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, refers to seamlessly and interchangeably using multiple channels to market, sell, and interact with customers.

Simply a way to leverage big data
• 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
WHAT IS IT FOR?

• Segmenting Custom Targets
• Targeted Media Placement
• Programmatic Ad Buying
• Evaluating Ad Distribution
• Evaluating Campaign Lift

ACROSS MULTIPLE DISTRIBUTION POINTS

• Digital Media
  ◦ PC and Mobile
• TV Advertisements
• Direct Marketing
  ◦ Email and Snail Mail
HOW IS IT DONE?

• HISTORICAL PERSPECTIVE
  ◦ Utilizing age/gender profiles for TV advertisements
  ◦ Cookie targeting to Cross Platform/Devise ID

• DATA MANAGEMENT PLATFORMS, e.g.
  ◦ KBM Zipline
  ◦ Lotame
  ◦ Neilsen 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%

BUSINESS TRAVELING
E-CIGARETTE USERS
24%

BUSINESS TRAVELERS
WHO DRINK BOURBON
18%

BOURBON DRINKING
E-CIGARETTE USERS
13%

E-CIGARETTE
USERS
8%

BOURBON DRINKERS
6%
<table>
<thead>
<tr>
<th>CONTACTLESS CARD PAYMENTS = 2.5%</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Average Number of Drinks = 0</td>
<td>64</td>
</tr>
<tr>
<td>Weekly Average Number of Drinks = 2+</td>
<td>118</td>
</tr>
<tr>
<td>Shop at Whole Foods</td>
<td>202</td>
</tr>
<tr>
<td>Shop at Trader Joes</td>
<td>189</td>
</tr>
<tr>
<td>Shop at Walmart</td>
<td>98</td>
</tr>
</tbody>
</table>
CROSS MARKETING IN ACTION

PROFILE DATA → DMP MODEL LOOK ALIKES → DEMAND SIDE PLATFORM
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