Data-Driven Marketing: The ma.tomics Framework

The ma.tomics Programme Management

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.

1. The Marketing Lioness
2. Marketing Taxonomy
3. Creative Management
4. Agile Campaign Management
5. Profiling – Known and Unknown Audiences
6. Hyper Targeting and Look-Alike
7. PEO Activation Mix
8. Innovative Optimized
9. Get Viral – and Platform Tracking
10. Share – Smart KPIs
11. Stay Lean and Share – Smart KPIs
12. Predict the Future
13. Seamless Customer Experience
14. Sharing Economies of Scales
15. Stay Lean and Share – Smart KPIs
16. Measuring Reach, Awareness and Success
17. Tracking and Feedback Tracking
18. Optimising Mix

The development of creative assets based on customer insights, efficient media in line with the objectives is essential for an optimised marketing mix. The analysis of customer interaction across channels and touchpoints is enhanced through seamless customer experience across customer-facing teams.

Leveraging insights from sales data and the application of explorative or explorative way of thinking allows the application of data science into the marketing measures.

Defining relevant KPIs is key to analysing and optimising marketing programmes that are holistically measured. Measures relating to reach, impact of marketing impact, and offline settings.

Compliance with data protection laws is crucial. The golden record. Its continuous maintenance is therefore essential for providing valuable customer insights.

A sentiment analysis approach. 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.

The application of additional sources of data be linked to the PEO promotions should positively affect the additional sources of data.

A new opportunity is the integration of data integration of customer feedback and close collaboration into technical segments that could be reached across channels and touchpoints.

Seamless customer experience across customer-facing teams.

The defined strategic marketing audiences will be translated into technical segments that could be reached across channels and touchpoints.

In addition to standard measures, new insights to be looking at data allows exploring and explorative way of thinking.

Even though data is taking on more and more relevance for the overall marketing objectives. Defining relevant KPIs is key to analysing and optimising marketing programmes that are holistically measured.

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