Welcome
Merkle: Visualizing big marketing data in the cloud

Amanda Gessert
Senior Director, Marketing Intelligence
Merkle, Inc.
A leading Customer Relationship Marketing agency

5,500 employees in 50 global office locations

400+ world-class clients across multiple industries

3.7 billion first-party customer records managed
We help the best brands in the world create competitive advantage through people-based marketing.

We believe in marketing to people not proxies.

We believe the future of marketing is personal, informed by data, powered by technology, and delivered through creativity.
What is Attribution?

Day 8-30
Actual Experience

Day 1-7

Day 0-1

Mass Media
- TV
- Direct Mail
- Alt. Media

Direct/Targeted Media
- Display
- Email
- Web
- Paid Search Click

Actual Experience

TV
Direct Mail
Alt. Media
Display
Email
Web
Paid Search Click
Direct Attribution

Credit often applied to bottom of funnel touches. Other touches ‘invisible’

Creates flawed financial view of performance
Multi-Touch Attribution

Connected Attribution leverages a fractional approach to attribution and quantify the incremental impact of marketing activity.

Day 8-30
Day 1-7
Day 0-1

Actual Experience

Direct or Rules Based
Credit often applied to bottom of funnel touches. Other touches ‘invisible’. Creates flawed financial view of performance.

Multi-Touch
Model-adjusted interaction. Most accurate and actionable.

Actual Experience

Direct or Rules Based

Multi-Touch

Mass Media
TV Direct Mail Alt. Media

Direct/Targeted Media
Display Email Web Paid Search Click
Multi-Touch Attribution

Connected Attribution leverages a fractional approach to attribution and quantify the incremental impact of marketing activity.

Day 8-30

Day 1-7

Day 0-1

Actual Experience

Direct or Rules Based

Who is this guy?

Credit often applied to bottom of funnel touches. Other touches ‘invisible’

Creates flawed financial view of performance

Model-adjusted interaction

Most accurate and actionable

Multi-Touch Attribution

Mass Media

Direct/Targeted Media

TV

Direct Mail

Alt. Media

Display

Email

Web

Paid Search Click

3%

14%

3%

8%

5%

5%

5%

15%

5%

5%

30%

9%
Addressability connects identifiers

Addressability at scale and identity management enable brands to better connect with individuals to create competitive advantage by delivering more targeted, personalized experiences to consumers.

<table>
<thead>
<tr>
<th>Name &amp; Address</th>
<th>Phone #</th>
<th>Email Address</th>
<th>Cookie &amp; Device ID</th>
<th>Person ID</th>
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<td>1990</td>
<td>2018</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Rise of People-Based Marketing
Allowing us to market to real people

Proxies

Cookies, device ID, panel info

Real People

Name, address, email, phone number, person ID
Event stream and attribution analysis = Better marketing decisions
…business that integrate multiple sources of customer and marketing data significantly outperform other companies in terms of sales, profits, and margin. They also had dramatically higher total shareholder returns.

Harvard Business Review Study
Why doesn’t everyone do it?
Because integrating marketing data looks like this.
And analyzing integrated marketing data looks like this.
Let’s jump into a case study!
Case Study: Overview

- Merkle engaged with an International Travel Company to build an event stream.
- We started by integrating DCM and CRM data in Google BigQuery and demonstrating why an event stream is powerful.
Case Study Demo
Case Study: Phase 1 Big Wins!

- Our client was very excited they had event stream data!
- They saw the value in using Tableau to analyze their big data and uncover insights
- The excitement spread toward integrating additional data sources and developing multi-touch attribution
Case Study: From Phase 1 to Phase 2

• We built connected multi-touch attribution modeling to weight the interactions.
• We built Tableau dashboards and uncovered new insights about conversions and ROI.

“I’d only ever seen smoke and mirrors before I saw this. This is real.”
Case Study: Technology

- Cloud-based architecture
- Event stream and identity layer
- Attribution modeling
  - Top down marketing mix models (MMM)
  - Bottom up multi-touch attribution models, focused on digital and direct marketing (MTA)
  - Results calibrated into single view of the truth – Connected Attribution solution
- Tableau dashboards with real-time updates
Case Study: Architecture Phase 1

Google Cloud Platform

- Data Transfer
- Impression
- Activity
- Click
- Match

DataFlow/ETL

Google Cloud Storage

Tableau Server

- Raw Event Stream
- BigQuery

CRM
Case Study: Architecture Phase 2

Google Cloud Platform

- Modeled Event Stream
- BigQuery
- Impression
- Activity
- Click
- Match
- DataFlow/ETL
- Google Cloud Storage
- CRM
- X+

Tableau Server
Case Study Demo
Case Study: Phase 2 Big Wins!

- Decisions based on more accurate multi-touch attribution data
- Our client saw HUGE gains in the efficiency of their marketing spend
- Questions asked and answered using more accurate and effective revenue-based metrics
- Our relationship with the client grew
“I want to do this too! Where do I start?”
Our Recommended Approach

Start simple with these three easy steps.

Start Small.
Build an event stream with DoubleClick and limited CRM data.
The Google Cloud Platform makes loading and querying data easy.

Prove Value.
Build dashboards to uncover insights in your customer’s behavior.
Tableau makes visualizing and analyzing data easy.

Build Out.
Use the insights you’ve learned to drive what data you load next.
Google Analytics 360? AdWords? This is just the beginning.
Start Small.

Integrate DoubleClick and Customer data into an event stream.

<table>
<thead>
<tr>
<th>Cust ID</th>
<th>CRM Segment</th>
<th>Timestamp</th>
<th>Source</th>
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<td>DCM</td>
<td>Impression</td>
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<td>2/1/2018</td>
<td>DCM</td>
<td>Click</td>
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<td>DCM</td>
<td>Purchase!</td>
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</table>
Prove Value.

Build your event stream dashboards.

Cross Channel Analysis

Campaign Analysis

Event Stream Analysis
Link identities and add data like Google Analytics 360 to the event stream.

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Leverage an attribution model to apply weights to your event stream activities.

<table>
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<tr>
<th>Attrib. Weight</th>
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Build Out.

Build attribution dashboards leveraging the event stream and attribution models.
Thank you!

Amanda Gessert
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