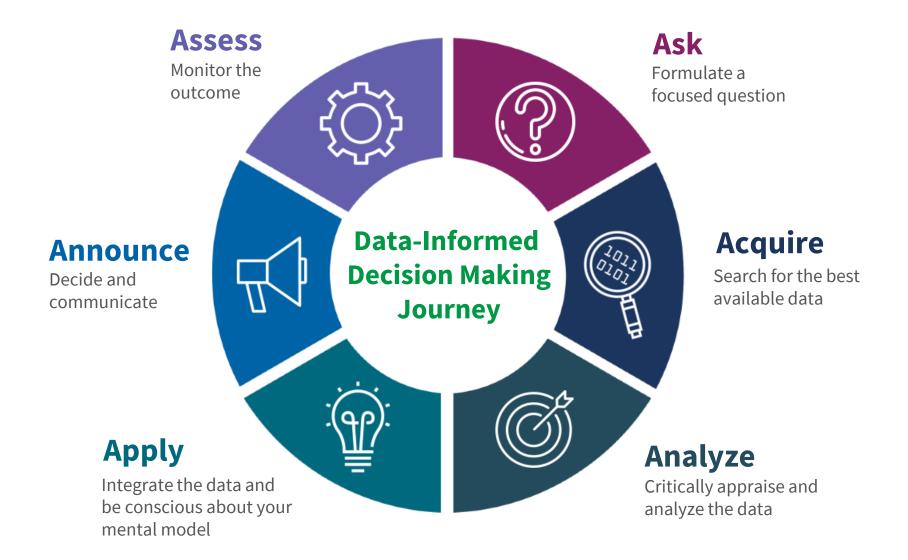
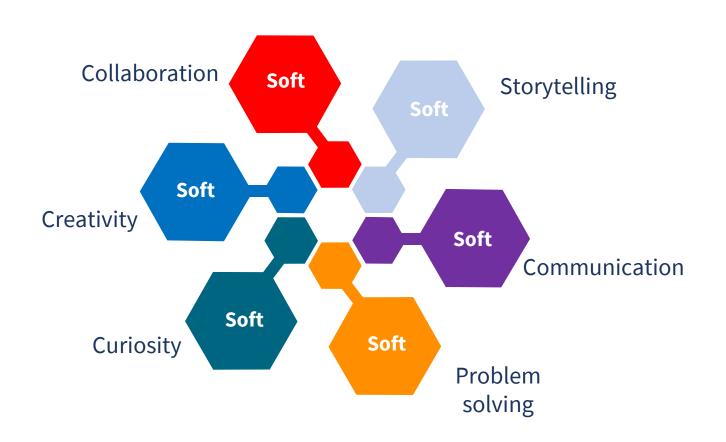


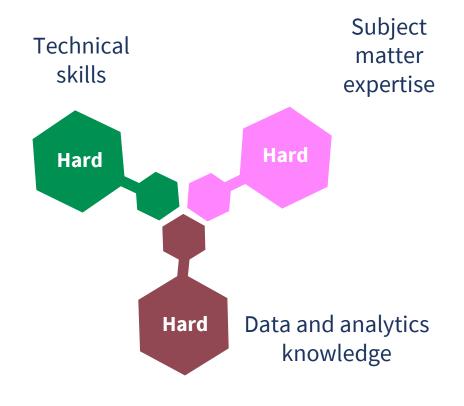
Begin Your Data-Informed Decision Making Journey





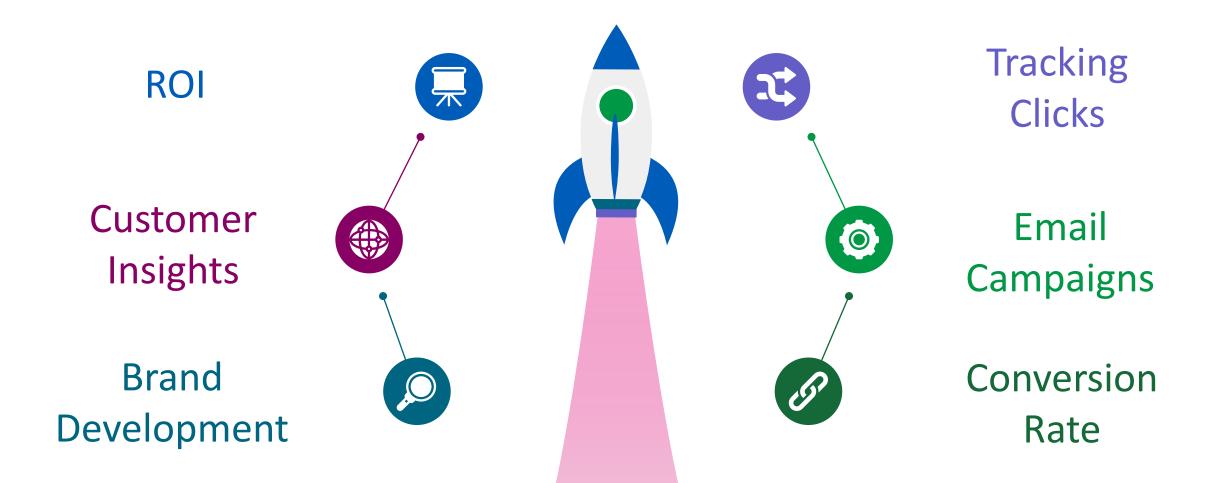
Required Data-Informed Decision Making Skills







Applying Data-Informed Decision Making





Case Study: Vodaphone

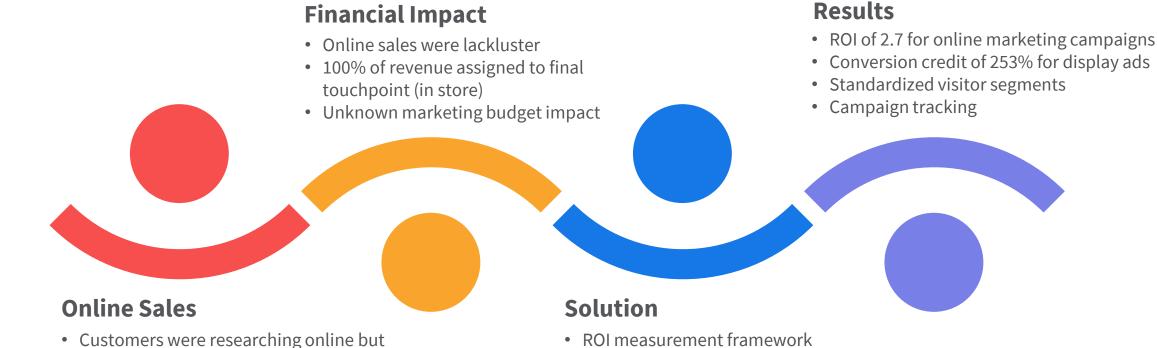
vodafone

buying in store

• Lacking conversions to sales

• Difficult to track campaigns due to

non-standardized naming conventions



• Revenue correctly attributed across channels

• Tracked display impressions in purchase path

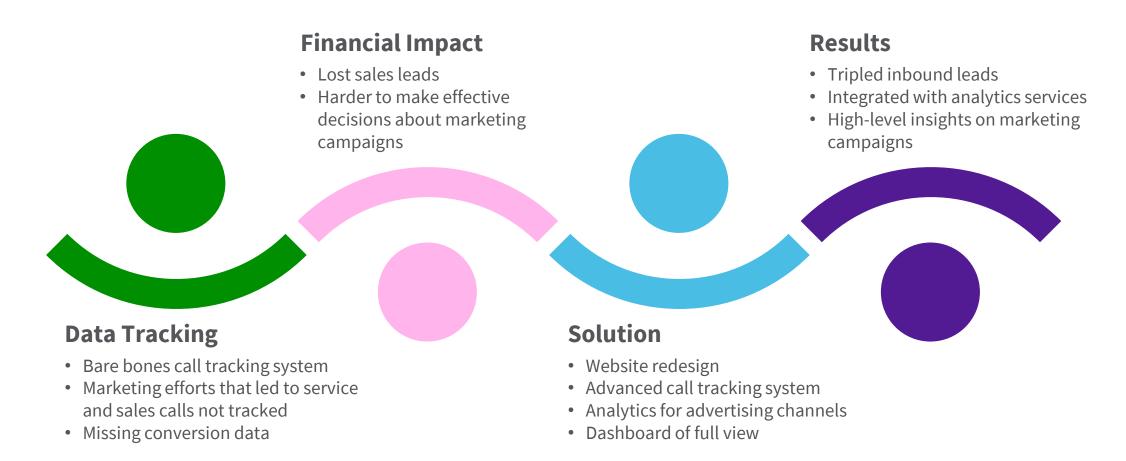
Insight from DDA and DCM were automated

• Advertising spend automatically adjusted



Case Study: Humberview Group

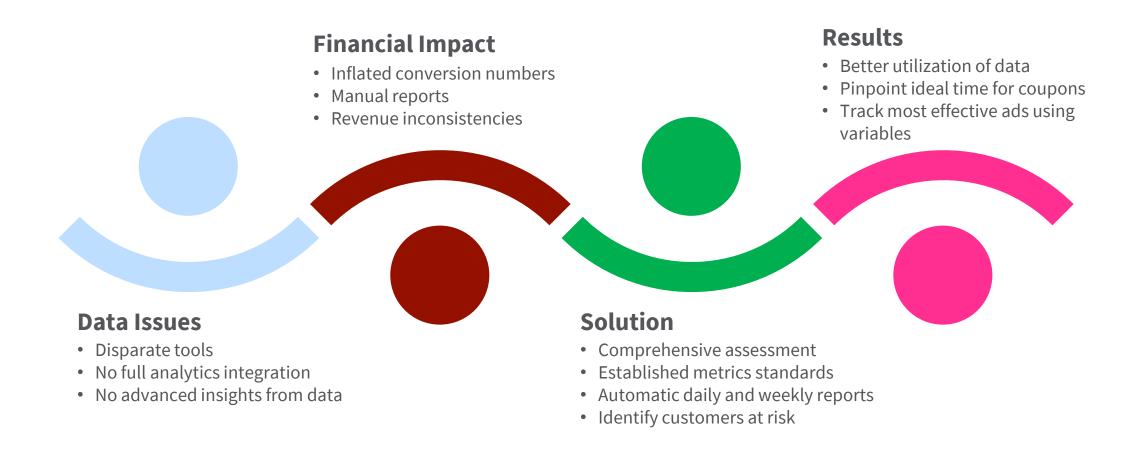






Case Study: RealEats

Real Eats





Case Study: Intel



Challenge

- Promoting the right content with effective distribution
- Fixed spend
- Need to be more cost effective

Results

- CPCs down 44%
- Baseline metrics for referrals
- Half-life went from 189 hours to 431 hours

• Need • Need • Marketing Tasks

- Publishing articles daily
- Needed greatest brand value
- Build engaged audience for iQ website



- Use predictive analytics
- Double down on best performing content
- Shift spend in real time
- Follow the 10/90 rule for ads

