Keynote Presentation | [MarTech Trends] Innovating and Thriving in Marketing Transformation

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MarTech Trends: Innovating and Thriving in Marketing Transformation

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There are a clear set of underlying themes driving the MarTech ecosystem

**Data unification**

- # consumer touchpoints growing ~20% CAGR between 2014-21
- Data volume and complexity increasing 6x
- Crossing both online and offline channels and touchpoints

**Privacy-centric future**

- Third party cookie and device identifier deprecation
- first party data, fingerprinting, use of purchased external datasets workarounds

**Accurate attribution**

- Reduction in budgets post COVID and given macro uncertainty increasing expectations for understanding spend efficacy
- ~80% of marketers unhappy with tools used to measure ROI, only ~36% happy with how they measure business impact

**‘No code’ MarTech**

- Reduced complexity and requirement for software engineering with intuitive, ‘drag and drop’ interfaces

**Content automation**

- Demand for content to support personalization; traditional, manual processes for creating content (e.g. banners, emails) unable to keep up with requirement for potentially 1000s of variations

**D2C capability**

- Explosion of online shopping and eCommerce, brands looking to reach consumers directly
- Requirement to optimise customer experience, provide alternative payment methods and enhance base commerce functionality

With AI already being deployed; in future, likely to be a significant continued expansion of AI deployment across a wider range of use cases,
Key Questions for marketers

Why is **MarTech** ever more important, and what makes it so hard to get it right?

What sets apart **marketing leaders**, and how do they leverage MarTech to win?

Which **MarTech** approach do leading marketers implement?
Key Questions for marketers

Why is MarTech ever more important, and what makes it so hard to get it right?

What sets apart marketing leaders, and how do they leverage MarTech to win?

Which MarTech approach do leading marketers implement?
Consumer behaviors, as well as expectations, continue to change dramatically and increase the need for supporting Marketing Technology.

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<tr>
<th><strong>78%</strong></th>
<th><strong>68%</strong></th>
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<tr>
<td>of millennials would rather pay for an experience than goods</td>
<td>of consumers expect online experiences to be linked to offline</td>
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The most emotionally connected brands have 2x the consumers willing to pay 20% more for their product.

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<th><strong>One size fits all, often inconvenient</strong></th>
<th><strong>Immersive Experience</strong></th>
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<td></td>
<td>“Make me feel and live it, make it enjoyable and easy”</td>
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<th><strong>One touch transaction</strong></th>
<th><strong>Full journey</strong></th>
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<td>“Seamlessly serve with me, before/after buying, across touch points”</td>
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<th><strong>Mass advertising</strong></th>
<th><strong>Branding is Personal</strong></th>
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<td></td>
<td>“Engage me in authentic conversations that matter to me”</td>
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Source: Eventbrite research “Fueling the experience economy”, Manhattan Associates, MBLM, Brand Intimacy Study (US data)
Marketers are all confronted with the same external complexity drivers

- **Proliferation of tools and vendors**
  - MarTech landscape is increasingly complex with ~10,000 vendors
  - High level of redundant features in MarTech stack across vendors

- **Complex consumer journeys**
  - Proliferation of consumer touchpoints (chatbots, videos, new social media, podcasts, wearables etc.)
  - Key consumer segments are constantly shifting their habits and expectations

- **Data volume and complexity**
  - Consumer data spread across many sources, incl. retailers
  - Fragmentation of consumer journeys driving increase in data generation
  - Increase volume of unstructured data

- **Pressured on talent and capabilities**
  - Talent and operating model pressure due to accelerated needs for more features at fast pace, with more complexity (e.g. data)
  - New roles and skills required to manage the end-to-end Marketing ecosystem

- **Regulatory constraints on privacy**
  - Need to address first-party data due to decline of third-party cookies
  - Increasing awareness and concern from consumers on data privacy
  - Changing regulations leading to complexity and unpredictability

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“Google initially announced phasing out of 3rd-party cookies by 2021 triggered by users demanding greater privacy, but then changed the target date to 2022 and recently to 2023”
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Key Questions for marketers

Why is MarTech ever more important, and what makes it so hard to get it right?

What sets apart marketing leaders, and how do they leverage MarTech to win?

Which MarTech approach do leading marketers implement?
Companies that spend enough, better and deploy the right approach for their MarTech solutions outperform peers across multiple dimensions.

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<th>Actionable and Impactful</th>
<th>Integrated and Accessible</th>
<th>Personalised and Future-Proofed</th>
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<tr>
<td>2.1x more likely to manage mar/ad tech within marketing</td>
<td>2.8x more likely to use real-time data to measure campaigns</td>
<td>3.6x more likely to focus on consumer feedback and journey maps</td>
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<td>1.9x more likely to use data to inform decisions</td>
<td>1.5x more likely to apply learnings to investments in near real-time</td>
<td>2.8x more likely to align marketing strategy with consumer priorities</td>
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<td>2.1x more likely to use ongoing models to allocate budget</td>
<td>2.7x more likely to use test and learn to optimise campaigns</td>
<td>1.6x more likely to have cross-functional teams centered around the consumer</td>
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Source: Bain & Company and Google, Measurement Maturity Survey, December 2018-January 2019
Key Questions for marketers

Why is MarTech ever more important, and what makes it so hard to get it right?

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Which MarTech approach do leading marketers implement?
Leaders do prioritize capabilities based on use cases, which in turn drive tools and platforms requirements.
The new frontier: OpenAI
Generative AI offers a broad range of benefits

**Speed**
- AI-generated content can be produced in near real-time
  - Substantially reduces timeframe of creative lifecycle
  - Enables new use cases requiring in-the-moment content generation

**Efficiency**
- Incremental cost is negligible relative to traditional human-generated content
  - Lowers cost of status quo content generation
  - Substantially increases scalability by making more extensive content creation financially viable

**Customization**
- Ease of experimentation and speed of iteration maximize opportunity for custom content creation
  - Enables highly personalized content creation
  - Amplifies creative process improving range and quality of output potential

**Democratization**
- Ease of use lowers barriers of access to the creative process
  - Drives more creative exploration
  - Reduces dependency on specialized artistic skillsets/capabilities for content generation
How AI is amplifying the end-to-end marketing process
‘Creating Real Magic’ with OpenAI
The alliance between OpenAI and Bain & Co brings together world class AI capabilities and premier strategic advisory service

Model-as-a-Service
- AI research focus, continuing to evolve industry-leading large language and computer vision models
- Offers Model-as-a-Service business model (pay per usage)
  - Models and fine-tuning via API, enabling self-service customization and adoption

AI strategy and development
- Strategic prioritization and definition of generative AI use cases/products
- Implementation of generative AI use cases, across data science/machine learning, product engineering, product management, change management/adoptions, etc.

Better together
Get access to industry-leading generative AI capabilities combined with strategy and implementation assistance to identify, and deliver the highest value use cases for your organization
The future favors the bold.

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