CONNECTING THE DOTS IN A CONNECTED WORLD

KEVIN GIANATIEMPO
SVP PARTNERSHIPS & ALLIANCES
SO WHERE ARE MY CURRENT FAVORITE IPA, LATTE AND HUMMUS LOCATIONS?
GLAD YOU ASKED
THE WINNERS CURRENTLY ARE...
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Firestone Union Jack IPA
Paso Robles, CA
THE WINNERS CURRENTLY ARE...

Firestone Union Jack IPA
Paso Robles, CA

Underline Coffee
Under the High Line
New York City, NY
THE WINNERS CURRENTLY ARE...

Firestone Union Jack IPA
Paso Robles, CA

Underline Coffee
Under the High Line
New York City, NY

Sababa Restaurant
San Francisco, CA
BUT DO THEY KNOW...

WHO?  WHY?
Nearly 1 billion websites available today

By “Website” we mean unique hostname (a name which can be resolved, using a name server, into an IP Address).

It must be noted that around 75% of websites today are not active, but parked domains or similar. [1]

Sources: Direct Marketing Association-sponsored study conducted by ORC International and NetCraft and Internet Live Stats (elaboration of data by Matthew Gray of MIT and Hobbes’ Internet Timeline and Pingdom)
OVER 2 MM MOBILE APPS AVAILABLE FOR DOWNLOAD

Source: Statista, Jun 2016
VOICE ENABLED SPEAKER USAGE TO GROW 130% IN 2017

US Voice-Enabled Speaker User Share, by Player, 2017

% of total

- Amazon Echo: 70.6%
- Google Home: 23.8%
- Other: 5.6%

Note: individuals of any age who use a voice-enabled speaker at least once a month
Source: eMarketer, April 2017
THE CUSTOMER JOURNEY
• With all of this available data, marketers should strive to better connect and understand individuals at all stages of the customer journey.

• As we have discussed, technology has advanced to enable these efforts.
THREE RECOMMENDED STEPS

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<td><strong>3. VALIDATE</strong></td>
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BREAKDOWN THOSE SILOS
THANK YOU
KEVIN GIANATIEMPO
KEVIN@CINT.COM