



TURN

Building Audience-First
Digital Marketing Strategies

Smart Market: Vol. III

Data-Driven Marketing, Demystified

IT'S TIME FOR A NEW APPROACH TO MEDIA PLANNING

These days, marketing is all about understanding your customer. And no customer presents a greater marketing opportunity—and challenge—than the “perpetually connected consumer,” or PCC. Forrester defines the PCC as a person *“who owns and personally uses at least three connected devices and accesses the Internet multiple times a day from multiple physical locations, at least one of which is ‘on the go.’”* But at Turn, we think of the PCC as the smart marketer’s best friend.

Where technology and information are concerned, instant gratification is now a given. With a simple push notification, the click of a button, or the swipe of a screen, we chat with friends around the world, listen to a favorite song, or check the status of a delivery.

But even while we enjoy the conveniences of “perpetual connectivity” as consumers, we know these expectations raise the bar for our work as marketers. Catering to the needs of PCCs along the path to purchase is no longer a nice thing to do; it’s a marketing imperative.



42% of U.S. online adults qualified as PCCs at the end of 2012, with that number rising to 50% in 2014.¹

PCCs aren't the exception any more—they're becoming the rule.

MARKETING TO TODAY'S DISTRACTED CONSUMER

Successful marketing has always been about telling a rich story—one that engages your audience and moves them to action. Over the years, competition for consumers' attention has increased immensely.

With the widespread growth of internet connectivity, the opportunity to target your users is significant, but requires an assessment of workflow and tools. With a broader understanding of how connected

consumers engage with your brand—across a variety of devices and media channels throughout the day—you can better anticipate how to reach customers on their own terms.

Sophisticated consumer intelligence and audience-centric media planning makes it possible to create a sequence of communications that spans various devices, and then to track and measure each customer interaction.

EMBRACING A NEW WAY OF THINKING

In order to transition to audience-first marketing, you'll want to answer some fundamental questions about your audience: In what context do they engage with your brand? What behaviors are you trying to elicit or change? What is your optimal customer journey?

With your answers in mind, you will need to unify your customer and prospecting data to

get a complete picture of who is most likely to buy your products.

Only then will you have the information you need to effectively coordinate communications programs to meet your distinct audience segments on the right platform, with the right message, at the right time.

BUILDING AUDIENCE-FIRST DIGITAL MARKETING STRATEGIES

Once you've clearly defined your audience, you'll be ready to plan your strategy. Instead of focusing on channels or complex technical solutions, you can concentrate on telling the story of your brand and products—and reach customers at precisely the moments they'll be most receptive to your message.

Because today's consumer is accessing content across multiple devices at any given time, siloed, channel-based marketing—via display, mobile, social, video, or TV—just doesn't work the way it once did. You need a more holistic approach, which embraces

your customers' experience with your brand throughout the entire customer journey.

Developing a media plan that embraces the various channels in a coordinated manner, rather than focusing on a single channel, will provide you with the data-driven insight about your audience behaviors and interests that you need to continuously inform and improve your marketing strategies. It also enables you to plan programs to identify and reach new prospects that fit your customer segments.

“It used to be that marketers didn't need to know where customers were, just what they wanted to watch. Today it's the opposite: We think about where consumers are first, then we decide how best to engage them. But marketers must be willing to go deep—the days of targeting 18-35 year olds are over. Now we have the resolution we need to find the 50,000 people out of a million who are really going to impact our bottom line.”

— Paul Alfieri, SVP of Marketing, Turn

YOUR AUDIENCE-FIRST TO-DO LIST

1 Determine your business and communication goals.

Are you trying to increase awareness of your brand or products?
Increase brand engagement? Drive sales?

2 Align your team to your goals.

Instead of assigning broad goals to your marketing team as a whole, consider tasking specialized groups with ownership of various stages of the customer journey such as:

- Increasing brand and market awareness
- Driving qualified traffic
- Nurturing and converting leads
- Maintaining loyal relationships with customers

3 Define parameters for your campaign.

What are your advertising and engagement goals? How targeted or broad is your audience?
What's your budget? How will you evaluate success?

4 Model customer segments.

Using your own first- and third-party data, develop a detailed portrait of your target audience. This is especially critical in the age of multiple digital channels, since it forms the basis for understanding how your target customer group behaves. Added bonus: This level of customer intelligence may be used to support other strategic goals.

Don't overlook existing customers. Too many marketers prioritize the acquisition of new customers and lose out on opportunities to nurture the existing ones. Are you doing everything you can to nurture, cross-sell, and upsell your customers?



REAL STORY

One top insurance company, known as a leader in digital marketing, attributes their success to a close partnership between their direct-response and brand teams.

A lead on the programmatic team says, "We're situated so that all of our mass media, email, direct mail, our creative team, brand team, we're all on the same floor and we talk frequently. So with any insights we gain on a daily basis, or even on an hourly basis, we can go talk to our colleagues and say, 'We saw this happen. Was that because of you guys? What did you do over there?' Constant communication is the foundation of everything we do."

5 Learn from and respond to results.

Your audience-first strategy shouldn't end at delivering an ad to a user. It's important to measure and learn from your customer engagements for continuous improvement.

Allow your targeting parameters and key performance indicators (KPIs) to be the guiding principles of your campaign's success. Let your demand side platform (DSP) optimize against the real-time results of your digital campaign to find the right mix of advertising.

With immediate results from your campaigns, you may uncover hidden patterns and consumer truths you weren't able to capture before.

“Lots of data points lead to lots of possibilities, which can produce uncertainty and anxiety for some folks. But don't get overwhelmed. Even with a zillion bits of data at your disposal, your objectives stay the same.

At Sq1, data makes our marketing better in real time, powering refined customer segments and more effective messaging.”

— Brandon Bethea, Chief Technologist, Sq1

6 Reap the rewards of audience-first marketing.

As your marketing strategies get smarter, your targeting becomes more effective and your segmentation more precise—and you have more information to make critical marketing decisions. This is where the finest nuance or tweak can take an average program and make it superior.

Rather than relying on hunches and past experiences, you can gain the confidence to deliver or tell your story in ways you might never have considered. Supported by key insights about your customers, you may have more data to pitch an otherwise risky or unprecedented program to your executive team.



**BY 2017, THERE WILL BE
5 CONNECTED DEVICES FOR EVERY
INTERNET USER WORLDWIDE²**

THE BOTTOM LINE

Reset your strategic focus from channel-first to audience-first.

Channel-based thinking got us where we are. When television went mainstream in the 1940s, advertisers flocked there from radio, and channel-based thinking was born. Now, thanks to DVRs, nonlinear programming, and streaming devices, it's not where you advertise, but to whom, that matters most. It's time for a change. Audience-first strategies are fundamental to delivering the right message on the right platform at the right time.



REAL STORY

Using an audience-first approach, a media company working on behalf of a Fortune 500 company was able to identify a high-value audience segment need that would likely have been overlooked by traditional research.

“I would have normally said, ‘Let’s do a survey. Let’s talk to a couple hundred people that fit this audience demographic across the country and hopefully we’ll learn something.’ Instead, we looked at the data to identify millions of this audience segment and how and why they’re engaging with similar content.” The insight they captured impacted the website content strategy and tone.

“There was such a small difference in consumer behavior which turned out to be incredibly important to our business, but not one that a consumer might have been able to actually articulate to us. Just think about how powerful those observations of behavior at scale can be in compliment to traditional tools and techniques.”

FIND YOUR AUDIENCE-FIRST MARKETING QUOTIENT (MQ)

WHO? Know your audience.

CHECK ONE

YES NO

Do audience segments exist within your marketing plan?

 YES NO

Does your organization use the same segments for online and offline outreach?

 YES NO

Do you have control of or access to first- or third-party customer data?

 YES NO

Is all your data centralized in a single database or repository?

 YES NO

Do you use look-alike modeling to expand your reach to potential customers?

 YES NO

When planning a campaign, do you start with your customers (rather than device or channel)?

 YES NO

HOW? Understand brand engagement.

YES NO

Do you understand each audience segment's preferred channels and times of engagement?

 YES NO

Do you look at how brand touch points influence customer behavior?

 YES NO

Are you actively changing your audience segments based on new data and information? For instance, would you move a customer into a new segment after purchase?

 YES NO

Do you use last- or multi-touch attribution to gain insight into how your media plan is delivering?

 YES NO

WHAT NEXT? Act on audience insights.

YES NO

Does customer data inform your strategic process?

 YES NO

Does customer data inform your creative process?

 YES NO

Do you adjust your creative, messaging and/or content based on customer behavior?

 YES NO

Do you optimize campaigns in-flight based on results?

 YES NO

Do you think of your organization as customer-focused?

 YES NO

Tally your answers. The number in the YES column is your personal Audience-First MQ.

TOTAL

 YES NO

Read the next page to put your score in perspective.

IF YOUR MQ IS...

0-5

This is your call to arms. You know what you need to do; now get out there and do it. Take steps to capture the data that already exists within your organization, figure out what you need to fill in the gaps, build a portrait of your audience, segment and target—and you'll be laying the groundwork within your organization to deliver the right content to the right customers at the right time.

6-10

Your organization is primed to put audience-first thinking to work. You've got some momentum, and it's up to you to see it through. What next? Think about which pieces of the audience puzzle are still missing in your organization: Is your data centralized?

Are your offline and online marketing teams working in alignment to reach the same customers with the most effective message possible? Take it one step at a time, and your business will soon reap the benefits of smart, audience-first marketing.

11-15

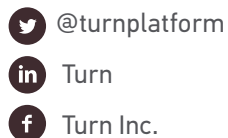
You're on the right track, but don't pat yourself on the back just yet. Audience-first thinking demands a long-term, enterprise-wide commitment to putting your consumers at the center of your business—not just your marketing.

Start thinking about how you can seed audience-first thinking beyond the marketing team to the rest of the organization. In the process, you're certain to learn more about your customers from other corners of your business and gain new insights that can be applied back to your team. Keep up the good work.

About Turn Inc.

Turn delivers real-time insights that transform the way leading advertising agencies and enterprises make marketing decisions. Our integrated cloud platform enables data management, multi-channel advertising, and advanced analytics from a single login, along with point-and-click access to more than 150 integrated technology partners. Every day, the Turn marketing software and analytics platform makes nearly 100 billion advertising decisions and analyzes more than 1.5 billion anonymous customer attributes. Our robust architecture provides instant access to over 2 trillion display, mobile, social, video, and TV advertising impressions every month, with response times under 10 milliseconds. Turn is headquartered in Silicon Valley and provides its products and services worldwide.

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Sources:

¹ Forrester, *Solving the Cross-Platform Targeting Riddle*, 2013

² Nielson, *The U.S. Digital Consumer Report*, 2014