



From CTR obsession to online currency

DMP yesterday and in 2020

Petteri Vainikka // CMO // +358 50 584 5350 // petteri.vainikka@ardoq.com

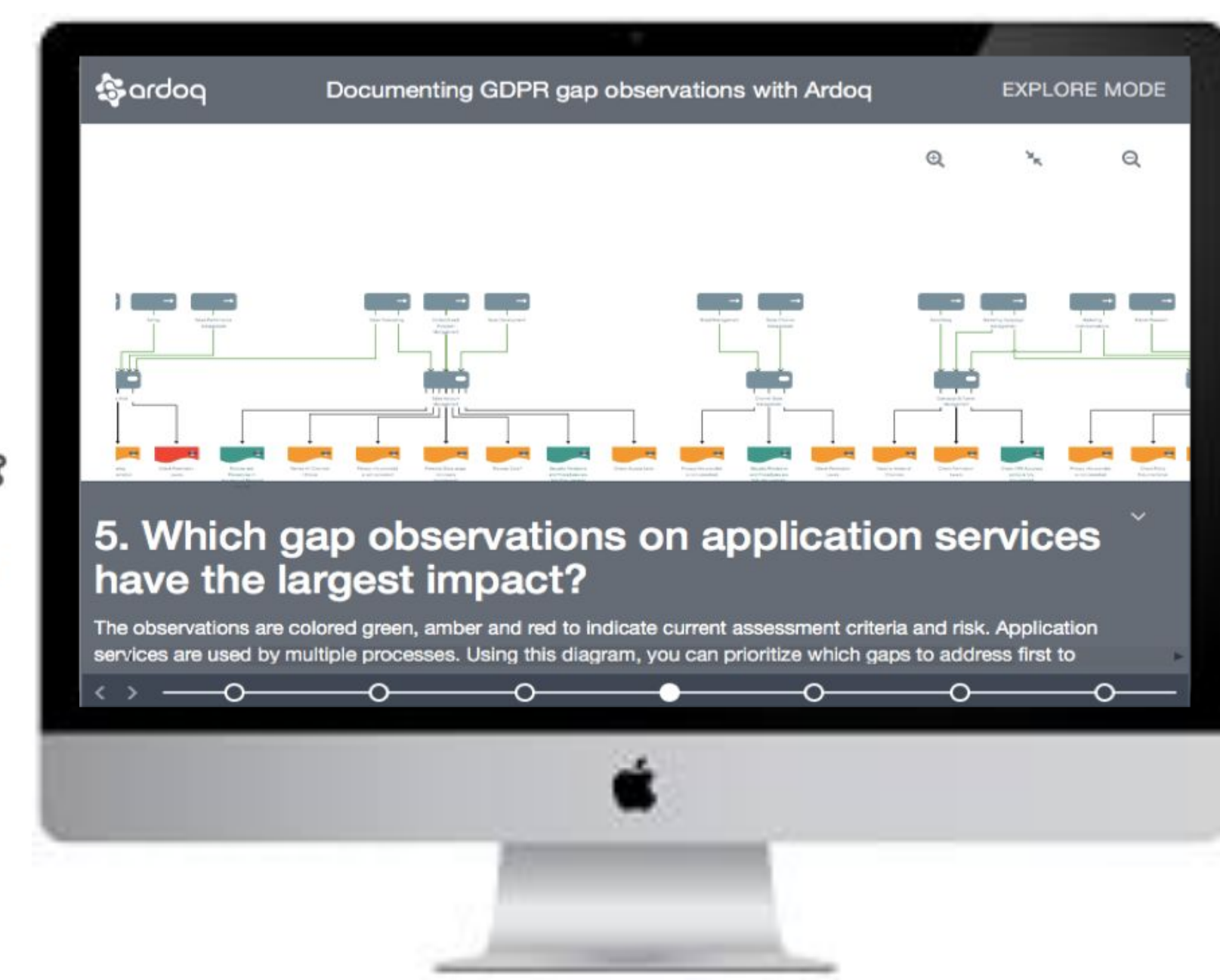
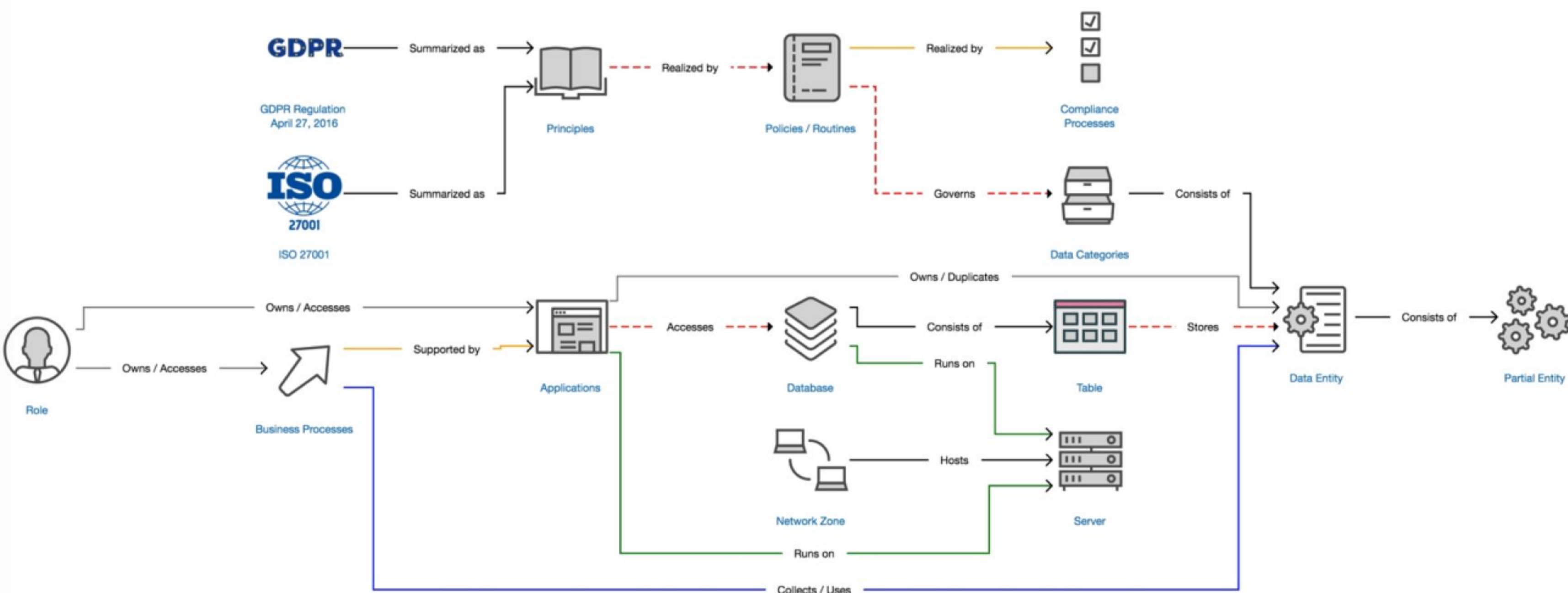
About me



- >15 years experience in mobile, internet & data technologies and markets
- Past 7 years within DMPs globally
- Today focusing on compliance, governance and digital transformation
- Always at the intersection of new technology and its commercial application



GDPR is great for business [transformation]





From CTR obsession to online currency

DMP yesterday and in 2020

Petteri Vainikka // CMO // +358 50 584 5350 // petteri.vainikka@ardoq.com

The key question

What does a marketer/CMO want?

(And what does this mean for data)

This is what I want

Marketing effectiveness is the measure of how effective a given marketer's go to **market strategy** is toward meeting the goal of maximizing their spending to achieve **positive results in both the short- and long-term.** It is also related to **marketing ROI** and return on **marketing** investment (ROMI).

[Marketing effectiveness - Wikipedia](https://en.wikipedia.org/wiki/Marketing_effectiveness)

https://en.wikipedia.org/wiki/Marketing_effectiveness

This is what I want

Marketer == Business Level Metrics = ARPU, NPS, CLV
Metrics that actually matter

Marketing effectiveness is the measure of how effective a given marketer's go to market strategy is toward meeting the goal of maximizing their spending to achieve positive results in both the short- and long-term. It is also related to marketing ROI and return on marketing investment (ROMI).

[Marketing effectiveness - Wikipedia](https://en.wikipedia.org/wiki/Marketing_effectiveness)

https://en.wikipedia.org/wiki/Marketing_effectiveness

CTR, CR, CPA = Campaign Level Metrics == **All Others**

Real-time noise

This is what I need



This is what I'm looking at

programmatic
media & 1:1
marketing

*Technology
Drivers*

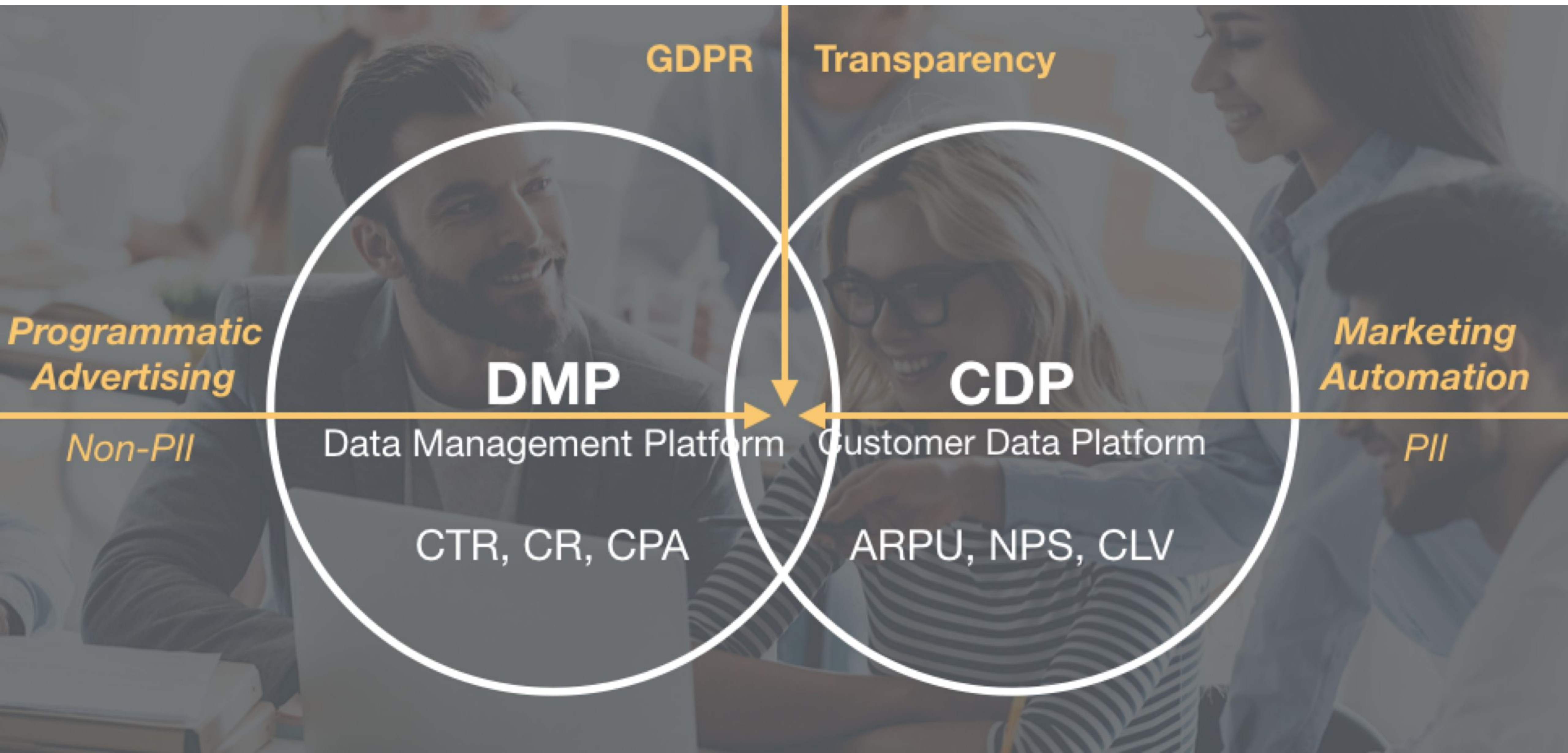
prospecting
conversion
retention

*Customer
Journey*

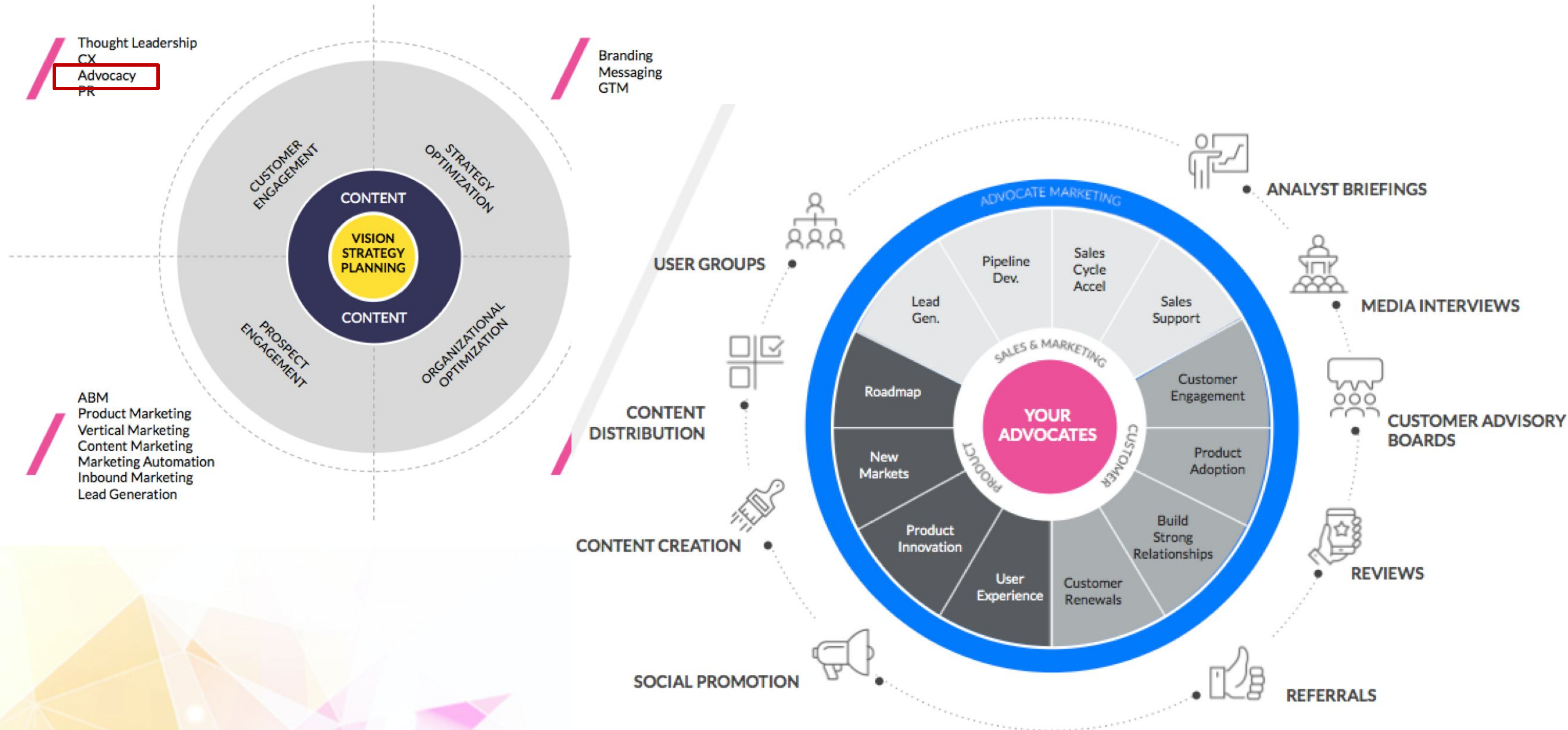
privacy
quality
transparency

*Mega
Trends*

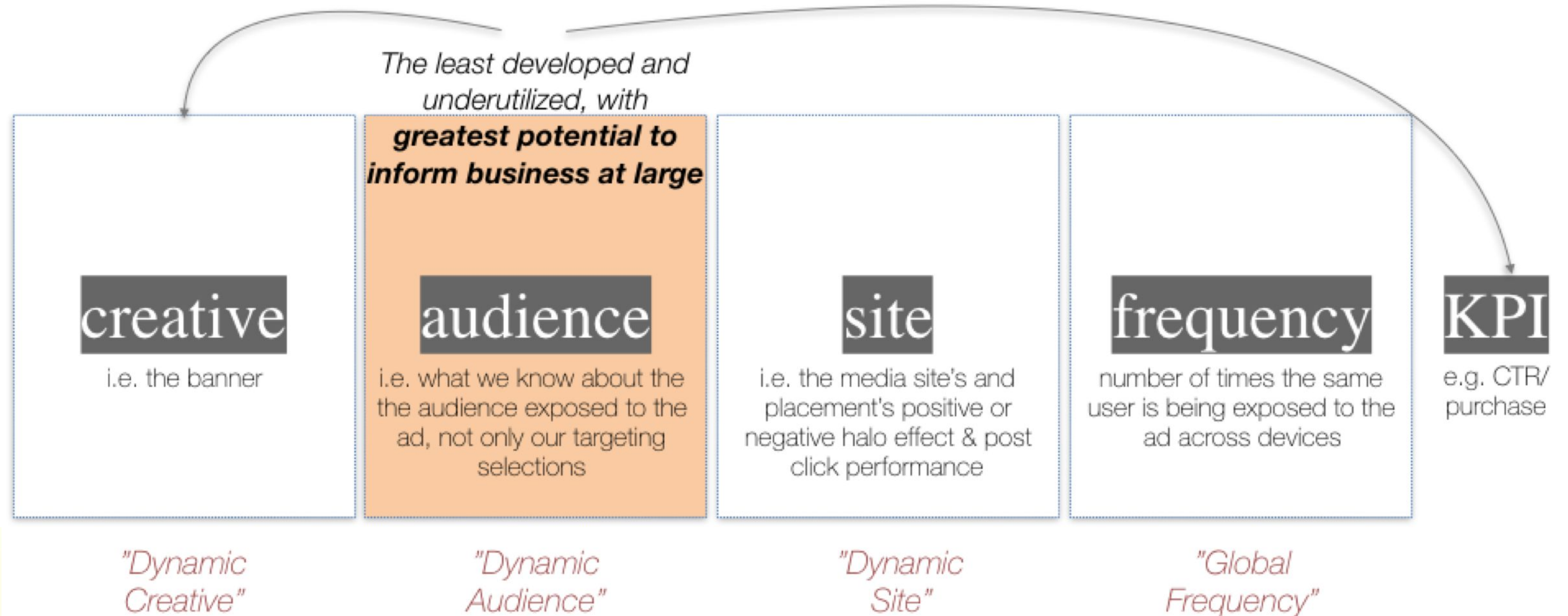
This is what I'm looking at



This is what I'm looking at



Where *everything* has a million moving parts



So what I really need is

Simplicity.

So what I really need is

Consistence.

So what I really need is

Metrics I can trust (and that matter).

So what I really need is

Data that makes my life easier, not more difficult.

I want to be here

Marketing effectiveness is the measure of how effective **market** strategy is toward meeting the goal of maximizing positive results in both the short- and **long-term**. It is also and return on **marketing** investment (ROMI).

[Marketing effectiveness - Wikipedia](https://en.wikipedia.org/wiki/Marketing_effectiveness)

https://en.wikipedia.org/wiki/Marketing_effectiveness

Marketer

ARPU, NPS, CLV

So from display advertising, what I really need is

REACH

X

FREQUENCY

purely science

Devices vs. people?

art and science

How to identify the right audience?

...and I'm glad to see it is happening

2010 → 2014 → 2017 → 2019

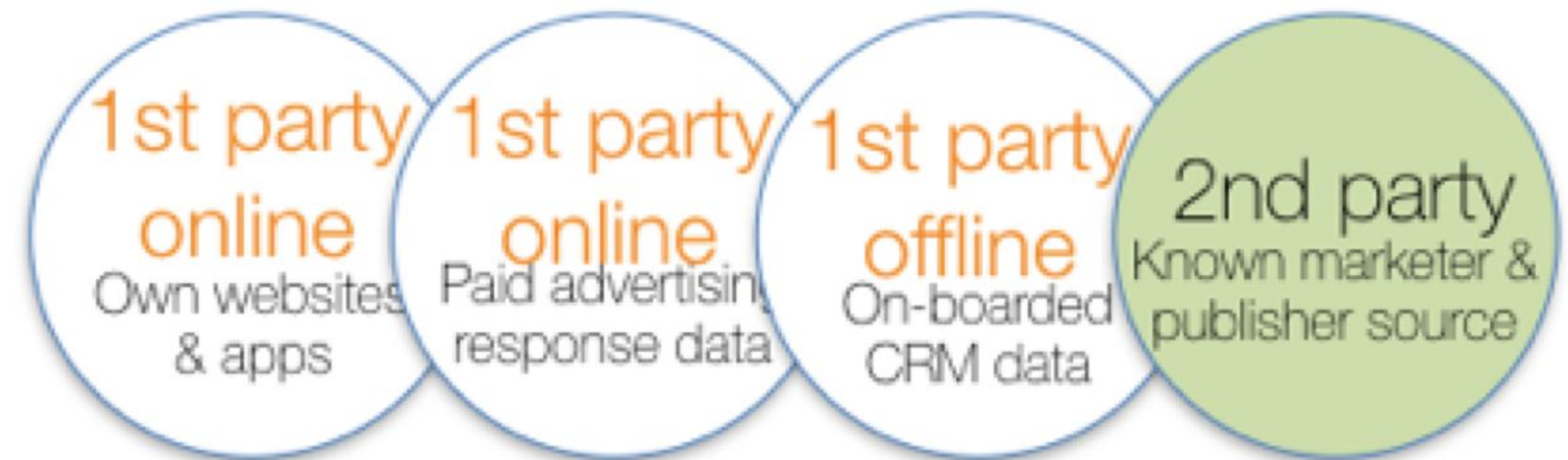
inventory

TRANSPARENCY
&
QUALITY

data



"Programmatic as the infrastructure"



1st Party Data to fuel own business / "Private Data Marketplaces"

How to eat an elephant?

What to do? (What do I do)

Marketing effectiveness is the measure of how effective **market** strategy is toward meeting the goal of maximizing positive results in both the short- and **long-term**. It is also and return on **marketing** investment (ROMI).

Marketing effectiveness - Wikipedia

https://en.wikipedia.org/wiki/Marketing_effectiveness

Marketer

Take ownership

ARPU, NPS, CLV



Over to you for questions.

Petteri Vainikka // CMO // +358 50 584 5350 // petteri.vainikka@ardoq.com