NEW MARKETING FRONTIERS:

Big Data and the Cloud
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EVP, Director of Performance Analytics, North America

MRM // McCANN
Consumer Generated Data

- Google: 3.5 Million Search Queries
- Netflix: 70,017 Hours Watched
- Facebook: 900,000 Logins, 16 Million Text Messages
- YouTube: 4.1 Million Videos Viewed
- Instagram: 46,200 Posts Uploaded
- Spotify: 50 Hours Listened
- Amazon Echo: 50 Voice-First Devices Shipped
- LinkedIn: 120 New Accounts Created
- Snapchat: 1.8 Million Snaps Created
- Twitter: 452,000 Tweets Sent
- Tinder: 990,000 Swipes
- Tinder: 156 Million Emails Sent
- Messenger: 15,000 GIFs Sent via Messenger
- Spent Online: $751,522

Created By: @LoriLewis and @OfficiallyChadd

Source: Image courtesy of @LoriLewis and @OfficiallyChadd
Exponential Growth of IoT

THE INTERNET OF THINGS
AN EXPLOSION OF CONNECTED POSSIBILITY

Source: Cisco, Visualized by the NCTA
BIG DATA
3 Key Problems to Solve for

1. Fragmented Data
2. Turning Data Into Intelligence
3. Disconnected And Inconsistent Experiences
Customer Data Management

97% of U.S. businesses are looking to achieve a complete view of their customer.
By 2018, more than **HALF** of all large organizations will compete on Advanced Analytics and Machine Learning.
Marketers with cross-channel strategies retain **89%** of their Customers on average.

Source: Inc.com
# Rise of Marketing Cloud Platforms

<table>
<thead>
<tr>
<th>Year</th>
<th>Ad Tech</th>
<th>MarTech</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Google</td>
<td>OMNITURE, IBM</td>
</tr>
<tr>
<td>2010</td>
<td>Google</td>
<td>Adobe</td>
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<tr>
<td>2011</td>
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<td>Adobe, IBM</td>
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<tr>
<td>2012</td>
<td>Facebook</td>
<td>Adobe, IBM</td>
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<tr>
<td>2013</td>
<td>Twitter</td>
<td>Adobe, IBM</td>
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<tr>
<td>2014</td>
<td>NEXAGE, Atlas, LiveRail</td>
<td>Oracle, IBM</td>
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<td>2015</td>
<td>Oracle, ATG, Conversant</td>
<td>Oracle, IBM</td>
</tr>
<tr>
<td>2016</td>
<td>Oracle, ATG, Conversant</td>
<td>Oracle, IBM</td>
</tr>
</tbody>
</table>

**Ad Tech**
- Google
- Admeld
- Demdex
- EfficientFrontier
- Adap.TV
- Neustar
- Oracle
- Akamai
- Oracle

**MarTech**
- OMNITURE
- Adobe
- IBM
- Salesforce
- Oracle
- Adobe
- IBM
- Oracle
- Oracle
- Adobe
- IBM

**Note:** The timeline shows the emergence of various marketing cloud platforms and their acquisitions or integrations over the years.
The Promise of Marketing Cloud Platforms

**Consumer Data Management**
- Linking fragmented consumer data

**Consumer Intelligence, Learning and Optimization**
- Data analysis, AI, learning and optimization
- Train Model → Apply → Optimize → Learning → DATA
- Scoring and identification for 1:1 targeting
- 85, 73, 32, 98

**Omni-channel**
- Connected omni-channel experience delivery
- Cross Channel and Device Ready
- 85, 73, 32, 98

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**BIG DATA & BUSINESS ANALYTICS GROUP**

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**MRM McCANN**
Adoption of Marketing Cloud Platforms

1. **ENTERPRISE CLOUD SOLUTION**
   - Adobe® Marketing Cloud
   - OR
   - ORACLE® MARKETING CLOUD

2. **ENTERPRISE AND INDEPENDENT**
   - Adobe® Marketing Cloud
   - AND
   - kruX

3. **POINT SOLUTIONS/INDEPENDENT**
   - neustar
   - AND
   - DataXu
   - AND
   - Google
Takeaways

1. IoT is a disruptive force and adds to the ‘Big Data’ conundrum

2. Brands and marketers must solve to make Big Data actionable
   a) Connect fragmented and unstructured consumer data across sources
   b) Apply advanced analytics and AI to derive relevant and real time insights
   c) Deliver connected experiences that build lasting consumer relationships

3. Marketing Cloud Platforms (MCP’s) have emerged to solve for these three key areas
   a) Marketers need to systematically construct roadmaps to deploy MCP’s
   b) Leading brands are deploying MCP’s in one of three models, based on needs
Thank You!