



New data and new channels – delivering the 1-2-1 marketing future

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Omni-channel – Just another industry buzzword?





Meet the ultra-connected customer

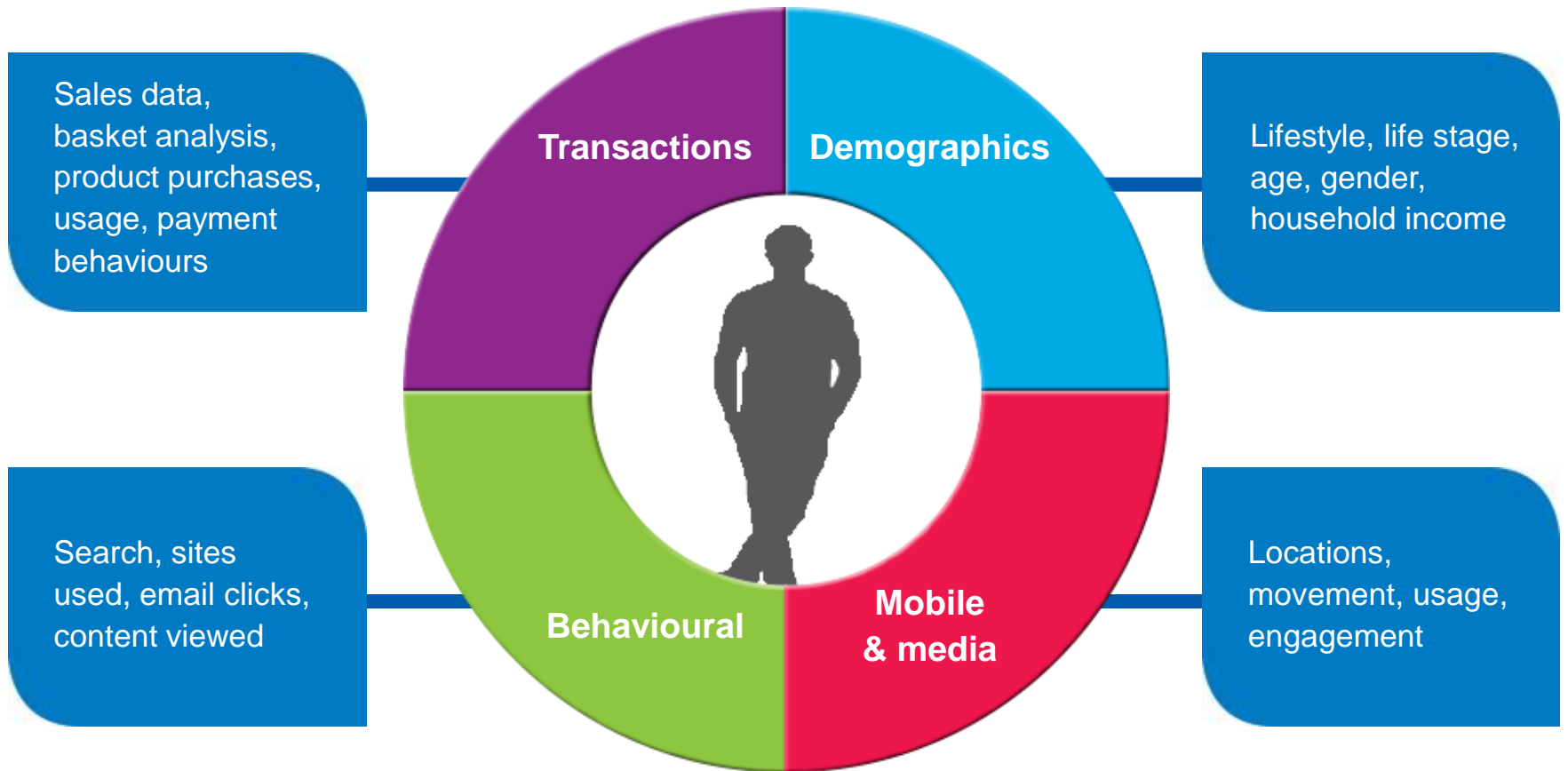


The biggest change we see underway is the amazingly rapid increase in the number of people who access the internet multiple times a day, from multiple locations, with at least three devices. They're ultra-connected and always addressable. By the end of 2013, we predict that almost half of online adults globally will join this revolution.





The data that our always on consumer is generating





Linking data





Using new data in the marketing cycle



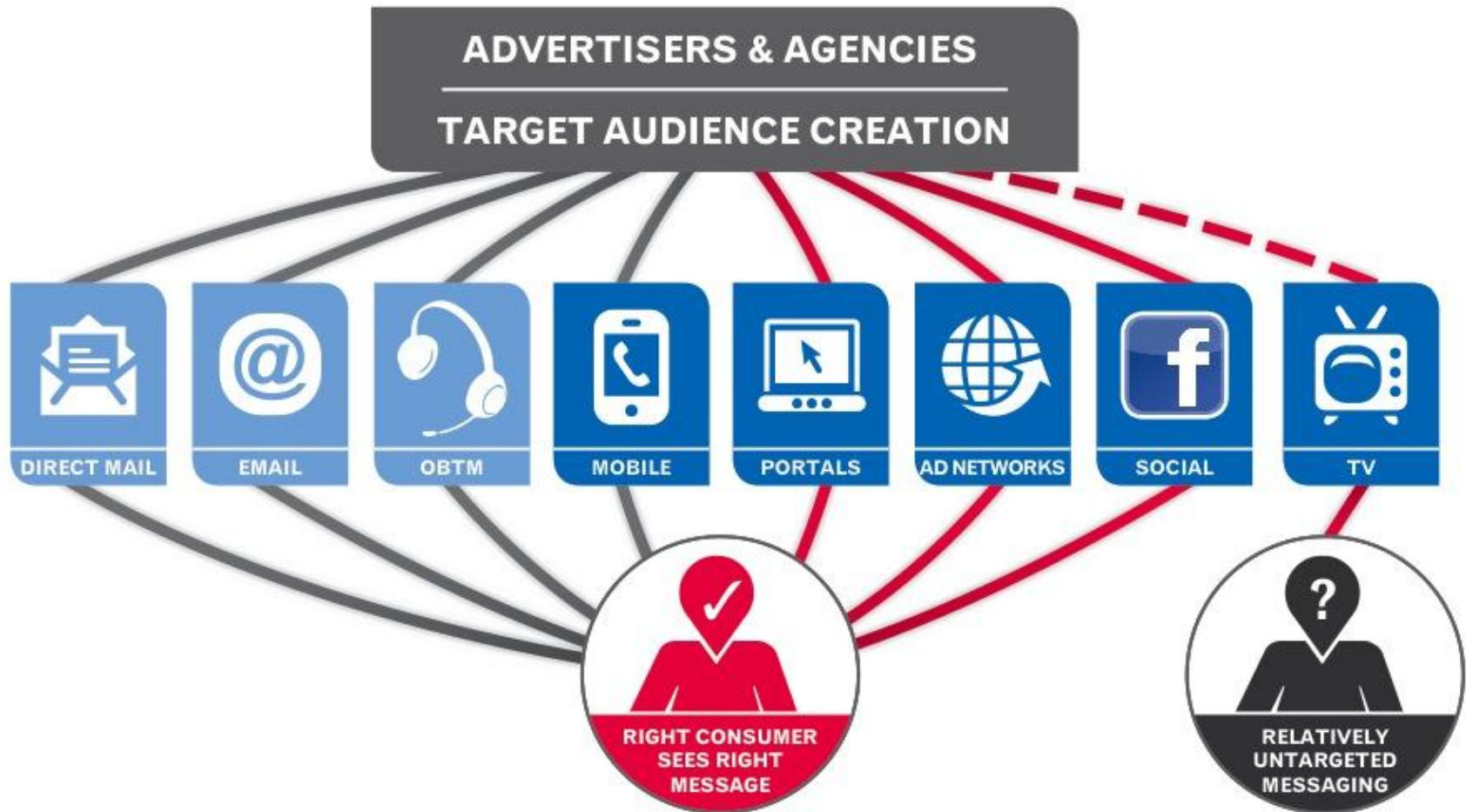


Technology the enabler





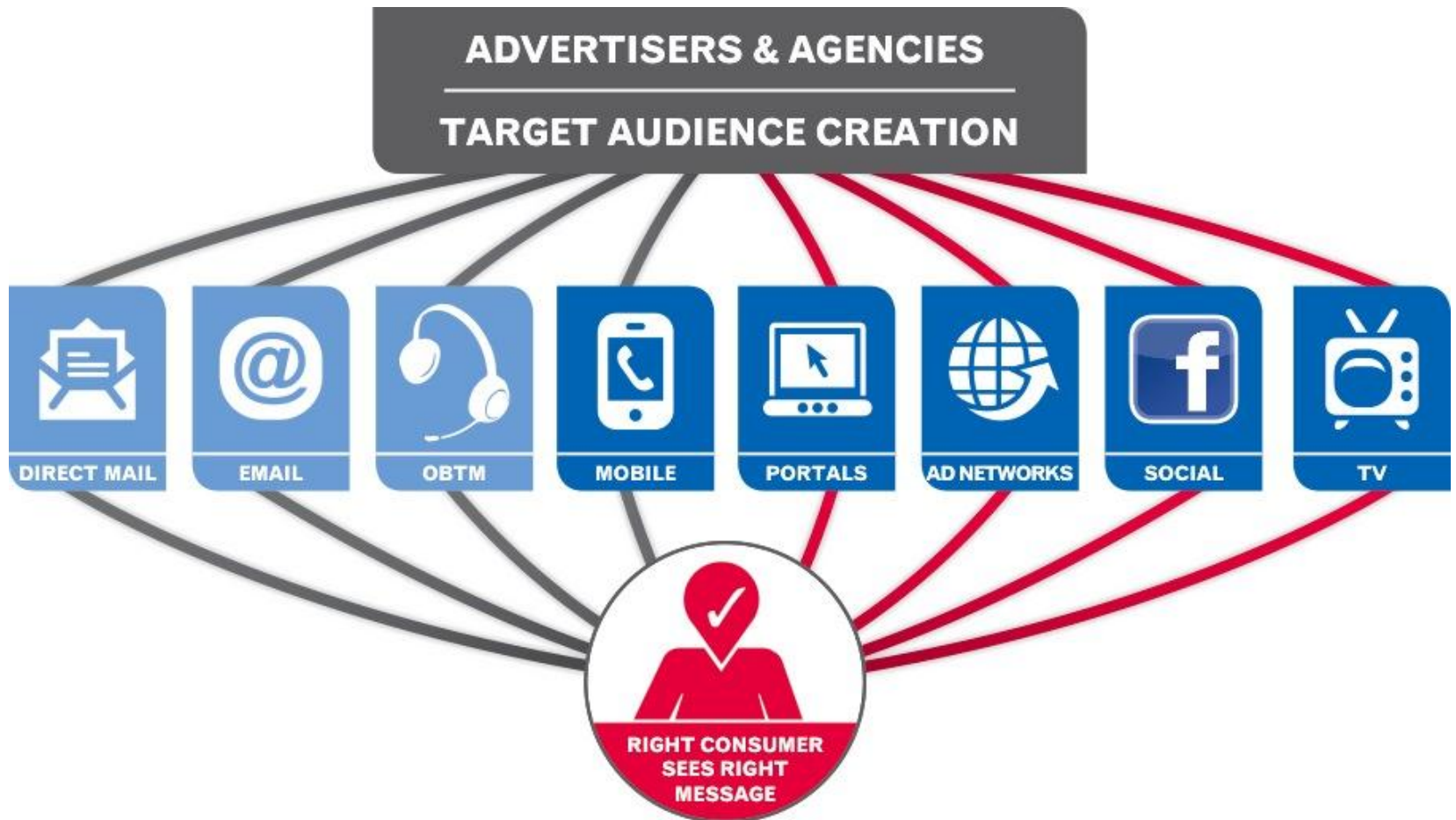
Big Bang – targeted channels increasing all the time





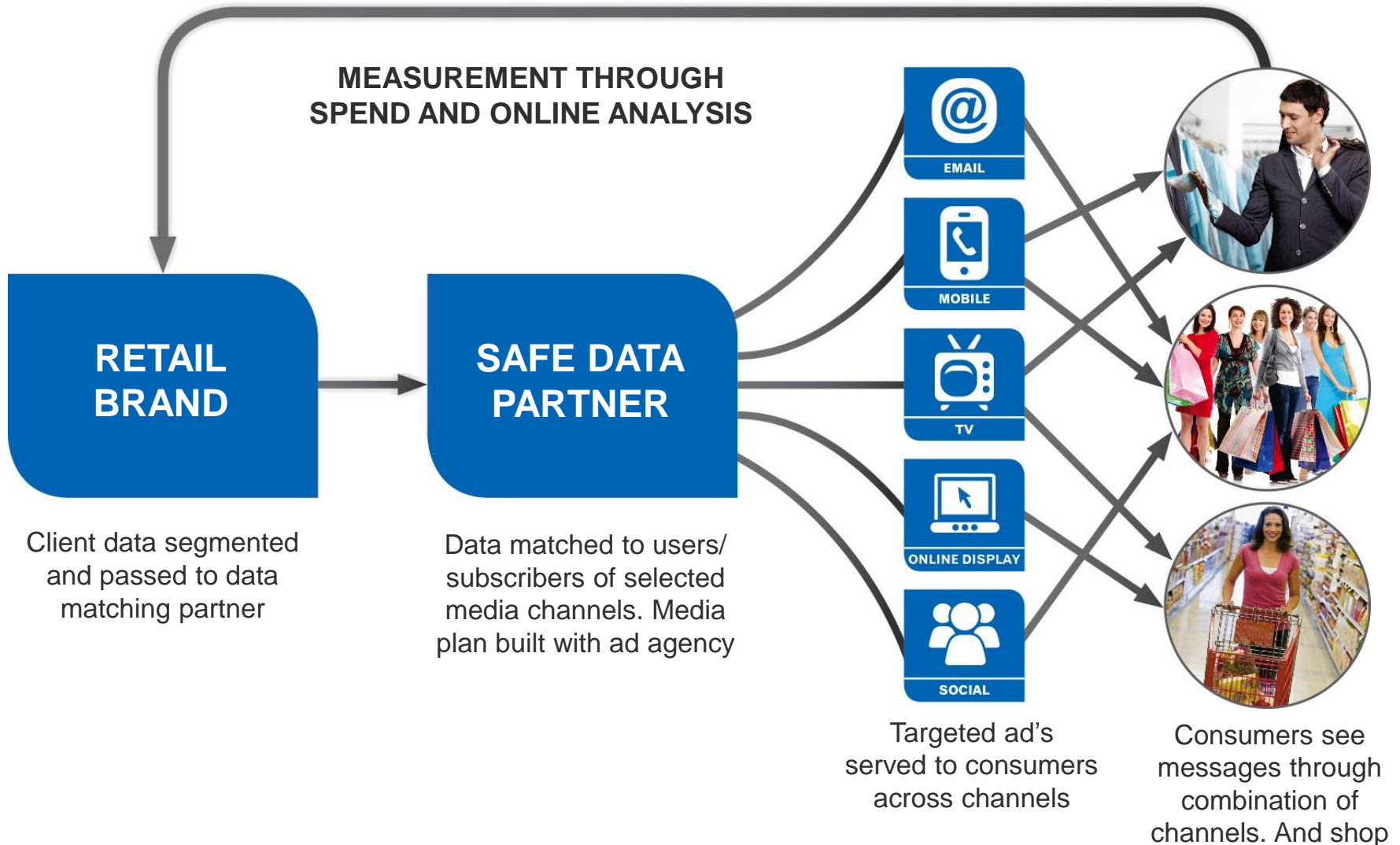
Big Bang – adding TV & VOD

What's next?





Is anyone making it happen today?





Things to leave you with

There are new data innovations that can make a difference to your business today

- New data is becoming available and linked to create insight
- Real 'joined up' cross channel marketing is doable
- The range of channels open to communicate in a targeted way with consumers is greater than ever





How we act is key

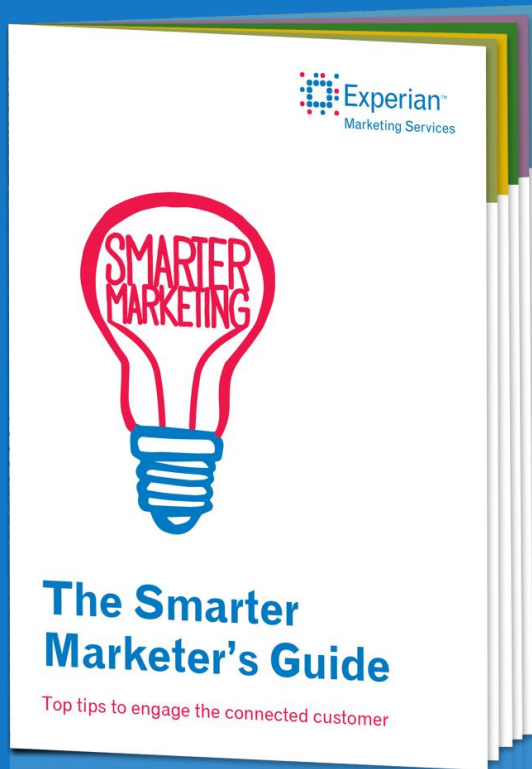
Finally – none of us should forget the consumer in this

- Responsible and respectful use of data must be at the forefront of our minds
- Data owners and users must not abuse the potential
- Compliance is critical
- Transparency will be the watch word as we progress





Thank you



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**The Smarter
Marketer's Guide**

