

BRANDING

e-volution

I dati di prima parte per costruire il ruolo del brand nell'ecosistema digitale

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UNPRECEDENTED TIMES, UNPRECEDENTED CHANGES

LAST YEAR WE SAID...

“**Italy** has only captured **10%** of its digitization potential”

Something already started to change in 2019...

AND THEN COVID-19 HAPPENED

Source: Surfing The Hype, GroupM Consulting & Oracle, 2019

DIGITAL MARKETING TECHNOLOGIES BEING RADICALLY ALTERED

Chromium Blog
News and developments from the open source browser project
Building a more private web: A path towards making third party cookies obsolete
Tuesday, January 14, 2020

VB
Channels ▾ Events ▾ Newsletters Special Issue: AI and Security Search Q
Firefox starts blocking third-party cookies by default
EMIL PROTALINSKI @EPRO JUNE 4, 2019 6:00 AM

ad exchanger
TOPICS | OPINION | RESOURCES | EVENTS | PODCAST | CAREERS | SEARCH
Apple's Safari Cut Off All Workarounds For Cross-Site Tracking – Now What?
by Allison Schiff // Thursday, March 26th, 2020 – 12:57 pm

ADWEEK NEWS - EVENTS - WEBINARS - CONNECT - YOUR CAREER -
AD TECH & MAR TECH
Google Chrome Will Phase Out Third-Party Cookies by 2022
Privacy Sandbox seeks new standards to support ad-funded web
By Ronan Shields | January 14, 2020 **PREMIUM**

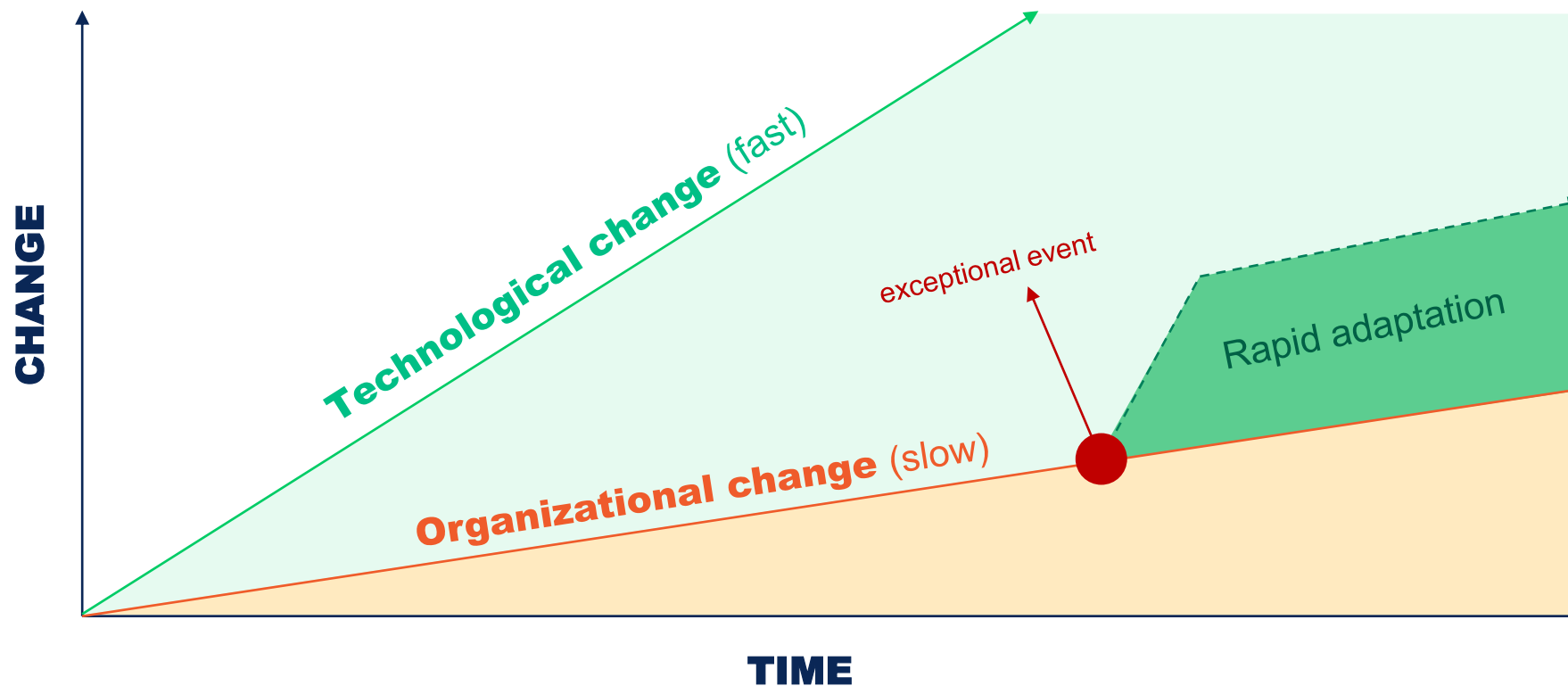
THE VERGE TECH - REVIEWS - SCIENCE - CREATORS - ENTERTAINMENT - VIDEO - MORE -
60GB FOR £20 FOR MONTHS
APPLE | GOOGLE | WEB
Google to 'phase out' third-party cookies in Chrome, but not for two years
The browser battles are about privacy more than marketshare
By Dieter Bohn | @backlon | Jan 14, 2020, 11:00am EST

ad exchanger
TOPICS | OPINION | RESOURCES | EVENTS | PODCAST | CAREERS | SEARCH
Google, You Finally Really Did It
by AdExchanger // Tuesday, January 14th, 2020 – 12:18 pm

Econsultancy TOPICS ▾ BEST PRACTICE TRENDS
BLOG
With cookies under attack, the IAB Tech Lab calls for new tracking standards
By Patricio Robles | September 9th 2019

BUT AN EXCEPTIONAL EVENT CAN FORCE SIGNIFICANT CHANGE IN A VERY SHORT PERIOD OF TIME

2020 made us capable of adapting to change on a much faster time scale than we previously expected



Source: chiefmartech.com - Bending Martec's Law

**BRANDS NEED TO UNLOCK THE
NEXT WAVE OF GROWTH
BY UNIFYING
CREATIVITY AND DATA**

WHY DOES PERSONALIZATION MATTER?

Personalized marketing
DRIVES GROWTH

Companies that fully integrate creativity and data enjoy growth rates twice as high as companies that don't (McKinsey)

The higher the investment,
the **BETTER THE RETURNS**

Companies with ROI of 2x or more said personalization made up at least 20% of their marketing budget

Personalization drives
LONG-TERM CUSTOMER VALUE

Brands that had the highest personalization ROI (3x or more) focused on loyalty as their top KPI

Medium The psychology of a personalized customer experience



Creativity

x

DATA

USE CREATIVITY AND DATA LIKE LEONARDO USED PAINTS & BRUSHES

CREATIVITY

—

DATA

=

**LITTLE IMPACT
ON CUSTOMERS**

DATA

—

CREATIVITY

=

**NOT MEMORABLE
OR INSPIRING
ENOUGH**

CREATIVITY

+

DATA

=

**ENHANCE CUSTOMER
EXPERIENCE, BUILD LASTING
CONNECTIONS,
CREATE VALUABLE CONTENT**

∨

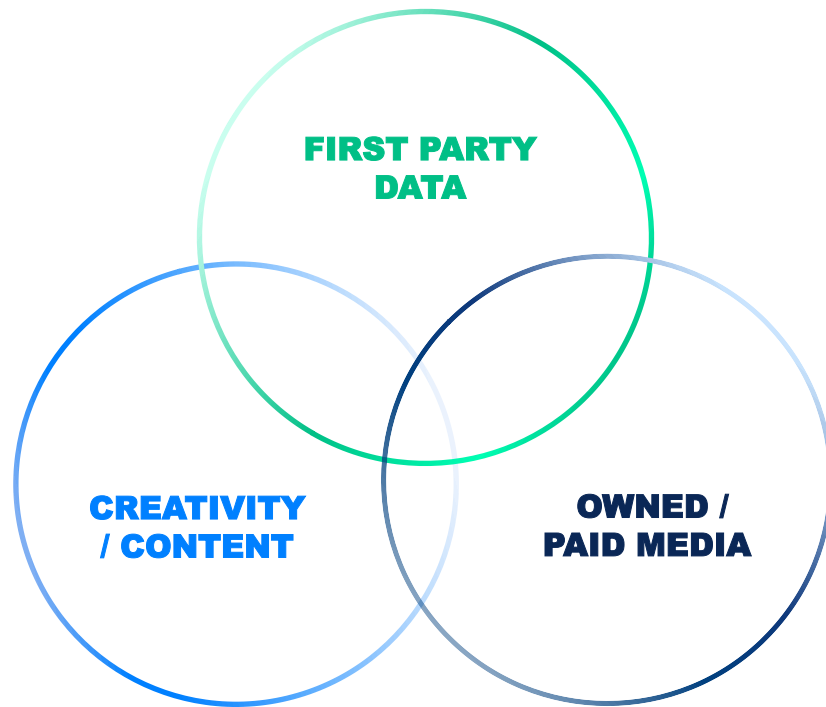
GREAT RESULTS

COCKTAIL PARTY EFFECT

**PEOPLE'S BRAINS
SEPARATE OVERLAPPING
CONVERSATIONS INTO
DIFFERENT AUDITORY STREAMS**

**THEY FOCUS ON RELEVANT
INFORMATION AND
DISCARD THE OTHER**

DATA DRIVEN COMMUNICATION: IT SHOULDN'T BE 'EITHER' / 'OR', BUT RATHER 'AND'



COMPANIES HAVE ACHIEVED A SINGLE POINT OF CONTROL OVER DATA, DECISIONS AND INTERACTIONS

THE RIGHT TECH FRAMEWORK TO ESTABLISH A RICH RELATIONSHIP WITH CUSTOMERS

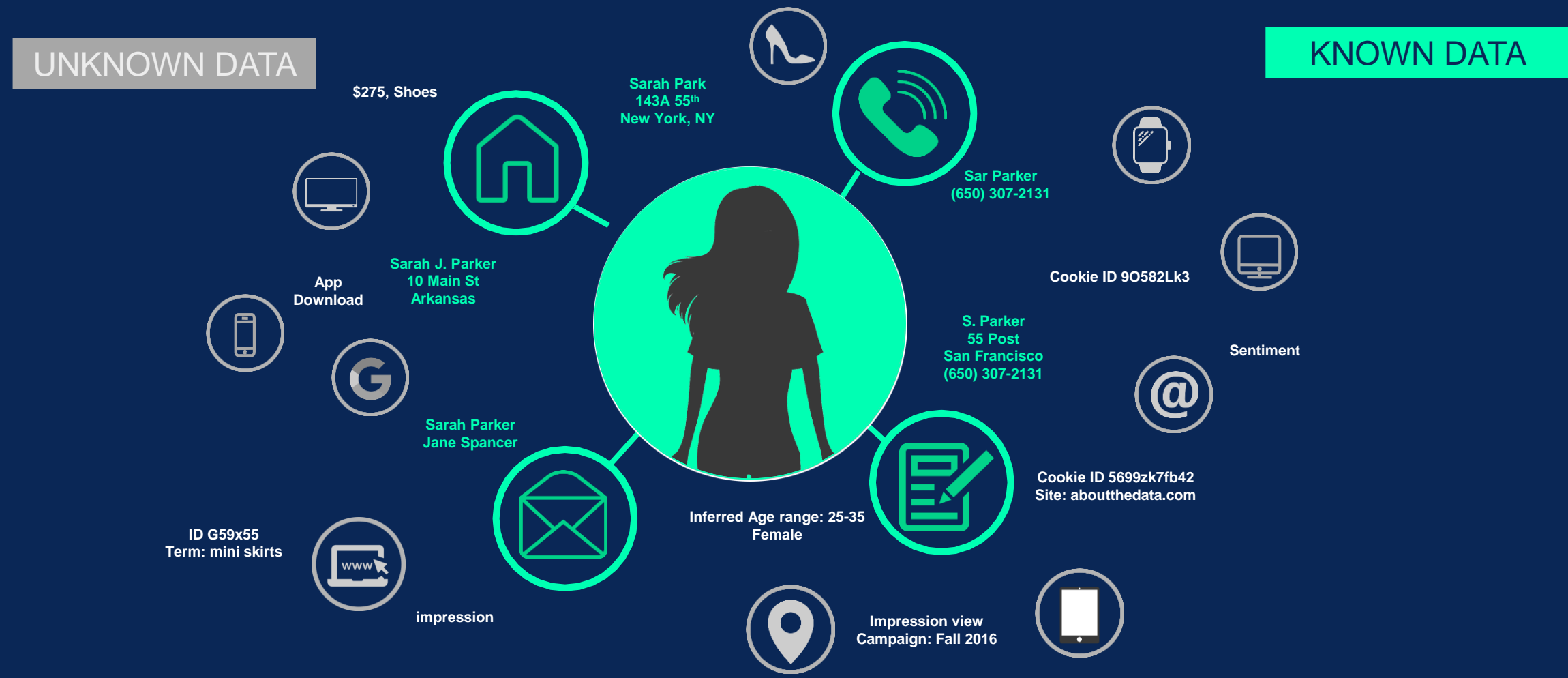
AND THE ABILITY TO SCALE A FRICTIONLESS CUSTOMER EXPERIENCE AS THE COMPANY EVOLVES

HOW CAN BRANDS ADAPT?

NOW MORE THAN EVER

It is critical for brands
to massively start investing in first party data
in order to adapt to this new world and build foundations
for the new era of digital marketing

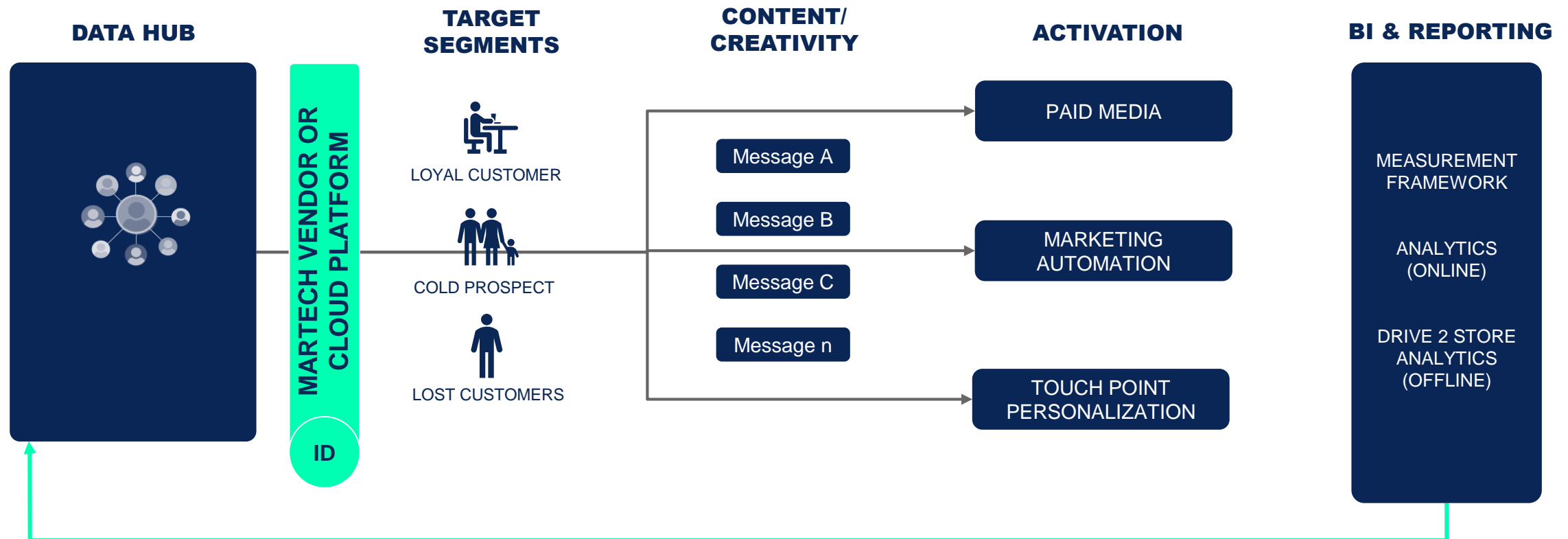
WHAT WE MEAN FOR FIRST PARTY DATA



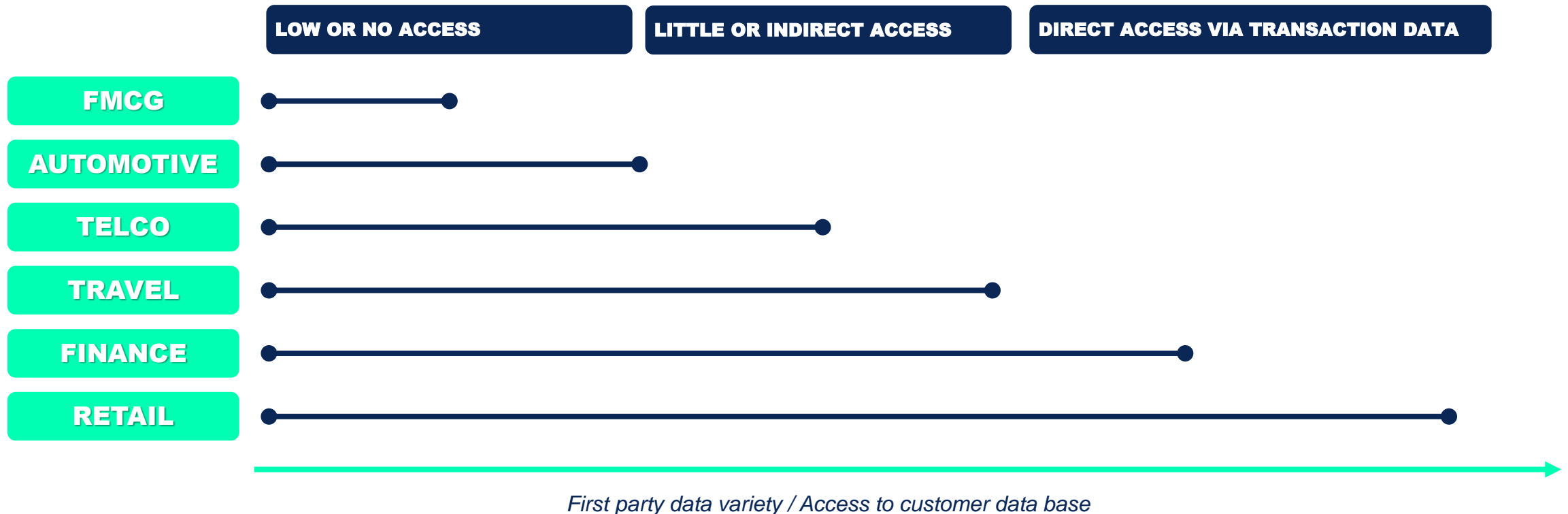
Knowing our customer means
turning the unknown into the known

**to recognize users – their history, needs, and interests –
across every channel they choose for their interactions**

INVESTING IN STRATEGIES AND TECHNOLOGIES ABLE TO UNIFY, ANALYZE AND ACTIVATE FIRST PARTY DATA ACROSS ALL MARKETING CHANNELS TO ENABLE PERSONALIZATION



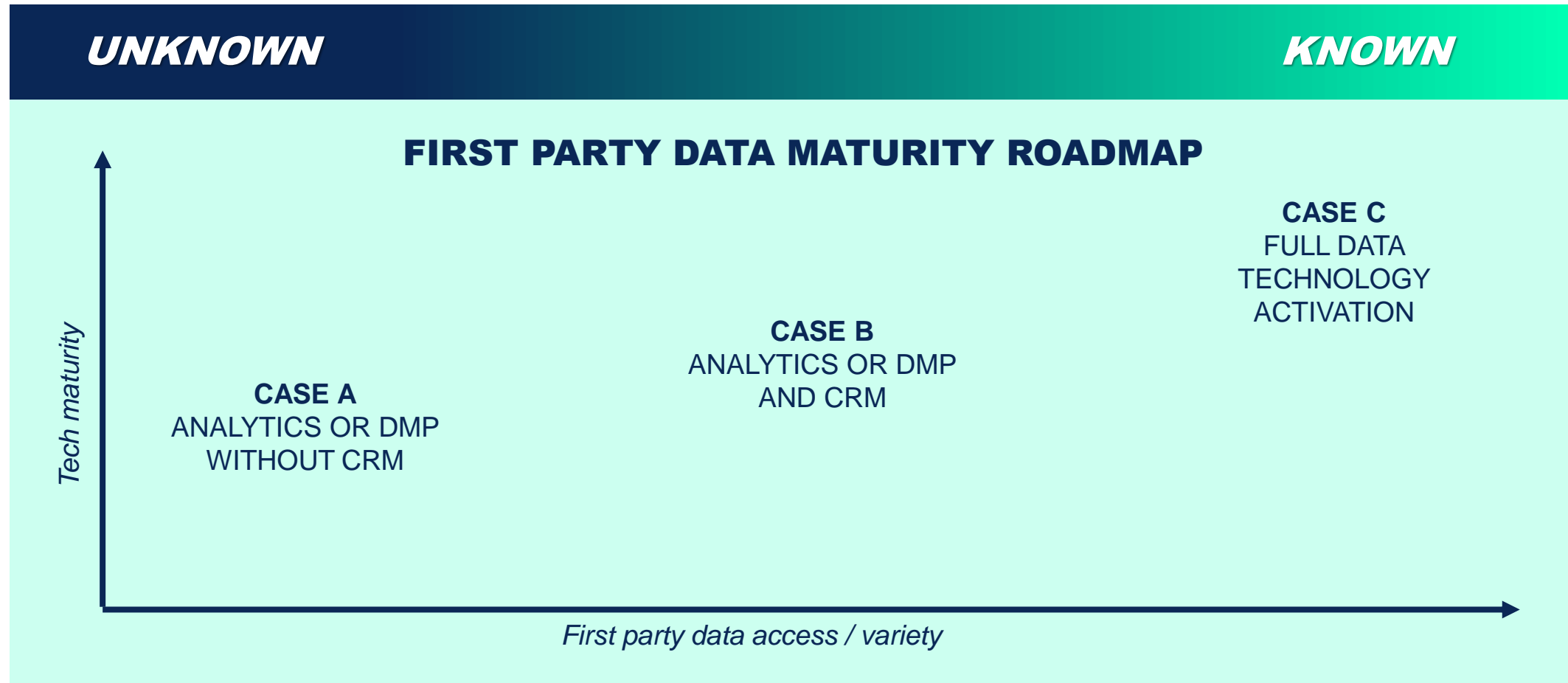
ALWAYS CONSIDERING THAT DIFFERENT INDUSTRIES AND LEVELS OF DIGITAL MATURITY DEFINE DIFFERENT USE CASES AND ROADMAPS FOR FIRST PARTY DATA USAGE



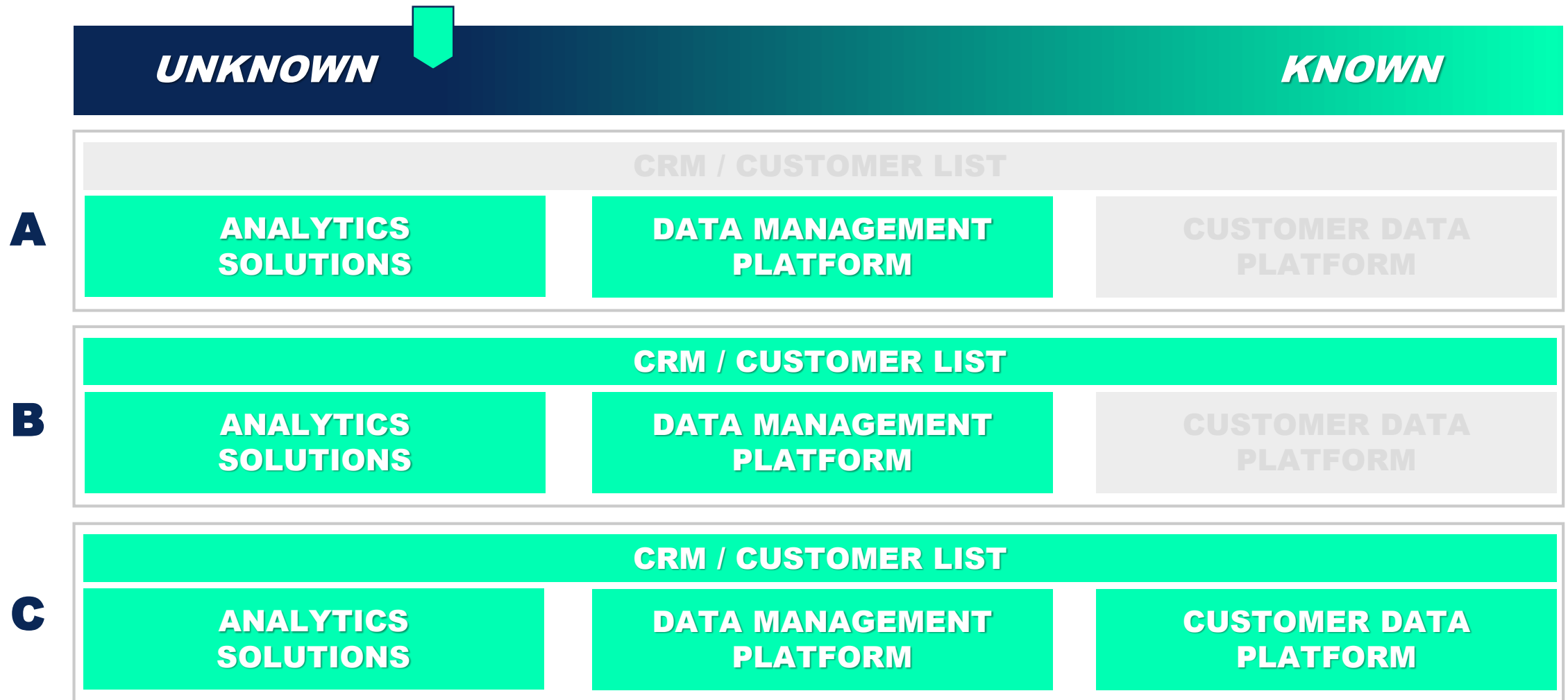
Source: BCG European first party data digital-marketing study, 2019

**Despite having different starting points,
all the companies can speed up their
digital marketing maturity curve
by unlocking the potential of
first-party data combined with creativity**

THREE FIRST PARTY-DATA APPROACHES FOR THREE DIFFERENT MATURITY LEVELS



EACH USE CASE AND THEIR OWN CAPABILITIES





LAVAZZA
TORINO, ITALIA, 1895

LORENZO GIORDA

Head of Digital Marketing
Lavazza

“Diventa fondamentale saper rispondere al cambiamento repentino delle abitudini di acquisto dei consumatori, anche attraverso azioni mirate per incrementare occasioni di interazione e di vendita, soprattutto online.”



MASSIMO PALUMBO

Digital & E-commerce Manager
Groupe PSA

“L’utilizzo dei dati di prima parte e in particolar modo i dati del CRM ci ha permesso non solo di migliorare la conoscenza sui nostri clienti, ma anche di creare relazioni vincenti tra dati e contenuti.”



FRANCESCO MUGLIA

Vice President Global Marketing
Costa Crociere S.p.A

“Conoscere la propria customer base è il punto di svolta per la realizzazione di uno storytelling coerente e omnicanale, in continuità tra upper e lower funnel e centrato sull’utente durante tutta la sua journey”

HOW CAN I KNOW WHERE I AM IN THE PROCESS? AM I READY TO EVOLVE?

TECHNOLOGY



STRATEGY

- ✓ DEFINITION OF KEY BUSINESS GOALS
- ✓ SELECTION OF FEW USE CASES
- ✓ TEST AND LEARN

100011
010111
011100

DATA SOURCES

- ✓ DATA ASSESSMENT
- ✓ DATA ENRICHMENT
- ✓ PRIVACY & SECURITY



ORGANIZATION

- ✓ ENDORSEMENT BY C-LEVELS
- ✓ INTERNAL FERTILIZATION
- ✓ BREAKING DOWN OF SILOS

THANK YOU!

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