

Конвергенция Данных / Измерений и Медиа

Российский интернет-форум

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Ralph Folz, Global Chief Operating Officer

Isobar



Новый уровень задач рекламодателей

Медиа-кампания
Охват, частота
Сайты, форматы

РАНЕЕ



СЕЙЧАС

ИНТЕГРАЦИЯ

Медиа

Social media

SEO / SEM

Online PR

Adver-gaming

Mobile





Clean & Clear (J&J) – интегрированная кампания

КАНАЛЫ ПРОДВИЖЕНИЯ И ИНСТРУМЕНТЫ:

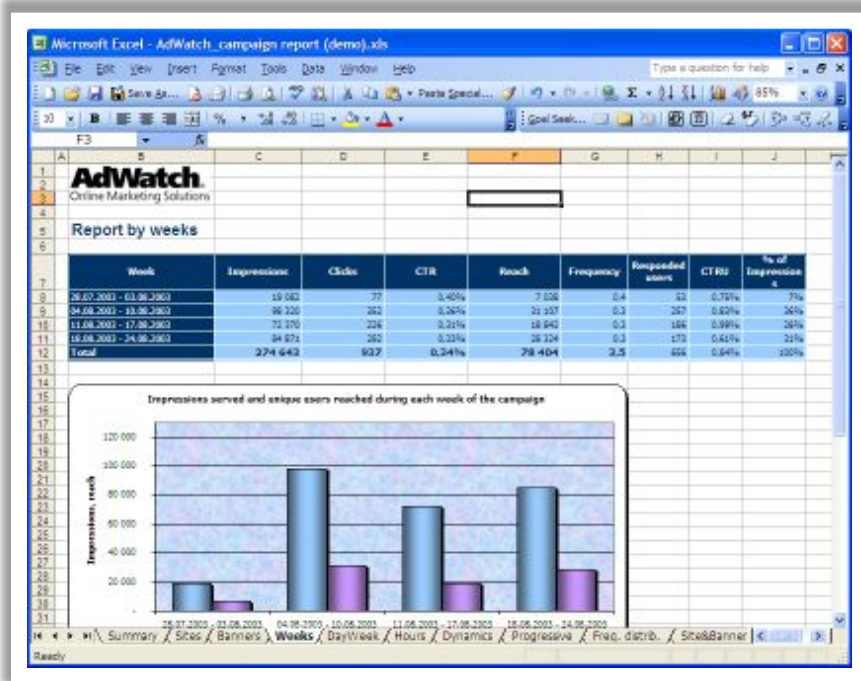
- брендированный видео-канал на mail.ru
- создание и продвижение игры-викторины
- медиа-кампания на порталах и в блогах с таргетингом на тинейджеров
- поисковая кампания с таргетингом на тинейджеров по поисковым запросам
- social media – посев видео-материалов в блогах, создание и поддержка профайлов героев сериала в социальных сетях



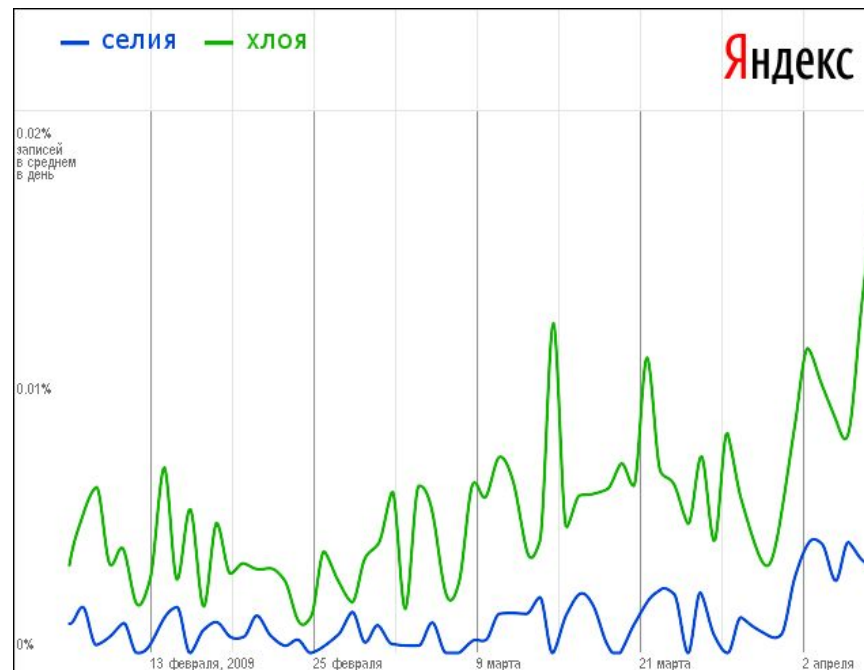
Трекинг результатов



Статистика кампании



Статистика блогосферы



- **Статистика медийной кампании (ad serving), статистика поисковой рекламы (Яндекс), статистика по просмотрам видео (Mail.ru, adserving), статистика полученных публикаций (яндекс, мониторинг блогов и СМИ), статистика посещаемого сайта и т.п.**



Outline:

- Introduction
- Collision of Data / Technology & Media
- 3 Challenges
 - Big players: “All things to all people”
 - Lack of interoperability
 - Need an online/offline “currency”
- 3 Things to do. What to do if you....?
 - are an agency
 - are an advertiser
 - are an entrepreneur



A M E G I S M E D I A



Carat

Vizeum
[Connections]

Posterscope
Worldwide



- Isobar: Digital Marketing arm of Aegis Media
- 3,500 people in 40 countries
- 90 people in Russia (AdWatch/Isobar)
- Offerings include: Online Media, Search, Mobile, Social Media, Creative, Web Consulting & Build and Sustainability



My Background

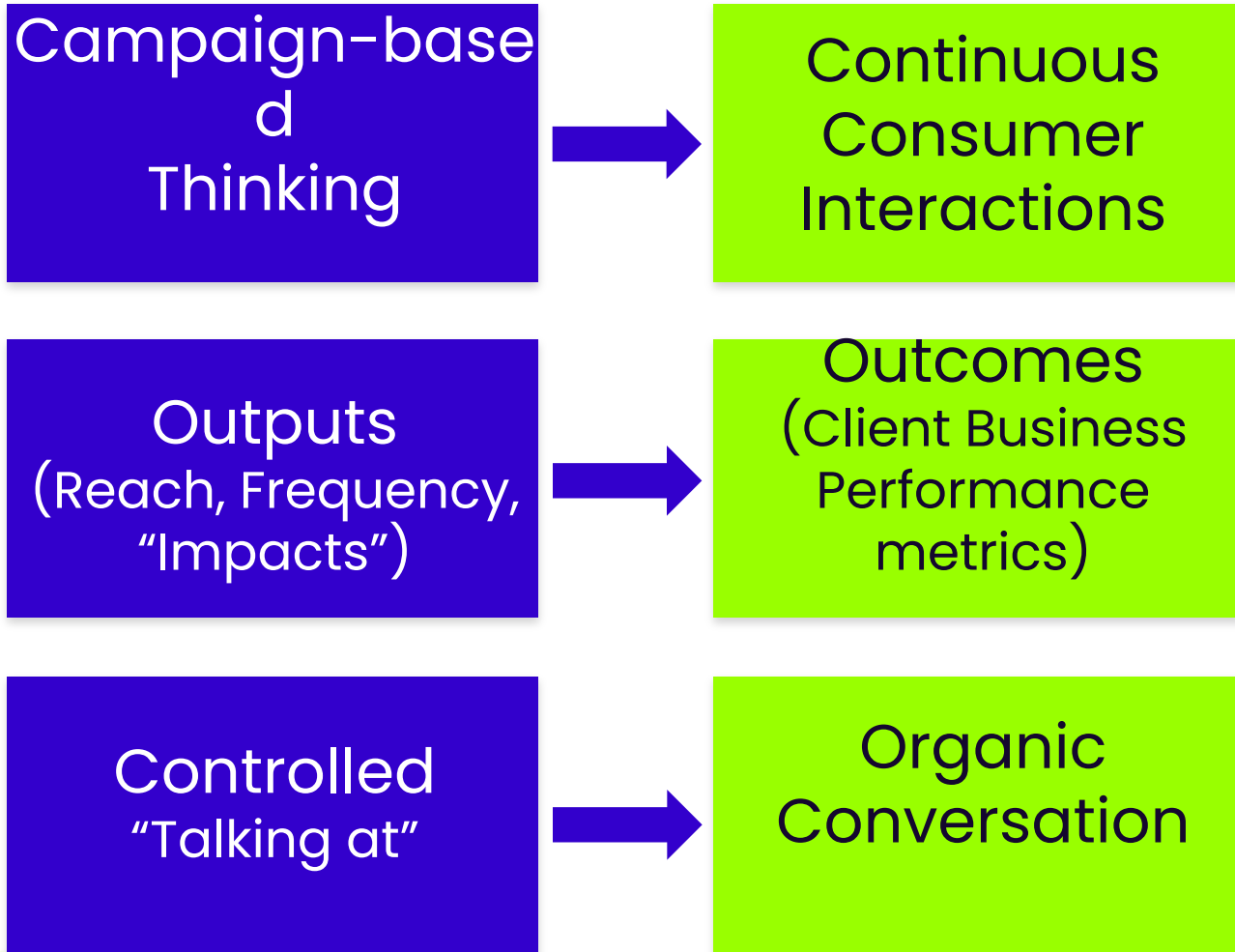
- Entrepreneur: Founded Molecular (<http://www.molecular.com>) in 1994. Web Consulting and Build
- Molecular acquired by Isobar in 2005
- Currently Global Chief Operating Officer of Isobar

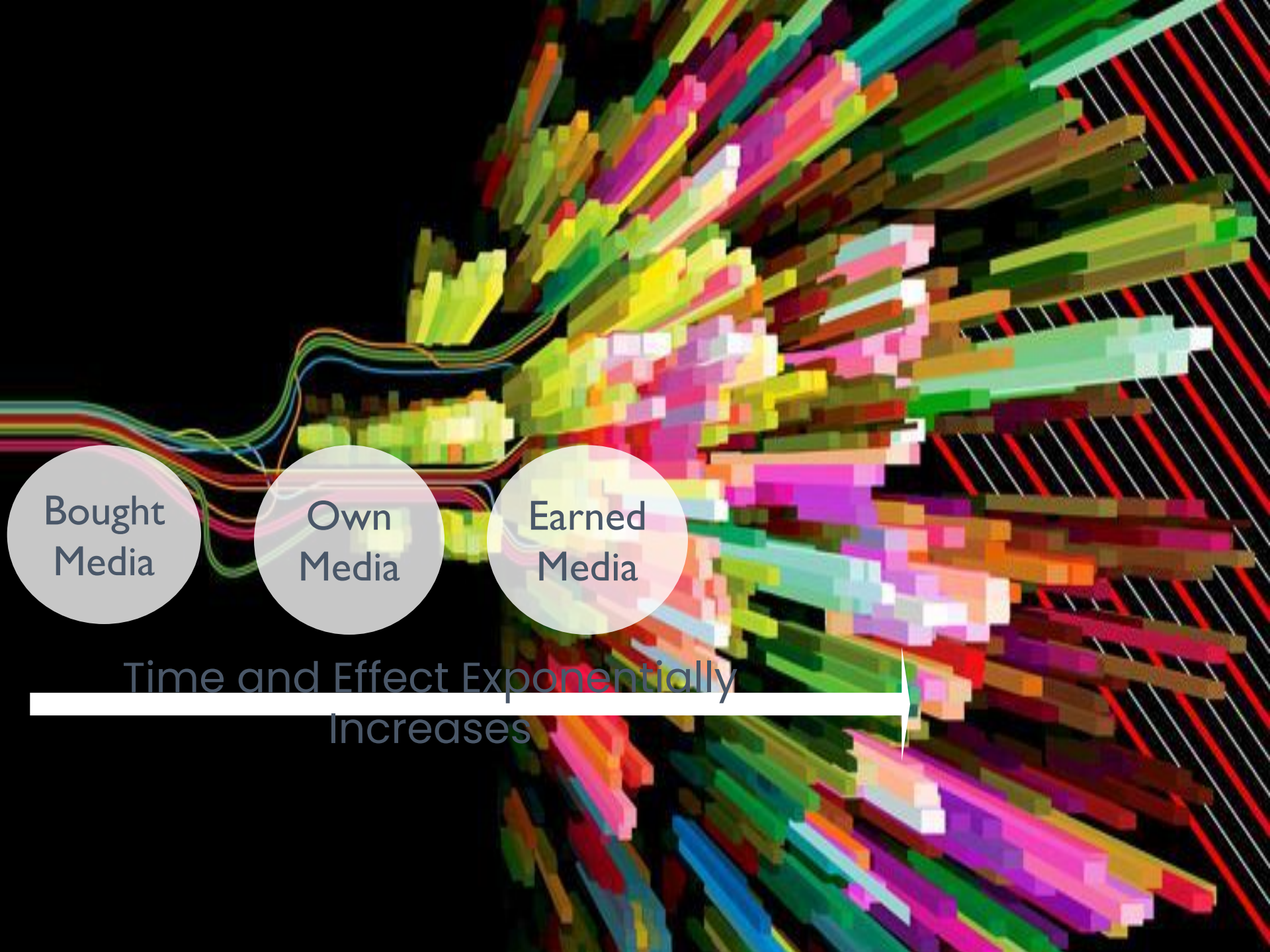




Data – Technology and Media are Colliding

We need to change marketing priorities





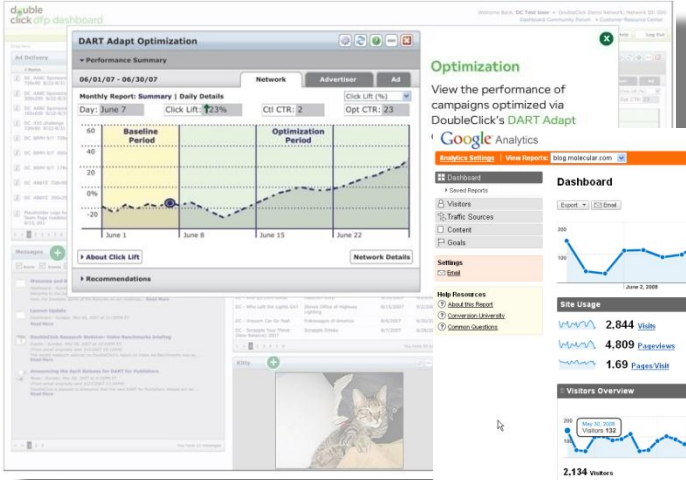
Bought
Media

Own
Media

Earned
Media

Time and Effect Exponentially
Increases

Every region with one-off solutions and silos!



Optimization

View the performance of campaigns optimized via DoubleClick's DART Adapt



Analytics Settings | View Report: bog.molecular.com

Dashboard



Visitors Overview



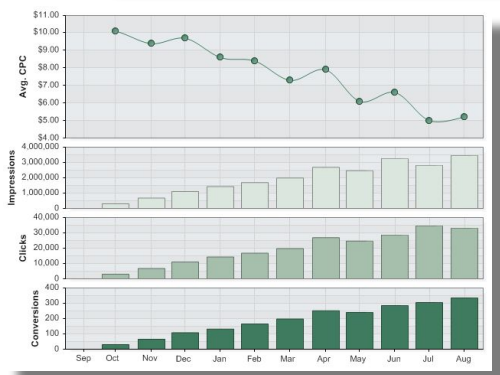
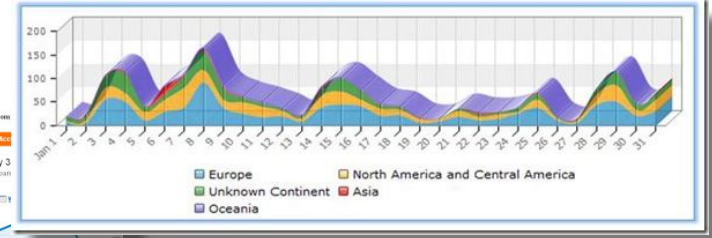
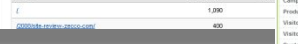
Map Overlay



Traffic Sources Overview



Content Overview





And it only has some of the information you need

Think "Consumer Centric" not "Campaign Centric"

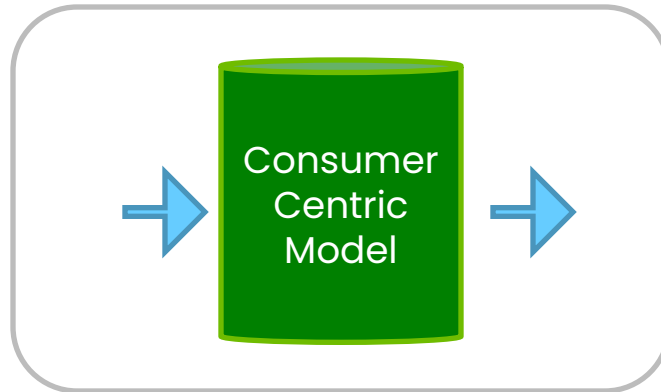
Ad
Display

Search
Organic
Paid

Web
Analytic
s

Email
Campai
gns

Custom
er
Sales
data



Dashboard and Reporting



Beliefs

- Consumer Centric data model
- Data gets smarter with every touch point with the brand
- Leverage industry standards. Integrate instead of Build
- Collecting data, and making it transparent (reporting) is only step one. Turning the data into knowledge and actions is the real objective



Challenges

- AOL, Google, Yahoo, MSN:
 - For the advertiser?
 - Are they a publisher?
 - Are they an exchange?
 - Yes to all ! – creates a challenge
- Lack of interoperability. Need more help from trade associations. Goal: Open source / open architecture.
- Need more innovation around connecting online and offline.



What to Do:

- If an Agency: Get data & technology savvy FAST! Build talent, embrace technology.
- If an Advertiser: For every initiative, think about the data. Own it. Aggregate it. Leverage it.
- If an Entrepreneur: Start companies! Massive opportunity!

