

DATA DRIVEN PLANNING

CSEPREGI DÁNIEL (MEC) – MÉDIA HUNGARY 2015



MEC

THE DEFINITION IS OPTIMIZING OUR PLANNING PROCESSES WITH DATA

DATA

DRIVEN

PLANNING

WHY IS THIS NEW? WE'VE ALWAYS BEEN USING DATA, NOT JUST DECIDING RANDOMLY



ALMOST HUNDRED YEARS AGO...

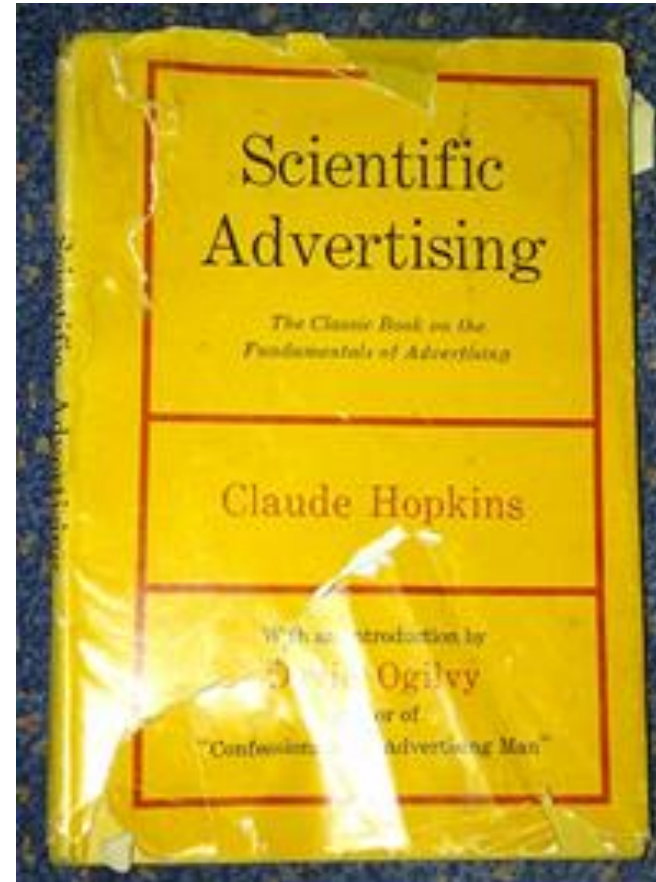


“Nobody should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life.” - David Ogilvy

David Ogilvy

MEG

...THERE WAS A BOOK ABOUT DATA DRIVEN PLANNING



Claude C. Hopkins: Scientific advertising (1923)

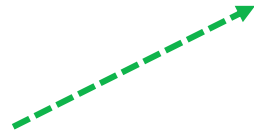
IN 1923



The time has come when advertising in some hands has reached the status of a science. — Claude C. Hopkins

WHAT HAS CHANGED IN THE LAST 100 YEARS?

TECHNOLOGY



NEW MEDIA



NEW METRICS

DATA



AMOUNT

ANALYSIS



KNOWLEDGE, SKILLS, SOFTWARES

FROM MEASURING WITH COUPONS TO PROGRAMMATIC BUYING

COUPON



PROGRAMMATIC

targeting strategy powered by **DATA**, where buying and selling of media inventory is automated through the use of **TECHNOLOGY**

WHAT WE NEED TODAY FOR DATA DRIVEN PLANNING?

TECHNOLOGY



DATA



ANALYSIS



DATA — WE HAVE TO INVEST IN IT

1st party data

CRM

WEBSITE

CALL-CENTER

2nd party data



3rd party data



KNOWLEDGE / SKILLS – WE HAVE TO LEARN AND INVEST IN PROFESSIONALS



<https://youtu.be/WkDsAiiC9fY?t=7m25s>



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