

GOING GLOBAL - A GUIDE TO PLANNING AND EXECUTING CONSISTENT GLOBAL MARKETING CAMPAIGNS

FIVE STEPS TO USING INSIGHT TO
UNLOCK POTENTIAL OPPORTUNITY





Introduction:

As marketers, we know that access to data, to power the planning and execution of campaigns is key.

If you are working in a single country and you have all the first party data you need to model out your ICP (Ideal Customer Profile), your marketing plan could look something like this:



Find more of these people online, on TV, on Out Of Home advertising etc.

Activate your campaign using a range of publisher lookalike data, 2nd and 3rd party data sources where your target audience is interacting.

Measure, refine and repeat

Simple, right? Maybe, for some businesses who have access to all this data and an infrastructure/network to be able to execute in a single market... but what happens when you want to explore further horizons? Copy, translate and paste? If only it were that simple.

How should you decide where to invest? Which country, city or town is right for you? How does the market compare to the locations you're familiar with – and how big is the opportunity overall? How do you reach those audiences consistently in media channels across territories?

Giving yourself the best chances of success means answering critical questions, including those above. But getting hold of answers that you trust can be challenging – especially if you're exploring unfamiliar markets using different languages.

This guide will cover some top tips on things to consider when looking to expand your campaigns globally.

#1

Ensure you have a robust view of your ideal customer profile

Are you sure you are confident about understanding your target audience? Given the significant amount of change in consumer behaviours and attitudes recently, organisations are finding that what they thought they knew about their customers has shifted somewhat. This could be the types of consumers who are buying their product, mobility pattern changes as well as channel consumption.

For this reason we recommend the first step that any organisation takes when pulling together a marketing plan is to get the most accurate view of their target audience as possible. Regardless of whether your business is lucky enough to have access to a raft of first party transactional data or you are more reliant on research driven insights it is important to get a more rounded view of your customer profile. You can then use this information to link to external data sources to gain a view of your ideal customer profile in terms of demographics, purchasing power, lifestyle and channel preferences.

Part of the challenge when thinking about multi territory planning is the type of data available in each region differs based on availability and regulation in each area. For this reason, where possible, we advise marketers to start their planning based on a region which has more granular data available which can be used to inform their wider strategy, before moving to understanding consumers in regions where insight is sparse. Traditionally, regions such as the UK or US are ideal – assuming you have reasonable coverage in these areas – If you don't, then use data in the region you have most customer insight on.

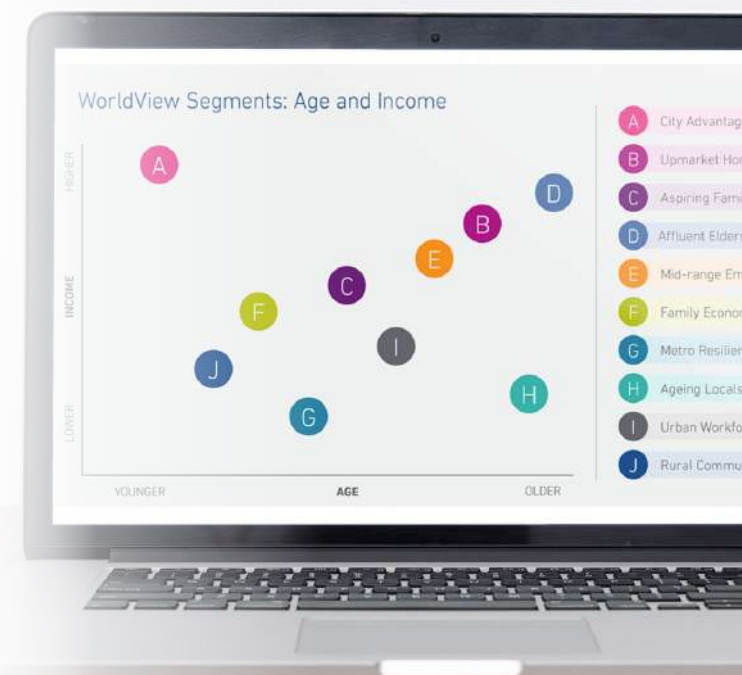


Figure 1: Using a common segmentation classification can help to understand your ideal customer profiles.



#2 Find a common language which can be used to plan across all relevant territories

Armed with your ideal customer profile, based on analysis or as a fallback alignment with key demographics, your next step is to assess how best to map these consistently across wider regions. The challenge as a marketer is that the types of data and insight to support this cross-border activity varies dramatically.

Data that is available consistently across a wide span of geographies is, by definition, going to be at a higher level than data available in specific regions. However, the power of consistent insight comes from being able to compare, rank and contrast different characteristics and support market sizing and prioritisation across different geographies. Many organisations we speak to have regionally based insight and marketing teams focussed on understanding their local consumers. However, each team's insights are as different as their native languages, making it extremely difficult for organisations to translate into an overarching organisational wide strategy.

When evaluating your choice of a common denominator, a few things to consider are:

- The number of countries which are covered consistently
- The depth of insight available in your core regions
- How robust is the data collection which underpins the insight
- Although free, open source data across countries tends to be too summarised to be able to locate your target market effectively





#3 Start using insight to make strategic decisions in your marketing planning

Now you have a view of where your target audience is located and in what volume, it opens up a wide variety of marketing optimisation potential. Sharing this insight wider within your organisation is likely to uncover related areas which could benefit from similar insights.

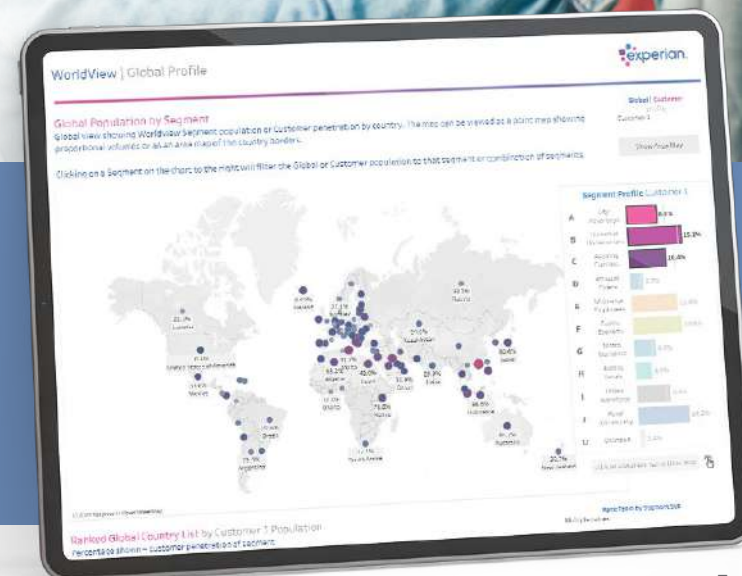
At a strategy level this type of insight allows the marketer to tackle planning challenges such as:

- Marketing budget allocation by target audience by country
- Location based activity highlighting key cities (or lower resolution) in which to run focus activity based on high penetration of potential audiences
- Identification of expansion strategy
- Test areas for new product launches
- Partner or retail strategies based on sales footprint

For broader business usage think about:

- Sales representative planning
- Distribution centre locations
- Transaction and risk analysis

Figure 2: The right data partner will have collated, analysed and tested the data they supply to you, ensuring it's presented in a standardised format. This graphic demonstrates the countries with the highest indexing top customer profiles.





#4 Activate your insights consistently across media campaigns

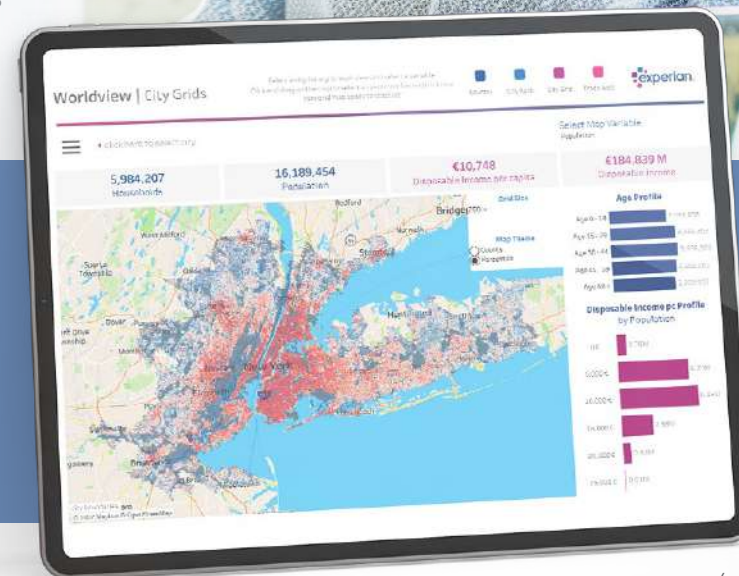
Creating and executing multinational campaigns to promote products and services to consumers can be complex and is likely to involve a considerable marketing budget – how do you ensure you are spending wisely?

Activating the insight you have developed around your key audiences enables your marketing spend to be focussed on those most interested or likely to be high value for your brand. This minimises the wastage of your budget – no one wants to spend on those who are not going to be interested. This applies across all channels from direct activity, Out of Home (or Digital Out of Home), connected TV through to digital channels such as paid social and programmatic display activity.

Building a robust geo-marketing strategy is fundamental to making sound investment decisions. Connect your spatial insights to segment behaviours then link into your martech solutions.

When choosing a data partner to support your activity, ensure that they not only have a broad reach of consistent insight over territories but also have a wide network of distribution partners or channels where you can buy media against audiences to deliver maximum impact.

Figure 3: Data is brought to life when presented visually. This graphic shows population density of New York and the surrounding areas with their Age and Disposable Income Profiles.





#5 Evaluate your strategy over time

Developing a test and learn approach to your marketing strategy allows you to refine your thinking over time. Consumers and the areas they live in are adapting over time so we need our approach to do the same.

Don't just rely on high level channel performance metrics, ensure that your insights keep on evolving by evaluating your key growth segments across geographies and marketing tactics through that consistent lens. Review the new consumers you are recruiting on a regular basis to assess any shifts and hence where your strategy may need adapting.

Using a combination of in-region insight alongside a higher level consistent segmentation provides the framework for being able to be confident in your decision making processes across your geographies. Lean into your supplier network to leverage industry experts who work across a range of sectors and organisations to validate your approach and guide you to ensure you are working to best principles





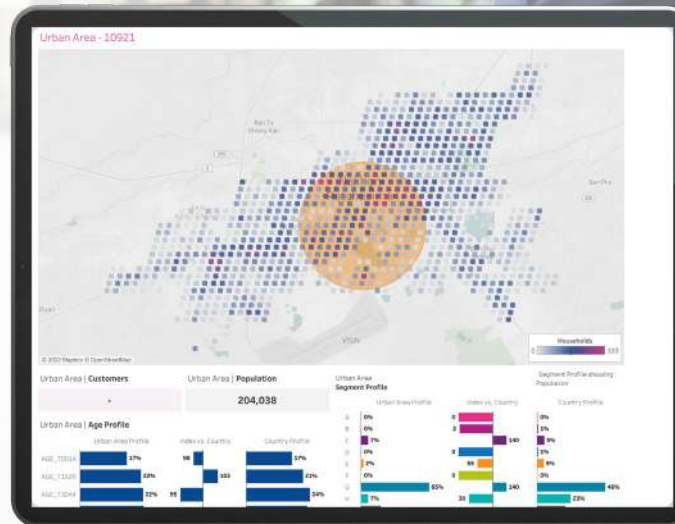
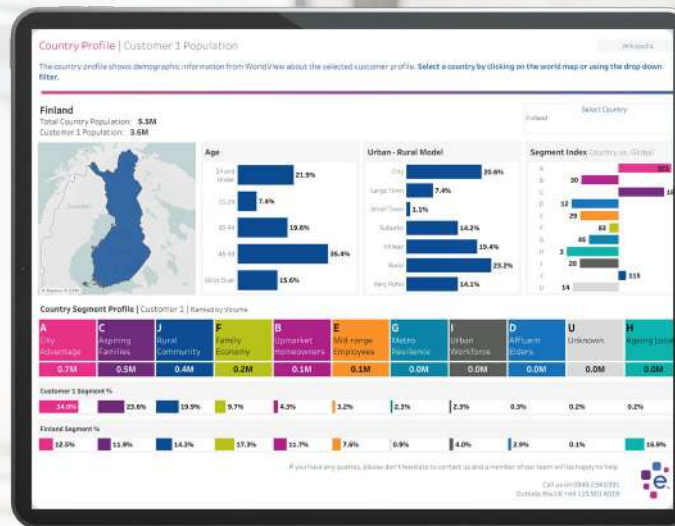
Case study

Client engagement example

For organisations who have a footprint in multiple territories, the challenge has always been having a set of data attributes which allow consistent and consolidated insight about the population in different countries. Our client is a food delivery service who was used to having to grapple with different segmentation solutions across regions. This was becoming prohibitive, as they looked to accelerate their global expansion plans across all continents. They wanted to be able to assess opportunity across markets to optimise product distribution strategy.

Driving strategic plans through location intelligence

The client's data science team utilised the WorldView 250m by 250m grid data on demography and income, to create bespoke geography level information. This was then used to produce high level cross territory profiles in 15 different countries. Having defined their target audience against WorldView Segments, they overlaid competitor and restaurant information to assess supply and demand within high potential areas. This insight was utilised to plan new market entry locations within countries. Leveraging analytics, they were able to maximise the total target audience they could reach by launching in a fixed number of additional areas.





WorldView from Experian

Make impactful and informed decisions in international markets, by accessing a set of consistent socio-demographic attributes.

Experian WorldView is the first solution to deliver an aggregated socio-demographic dataset at a grid level of 250m by 250m consistently across multiple countries. It offers immediate access to consistent, consolidated, geographic data concerning population, age, gender, income, and expenditure plus a global segmentation. As a result, WorldView enables you to make effective decisions about your international growth strategy, from location planning to consumer marketing activities.

Utilising the latest satellite remote-sensing technology, verified global datasets and machine learning algorithms, WorldView allows you to:

- Identify new business opportunities worldwide – enabling cross market assessments
- Recognise untapped demand
- Analyse catchments at the most granular level
- Optimise product distribution
- Better understand your customers with greater insights
- Develop effective marketing strategies
- Understand and plan your international marketing campaigns
- Activate your preferred audiences at scale across a number of channels
- Benchmark performance across all locations
- Build strategies for sustainability as well as growth

Experian WorldView is designed to work in harmony with other Experian datasets, giving you the opportunity to further bolster your in-country research. What's more, Experian offers a variety of consultancy services to help you extract greater insight from your data.

- **Data for over 200 countries where 7.7 billion people live**
- **Geo-demographic variables for 92 countries where 6.3 billion people live (80% of world population)**
- **Over 38 million points of interest across 147 countries**



WorldView Segments

WorldView Segments enable brands to plan and advertise globally using consistent data.

- Whilst working on grid level information supports many use cases, we recognise that marketers also like to be able to utilise a segmentation approach to describe the population at a higher level.
- For countries with broader data availability Experian have defined WorldView Segments by clustering populations from a broad cross-section of countries across all regions to define a set of 10 groups by age, lifestage, income, household size and locality.
- WorldView segments have been created as a subset of the WorldView solution for marketers to access easily. WorldView segments exist for 82 countries where over 5.8 billion people live (74% of world population).





WorldView discovery and activation

Using visualisation tools to explore and plan with a global framework

Experian WorldView segments have been created and applied consistently across a number of key global markets. Using our visualisation tools or partner user interfaces, the data is brought to life instantly and clearly to help aid planning and effective marketing strategies across the globe. Not got internal resource? Our analytical consultants have vast expertise in delivering global planning projects.

Execute your geo-marketing strategy easily across channels and regions

- The grid approach can be consistently applied across all channels to maximise reach of your target audiences
- Plan and execute – choose audiences via our partner’s data desks to target instantly.
- WorldView Segments or aggregated demographics are available to execute now across a number of DSPs across the globe.





About Experian

Experian is the world's leading global information services company. During life's big moments— from buying a home or a car, to sending a child to college, to growing a business by connecting with new customers – we empower consumers and our clients to manage their data with confidence. We help individuals to take financial control and access financial services, businesses to make smarter decisions and thrive, lenders to lend more responsibly, and organisations to prevent identity fraud and crime. We have 20,000 people operating across 44 countries and every day we're investing in new technologies, talented people, and innovation to help all our clients maximise every opportunity. We are listed on the London Stock Exchange (EXPN) and are a constituent of the FTSE 100 Index.



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