



# Can Geodemographics Save Digital?

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8  
connected  
devices

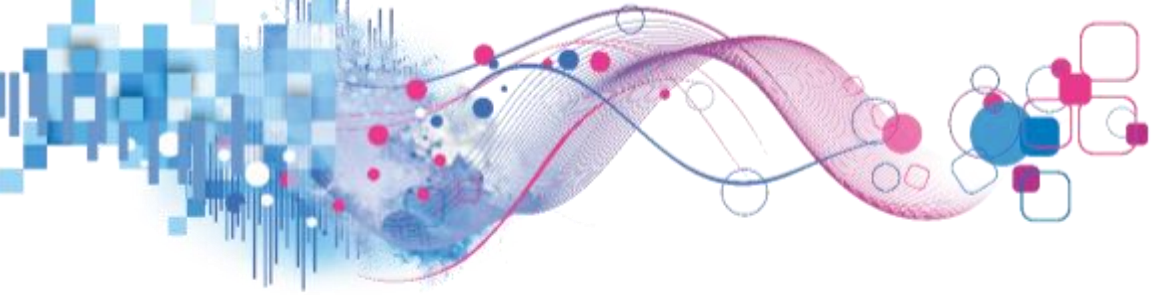
3  
hours per day  
online/ apps



25%  
of all time spent  
online in mobile is  
with Facebook



24%  
of all consumer  
transactions made  
online  
=£170bn  
per annum carried  
out on digital devices



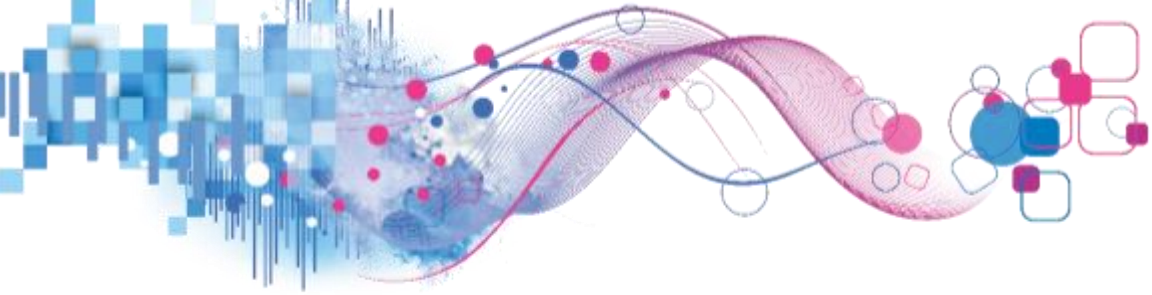
# Does digital need saving?

... P&G and \$7bn says yes

“Craft or crap? Technology enables both and all too often, **the outcome has been more crappy advertising accompanied by even crappier viewing experiences**

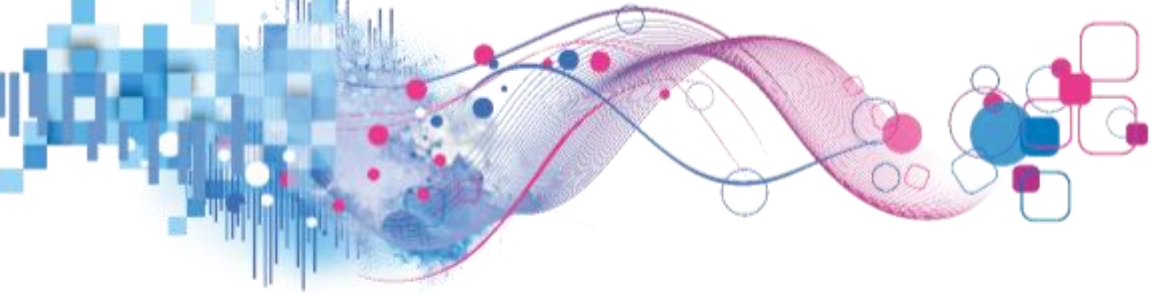
P&G is taking action because it’s **good for consumers, good for our business**, and responsible for the industry.”





We need a balance between advertiser  
and consumer needs

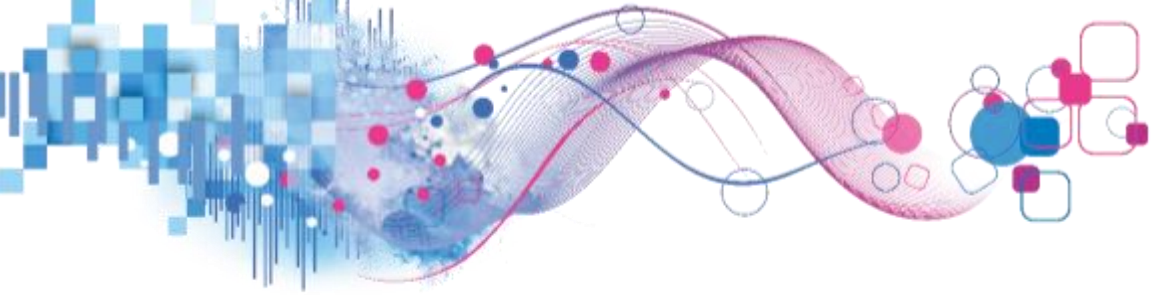




Advertisers want efficiency and effectiveness ...

... efficiency comes from serving ads to the right people, effectiveness comes from relevancy...

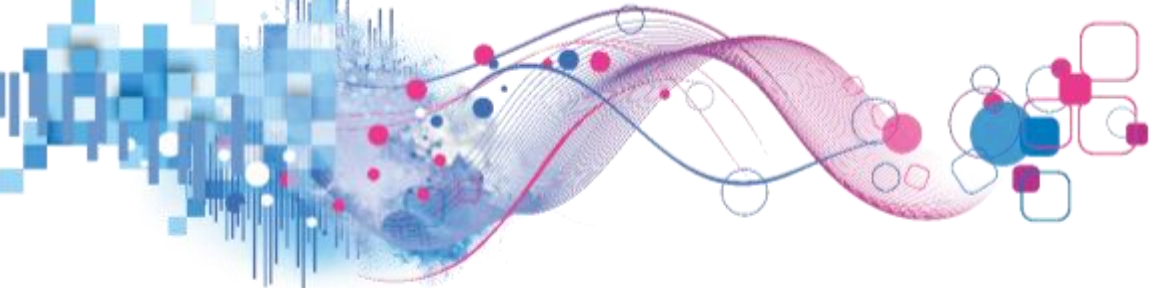




... and what consumers want is  
relevance ...

... but, the general approach to relevance  
is to react to browsing history





# This isn't always the right thing to do

Buying new & used | Sell my car | Car reviews & more | Finance, insurance & more | Other vehicles

23 cars found

★ Save search    ↻ Reset

Within 10 miles

n32hn

Car type: Nearly new, New

Make: Aston Martin

Model: Any

Model Variant: Any

Price: Any

Year: Any

Mileage: Any

Page 1 of 3

Sort by: Sponsored adverts first

**Aston Martin Vantage S 2dr Sportshift 4.7**    **£94,789**

Our demo available today








2016 (66 reg) | Coupe | 2,814 miles | Automatic | 4.7L | 430 bhp | Petrol

Manufacturer Approved | Nearly new: Low mileage!

Our stunning demonstrator is available to buy today from Stratstone Western ...

Trade seller - See all 32 cars  
Acton - 7 miles away

9



ASTON MARTIN WESTERN AVENUE

Insurance: Get quote | Check its history



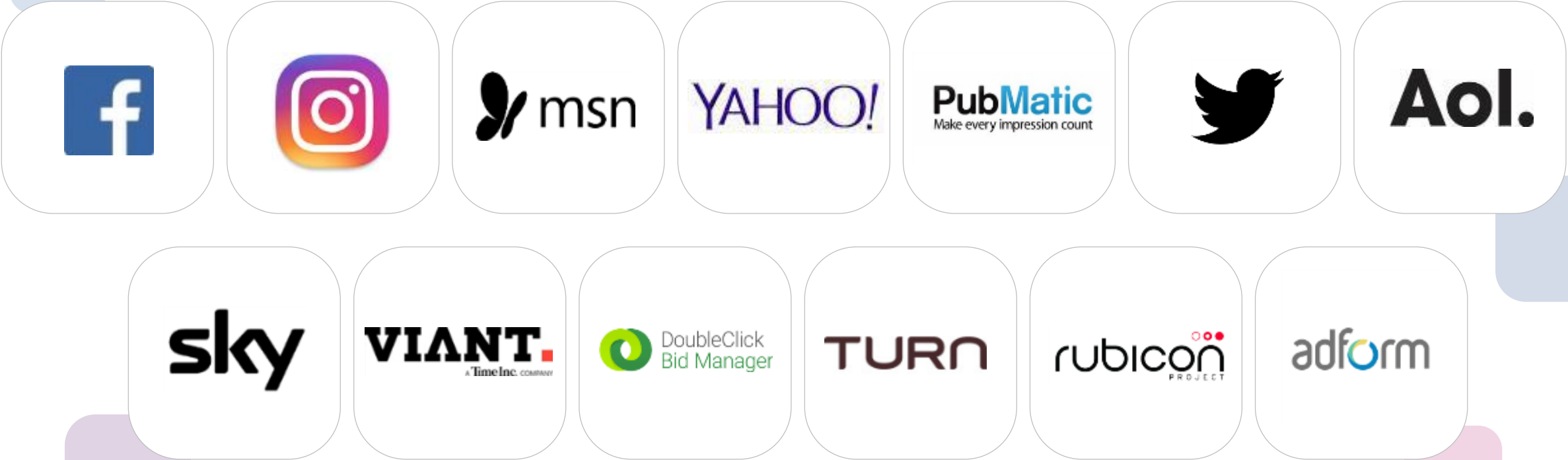
For a long time  
Geodems have  
worked offline

...

... but the  
challenge is  
how to  
activate in  
digital



# Creating linkages between ad ecosystem and Geodems



# People based marketing

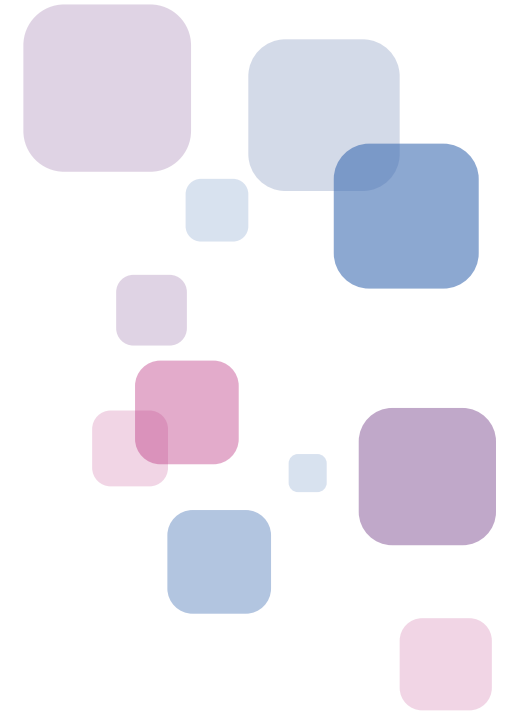
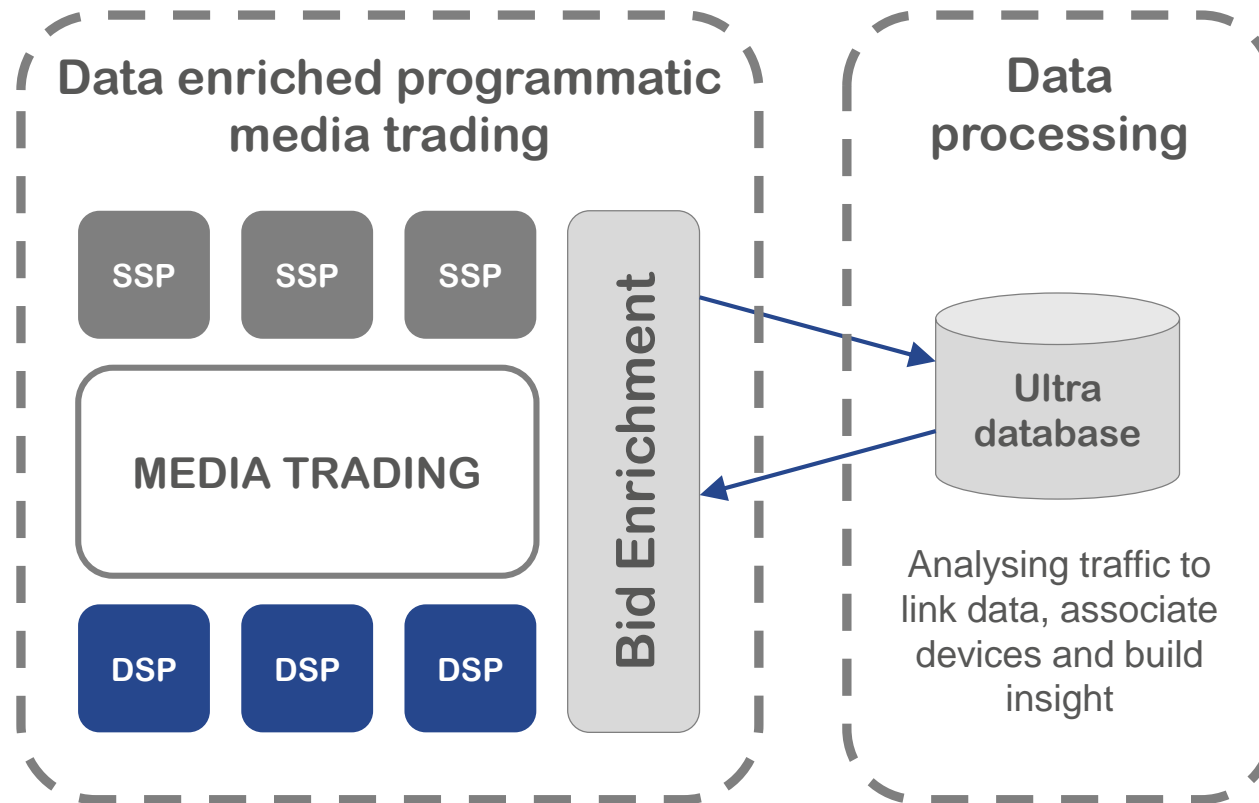
Identify and target consistently, regardless of channel



Right **consumer** sees right **message** via the right **channel** on the right **device**

# What is Ultra all about?

Injecting Geodems into programmatic advertising



# Not All Data is equal



# Not just about advertising

## On-site personalisation

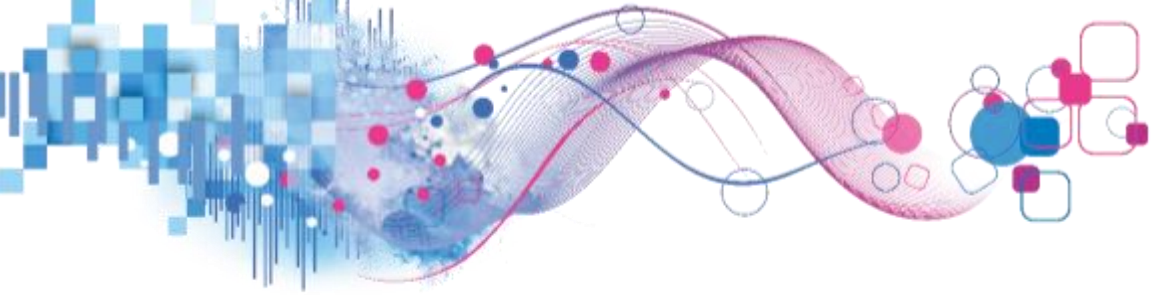


Cookie ABC123 just showed up - do you know them?

Let me see... It looks like Cookie ABC123 is likely to be Mosaic Type G29

**ULTRA**  
*GEO-ENRICHMENT*

ID > Location > Experian Data




# Consumers respond well to ad relevance driven by Geodems

sky | ADSMART



*“Channel switching during Sky AdSmart commercials **was 48% lower** than for standard ads”*





As ever –  
understand  
which data is  
valuable

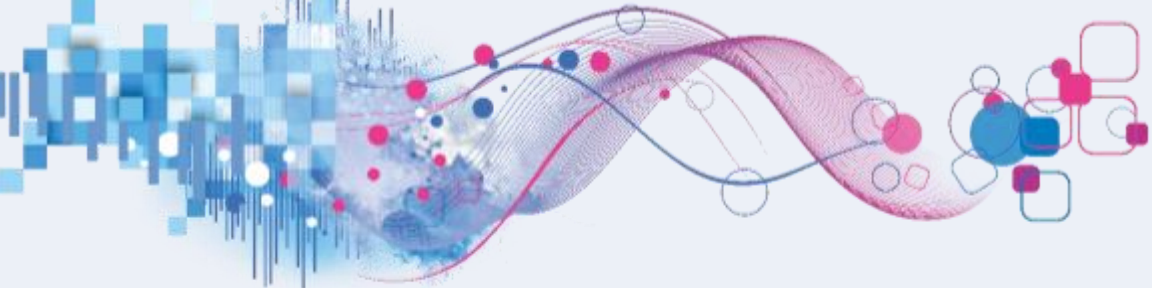
Seek to Target  
**consistently**  
across  
channels

Leverage the  
in-channel  
data too

Think about  
customer  
journey – align  
Ad and Site

Engage your  
agency

Test & Learn



# Summary

**Our world is dominated by digital**

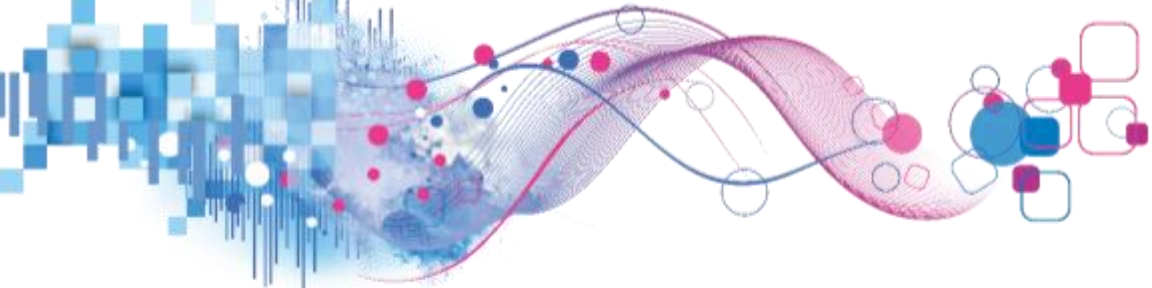
**Geodemographics can bring valuable clarity to an otherwise blurry world**

**Tread carefully – ask for providence**

**The data you know and love is now readily available in digital channels**

**Test & Learn**





Thank You

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