



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?



THE BRAVE NEW WORLD AND ITS DISCONTENT



IN DATA
WE
TRUST...

OR
NOT?

“DOES QUALITY OF DATA MATTER?”

NO



YES

AS LONG AS YOU GET
SALES, WHO CARES?

OUR AMBITION FOR A CHINESE
MARKETING PARADIGM RIDES ON OUR
ABILITY TO WORK WITH DATA



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?

THE IMPACT OF PRIVACY LEGISLATION



THE TIME AND MONEY COSTS FOR ACQUIRING CONSUMER DATA WILL ONLY RISE IN THE FUTURE, MAKING THE MARKET LESS OPPORTUNISTIC



ALGORITHM OR APHORISM?

DO WE REALLY WANT TO BE TRAPPED BY BUZZWORDS THAT CONFUSES
RATHER THAN ENLIGHTENS?



VS



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

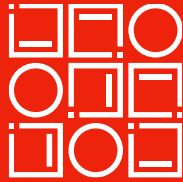
ELEVATING

FROM “TRAFFICING” TO “NURSING”



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

FROM “BIG” TO “DEEP”



CLEANED

WELL COLLECTED
WELL DEPLOYED



INFORMED
INFORMING

CAUSAL
COGENT



ARCHITECTED

STRUCTURAL
STABLE

FROM “BINARY” TO “QUANTUM” PROFILING



BINARY

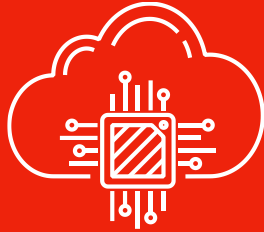
MALE VS. FEMALE
YOUNG VS. OLD
CITY VS. RURAL
SINGLE VS. MARRIED



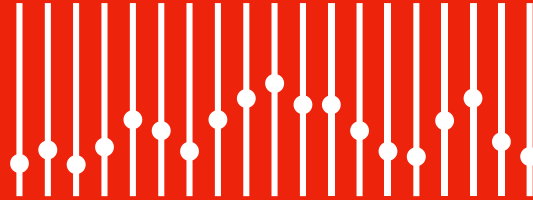
QUANTUM

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

“INTEGRATION OF DATA” VS. “CALIBRATION OF INSIGHTS”

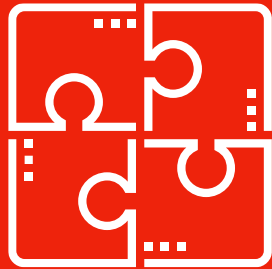


Integration through technology:
collecting, on boarding, and matching
different data sources



Different sets of data are analyzed
separately, but integrated through
insights

HOW TO GET THERE?



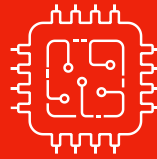
An organizational perspective

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

THANK YOU





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