

# CROSS MARKETING IN ACTION

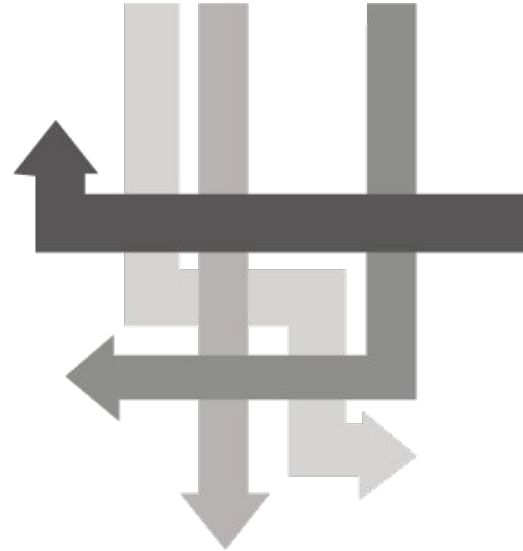
USING RESEARCH DATA TO UNLOCK  
CROSS MARKETING OPPORTUNITIES



# WHAT IS CROSS MARKETING?

## IS IT?

- Cross Channel
- Cross Platform
- Cross Promotion
- Cross Research

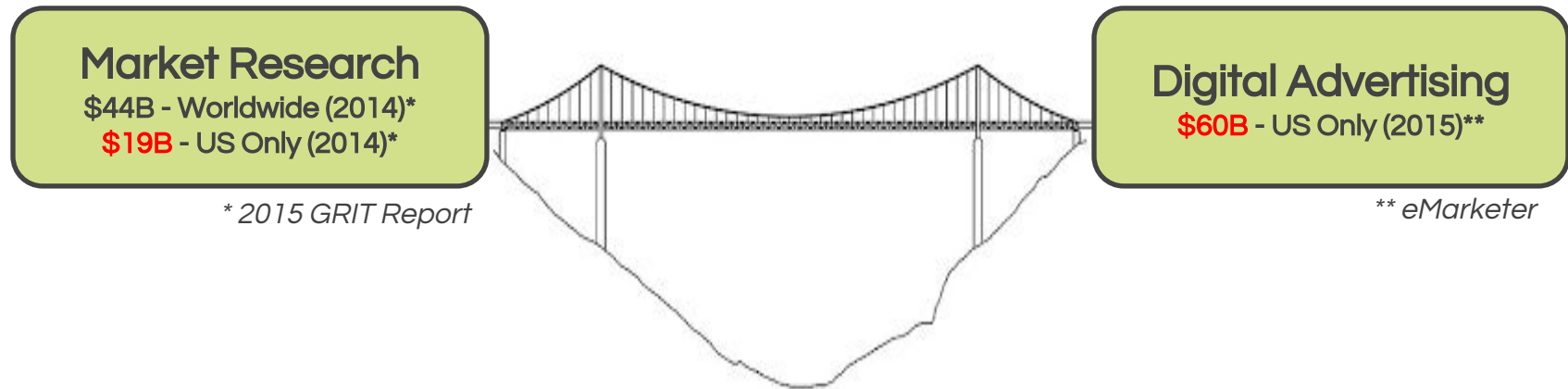


## DEFINITION

Cross marketing, described by [admedia.com](http://admedia.com), refers to seamlessly and interchangeably using multiple channels to market, sell, and interact with customers.

*Simply a way to leverage big data*

# BRIDGING RESEARCH & ADVERTISING

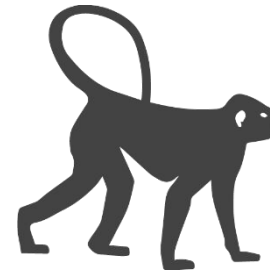


- Research has historically been at least one step removed from advertising (with some exceptions) for technical, organizational and compliance reasons
- Programmatic advertising and the rise of Data Management Platforms enables us to 'bridge' MR and Advertising



# HOW IS IT DONE?

- **HISTORICAL PERSPECTIVE**
  - Utilizing age/gender profiles for TV advertisements
  - Cookie targeting to Cross Platform/Device ID
- **DATA MANAGEMENT PLATFORMS, e.g.**
  - KBM Zipline
  - Lotame
  - Nielsen Exelate
- **EVOLUTION OF DIGITAL TARGETING**
  - Modeled
  - Direct Identification



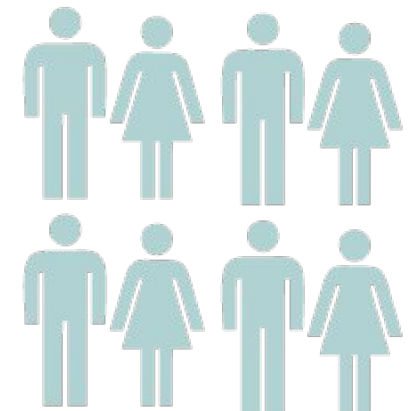
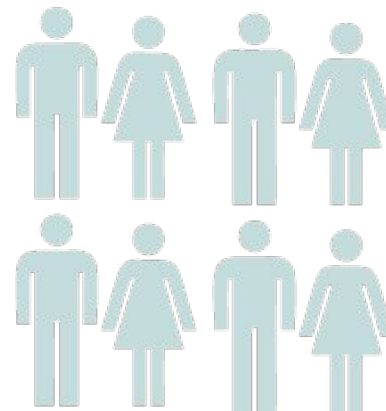
# METHODOLOGY FOR PROFILING



- ✓ Approximately 1,000 variables
- ✓ 500,000 Panelists
- ✓ 500 million data points
- ✓ Panelist are frequently asked to update variables that expire
- ✓ Capture and store in our data base

# LS GMI PROFILING DATA

- DEMOGRAPHIC
  - Education, Primary Shopper, Marital Status
- HOUSEHOLD
  - Type of Residence, Pets, Offline Activities, Children in the HH
- TRAVEL
  - Business/Leisure Travel, Nights in Hotel, Car Rental
- EMPLOYEMENT
  - Employment Status, Position, Role, Industry, Military Affiliation, Role in Purchasing



# LS GMI PROFILING DATA

- HEALTH
  - Conditions Diagnosed, Alcoholic Beverages, Allergies, Health Insurance
- AUTOMOTIVE
  - Driver's License, Number of Cars, Car Model/Body, Purchase Intent
- TECHNOLOGY
  - Online Activities, Electronics, Mobile Phone Type/Provider, Cable/Internet Connection
- FINANCE
  - Financial Products, Banks, Credit Cards,





Rather than just looking at demo profiles, we can look at much broader lifestyle data.

E-READER PEOPLE

10%



STILL WINE CONSUMERS

27%



E-READING WINE CONSUMERS

37%

BUSINESS TRAVELERS  
WITH 3+ DOMESTIC  
FLIGHTS  
3%

E-CIGARETTE  
USERS  
8%



BUSINESS TRAVELING  
E-CIGARETTE USERS  
24%

BOURBON DRINKING  
E-CIGARETTE USERS  
13%



BUSINESS TRAVELERS  
WHO DRINK BOURBON  
18%

BOURBON DRINKERS  
6%

CONTACTLESS CARD PAYMENTS = 2.5%	
	INDEX
Weekly Average Number of Drinks = 0	64
Weekly Average Number of Drinks = 2+	118
Shop at Whole Foods	202
Shop at Trader Joes	189
Shop at Walmart	98

# CROSS MARKETING IN ACTION



# EXAMPLES OF ZIPLINE DATA



- PURCHASE BEHAVIOR
  - iBehavior, Active Retail Store Buyers, IPSOS Affluent Survey
- CONSUMER DEMOGRAPHICS
  - KBM Group AmeriLINK, DataPros, Geographic, Experian, The Futures Company, Millward Brown Digital, Vehicle Information
- LIFESTYLE & SPECIALTY
  - Analytics IQ, Book/Magazine Subscribers, Non-Profit Donors, Twitter Categories, TNS Conversion Model
- B2B
  - B2B Firmographic Data, B2B Purchase Categories, Business Newsletter Subscribers

# PREDICTIONS FOR THE FUTURE

- Cross research data will become one way that marketers identify promising media activation segments
- While most of cross marketing is outside of marketing research, the identification and validation of targets, and subsequent analysis of media performance will be significant business for marketing researchers going forward