# Martech Trends

HOW TECHNOLOGY CHANGES ADVERTISING

**PETRI VATANEN**

sanoma  Aina tulee sanomista.

# TALKING POINTS

**1** **Omni-channel Marketing Coms**

Companies are and should be building solid omni-channel customer experience stack

**2** **Customer Data**

DMPs are part of the unification of the customer data. There are some risks looming over DMP...

**3** **Content**

Content management and delivery will be centralized and supporting channel-agnostic content and experience elements. Adtech needs to comply.
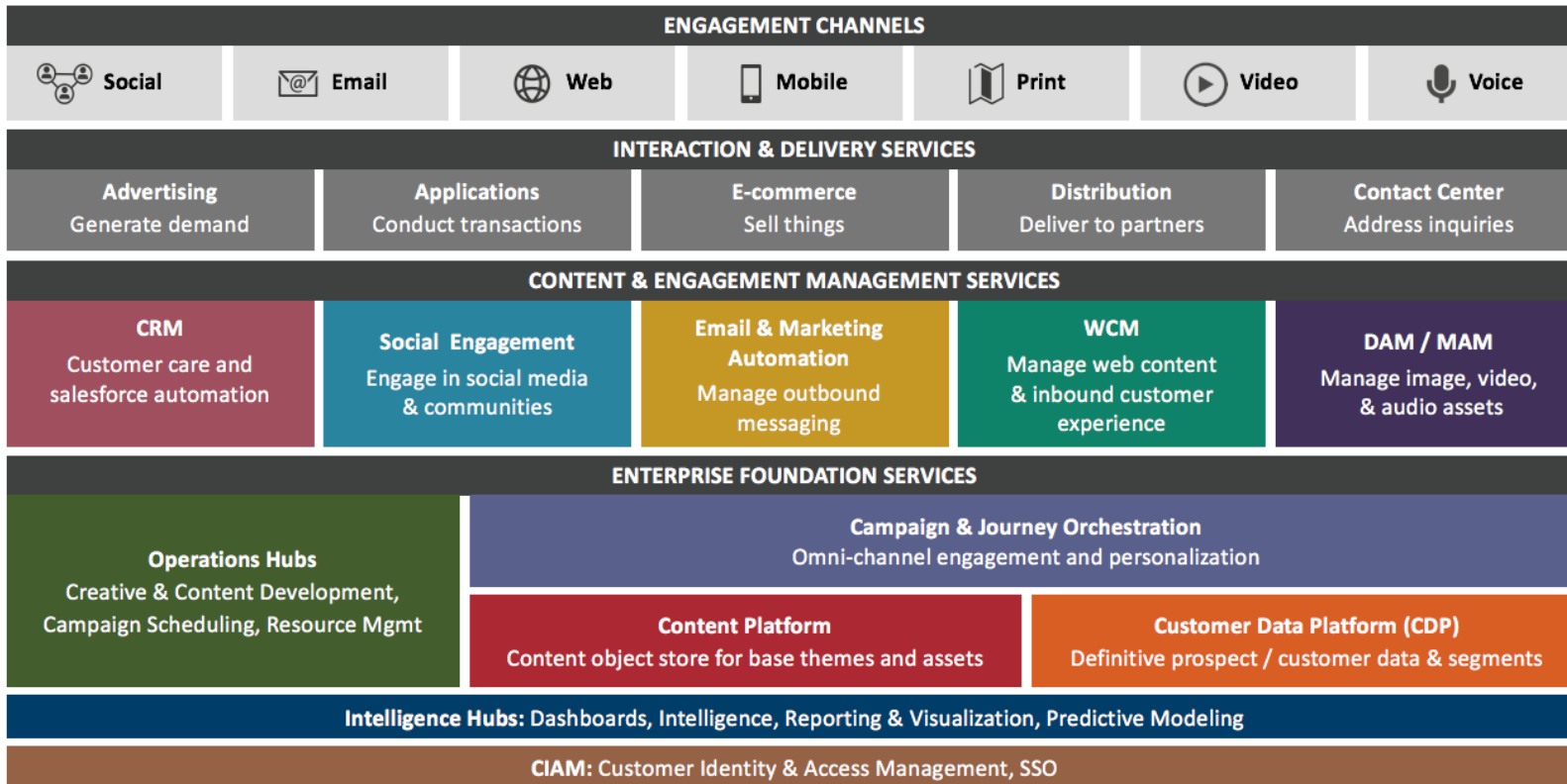
**4** **Intelligence Hub**

Hub for analytical insight, predictive modeling and decision making for interactions.

# Adtech ⊆ Martech

# The Omnichannel Technology Stack Model

## ENGAGEMENT CHANNELS

| Social | Email | Web | Mobile | Print | Video | Voice |
|--------|-------|-----|--------|-------|-------|-------|

## INTERACTION & DELIVERY SERVICES

| Advertising | Applications | E-commerce | Distribution | Contact Center |
|-------------|-------------|------------|--------------|----------------|
| Generate demand | Conduct transactions | Sell things | Deliver to partners | Address inquiries |

## CONTENT & ENGAGEMENT MANAGEMENT SERVICES

| CRM | Social Engagement | Email & Marketing Automation | WCM | DAM / MAM |
|-----|-------------------|------------------------------|-----|-----------|
| Customer care and salesforce automation | Engage in social media & communities | Manage outbound messaging | Manage web content & inbound customer experience | Manage image, video, & audio assets |

## ENTERPRISE FOUNDATION SERVICES

| Operations Hubs | Campaign & Journey Orchestration |
|-----------------|----------------------------------|
| Creative & Content Development, Campaign Scheduling, Resource Mgmt | Omni-channel engagement and personalization |

| | Content Platform | Customer Data Platform (CDP) |
|---|------------------|------------------------------|
| | Content object store for base themes and assets | Definitive prospect / customer data & segments |

**Intelligence Hubs:** Dashboards, Intelligence, Reporting & Visualization, Predictive Modeling

**CIAM:** Customer Identity & Access Management, SSO

**Real Story GROUP**
MAKE BETTER TECHNOLOGY DECISIONS

Source: https://chiefmartec.com/2019/03/new-omnichannel-stack-reference-model-real-story-group/
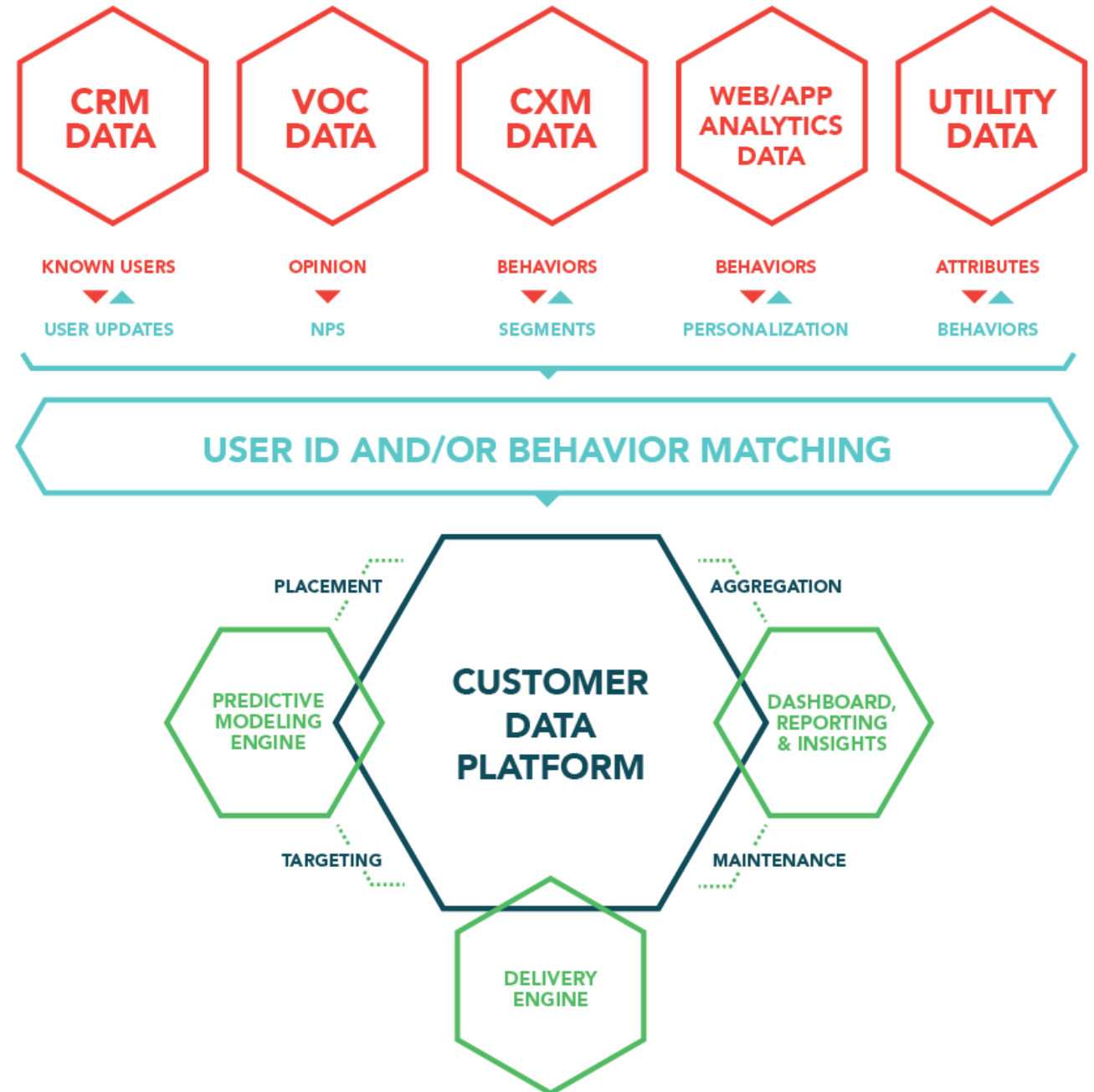
---

## MARTECH STACK
# Omni-Channel Marketing Coms

✓ Aim is to be able to personalize every customer interaction in 1-to-1 level

✓ Individual technology solutions are not omni-channel, but your stack can be

✓ Adtech is just part of the puzzle

# BASIS OF EVERYTHING
## Customer Data

✓ Consolidating customer data to create a single customer view

✓ Make data actionable in channels

✓ Combined data of CRM, CDP and DMP for full-funnel journey data

| CRM DATA | VOC DATA | CXM DATA | WEB/APP ANALYTICS DATA | UTILITY DATA |
|---|---|---|---|---|
| KNOWN USERS | OPINION | BEHAVIORS | BEHAVIORS | ATTRIBUTES |
| USER UPDATES | NPS | SEGMENTS | PERSONALIZATION | BEHAVIORS |

**USER ID AND/OR BEHAVIOR MATCHING**

PLACEMENT
AGGREGATION

PREDICTIVE MODELING ENGINE

**CUSTOMER DATA PLATFORM**

DASHBOARD, REPORTING & INSIGHTS

TARGETING
MAINTENANCE

DELIVERY ENGINE

Source: https://www.connectivedx.com/thinking/posts/2015/11/customer-data-platforms

# Are you prepared?

How well would you manage if there would not be 3rd party cookies available?



**DIGITAL & SOCIAL** › ONLINE MARKETING

## What the Death of Browser Tracking Cookies Means for Marketers: Part 1

Owen Ray— June 1, 2019    Follow @invoca

BUSINESS INSIDER    TECH | FINANCE | BI PRIME | INTELLIGENCE | ALL    Log In    Subscribe

### DEATH OF THE COOKIE: How The Web's All-Seeing Tracking Device Could Meet Its End

Jim Edwards, May 1, 2013, 3:0 PM

Cookies — the small pieces of code that websites drop onto your internet browser in order to track your activity, usually for advertisers — have gotten a bad rap recently.

Shutterstock

## Reported Google browser change could be final death blow to cookies

New consumer controls over cooking tracking on Chrome may be announced at Google I/O.

Greg Sterling on May 6, 2019 at 2:20 pm

e sanomista.

# CHANNEL-AGNOSTIC
# Content Platform

- ✓ Centralized content management and delivery

- ✓ Channel-agnostic content and experiences

- ✓ 1-to-1 level personalization

- ✓ DAM, (headless) CMS, Content Hub
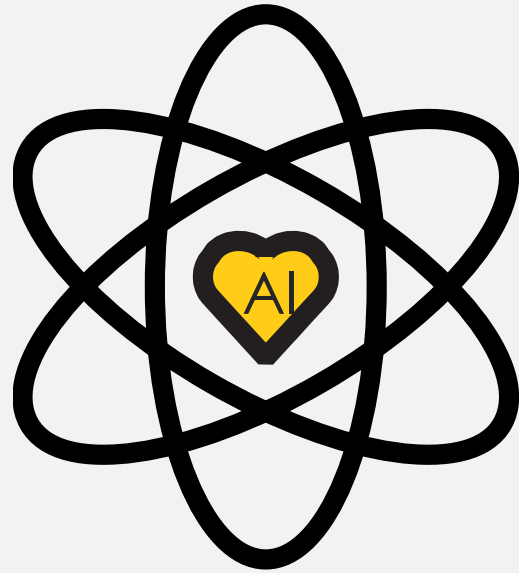
- ✓ In adtech: Dynamic banners

## AI DRIVEN
## Dynamic Banner

- ✓ Alibaba LuBan showed couple of years ago what can be done with AI & dynamic banners

- ✓ Not just banners; UI, and most likely UX design too

轻松

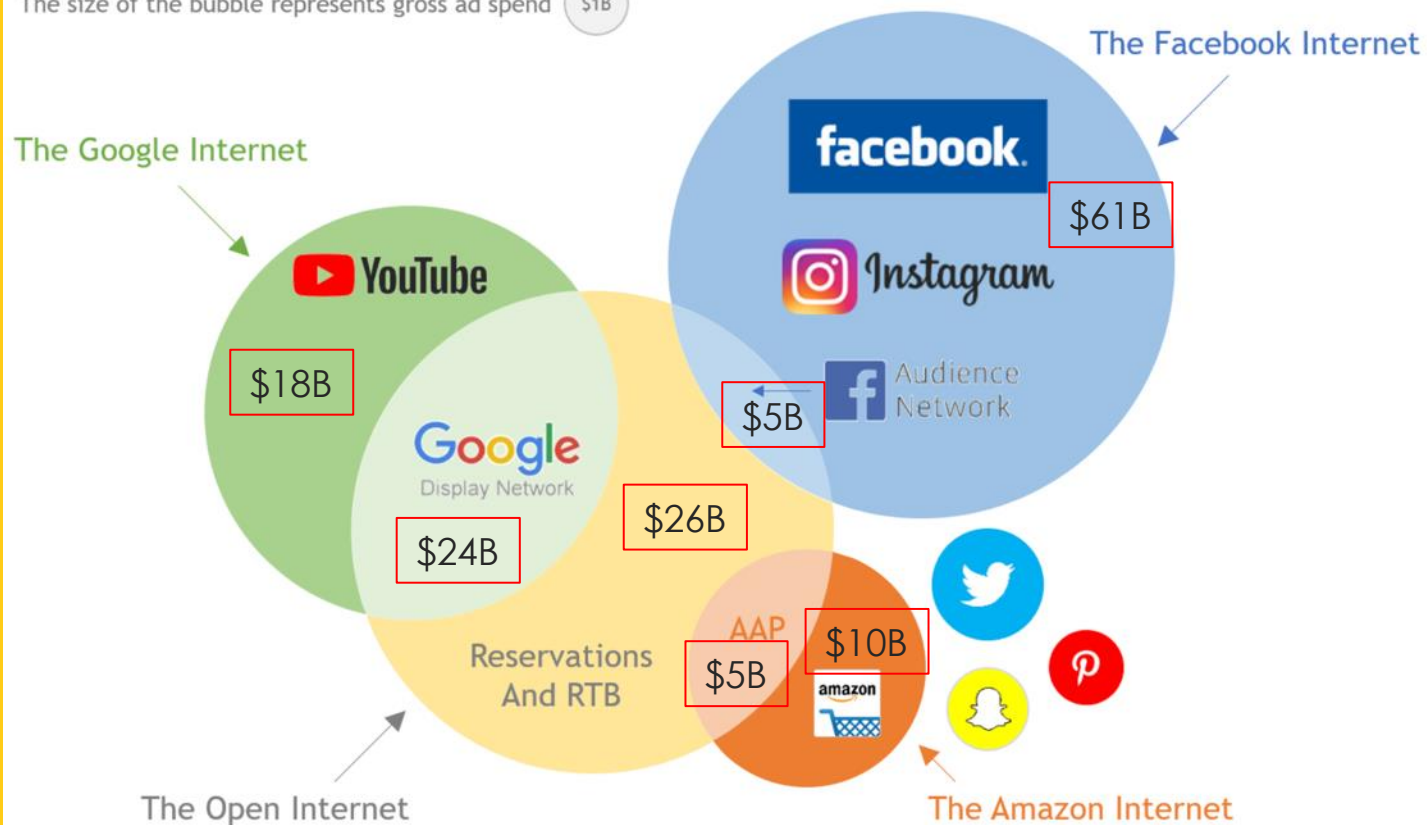sanoma  **Aina tulee sanomista.**

## BRAINS
# Intelligence

- ✓ Real-time decision making engine for every possible interaction (also ads)
- ✓ From rules based to algoritmic
- ✓ Predictive modeling, analytics, nsight
- ✓ NBA & NBO
- ✓ In adtech: targeting, messages, offers, budgets and bidding

# Changes in online advertising

2019 Global Non-Search Advertising

The size of the bubble represents gross ad spend $1B

The Google Internet

The Facebook Internet

facebook

$61B

Instagram

Audience Network

$5B

YouTube

$18B

Google Display Network

$24B

$26B

Reservations And RTB

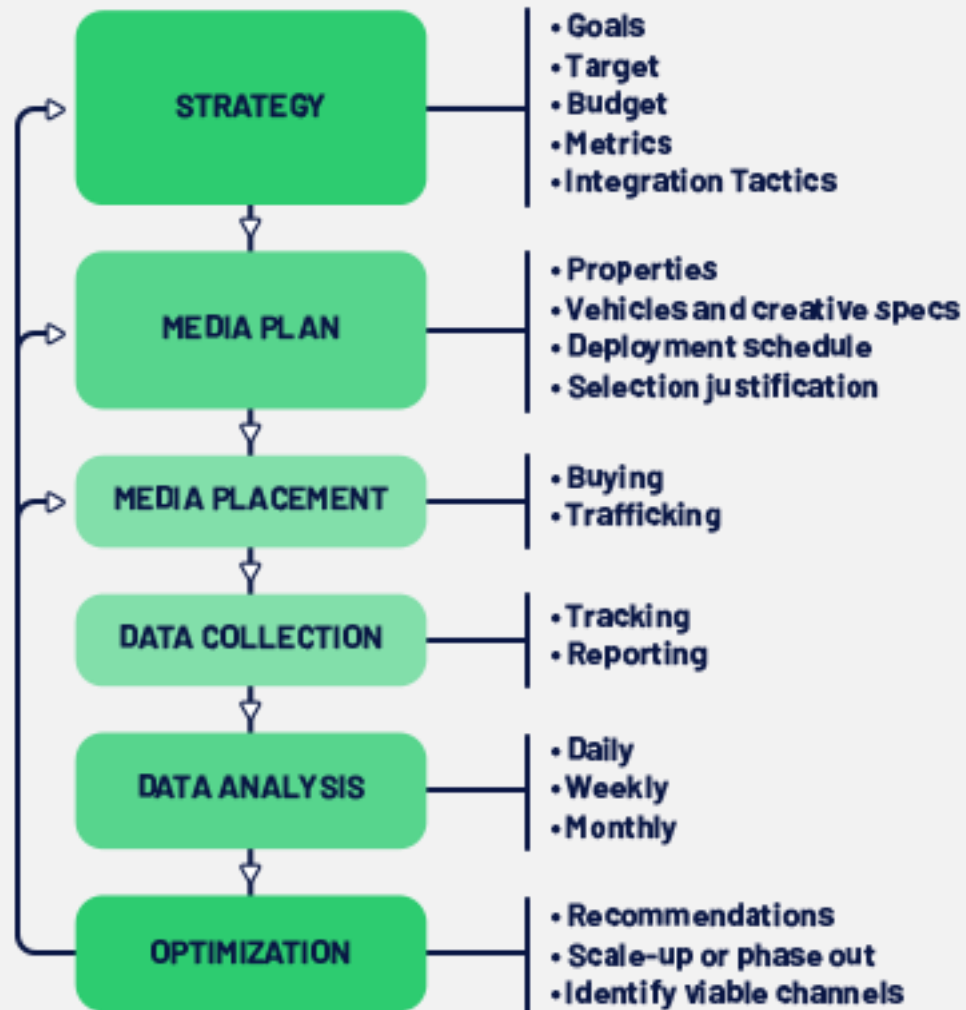AAP

$5B

$10B

amazon

The Open Internet

The Amazon Internet

© Jounce Media 2019

MARKET IN THE US

Walled gardens are eating programmatic

✓ Independent DSP **ad budgets are projected to** decline from $17.5B in 2018 to $16.2B in 2019.

Source: https://www.ovrdrv.com/online-media-planning-buying/

## AUTOMATE ADTECH

# Media planning and buying

✓ Media buying is in transformation

✓ All things that can be automated will be automated (with or without AI)

✓ Other things will be assisted by AI

# sanoma

## Aina tulee sanomista.

Kiitos!