



Connecting the Dots with Data



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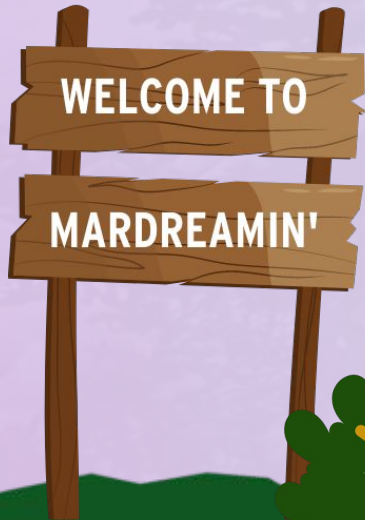
 **GRIDMATE**

THE SPOT
by SERCANTE

FÍONTA

Agenda

- If Content is King, then Data is Queen
- Understanding your Audience
- What's Essential for Data?
- Data Governance



If Content is King, then Data is Queen

People want tailored and relevant content.

To create relevant content, you need data.

...If it's not relevant, then don't bother.



If Content is King, then Data is Queen

“We are going from **generic demographic targeting**, like women aged 18 to 35, to more than **350 precise smart audiences**, like first-time mums, millennial professionals or first-time washing machine owners, to help us reach the right people at the right time, in the right place.

“We start with understanding consumers then creating ads that make people think, talk, laugh, cry, smile, share and, of course, buy,” he said.”

David Taylor, CEO of Procter & Gamble, 2019



If Content is King, then Data is Queen

Peacock designed a year-in-review campaign to celebrate user activity in a personalized way that still respected data privacy

Campaign resulted in more engaged subscribers

- 20% reduction in churn rate among paid subscribers in a 30-day period
- 6% higher upgrade rate for free users
- 2% decline in churn rate while all other premium subscription streamers saw churn rates increase for same period



Subject Line: It's here: Your Peacock 2022 Year in Review 🦚



Understanding Your Audience

What is the **goal** of the campaign?

Who is the **target audience**?

What **action** are we driving the user toward?

How does this fit into their **customer journey**?



Understanding Your Audience



Unified Customer Profile

AI
Insights, Analytics
& Generative AI

+

Data
Connected
3rd Party Data

+

CRM
Customer Data
Platform

Identifying Essential Data

Start with essential data for your email marketing program:

- **Email address** – how will you reach them?
- **Subscriber ID** – uniquely identify each record in the system
- **Primary Key** – uniquely identify each record in the table
- **Opt-in / out status** – know the regulations where you operate, be compliant!



Identifying Essential Data

Understand categories of data for segmentation:

- **Demographic** – all about the subscriber
- **Preferences** – what they've said they want
- **Behavioral** – what they engage with
- **Transactional** – what they've purchased



Identifying Essential Data

Data quality can make or break the value of your data

MISSING DATA

Leaving fields empty

DUPLICATE DATA

Duplicate or identical data in multiple fields

MISPLACED DATA

Wrong data into fields

INACCURATE DATA

keeping out of date or unreliable data

INCONSISTENT DATA

inconsistent use of fields or naming conventions

NO SOURCE OF TRUTH

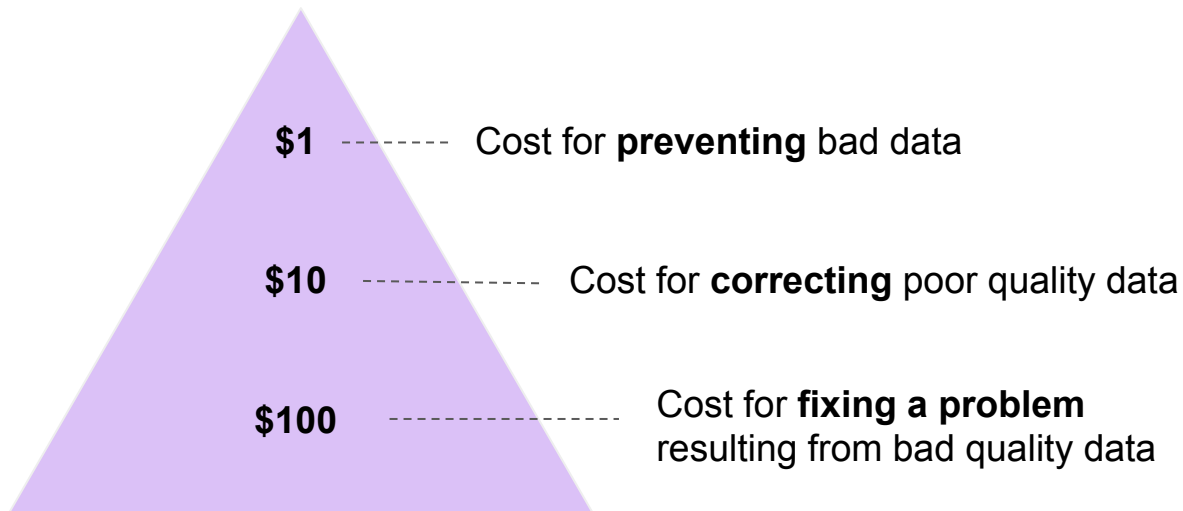
data conflicts across multiple sources

TOO MUCH DATA



Identifying Essential Data

Garbage in, Garbage out. Unreliable data can be WORSE than trash.



Understanding Your Audience



Unified Customer Profile

AI

Insights, Analytics
& Generative AI

+

Data

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3rd Party Data

+

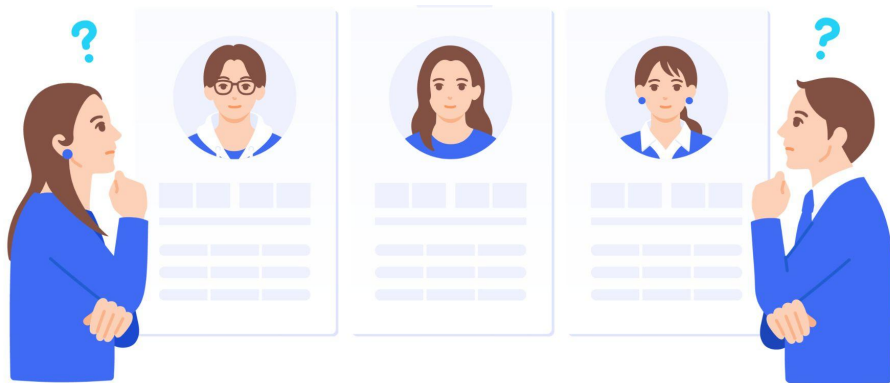
CRM

Customer Data
Platform

Data Governance

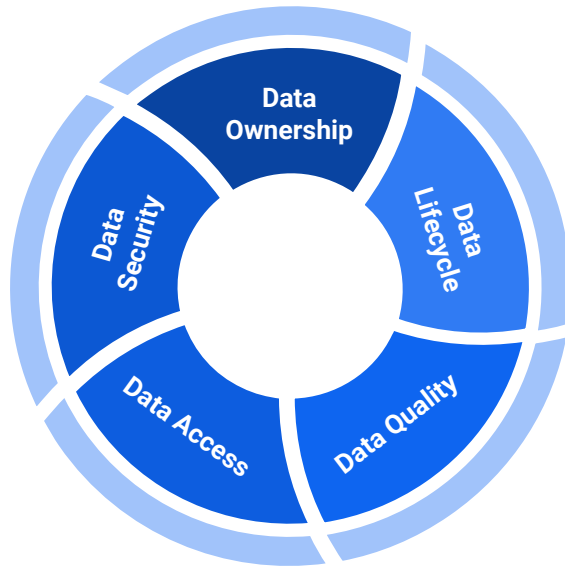
The Holy Grail... the single view of the customer

Will the “real” Jennifer please stand up?



Data Governance

What is it? The set of processes, policies, and practices used to manage and ensure data quality, security, compliance, and privacy, while also enabling data access and usability.



- **Data Lifecycle** - define how data is created, used, stored, deleted
- **Data Quality** - ensure accuracy and reliability
- **Data Access & Usage** - establish data access and usage policies
- **Data Security & Privacy** - ensure secure handling & regulatory compliance
- **Data Ownership** - assign people and process ownership

Data Governance

Determine short term and long term action plans for your data

Short Term

- Focus on essential, quality data
- Prioritize a list of data, and create an action plan to make it usable

Long Term

- Define Data Governance strategy for your organization



Focus on what's important

What is the **goal** of the campaign

Who is the **target audience** -
what's important to them

What data is essential - and is it
reliable?

What are we doing in the **short
term** vs. **long term**?



Q&A



Thank You!

