programmatic services are integrated into the applications by the example of the P&G company, the way it incorporates the algorithmic marketing concepts!

Thank you!