



Data
Collection

Data
Fusion

Data
Application

Big Data:
The Hype, The Reality & The Different Use
Cases

Dr. Erik Wallin, COO & Chief Scientist
IAB Finland on 29.11.2012 in Helsinki

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About Enreach

- *We help premium digital publisher increase premium display revenues by refining and applying their data*
- *We are experts in data-driven digital advertising solutions, focusing on big data analytics & direct sales automation*
- *Established in 2010, HQ in Stockholm, Sweden*

 Sanoma



BONNIER


SYDSVENSKAN

ILTA-SANOMAT

 ENIRO

TALOUS
SANOMAT

AFTONBLADET

EXPRESSEN

HELSINGIN SANOMAT

 MTV3

EGMONT

DAGENS NYHETER.

SvD 

The topic for the next 20 minutes:

“Does (Big) data have intrinsic value, or is value only created when the right kind of data is applied to the right use case?”

What Big Data actually means for digital publishers and marketers today - and tomorrow?

First, an important distinction (the 'hype'):

#1 There is Big Data

... just lots of data in one (or several?) place really.

#2 There are DMPs

...or Data Management Platforms; a specialized software solution for centralize data operations that are specific to online advertising.



Gartner: Data Management Platforms Vie for the Hub of Targeted Media (September 2011)



McKinsey & Company: Big data: The next frontier for innovation, competition, and productivity (June 2011)

To simplify the situation...

We can consider **DMPs** as a special purpose platform, using **Big Data** as their raw material.

DMP is the refinery (well, some more, some less...)

...and, finally, there are applications
that use the DMP ('the brains')

#3 Applications

...going back to the original question
briefly:

“So, does (Big) data have
intrinsic value?”

....or is value only created when the right kind of
data is applied to the right use case?

...going back to the original question
briefly:

Yes, but value is not the
same as revenue!

Lets look at these one by one:

#3 Applications

#2 DMP

#1 Big Data

#1 Big Data

In the context of online advertising, Big Data is often associated with RTB

1. Automating the transaction mechanics of pricing (bidding), delivery & invoicing
2. Applying more data on audiences and engagement, for reporting & targeting

#1 Big Data

...but actually RTB is just one use case for data (buyer side performance optimization)

“ RTB is designed to lower media cost AND improve targeting accuracy ”

Lets look at these one by one:

#3 Applications

#2 DMP

#1 Big Data

#2 DMP

“A specialized software solution for centralize data operations that are specific to online advertising.”

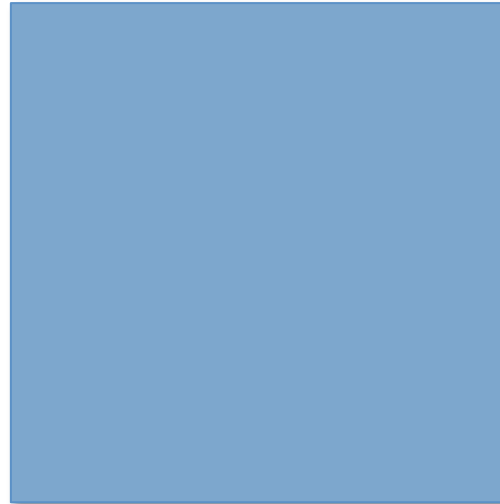


Data Management Platforms Vie for the Hub of Targeted Media (September 2011)

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#2 DMP

Buy-Side
Focus



Sell-Side
Focus

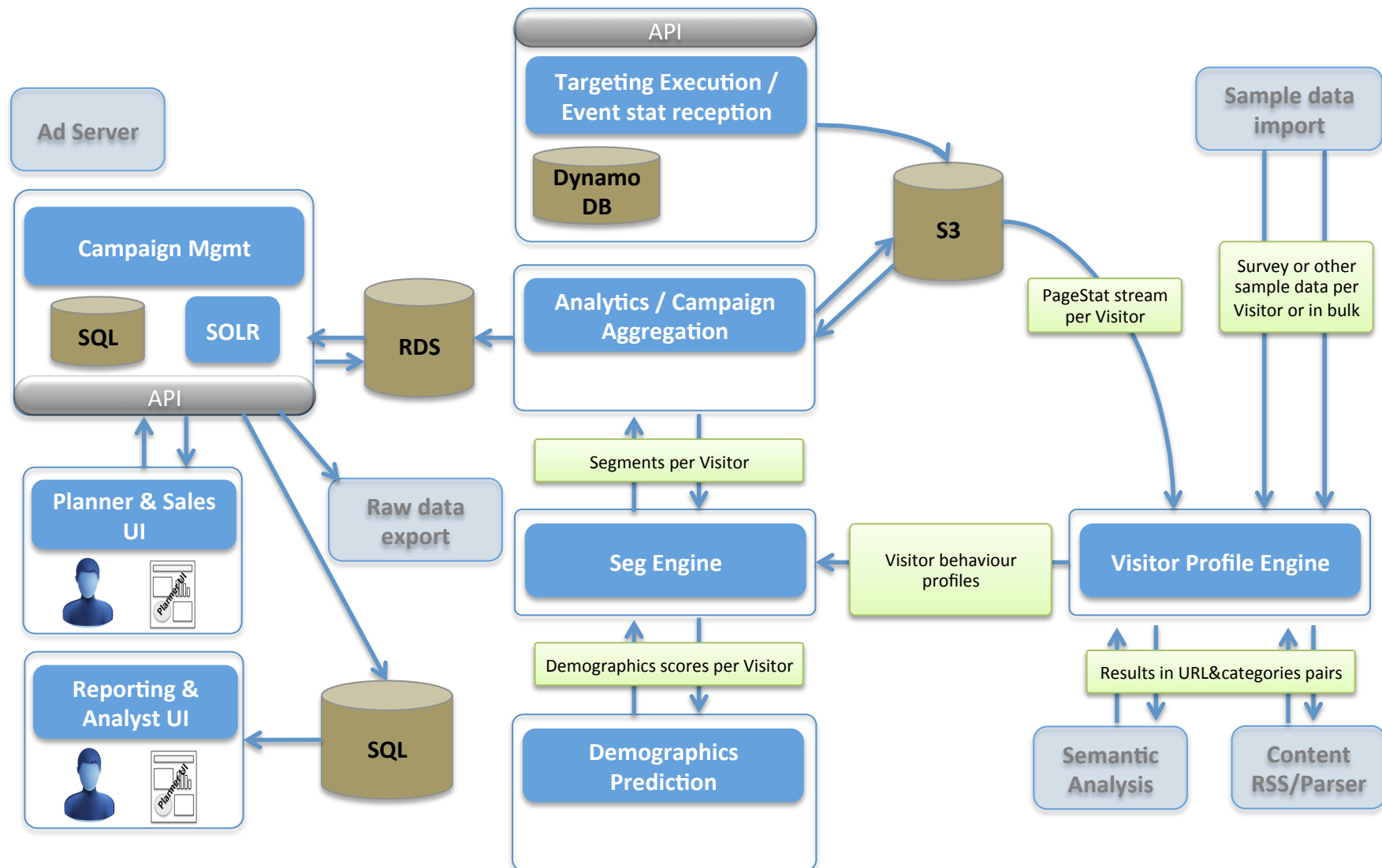


Market Maker

Pure-Play

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#2 DMP



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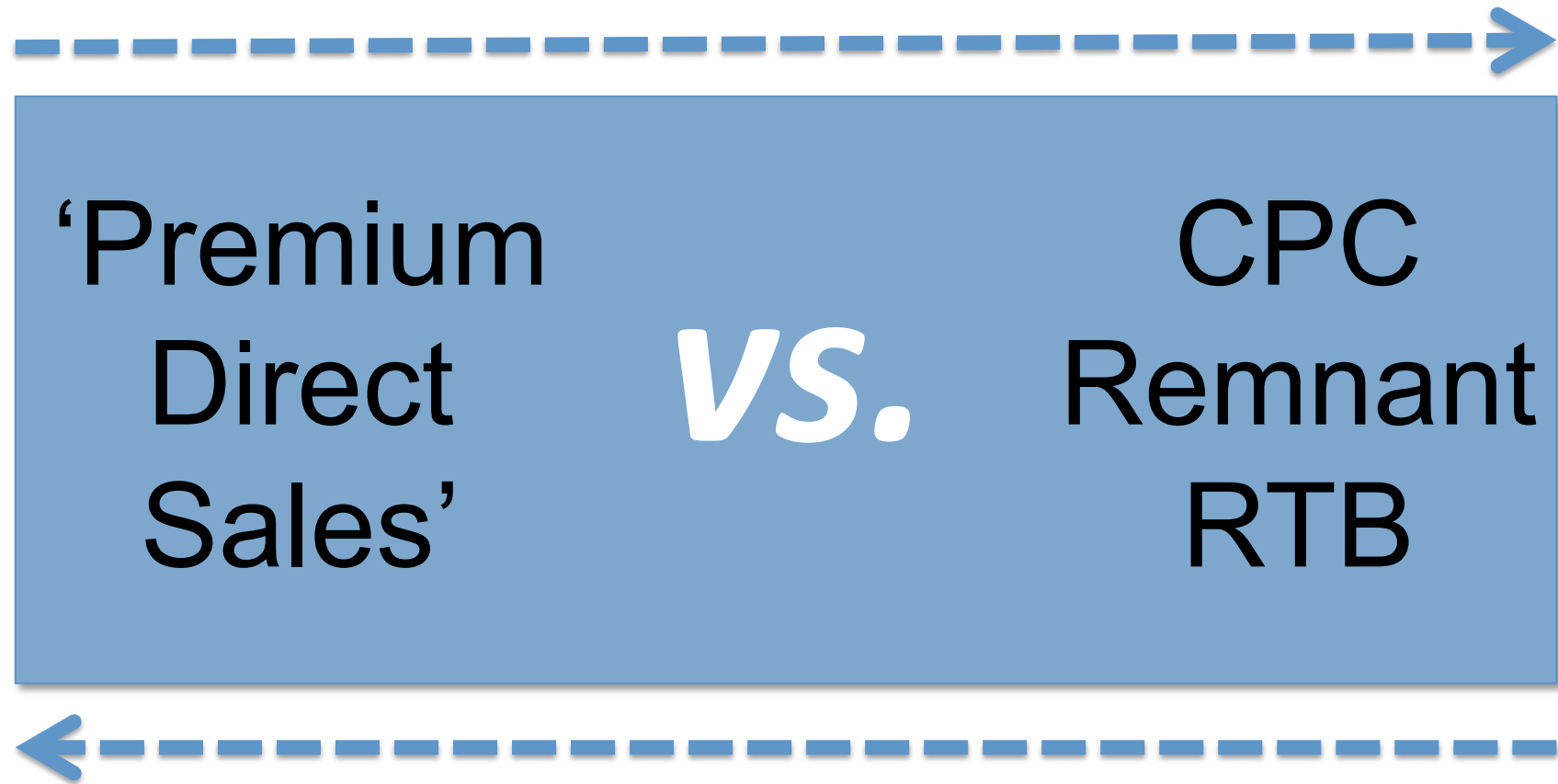
Lets look at these one by one:

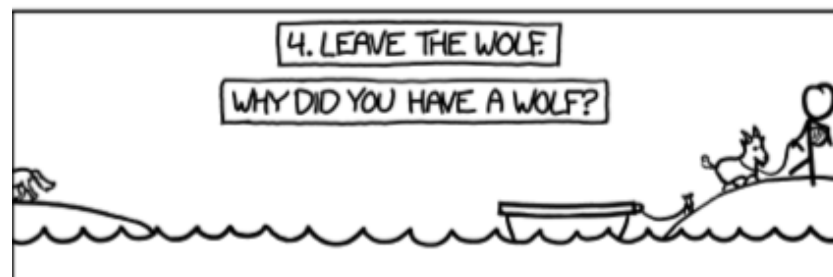
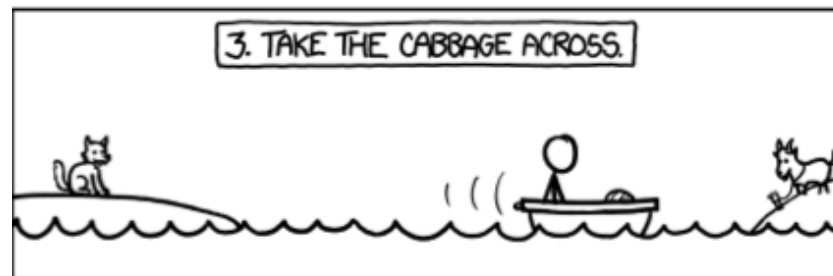
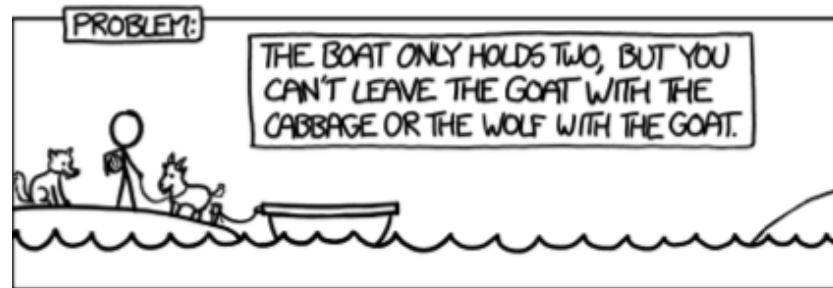
#3 Applications

#2 DMP

#1 Big Data

#3 Application





#1 Branding

#2 Performance

INDIRECT LASTING
RESPONSE

'REACH & FREQUENCY'
WITH DETAILED REPORTING

EXPOSURE TO RIGHT AUDIENCE
IN THE RIGHT PLACE

THE BIG BRANDS

DIRECT RESPONSE

RETARGETING

CTR UPLIFT

E-COMMERCE

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To conclude:

- #1 Big Data is the raw material
- #2 Know what you want to accomplish
- #3 Find the best technology – and partner(!) - for your goals
- #4 Keep It Simple!

Thank you.

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