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About FaberNovel



A new world needs new solutions

WHO WE ARE

Pioneering the digital transformation since 2003, we are a digital native organization of a new type, nourished by a unique culture and incomparable talents. We gather wide and cutting-edge capabilities – in strategy, software, design and data marketing.

OUR OFFICES

From our offices in San Francisco, New York, Shanghai, Paris, Toulouse, Lyon, and Lisbon, we work with clients everywhere in the world to help them define and develop new opportunities.

WHAT WE DO

From strategic planning to operational performance, we help our clients redeploy their know-how and their products with all the efficiency that the digital world and its technologies can bring.

We offer a full range of services and partner with our clients to identify levers for competitiveness



We spread innovation culture in your company

We train leaders and managers of the new economy through « live » experiences, which are able to trigger feelings, beliefs and commitment.

Experience

We design tailor-made programs to spread the digital culture within large companies.

On Demand

We offer a wide range of On Demand experiences to accelerate the expansion of the digital culture.

Campus

Campus is our think tank providing in-depth analyses and insights on a specific subject.



We redesign your business for the network economy

Ecosystem

We build open innovation strategy and programs along with powerful content to engage your communities in the development of innovative projects.

Strategy

We imagine and implement the future of your company through an innovative-centric corporate approach with your collaborators.

Customer Experience & Service Design

We help you design the ideal experience for your customers by identifying their needs and designing digital products & services in line with your strategy.

Data marketing & automation

We help you enhance your customer data in order to optimize engagement (from acquisition to loyalty) and monitor your customer P&L.



We turn online marketing complexity into pure performance

We help our clients to drastically improve their organic search (SEO) potential and their paid acquisition channels optimization (google Adword, RTB, Youtube, etc...).

Those two performance levers rely on FABERNOVEL Data & Media's area of expertise: solid data analytics.

Harvesting, processing and activating data allows us to put multi-



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Government & institutions



Energy & Utilities



Transportation



Culture, Media & Telco



Luxury



Retail & Consumer Goods

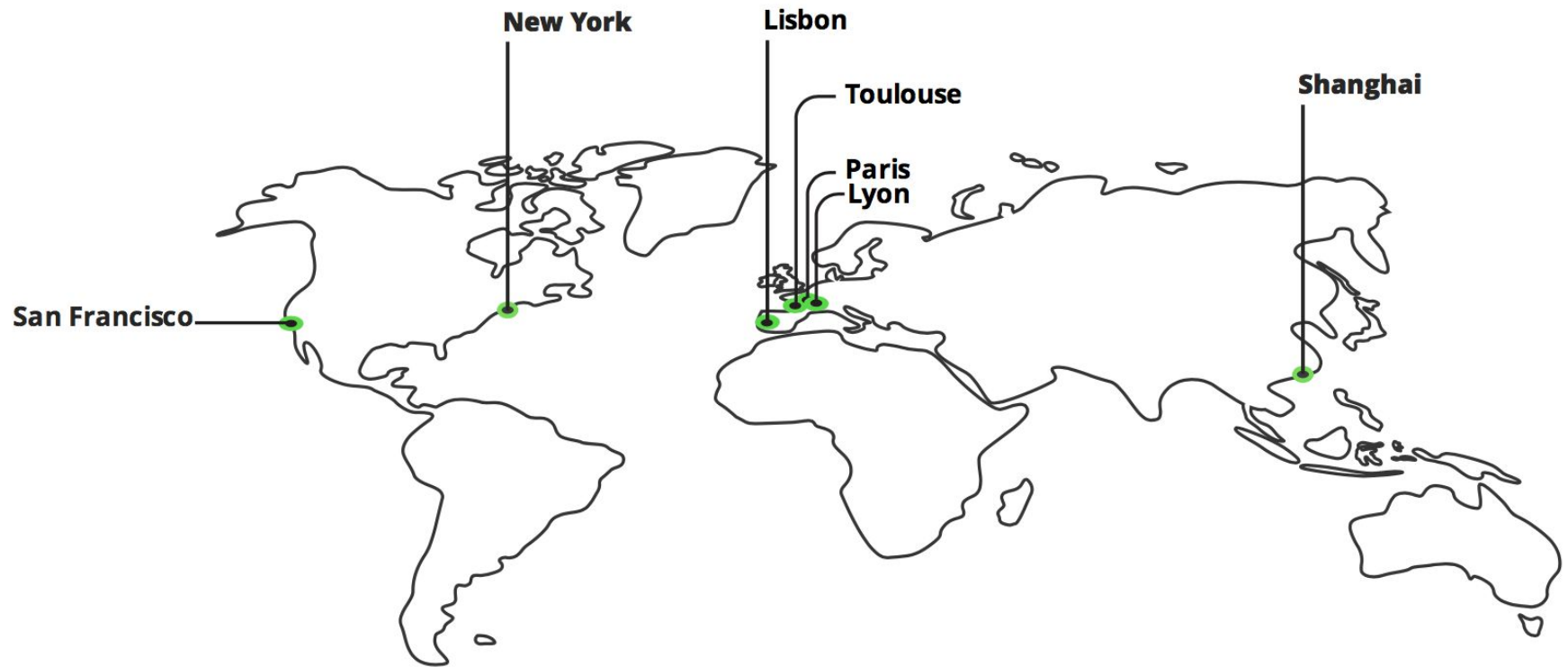


Healthcare



Insurance & Banking







Strategy Consultancy, Design
and Prototyping



Media agency and digital
strategy



Experiential training



Co-working, Mentorship, and
Events in San Francisco



Full-services web agency



Mobile products agency





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DATA & MEDIA



What FABERNOVEL does with Data & Media

Leverage online media campaigns with a growth-hacking approach

Great campaigns are the standard, not added value.

ROI efficient campaigns are a prerequisite to bringing our customers' global online acquisition to the next level.

Advertisers have everything to gain by leveraging all their assets.

And they already own more than they think (and not only ad or site-centric data).

Implement startup techniques to your online campaigns

Less planning, more testing, finding free relevant data, automating as soon as possible, keeping the big picture with multi-channel and cross-device attribution.

Leverage powerful data and keep your current tools.

We gather data from external tools and build the connectors so that you can keep your current tools as much as possible.



Our experience
in using smart & free data

NYC OpenData



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Use city population density to improve campaign targeting

Systematically integrating city population density helped to improve campaign targeting and resulted in **2.4x** more conversions with the same budget

Customer : Retailer with hundreds of stores all around the country

Goal : Recreating “sales” area around physical shops to propose the **closest** store around in the ads

Problem : “Close” does not mean the same in NYC and in Austin.
5 miles in NYC is a big deal, not in Austin.

Solution : Using population density data was the easy, most accurate way to define different targeting radiuses around stores

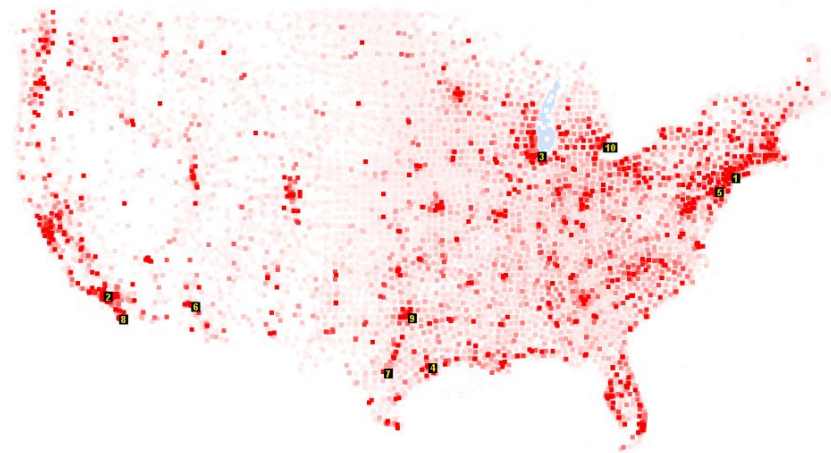
Results

Click through rates increased by 200%

Cost per click decreased by 60%

Conversion rate increased by 35%

Data source : [Census Data](#)



Use available competitor data to fine-tune media planning

Crawl competitors' websites and extract relevant information to adapt your strategy and avoid bidding 30% of the time

Customer : online retailer

Goal : Push ads when our offer is competitive

Problem : Most of the time you find out too late whether or not your offer is relevant for users.

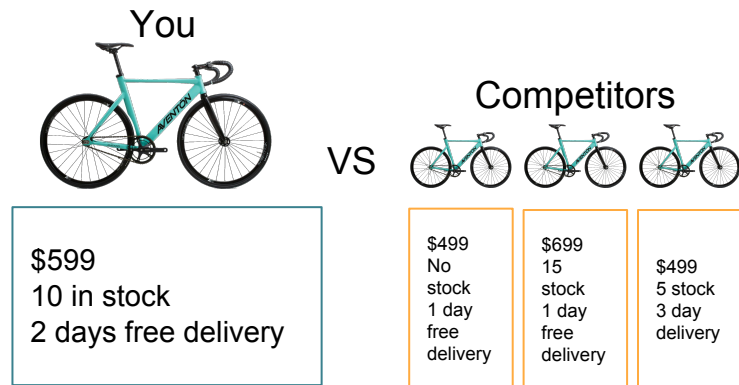
Solution : Calculate a score for each product comparing yourself to your competitors

Results

30% of the budget potentially spent on low-score products saved
Average conversion rate increased by 28%
35% more conversions on average

Data source :

Your own crawler, apifier.com, scrapy.org, wrapidity.com, pricingassistant...



Your Competitive Score = 8/10



Good → increase bidding

More examples using the Open Data Portal as a source

Use store locations to identify higher value searches on Google

On google searches about TV, spot when people are in an electronics store

Why it would work

Because you're targeting people that are about to buy, comparing prices and services

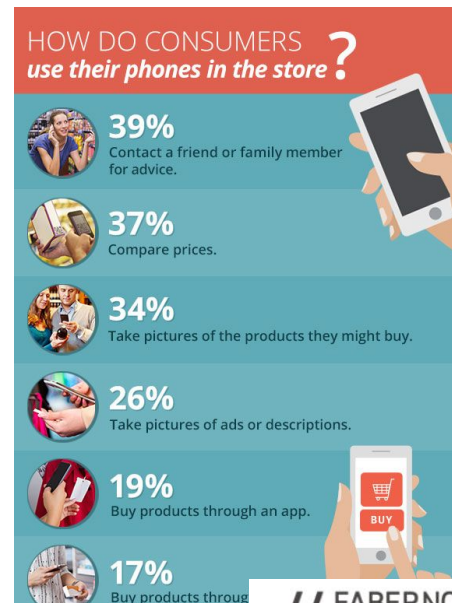
How to do it

Offer a special service (discount, free delivery) to get those customers

What's next ?

Cross this data with demographics, retargeting, time of the day... to increase the number of positive signals.

NYC Open Data source : Electronics Stores



Pick billboard ads based on average traffic speed

Prioritize billboards in areas where the traffic speed is lower to ensure high visibility

Why it would work

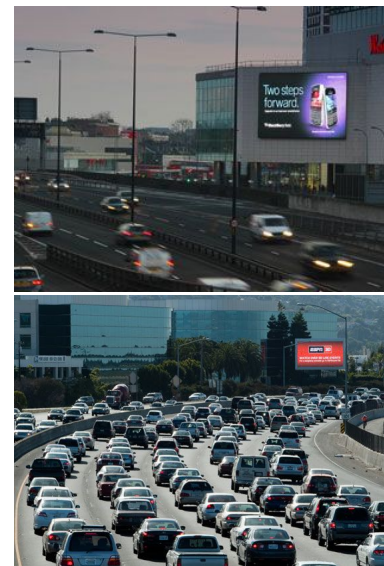
Ad recall is better when people actually have time to see the ad.

How to do it

Simply match the traffic speed metrics and the billboards available for purchase

What's next ?

Differentiate your ads (different copy, coupon/no coupon, different products advertised) to ensure you rack the ad's performance.



Flu shot promotion + Vaccination center locations

Boost your flu vaccine promotion in areas where flu shots are more likely to be done

Why it would work

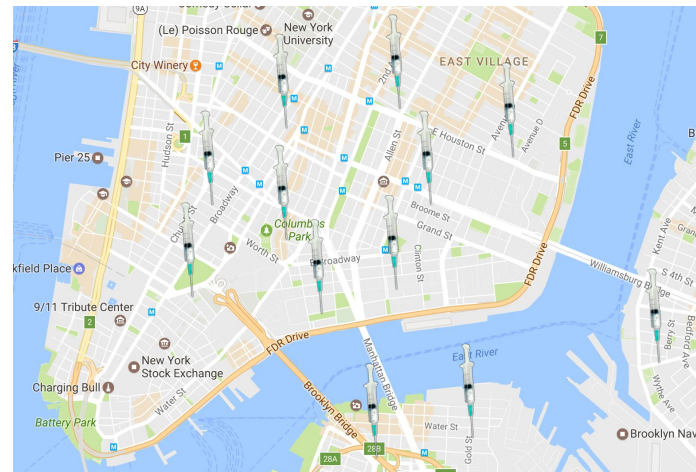
To get a flu shot, you need the vaccine AND the spot to do it.

How to do it

Increase your campaign budget and ad bids on a 0.5m radius around flu shots centers.

What's next ?

Include the geography of the vaccination center in your ads to add service to simple targeting



NYC Open Data source : New York City Locations Providing Seasonal Flu Vaccinations

Use FBI techniques to detect meth labs... but for (normal) cooking.

Increase bids for kitchenware or fresh products in areas where cooking gas usage is higher than the average

Why it would work

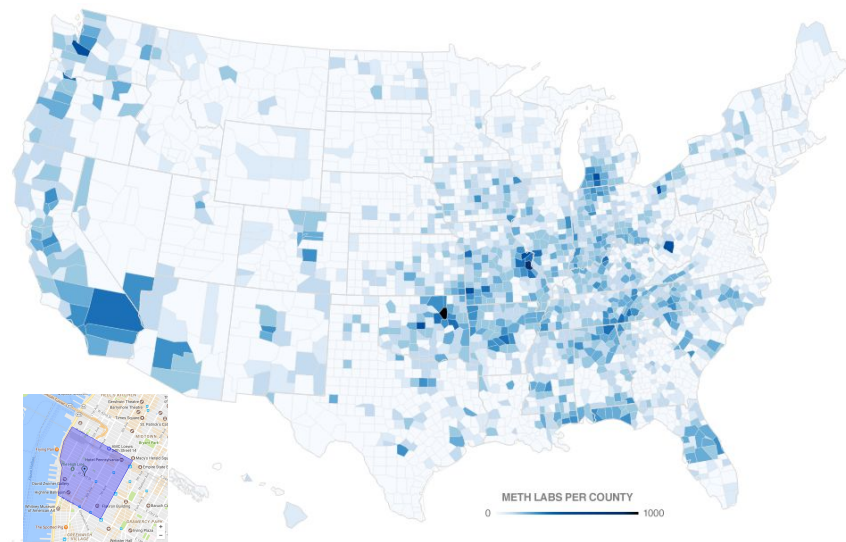
Even at neighborhood level, this is a strong signal, implying presence of appliances and people using them.

How to do it

Increase your campaign budgets and ad bids on a list of top locations.

What's next ?

Cross target using socio-demographic data, retargeting, etc.



Detect a hassle that your service has the answer to

Advertise for Zip Car services in areas where parking ticket numbers are higher than average

Why it would work

Avoiding parking tickets is a strong argument in favor of Zip Cars Vs owning your own vehicle

How to do it

Simply set up campaigns with targeted ads and differentiated budget targeting those areas

What's next ?

Cross data with current users' locations to push sponsorship program



NYC Open Data source : Parking Violations Issued - Fiscal Year 2017

Our Tips

- Don't forget your objectives
- Avoid averages
- Keep it meaningful

Thoughts ?

NYC OpenData



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Have a wonderful day



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