How deterministic data is helping brands achieve better ROI



Alex McIlvenny

Country Manager UK

ZEOTAP

DIGITAL ADVERTISING

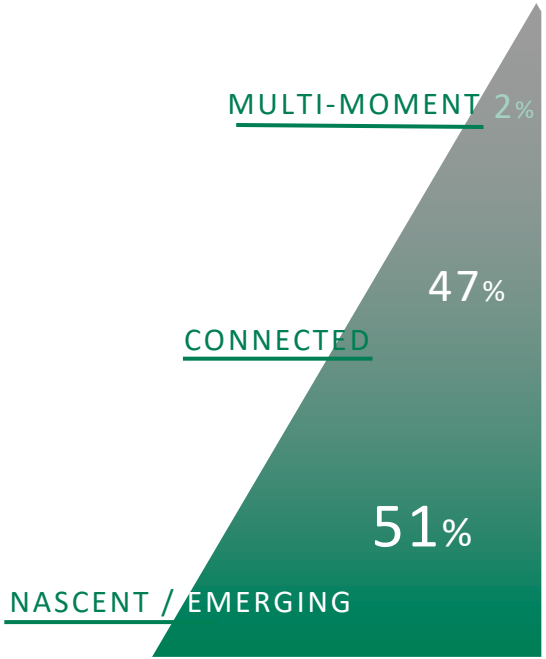


Brands Digital Marketing Maturity

50%
do not have data integrated and activated across channels

83%
cannot make connections across consumer touchpoints

80%
suffered from inadequate cross-functional coordination



Feb 2019
Methodology: 40 expert interviews, >200 top brand questionnaires, 16 test campaigns

DRIVING DIGITAL DATA



Data is main driver of digital advertising – however, data quality is still low!

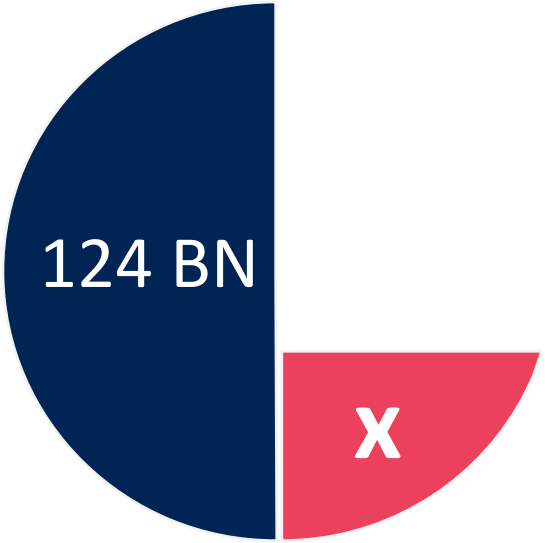
Currently 18.2BN

Growth rates 40-100% p.a.

Mobile 47.9% of total ad spent in 2020, >TV in 2018

70% of campaigns use socio-demo targeting

People click on ads that interest them



Gender targeting = 60-62% accurate in EU

70% of impressions have **NO** age data

60% of age data is wrong

18-35% accuracy for age & gender combined

OnAudience.com eMarketer HubSpot nielsen pinsight MEDIA+

Telco data is solving the quality gap in the market

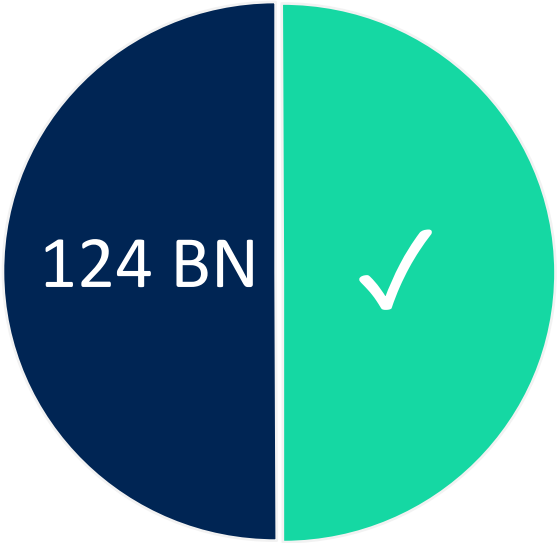
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ID-Card Verified, 85-95% Precise

Performs against Nielsen, comScore & Co.

More precise than Google & Facebook

Scalable in a cross-carrier model

OnAudience.com eMarketer HubSpot nielsen ZEOTAP

Telcos have a unique opportunity in CRM data onboarding

„Onboarding is becoming an essential part of data-oriented targeting“

CRM capabilities #1 brand prio

Facilitates the targeting business

Necessity for many strategic topics:

- Online<>Offline Attribution
- Audience Measurement
- TV Addressability



Market opportunity

Telco DATA

Deterministic Mobile Matches

Full Device Capability (Cookies & Ad Ids)

TV & desktop extension

Privacy compliant patented technology

Scalable in a cross-carrier model

Competition low in EU & ASIA

WINTERBERRY GROUP

MARTECH TODAY

Telco data can help brands achieve better ROI in 3 ways:

PRECISE targeting



REAL audience insights



DETERMINISTIC
identity matches



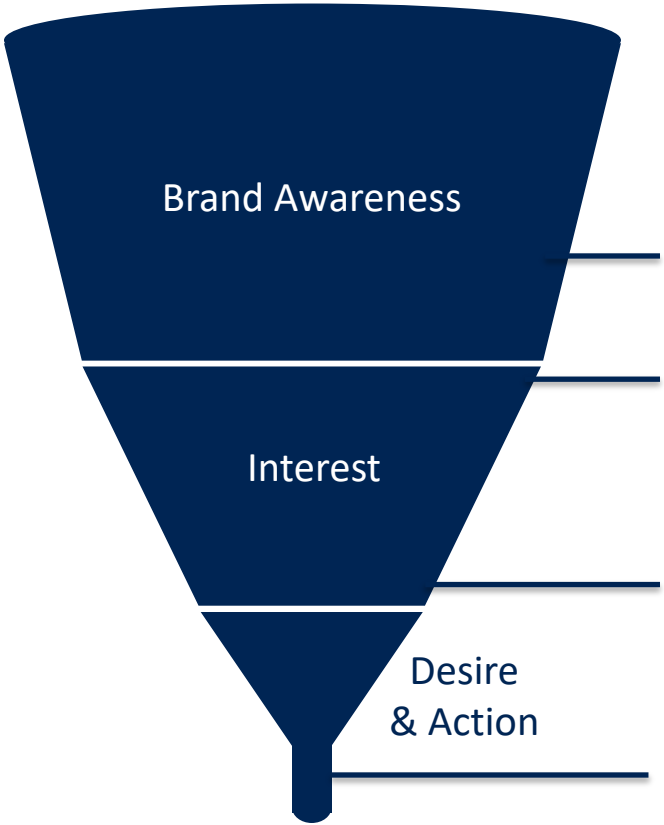
THE PROOF & CASE STUDIES



Telco data in the UK is up to 5x better than current market benchmarks

	ZEOTAP On-Target Reach	nielsen Benchmark On-Target Reach	Quality Uplift
Female	80-85%	64%	1.3x
Male	80-85%	67%	1.2x
18-24	55-60%	15%	4x
25-34	65-70%	47% for 25-44	1.4x
35-44	70-75%	42% for 35-54	1.5x
45-54	65-70%	42% for 35-54	1.6x
55+	40-45%	Not published	-
M, 18-24	45-50%	11%EU	4.5x
F, 18-24	45-50%	9%EU	5.5x
F, 25-34	55-60%	14%	4x

Telco data improves results across the digital advertising funnel



Over 50 of the Top 100 global brands

SAMSUNG

4x better on target reach
Vs. Nielsen DAR Market Benchmarks

Unilever

32% identity match rate
70% savings, 2.5x otr

Red Bull

+130% completed views &
+285% click-Rate
vs. all other data providers

NISSAN

+107% Car configurations
vs. All other data providers

GOAL

IDENTIFY MOST ENGAGED AUDIENCES FOR NEW SAMSUNG GALAXY TO MAXIMIZE BUDGET EFFICIENCY

SAMSUNG

INSIGHTS



F, 18-24

MOST ENGAGED AUDIENCE DISCOVERED

6x

EXPECTED ON TARGET REACH

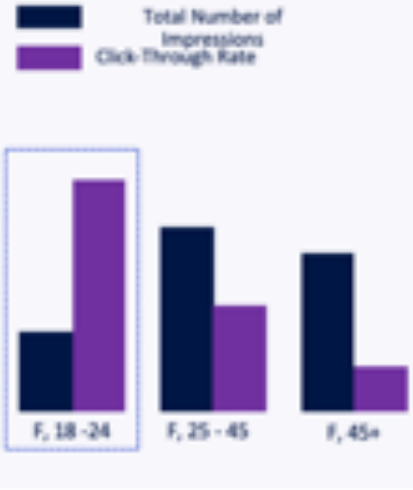
SOCIO-DEMO

INSIGHTS

theTradeDesk

ACTIVATION CHANNELS

- Samsung wanted to test innovative creatives to discover significant trends and run a brand campaign across zeotap´s platforms targeting all zeotap´s deterministic profiles
- zeotap analyzed the **composition of targeted audiences** and discovered that female between 18-24 accounted for 20% of the total audience, but **represented 50% of total clicks**.
- Samsung **shifted large part of its budget allocation** and now works with zeotap across multiple geographies



GOAL

EMPOWER AND ENRICH 1ST PARTY DATA FOR BETTER PLANNING & MARKETING ROI

Unilever

10M
PROFILES MATCHED

CONNECT

- Unilever had gathered over **20m e-mail/phone based customer records**
- zeotap was able to **match 10m** of Unilever's hashed customer records to AdIDs and cookies and set up a **regular sync** with Adobe Audience **DMP** & The Trade Desk **DSP**

30M
ATTRIBUTES ENRICHED

INSIGHTS & DMP ENRICHMENT



- zeotap gave Unilever **deterministic insights** into its existing customer base
- Unilever discovered **new relevant audiences** and decided to **enrich** its DMP with 60m age & gender records to strengthen its own data set

2.5x
HIGHER ON-TARGET

-70%
COSTS ON TARGET

ACTIVATION

theTradeDesk

- Unilever tested zeotap's segment for **females aged 18-24 on 3m impressions** and **more than doubled its targeting accuracy**
- The project massively impacted Unilever's **effective on-target CPM by -70%**
- Unilever can use **dynamic creatives** for different socio-demo target groups

GOAL

REACH PEOPLE AT WORK TO MAXIMIZE THE IMPACT OF THE RED BULL FOOD DELIVERY PROMOTION



+115%
ENGAGEMENT
VS NO DATA

-25%
EFFECTIVE ON-TARGET CPM

FOOD DELIVERY APP USERS
AUDIENCE

ACTIVATION CHANNEL

- Red Bull wanted to **improve sales** of its iconic beverage by enhancing orders within food delivery apps alongside an inApp promo
- Red Bull chose to **work with zeotap´s ID-verified telecom data** and **experienced a 70% higher engagement** compared to previous data providers
- **"These results are outstanding** and we could not be more satisfied" – said Francesco Cilea, Head of Brand or Red Bull Italy

Custom app segment:

Red Bull

GOAL

MAXIMISE DREAM CAR CONFIGURATIONS ON MOBILE WEBSITE

NISSAN

TARGETING



WOMEN, 25-34

AUDIENCE

theTradeDesk

ACTIVATION CHANNELS

- Nissan understands which socio demographic groups are most interested in the various car models but **struggled to find audiences of a high quality**
- Ever since using zeotap's ID verified segments, Nissan saw an strong **uplift in car configurations, higher viewability and strong cost reductions.**
- zeotap's **data is always on** for different socio demo groups and car models and Nissan is **growing the partnership in all directions.**

+115%

CAR CONFIGURATORS

VS. NEXT BEST DATA

-60%

EFFECTIVE

ON-TARGET CPM

INSIGHTS & DMP ENRICHMENT

CONNECT

coming soon

GDPR & SECURITY FIRST



Telco-grade Best Practices in Data Privacy & Security



I. Minimum Requirements

- GDPR Understanding & Preparation
- Customer Control Mechanisms
- Basic Data & IT Security Measures

II. Advanced Privacy Measures

- ISO 27001 // IT & Data Security Certification
- CSA Star // Cloud Security Certification
- ePrivacy Certification (incl. GDPR Assessment)
- GDPR Project with Leading Global Law Firm (Hogan Lovells)
- CIPT Certified Management/Founder
- Senior Privacy Advisor Council
- Advanced Organizational Safeguards

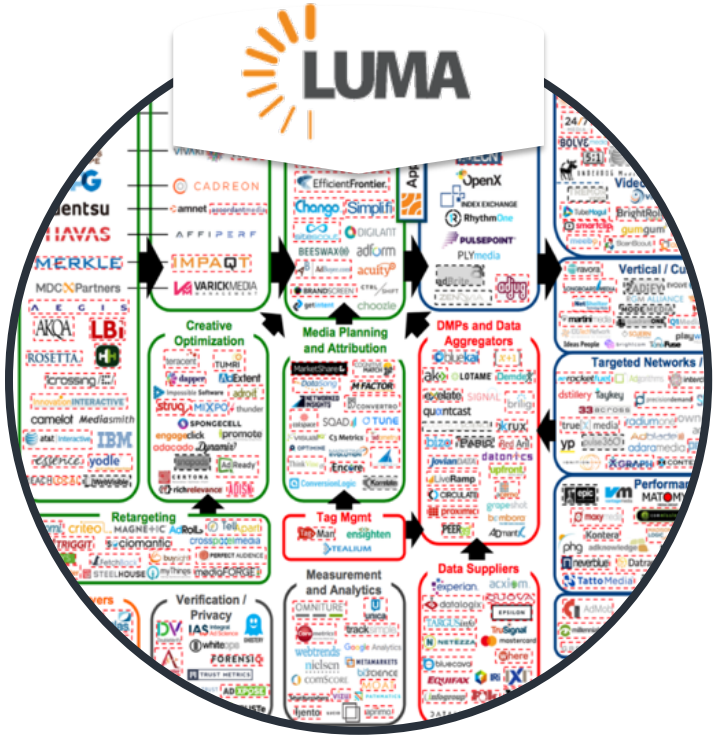
III. Thought Leadership

- Patented Telco Data Activation Solution
- Privacy Consulting for full compliance of partners
- Best practice exchange for Opt In Collection

THE PLATFORM APPROACH



Agencies face high costs in testing the many possible partners and…





...are narrowing down to a few that provide quality, scale & variety

BRIEFING:

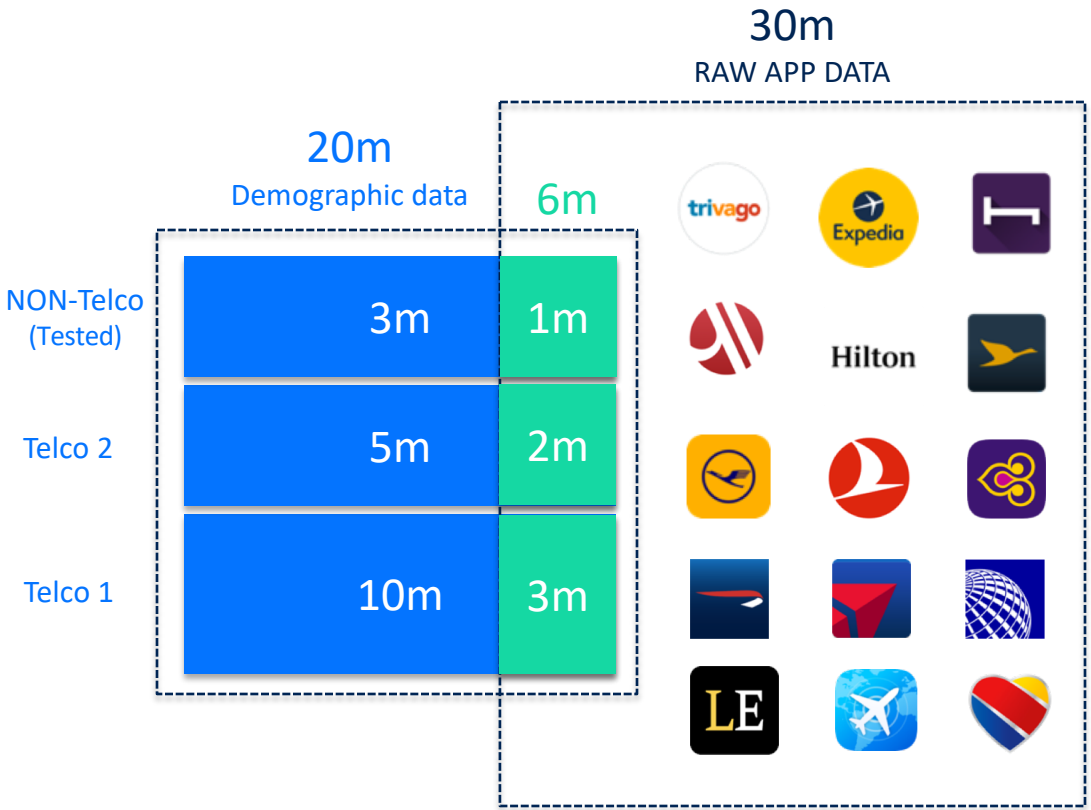
Female, 25-44

Mid-High Income

TRAVEL Interest

Minimum reach:

5m devices



Want to learn more?
Visit our booth today!



Alex McIlvenny

Country Manager UK



ZEOTAP