

#5 for 15

Five views on how marketing will change in 2015



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2015 will be another year of significant change for marketers, driven by the rapid rise of marketing technology and the increasingly strategic use of data in organisations. We face a step change in the power of data-driven marketing and I believe 2015 will be a year where many companies choose to consolidate marketing, data and organisational assets in order to capitalise on this opportunity. It will also see new roles becoming more prevalent. We're seeing more organisations choosing to appoint Directors of Insight, Digital Directors and Chief Data Officers, in acknowledgment of the increasing need for this consolidated strategic approach. For similar reasons, the scope and influence of the CMO will expand even further.

The coming year presents some stiff challenges for marketers working with enormous quantities of data, expanding budgets and expectations. According to recent figures, over 90% of all the data in the world has been created in the last two years. That shouldn't be too much of a surprise to us, given the digitalisation of the world we now live in, and companies are increasingly switching on to its strategic and commercial value. They are realising that more emphasis needs to be placed on data management and a data strategy to ensure that they are able to satisfy burgeoning customer expectations, both now and in the future. This will have wide-ranging impact on the way that brands interact with customers, but it will also change marketing strategies significantly in the year ahead.

What will remain the same in 2015 is the need for brands to continue to refine their understanding of target audiences and step back to decide where they want to place their investments across the expanding digital channels. What is for sure is that the use of 'programmatic' marketing will become more and more the norm within this marketing mix, and attribution will continue to be key.

Regardless of what industry you are operating in, ensuring data quality will be an essential element in getting your interactions with the consumer right. Any successful marketing strategy will also need to utilise consumer insights to better understand who customers are, what they do and what motivates them. It should also seek to connect with people across all channels, effortlessly and rationally – utilising the right channel at the right time to ensure the conversation is a personalised and responsive experience.

So wherever you are with your marketing I hope you find this document useful and I wish you a prosperous 2015.

Tom Blacksell

Managing Director, Experian Marketing Services

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According to recent figures, over 90% of all the data in the world has been created in the last two years.



#1. Dawn of the Chief Data Officer (CDO)

It is my view that rising awareness within businesses of the role played by data, and the inevitable transition to considering that data as an essential strategic asset, will lead to several interesting developments for companies, both internally and externally, in 2015.

In the world of modern marketing the right analysis of customer data can provide all the necessary insight you need to make the most of marketing spend. These days most companies have access to the same tools and technological capability so success depends on having reliable, consistent, complete and timely information about potential customers which can be actioned.

As a data service provider we are experiencing an increase in demand for what we are calling self-service data. This is a service which allows companies to manipulate and move data around how and when they want to. As always, underpinning the issue of data, and integral to the success and accuracy of any insights garnered, is the quality of that data.

IT departments are struggling to keep up with the velocity of business change, and by empowering business minded individuals with self-service data, we expect organisations to start cutting out the time-consuming reliance on IT. As this trend develops, traditional software capabilities will not be enough. Business people, not IT, need to decide what data is more useful and how it should be associated with existing systems. Data needs to be applied strategically to achieve marketing goals across the business.

With this increasing strategic importance of data, a new role is emerging. Traditionally, business processes are supported by application systems built in siloes and supported by IT - led by a CIO. However, data flows through applications serving the whole business. We foresee business users thinking in more detail about how data can bring value to their whole organisation – cost reduction, cost avoidance (fines) and competitive advantage. This is much more of a strategic view on data.

In order to achieve this, business users (who are the ones who truly understand the significance of data) will increasingly take the responsibility and control of data away from IT. The role emerging with responsibility for managing data is the Chief Data Officer (CDO) and we believe 2015 will see this trend become prevalent as early adopters start to reap the benefits. According to our own research, CDOs believe they can increase profitability by as much as 15% by better managing data.



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We see capabilities currently managed and delivered separately by IT (data integration, data quality, data storage, business intelligence, operational reporting) being blurred into self-service applications which provide business people with the ability to simply interrogate, understand, transform, enrich and analyse data in any way they want. This will provide robust infrastructure and security, and people will be able to prepare their own data.

Data used strategically will enable a more thorough application of customer insights. The understanding of who customers are and what they want will feed into every aspect of the business, improving the service for the customer in the process.

Boris Huard

Managing Director, Experian Data Quality

#2. Quality, not quantity is the future of online

For me the key trend for 2015 is not a new one, nor is it a revolutionary one. I believe that online intelligence will get more sophisticated over the next year informing not just campaign optimisation and analysis but media planning and strategy, as online customers account for a large proportion of a brand's market.

For the first time in online intelligence the capacity to action is demanding more sophisticated online analysis. Marketers now have access to targeting services that require greater than ever levels of intelligence, simply to be as effective as they are capable of being. Whereas in the past it was more a case of picking and choosing what insights to act upon, now the ability to target is demanding every ounce of information that is available.

In 2015, understanding the audiences that drive your current sales and new audiences that you need to engage will be critically important and needs to be approached strategically in order to ensure business goals are met. Companies should be looking to build profiles and segments of specific customer types in order to more efficiently target marketing. Giving the customer the right message will very much depend on the ability of online intelligence to understand that customer. Companies will then be using these insights to tailor the customer's experience based on preference.

Another interesting development is the switch of emphasis from traffic quantity to traffic quality. Brands, advertisers and websites now need to know who is on their sites rather than just how many clicks a campaign delivers and this is something that could have a huge impact on media buying. If I can understand who is converting then I can focus on finding more people with similar interests.

We expect device targeting to see a huge boost in 2015. While mobile advertising is hardly new I expect many of the bigger brands and organisations to show more confidence in the market and invest in mobile advertising. The ability to execute accurate campaigns on device type has finally caught up with (and perhaps overtaken) the level of information online intelligence is providing.

From a process perspective we predict 2015 will witness a shift in the way data is delivered. Recently we have been experiencing an increasing number of clients requesting the finished article (actionable insights from data) in a more complete format as their in house analysts have their hands full with their own internally produced data. While there's every danger that this is simply time precious and resource-light organisations wanting more of their work done for them (and as every marketer knows what the customer wants the customer gets) it's a trend indicative of the changing role data plays in an organisation.



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One aspect that I want to highlight is what we are terming 'Real-time versus Real Planning'. With the advent of real time programmatic advertising there is a danger that the importance of brand message will be relinquished by the ability to go directly to a 'best fit' customer. However, the real time element has to be in line with overall brand strategy that talks to the customer.

Giles Longhurst

General Manager, Consumer Insight

#3. Data, the differentiator in a programmatic world

2015 will undoubtedly see further growth in digital advertising spend, but we are also likely to see greater maturity and consolidation in the space. With that in mind, it's a time to take a step back and consider what's important in your approach to marketing. There are a whole range of sophisticated digital channels at your disposal – but what's important and how can brands best decide how to allocate budgets? As always the focus has to be on what engages customers most effectively. Brands who service them correctly will reap the rewards.

From a digital advertising perspective, times have never been so good. It's possible for brands to be extremely accurate with who they reach – whether that's using email, social media advertising, display, or even TV. It's possible to literally pick and choose the type of person who will see which ad. It sounds wonderful (and believe me, it is) but it relies on brands knowing who they should be talking to and their ability to tailor advertising to suit them.

Using data to drive accurate targeting and brand building is well on the way to success. And it's not just third party data that can make a difference, for me understanding first party data and the best fit customers is now integral to taking the next step in digital advertising. The quality of data – enriching, linking and quality checking that data – is now fast emerging as a critical factor.

Everyone's heard about programmatic, plenty of people are doing it, though there are perhaps few who genuinely understand it. Regardless of the increasing number of players and the impressive technology associated with it, I am of the view that it's the quality of data that will see this technique deliver results. Programmatic is just one example of data being more important than the technique employed. Without clean and reliable data programmatic won't be as effective as it could be. But not just any data – it's important that brands understand what data is available, how accurate it is, how it can be used in combination with other data and how to get the best out of it. Technology and the vendors might attract the headlines, but it's the data that will deliver success.

Discussing technology brings me to my next point: automated marketing will bring its own automated challenges. The issue of click fraud, for example, in a programmatic world has been raised by a number of people recently and quite rightly so – it's a valid concern. However, with the right data accurately linked to consumers and devices it is an issue we can combat. Fraud does not need to be accepted as a 'tax' all advertisers pay – there are solutions to significantly reduce it and these solutions link directly back to good data.



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In 2015 and onwards consistency across channels will be key. Yes, a cross-channel, all-singing and all-dancing approach is the optimum 'perfect world' solution, but for many firms the realistic first step has to be ensuring all communications are consistent across channels and, guess what, it's data that can deliver that consistency.

We are going to see progress in 2015 and it's an exciting time. If I have one wish for 2015 it's that we will finally see the demise of measurement by click. In our maturing world we can be smarter about what matters. It all starts with the data.

Colin Grieves

General Manager, Digital Audience Services

#4. Marketing technology: Get your priorities right

My main prediction for 2015 (and beyond) is in line with one of the core themes in the rest of this document, consolidation will be a key issue for many this year. Everybody knows that marketing technology is a 'hot' topic and has been for a while. Every few weeks there's another new piece of tech released capable of something new and supposedly mind-blowing. What's crucial is that companies adapt the right approach to this influx of choice and possibility.

Marketing technology needs to be considered as a strategic asset and decisions on what is required and what isn't need to be taken on a strategic level. There might be a lot of money available to spend, but you simply cannot have everything.

Due to this level of choice and the need for a strategic approach to technology decisions the role of the Chief Marketing Officer (CMO) is changing. It's becoming more strategic and data-led. Marketers now have to be much more data and technology focused and this trend will continue in 2015. Marketers are striving to link data assets together, to better understand behaviours and attitudes, and to inform intelligent interactions – it's no surprise marketers are becoming more like analysts.

CMOs have to make strategic decisions based on what they need to achieve and what solutions are best placed to get them closer to that goal. Marketing technology needs to be considered in the same breath as advertising technology, the two are becoming so close the differences are almost imperceptible. Money needs to be spent where it will provide value and return on investment.

Regarding a company's approach, there's a big choice to be made from a technological point of view. Do they go with a monolithic block of software that can do everything or something that is more of a suite? Where do they want data stored? Small tech firms may have the capacity to be smart and flexible, but they're potentially less secure, so it's imperative companies can trust those they hand data to.

I would advise companies to invest in knowing what their strategy is. Invest but budget. Right down to individual channel level. CMOs have to start becoming more strategic and planning where to invest money is crucial because while there's a lot of hot stuff out there no one can afford to buy it all. Prioritisation is key. Don't approach the market from a 'what do we need' perspective. Approach it from the top down – what is the business concerned about and what marketing technology is there to solve that problem?



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Finally, I see two major trends developing in 2015. Marketing automation will become ever more prevalent as more brands work from triggered events and the emphasis will change from campaign management to individual interactions. Both these changes will further enhance a brand's ability to provide relevant, helpful and tailored customer experiences.

Simon Martin

Managing Director, Cross-Channel Marketing

#5. Break down the barriers and get strategic in 2015

As most of our contributors have discussed, at Experian we believe that 2015 will be a year of change and opportunity in which brands who are prepared to take a strategic approach to data and marketing technology are likely to thrive.

In many areas we're still 'riding a wave' but the initial surge is over. We can see what's happening and the smart people will be busy figuring out how they can best use what they have at their disposal and how much they can spend. It will be a year of assessing new technologies and developments in order to take a strategic approach. In many cases the manner of consolidation will cause widespread changes in current job descriptions, skillsets and company processes.

In short (and by way of a conclusion) I want to highlight the three following points: Firstly, data is becoming more of a strategic asset and because of that we will see a new position come to prominence - the CDO to name just one. Secondly, brands will, more than ever, have to understand their audience and having the data and capacity to find and reach those people will be crucial. Finally, companies will have to consider 'hot' marketing technology more strategically – there's only so much in the pot to spend and what you buy needs to add value in line with your goals.

So what can marketers do to be prepared for 2015?

- **Make decisions as to what is necessary and what isn't**
- **The pace of marketing technology will continue to explode – don't get carried away**
- **Strive to understand your audience, this will only get more important to stay ahead competitively**
- **Be prepared for programmatic and the threats that could emerge (good quality data is essential)**
- **Continue to increase the volume and quality of your first party data**
- **Start to think about interactions instead of campaigns**

Marketing is a fast-paced environment and now more than ever developments are coming thick and fast. 2014 was the year of customer-centricity and I don't believe that is ever going to change. The customer will forever remain crucial to all marketing strategies. What we will see this year is consolidation as companies adjust to ensure their new technologies and processes are best suited to deliver customer-centric marketing.

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2015 will be a year of change and opportunity in which brands who are prepared to take a strategic approach to data and marketing technology are likely to thrive.

Whatever happens just remember to keep the customer in mind first. When all is said and done, it's all about them and their experience with your brand that really counts.

Have a great 2015.

Matthew Dunn

General Manager, Targeting



Please stay tuned for *The 2015 Digital Marketer: Benchmark and Trend Report*, in which we review the latest digital developments, research and best practices.



Experian Marketing Services is a leading global provider of consumer insights, targeting, data quality and cross-channel marketing. We help organisations intelligently interact with today's empowered and hyper-connected consumers. By helping marketers identify their best customers, find more of them, and then coordinate seamless and intelligent interactions across the most appropriate channels, Experian Marketing Services' clients can deepen customer loyalty, strengthen brand advocacy and maximise profits.

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