



USE OF GEODEMOGRAPHICS IN DIGITAL DIRECT CAMPAIGNS

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CACI

WE DO AMAZING
THINGS WITH DATA

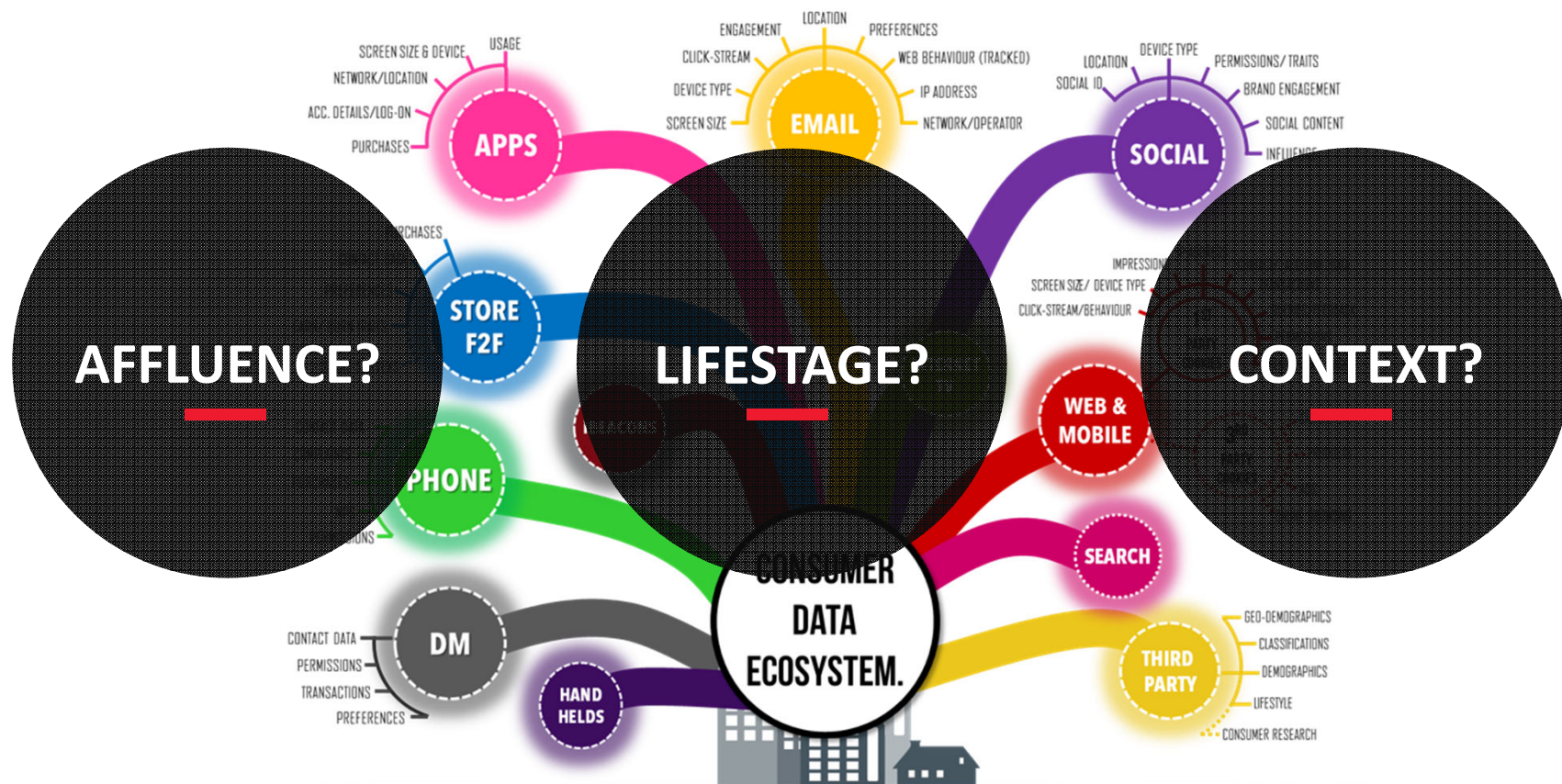
THREE KEY THEMES: GEO-DEMOGRAPHICS IN DIGITAL MARKETING



RELEVANCY

**ARE GEO-DEMOGRAPHICS RELEVANT
IN A DIGITAL WORLD?**

2017: DO BRANDS EVEN NEED DEMOGRAPHIC DATA IN TODAY'S DIGITAL WORLD?



1975: DATA PIONEERS - THE ORIGINAL HOLBORN HIPSTERS



2017: DELIVERING WORK FOR 200+ BRANDS



RIVER ISLAND



Sainsbury's



News UK



MOLTON BROWN
LONDON

SONY



Waitrose



2017: CACI'S CORE PROPOSITION TODAY...

WE DO AMAZING THINGS WITH DATA



**CREATE
UNRIVALLED
INSIGHT**



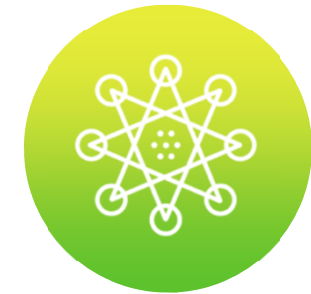
**LEAD
DIGITAL
TRANSFORMATION**



**MAXIMISE
DIGITAL
ACQUISITION**



**INCREASE
CONSUMER
ENGAGEMENT**



**INTEGRATE
MARKETING
TECHNOLOGY**

**To grow customer volumes & revenue
by delivering a connected customer experience**

2017: DATA & INSIGHT STILL AT THE HEART OF WHAT WE DO

COMMERCIAL

OPEN DATA

VENDOR

CACI

DATA LAB

RESEARCH

ACADEMIC

GOVERNMENT

OUR CORE DATA PRODUCTS PROVIDE A UNIVERSAL VIEW OF CONSUMERS

acorn

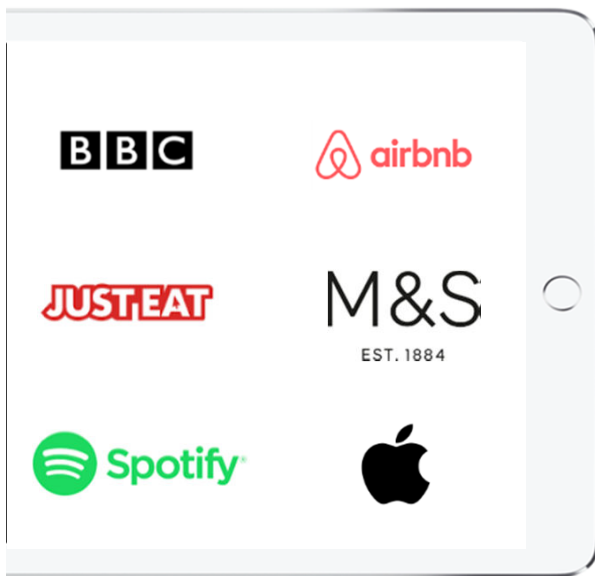
Geo-demographic classification that segments the UK's population

fresco

Individual-level classification that segments by affluence & lifestyle

ocean

UK-wide database with 450+ variables at individual level



LIFESTAGE AND AFFLUENCE STILL CORE DRIVERS OF PURCHASE INTENTION

3x

More likely to have
stocks & shares if you are
older & more affluent

2x

More likely to move
house with the birth of
a new baby

26%

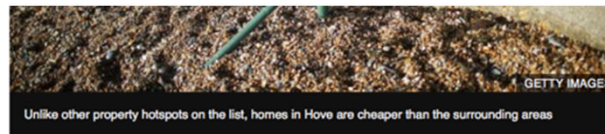
Online Ads
use ABC1
Targeting Criteria



...AND USED TO PROVIDE MARKET CONTEXT AND COMPARISON...

The screenshot shows the BBC News website. The main article is titled "Hove's BN3 postcode the most sought-after for 'young urbanites'". It is dated "9 hours ago" and is categorized under "Business". The article includes social media sharing icons for Facebook, Twitter, LinkedIn, Email, and a general "Share" button. Below the title is a photograph of a row of colorful, modern houses. To the right of the main article is a "Top Stories" sidebar with two items: "Trump congratulates Erdogan on win" (dated "50 minutes ago") and "William: Stiff upper lip can harm health" (dated "6 hours ago").

Lloyds' research was based on profiling of "young, urbanite professionals" aged between 25 and 44 by CACI and Land Registry housing market figures.



Brighton and Hove Albion's promotion to the Premier League has crowned a top weekend for the area, which has been named as a top property hotspot for young professionals.



RELEVANCY - DEMOGRAPHICS IN A BIG DATA WORLD...

LIFESTAGE &
AFFLUENCE ARE STILL
CORE INPUTS...

CONTEXT AND
UK-WIDE COVERAGE
STILL ESSENTIAL...

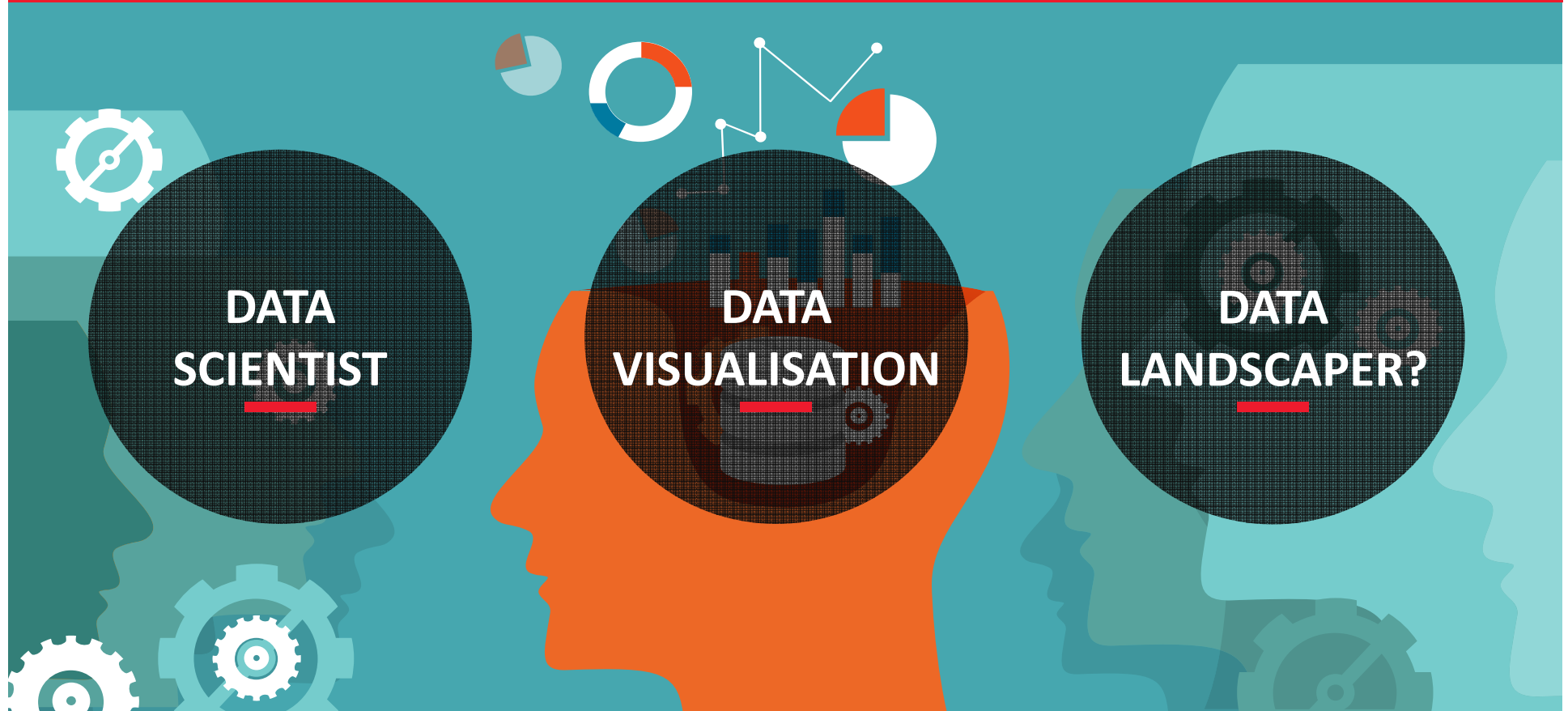
SMART DATA
IS MORE THAN
DEMOGRAPHICS...



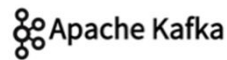
APPLICATION

**GEO-DEMOGRAPHIC INSIGHT TO SUPPORT
DIGITAL MARKETING CAMPAIGNS**

DATA SCIENTIST – SEXIEST JOB OF 21ST CENTURY?



COMBINING BIG AND SMALL DATA TO CREATE 'SMART DATA'



DEMOGRAPHICS PROVIDE KEY INSIGHT INTO DIGITAL MARKETING CAMPAIGNS

INSIGHT & UNDERSTANDING

VOLUME & OPPORTUNITY

CHANNEL RELEVANCE

COPY & TONE

IMAGERY & CONTENT

OFFERS & INCENTIVES



APPLICATION: BLENDING ANALYTIC RIGOUR WITH COMMERCIAL OBJECTIVITY

TELLING A STORY
WITH DATA TO DELIVER
'ACTIONABLE INSIGHT'

NOT JUST PRESENTING
NUMBERS & STATISTICS
BEAUTIFULLY

SYNDICATING
DATA-DRIVEN INSIGHT
TO A C-LEVEL AUDIENCE

CONSISTENCY

**USING GEO-DEMOGRAPHIC DATA TO
CONSISTENT DIGITAL MARKETING CAMPAIGNS**

GEO-DEMOGRAPHIC DATA CORE TOOL FOR BRANDS...

748m

UK CONSUMER RECORDS CODED WITH CACI DATA

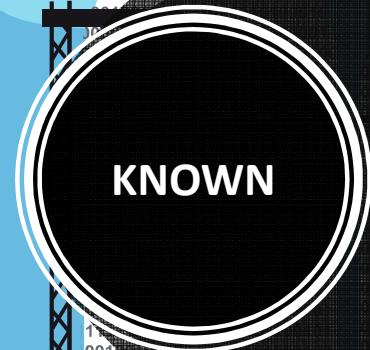


300+

UK BRANDS



DISCONNECT: DIGITAL MARKETING CHANNELS AND TRADITIONAL CHANNELS



KNOWN

IDENTIFIABLE

ANONYMOUS

MARKETING CHALLENGE: DATA INTEGRATION & CONSISTENCY

acorn

ocean

fresco

KBM GROUP

eyeota

crimtan

adsquare

INFECTIOUS MEDIA

adapptive

300M COOKIES & 30M + SOCIAL PROFILES
50+ PLATFORMS INCLUDING:

Google

LOTAME™

krux

AppNexus

bluekai

TURN

videology™



DISPLAY ADVERTISING



SOCIAL ADVERTISING



CASE-STUDY | USING DEMOGRAPHICS TO DRIVE DIGITAL CREATIVE & TARGETING



THE CHALLENGE:

Ecco were launching a new range of trainers aimed at a new, younger demographic. They wanted to drive both online traffic as well as store footfall.

OUR SOLUTION:

- Ecco purchasers were profiled using CACI's Acorn and Ocean tools and retail catchment areas were applied to Ecco stores
- Demographic data was combined with digital 'intent data' to create targeted digital & social audiences



ENRICHED CONSUMER
INSIGHT AND
UNDERSTANDING

COMBINED DATA SOURCES
TO DRIVE TARGETING &
CREATIVE

INCREASED STORE
FOOTFALL AND 'NEW'
WEB TRAFFIC

SUMMARY

SUMMARY

LIFESTAGE,
AFFLUENCE & GEOGRAPHY
ARE STILL CORE INPUTS...

...PROVIDE A
COMMON LANGUAGE
& LINK FOR BRANDS...

...'SMART' DATA SHOULD
BLEND ALL DATA
TO DRIVE MARKETING.

CACI
