MEASURE TOMORROW

APPLIED ANALYTICS IN MARKETING

NOVEMBER 2019

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WITSIDE

ABOUT WITSIDE

Leading the Augmented Analytics Industry

Clientele
> More than 350 happy customers

01

Meet us across the world
> Present in more than 11 countries

02

Awards
> Award winning solutions and applications

03

Growth
> Moving in 19% growth rate

04

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THEY LOVE US

Embedding Technology Partners

TECHNOLOGY PATNERSHIPS

Attunity

- > Leader in the Data Integration Field
- > Recognized as Challenger in Gartner Magic Quadrant for Data Integration tools
- > More than 1,200 customers globally

Alteryx

- > Leader in the Data Science & Machine Learning
- > Recognized as Challenger in Gartner Magic Quadrant for Data Science & Machine Learning
- > More than 1500 customers globally

Qlik

- > Leader in the Data Analytics
- > Recognized as Leader in Gartner Magic Quadrant for Analytics & BI
- > More than 50,000 customers globally

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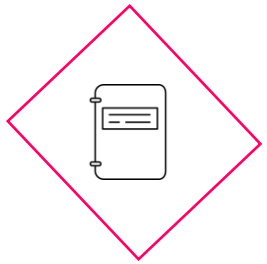
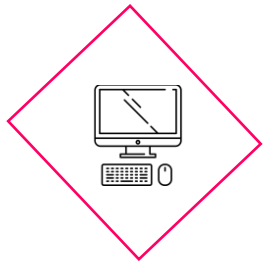
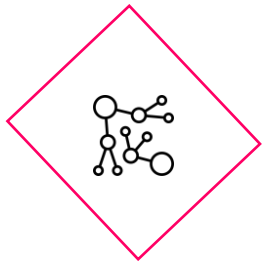
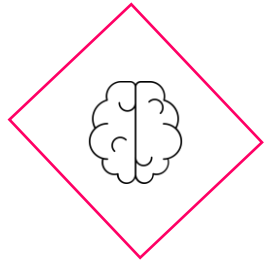
MARKETING TODAY

The Evolving Role of Marketing

ERA	ANALOGUE **1975-1990s**	DIGITAL **1990s-2007**	CONNECTED **2007-2018**	INTELLIGENT **2019**
				
ROLE OF MARKETING	Awareness and guarantor of quality	Differentiator as products commoditise and brands seek extension	Provision of service layers on top of commodity goods and digital product and service models	Move to deepest customer insights to date and the ability to action them
BRAND ROLE	Product differentiation by features	Awareness and context in proliferating digital channels; ecommerce	Moving beyond products to brand stretch into associated services seeking augmented and cultural relevance	Seeking highly personal and highly relevant roles in individuals' lives

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MARKETING TODAY

The Rise of Data Driven Marketing

- Multiple touchpoints (physical, digital) creating a huge data volume
- Digital marketing is taking over the field significantly contributing in the increase of data gathering
- Personalization (personalized content, communication, products) powered by the data availability
- Omni-channel marketing requiring the usage of multiple platforms
- User - generated content, encouraging the audience to generate their own content by offering an incentive

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IN SHORT, MARKETING ANALYTICS IN DECISION MAKING WILL BE USED DRASTICALLY

TYPES OF DATA

> In order to catch up with the rise of data, first of all let's clarify their species

> Structured Data

- Includes clearly defined content – think alphanumeric and numeric characters-and is traditionally stored in a neat format

> Unstructured Data

- Refers to data that doesn't fit neatly into the traditional row and column structure of relational databases. Examples of unstructured data includes: e-mails, videos, audio files, web pages and social media messages

> Semi-structured Data

- Includes loosely formatted numbers or characters contained in a field that is itself unstructured and not as easy to process as structured data. For example a tweet or a user comment posted to a web page

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Top Challenges marketers have to face

Time is a precious commodity when it comes to actionable marketing analytics

> Searching for data they know exists, including investigating email conversations and siloed files

> Prepping and blending data derived from Excel Spreadsheets, homegrown databases, and other sources

> Asking from help from IT department to extract, transform or load data

> Waiting for other departments to take their own step in the analytics process

> Completing tasks that require manual intervention- like generating report- which could be automated

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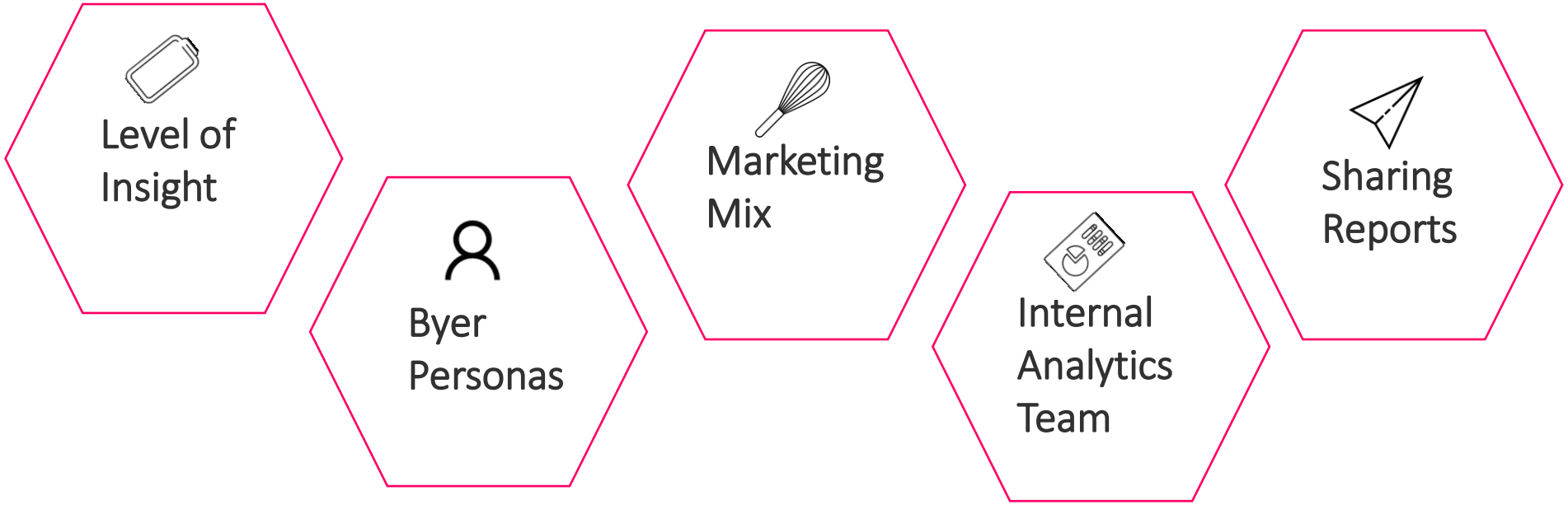
Identifying the right analytics solution

Top factors to be taken into consideration



- Level of Insight
- Byer Personas
- Marketing Mix
- Internal Analytics Team
- Sharing Reports

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Identifying the right analytics solution

What level of insights do you need?

Questions about campaign performance, marketing spend, effectiveness. High-level data, data from multiple sources.

How many buyer personas do you have?

More sophisticated customer segmentation capabilities. Identify most profitable target markets, determine specific customers for cross-selling, upselling.

How complex is your marketing mix?

If your marketing mix tends to be complex, integrating customer data will be of higher importance to you. Target and engage the right prospects and clients

How capable are your analytics resources internally?

Evaluate your team's analytics skills. Determine how much time can be allocated to data analysis and insights presentation to stakeholders.

How do your stakeholders need to receive reports?

Find a platform that provides interactive data views where users can slice and dice data on the fly. Create highly visual dashboards and summaries of KPIs to provide these snapshots

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APPLIED ANALYTICS IN MARKETING

Top KPIs to watch focusing on customer success

Annual Recurring Revenue (ARR)	This metric captures the money that comes in every year for the life of a subscription or contract. More specifically, ARR is the value of the recurring revenue of a business's term subscriptions normalized for a single calendar year.
Customer Health Score	This metric calculation can vary from one company to another but it is designed to measure a customer's overall success with a product. Typical KPIs can include login activity, feature usage, support history, subjective inputs, etc.
Customer Satisfaction Score	This is a measure of short-term customer satisfaction with a business, purchase, or interaction. It's calculated by asking a question, such as "How satisfied were you with your experience?" There's a corresponding survey scale, which can be 1 – 3, 1 – 5, or 1 – 10.
Net Promoter Score	This score measures and evaluates customer loyalty by asking a simple question: "On a scale of 1-10, how likely are you to recommend the product/service to a friend?" Responses are sorted into three buckets: Promoters, Detractors, and Passives. NPS is a reliable leading indicator of future customer behavior, including renewal, expansion, and advocacy.
Customer Retention Rate	This metric, measures customer retention in terms of number of customers lost, not revenue lost
Net Renewal Rate	Rate of customers renewing and expanding. It differs from Gross Renewal Rate which only shows the rate at which customers are renewing and does not take expansion into account

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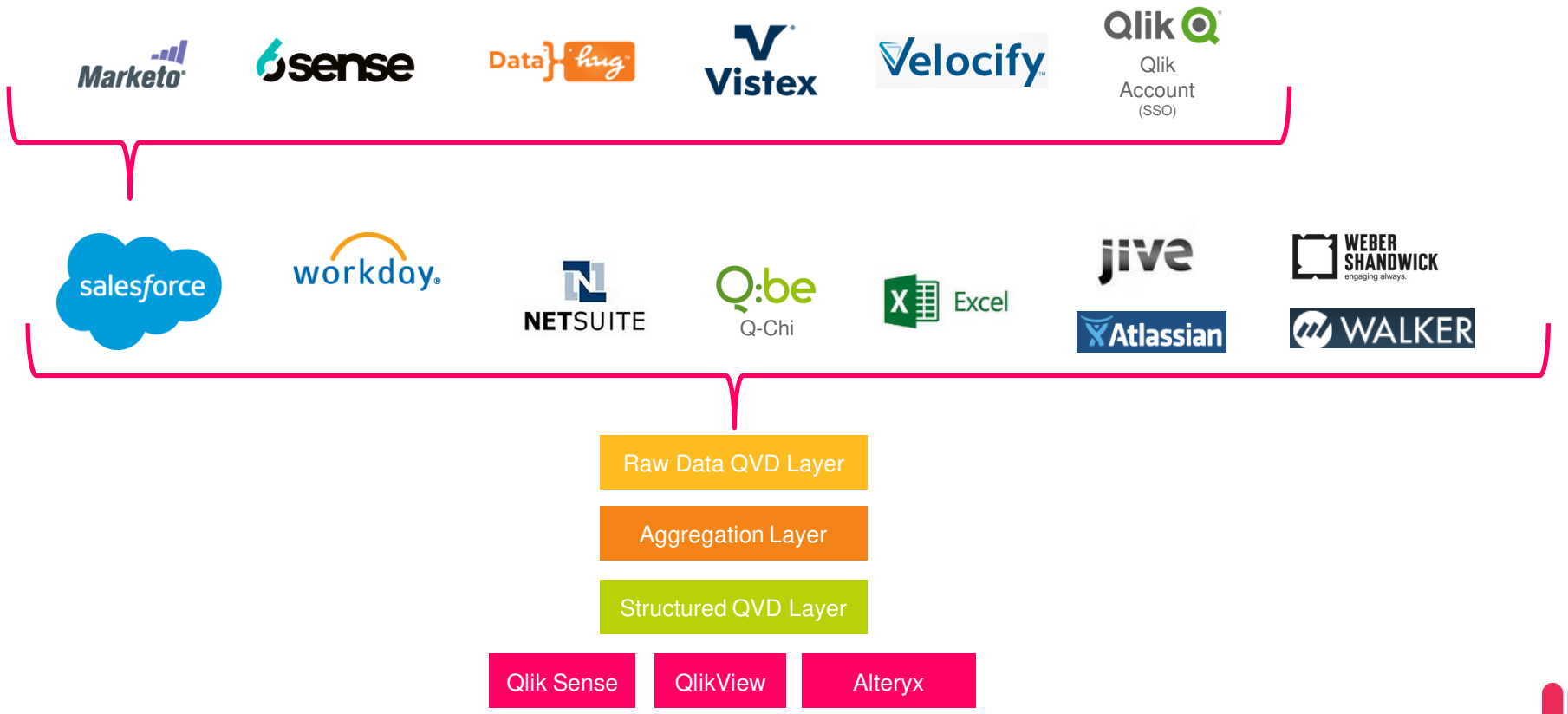

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Real-World Impact of marketing analytics

Campaign Performance

- Optimize marketing strategies
- Make the customer journey more compelling
- Track and measure campaign performance
- Improve targeting, conversion and ROI
- Analyze customer sentiment and increase brand awareness
- Easy-to-use analytics that include response modeling and A/B testing

Customer Segmentation

- Deliver greater ROI – target the right prospects and your most valuable customers
- Specify targets for up-selling and cross-selling
- Measure KPIs like customer lifetime values, activation and churn
- Improve conversion
- Create predictive models in a drag-and-drop environment—without any coding—to determine future buying behavior and campaign response

Web Analytics

- Integrated channels to deliver a consistent brand experience
- Improve brand awareness and customer loyalty
- Rapidly identify opportunities and threats
- Create a single view across structured and non-structured data

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"Implementing Qlik has cost less than 20% of the alternative solutions. The payback period was just a few months." Mats-Olov Eriksson, Director, Finance Data Architecture, King.com

- Better understand the lifetime value of its 40 million customers.
- Easily draw insight from Hadoop data where 2 billion new rows are produced daily.
- Empower financial analysts to measure ROI on marketing campaigns for the first time.
- Less than 20% of cost of other solutions

RYANAIR

"Ultimately, we want to find the best ways to make our customers happy on-board, while being able to offer them the lowest fares on the market – and Qlik gives us the foundation to make educated decisions which will make that notion a reality."
Shane Finnegan, Senior BI Developer, Ryanair

- Tailor personalized offers to customers.
- Perform granular analyses on performance by route to quickly pinpoint which routes to promote on its home page.
- Customize pricing and sell seats based on preference.
- Data on 1,800 daily flights connecting 200 destinations

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bookmyshow

"Instead of making someone learn SQL and Mongo, and taking about six months of time [for training], the guys who are joining the team today usually take about a week or two to get on the line of work and they are able to make their own workflows." Anujay Mathur, Analytics team leader

- Generate reports in just a few hours instead of two full days, vastly improving their marketing agility
- Predictive analytics for targeted marketing increased email conversion rate. BookMyShow provided analytic insights to event venues, making them a trusted partner
- The intuitive interface allows a new hire to be trained and productive quickly, learning from prior work to innovate and explore new ideas in data

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THANK YOU!

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