

Marketing Optimization in the New Normal



Key Highlights from the Webinar

Speakers



Ryan King
Managing Director of Custom Solutions and Innovation - Samba TV



Steven Millman
Senior Vice President, Global Research & Operations - Dynata



Ken Mallon
President - Mallon Advisory Services



Rahul Singh
Chief Analytics Officer, and Co-Founder - Sigmoid



Jeevan Kumar Ramakrishna
Director Data Science - Zynga

Studies have shown that more than 56% of ad impressions* are never seen by consumers resulting in poor digital performance. More than 50% of chief marketing officers report that despite investing in marketing analytics, their company-wide performance remains modest. Marketers struggle to identify the shortcomings in the current marketing measurement.

*Source: Google



Importance of real-time data for marketing optimization

Most marketers do not get quick access to data. Even after the data is collected, it requires thorough cleaning to create meaningful insights. Real-time actions in most scenarios are, therefore, unrealistic.



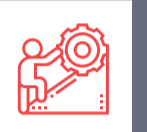
As long as you can resolve the problem the next day and can make key decisions to change your optimization plans, you are on right track.

- Ryan King

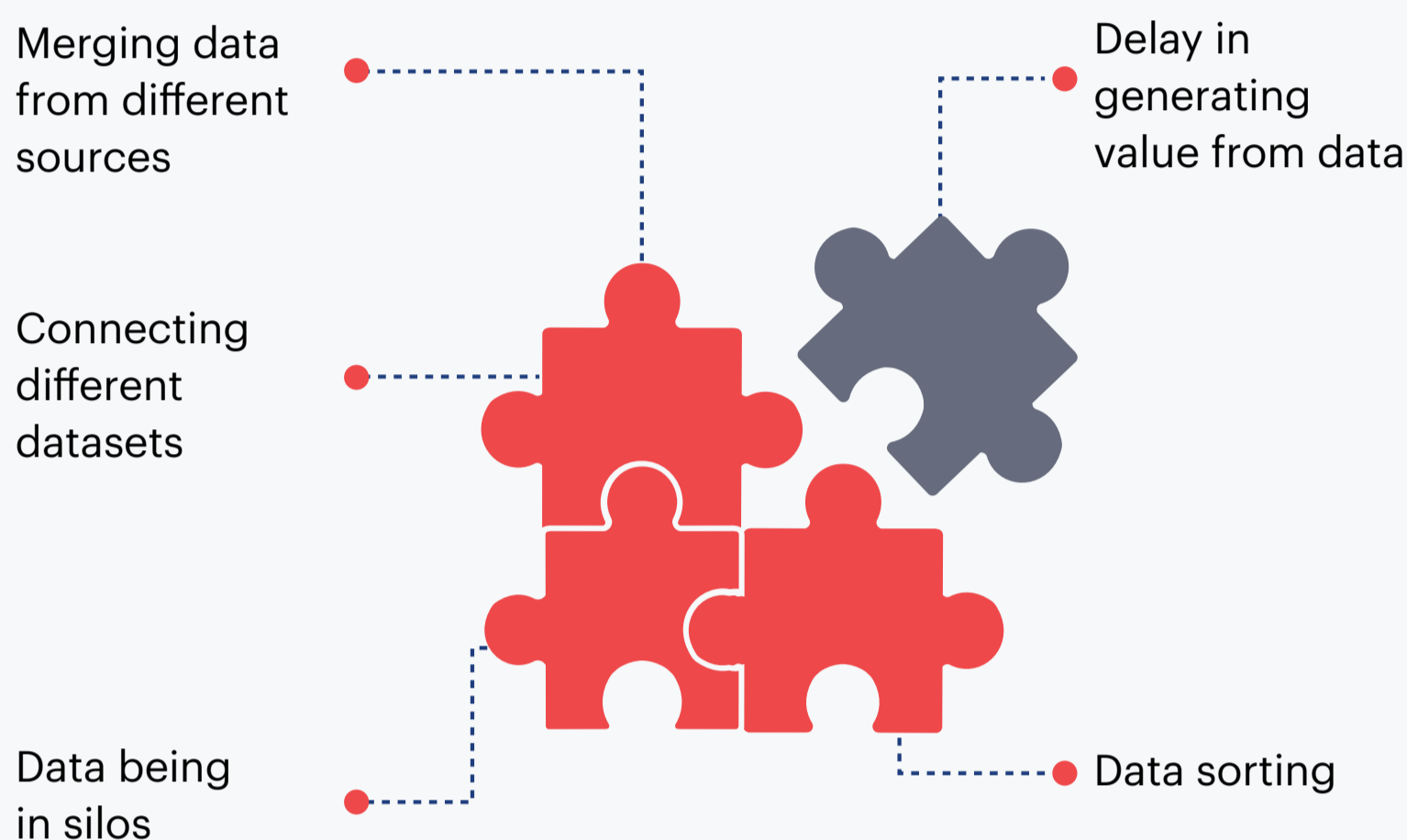


When you're dealing with linear television, for instance, there's usually a delay in getting data. The question is if the data is coming back fast enough for me to use to make business decisions.

- Steven Millman



Technical challenges in marketing optimization



Data reside in silos and is usually not collected efficiently. It takes three to six months to get value out of the data and is the most amount of effort.

- Rahul Singh



The math and modeling are relatively straightforward but data merger is a big challenge while ensuring accurate data across all channels and funnels.

- Jeevan Kumar Ramakrishna



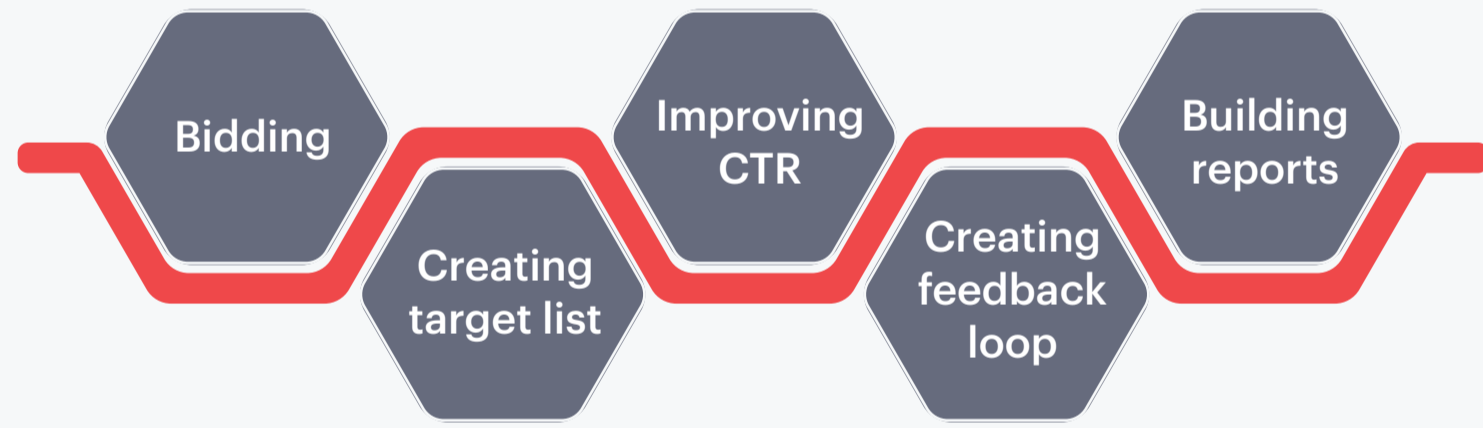
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[Watch the webinar recording](#)



Machine Learning and AI in optimizing campaigns

Google universal Ad campaigns and Facebook automated ads use ML for marketing optimization. ML can turn tables of marketing campaigns as it can provide ease of running campaigns without any manual intervention. Marketers are using machine learning for:



In different parts of the funnel, AI and ML are being used in different ways. In most industries, it is hard to get to the final sales using AI but can influence early-stage metrics such as CTR or building reports.

- Rahul Singh



Targeting and performance measurement challenges

- Addressing changing viewership habits
- Customer sentiment and value measurement
- Deciding revenue
- Measuring the reach of the audience across multi-channels
- Fraud identification
- Changes in regulation



Operational challenges in marketing optimization

- User Engagement
- Optimizing user experience and retention



Bringing different teams together



One of the biggest business challenges is to bring different teams such as the creative team, marketing team, and technical teams together, which is crucial in providing valuable feedbacks.

- Steven Millman



Role of privacy in marketing optimization

Google announced that they are delaying cookie deprecation by end of 2023

As a result, data will get anonymized and there will be no availability of census-level data



Companies are adopting GDPR and CCPA compliant ways for graphing these data points together

It has also provided the opportunity for cohort measurement of data

Looking to optimize your marketing campaigns?

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