

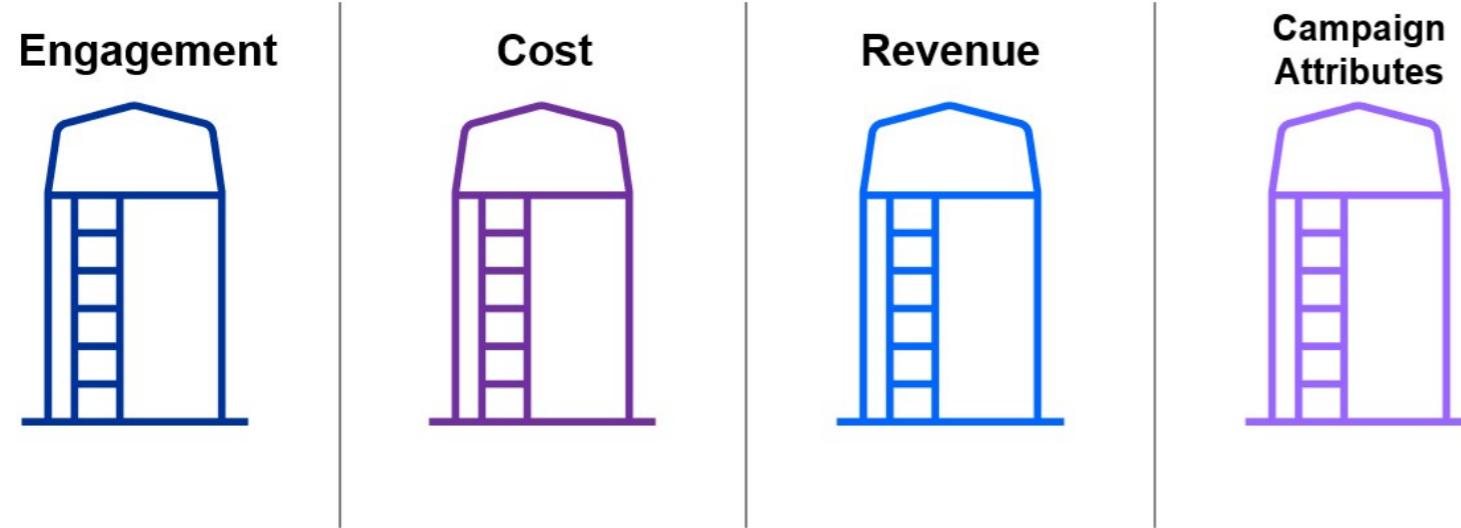
Marketing data sources

MARKETING ANALYTICS FOR BUSINESS



Sarah DeAtley
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Marketing data needs



- Marketing data is dispersed across sources
- Need engagement, cost, revenue, and campaign attributes
- Revenue stored separately from engagement data
- Analysts combine across all channels

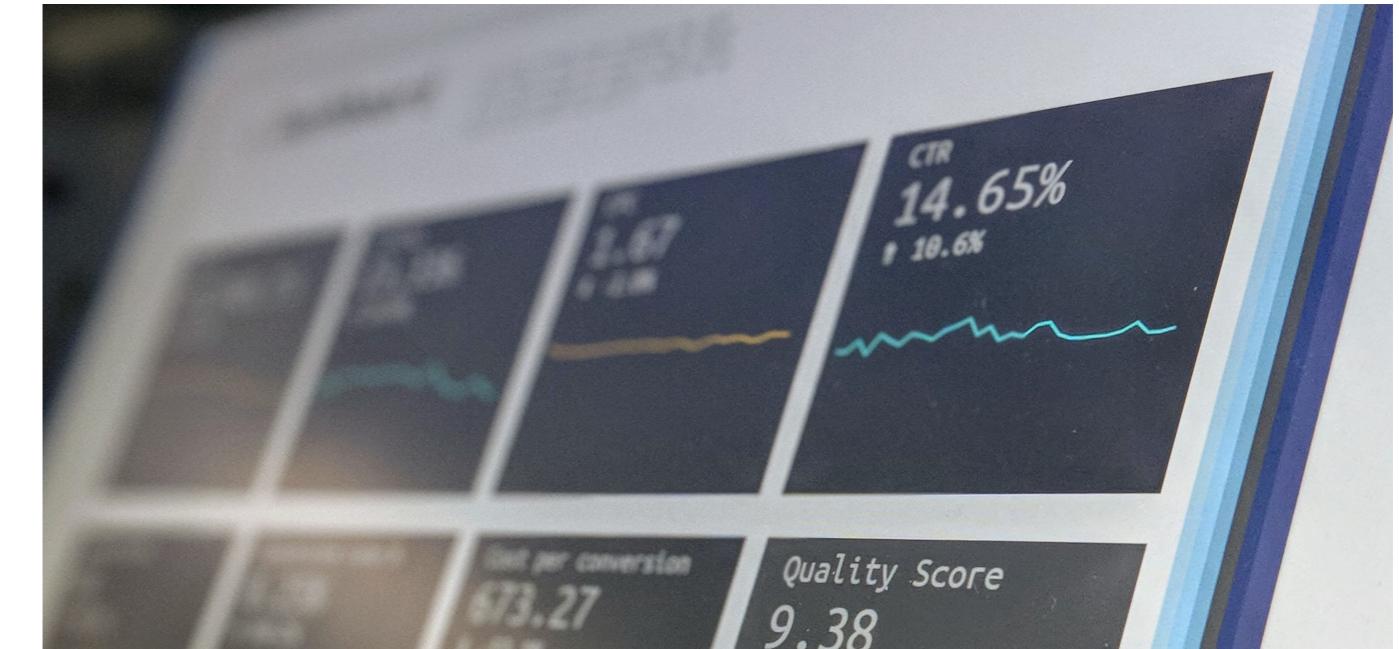
Campaign attributes

- Campaign attributes are a type of metadata
 - Metadata: data that describes data
- Examples:
 - Campaign name
 - Campaign ID
 - Campaign type (e.g., one-time versus recurring)
 - Campaign audience

Campaign Name	Campaign Type	Campaign ID	Campaign Offer	Campaign Audience
Direct Response BOGO	Evergreen	drbogo	Discount	Business
Black Friday SMB Trial	Holidays	bftrcomm	Trial	Business
Black Friday Personal Trial	Holidays	bftrpers	Trial	Personal
Enterprise Awareness	Evergreen	entbrand	Scale	Business
Educator Awareness	Evergreen	edubrand	Scale	Education
Ho Ho Holiday Sale	Holidays	holdisc	Discount	Personal

Marketing performance by data source

- Business health data is stored internally
 - Product type
 - Order quantity
 - Revenue per order
 - Customer ID
- Marketing health data is stored by advertisers
 - Campaign ID
 - Campaign spend
 - Cost per click



¹ Adeolu Eletu on Unsplash ² Stephen Dawson on Unsplash

Marketing channel granularity

- **Offline** channels (TV, radio, billboards) are the least granular
 - Data is not associated with individual customers
 - Aggregated at campaign and tactic level

Offline Campaign Reporting		
Week	Campaign	Est. Audience Reach
Dec 6-12	Holiday TV	5,003,324
Dec 13-19	Holiday TV	6,343,875

- **Online** channels are the most granular
 - Data ties to device and browsing behavior

Online Campaign Reporting					
Date	Campaign	Device	Country	Cost per Click	Clicks
Dec 1	Holiday Paid Search	iPhone	Germany	\$1.54	300,284
Dec 2	Holiday Paid Search	Galaxy Note	Brazil	\$0.98	159,834

Advertising data



- Advertisers are source for cost and campaign attributes
 - Co-locate media execution and reporting
- Marketers use advertiser platforms to:
 - Launch campaigns
 - Set spend limits
 - Assign success metrics
 - Enter metadata

¹ Photo Mix from Pixabay

Audience targeting data

Marketers use third-party tools to align audience definitions across advertising platforms

DSP (demand side platform): media spend by target audience across advertisers

DMP (data management platform): centralized audience and campaign engagement data

Target Audiences

DMP



Ad Engagement



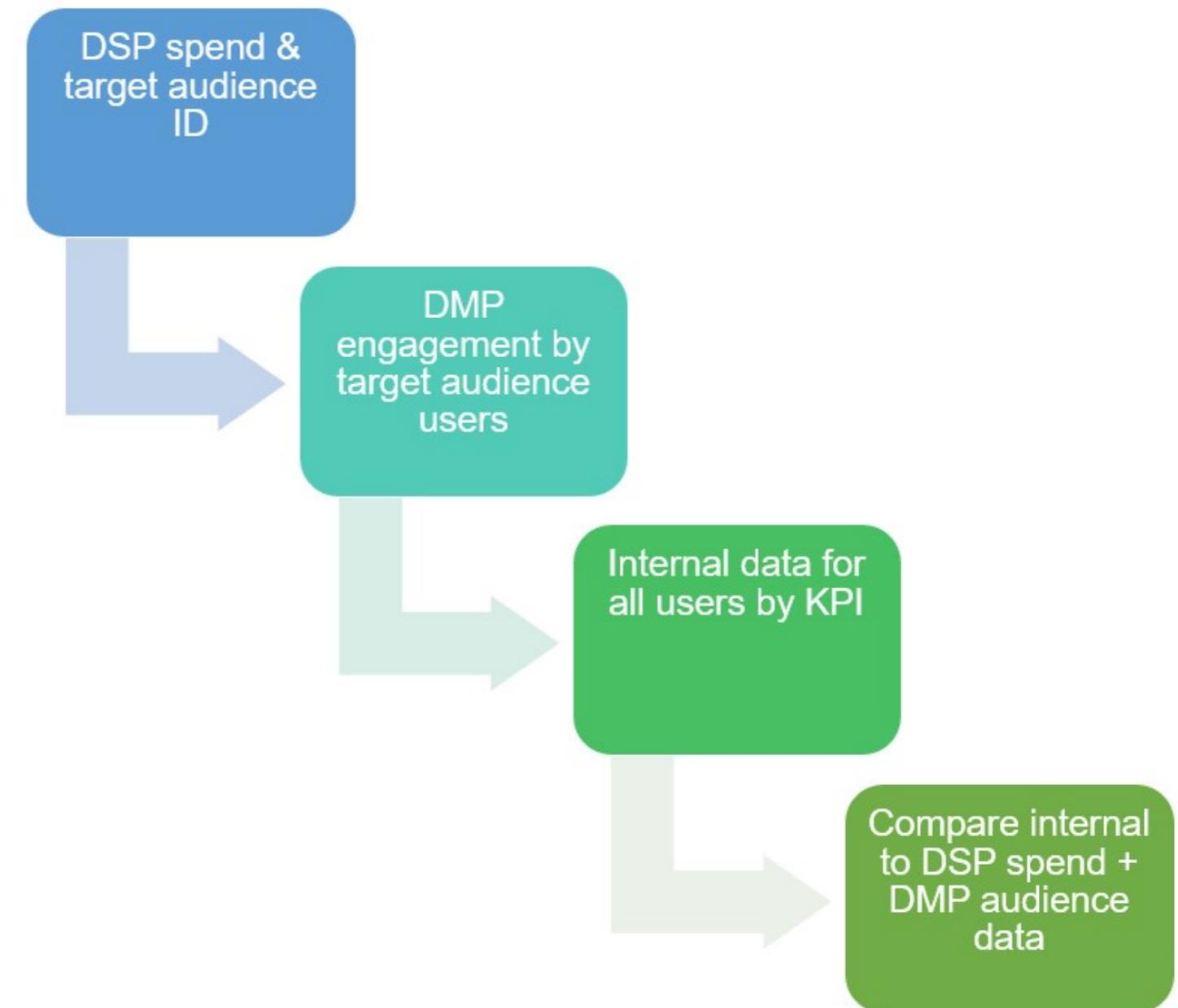
DSP



Ad Spend

Audience targeting analysis example

1. DSP for target audience ID and spend
2. DMP to filter users and engagement by target audience ID
3. Internal data to see all users for your KPI
4. Compare internal data to DSP spend + DMP audience data



Let's review!

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Privacy laws

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Privacy landscape



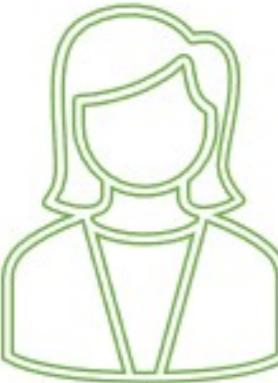
- Privacy legislation is intended to protect customer data
- Companies should delete user data on request, mask user IDs, and not use certain data for marketing
- Impacts marketing data volume, joins, and granularity

¹ ev on Unsplash

Personally Identifiable Information (PII)

Personally Identifiable Information (PII): any information that can identify an individual

- Applies to government identifiers, name, and address
- Also includes IP address, website login details, and other data
- Privacy laws take different views on what constitutes PII

Name	Birthdate	Home address	IP address	Government IDs
				

Advertising tracking

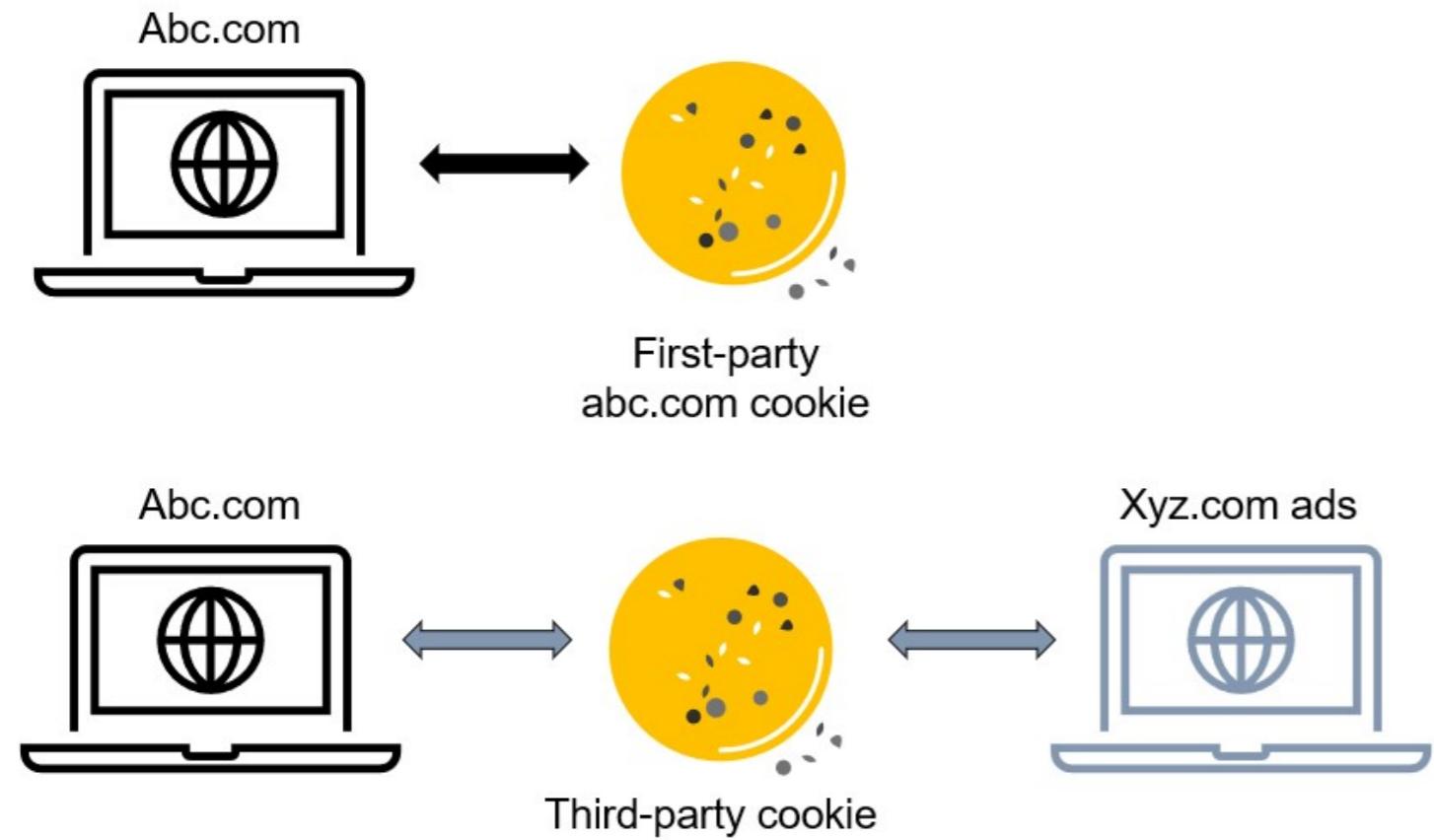
Cookie: file that stores browsing behavior data for users

- Online channel data is from cookies
- Offline channels only use cookies with digital tactics



¹ Kalhh from Pixabay

Cookie implications



First-party: cookies stored by sites customers visit

Third-party: cookies across domains managed by third-party companies (mainly used for marketing purposes)

All cookies: should be deleted on request and are subject to privacy law

- Third-party cookies are more restricted due to higher potential for abuse of customer data

General Data Protection Regulation (GDPR)



GDPR: first major privacy law enacted at scale

- Protects customers in the European Union
- Companies **must** disclose data collection and customers **must** consent
- PII = name, address, photos, and IP address
- Fines of up to 4% of revenue for violations

¹ Pete Linforth from Pixabay

Privacy risk formula



Channel + Geography + Browser/OS + PII = guidelines for handling data

- Other governing bodies have enacted laws similar to GDPR
- Apple is releasing app tracking opt-in on iOS14
- Google Chrome will block third-party cookies in future

Let's practice!

MARKETING ANALYTICS FOR BUSINESS

Indirect impact of marketing

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What is Direct impact in marketing analytics?

"Direct" means data that shows a customer directly took action on an ad via a click event.



¹ "Just one click away..." by mripp via flickr

What is Indirect impact in marketing analytics?



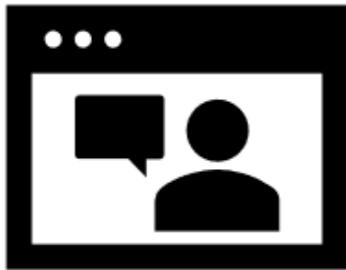
- Seeing ads can increase brand engagement overall
- Indirect:** interaction with an ad is not observed in the data
- Also called "view-through" impact

¹ Dennis Maliepaard on Unsplash

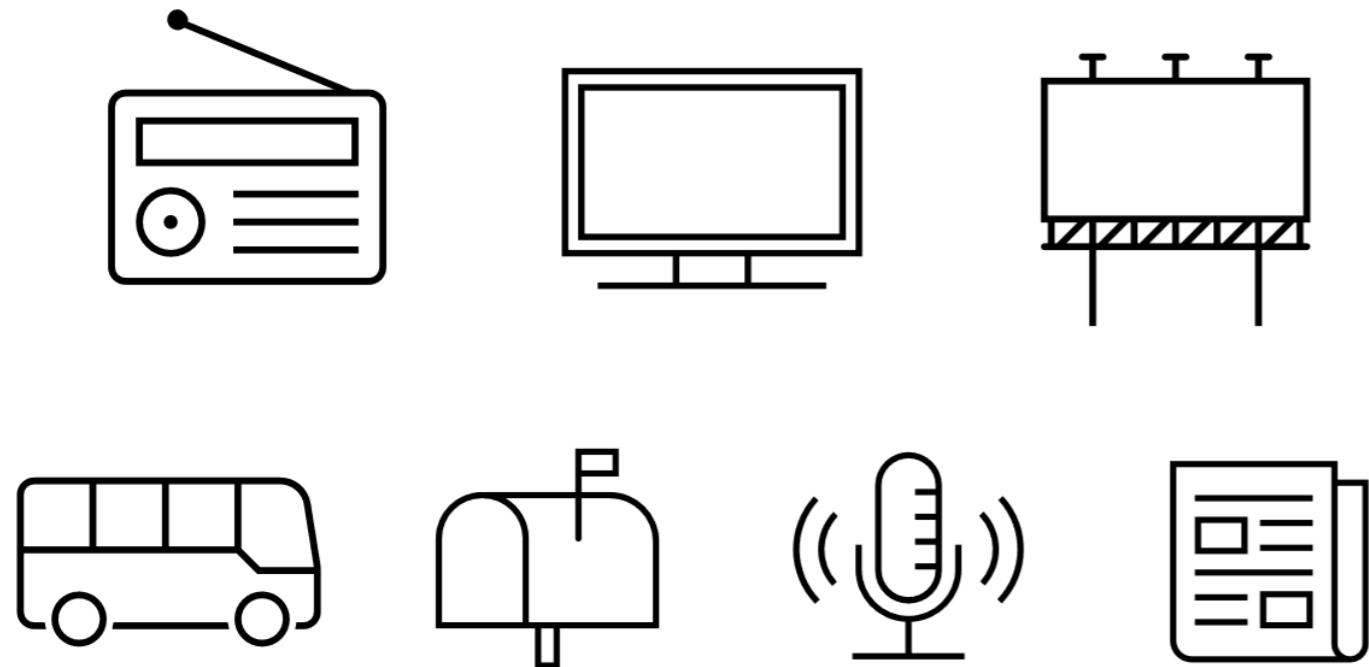
Examples of Direct channels

Direct channels are ones we access digitally and click on.

- **Paid search ads** (search results via Google or Bing)
- **Social media ads** (Instagram, Facebook, LinkedIn, etc.)
- **Sponsored content** (articles / posts)



Examples of Indirect channels

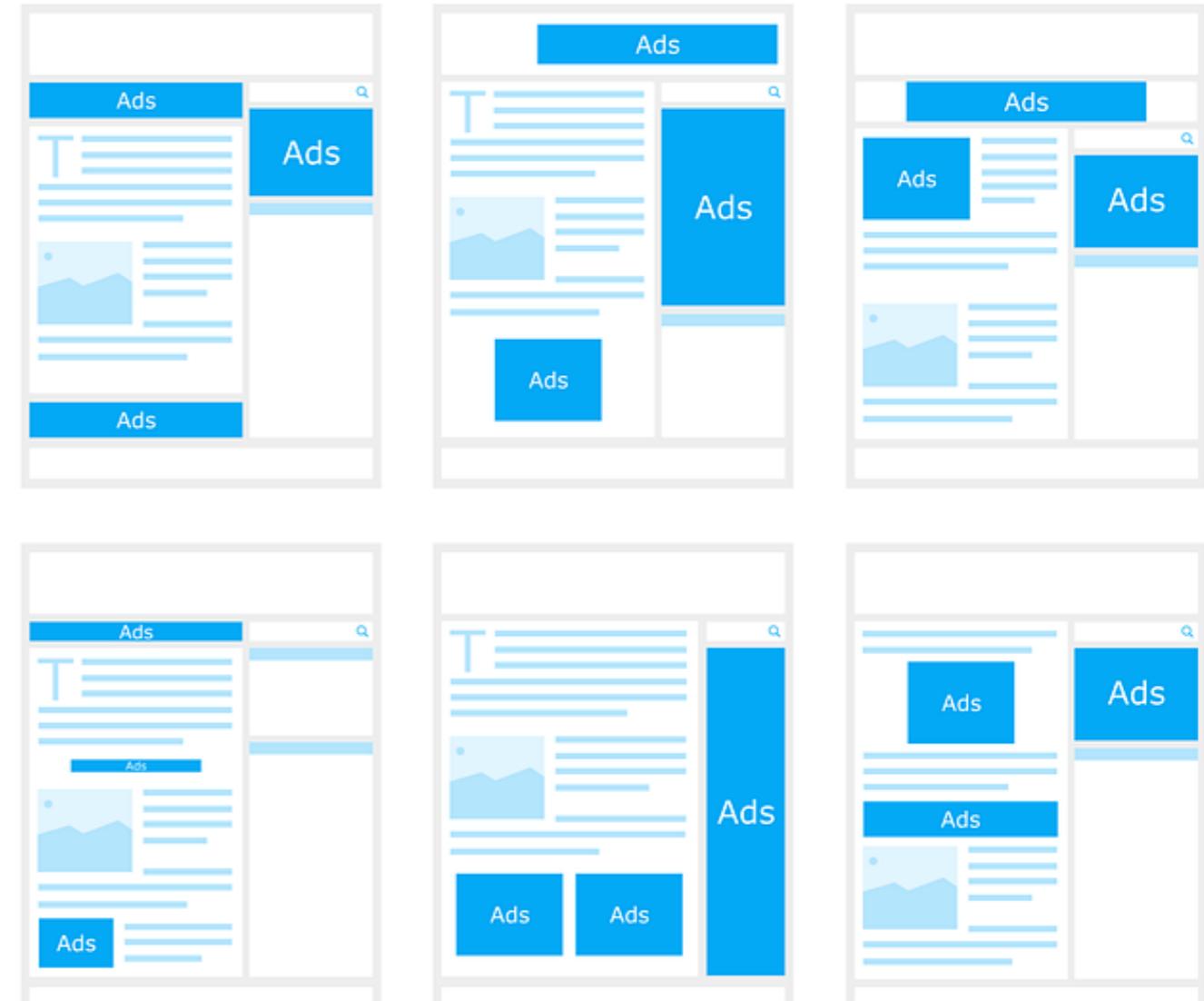


Ads we listen to or watch and **cannot click**:

- TV
- Radio
- Podcasts
- Billboards
- Public transportation
- Direct mail
- Print newspapers
- Tend to be higher cost than Direct
- Measuring efficacy is key

Clickable Indirect impact: display advertising

- Display banner clickthrough rates are usually <1%
- Negligible impact on clicks = Indirect
- Radio and TV are migrating to digital ads on streaming platforms



¹ 200 Degrees from Pixabay

Time to try it out!

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