

# Персонализация рекламы: маркетинг, основанный на данных

Юлия Ицикзонайте,  
Менеджер по работе с ключевыми  
клиентами

20 Июня, 2017

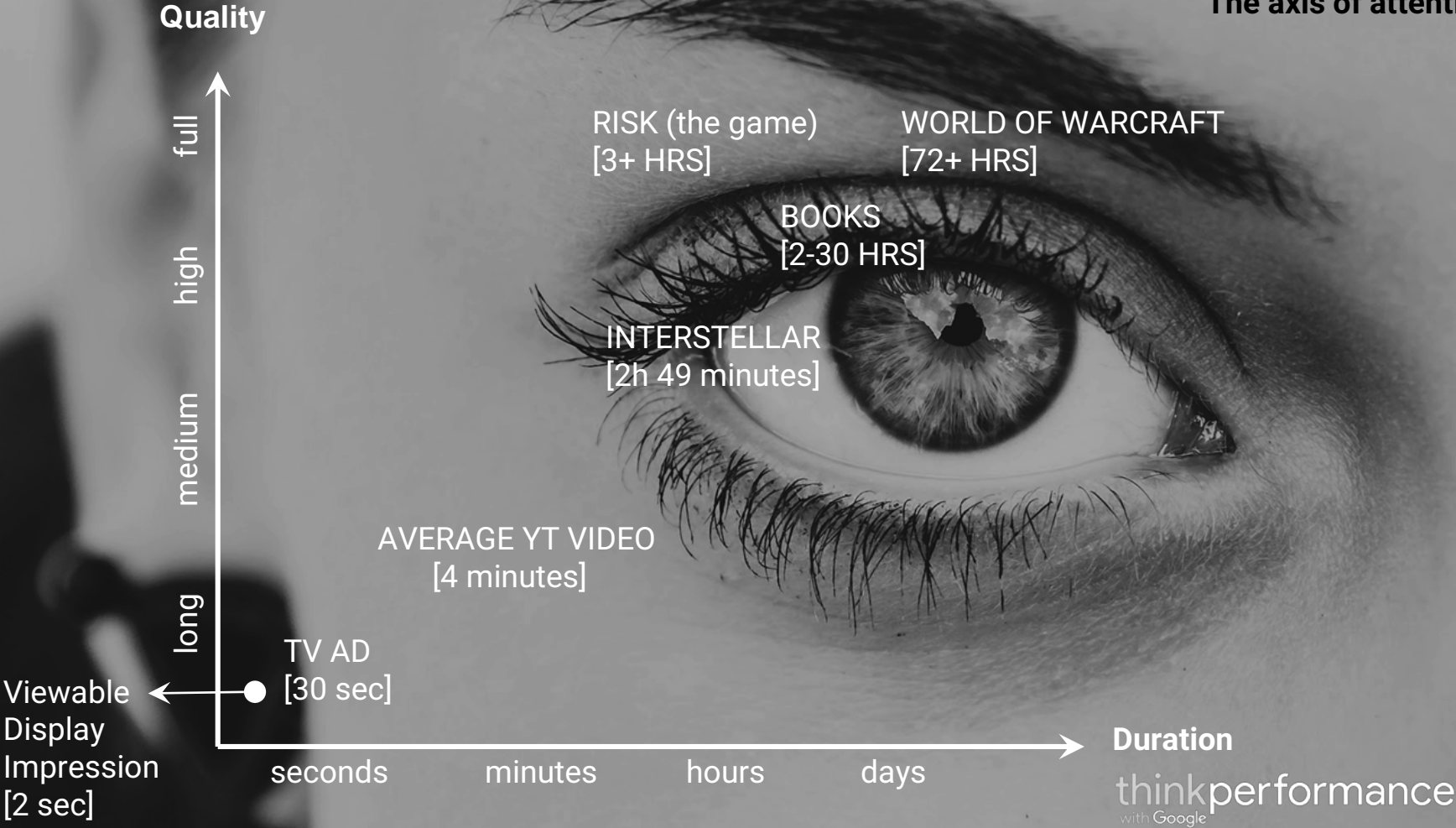


thinkperformance  
with Google



thinkperformance  
with Google

The axis of attention





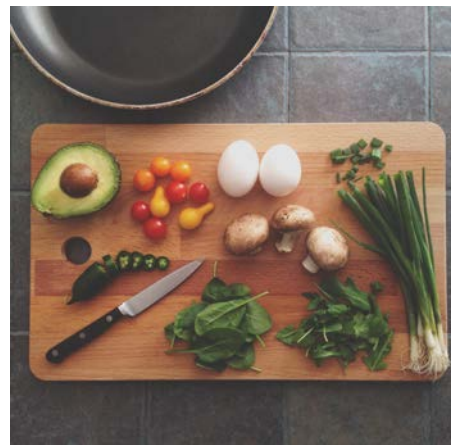
# Follow the user



Sports  
is a **man's  
game**



Gaming  
is **for kids**



Women are  
**homemakers**



Men  
**buy cars**

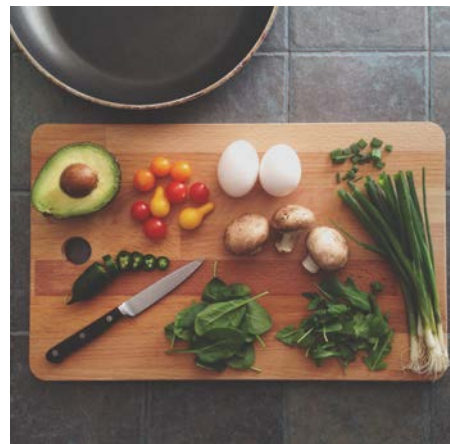


**60%+**

of sporting goods shoppers  
who engaged with relevant  
YouTube content on mobile  
**are female**



Gaming  
is **for kids**



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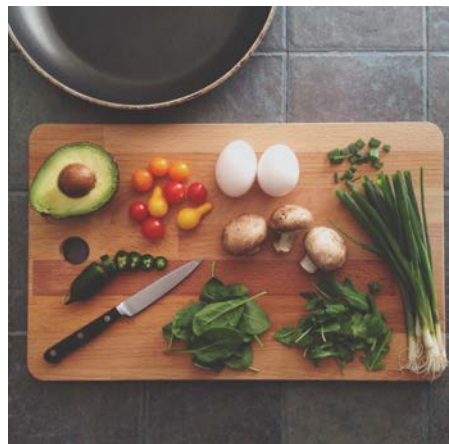
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**45%+**

of video game  
searchers on mobile  
**are 35+**



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**are 35+**



**40%+**

of home-goods searchers  
on mobile  
**are male**



Men  
**buy cars**



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of sporting goods shoppers  
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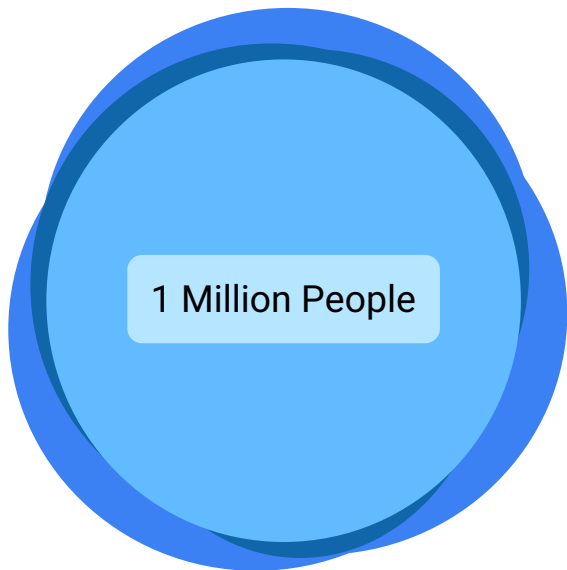
**40%+**

of home-goods searchers  
on mobile  
**are male**



**60%+**

of auto searchers  
on mobile  
**are female**



**Demographic  
Buying**



**Signal Based  
Buying**

# What Do We Really Mean By Data Signals





# LANCÔME

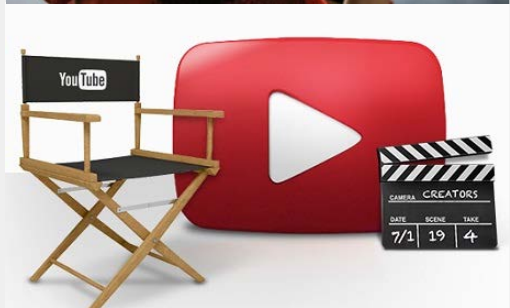
PARIS



## BEHAVIOR & INTERESTS



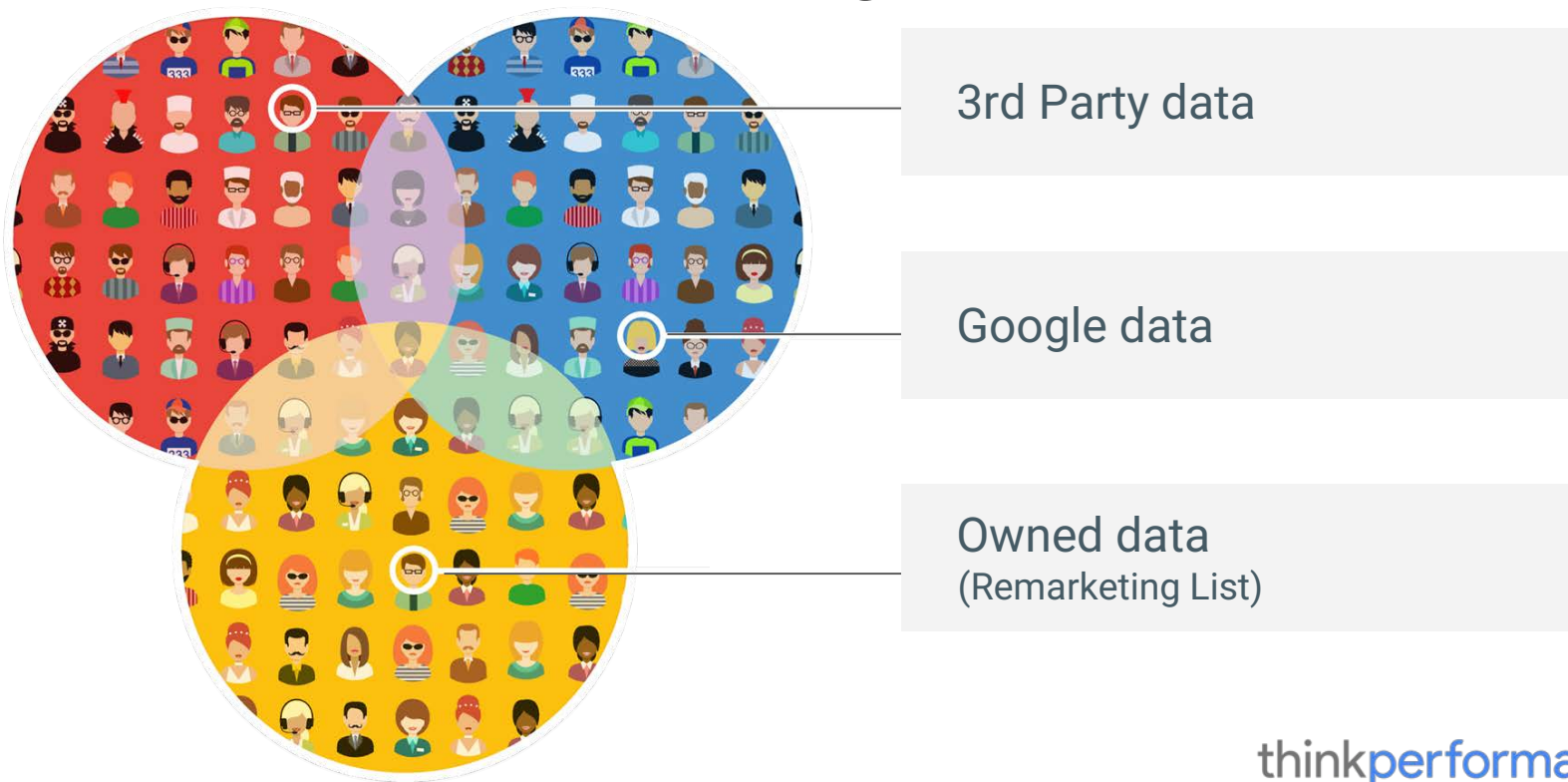
## MEDIA TOUCHPOINTS



## ENVIRONMENT



# Where To Look For The Signals





Interaction  
with your brand



How they are  
behaving online



What interests  
they have



Their history  
of purchase



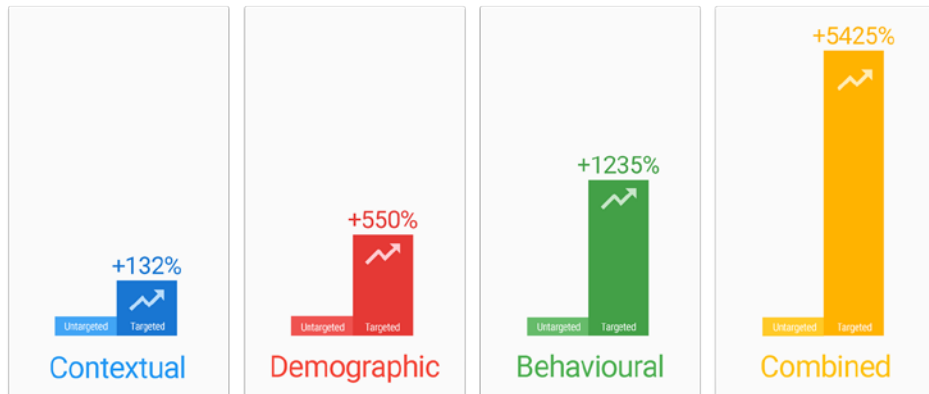
If they have  
seen your ad



Their life-stage,  
age & gender



# Using signals drive increased performance, but combining them leads to exponential increases in performance



**-10%**      **-32%**  
CPC              CPA

\*Source: BCG, "Cutting Complexity, Adding Value" May 2013 and "Adding Data, Boost Impact" September 2014

\* Source: Acxiom Feb 2013

# Key Takeaways

1

## **USER FIRST**

Follow the user to understand him/her better

2

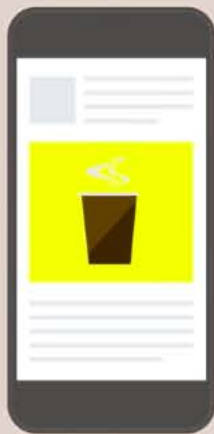
## **DATA CHALLENGE**

Leverage all data points to build the right moment with the right message.

3

## **DATA DRIVEN CREATIVE APPROACH**

To win people's attention with traditional media approach is not enough



**Спасибо!**