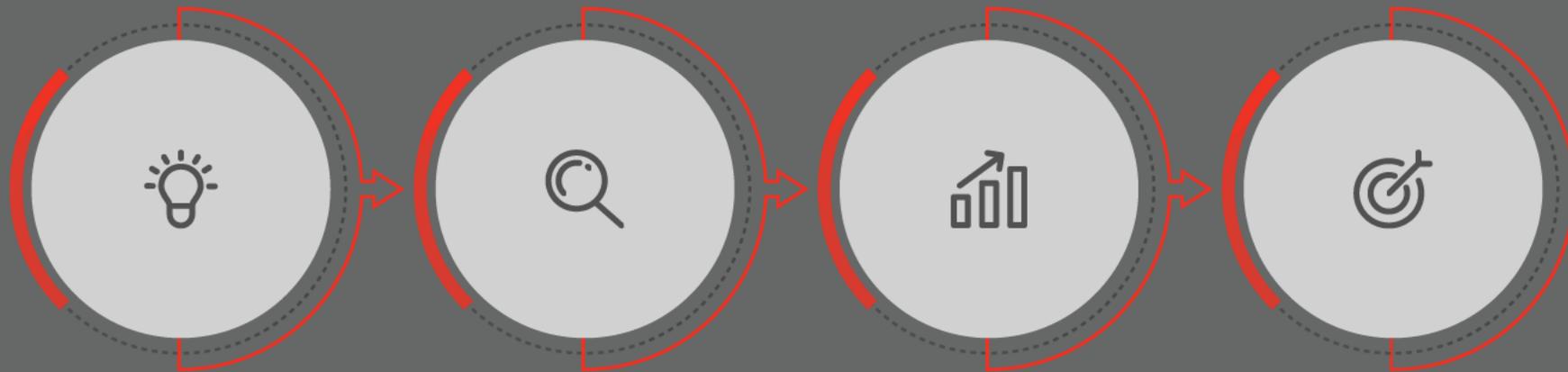




# RESPONSIBLE & EFFECTIVE USE OF DATA IN DIGITAL MARKETING

RECOMMENDATIONS & BEST PRACTICES



THIS WEBINAR WILL START SHORTLY



**Jonas Jaanimagi**

Technology Lead

IAB Australia





# DATA-DRIVEN DIGITAL ADVERTISING

14.05.2020

**RESPONSIBLE & EFFECTIVE USE OF DATA**

21.05.2020

**DATA GOVERNANCE & CONSUMER PRIVACY**

28.05.2020

**IDENTITY, PROJECT REARC & PRIVACY SANDBOX**

## **DATA GOVERNANCE CHECKLIST**

1. HAS THE DATA BEEN GATHERED WITH GENUINE CONSENT?
2. WHO OWNS THE DATA SET?
3. WHERE IS THE DATA STORED?
4. HOW HAS THE DATA SET BEEN CONSTRUCTED?

## **CONSUMER PRIVACY CHECKLIST**

1. MANAGE CONSUMER CONSENT AND CONTROL: CHAMPION THE USER EXPERIENCE
2. PROACTIVELY MANAGING PRIVACY PROTECTIONS
3. PRACTICE DATA MINIMISATION
4. ENSURE COMPLIANCE WITH DATA BREACH LAWS
5. MANAGE DATA PROTECTIONS IN YOUR ADVERTISING TECH STACK
6. ENSURE DATA IS SOURCED ETHICALLY & TRANSPARENTLY



**Chris Durbridge**

Head of Consumer Insights & Marketing Services  
Equifax

**EQUIFAX**

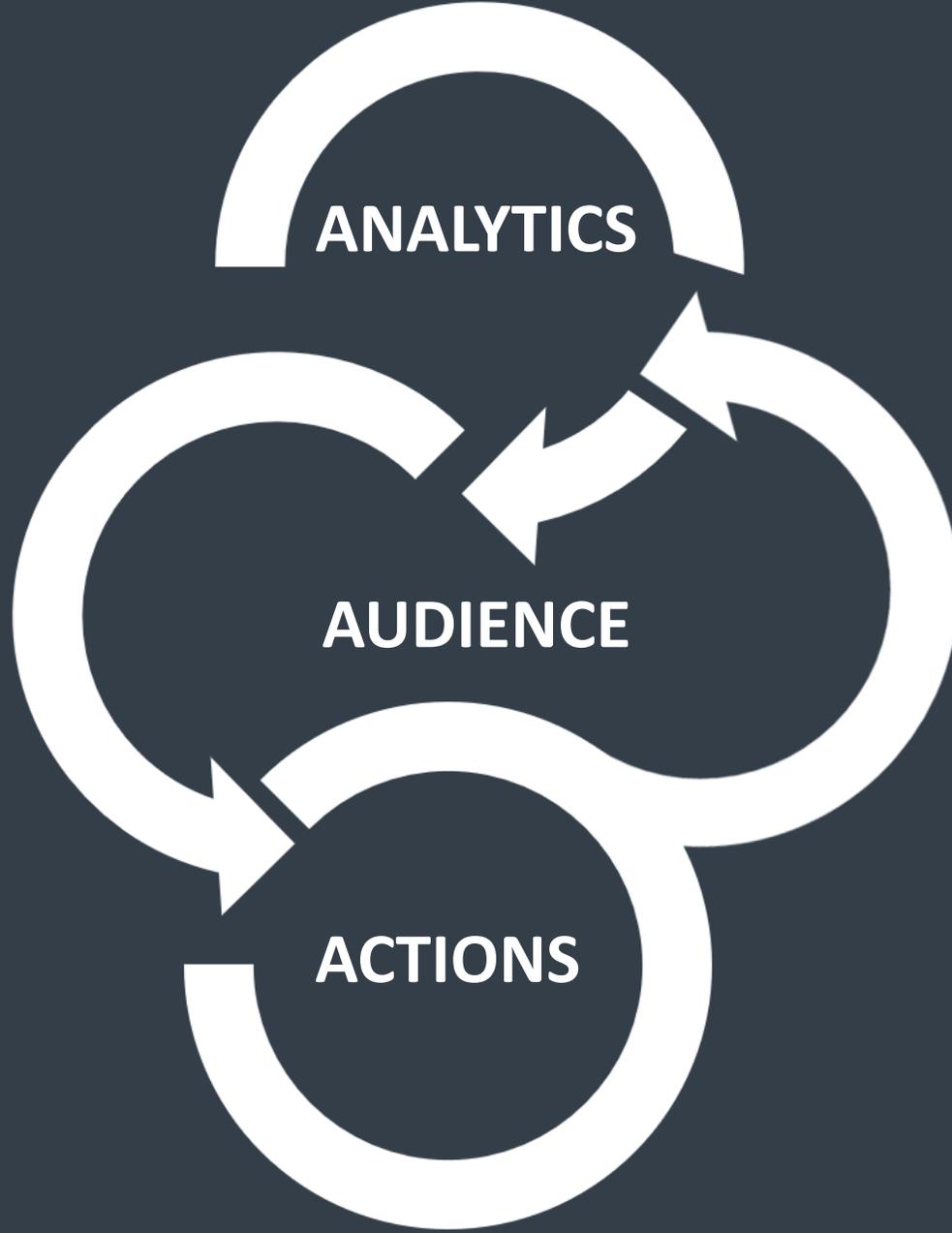
# CLOSED-LOOP MARKETING CAMPAIGNS

**MARKETING  
SERVICES**

**EQUIFAX<sup>®</sup>**

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How We Stitched  
**Online with Offline**  
Data to help our  
client **increase**  
**ROI & optimise**  
media spend.



# THE CHALLENGE

Investing dollars in digital marketing **but not seeing the impact and correlation in actual sales.**

The screenshot shows a travel website interface. At the top is a banner for 'the great chimu Sale' with a 'SAVE UP TO 40%' badge. Below the banner are search filters for 'Location', 'Price', and 'Duration', and a 'SEARCH' button. The main content area is divided into sections: 'Tailor-Made Itineraries', 'Whats Hot', 'Operations in South America', and a 'Newsletter Signup' form. The 'Whats Hot' section features four promotional cards: 'IN SHACKLETONS WAKE SAVE UP TO 40%', 'DISCOVER YOUR 2020 VISION', 'PAUL KELLY SONGS IN THE SOUTH', and 'ANTARCTICA EARLY BIRD AND LAST MINUTE SALE NOW ON'. A green 'ENQUIRE NOW' button is at the bottom of the 'Whats Hot' section. The 'Newsletter Signup' form includes a 'Name' field, a 'Special Deals' checkbox, and a 'Yes Please Sign Me Up' button. A 'Chat now' button is in the bottom right corner.

**\$ via phone or travel agent and stored in the CRM**

**Product Content + user behaviour collected in GA**

**Lead acquisition**

**Content marketing**

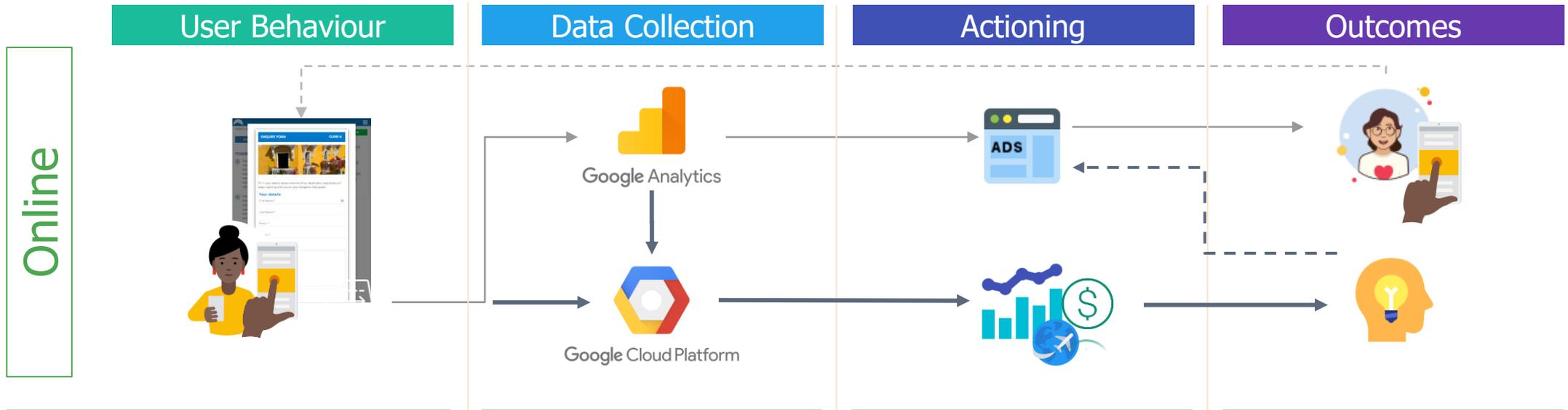
# THE OBJECTIVE

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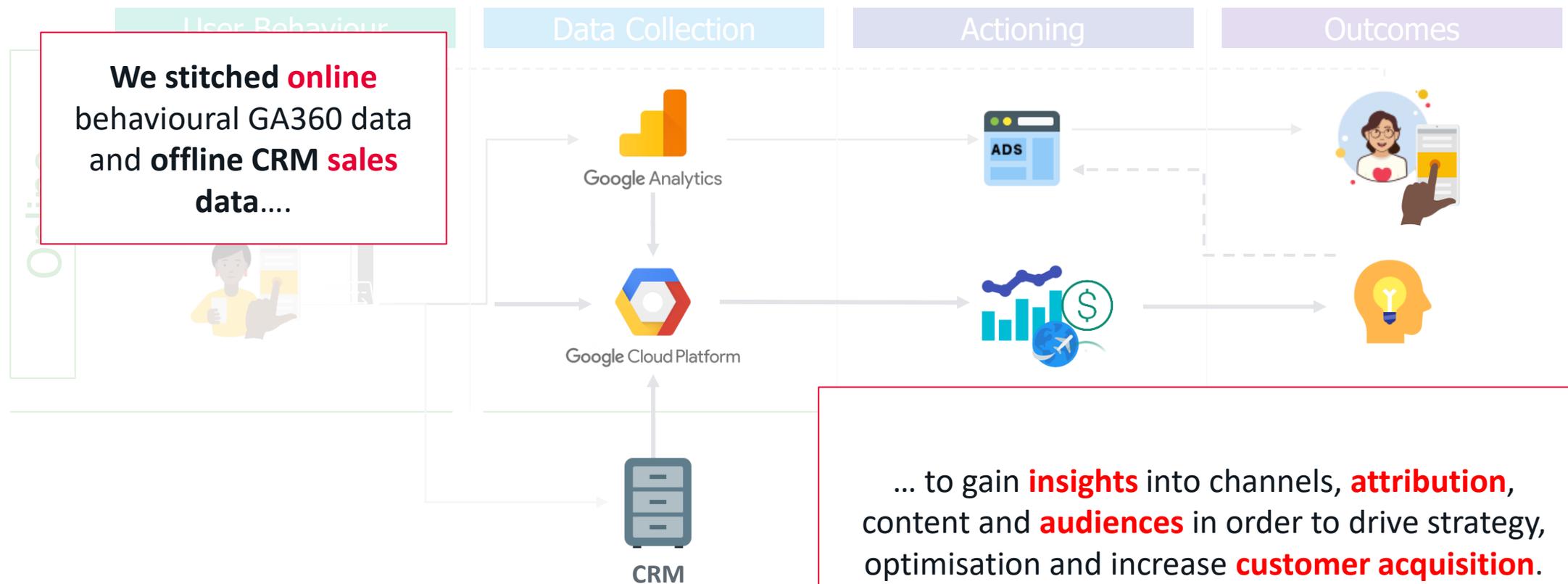
*“To understand my customers, and the value of online marketing activity on offline sales.”*



# ONLINE JOURNEY



# ANALYTICS EXECUTION PLAN



# GOOGLE MARKETING PLATFORM AWARD

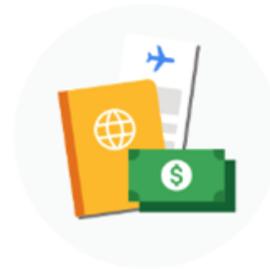
Best Customer Use Case - [See full use case here](#)

We used analytics to help a travel company reach their objective and after six months of optimising its strategy, our client achieved...



**770%** ROI

from organic



**49%** ROI

from paid

# ANALYTICS

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**Data helps** businesses **understand** online behaviour and offline sales.



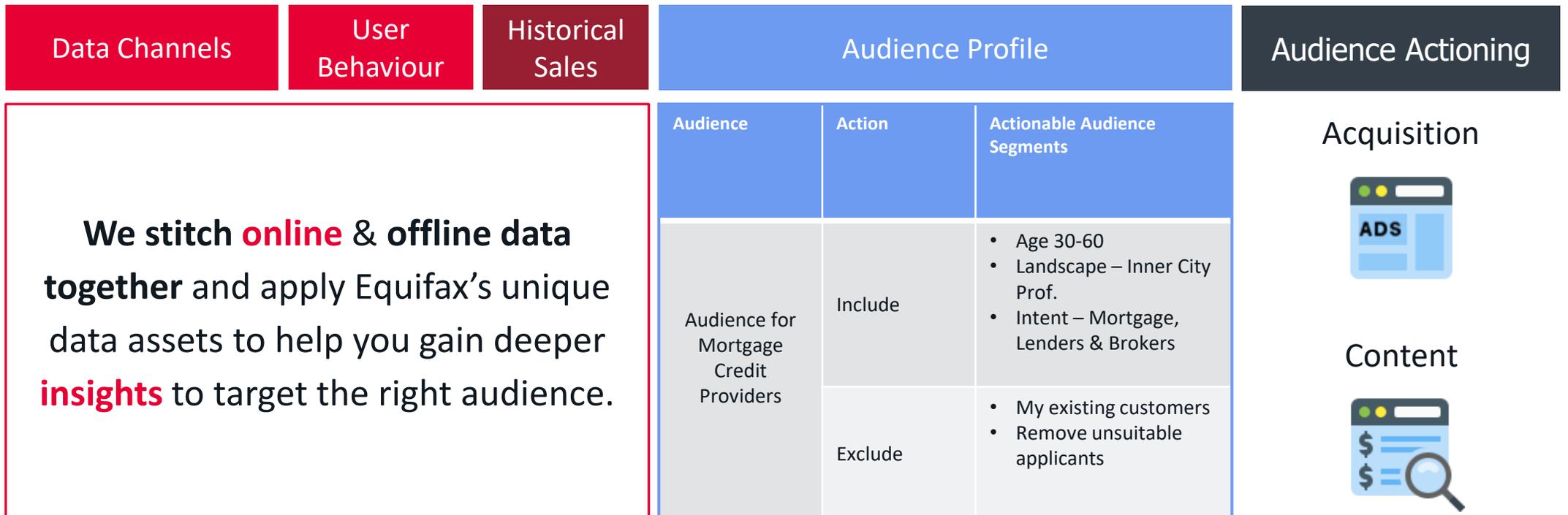
**Using analytics to understand** how customers search, interact and engage with your content can help you invest in using the **RIGHT channels** and finding the **RIGHT audiences**.



It's very powerful to target the **RIGHT** customers with the **RIGHT** offer through the **RIGHT** channels.

# AUDIENCE PROFILING

Profiling online and offline audiences to help you gain meaningful insights into actionable audiences.



# AUDIENCE ACTIONING

The same audience profile will be delivered across all required channels to help you find prospects that match your acquisition profile.

Audience Profile			Channels		Audience Actioning
Audience	Action	Actionable Audience Segments	Online	DSP & DMPs	Acquisition 
Audience for Mortgage Credit Providers	Include	<ul style="list-style-type: none"> <li>Age 30-60</li> <li>Landscape – Inner City Prof.</li> <li>Intent – Mortgage, Lenders &amp; Brokers</li> </ul>		General Display: Video/BVOD, Mobile	
	Exclude	<ul style="list-style-type: none"> <li>My existing customers</li> <li>Remove unsuitable applicants</li> </ul>	Search		
			Offline	Direct Mail	Content 
				Tele Sales	

# MARKETING SERVICES

**EQUIFAX**<sup>®</sup>

**data**licious  
From Equifax

## Q & A

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# EQUIFAX + DATALICIOUS

Equifax is one of Australia's largest data providers with comprehensive consumer, commercial and geographic datasets for research and marketing purposes.

## ANALYTICS

- Measurement, Attribution & Media Mix Modelling (MMM)
- Audience Profiling
- Custom Analysis + Data Services

## AUDIENCES

- Consumer Audiences: Online & Offline
- Attributes & Segments
- Data Onboarding / Offboarding
- Data Licences

## COMMERCIAL

- Commercial Data
- Firmographics
- Data Onboarding / Offboarding
- Data Licences

## LOCATION

- Address
- Property
- Cadastral
- Location Planning
- Data Licences

# CONTACT US

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## Product Enquiries

Chris Durbridge - Head of Consumer Insights  
& Marketing Services Products, Equifax  
[CHRIS.DURBRIDGE@EQUIFAX.COM](mailto:CHRIS.DURBRIDGE@EQUIFAX.COM)

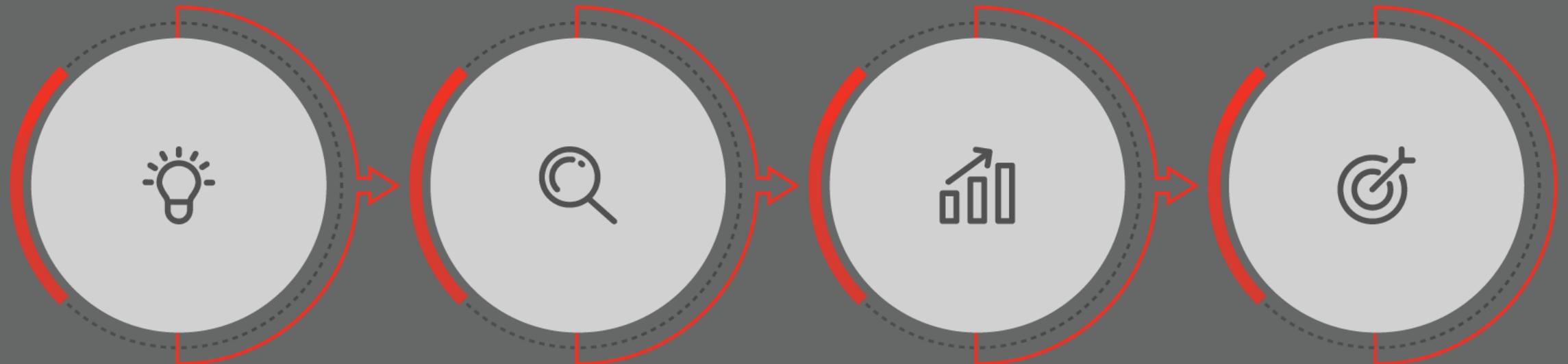
## Sale Enquiries

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THURSDAY 21 MAY  
11 AM - 12 PM

# DATA GOVERNANCE & CONSUMER PRIVACY





[www.iabaustralia.com.au](http://www.iabaustralia.com.au)