

DATA  
MANAGEMENT  
BUYER'S  
GUIDE

## Data Management Platforms - Deciphered

- ▶ [What is a DMP?](#)
- ▶ [What solutions does it provide?](#)
- ▶ [What do you need?](#)

Discover how data management platforms can enable marketers to tackle growing data challenges, create powerful customer insights and set up marketing campaigns that increase revenues and significantly decrease media wastage.

In partnership with



# Introducing Data Management Platforms

**Data-driven marketing** - three words that set a challenge for marketers and publishers alike, yet offer incredible opportunities at the same time. The sheer scale of the data available to businesses is daunting, hence the challenge to manage and make sense of this data is ever-more critical.

Businesses want to improve their product or service offerings for consumers, and increase their ROI. Marketers want to improve their communication with their consumers. Publishers want to improve their own offering for their readers and advertisers.

Sitting within the data is an incredible amount of information about the behaviours, preferences, needs and choices of people who are customers or potential customers. Transforming this data into powerful insights about the customer journey that can be actioned can help both marketers and publishers alike.

Hence the arrival of the Data Management Platform (DMP). This has emerged to help marketers, publishers and the wider marketing community make sense of data across digital, and non-digital, channels of contact with people, be they web, mobile, social, e-mail, display, search, point-of-sale, call centres and more.

A DMP soaks up, sorts and houses information, then helps translate that information into something that we as marketers and publishers can action - audiences. It has the capacity to cope with layers upon layers of data, no matter what the source.

The DMP acts as a central hub for collecting, aggregating and managing three types of data:

## FIRST PARTY

**Your own data** collected from your digital platforms such as websites and apps, data from CRM systems and from customers and their behaviours

## SECOND PARTY

**Data from partners** who share their first-party data with you

## THIRD PARTY

**Data from other sources** such as websites which have anonymous behavioural or intent data, such as Exelate, AddThis and Axciom

## The DMP can deliver a number of positive outcomes for business. It can:



Help create a **single customer view**, providing ways to identify users, enrich their profile and action these across the digital landscape.



Help find new and **high value audiences** and monetise them.



**Drive efficiencies across multiple channels** and devices. In fact, a DMP has the ability to help across the whole customer journey.



Inform **new communications strategies** for marketers and their agencies.



Help marketers, and their media agencies, secure greater **efficiencies in targeting** display advertising.



This report delivers an in-depth overview of what a DMP can offer and where it fits within a company's portfolio of technology assets. It will help you decide whether a DMP is right for you, and identify what success looks like.



# Contents

## About The Author

### Paul Bay - Author



Paul set up citizenbay in 2004 to help shake things up in organisational culture and brand communications, helped by his extensive experience from across the marketing industry, including Director of Consumer Communications at Levi Strauss EMEA and international roles at M&C Saatchi, Leo Burnett and McCann Erickson. Clients include global brands, agency networks, publishers and tech businesses. Paul has also founded citizenbrand, a discrete personal branding consultancy for those in the public eye and in senior management roles. He is also an international speaker (TEDx, European Family Business, World Media Group), moderator and Chair (Festival of Media).

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Aiden is an award-winning brand strategist. He was responsible for the community and automated efforts of Team GB at the London 2012 Olympics. He also advises numerous brands, from HSBC to WPP, on the legal and ethical implications of digital; as well as the opportunities that automation presents in the digital space. His work appears in publications – from The Independent to The San Francisco Chronicle – and he talks and trains constantly, mainly in London and New York for Squared Online, IDM, General Assembly and Google.

## About Digital Doughnut

Digital Doughnut connects the global marketing community both on and offline. Members of the community gain access to skills and resources, the latest thinking on key marketing topics, crucial insights and best practice learnings that enable them to make better business decisions. Digital Doughnut both leverages and provides value to the community by tapping into the collective intelligence of the network to create high value content that's based on actual market conditions and informed by practitioners, experience.

## 1 Data Management and the rise of the DMP 03

Data Management: Headache or Thrill?  
What is a DMP?  
How does a DMP sit within today's business environment?  
How does a DMP fit within your organisation?

## 2 What are the benefits of DMPs? 08

Types of DMPs  
What can a DMP help me achieve?  
The benefits of DMPs

## 3 Is a DMP right for me? 11

Is a DMP the right solution for me?  
What should my DMP offer?

## 4 What does success look like? 12

Return on my investment  
Best practice

## Conclusion 14

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# Data Management and the rise of the DMP



Information is the oil of the 21st century, and analytics is the combustion engine.

Peter Sondergaard  
Senior VP  
Gartner

## Gold in those hills

While one particular strand of the marketing landscape - video advertising, content marketing, social media, mobile - takes up the thoughts of the industry for a period of time, it is the topic of data that underlies each one. The mining of data opens up a wealth of opportunity, when handled with care, mined with agility, and interpreted with skill.

The increasing recognition within organisations that they are sitting on a treasure trove of data has helped to fuel a rise in investment in data management.

Marketers, agencies and publishers are starting to spend significant money on technology assets such as DMPs, to make the use of their (or their client's) data, and from the customer insights buried within, make the resulting communication more effective. There is a shared recognition that:

1. Communications with customers and potential customers are becoming increasingly technology-based.
2. Harnessing and mastering masses of data is now critical in achieving competitive advantage.
3. Many budgets are changing in favour of digital investment.

So a greater need for data management leads to a greater investment in data management. So far, so good for a DMP. However, the heart of data management, and specifically a DMP, is NOT the data. It is not the algorithm. It is not the code or the numbers. The heart of a DMP is the customer or prospective customer. It is the behaviours, the preferences, the decisions and the choices of these people that fuel a DMP.

By looking at a DMP (or at data in general) in this way, every piece of data collected from internal or external sources becomes a precious opportunity to better understand people, their relationship with your business and of course the value of these relationships.

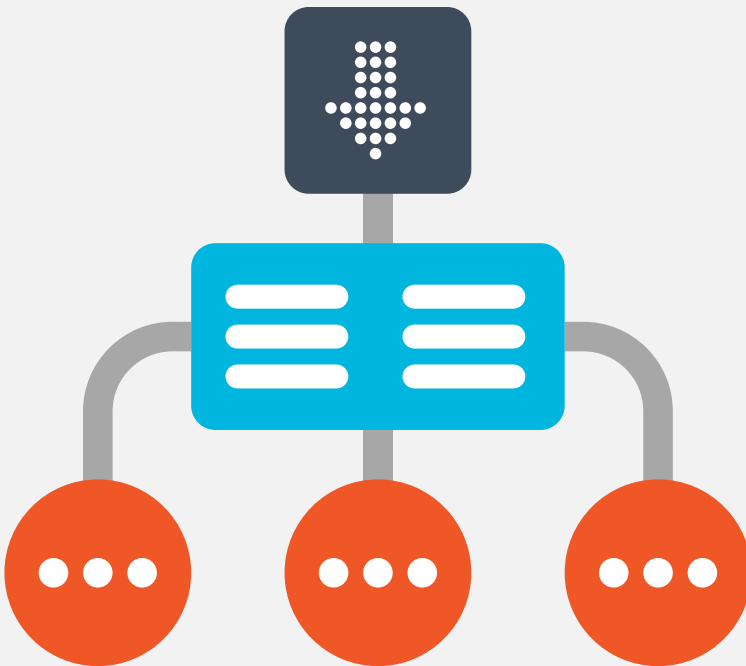
It's a tool to turn devices into people, to stitch together a user across a website, an app and the mobile web and then use this information to optimise that user's journey each step of the way as they interact with your brand.

By looking at DMPs and data management through the prism of people, not numbers, brands, their agencies and publishers will see a DMP as a powerful transformation tool, turning precious data into real-time value for people and for their business.



## What is a DMP?

Simply put, a DMP brings all your data together in one place, then helps you make sense of it from this single source of insight, in line with your business challenges and your customer (and prospect) behaviours.



Further value is delivered to businesses through:

- **Advanced cross-channel communications analytics** – helping you make smarter channel selections,
- **Algorithmic modelling** – allowing you to automatically model new audiences, and deliver smarter communications to them in the future,
- **Customer/prospect segmentation** – also helping you to be smarter when it comes to targeting, and in reducing media waste.

As the move to automated analytics grows, people will be concerned about their digital DNA. So by viewing people as the heart of a DMP, one also highlights the need to protect people's privacy, and to be seen to be doing something positive on this issue.

### Gathers Up:

The DMP gets busy by gathering up all the data about existing and prospective customers. This comes from a plethora of sources, starting with a company's own data. Companies sit on a wealth of data generated from their own realm – be it rich analytics data, tags and cookies from their own digital properties, or comments and preferences shared in a company's social media channels. There is also the rich offline data such as CRM, which houses years' worth of information related to customers. And finally there is the data from the realm of others (second- and third-party data). All of this is gathered up into a DMP.

### Fuses:

Simply put, once you have fused together the different data sources available to you from across your business, along with third-party data, and ingested it into a DMP, you can then use it to develop valuable insights and develop new audiences that are in line with your business challenges and your customer (and prospect) behaviours.

### Activate:

Use the rich segments you have created to personalise consumer experience across your digital platforms, improve media buying/efficiency and monetise.



## Where do Data Management Platforms fit in today's business environment?

Until recently, publishers often utilised the functions that Demand Side (DSP) and Supply Side Platforms (SSP) could offer - mainly to optimise their ad inventories. Success with these tools quickly moved the industry towards more robust data management practices - whereby disparate data could be mined to expand and refine target audience segmentation, as well as achieve more efficient advertising media buys/sales.

DMPs simply improved the technology already familiar from DSPs to enable enhanced tracking, better-targeted messages, and greater effectiveness across channels. It is a more efficient way of building audiences from disparate data sources and then making them actionable for display, search marketing and on-site personalisation. It can be a big win for the buyers and sellers of digital media.

DMPs act as both the buyer and seller side platforms that allow advertisers and publishers to make greater use of their own first-party audience and campaign data, their strategic second-party data and to enrich this data with selected third-party audience information.

But a DMP contributes more than just smarter targeting and more efficient buying of digital advertising. We are also seeing companies use the insights from their DMP to improve their targeting and messaging throughout the customer journey. Of particular importance is the DMP's ability to stitch users together across devices so the business can clearly understand a user journey and optimise content based on it, with the added benefit of gaining great visibility on the return on investment for each communication channel.

This is particularly important as it enables consistent analysis of how campaigns are performing across the board and allows for further improvement in real time. The recognition of these facts within the marketing industry is speeding up the cross-role adoption of a DMP as the strategic big data solution for multichannel marketing communication activities, media buys and audience activation.

Getting the most out of a DMP depends on the quantity and quality of the data going into it. A critical part of this is for companies to ensure that all departments

“Of particular importance is the DMP's ability to stitch users together across devices so the business can clearly understand a user journey...”

- from marketing to sales and from retail to licensing  
- construct and energetically encourage a collective approach to data management.

## How does a DMP function within an organisation?

One of the biggest challenges facing businesses today is being clear who owns, manages and makes decisions about any new marketing technology. Key to effective deployment of a DMP is identifying a stakeholder. It is vital that someone in the business has a good understanding of what a DMP can offer, the types of data that the business already has, where it is stored, and who owns it - be it the CTO, CIO, CMO, Head of Digital or the Head of Customer Service - since their cooperation will be crucial in ensuring that a DMP is successful.



It's fair to say that many in business are struggling with the volume of data and the variety of ways it is stored and used at the moment. For many in marketing, the challenges faced seem particularly profound. This is due in part to the monumental shift in the amount of quality data we have to work with. There are the multiple channels of communication requiring real-time understanding and real-time responses. There are the multiple data points. And we still have only 24 hours in a day.

The real-time collection, connection and processing of data is a very good thing. But it has provided a number of difficulties for the industry and this requires a change in the way we work.

When marketers and teams work within silos, then data, processes and software tend to run in a very ad-hoc fashion. This makes it extremely difficult to scale, replicate and optimise your cross-channel marketing activity.

What's more, silos can hold back a company's ability to shape relevant communication for the appropriate people. If teams agree that greater cross-functional collaboration is critical in serving their customers and potential customers better, then they need to have a shared view of the customer.

A DMP integrates all data. It also provides a single data foundation from which colleagues can collectively discover, refresh and rethink their individual and collective responses to the business challenges they face. Take an example where a team has daily footfall data from stores, matched with data from the daily media buys and social media responses to the messaging. The real-time insights from that alone would inspire some incredible conversations between sales, marketing and social media specialists. This is good for the business in two ways: internal cohesion and smarter communication.

Furthermore, both the breadth of data and the speed of analysis mean a greater opportunity to be smarter in two-way communication with people who are either customers or potential customers.

Companies often have specific questions that need answering, such as:

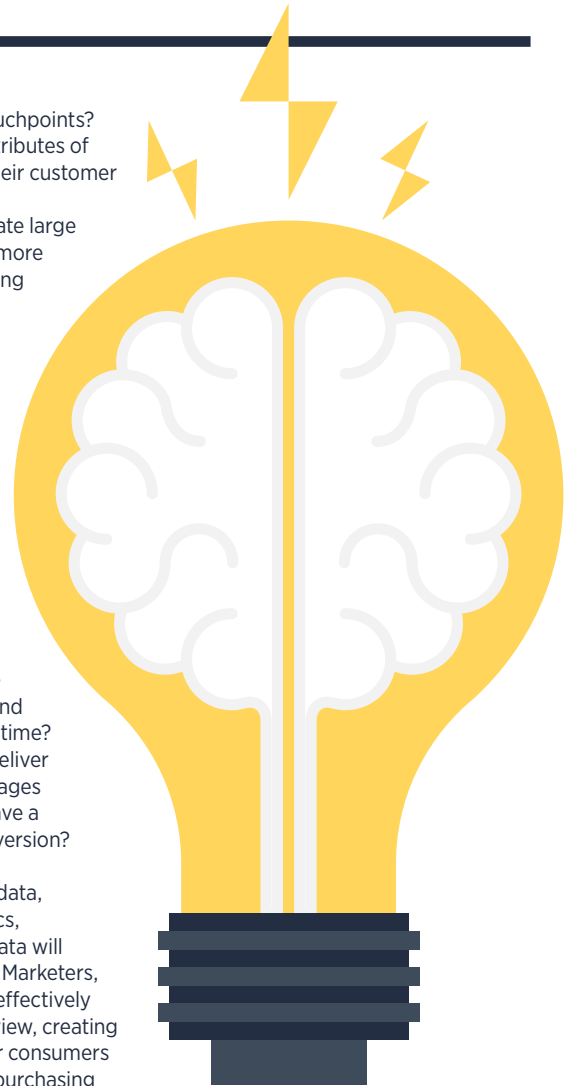
- How can I bring my traditional business and digital business together in a way that helps me understand

- my customers across all touchpoints?
- What are the targetable attributes of my audience throughout their customer journey?
- How can I effectively evaluate large quantities of data to make more strategic planning and buying decisions?
- How can I leverage my specific first-, second- and third-party data to more effectively target campaigns?
- How can I monetise my unique first-party data?
- How can I make best use of gathered insights to perfect my audience segmentation and targeting efforts?
- How can I understand multi-channel performance in such a way as to adjust and optimise campaigns in real time?
- How can I use my data to deliver targeted, one-to-one messages to consumers, which will have a measurable impact on conversion?

The analysis of the wealth of data, including target demographics, contextual and behavioural data will help answer these questions. Marketers, agencies and publishers can effectively enrich their single customer view, creating one-to-one messages to their consumers at the exact moments in the purchasing process that consumers are seeking further information; or even buying.

It remains true however that collecting, analysing, managing and acting on this first-party, second-party and third-party data is a complex challenge.

Those who are enjoying success in taking a customer-centric approach and delivering a brand experience that's personalised across touchpoints are making increasing use of data management practices and platforms for the array of benefits they offer their businesses.



discover...  
refresh...  
rethink...

# What are the benefits of DMPs?



A DMP will ultimately be a one-stop shop for all of a marketers' data needs...

Source:  
Winterberry Group/IAB  
Data Management Platforms Nov 2012

## A smorgasbord of DMPs

There are so many customer and prospect interactions and businesses have so little time to make sense of it all. This data offers a treasure trove of possibilities for marketers, their agencies and publishers. The DMP can help in ensuring that such treasure is mined smartly. In a recent report, one respondent said that a DMP "will ultimately be a one-stop shop for all of a marketers' data needs" (source: Winterberry Group/IAB - Data Management Platforms Nov 2012).

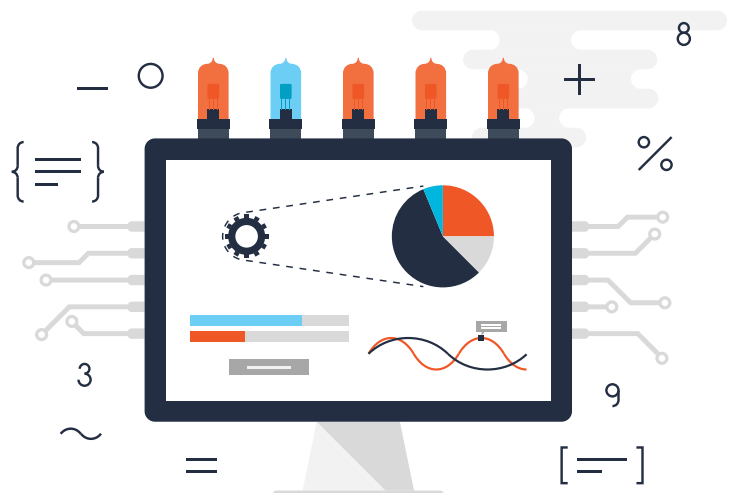
This may be true, yet finding the right DMP for a business requires careful consideration.

There are DSPs that also offer DMP technology. Their proposition is that it is more efficient for marketers and publishers to use one combined platform instead of two. The theory sounds great. Who could argue with the potential benefits of having fewer people and less technology in the process and the potential time savings that this might offer? However such a route can be restrictive.

There are DMPs that offer dashboards and exportable charts. Given that our brains react positively to a visual story, such a feature helps convey key insights and findings to colleagues, clients and potential business partners. The potential downside of such DMPs is that the platform needs data that is structured (packed in certain bundles if you will). This allows the dashboard and charts to work nicely, but this can be restricted by a finite number of pre-determined ways to mine the data. So DMPs that draw upon structured data can limit the treasure hunting.

At the other end of the spectrum are DMPs that are more free-form. These allow a user to go digging for data nuggets any way they wish. This may deliver more benefits, but such options can require additional manpower and training to make sense of this unstructured data.

The DMP industry is evolving rapidly. In a short time, DMPs have gone from simple tools that manage third-party audience targeting in display advertising to enabling much more sophisticated multi-channel consumer communications. Yet Forrester Research, Inc. reports that customers see the DMP "in its early innings" (Forrester Wave Data Management Platforms Q3 2013). While the technology is in its infancy, a DMP can immediately offer significant benefits.





## What are the benefits if using a DMP?



### TIME

A DMP can save a company a lot of time:

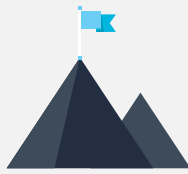
- Understanding who their audiences are.
- Mining the data and in the decision-making processes that follow.
- Allowing marketers and publishers faster understanding of their customers.
- Testing offline models online.
- Optimising live campaigns in near-real time.
- Improving planning processes for agencies, allowing them to focus their efforts on their client's most valuable customers.



### FINANCIAL

Gains can be made across a number of different areas:

- There are significant media spend efficiencies when using audiences from a DMP for display and search marketing.
- There are savings for the publisher by helping to maximise the sales value of their advertising inventory.
- Media planners and buyers can also save money for their clients through smart leverage of a DMP (assuming that any savings are indeed passed on to the client).
- There are revenue streams from monetising audiences – publishers and marketers can realise new revenue streams by creating an audience marketplace to buy and sell rich audience profile sets anonymously.



### SCALE

The ability of a DMP to process the sheer volume of information is a benefit in itself. From the media buys to the CRM activity, from third-party audience data to site and social media data, from conversations at the call centres to online customer service offerings, a DMP can show both the data itself and the connections within that data. A system that handles multiple sources of data can potentially lower the complexity of handling data.



### DISCOVERY

With the integration of CRM data, second-party strategic data and third-party data, companies are able to better prospect for customers by targeting high-value audiences. Processes such as algorithmic modelling can automate this process and help easily find audiences that look like your high value audiences across the display and search market.



### DATA LEVERAGE AND INSIGHT

By bringing all data into one place, a business can better discover insight that will benefit the whole company and reduce any departmental hold on some parts of the data. Understanding people's behaviours and preferences creates an opportunity to provide more relevant products and services, and thereby improve customer service. It can help to re-ignite relationships with lapsed customers or visitors to the company website. It is possible to learn why they no longer visit the site, and from these insights, create communications solutions to reconnect with them. It provides the opportunity to shape messages based on prior interactions (both online and in-store)



## What are the most common uses of a DMP right now?



### Ad targeting

It is in the area of improved ad targeting that much benefit has presently been attributed a DMP. Wouldn't you want to be able to 'slice and dice' your own first-party data by audience type, by campaign or even by revenue generation outcome, and then enrich it with second- and third-party data? To be able to create useful segments that can, when targeted carefully, positively impact the business objectives? No wonder so many companies are excited by DMPs



### Media buying

Companies and their media agencies have utilised the segmentation offering of a DMP to help further in the automation and delivery of their digital media buying. With marketers sharing the selected audience segmentation with their media buyers and then on

to ad networks, trading desks, portals and DSPs, targeted ads can be served to reach audiences in real time.

There is a much-needed debate raging in the industry on what constitutes a valued ad impression (with companies setting much more stringent rules for their agencies and other third parties on what is an accepted ad impression). There is also much debate about the role of the media agency and the potential conflict of interest if they both buy and sell the ad inventory through their own trading desk.

However, the fundamental truth is that a DMP offers an opportunity to secure media buying efficiencies for a marketer. This is perhaps better described as helping create media efficiencies by excluding known users in media buys and thus significantly reducing wasted media spend.



### Customer and prospect insight

Many brands use a DMP to better understand their customers. Brands and publishers can generate a comprehensive understanding of their site visitors, from shopping

intent and demographics to geolocation or business profiles.

One global food company had a content marketing platform that provided a wide range of useful content for customers and prospects through a website. The site attracted over 100m unique visitors per year and tracked more than 22,000 consumer attributes. The company then input this data into a DMP, which was able to build proprietary audiences to target with selected advertising and content.



### Content optimisation/personalisation

More and more companies are moving towards delivering a personalised multi-channel customer experience. A DMP helps optimise content based on both the audience type and their history. For example, if you have added some items to your basket via your desktop and then log on via your mobile later in the day you will be shown the basket page again, allowing brands to offer a seamless brand experience.



### And much more...

Every moment of contact with people is generating data now. This means companies have the ability to focus all this data around the customer journey. From integration to activation, a DMP draws from advertising, search, mobile, social, e-mail, display, point-of-sale and call centres...every contact point with people.

It could be the fusion of CRM strategies for real-time enhancement of live advertising campaigns. It could be to construct a simplified tag management strategy (which would help for improved understanding of customer behaviours online, for instance). Across the customer journey, a DMP can add enormously to the value that businesses can deliver to people and to their own bottom line.

This opens up the possibilities of direct mail actions, new retail strategies, mobile personalisation, content targeting and much more.

But there is one final key use of a DMP – one that provides both rational and emotional benefits: analytics.

What worked and what didn't? How much was paid for what? Who interacted with what and when?

A well-formatted campaign analytics service measures and compares on-going performance for specific audiences across a multitude of channels - which is clearly hugely valuable. We learn from the past to improve the future. Now we can learn from yesterday and earlier today to improve now and tomorrow. More advanced audience analytics can help to measure how specific audiences interact with each communications channel and the resultant ROI by channel.

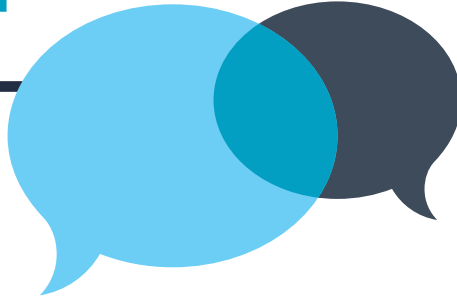
Such output from a DMP analytics offering is often viewed (depending on a DMP) in the form of a single dashboard. This dashboard then turns the findings into powerful visual stories. So while the analytics helps the organisation rationally, the dashboard and data visualisation helps an organisation emotionally connect with the data, and the insights that come from it.



# Is a DMP right for my company?

3

As we've just discovered, a DMP is a powerful tool that offers myriad benefits. But is it for everyone? If you agree with more than three of the following statements, a DMP is probably the right way to go for your business:



- We need to gain control over all our customer data.
- We want to leverage data from across the business, both online and offline, alongside second- and third-party data sources to provide a richer understanding of our customers.
- We require a greater understanding of our customers' path to purchase and the impact that our communications have on their journey.
- We need to bring first-, second- and third-party data together to create richer and more valuable audience segments.
- We want to deliver more effective multi-device customer experiences.
- We need to target prospective and existing customers via biddable media, such as display and PPC retargeting, more effectively.
- We buy media placements, third-party audience data, or bid on ad exchanges on a regular basis.
- We need to manage multiple online campaigns across different ad networks, exchanges, and publishers.
- We would like to enhance our scalability, niche-targeting and messaging capabilities.
- We need to better target campaigns to improve response rates, sales and brand recognition.
- We want to fuse data from call centres, the sales team and retail with marketing data.
- We need to control our advertising costs and improve overall ROI.

DMP's will also benefit organisations that are nurturing a more collaborative business culture where the data provided by marketing, sales, customer service and finance, for example, can be easily shared and used to deliver on overall business goals.

As you consider which type of DMP best suits your organisation, be ready with a checklist of questions to ask both yourselves and any potential DMP provider.

- Who will own it? Who is the internal stakeholder who will be empowered to work across the whole business to make this happen?
- Map out your present data sources. Is it easy to input your first-, second- and third-party data into the DMP?
- Do any of your existing digital tools integrate with the DMP provider's technology?
- What are the upsides - and potential downsides - of bringing all your customer information together in one place?
- What other departments across the business (such as sales or customer service) might benefit from a single location for the data?
- How scalable is the technology, not just the data you have now, but what you might have in the future?
- Does a DMP have the ability to push and pull data from third-party DSPs and SSPs, which are used to deliver display and PPC advertising?
- What training will be needed across the organisation to ensure you get the most out of a DMP?
- Will a DMP help minimise any data leakage to partners and agencies, which might currently have access to valuable information about your customers?
- Will a DMP decrease value leakage (e.g. money spent on third-party middlemen who currently sit between publishers and brands)?
- Will a DMP, if used effectively, help to strengthen people's trust in the business through careful collection and management of their personal data?
- Will the DMP provide simple-to-use reports that help you understand your audiences, find more of them and action your audiences for personalisation and media buying?
- Does the DMP offer algorithmic modelling to help save man-hours in finding high-value look-a-like audiences?
- Does the DMP stitch devices together to enable 360° view of the customer?
- Does the DMP provider have a clear roadmap that reflects your business goals?

# What does success look like?



## Striving for a positive Return on Investment

“Show me the Money,” demands the sports star in the film *Jerry Maguire*. Often this is also the demand of CFOs when asking the marketing team to prove the ROI of the marketing investments made. This might include additional sales, increased conversions or new acquisitions. An increase on the margin of existing sales could count too.

Marketing continually seeks improvements in a number of areas. There is a desire to increase understanding of (and benchmark) consumer behaviour towards the company’s products and services. There is a continual drive to improve the messaging to customers. Then there is a commitment to improve customer interaction.

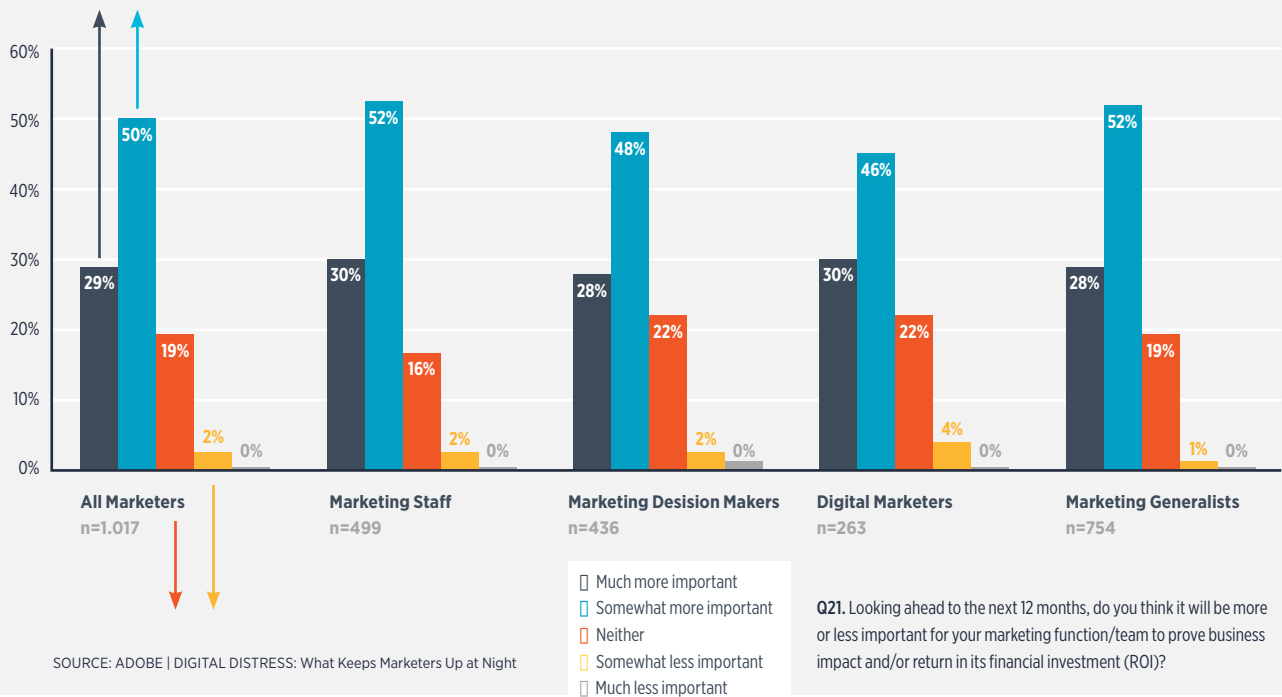
Finally we have the push for efficiencies in media buying.

Right now, marketing is feeling the pressure of the drive for ROI. Adobe recently carried out a study (*Digital Distress 2014*), which found that marketers feel the need to deliver ROI is higher than ever. (See chart below)

So the need for more ROI is there, yet the confidence in the success of the existing marketing activity is not. The same survey found that among marketing professionals, only 9% strongly agree that their digital marketing is working and 14% believe their marketing in general is working.

In the wider context of marketing measures, this survey looked at the gap between the importance a company

## How important will it be to prove impact/ROI in the next 12 months?



places on key drivers vs how well the company performs on them. The biggest shortcoming was found in marketing measurement - 76% Importance v 29% performance.

A separate report by BlueKai (*Data Impact Report 8 2014*) found that use of data in marketing typically leads to improvement in four key areas:

- Performance (conversion and acquisition)
- Relevance of messaging
- Customer interaction (clicks and traffic generated)
- Efficiency in media buying and planning.

Meanwhile a recent Econsultancy report on DMPs found 10% of respondents said better data management increased conversion rates and sales by between 5% and 10%.

The same survey reported positive signs regarding marketing measures. Just over 20% of respondents said that improved data management increased clicks and traffic on their sites by between 5% and 10%. Furthermore, 32% of the respondents said that media efficiencies were improved by more than 10%.

## Case Study Postmedia

Let's take a look at a specific business case to highlight how marketing measures and business ROI can be achieved through smart use of a DMP.

Postmedia is the largest publisher of paid-for English-language newspapers in Canada, reaching millions of users through a variety of print, online, digital, and mobile platforms. It needed a way to better serve the needs of both national advertisers and smaller, local advertisers, with all groups wanting to leverage display advertising. Given the demand from advertisers across the country, Postmedia could run out of display advertising inventory for campaigns, particularly on specialised channels catering for high-traffic areas such as automotive, financial services, retail or travel. Postmedia needed the ability to segment users based on similar characteristics, free up online inventory to fulfil all online campaign requests, and better illustrate the value it could deliver via its network to national and local advertisers.

Deploying Adobe's DMP Audience Manager, which allowed Postmedia to identify new audiences across both its own and external properties, helped to increase clickthrough rates by up to 200% compared to standard ad campaigns.

This success came from the ability to improve campaign fulfilment by delivering more advanced audience segmentation for advertisers' campaigns, and by providing unmatched insights from customer data.



This offered a significant opportunity to provide our advertisers with not only scale, but also with highly qualified and targeted reach based on real data across all of our media properties.

It's not just publishers that are benefiting from using a DMP. A leading delivery services company, which used Adobe's Audience Manager, was able to:

- Attribute 75% of all conversion events to optimised experiences targeted at new segments
- Increase conversion by 7% by delivering personalised, targeted content to their customers

A DMP in the hands of both marketers and publishers can be a highly effective tool in leveraging data that drives ROI.

Jeff Clark,  
Vice President  
of Audience and  
Analytics, Postmedia



# Conclusion

Every time someone accepts a free app, registers for a white paper, signs into Facebook or chats on LinkedIn – data is being collected. Just think how many devices people use to search and shop on the internet, at home, at work, and on the move.

All the data that companies collect is therefore a reflection of people: their behaviours, preferences, needs, concerns and likes. Investing in a better understanding of this data means the possibility of a better understanding of how to improve the relationship between people and companies, and between customer and brand.

People have needs. Values. They want their life made just that little bit easier, simpler, more fulfilling, or they just want to save a little time.

So a Data Management Platform, with its ability to centralise the collection, management, analysis and activation of all this data, is a critical tool for companies. What started as a tool to segment a company's customer base grew into being commonly used to buy digital media more efficiently. However, from collection to measurement and ROI analysis, a DMP is proving to be a highly valuable tool in helping companies be more effective in their communication across the customer journey.

People are rightly concerned with privacy issues and the handling of their data by companies. By having a single integrated service under a DMP, companies can put in place clear governance guidelines on what data is accepted into that DMP. This could help encourage trust among customers and protect their privacy. This is critical to any company that truly wishes to be consumer-centric in their approach to data management.

Companies are all engaged in a rapidly growing opportunity to make better use of our data. It is becoming increasingly complex for marketers to track individual customer journeys accurately without being able to capture individual identity.

As a result attribution is a huge challenge – we can barely tell which channel made the sale, let alone which channel was most responsible for it. There are a few things to keep in mind with managing this data:

**1.** Gaining the right customer insights and acting upon them is key to offering the right information and right experiences at the right time.

- 2.** Companies understand the importance of customer-centricity but are failing to come to terms with the data explosion.
- 3.** There is a difference between saying you are customer-centric and being it.

Context matters more than ever – understanding our customers, capturing (and managing) their data, developing insight from it, and using it all effectively to take real, useful and meaningful action is incredibly important.

By integrating a Data Management Platform into their business, marketers can create segments of real people (not cookies) who interact with media every single day in multiple formats.

The DMP is fast becoming an essential tool that helps the marketer hold all key customer data together, from which spring the insights for future business growth. This growth, according to industry commentators, will be fuelled by the rise of marketing automation, the continued importance of multi-channel thinking and the proper introduction of personalisation.

The Data Management Platform is an essential tool in achieving this.

The DMP is not the panacea for the challenges of data management and being a customer-centric business. But there is no doubt it can have enormous benefits. However, as stated earlier, data is not the core of



this white paper; people are. Just as the data that is collected, analysed and acted upon simply reflects people's behaviours, so too do the insights. People are critical in the interpretation of the findings of a DMP. The marketing team; the research guys; the analytics folks; the agency planners; the media buyers; the publisher sales teams; the CRM gang; the content marketing colleagues. These and many more are essential to the success of a DMP. It is their shaping of a DMP framework that makes the data valuable. It is they who interpret and shape the insights against the business objectives. It is they who seek to adjust campaigns in real-time to seek greater effectiveness. It is they who seek to make new links across channels. It is they who spot the golden nuggets among the rocks.

In so many ways, at the heart of a DMP are people. Valued customers; valuable prospects; and the incredible talent who dig the mines.

Jacob Davis was the guy who noticed that Californian Gold Rush miners struggled to find trousers that could stand up to the rigours of their working day. The trousers would always fall apart at the pocket edges and other weak points. So he used tent material from the store of the local retailer (and future business partner) Levi Strauss, created trousers from the material called denim, and riveted the pockets together to add durability. Soon after, the Levi 501® was born.

The simple rivet made the load of the miner that much lighter. Likewise, a DMP can make the load of marketers that bit lighter too, and help the business be of more value to customers and potential customers alike.



## Jargon Buster

<b>Demand Side Platform (DSP)</b>	A demand-side platform is a piece of software used to purchase advertising in an automated way. DSPs are most often used by advertisers and agencies to help them buy display, video, mobile and search ads.
<b>Supply Side Platforms (SSP)</b>	A supply-side platform is basically the publisher equivalent of a DSP. Where DSPs are used by marketers to buy ad impressions from exchanges as cheaply and as efficiently as possible, SSPs are designed to allow publishers to do the opposite: to maximize the prices of their inventory.
<b>Technology Stack</b>	A technology stack comprises the layers of components or services that are used to provide a software solution or application.
<b>Advertising Inventory</b>	Advertising inventory is the number of advertisements, or amount of ad space, a publisher has available to sell to an advertiser. Ad inventory is often calculated by the month.
<b>Single Customer View</b>	A Single Customer View is an aggregated, consistent and holistic representation of the data known by an organisation about its customers.



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