NOW
WE ARE
GROWTH MARKETERS

"How 'Marketing Data Platform' transforms the marketer's role into a data-driven growth marketer in the latest digital marketing environment."

\- Sungmo Park, IGAWorks

Introduction

IGAWorks

Established: 2006. 12

Employees: 301 people

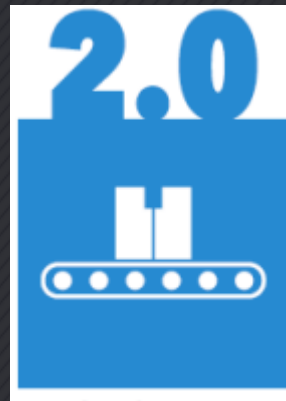Assets: 7 ad-tech solutions, 2 performance agencies

Path to Value: Turning Data into Value
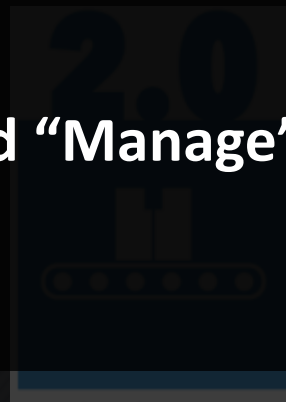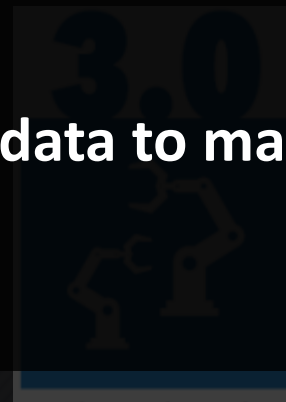
Industrial Revolution
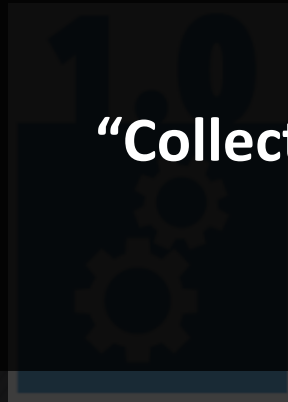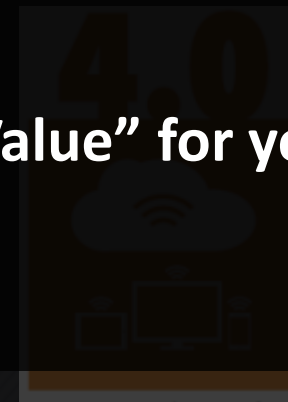
Water & Steam   Electricity   Automation   **Data**

"Collect" and "Manage" the data to make "Value" for you.

Industrial Revolution
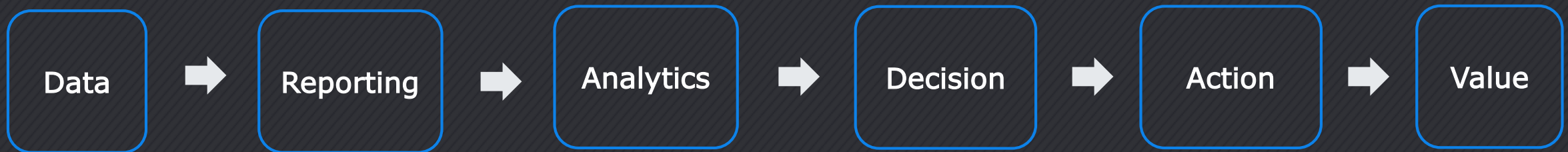
Water & Steam   Electricity   Automation   Data

Path to Value: Turning Data into Value

Steps for data to become value

Path to Value: Turning Data into Value

Steps for data to become value

Data ➡ Reporting ➡ Analytics ➡ Decision ➡ Action ➡ Value

What Challenges Do Companies Worldwide Face Concerning the Day-to-Day Management of Data?
% of respondents, Nov 2018

Too many different data management tools/systems in use (legacy and new)
40%

Spiraling costs make data management harder
39%

Too many data sources to make sense of
38%

Lack of a centralized strategy/approach to data management
35%

Lack of the right skills/technology to harness the power of data
34%

Inability to back up and recover data reliably
26%

Not knowing where all of our data is located
21%

We do not face any data management challenges currently
7%

Source: Veritas, "Realizing the Power of Enterprise Data" conducted by Vanson Bourne, March 12, 2019

245871   www.**eMarketer**.com

What is the problem of data-driven decision makers?

1st. Too many different 'data management tools'

2nd. High cost of embracing multiple data tools

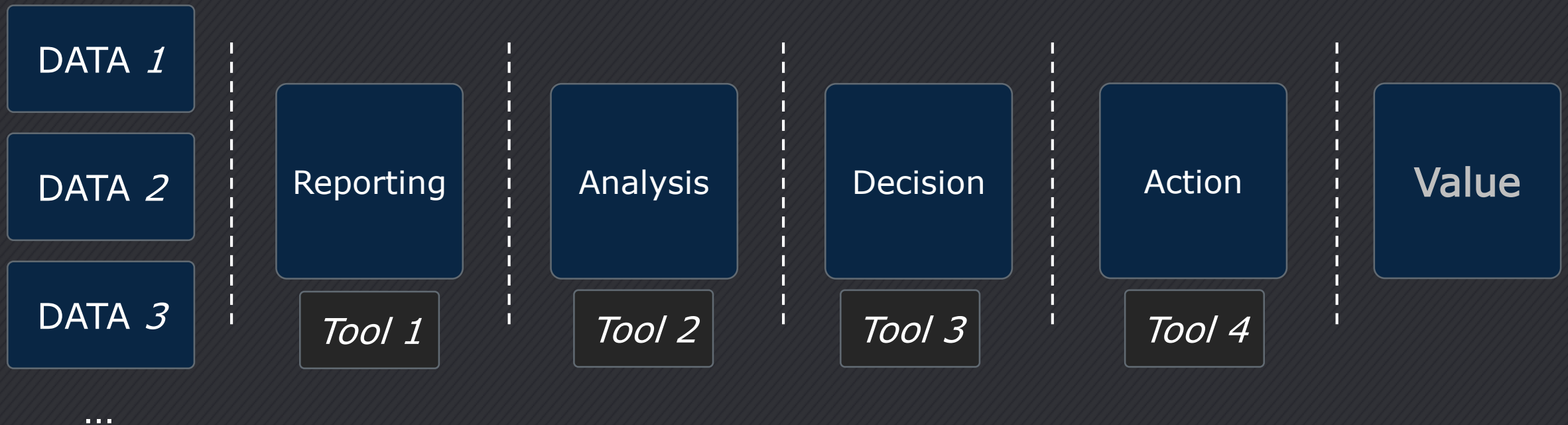3rd. Too many data sources to make sense of

4th. Lack of centralized data utilization strategy

5th. Lack of right skill/tech to make full use of data

- March 2019

Problem & Solution

Attribution

Attribution

☑ Checklist #2: Attribution Modeling

Attribution

Q. What are the methods to determine the conversion from the ad-touch?

Google Referrer

Applies when the app is installed and opened after the user is landed straight to Google Play through ads.

This methods uses the 'Referrer' provided by Google Play, which makes 100% accuracy.

However, this method is only available for Google.

ADID Matching

The media directly provides the ADID/IDFA to the tracking tool to distinguish the legitimate acquisition trail.

This method can only be used if the media can provide the ADID/IDFA for the ad touches.

Fingerprinting

This method is used if above two methods are not applicable.

Determines the conversion based on the collectable data from the user's app environment(IP, Device info).

Attribution

☑ Checklist #2: Attribution Modeling

Giving 'Tiers' to the 'Attribution Units'

Tier

= Priorities of searching Last Ad-Touch

Attribution Unit

= Ad-Touch   x   Attribution Method

Click	Google Referrer
Impression	Device ID
Playable	Fingerprinting
Video	

Tier 1
- Click-Referrer unit — 7 Day
- Click-Identifier(adid/idfa) unit — 7 Day
- Google UAC — 30 Day
- Twitter(Click) — 14 Day
- Apple Search Ads(Click) — 30 Day
- Facebook — 7 Day

Tier 2
- Click-Fingerprint unit — 1 Day
- Click-IP unit — 1 Day

Tier 3
- Impression-Fingerprint unit — 1 Day
- Impression-IP unit — 1 Day
- Twitter(Impression) — 1 Day

Attribution

☑ Checklist #1: Two-Steps Attribution Rule

☑ Checklist #2: Attribution Modeling

Anti-fraud

Anti-fraud

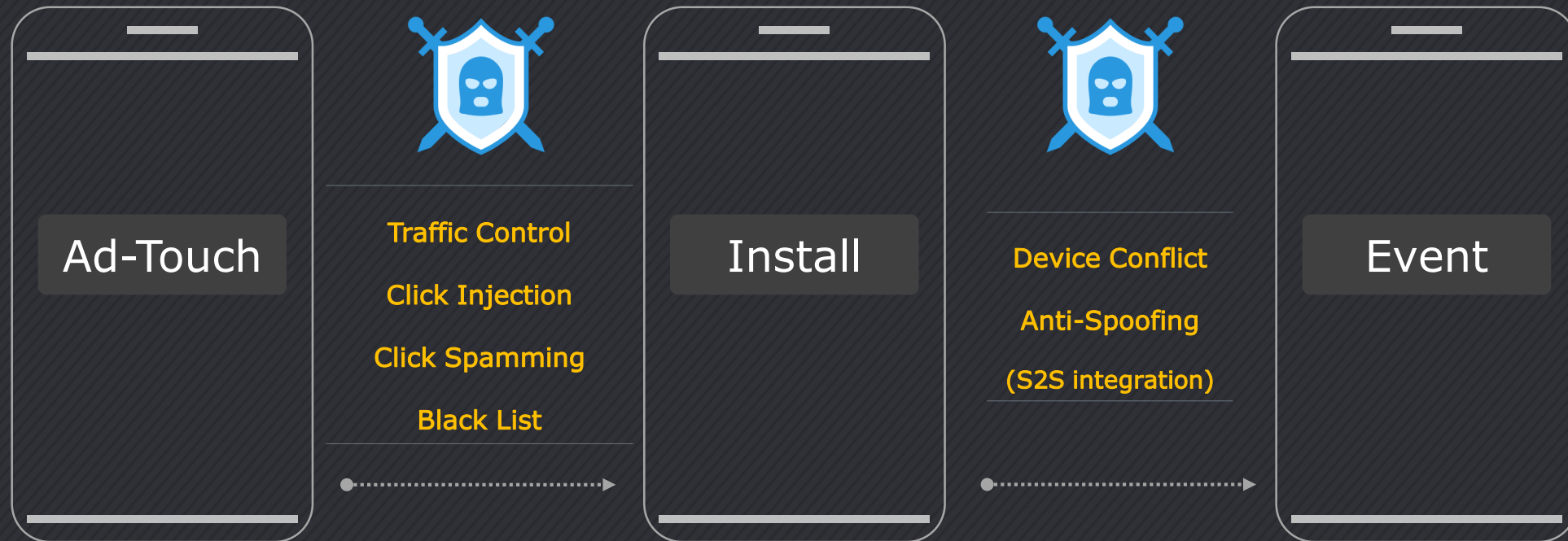☑ Omni-directional defense mechanism

Monitoring

Prevention

Defense against the fraud traffics

which distort the legitimate ad performances
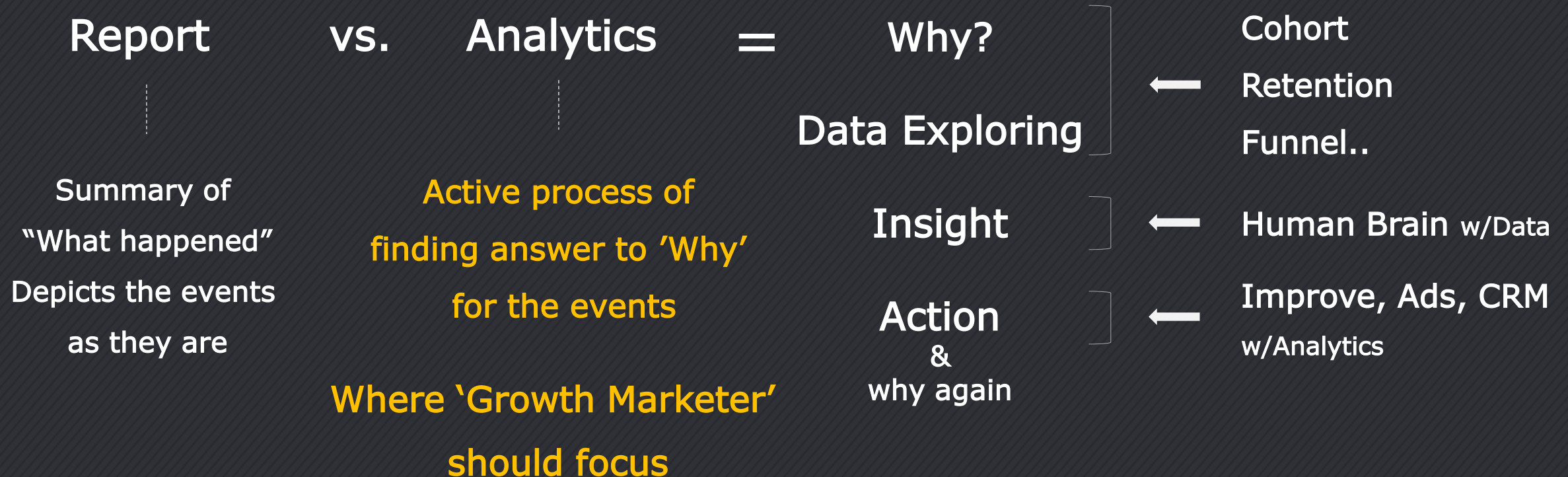
Anti-fraud

✅ Omni-directional defense mechanism

Analytics

Analytics

Report vs. Analytics = Why?

Data Exploring ⟵ Cohort Retention Funnel..

Summary of "What happened"

Depicts the events as they are

Active process of finding answer to 'Why' for the events

Insight ⟵ Human Brain w/Data

Where 'Growth Marketer' should focus
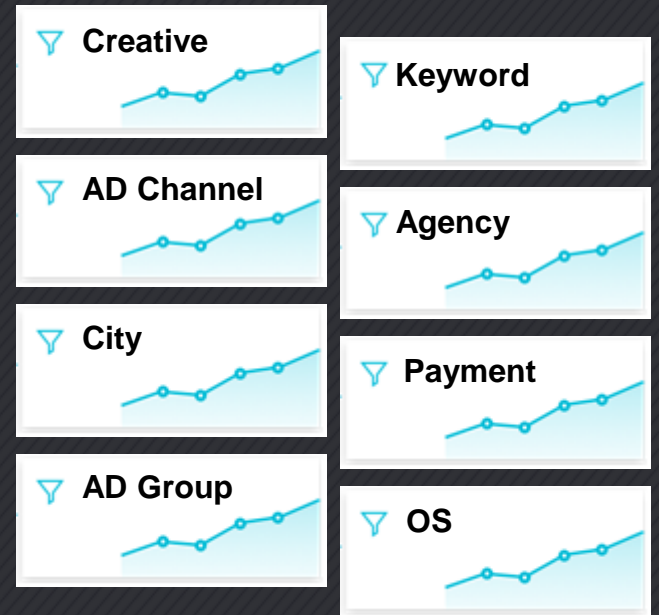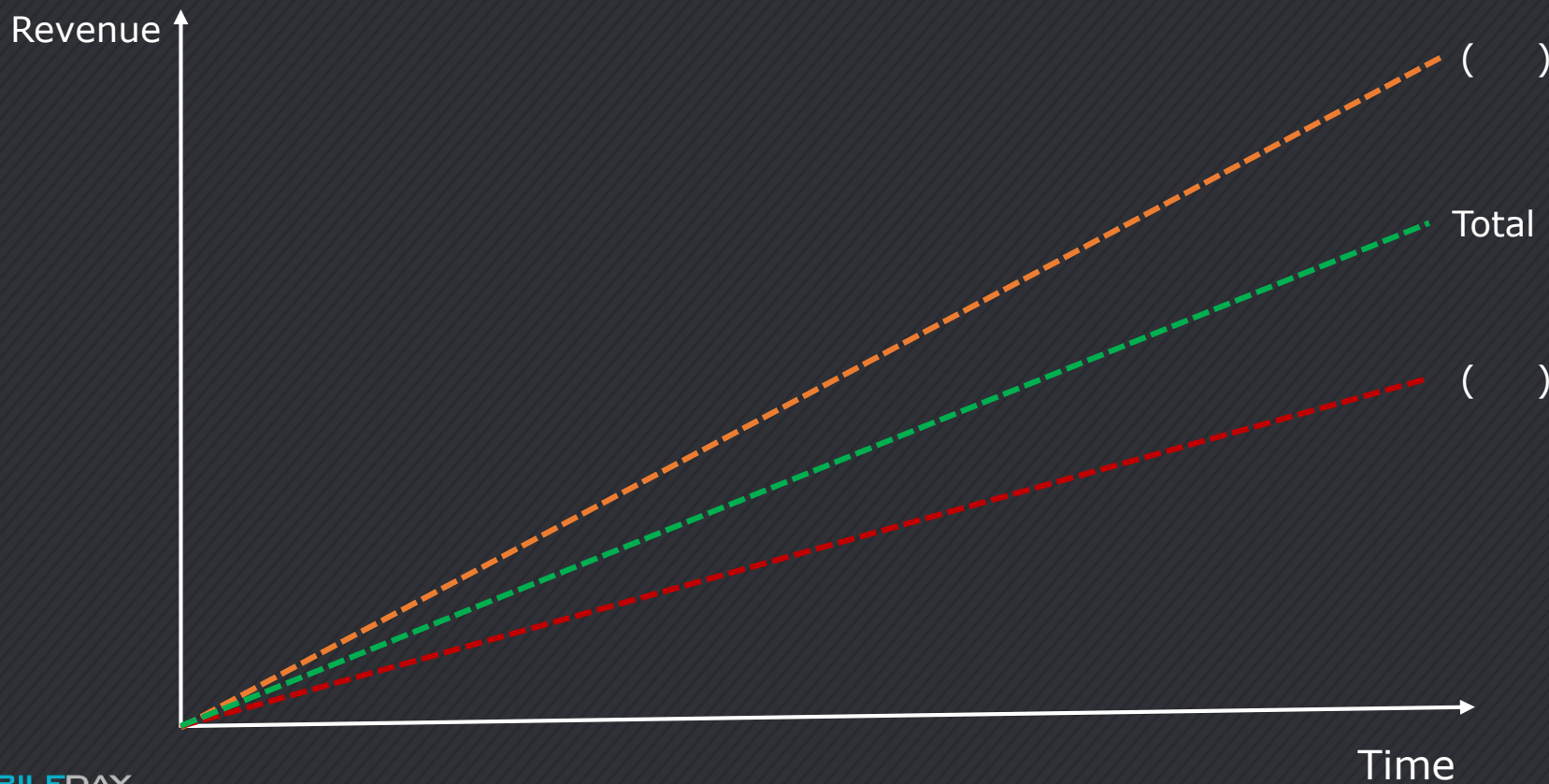
Action & why again ⟵ Improve, Ads, CRM w/Analytics

Analytics

✅ Checklist #1: Cohort Analysis

Analytics

☑ Checklist #1: Cohort Analysis

Revenue

Total

Time
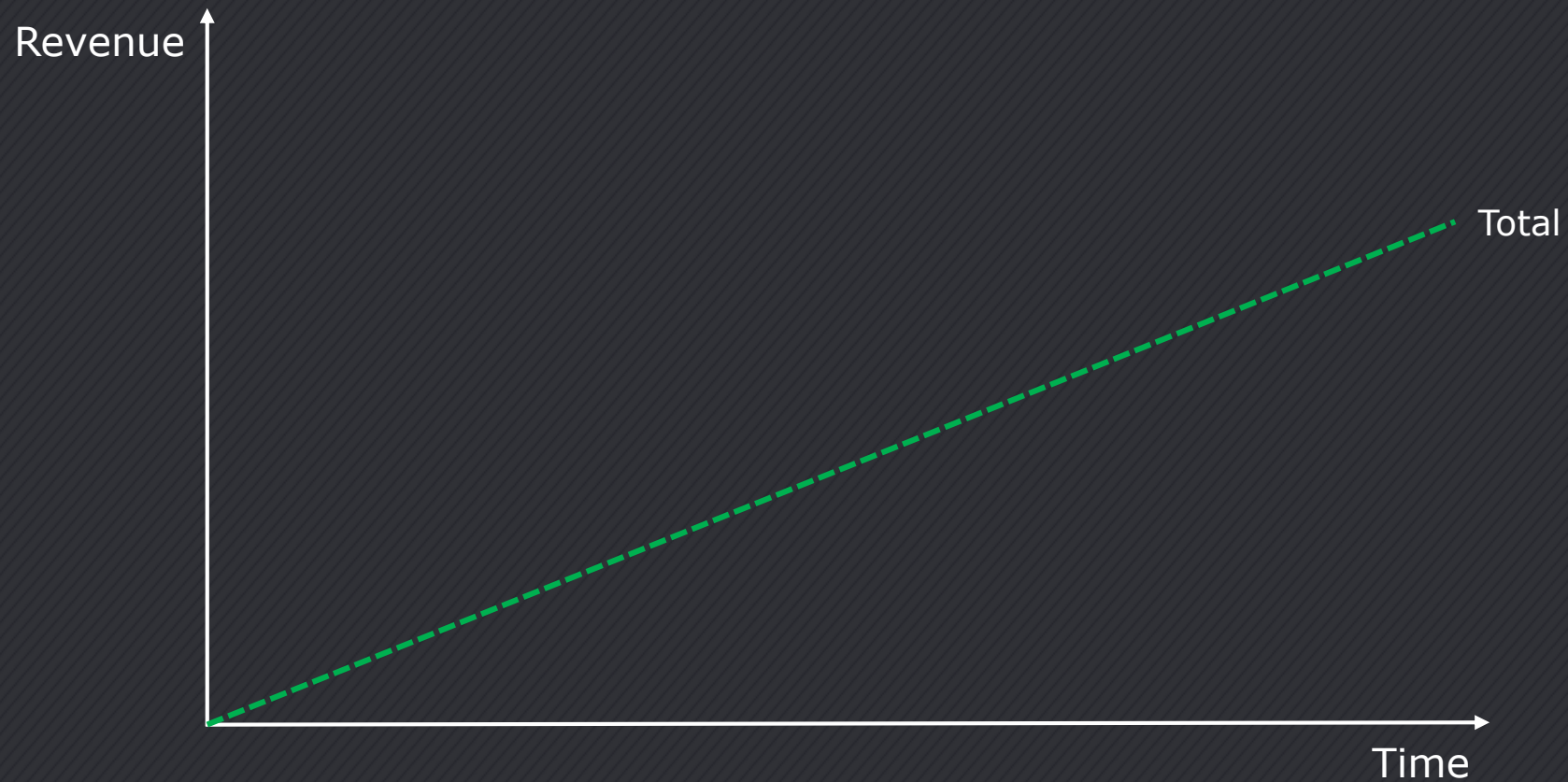
Analytics

✅ Checklist #1: Cohort Analysis

Analytics

☑ Checklist #1: Cohort Analysis

[Country & City]

Analytics

☑ Checklist #1: Cohort Analysis
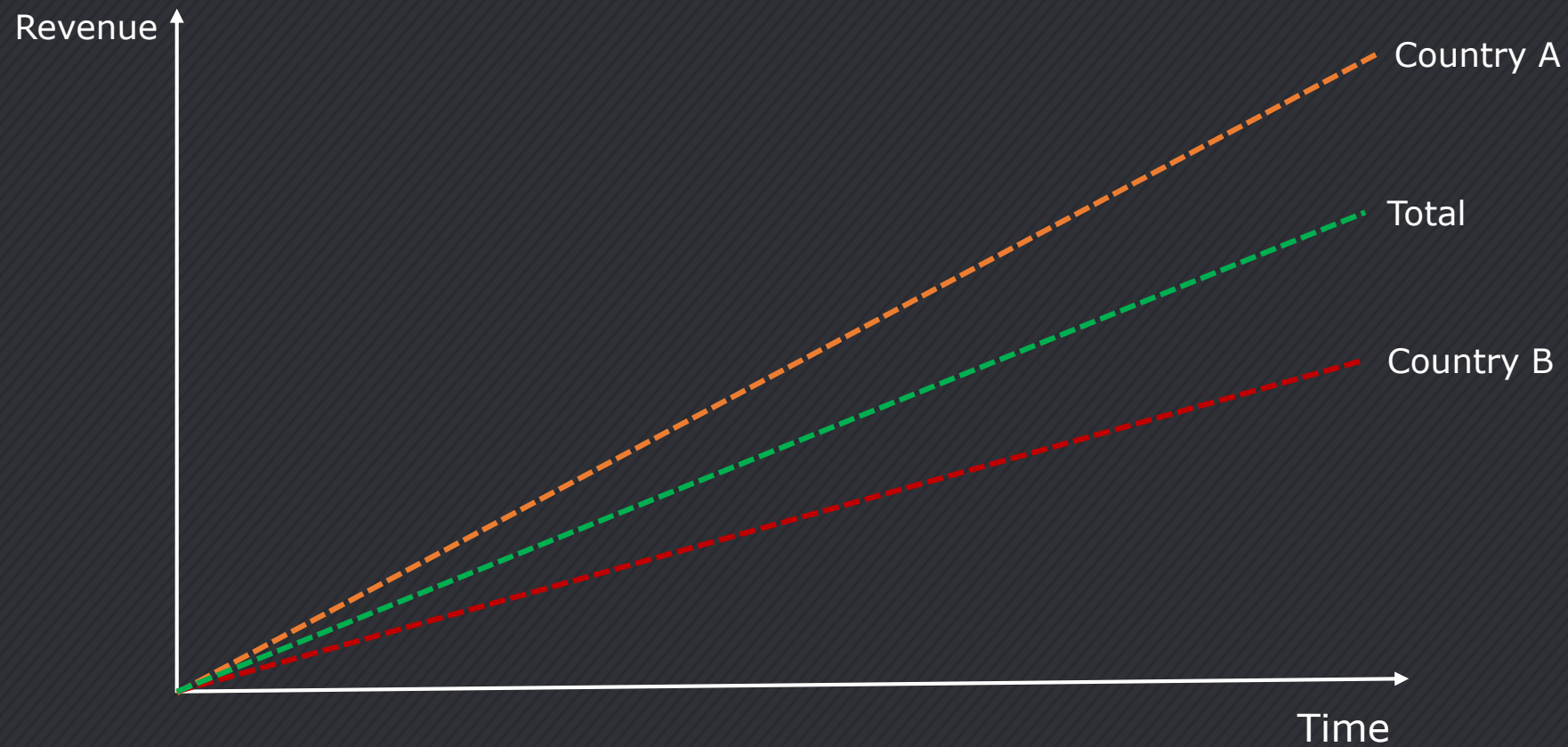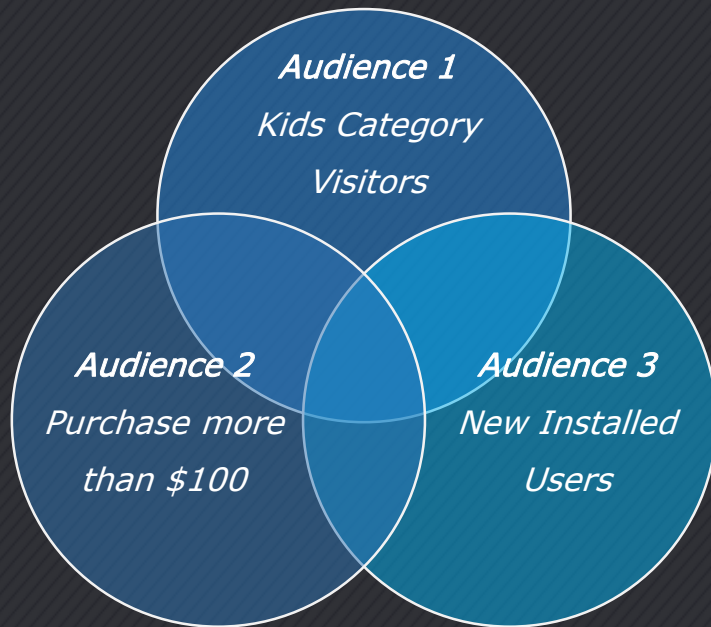

Revenue

Country A

Total

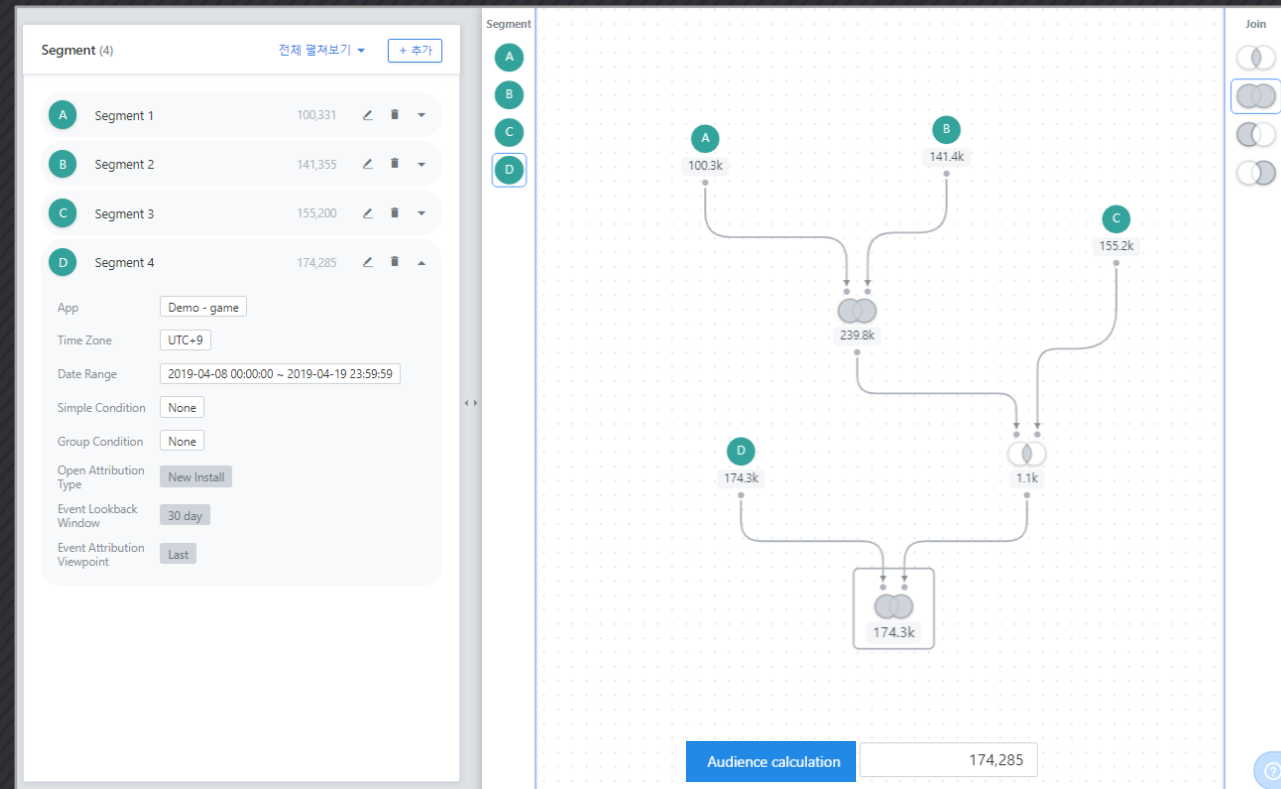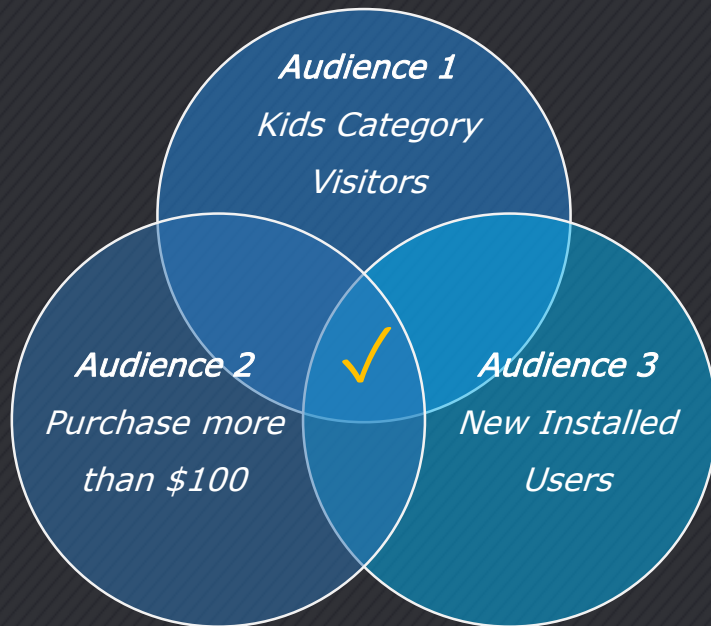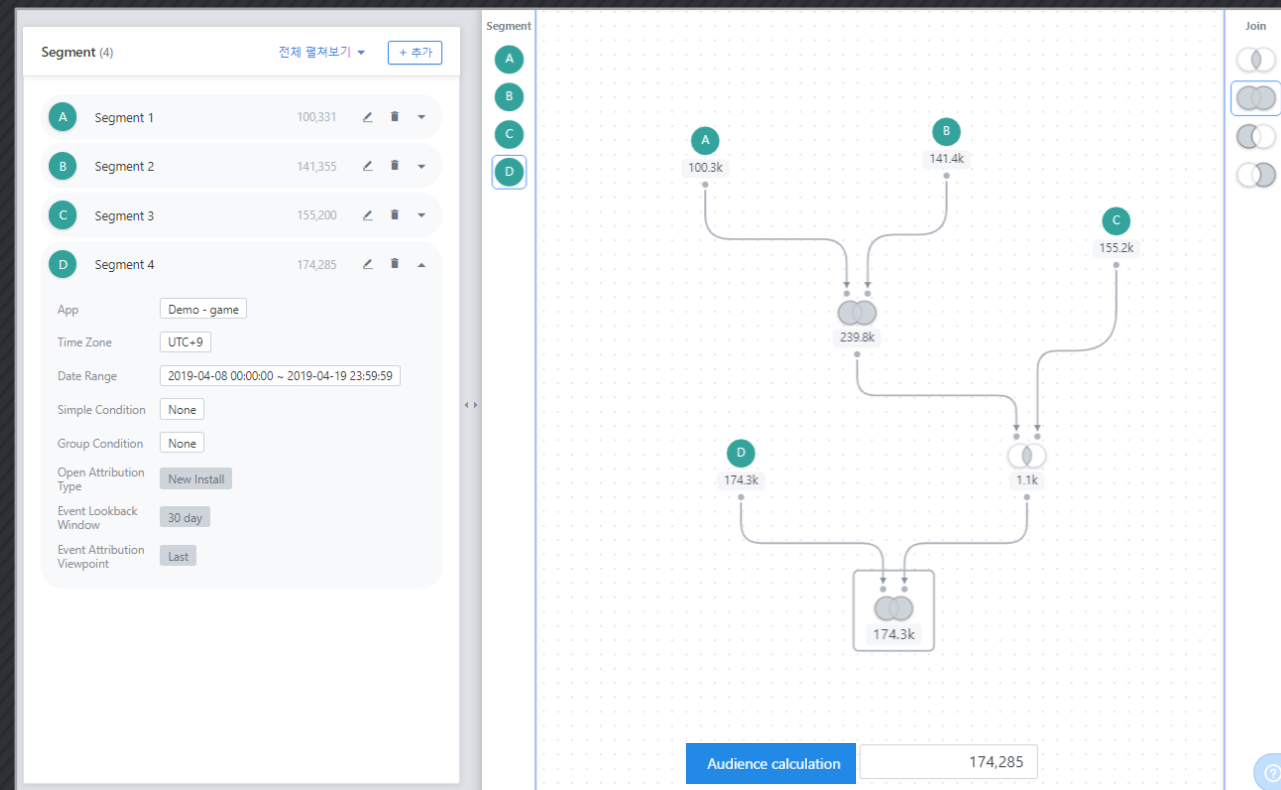Country B

Time

Analytics

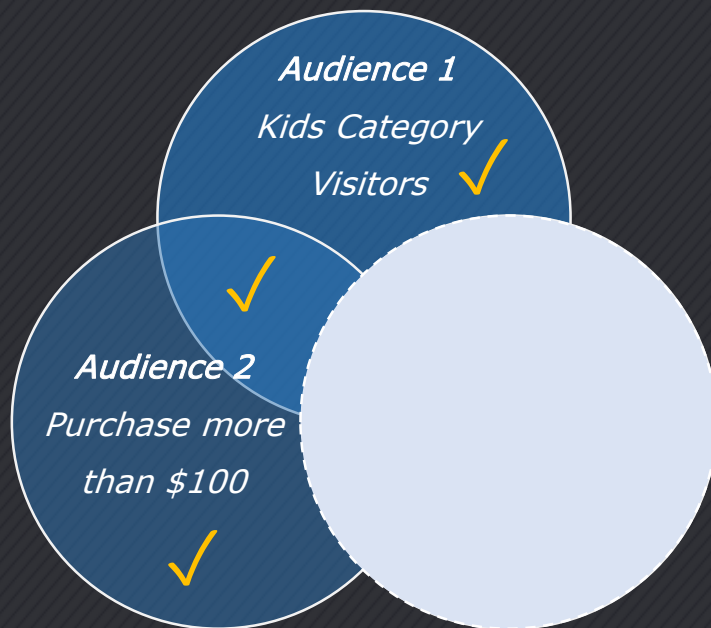☑ Checklist #1: Cohort Analysis
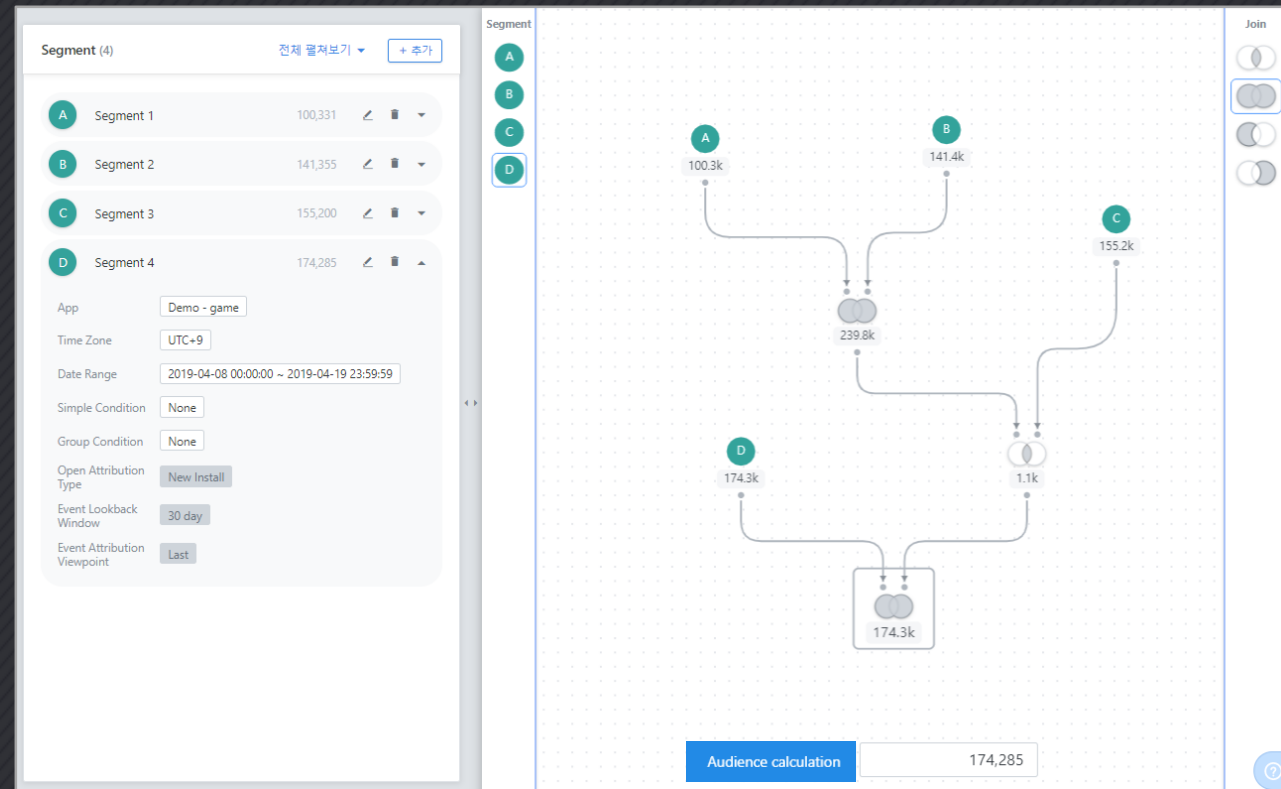
Analytics

☑ Checklist #2: Audience Studio

Analytics

☑️ Checklist #2: Audience Studio

Analytics

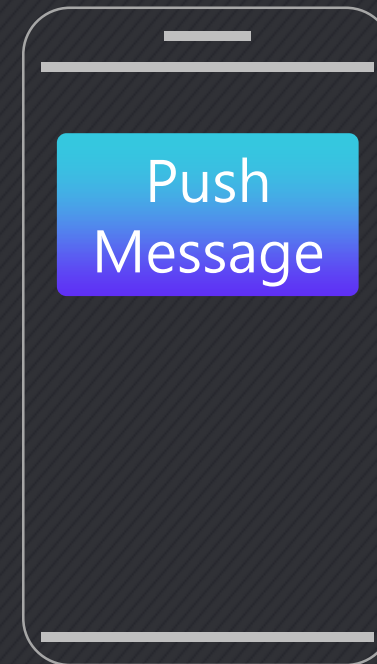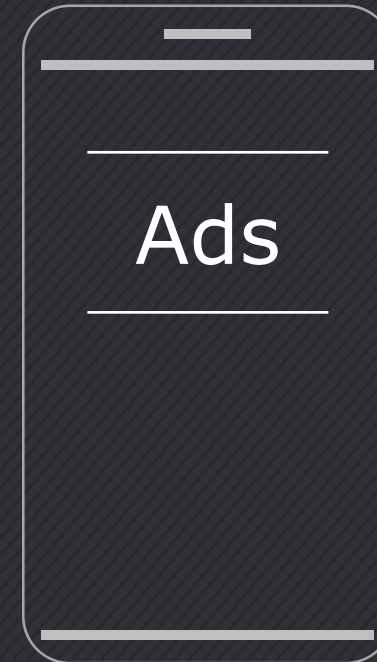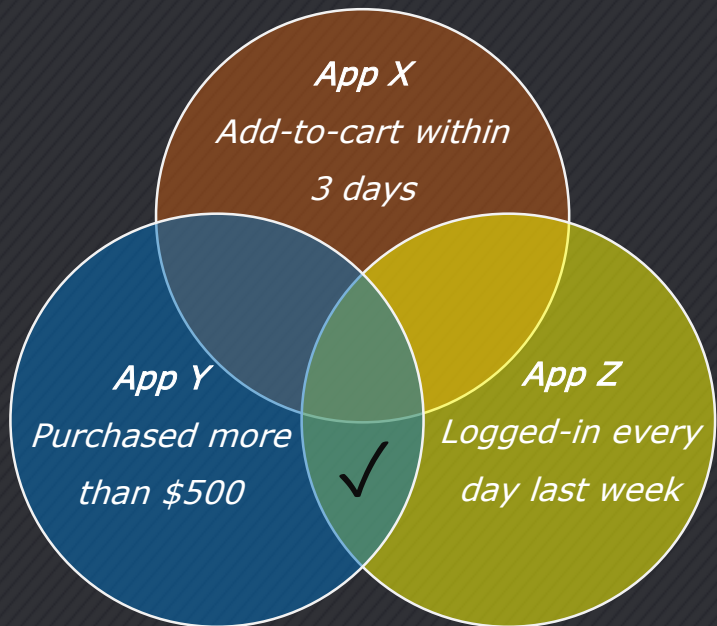☑ Checklist #2: Audience Studio

In-App
Audience Building
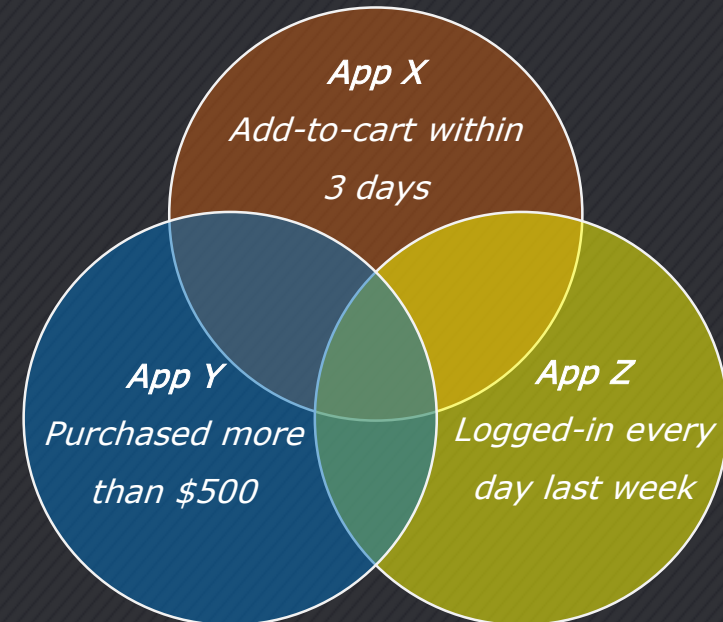
App A

Log-in history

within 7 days

App A

IP : New York

App A

Acquired by

Facebook

Campaign

Inter-App
Audience Building

App X

Add-to-cart within

3 days

App Y

Purchased more

than $500

App Z

Logged-in every

day last week

Analytics

☑ Checklist #2: Audience Studio
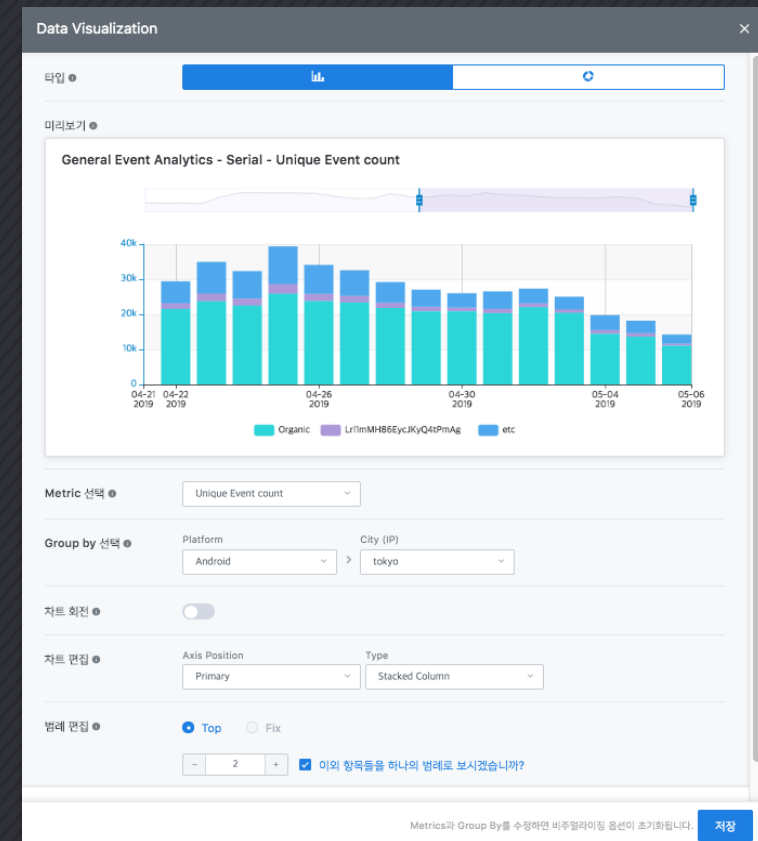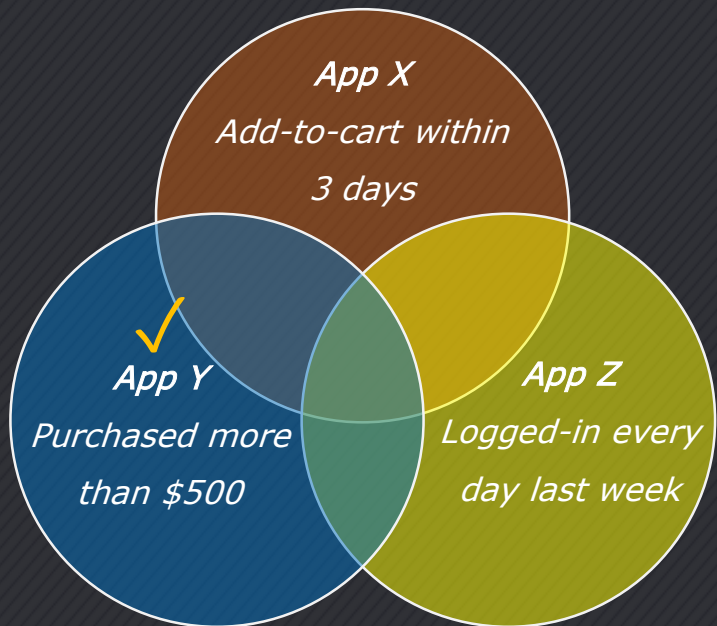
Analytics

☑ Checklist #3: Universal Retention

Retention?

Analytics

☑ Checklist #3: Universal Retention

Date	New Install Ad Channel	App Open + 1 day	App Open + 2 day	App Open + 3 day	App Open + 4 day	App Open + 5 day...
2018.03.20	100	..	..	..	**24 (24%)**	..
2018.03.21	150	..	..	..	..	..
2018.03.22	100	..	..	..	..	..
2018.03.23	150	..	..	**30(20%)**	..	..
2018.03.24	200	..	..	..	..	..
2018.03.25	250	..	..	..	..	..
2018.03.26	350	..	..	..	..	..

Standard Event   Target Event

Analytics

☑ Checklist #3: Universal Retention

Date	( )	( ) + 1 day	( ) + 2 day	( ) + 3 day	( ) + 4 day	( ) + 5 day…
2018.03.20	100	..	..	..	..	..
2018.03.21	150	..	..	..	..	..
2018.03.22	100	..	..	..	..	..
2018.03.23	150	..	..	..	..	..
2018.03.24	200	..	..	..	..	..
2018.03.25	250	..	..	..	..	..
2018.03.26	350	..	..	..	..	..

Analytics

☑ Checklist #3: Universal Retention

Date	Add to Cart	Purchase + 1 day	Purchase + 2 day	Purchase + 3 day	Purchase + 4 day	Purchase + 5 day...
2018.03.20	100	35(35%)	8(8%)	2(2%)	1(1%)	2(2%)
2018.03.21	150	..	..	..	..	..
2018.03.22	100	..	..	..	..	..
2018.03.23	150	..	..	..	..	..
2018.03.24	200	..	..	..	..	..
2018.03.25	250	..	..	..	..	..
2018.03.26	350	..	..	..	..	..

Analytics

☑ Checklist #1: Cohort Analysis

☑ Checklist #2: Audience Studio

☑ Checklist #3: Universal Retention

Actionable Engagement

Actionable Engagement

Targeting

Retention User

Purchase User

New User

Automation

YES

NO
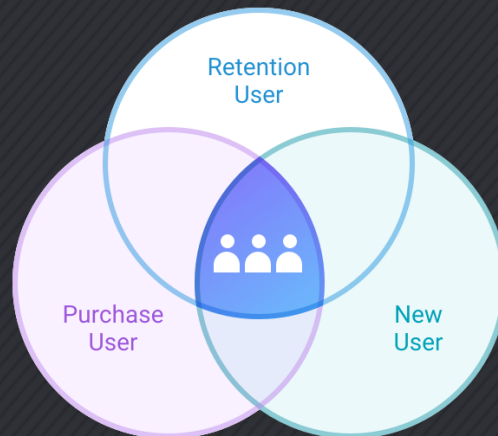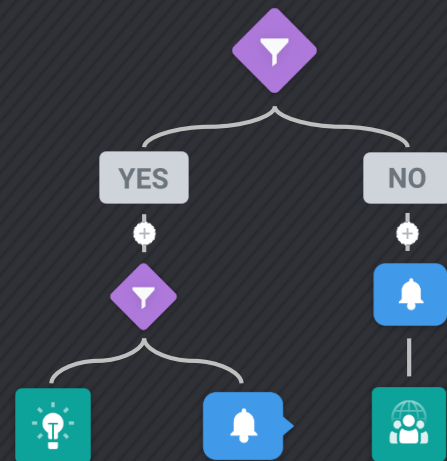
A/B Testing
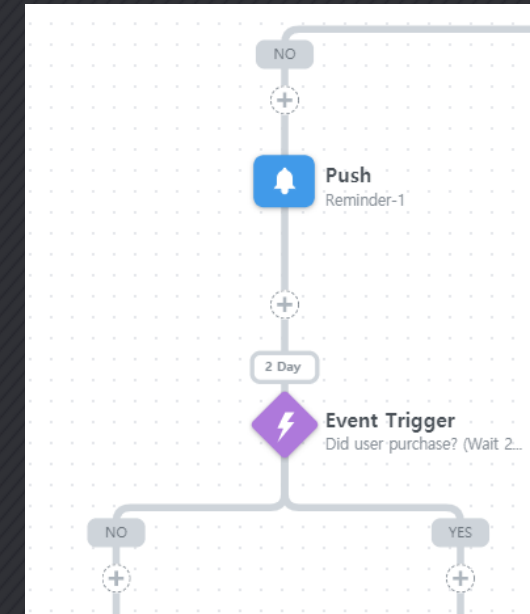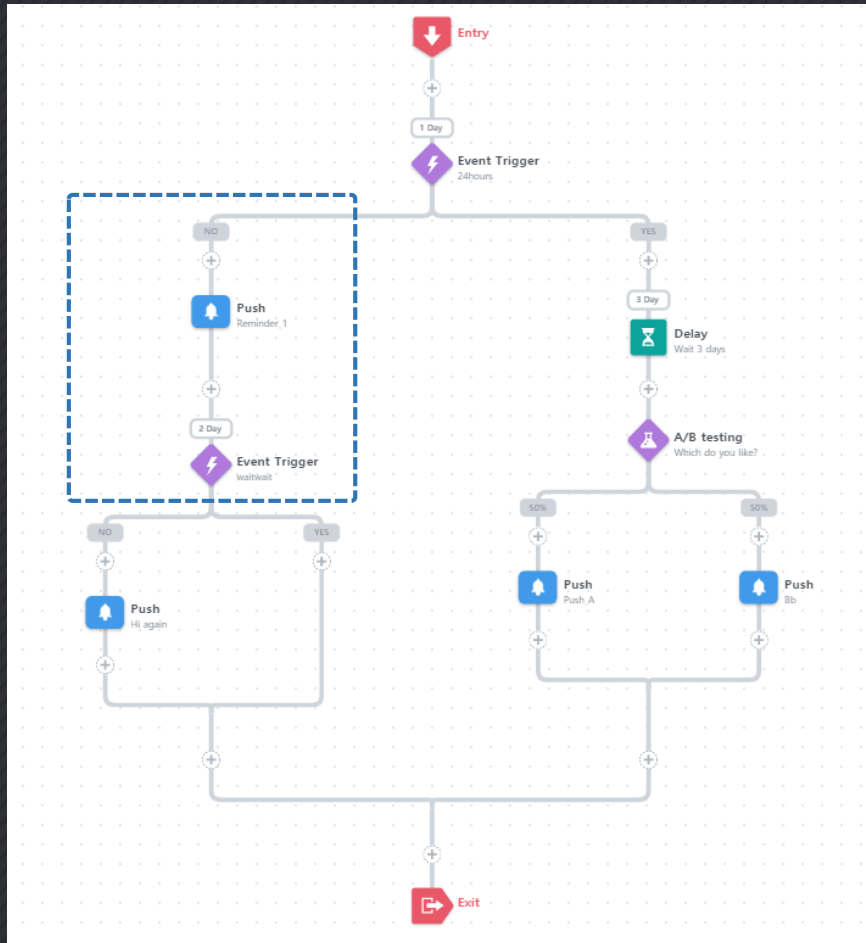
Actionable Engagement

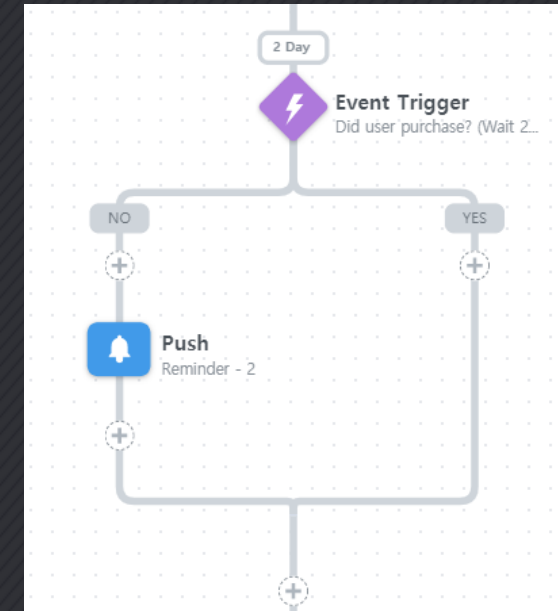# Actionable Engagement

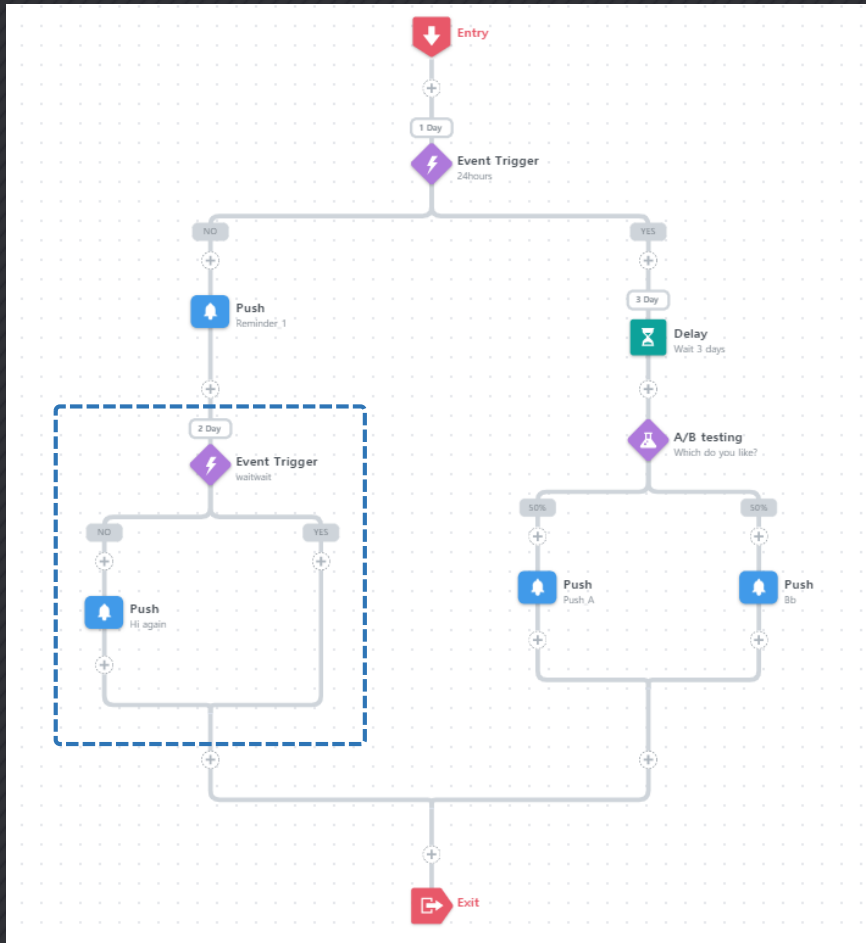# Actionable Engagement

Event Trigger

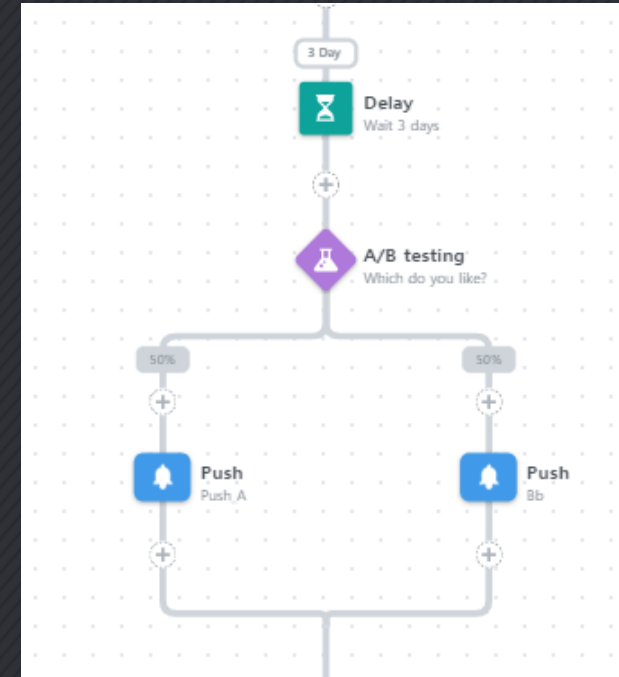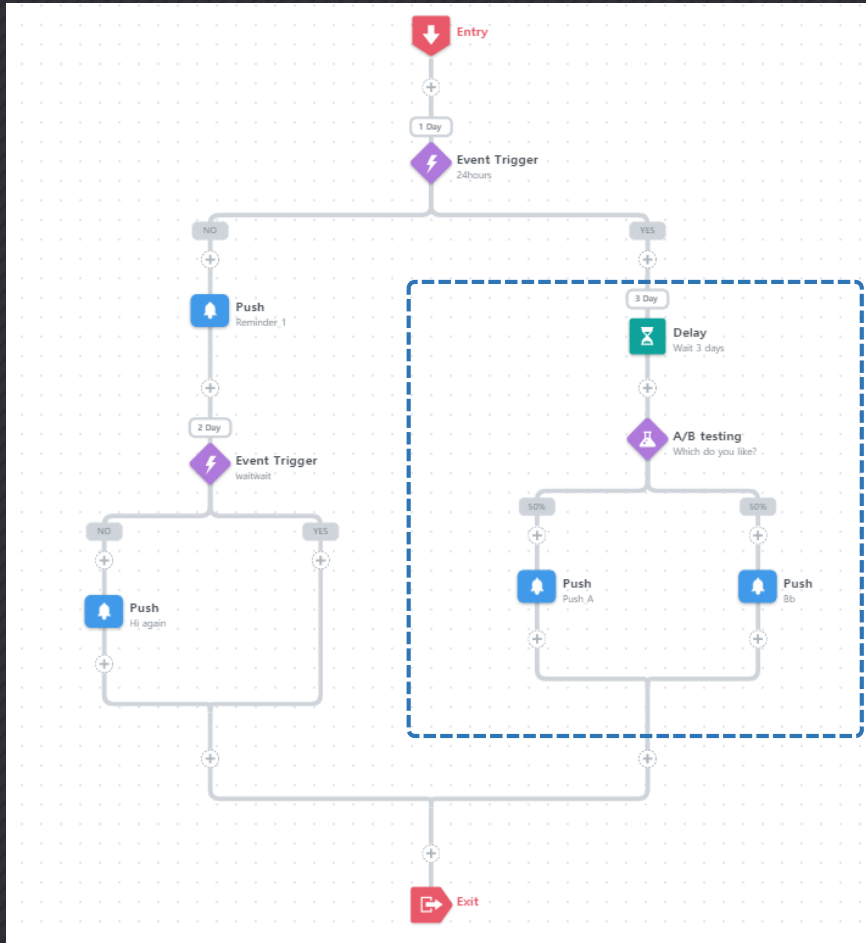Wait 24hours for 'Purchase'

Actionable Engagement

Event Trigger If not purchased,

Message Send reminder push message

Event Trigger Wait another 48hours

Actionable Engagement

Event Trigger After 48hours, if not purchased,

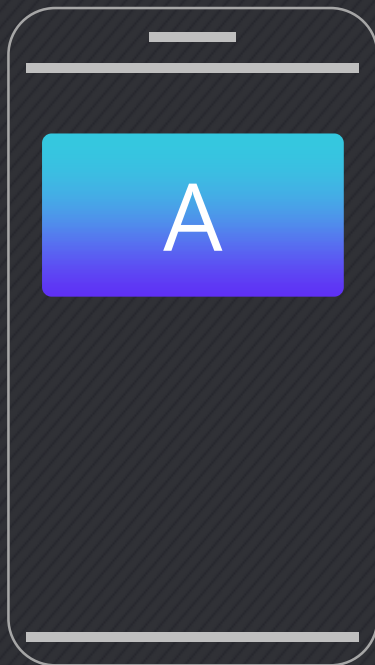Message Send 2nd reminder push message

Actionable Engagement

Event Trigger If purchased,

Delay Wait 3 days
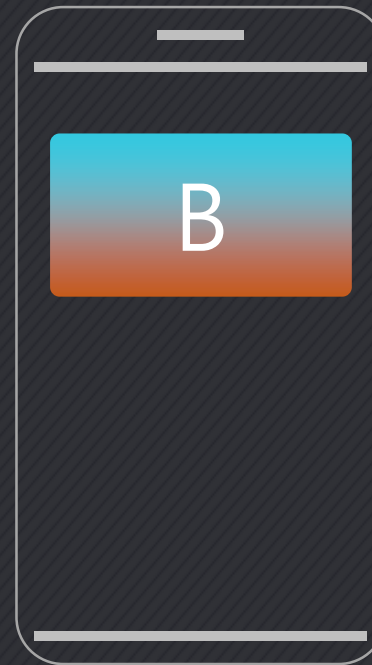
A/B Test Send 2 different push messages

Which message is performing better?

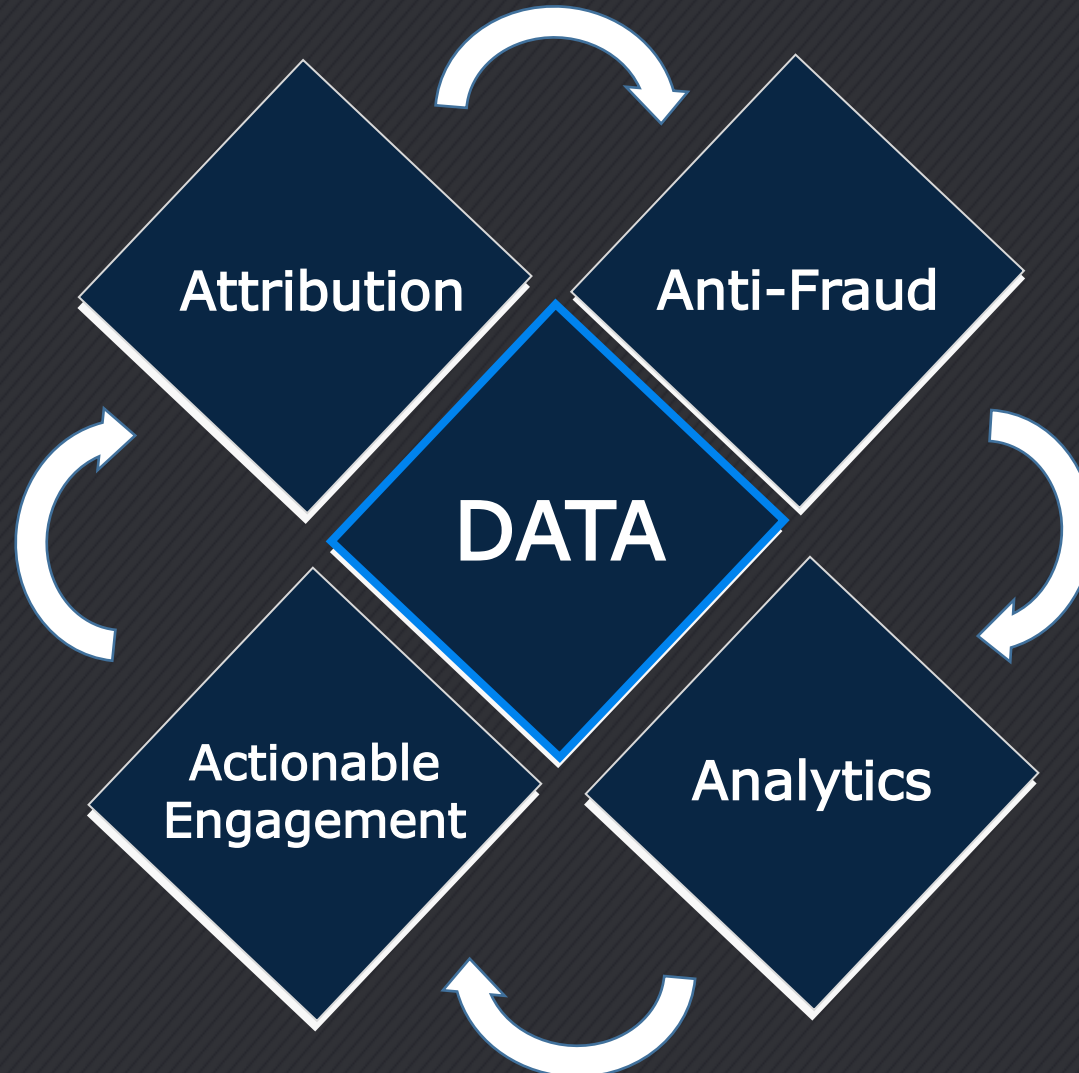**Message A**
Push – Open Rate 14%

3 Day Retention : 12 %

Purchase Rate : 7 %
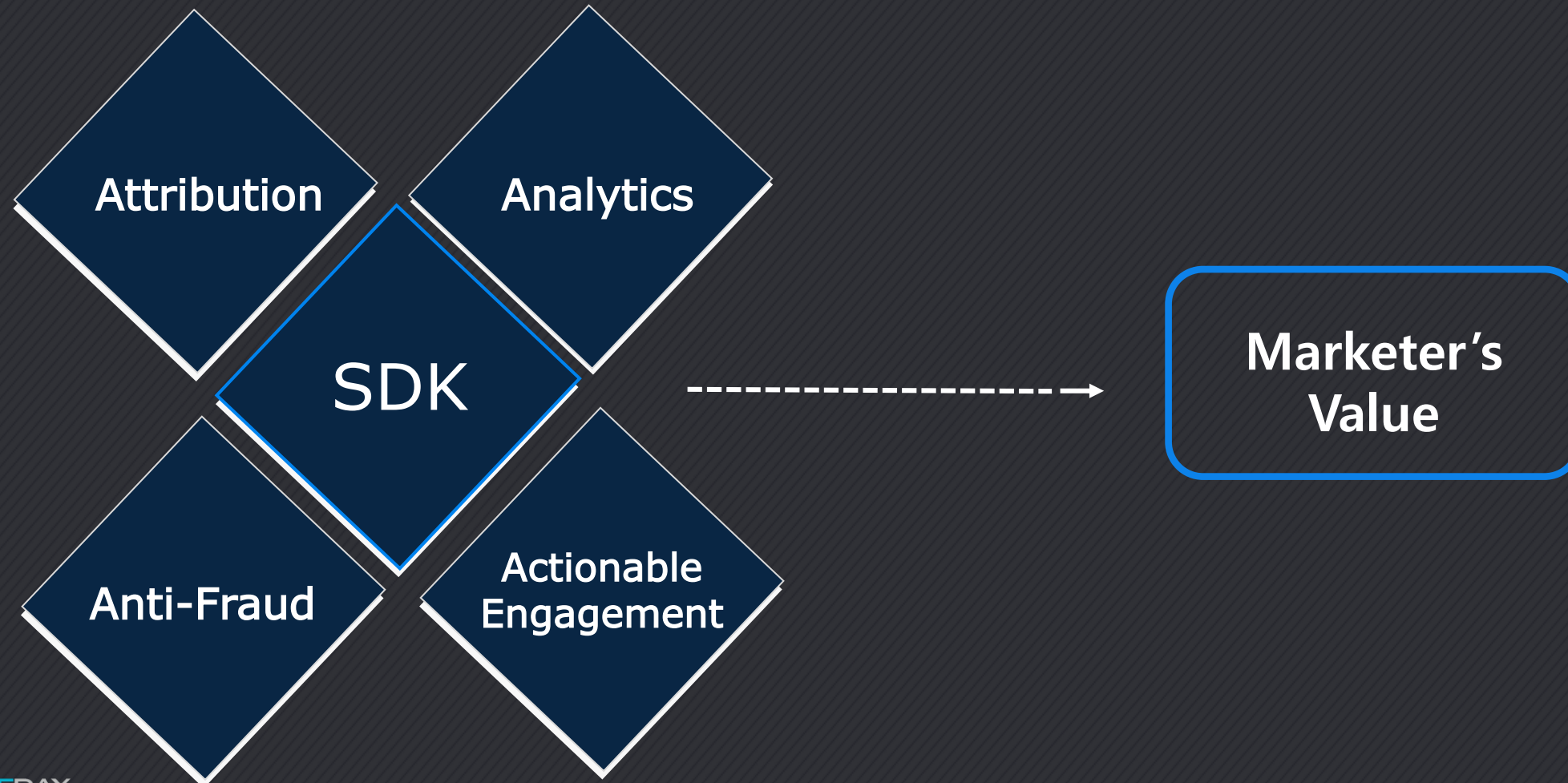
Revenue per user : 2.5 $

Message B
Push – Open Rate 9%

3 Day Retention : 17 %

Purchase Rate : 9 %

Revenue per user : 4.5 $

Path to Value: Turning Data into Value

Thank you

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strategy@igaworks.com