

Online – The Treasure Chest of Insight

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Director

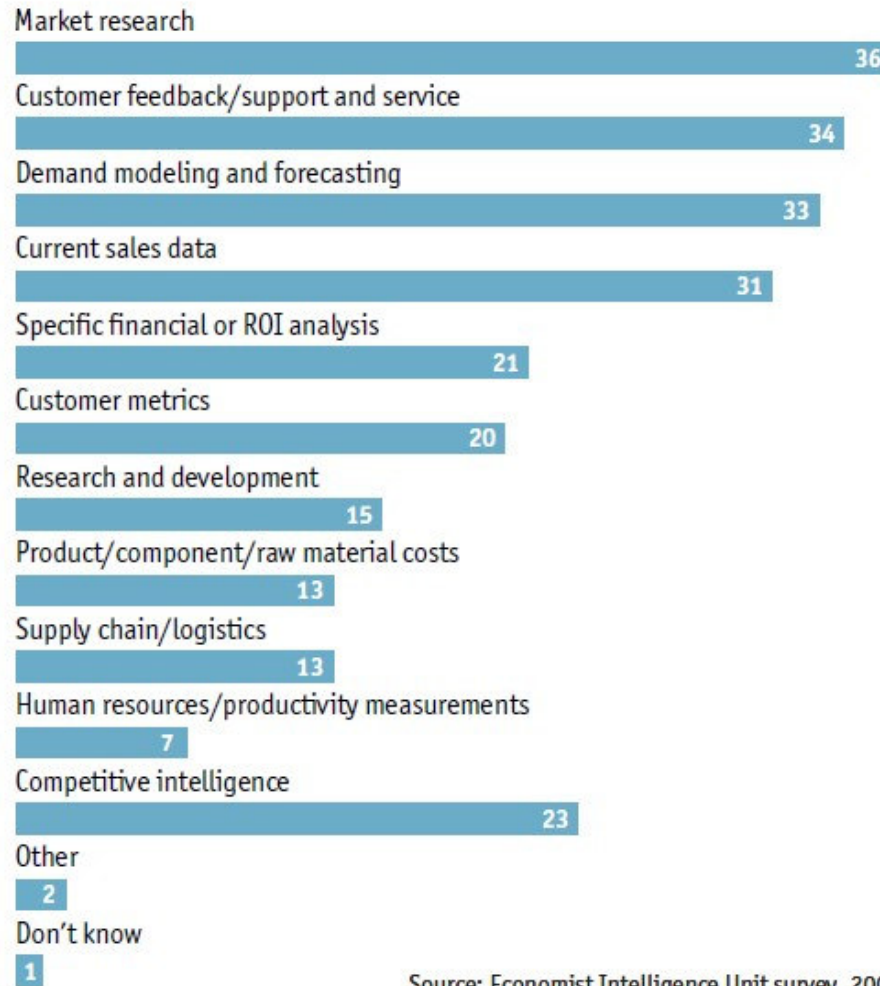


Insight is Crucial

What type of business information is the most critical to your company's primary business strategy?

Select up to three.

(% respondents)

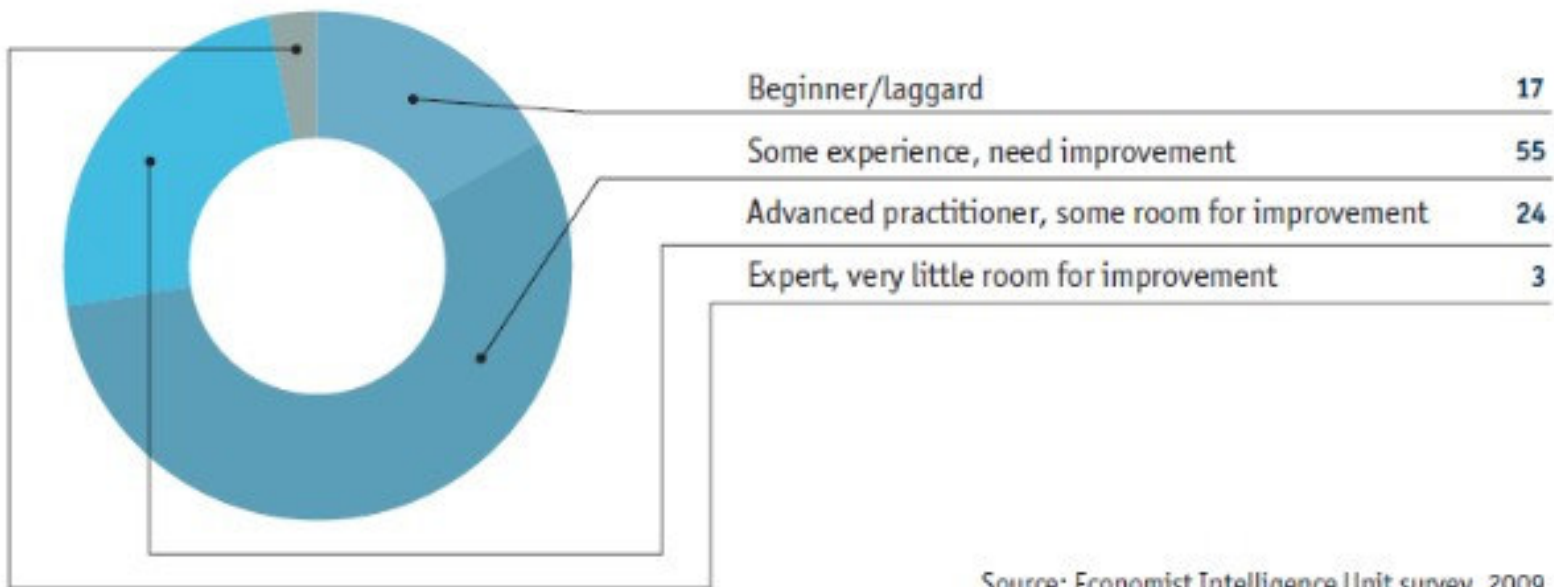


Source: Economist Intelligence Unit survey, 2009.



Companies Don't Use the Data Well

How would you rate your company's use of business information to drive better and faster executive decisions? (% respondents)



Source: Economist Intelligence Unit survey, 2009.

Business Leaders Value Sales and Marketing Data Most

Which areas of your business produce the best business insight?

Select one.

(% respondents)



Source: Economist Intelligence Unit survey, 2009.

Four Key Research Trends from an Agency POV

- 1 Online is winning because of lower cost and speed to market
- 2 Real-time insight is becoming the norm
- 3 Move from explicit to implicit data
- 4 Rise of the data analysts and dashboards

The Simple Life



Campaign Planning Insights



What content do they consume?

What do they think of my brand?

What are my customers interested in?

Which messages are they most receptive to?

Who are my brand's customers?

Who is my competition?

How much interest is there for my products?

Who are their customers?



What trends should I be responding to?

How does their online offer compare to ours?

Campaign Planning Insights



TGI

Focus Groups

TGI

Concept Testing

Segmentation Study

Usage Study

Usage & Awareness Study

Usage Study



Market Report

Competitor Benchmarking



Shift from Research to Real Time Insight



What content do they consume?

What do they think of my brand?

People who went to CE sites also visited PriceRunner, DIYNot and BMW ""

Which messages are they most receptive to?

CE brandX.co.uk users at 60% male and 32% are aged 55+

Who is my competition?

1 million searches for 'netbook' in April 09

Who are their customers?

Searches for 'Digital Switchover' has grown exponentially 2009

How does their online offer compare to ours?



Shift from Research to Real Time Insight



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What do they think of my brand?



Which messages are they most receptive to?

Who is my competition?

Who are their customers?

How does their online offer compare to ours?

Shift from Research to Real Time Insight

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nielsen
comSCORE.

passenger[®] communispace[®]
facebook radian⁶
twitter tns cymfony[™]

Google Ad Planner
BETA

hitwise[®]
The power of competitive intelligence

Google Ad Planner
BETA

Google
AdWords

Google Insights for Search
beta



RAM
Research and Analysis of Media
double
click

Dynamic Logic
A Millward Brown Company

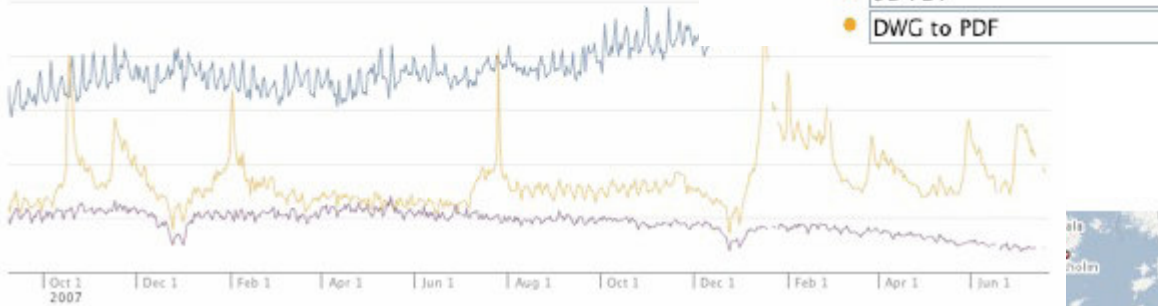
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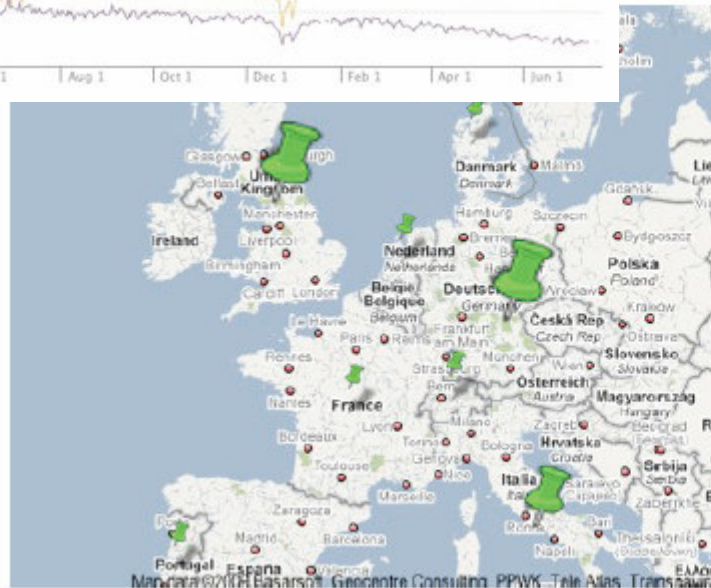
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Volume of searches

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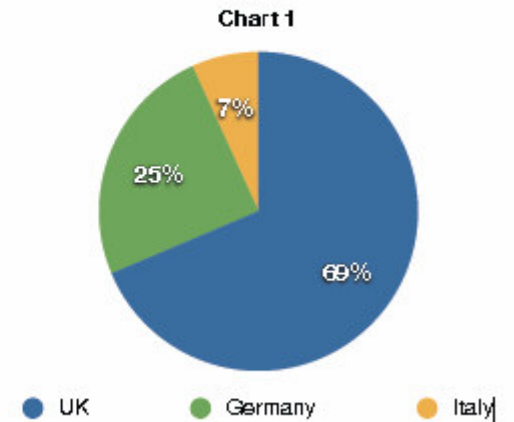


Facebook mentions



Volume of discussion per country

Top three countries discussing core terms are:





Communities as Research Pools

- Good for hard-to-reach, niche audiences
- Cheaper than traditional tactics
- Profiles give colour to the responses
- Less chance of misinterpretation
- On-going relationships (3rd party managed)
- Your own communities as an opportunity (e.g. Facebook fans)
- Sample size is limited
- Not as representative as balanced samples

	LinkedIn	Panel X
Beginning sample	1,517	3,315
Final good sample (N):	548	133
% good completes	36%	4%
Top % reasons screened out*		
Incomplete†	28%	6%
Wrong job title	14%	67%
Wrong job responsibility	13%	16%
Not paying attention	11%	29%

Source: Forrester Research 2009



Shift from Explicit to Implicit Data



Using Digital Body Language as a Sales Tool

- Accumulate Digital Body Language
- Communicate Digital Body Language
- Evaluate Digital Body Language
- Accelerate the sales process
- Cultivate the Digital Body Language
- Validate marketing spend



Dashboards!

Campaign Performance

Performance by Industry

Industry	Informed	Interested	Registered	Attended	Chart
Building	12345	8567	2345	1234	
Infrastructure	8454	6590	5687	3245	
Manufacturing	3434	2234	4356	2654	
Media & Entertain	23561	19345	4365	2345	
Multi / Other	3434	2234	4356	2654	
Totals	51228	38970	21109	12132	

Industry Subdivisions have been grouped under the main division.

Event Attendance by Industry - Goals

Industry	Attend.	GOAL	Diff	Target
1 Building for Architecture	1234	1034	-200.00	
2 Building Industry	3245	1234	-2011.00	
3 Building MEP	2654	5467	2813.00	
4 Building Structural	3246	2879	-367.00	
6 Civil Engineering	5798	7689	1891.00	
8 Geospatial	2365	2008	-357.00	
7 M+E for Architecture	3465	1234	-2231.00	
8 Manufacturing Electrical	2798	5678	2880.00	
8 Manufacturing Inventor	2435	1987	-448.00	
10 Multi Industry	2654	3456	802.00	

Goals were set by local marketing team for this region, at start of this campaign.

Performance overall for current month - March

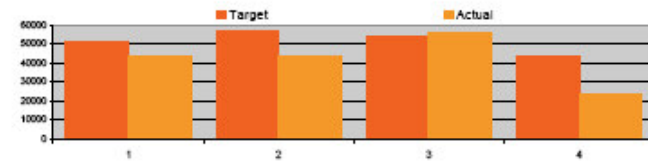


Of all Informed (xx)% were interested.

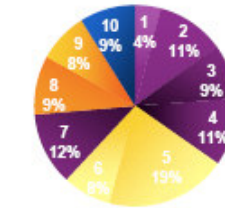
Traffic Drivers

Inbound	%	Total
1 eDM	62	6,312
2 DM	31	3,168
3 Press	4	455
4 Telemktg.	3	324
TOTAL		10,259

Sales Performance over time - Time to date Month March to Month June (Euros)

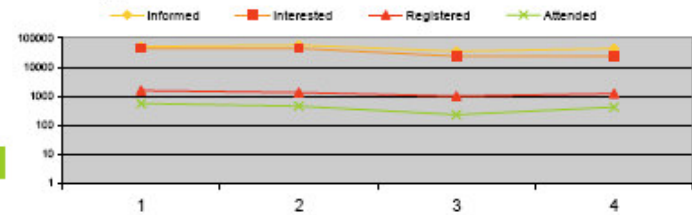


Event Attendance by Industry - % of all Attendance



Additional Detail regarding Event Attendance:
Nulla consetetur diam sed urna. Aenean Interdum. Etiam tempus. Maecenas malesuada, odio non rutrum feugiat, quam dolor tempus neque, Curabitur elementum sem sit amet nisi vulputate XXX gravida.

Campaign Performance over time - Time to date March to June



Inbound	%	Total
1 External Bann	40	6,276
2 Action Box	20	3,190
3 Promo Box	20	3,080
4 Homepage	20	3,068
TOTAL		15,612

Traffic Drivers to the Campaign pages by industry and Stream

	ONLINE				OFFLINE				Visual - Industry by Stream
	Homepage	eDM	Action Bx	Promo bx	Ext Banner	Press	DM	Telemktg	
Building for Architecture	333	888	444	444	888	0	444	0	
Building Industry	234	468	234	234	468	0	234	0	
Building MEP	233	678	233	233	466	0	233	0	
Building Structural	444	468	444	444	888	0	444	0	
Civil Engineering	234	466	234	234	468	0	234	0	
Geospatial	233	556	233	233	466	0	233	0	
M+E for Architecture	444	866	457	347	810	0	434	0	
Manufacturing Electrical	444	777	444	444	888	0	234	0	
Manufacturing Inventor	234	678	234	234	468	0	444	0	
Multi Industry	233	467	233	233	466	455	234	324	
TOTALS	3,066	6,312	3,190	3,080	6,276	455	3,168	324	



Summary

- Insight crucial for business strategy but poorly exploited
- Four key shifts:
 - More cost-effective, online research
 - From research to real-time insight
 - From explicit to implicit data
 - And the rise of the data analysts and dashboards!

