

# 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



THE 9TH  
**VIETNAM  
MOBILE  
DAY 2019**

10.000+ lượt người tham dự

**SPEAKER @VMD2019**



**SUNGMO PARK**  
Global Business Lead  
**adbrix**

 **HO CHI MINH**  
JUNE 06, 2019

 **HA NOI**  
JUNE 14, 2019

**TOPDev**

ĐĂNG KÝ VÉ: [HTTPS://MOBILEDAY.VN](https://MOBILEDAY.VN)

# IGAWorks

Established: 2006. 12

Employees: 301 people

Assets: 7 ad-tech solutions, 2 performance agencies

adPOPcorn

ADPOPCORN  
SSP

adbri

CI CAMPAIGN  
INTELLIGENCE

TW TRADINGWORKS

TW TRADINGWORKS  
FOR FACEBOOK

Mobile Index

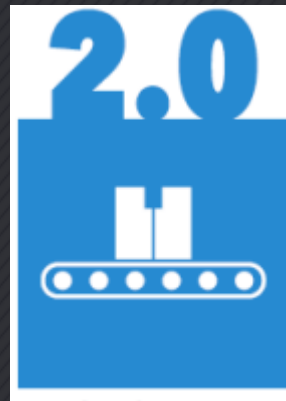


# Path to Value: Turning Data into Value

## Industrial Revolution



Water & Steam



Electricity

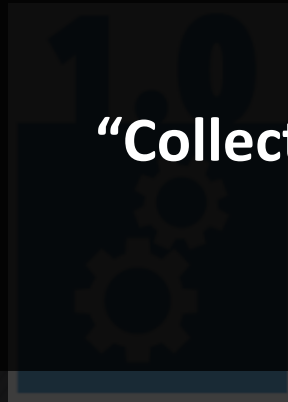


Automation

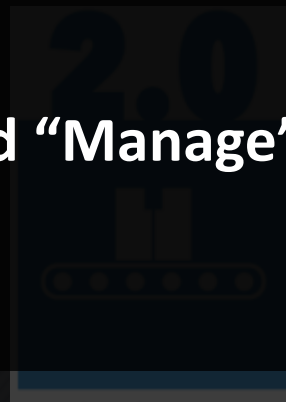


Data

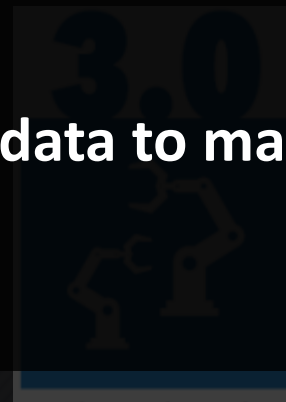
## Industrial Revolution



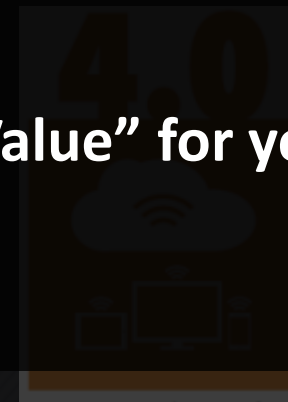
Water &amp; Steam



Electricity



Automation



Data

**“Collect” and “Manage” the data to make “Value” for you.**



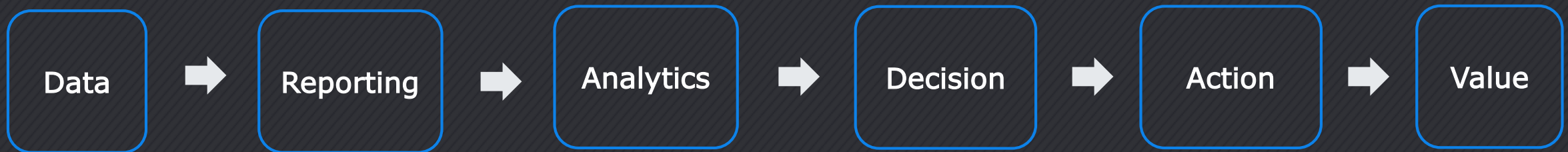
# Path to Value: Turning Data into Value

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Steps for data to become value

## Path to Value: Turning Data into Value

Steps for data to become 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

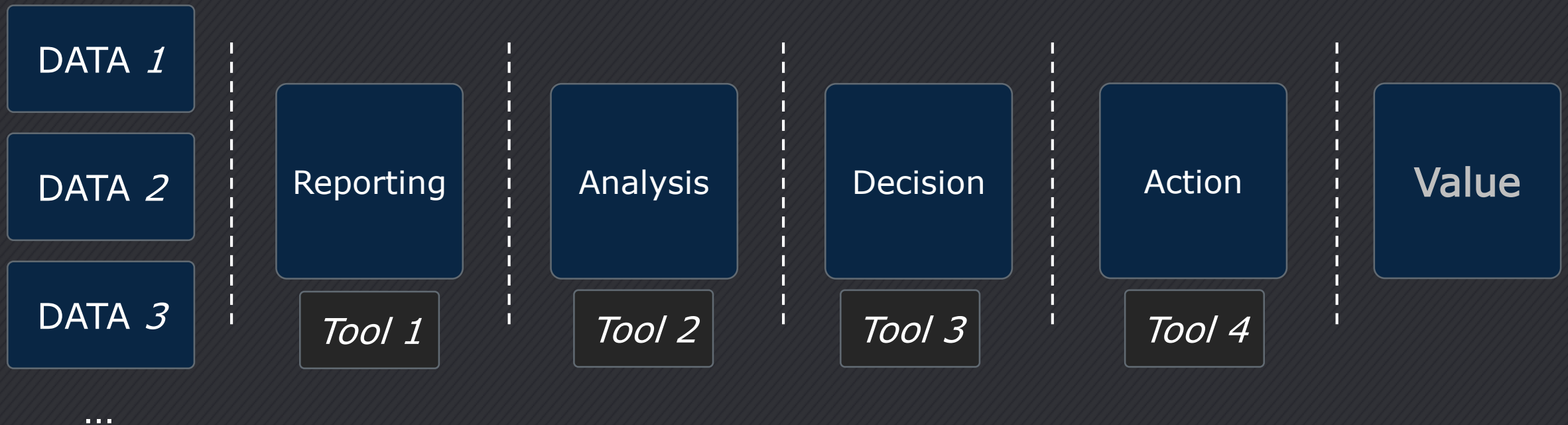
4th. Lack of centralized data utilization strategy

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

- March 2019



## Path to Value: Turning Data into Value



## Problem & Solution

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**adbri**x  
by IGAWorks

## Problem & Solution



**Attribution**

<Measure>

**Anti-fraud**

<Prevention>

**Analytics**

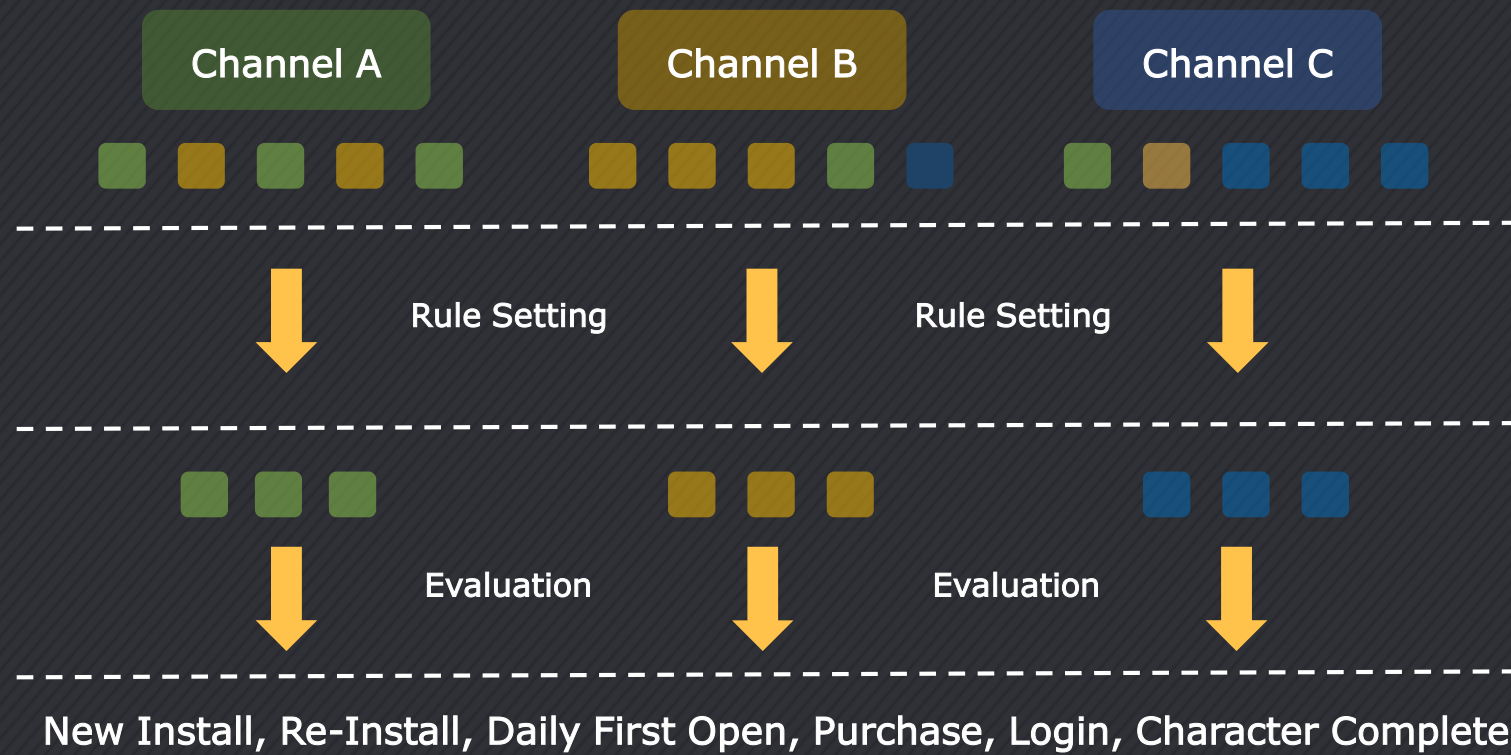
<Insight>

**Actionable  
Engagement**

<Action>

# Attribution

# Attribution

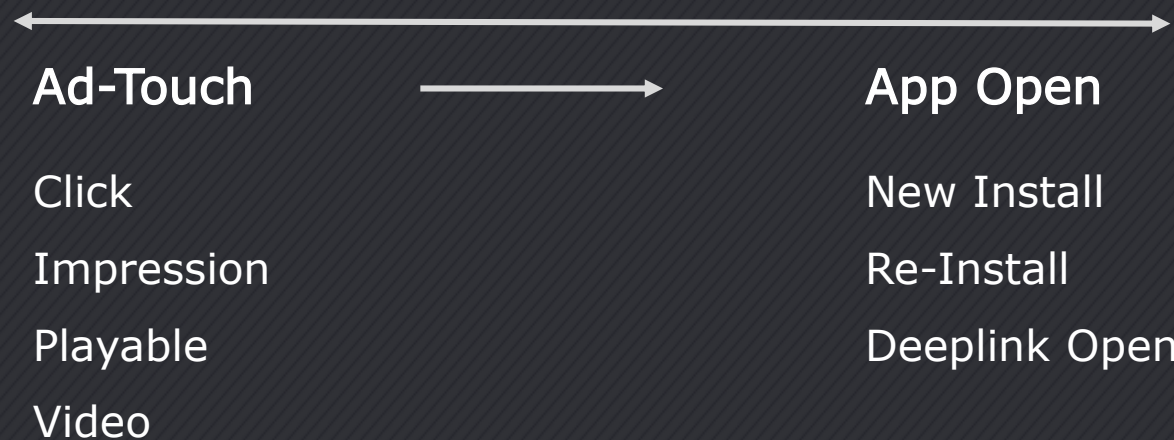




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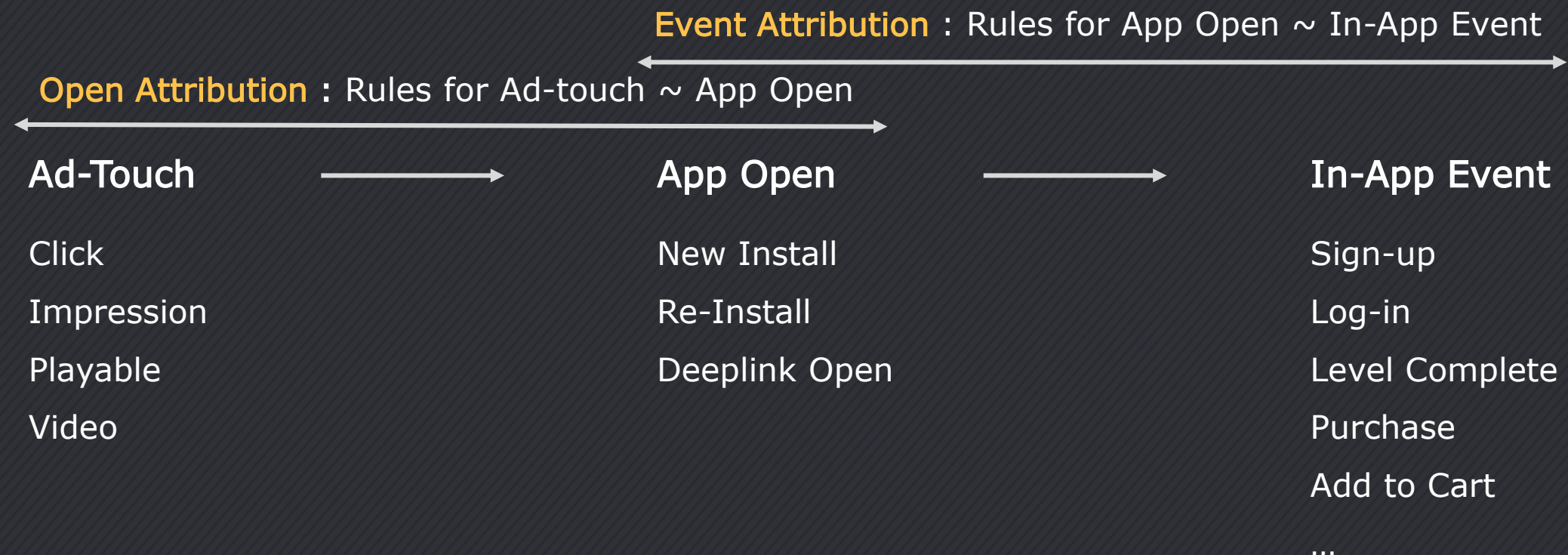
## Checklist #1: Two-Steps Attribution Rule

**Open Attribution** : Rules for Ad-touch ~ App Open



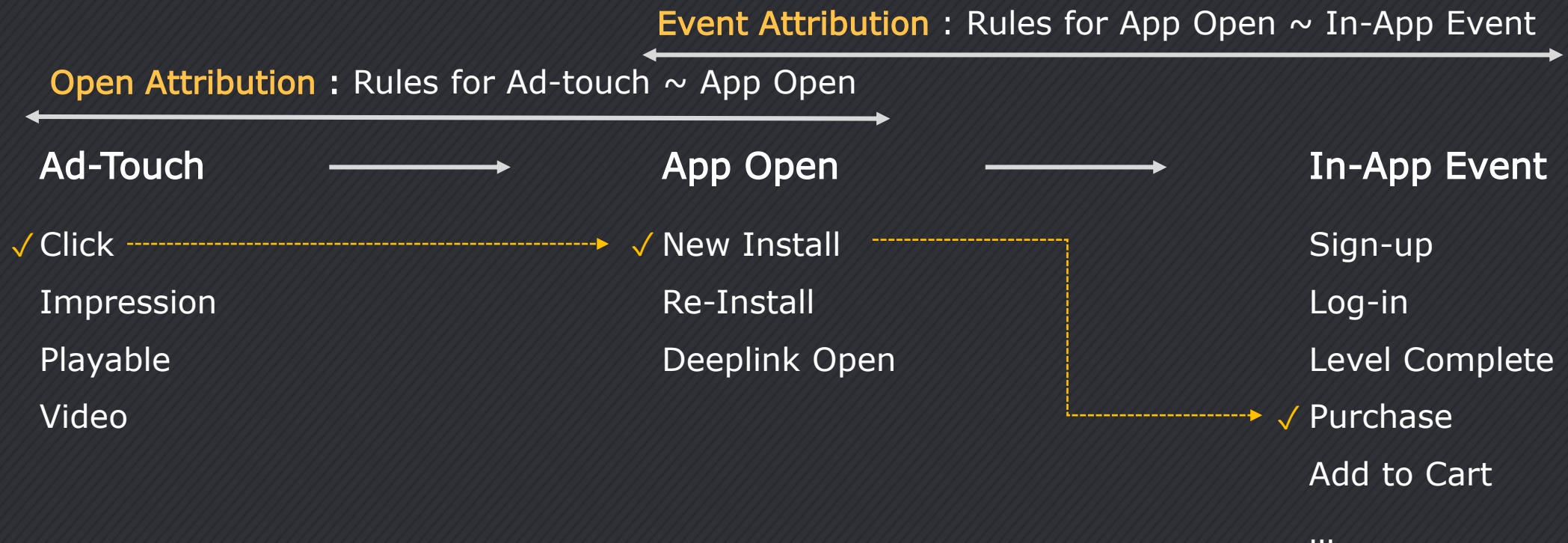
# Attribution

## ✓ Checklist #1: Two-Steps Attribution Rule



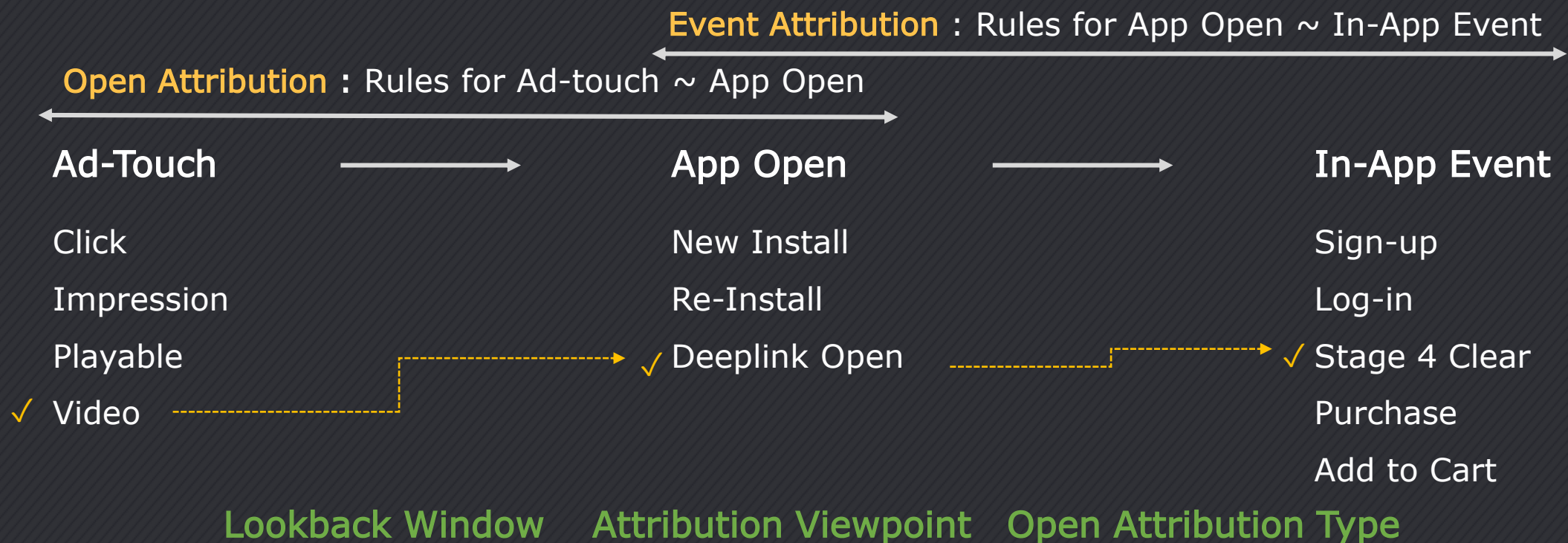
# Attribution

## ✓ Checklist #1: Two-Steps Attribution Rule



# Attribution

## ✓ Checklist #1: Two-Steps Attribution Rule



# Attribution

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## 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 method 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	Tier 2	Tier 3
Click-Referrer unit 7 Day	Click-Fingerprint unit 1 Day	Impression-Fingerprint unit 1 Day
Click-Identifier(adid/idfa) unit 7 Day	Click-IP unit 1 Day	Impression-IP unit 1 Day
Google UAC 30 Day		Twitter(Impression) 1 Day
Twitter(Click) 14 Day		
Apple Search Ads(Click) 30 Day		
Facebook 7 Day		

# Attribution

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- ☑ Checklist #1: Two-Steps Attribution Rule
- ☑ Checklist #2: Attribution Modeling

# Anti-fraud

## Anti-fraud

- ✓ Omni-directional defense mechanism

### Monitoring



### Prevention

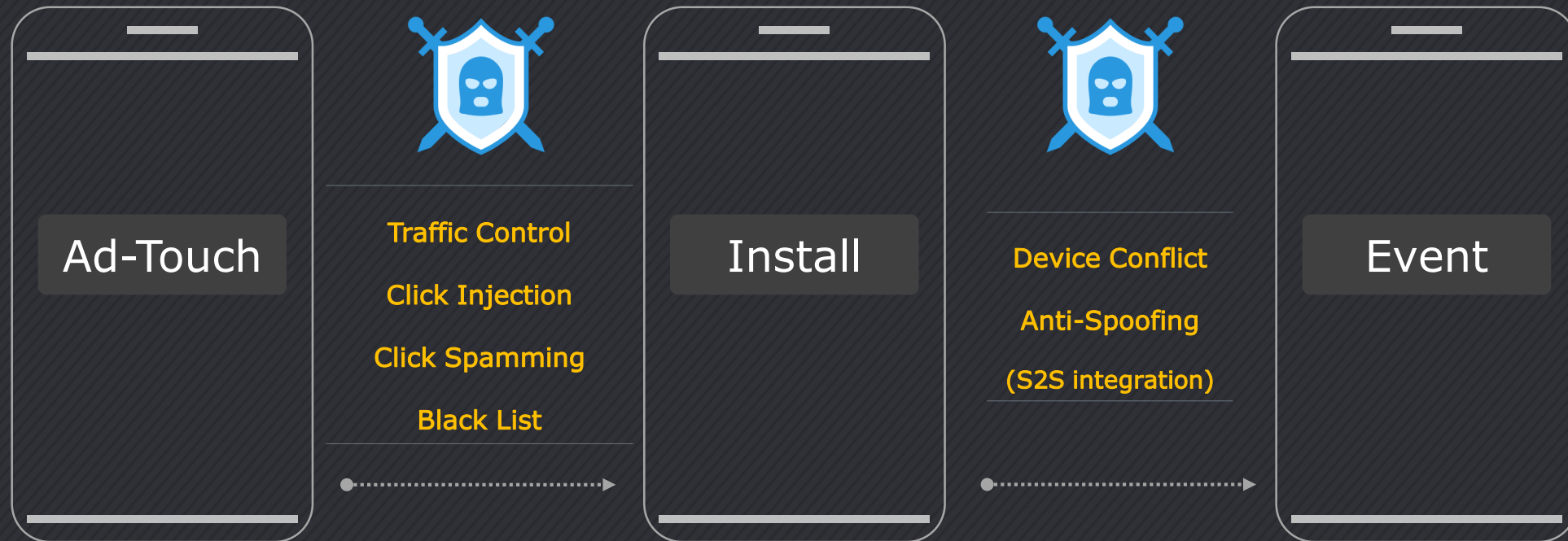


Defense against the fraud traffics  
which distort the legitimate ad performances



## Anti-fraud

✓ Omni-directional defense mechanism



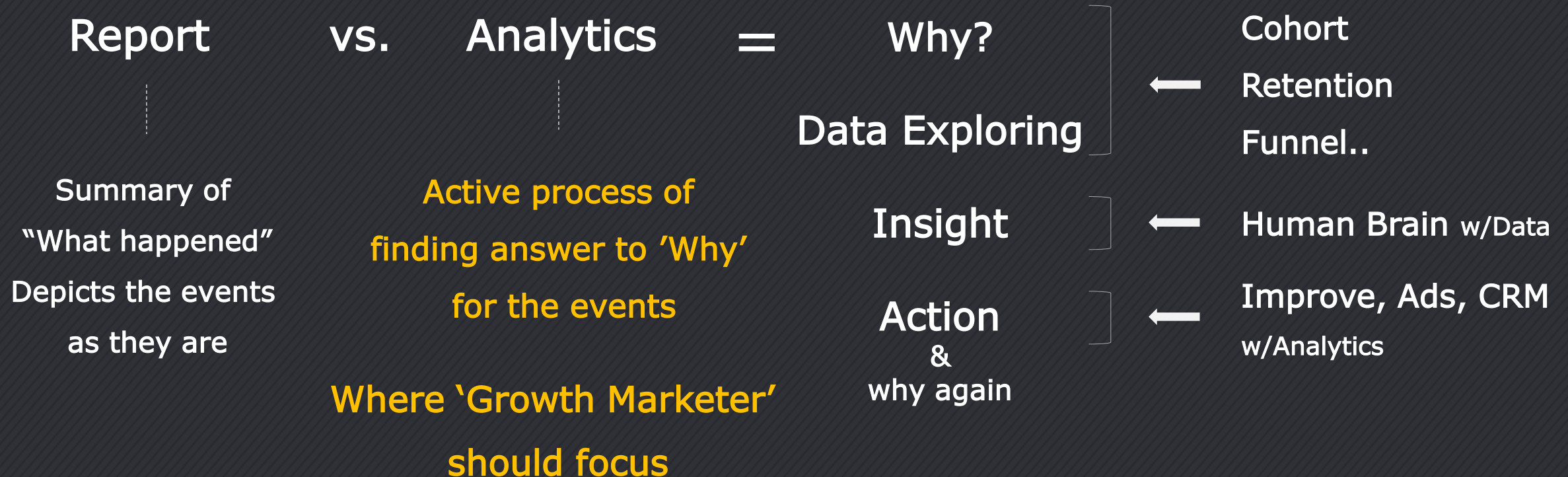
## Anti-fraud

- ✓ Omni-directional defense mechanism



# Analytics

# Analytics





# Analytics

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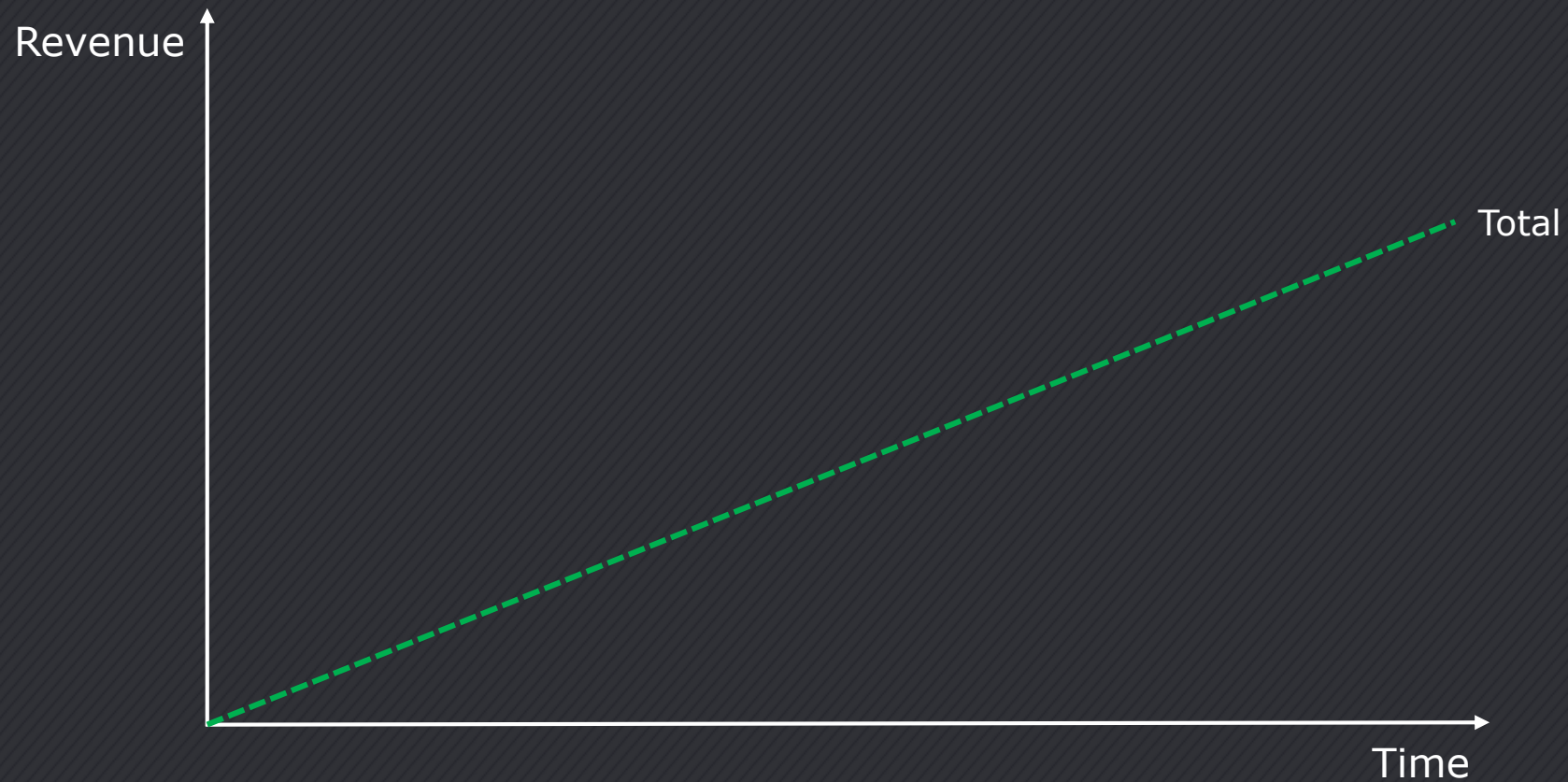
## Checklist #1: Cohort Analysis





# Analytics

## ✓ Checklist #1: Cohort Analysis



# Analytics

## ✓ Checklist #1: Cohort Analysis



# Analytics

## ✓ Checklist #1: Cohort Analysis

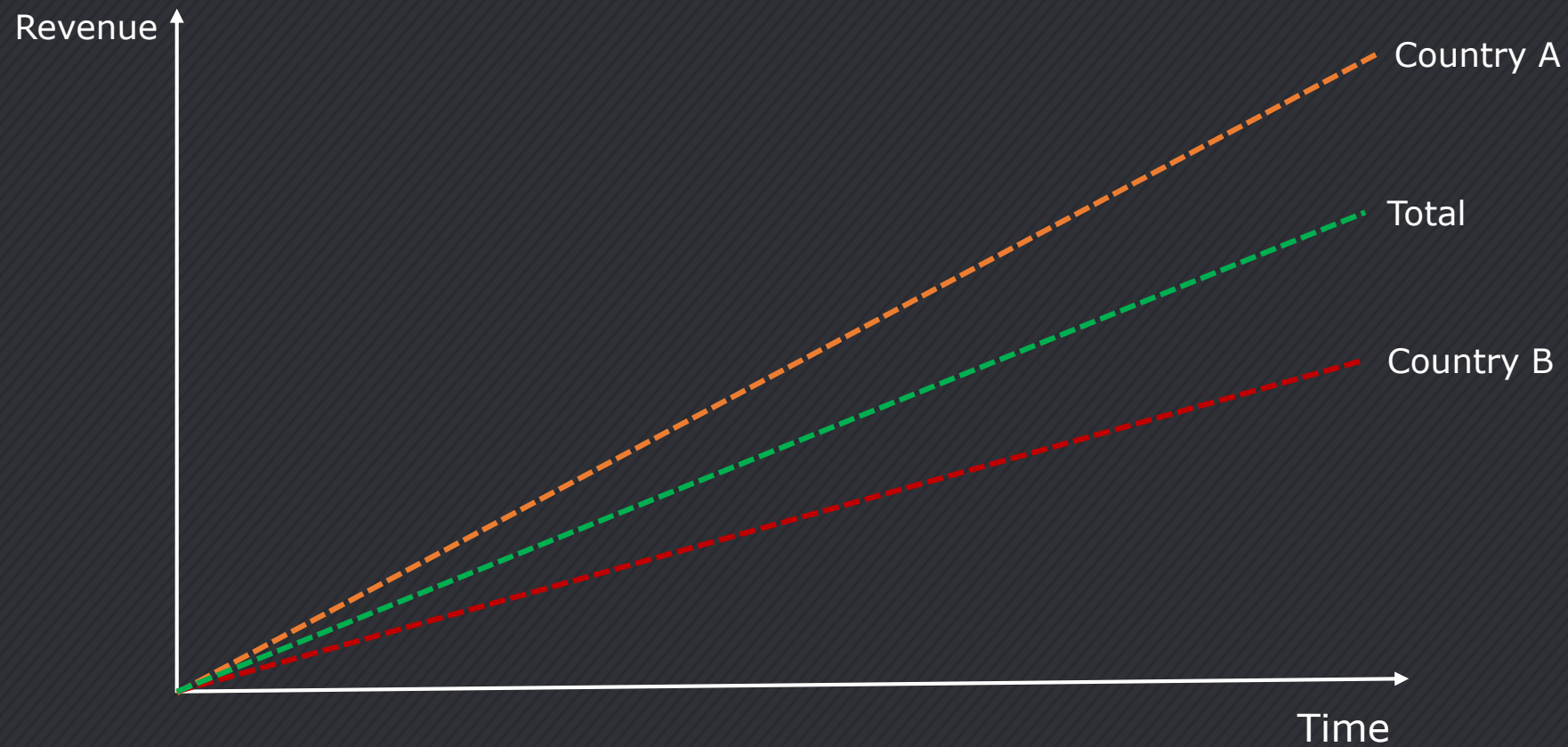


[Country & City]



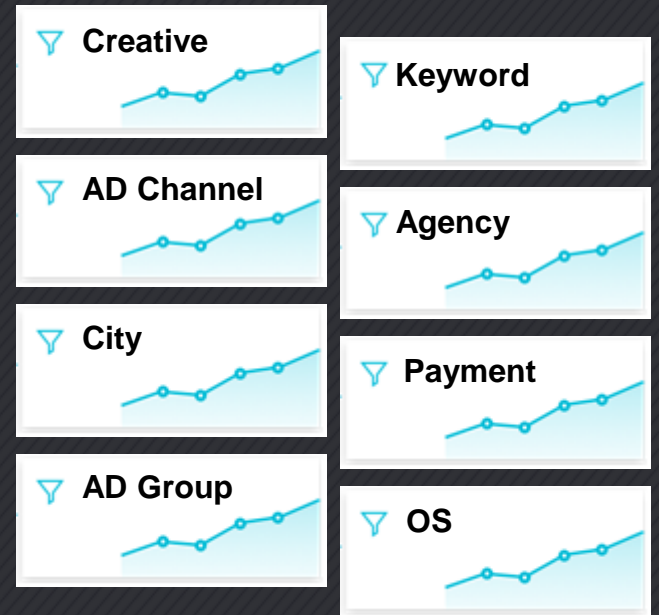
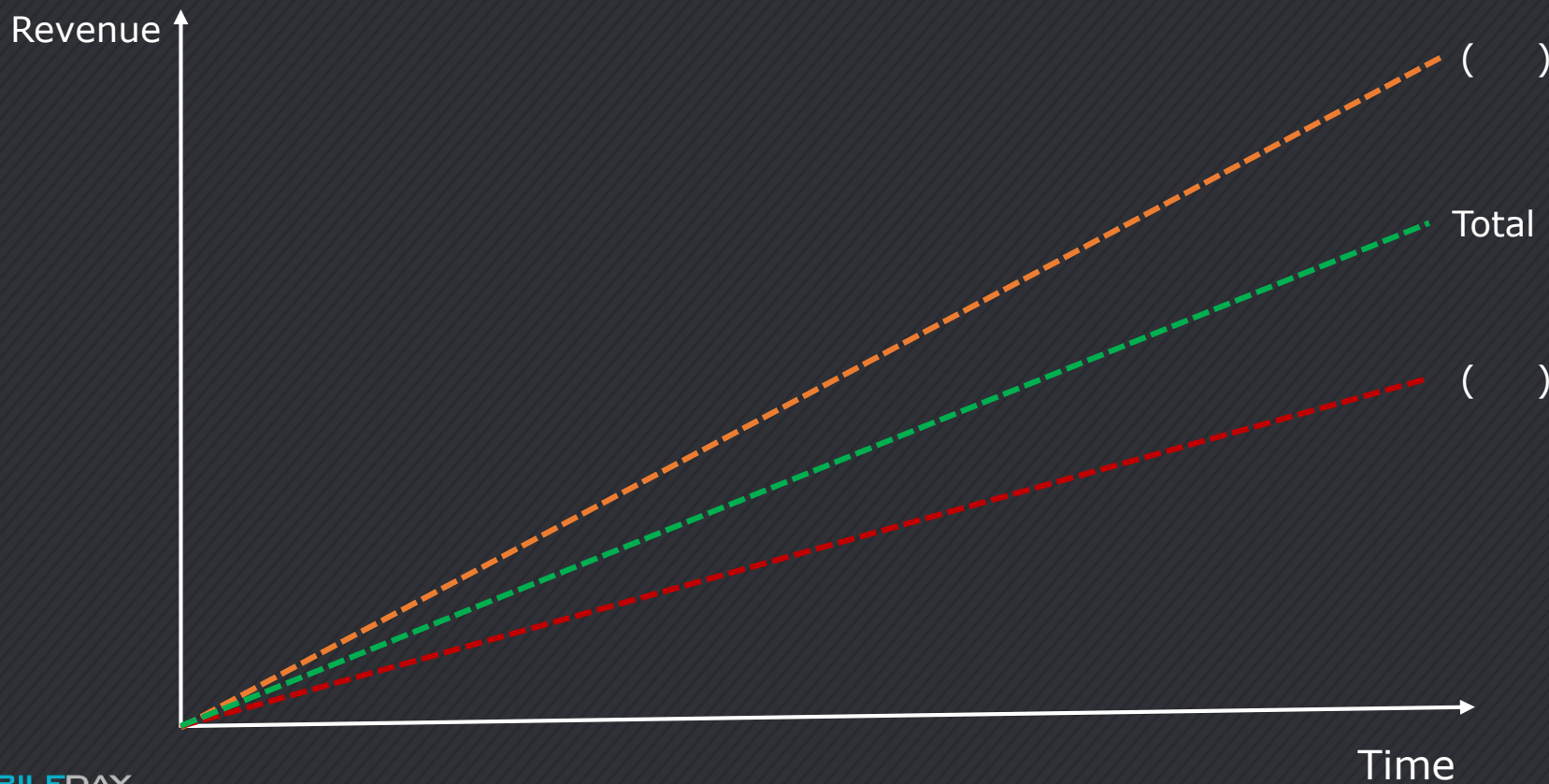
# Analytics

## ✓ Checklist #1: Cohort Analysis



# Analytics

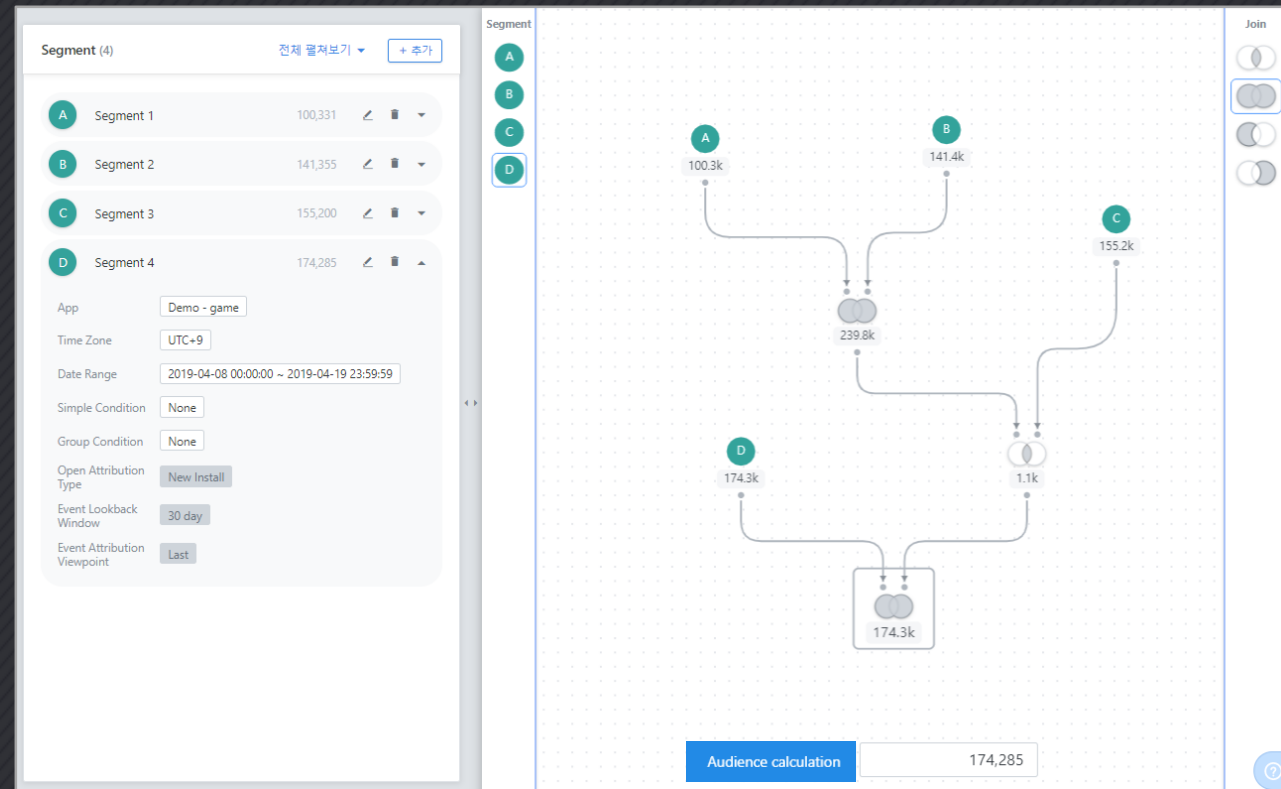
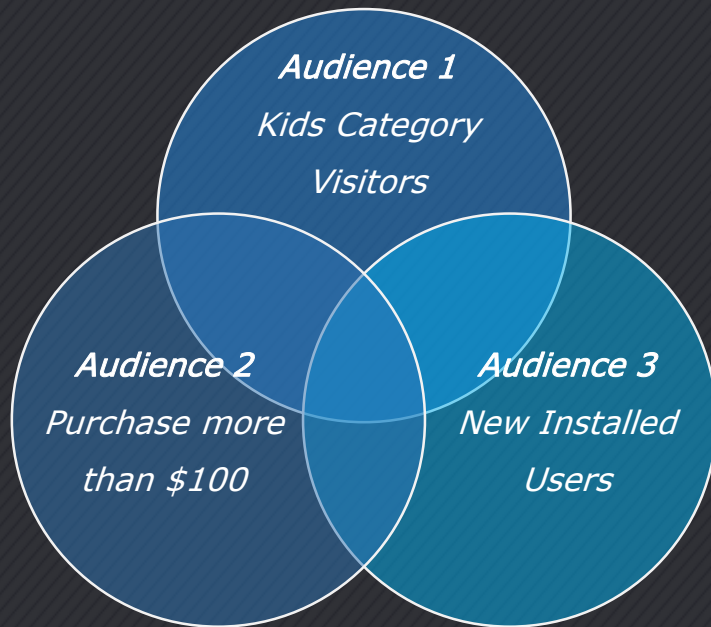
## ✓ Checklist #1: Cohort Analysis





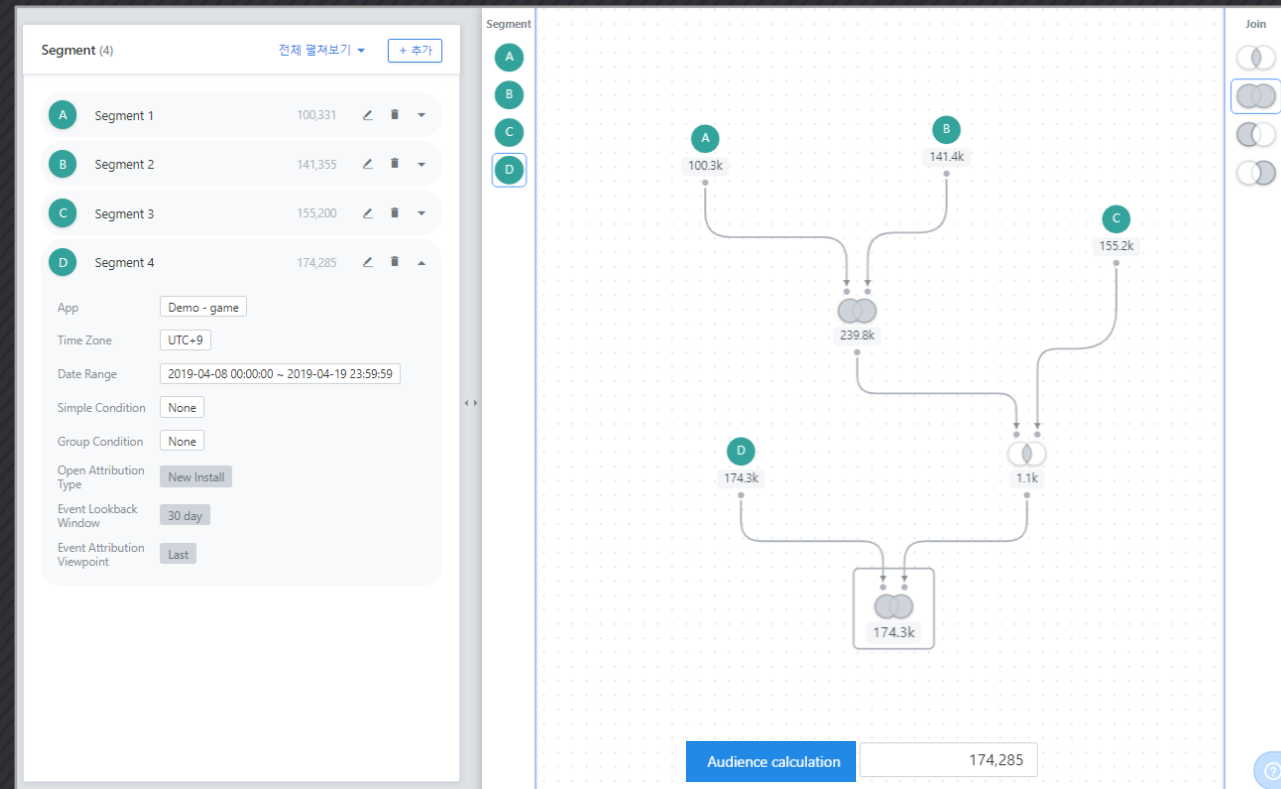
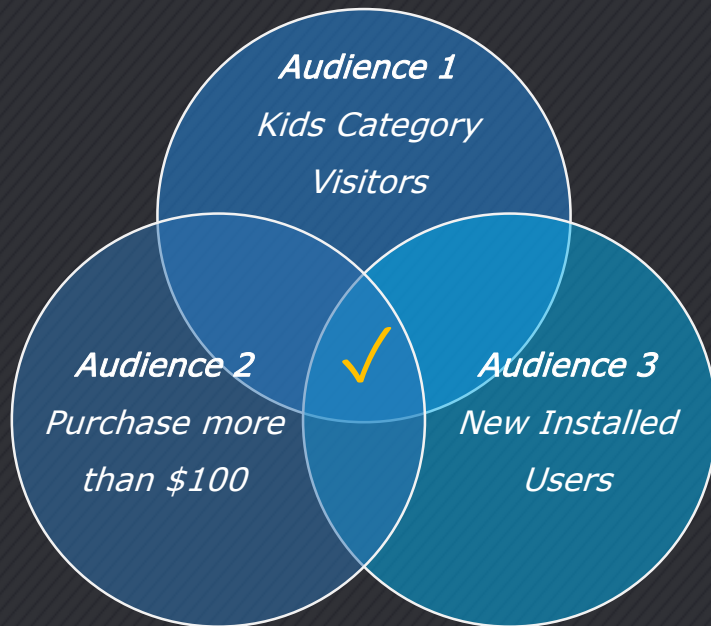
# Analytics

## ✓ Checklist #2: Audience Studio



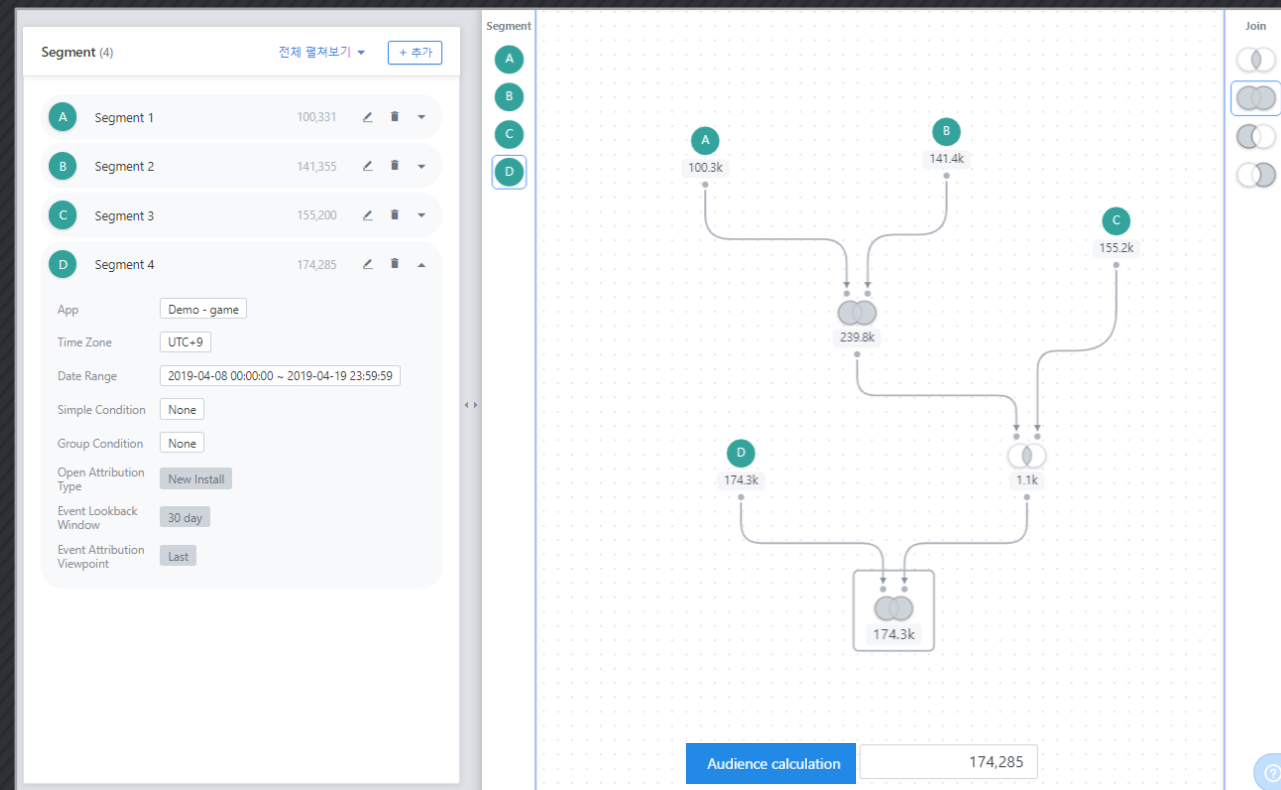
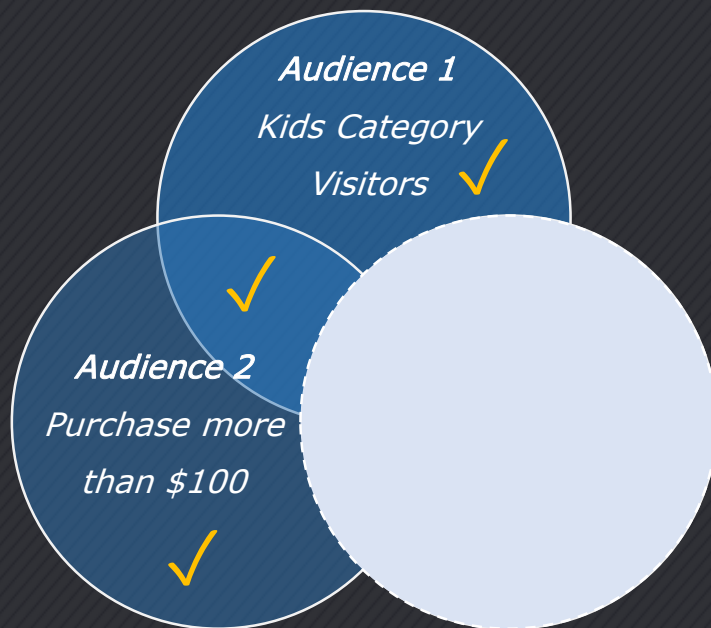
# Analytics

## ✓ Checklist #2: Audience Studio



# Analytics

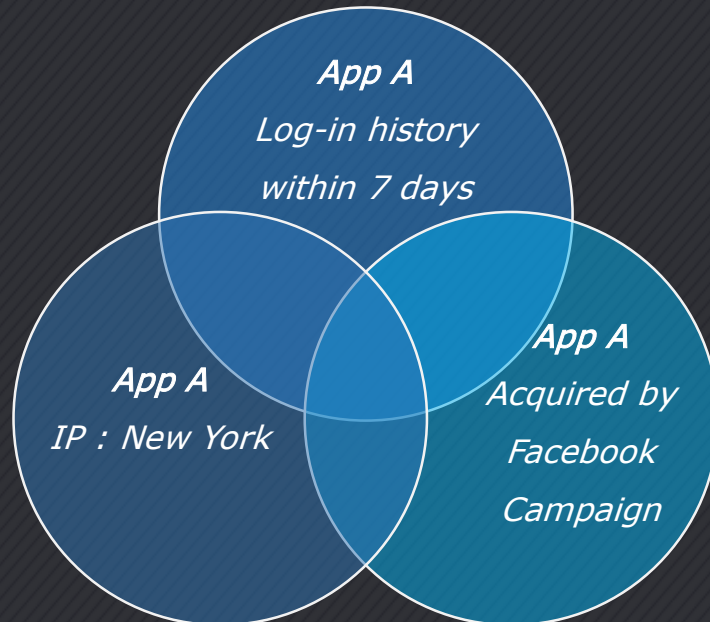
## ✓ Checklist #2: Audience Studio



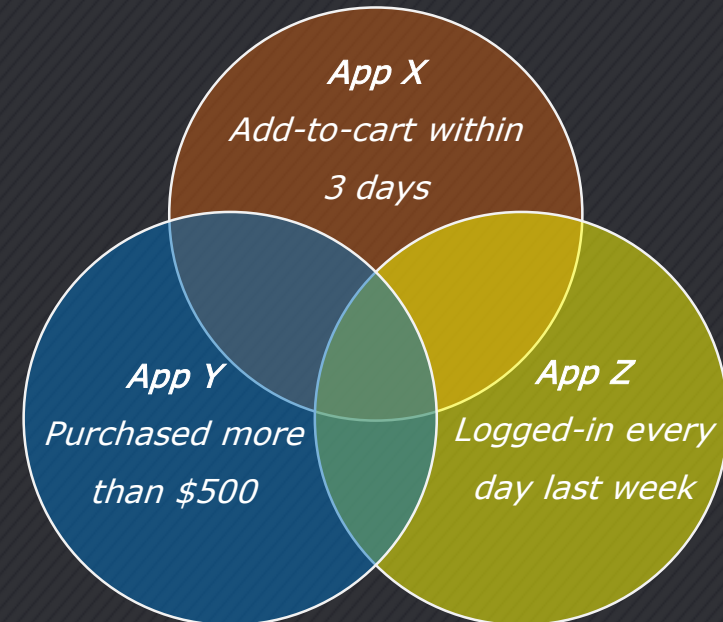
# Analytics

## ✓ Checklist #2: Audience Studio

### In-App Audience Building

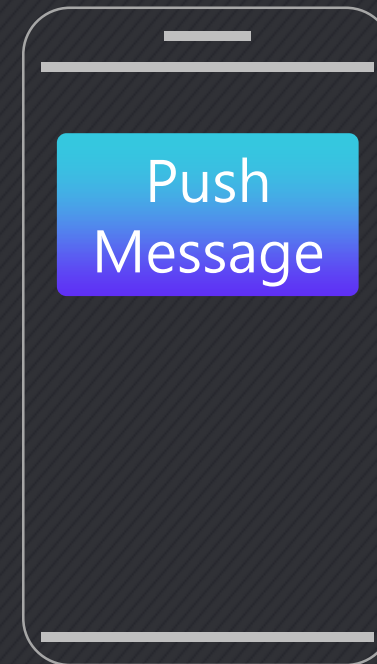


### Inter-App Audience Building



# Analytics

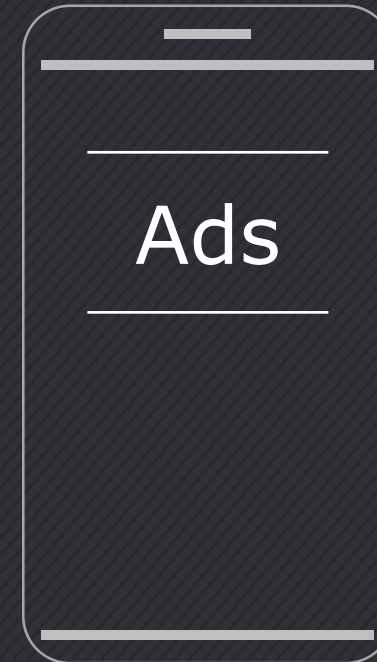
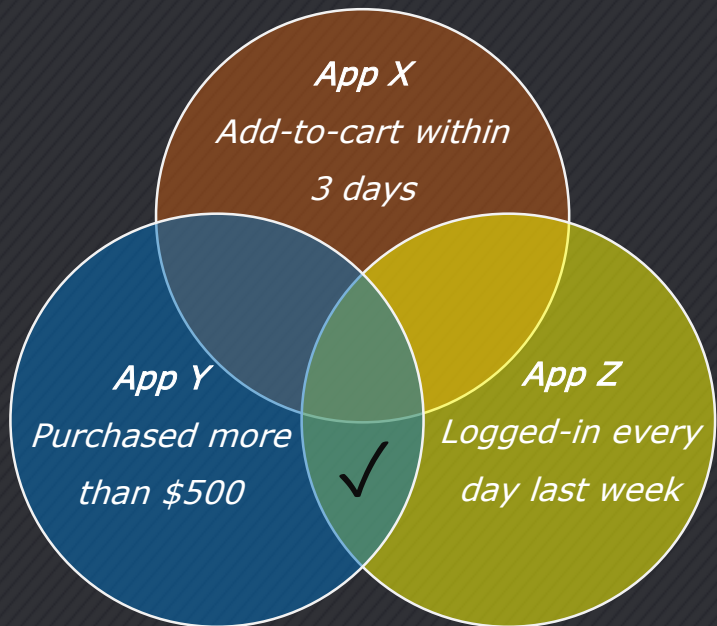
## ✓ Checklist #2: Audience Studio





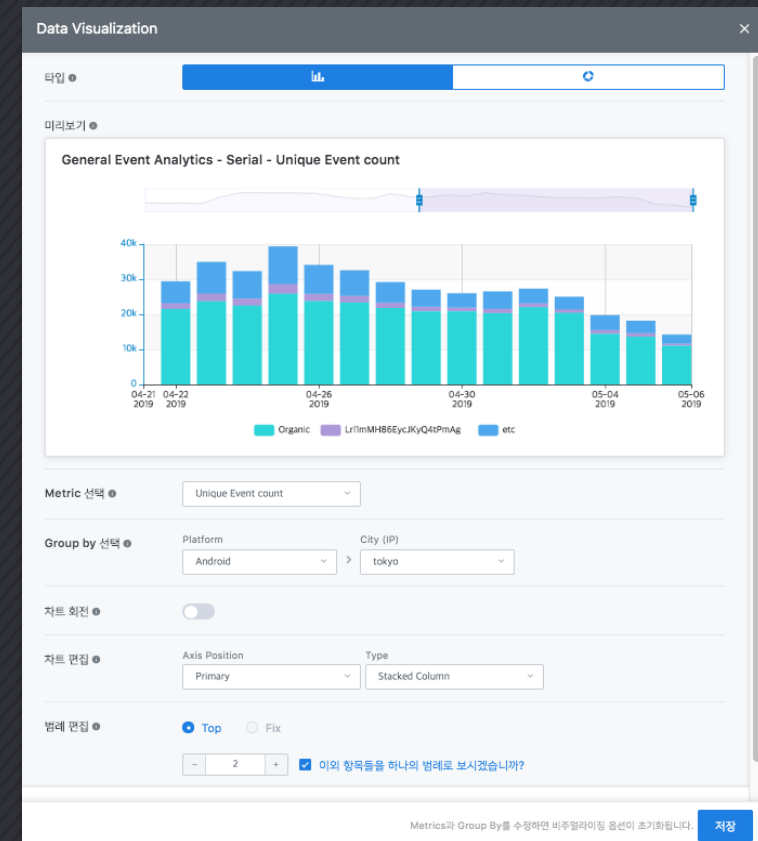
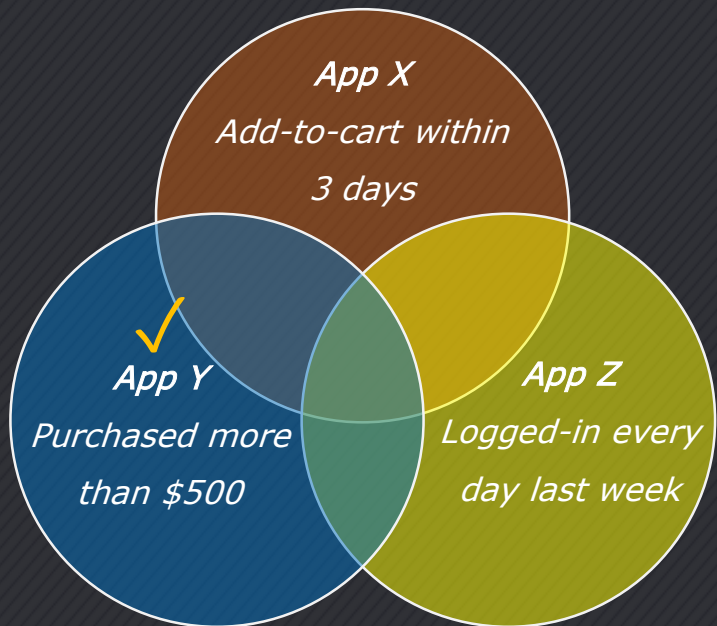
# Analytics

## ✓ Checklist #2: Audience Studio




# Analytics

## ✓ Checklist #2: Audience Studio



## Analytics

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 Checklist #3: Universal Retention

# Retention?

# Analytics



## Checklist #3: Universal Retention

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

Standard Event

Target Event

# Analytics



## Checklist #3: Universal Retention

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



# Analytics



## Checklist #3: Universal Retention

<i>Date</i>	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

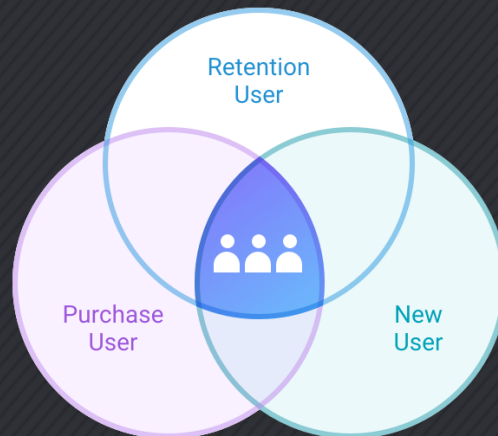
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- ☑ Checklist #1: Cohort Analysis
- ☑ Checklist #2: Audience Studio
- ☑ Checklist #3: Universal Retention

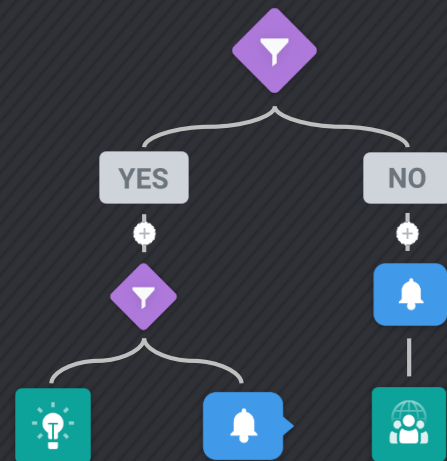
# Actionable Engagement

# Actionable Engagement

## Targeting



## Automation



## A/B Testing



# Actionable Engagement

Push Message Wizard

1 채널

2 메시지 구성

3 액션

4 부가설정

5 스케줄

GlobalAndroidiOS

+ 언어 추가

기본 언어 변경

KO

Title구매를 서두르세요!10 / 49

Message구매를 서두르세요! 곧 매진됩니다!19 / 579

Imagehttps:// 이미지 주소를 입력해주세요. 이미지 확인

Preview

PlatformAndroidLanguageKO

10:24

Tue Sep. 13

APP NAME now

구매를 서두르세요!

구매를 서두르세요! 곧 매진됩니다!

이전

다음

Event Trigger Wizard

이벤트 트리거의 관리 이름을 입력해주세요. ●

장바구니 담기

어떤 항목을 검사할까요? ●

abxcadd\_to\_cart

이벤트 혹은 이벤트 프로퍼티를 선택해 주세요.

위 항목에 대한 트리거 조건을 설정하세요. ●

Count ≥ 1

얼마나 기다려볼까요? ●

3 Hour

☒ 특정 조건에 해당하는 사용자에게만 수행하시겠습니까?

+ 추가

Ad Partner

포함

Google Adwords

YES

위 조건과 같은 경우에 해당합니다.

NO

위 조건과 같은 경우에 해당합니다.

저장

MOBILEDAY

48



# Actionable Engagement

adbri

DEMO

Demo - commerce\_t...

UTC+9

Analytics

Attributions

Growth Action

Growth Scenario

Assets

Settings

Audience Studio

Export Data

Setting & SDK

Applications

SDK

Account

Help Center

dongz+37

dongz-test-20

Scenario

Dashboard Scenario

PERIOD  
Period 2019-06-06 00:00 ~  
Out of data Action Deactivated

ENTRY  
Audience 게임 + 커머스 오디언스  
Trigger None

RE-ENTRY  
재진입 설정이 없습니다.

CONVERSIONS  
설정된 이벤트가 없습니다.

GoJS 2.0 evaluation  
(c) 1998-2018 Northwoods Software  
Not for redistribution

VERSION 1  
STATUS Active

Entry

1 Day

Event Trigger  
24hours

NO

YES

Push  
Reminder 1

2 Day

Event Trigger  
waitest

NO

YES

Push  
Hi, again

3 Day

Delay  
Wait 3 days

A/B testing  
Which do you like?

100%

100%

Push  
Push A

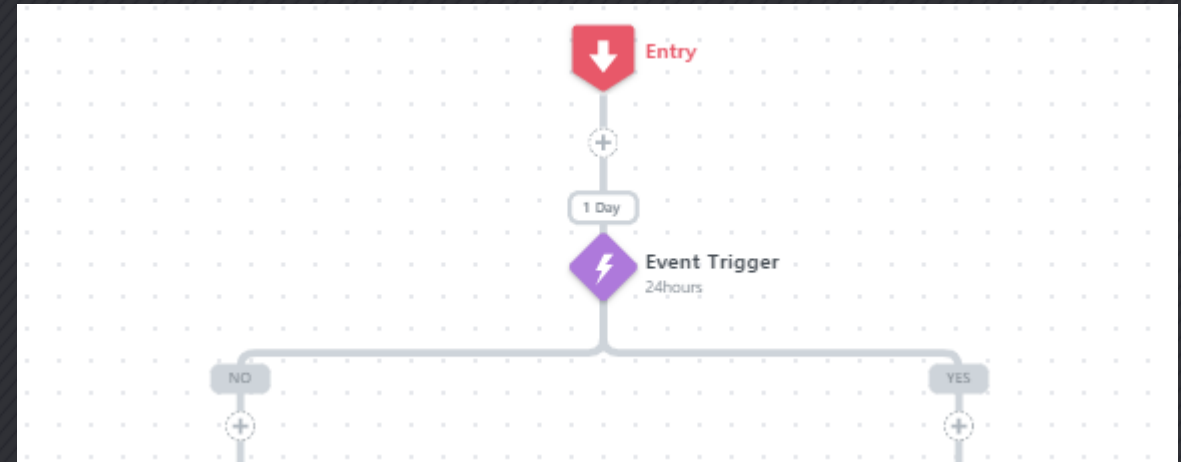
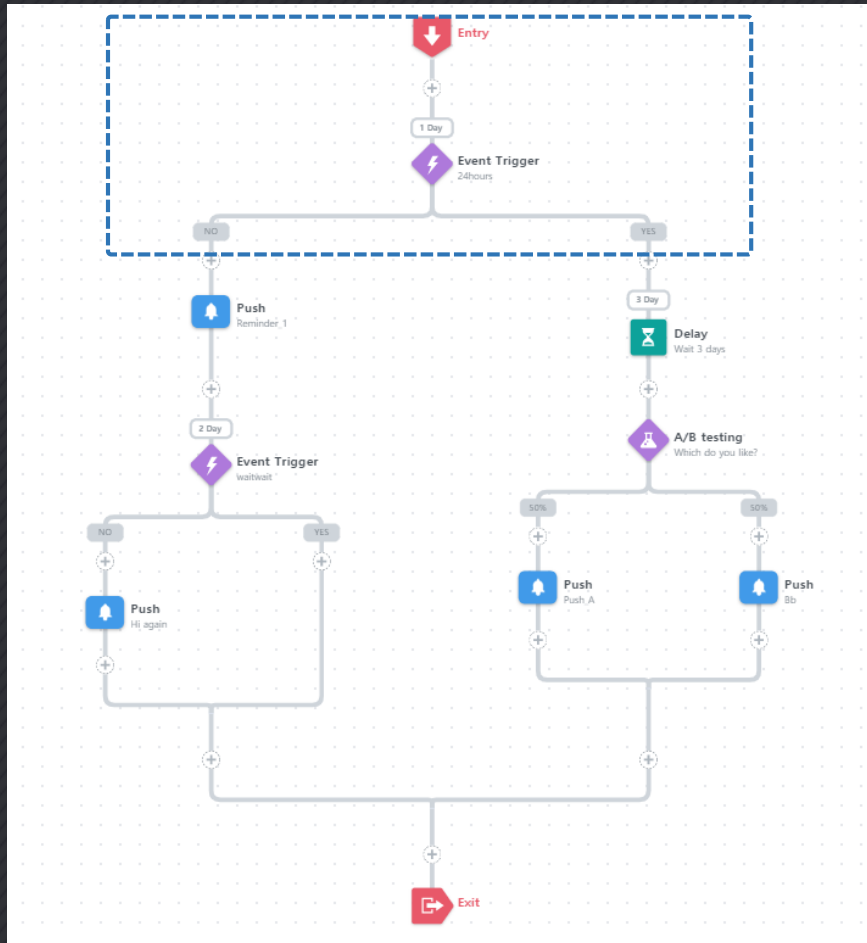
Push  
Push B

Exit

+

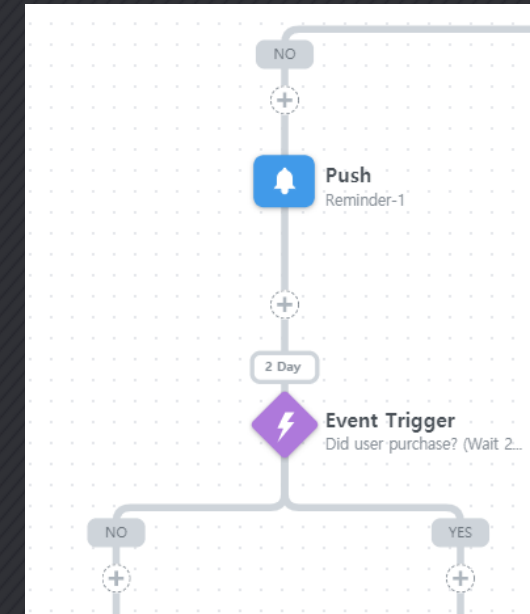
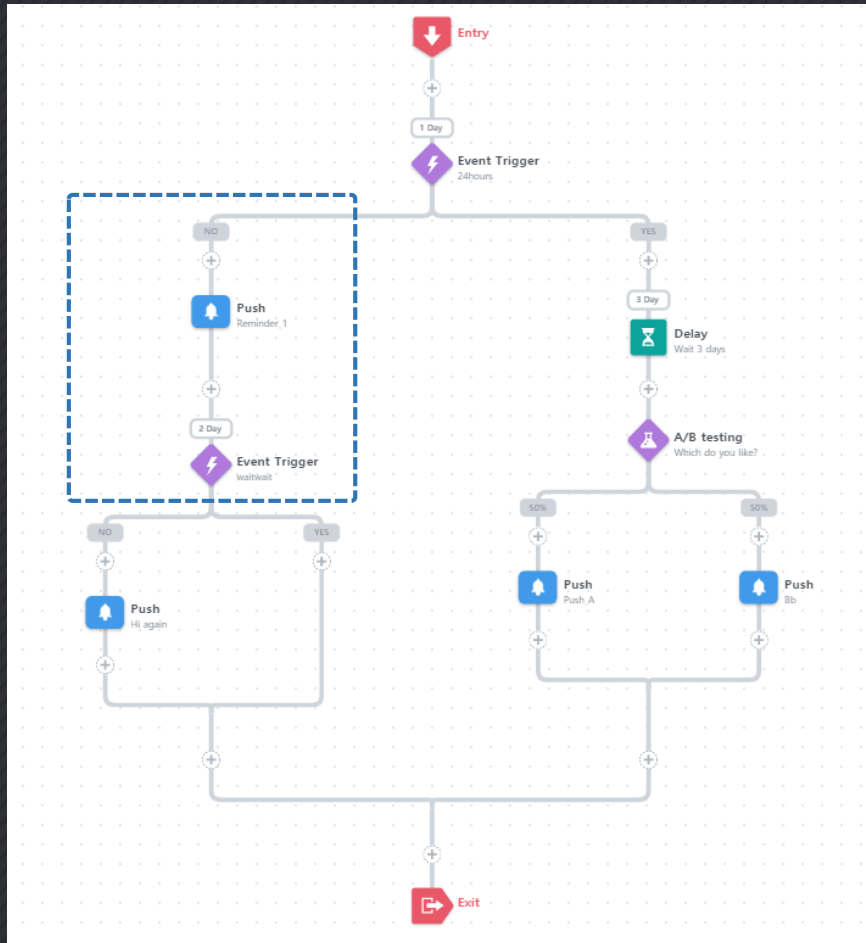
-

# Actionable Engagement



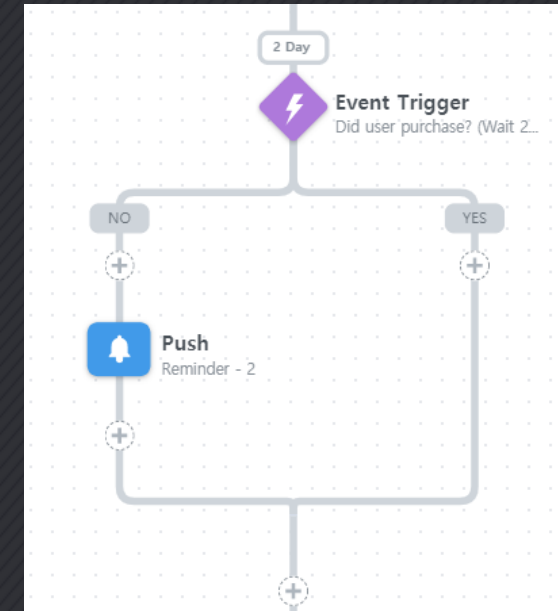
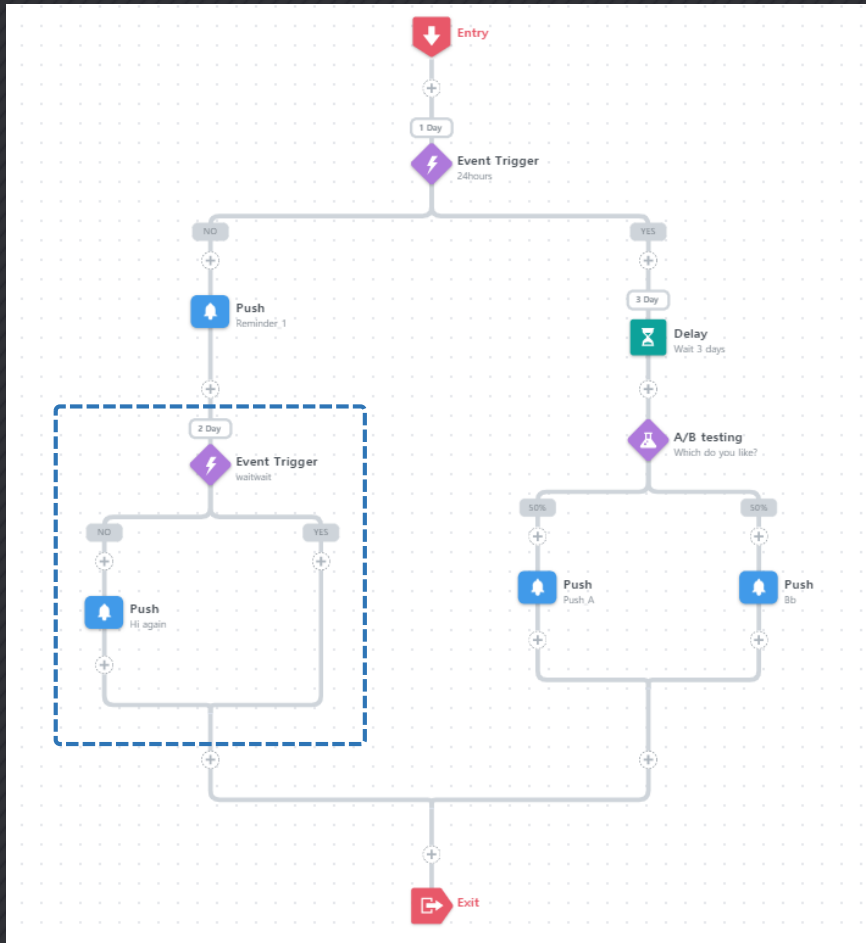
Event Trigger  
Wait 24hours for 'Purchase'

# Actionable Engagement



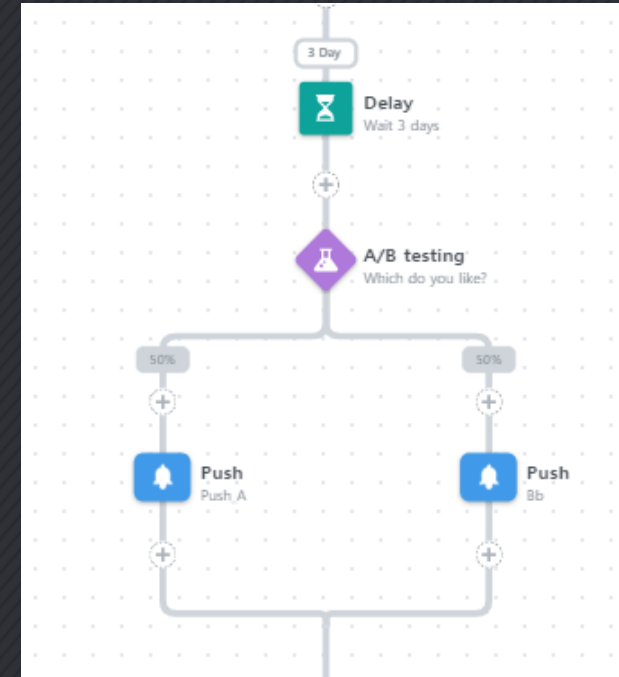
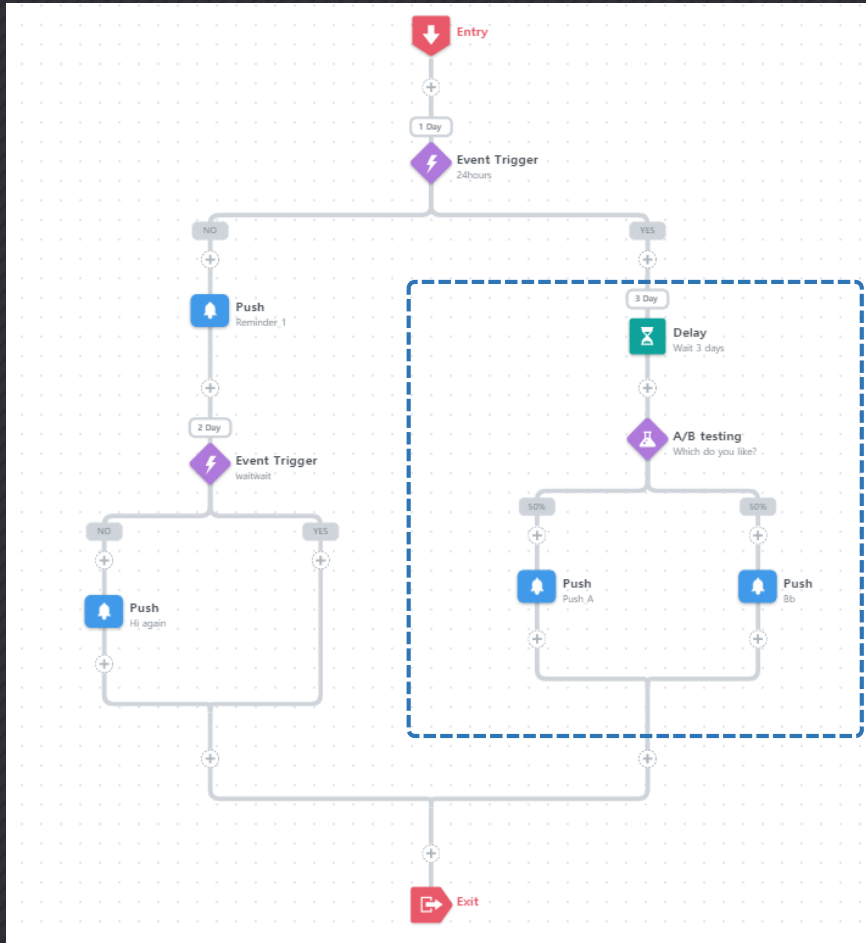
Event Trigger If not purchased,  
 Message Send reminder push message  
 Event Trigger Wait another 48hours

# Actionable Engagement



Event Trigger After 48hours, if not purchased,  
Message Send 2<sup>nd</sup> reminder push message

# Actionable Engagement



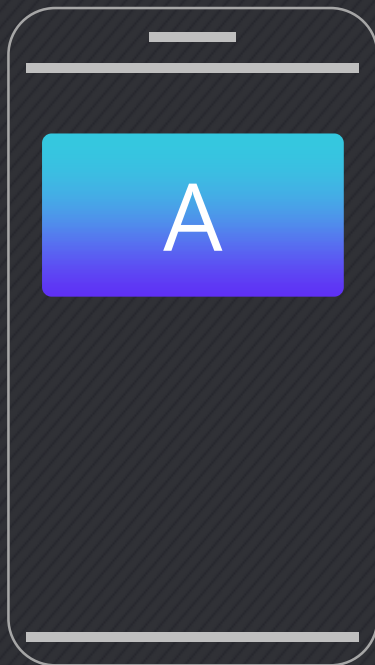
Event Trigger If purchased,

Delay Wait 3 days

A/B Test Send 2 different push messages

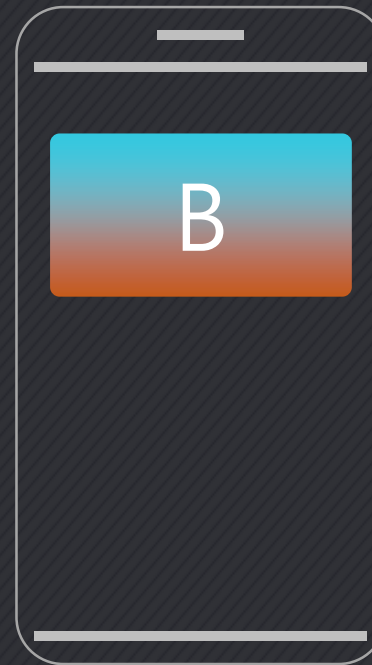


## Which message is performing better?



Message A  
Push – Open Rate 14%

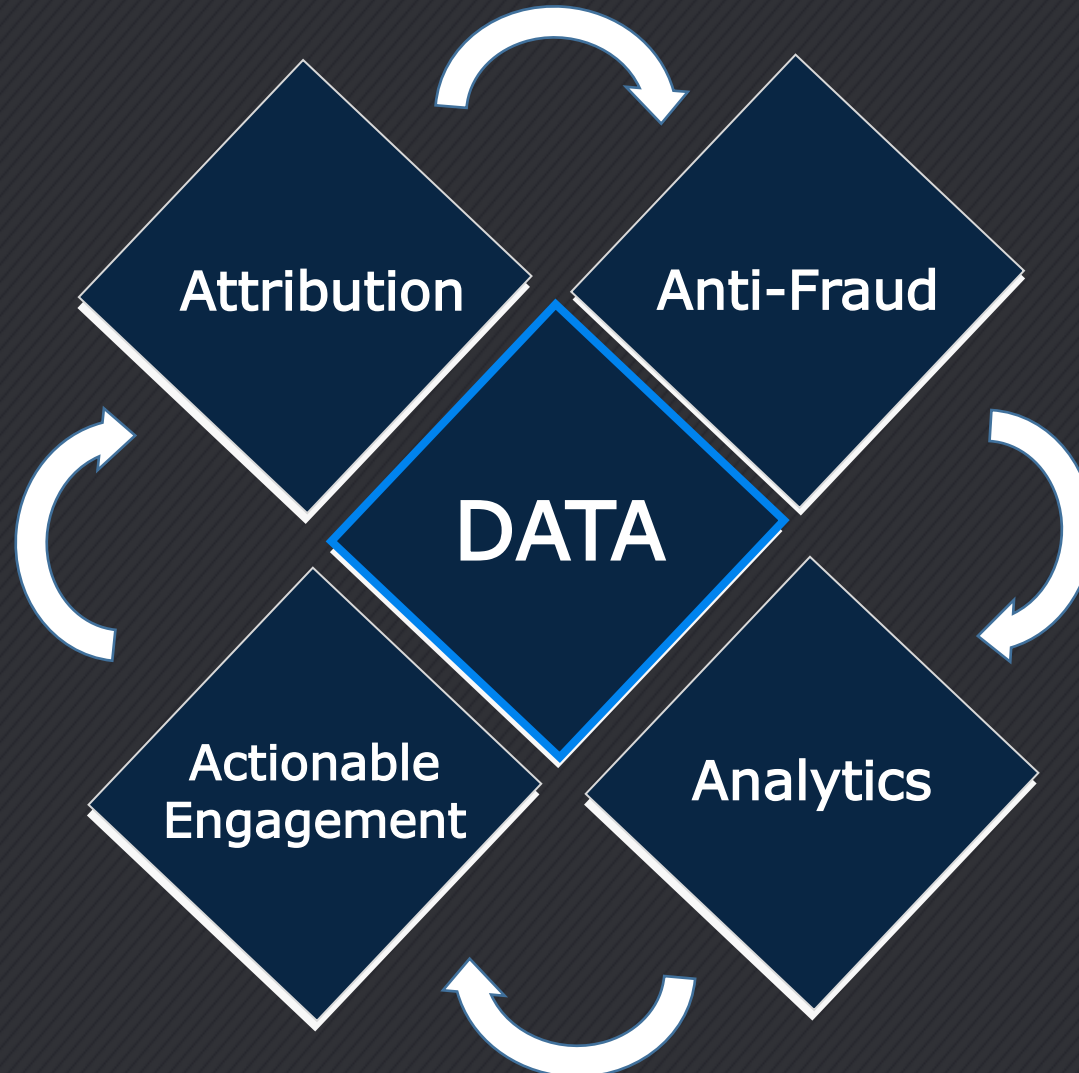
3 Day Retention : 12 %  
Purchase Rate : 7 %  
Revenue per user : 2.5 \$



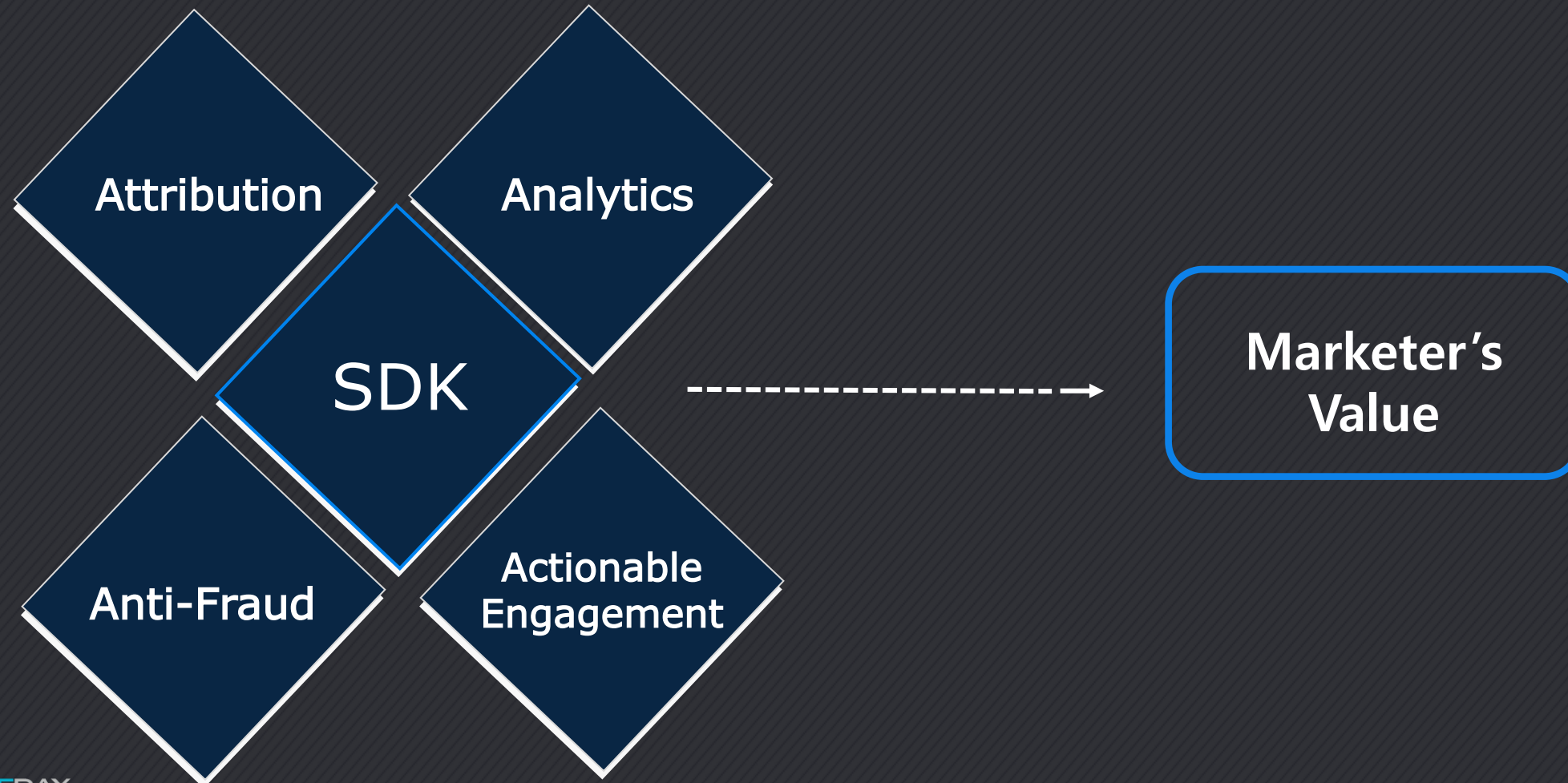
Message B  
Push – Open Rate 9%

3 Day Retention : 17 %  
Purchase Rate : 9 %  
Revenue per user : 4.5 \$

## Path to Value: Turning Data into Value



## Path to Value: Turning Data into Value



## Path to Value: Turning Data into Value

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# Thank you

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Global Business Dev. Lead

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[strategy@igaworks.com](mailto:strategy@igaworks.com)