THE SCIENCE AND ART OF FINDING THE AUDIENCE

寻找受众的科学与艺术

UM优盟

TODAY, A CONSUMER'S BIOGRAPHY IS WRITTEN IN NUMBERS

HOW MUCH DO
YOU HAVE?

HOW WELL DO YOU
USE IT?

HOW OFTEN DO
YOU FIND
SURPRISES?

UM

THE BRAVE NEW WORLD AND ITS DISCONTENT

IN DATA
WE
TRUST…

OR
NOT?

IN SEARCH OF A SOLID WORLD VIEW AS REVEALED BY DATA

CONNECTING THE DOTS IN DATA FOR A BIG PICTURE IS HARDER THAN THE TECHNICAL INTEGRATION OF DATA.

HOW NOT TO RECYCLE, AND REINFORCE OUR BIASES

CAN AI LEAD US TO A DISRUPTIVE
FUTURE IF WE ONLY FEED INFORMATION
FROM OUR PAST?

HOW DO WE LET DATA SURPRISE US, BY
REVEALING INSIGHTS THAT WE WOULD
NEVER HAVE THOUGHT OF?

FROM THE SCIENCE TO THE ART OF
CONSUMER DATA

HIGH-VALUE AUDIENCE

IT'S NOT ABOUT DATA,
IT'S ABOUT THE AUDIENCE AND THE OPPORTUNITIES THAT DATA HELPS
REVEAL

WITHOUT INNOVATING FOR THE LONG TERM, SHORT TERM INNOVATIONS WILL MEET DIMINISHING RETURN

NOW

REAL TIME

DIRECT

SPECIALIZED

OPPORTUNISTIC

DISRUPTIVE

REITERATIVE

FUTURE

CONTINUOUS

DERIVED

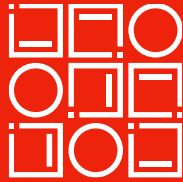ORGANIZATIONAL

FOUNDATIONAL

CONNECTIVE

ELEVATING

UM

FROM "TRAFFICING" TO "NURSING"

"Traffic" implies a zero sum game.
"Nursery" implies that your relationship
with your consumers can grow.

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FROM "BIG" TO "DEEP"

CLEANED

INFORMED
INFORMING

ARCHITECTED

WELL COLLECTED
WELL DEPLOYED

CAUSAL
COGENT

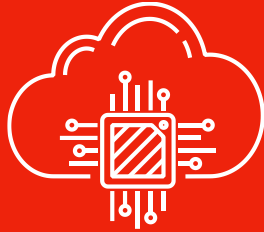STRUCTURAL
STABLE

UM

FROM "BINARY" TO "QUANTUM" PROFILING

BINARY

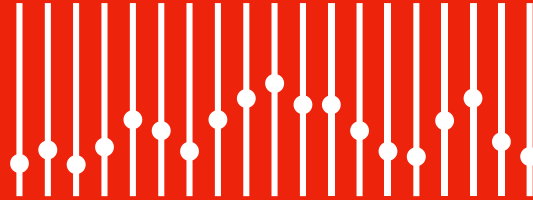MALE VS. FEMALE
YOUNG VS. OLD
CITY VS. RURAL
SINGLE VS. MARRIED

QUANTUM

USE MULTIPLE DATA
POINTS AS GPS
COORDINATES OF WHO
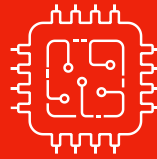EACH CONSUMER IS

HOW TO GET THERE?
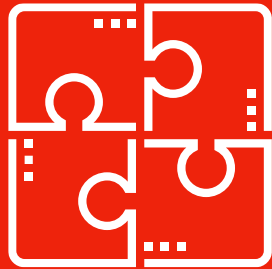
An organizational perspective

TOOLS, TECH, TEAMS

TOOLS

The democratization of technology and analytical tools to replace "mesearch" and check personal biases

TRUTHS

Real changes in consumer behavior is the ultimate truth of marketers. Be brutally honest about what they are, and how to get there.

TEAMS

Overlapping capacities in data, and triangulation of consumer learnings across the client, agency, and media platform teams

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THANK YOU

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