PPA IPN **Actionable Intelligence** roundtable

How to turn clicks and views Into engaging campaigns

+ Hosted by

25 years of digital business experience with: Audi, BBC, Casio, Diesel, EMI, MasterCard, Rovio, UBM, UMG, LBR, TTG, Procurement Leaders, Briefing Media, Ocean Media, and IDG

Markus Karlsson
CEO, Founder of Affino

ppa   affino

Introducing actionable analytics

- **Actionable analytics** - is using realtime intel to immediately impact how individuals (contacts) and organisations (accounts) interact with your brands, and how you engage with them

- **No data & interaction silos** - This means going beyond having siloed data, and having a centralised Audience CRM with seamlessly integrated campaigns and front ends. To achieve this - minimise the number of platforms and integrate them realtime (but not through JavaScript)

- **Key tools** - Audience CRM, realtime data, fully integrated front end, engagement wall, message and ad campaigns, events, sales and marketing automation

- **Key automations** - capturing permissions, capturing demographics, tagging interests (topics), adding to lists, moving down (or escaping) funnels, targeting with content, controlling access, routing the interactions

ttg
FOR SMARTER, BETTER, FAIRER TRAVEL

TOPICS ˅   EVENTS ˅   COMPETITIONS ˅   MORE ˅

ARTISAN AUSTRALIA

Discover
experie...

Maximise inbound effectiveness by consistency on topics, funnel all key inbound activity

Always maximise and retain event and competition data, use consistent taxonomy

IF ONLY...
TRAVEL MADE BEAUTIFUL

Vivid Sydney

For an unforgettable experience, head to Sydney in late May to mid-June for the Vivid Sydney festival and discover a dazzling spectacle of 'Light, Music and Ideas'.

Target ads based on individual's interests

Use engagement and paywalls to capture key data points

Virgin adds

Create lead list from anyone who interacts with the page, funnel, automate messaging, automate list building
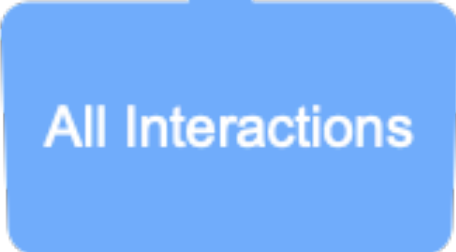
Capacity has been increased to Orlando, Barbados and Las Vegas

TTG Travel Heroes

Last chance to apply for expert me...
He...
AP...
CL...

Capture topics / interests from every key click

Intelligently route users down most relevant onboarding funnel (content, event, competition, newsletter etc.)

WIN
a trip to New South Wales!

Two weeks Apollo campervan hire and a pair of return flights from Sydney could be yours if you make a qualifying booking.

apollo

Intelligently open / close access to content to maximise engagement

Bake GDPR into everything, and you won't be caught out in the future

Personalise content in real-time based on users' interests

Welcome

Tui to close more than 30 stores
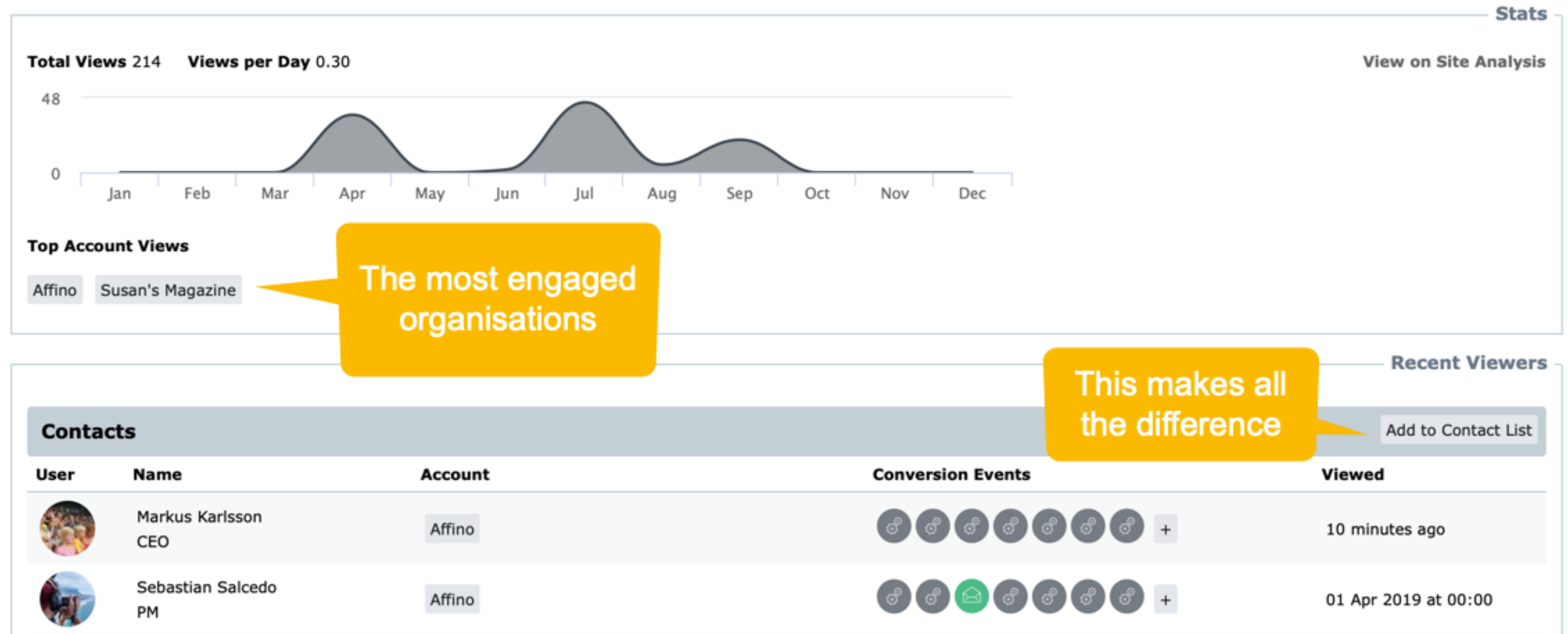07 NOV 2019

...enter

Tui grows winter 2020-21 by 400,000 seats
07 NOV 2019
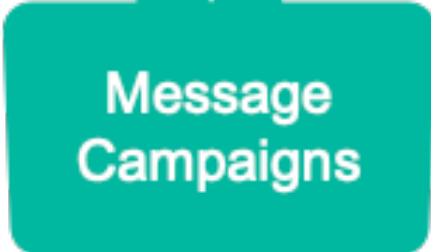
Travelopia sells off education brands
07 NOV 2019

FOR SMARTER, BETTER, FAIRER TRAVEL

Diving into actionable analytics

⊞ **Automated segmentation -** start with the audience and their interests / taxonomy (topics), define key segmentations, define key funnels (landing pages & workflows), define campaigns, define KPIs, timestamp everything, make sure this can all be captured & stored automatically

⊞ **Only human -** it's crucial to differentiate between humans and bots for the best accuracy. Up to 95% of views are bots and can completely skew stats

⊞ **Audience CRM -** provides all the intel in context, and allows you to create new target lists, segments and groups on the fly based on the audience activity and engagement

⊞ **Misconceptions -** intel is useful in silos | intel only useful for message campaigns | daily / weekly sync is enough | JavaScript is a good option / can just add a plugin | can always integrate through APIs | it is possible to add GDPR compliance later | it is possible to just add a new product / team member | each team / brand should have own topics

⊞ **Common Questions -** what team setup do we need | what technologies can we use (what should we look for)? how do we define the taxonomy? How do we bake this into our Workflow / CRM? How can we on-board this? What works / doesn't work?

Contact us to continue the conversation

Jonathan Collins

Tel: 0777 590 8154   Email: jonathan.collins@affino.com

www.affino.com   Twitter: @JCatJCA

Hannah Bray

Tel: 020 7400 7521   Email: Hannah.bray@ppa.co.uk

Web: www.ppa.co.uk   Twitter: @hannahbray

Markus Karlsson

Tel: 020 3393 3240   Email: markus.karlsson@affino.com

www.affino.com   Twitter: @markuskarlsson