



The Four Principles of Data-Centric Marketing

Getting financial services to best-in-class measurement

The ultimate data-centric company

What best-in-class looks like

Loyalty & cross-sell strategy

→ Customer product data seamlessly integrated into a remarketing strategy

Audience engagement strategy

→ Customer audience + Google data powering targeting decisions

Omni-channel strategy

→ Non-digital data (ATL, BTL, retail, ATMs) integrated into targeting

Profitable acquisitions measuring lifetime value (LTV) across products & segments

→ Having a clear view of digital's impact on bottom line & using this model to influence budgeting across products, segments, and channels

clicks → conversions → (sales X LTV) - digital investment = profit

Case studies

Data-centric strategies in action

Loyalty & cross-sell

Insurance giant Allstate [overhauled its digital strategy](#) to focus on customer LTV.

“The real key is learning who your highest-value customers are, then assisting them in a way that cultivates lifetime value—for them, and for you.”—Pamela Moy, Marketing Vice President at Allstate

Audience engagement

ING Bank NL [launched a YouTube channel](#) to generate interest, interaction, and engagement among younger audiences.

“Google has good knowledge of the financial industry, branding, and content. They’ve given us insights on how to make more out of our channel and content.”—Steven Sedee, Manager, Sport Sponsoring at ING NL

Omni-channel

Sephora [used loyalty card data](#) to determine whether its digital campaigns were influencing offline sales.

“We decided to start sending our offline purchases to our Analytics 360 account to connect these purchases to existing journeys. This illuminated which online research pathways finally led to a sale, whether online or offline.”—Adrien Eudes, Head of Data at Sephora SEA



Challenge: Most information remains siloed across the company

Volume-based marketing/sales targets limit budgeting toward profit/ROAS

<u>Product</u>	<u>Clicks</u>	Marketing/digital sales: Upper funnel		Product/business: Customer database		<u>Investment</u>	Data to influence budgeting/bidding	
		<u>Conversions</u>	<u>Applications</u>	<u>Approvals</u>	<u>LTV</u>		<u>Profit</u>	<u>ROAS</u>
Cards	250,000	10,000	6,000	2,000	\$500	\$200K	\$800K	4
Personal Loans	90,000	9,000	2,700	1,000	\$800	\$100K	\$700K	7
Deposits	100,000	2,000	1,200	900	\$100	\$30K	\$60K	2
Travel Insurance	350,000	25,000	12,000	8,000	\$150	\$200K	\$1M	5

Media agency/marketing:
AdWords/media buying platform

**mock numbers



Challenge: Approved applications are still valued at cost

Budget decisions are based on historical and equal value across product types

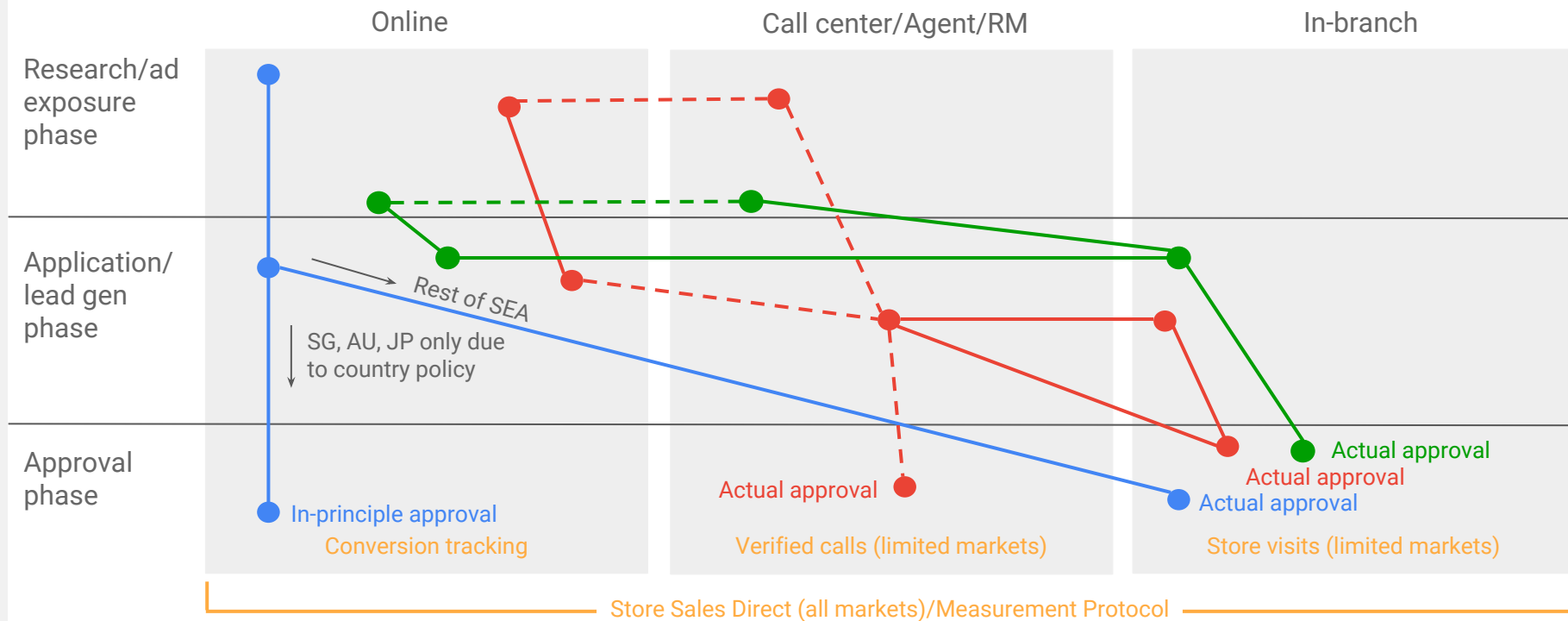
<u>Product</u>	<u>Approvals</u>	<u>Avg. balance</u>	<u>Avg. freq. x lifetime (months)</u>	<u>Gross margin</u>	-----Attribution multipliers-----			<u>LTV</u>
					<u>Store uplift</u>	<u>Call uplift</u>	<u>Brand uplift</u>	
Platinum Card	1,000	\$5,000	36	25%	1.10	1.25	1.50	\$92,812
Cash Back Card	5,000	\$1,000	12	10%	1.10	1.20	1.30	\$20,592
Rewards Card	3,000	\$2,000	24	15%	1.8	1.30	1.30	\$21,902
Miles Card	1,500	\$3,000	36	20%	1.03	1.05	1.20	\$28,032

**mock numbers



Challenge: Product complexity dictates final sale measurement

Three main channels exist for banks to connect with consumers & close a sale



● Credit cards, personal loans, travel insurance, payments

● Savings, deposits, auto loans, auto insurance

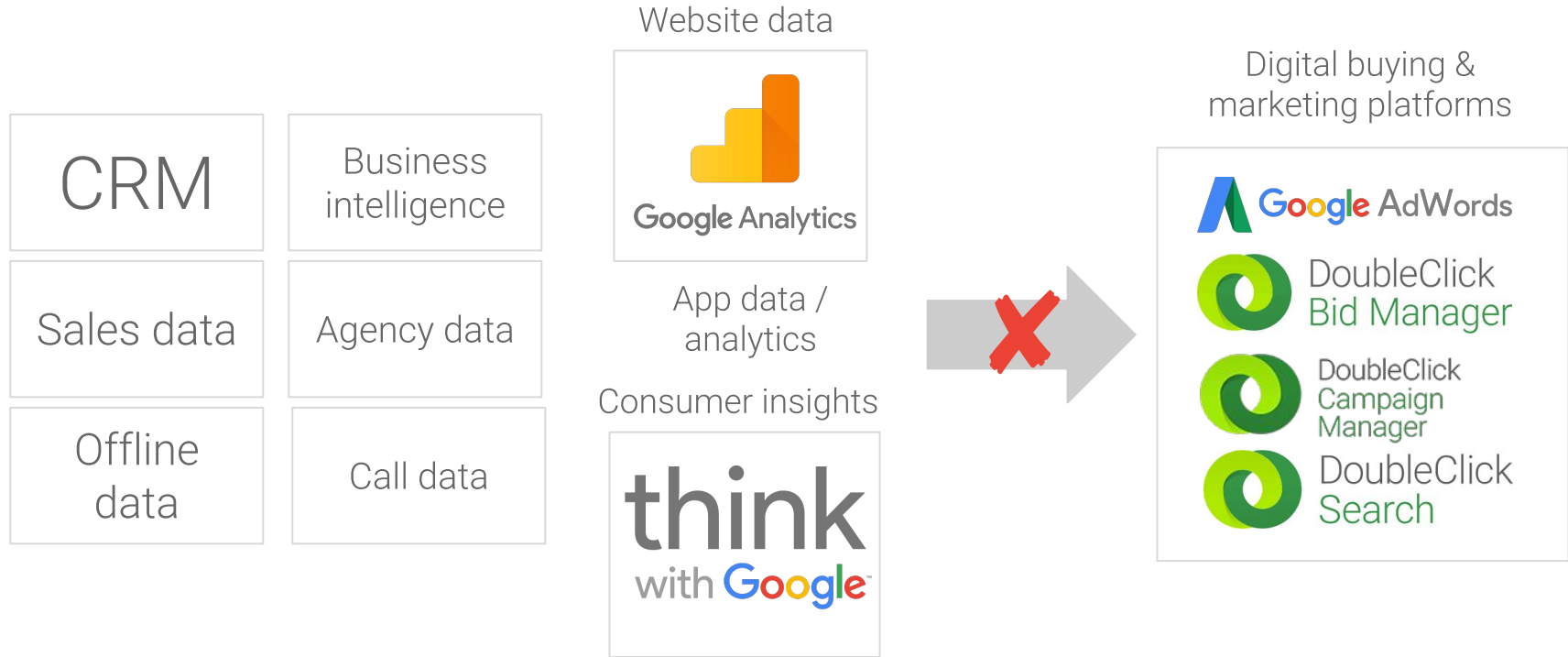
● Mortgages, rest of insurance, wealth

● Google measurement product

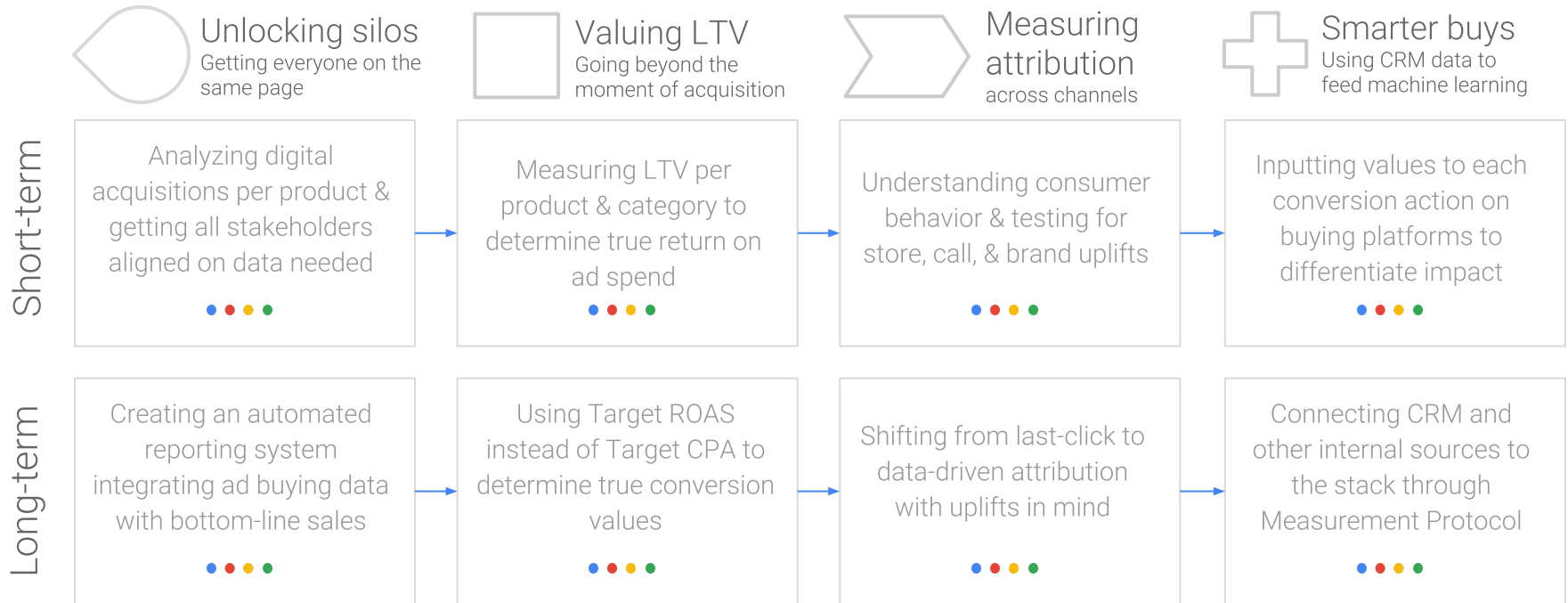


Challenge: Invaluable customer data not integrated into buying

End-to-end analysis, if any, is static and remains independent from digital ads



Beginning the journey: 4 principles of data-centric marketing





Measuring the true impact of digital: Which level are you?

Sales



Definition/value of a conversion

Margins



Measurement & attribution

Investment



Budgeting & planning

Level 1

- Lead (submitted application online), volume

- Brand & generic differentiation
- Cross-device
- Last-click model

- Upfront planned budgets
- eCPC, max CPA bidding

Level 2

- Approved application online with approval data from clients, volume

- Cross-platform: Search X Display X YouTube
- Non-last click model (static)

- Upfront planned/uncapped budgets
- Target CPA bidding, uploading approved application data into Adwords

Level 3

- True value through usage, LTV data from clients, volume X value

- Cross-product: cards X loans X etc.
- Data-driven model

- Uncapped budgets
- Target ROAS bidding

Level 4

- Omni-channel value w/ non-digital multipliers (offline, ATL, calls), volume X value

- Cross-channel: retail X calls X digital X etc.
- Data-driven model

- Uncapped budgets
- Target ROAS bidding