

Data-Driven Marketing

The ma.tomics Framework

Data-Driven Marketing is more than just analytics. It is the bridge between business and technology, enabling companies to find new ways of understanding consumers, create unique experiences and measure and ultimately enhance performance. **Data-Driven Marketing** helps companies to collect, analyse and activate data to drive customer centricity and creativity.



To help marketers navigate today's increasingly complex marketing landscape, PwC has developed the ma.tomics framework.

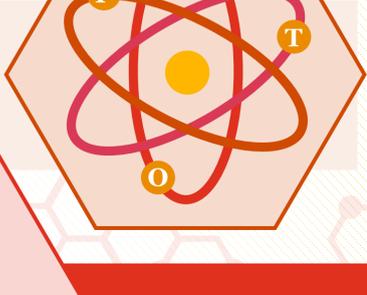
The purpose of **ma.tomics** is to break down the complex marketing world into small elements to manage the digital transformation of today's marketing organisation and IT platform landscape. The framework consists of 18 elements (ma.tomics) which can be connected with each other.

With regard to specific business needs, ma.tomics can also be enhanced individually.



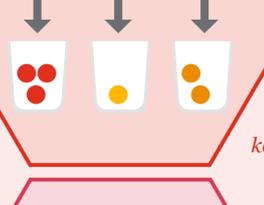
M1. The Marketing Universe

The fundamental direction of a marketing strategy including processes, organisation and technology is the basis for a successful marketing execution. The next step is to define the overall audience and content strategy as well as the strategic budget management.



M2. Marketing Taxonomy

Implementing a consolidated logical data model and rollout to a used platform enables the gathering and analysis of marketing-related data to generate insights.



Continuous taxonomy maintenance and clear database governance are key.

M3. Strategic Portfolio and Programme Management

The definition of strategic marketing programmes that contain content and audience information, the objectives and the respective budget allocation are important for a distinctive plan.



Each programme is a balanced mix of paid, owned and earned media that is aligned centrally and deployed to working teams.

M4. Creative Management

The development of creative assets based on customer insights, efficient delivery and continuous optimisation help to drive engagement.



M5. Agile Campaign Management

Agile campaign preparation and execution is characterised by short implementation cycles, continuous integration of customer feedback and close collaboration across customer-facing teams.



M6. Profiling – Known and Unknown Audiences

While classic CRM applications build profiles based on personalised data, eg, names or email, cookies or mobile identifiers even allow audience data in an earlier stage to be tracked. The collected data links to a person in a golden record. Its continuous maintenance is therefore essential for providing valuable customer insights. Compliance with data protection laws is crucial.



M7. Hyper Targeting and Look-Alike

The defined strategic marketing audiences will be translated into technical segments that could be reached across channels. Look-alike models allow the reach of hyper-accurate tactical segments to be increased considerably.



M8. Innovative Optimized PEO Activation Mix

Finding the right mix of paid, earned and owned media in line with the allocated budget and objectives is essential for an optimised marketing mix.



Planned trade promotions should be linked to the PEO mix to ensure a holistic approach.

M9. Get Viral – Sharing Economies of Scales

The analysis of customer interactions, ie, likes, shares and word-of-mouth (WoM) serves as an indicator for a campaign's potential reach.



A sentiment analysis of user-generated content is a helpful source of feedback.

M10. The Most Effective Flow of Action

A combination of multi-touch attribution models, A/B testing and machine learning algorithms is the optimal setup to guide customers through the marketing funnel.



M11. Demand Windows and Pricing

Optimisation of the demand window with regard to timing, place and delivery mode together with the



implementation of data-driven pricing positively affects customer experience.

M12. Cross-Device and Platform Tracking

Seamless customer experience across channels and touch-points is enhanced through cross-device identification of customer paths.



Customer data from various sources is integrated within a central platform to develop generally valid customer profiles.

M13. Measure Reach, Success and Awareness

Measures relating to reach, awareness and success are monitored in both online and offline settings. Traditional market research and the



use of IoT devices serve as additional sources of data collection to enable the impact of marketing activities to be holistically measured.

M14. Connect Sales

Leveraging insights from sales data and the application of predictive pricing models in conjunction with your media data help to measure the success of marketing on direct sales.



M15. Stay Lean and Share – Smart KPIs

Defining relevant KPIs is key to analysing and optimising marketing performance. The KPIs should be in line with the overall marketing objectives.



M16. Explorative Reporting and Data Science

In addition to standard reporting, a more explorative way of looking at data allows new insights to be generated and visualised in dashboards.



A new opportunity is the integration of data science into the organisation.

M17. Predict the Future

The application of predictive models and artificial intelligence allows for an enhanced understanding of customers' behaviors and enables further improvement of marketing measures.



M18. One Last Thing: Creativity

Even though data is taking on more and more relevance for today's marketing activities, creativity is still crucial for success, especially when it comes to driving unique customer experiences across the entire marketing value chain.



Find out more about the ma.tomics framework at www.pwc.de/datadrivenmarketing.

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