



**MARKETING GOES FROM**

*Spray and Pray*  
to  
*Locate and Engage*

*by Srikanth Ramachandran*

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# MARKETERS ARE RACING TO GET A “SINGLE CUSTOMER VIEW”

*ML and AI-driven platforms are being used to consolidate thousands of data-points*

## First Party Data



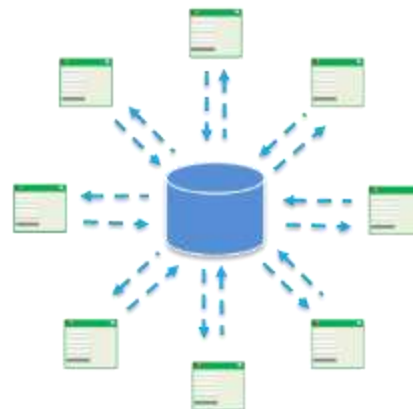
First-party data is the data that you collect directly from your customers and potential customers.

## Second Party Data



Second-party data is the first-party data collected by a “partner” company, made available for our use on some basis

## Third Party Data



Third-party data is collected from customers by a company that isn't directly involved in the transaction.


## DMPs

 eyeota

A person wearing a red robe is seen from behind, sitting on a dark, rocky ledge. They are looking out over a lush, green hillside that is densely packed with buildings, including a prominent church with a tall spire. The scene is set in a misty or overcast environment, with many birds flying in the sky above. The overall atmosphere is contemplative and serene.

**WHO AM I?**

*a never-ending search*





***YOUR CUSTOMER IS MORE THAN  
WHAT THEY DO ONLINE***

*Focus is shifting to measuring  
offline movement, where people  
spend **most** of their time*

# THE OFFLINE JOURNEY

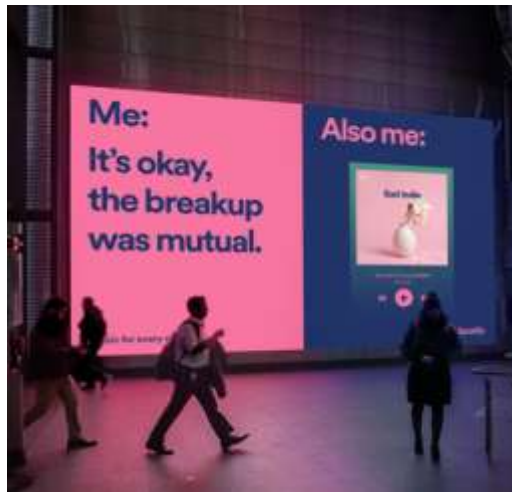


# *How do you Reach, Engage and Influence Moving Audiences ?*



LOCATION DATA IS THE **KEY**

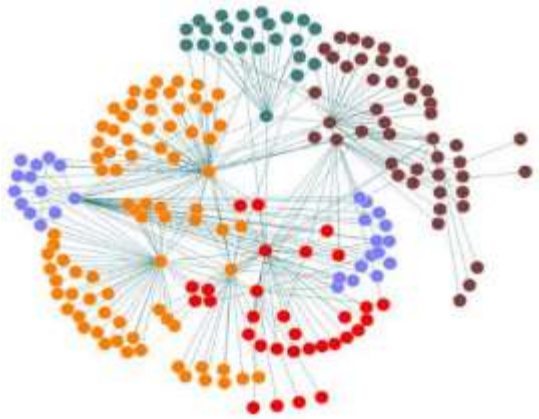
# ENGAGE MOVING AUDIENCES AT THE **RIGHT LOCATION + RIGHT TIME**



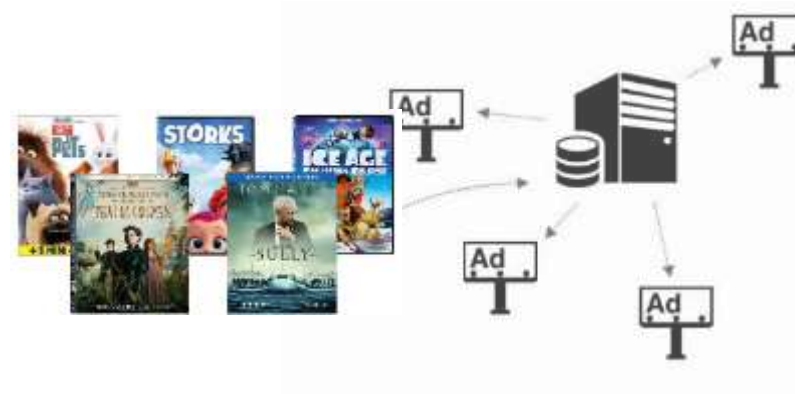
# AND SERVE THE RIGHT CONTENT TOO...

## People and Location Adaptive-Content Engine (PLACE) -

What if you could use audience and usage data to inform creative decisions, in real time?



Location Data helps to understand the audiences around the media assets



PLACE maps the location audience clusters to multiple creatives



You can now serve the right creative and message at the right times based on the audience clusters



## Use Case : Shell's Personalised Billboards



### **SHELL V POWER Challenge**

Create Malaysia's first Personalised billboard that talks to drivers - triggering vehicle brand-specific messages

### **SHELL V POWER Execution**

The billboard was equipped with vehicle recognition and dynamic content serving technology.

Content would be triggered from a set of 7 creatives based on the vehicle waiting at the red light.

***THE MINORITY REPORT FUTURE***



# PROGRAMMATIC Xaxis Amplifies Domino's-Mobile Legends



Domino's wanted to reach gamers and tech enthusiasts to drive purchases of their "515 Unite Day" pizza offer



An optimised campaign plan was built based on - DOOH screens near Domino's stores, and times when a high density of the target audience was seen around them



The proposal is accepted on DV360, where creatives are assigned and impressions get reported



Creatives automatically get loaded onto MA-Registry for media owner approvals then get served using our content management software

**OFFLINE MEDIA HAS BECOME THE MOST EFFECTIVE  
DRIVER OF ONLINE *ENGAGEMENT***



**AND LOCATION DATA IS THE DRIVER OF  
THAT *OFFLINE ONLINE INTEGRATION***



Thank You

Any questions?