THE MARTECH SUMMIT

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Keynote Presentation | [Enhancing Customer Experiences] What's Data Got to do With it?

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What’s data got to do with it?

Driving real innovation by disrupting
the tech stack status quo

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“The best way to improve your customer relationships is via better data.”

“Organizations tend to “settle” on their requirements
based on current tech limitations”

A mantra for data

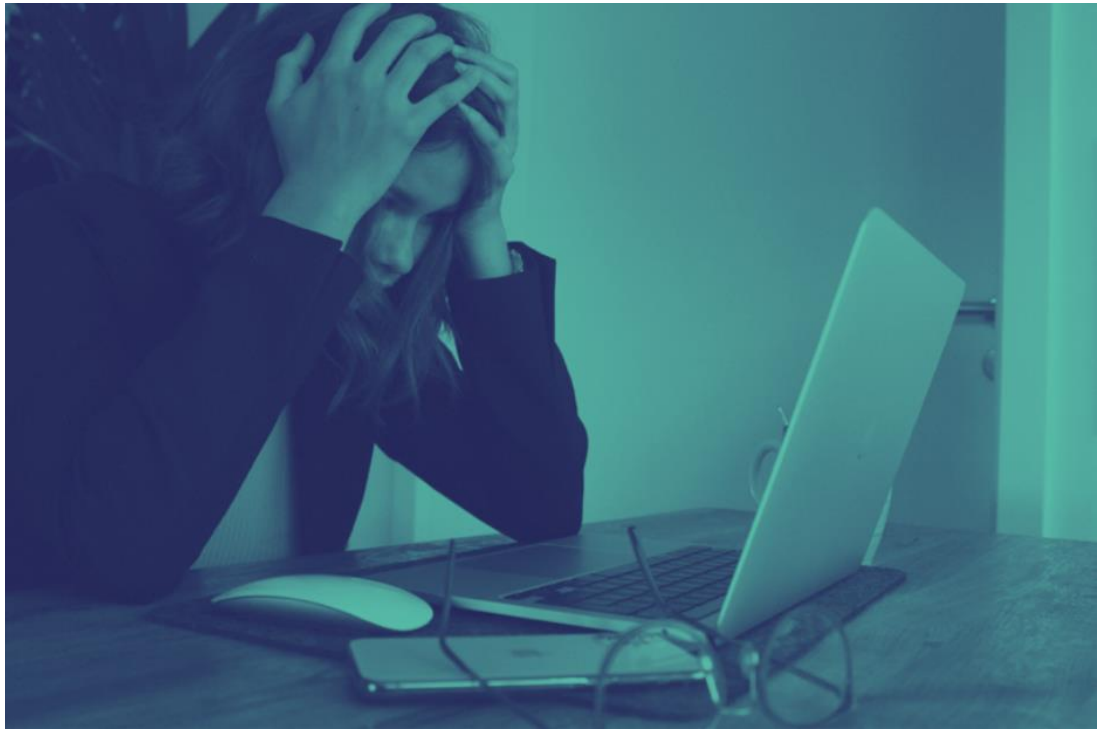
- Eliminate duplicate data sources
- Knock down silos
- Make enterprise decisions
- Ensure there is a structure that is usable
- “Single source of truth”

What are the common digital gaps?

- Data
- Digital Identity
- Connectivity
- Compliance

Data gaps: how do they manifest?

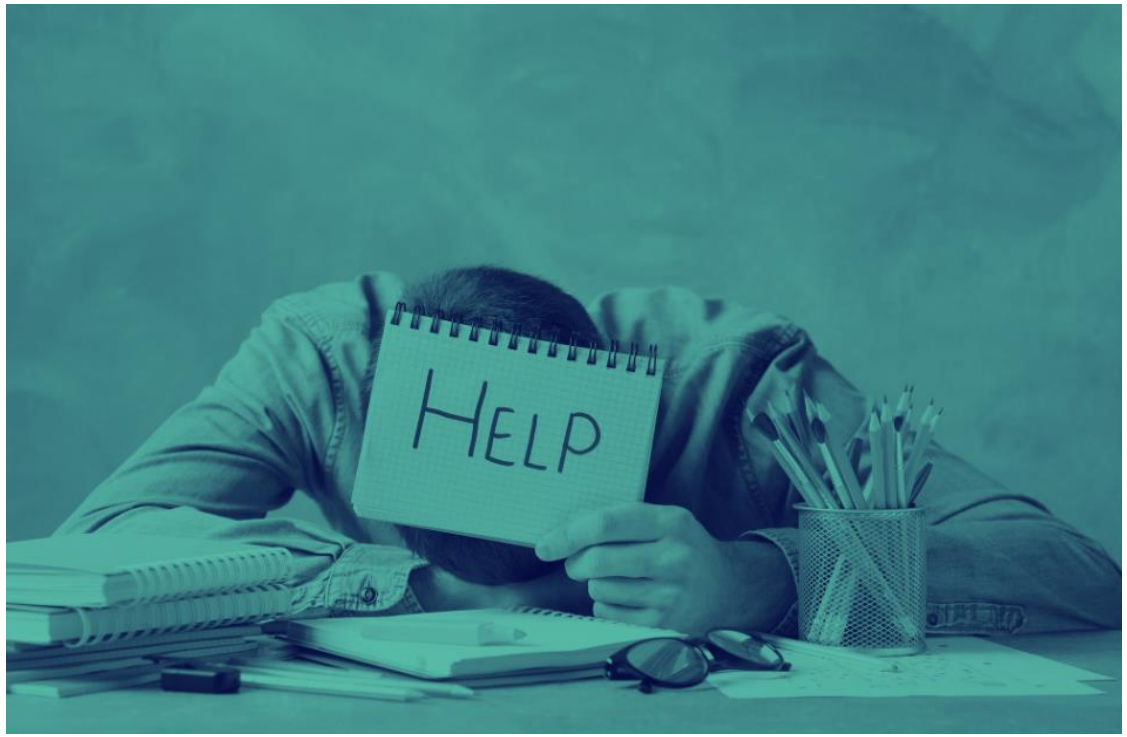
Obstacle: You have a great idea, but you hear "we didn't tag for that."



Resolution: Eliminate reliance on tagging-based solutions

Digital Identity gaps: How do they manifest?

Obstacle: You want to build a better experience for people you don't know



Resolution: ID Graph, machine learning, signals, 'needles not haystacks'

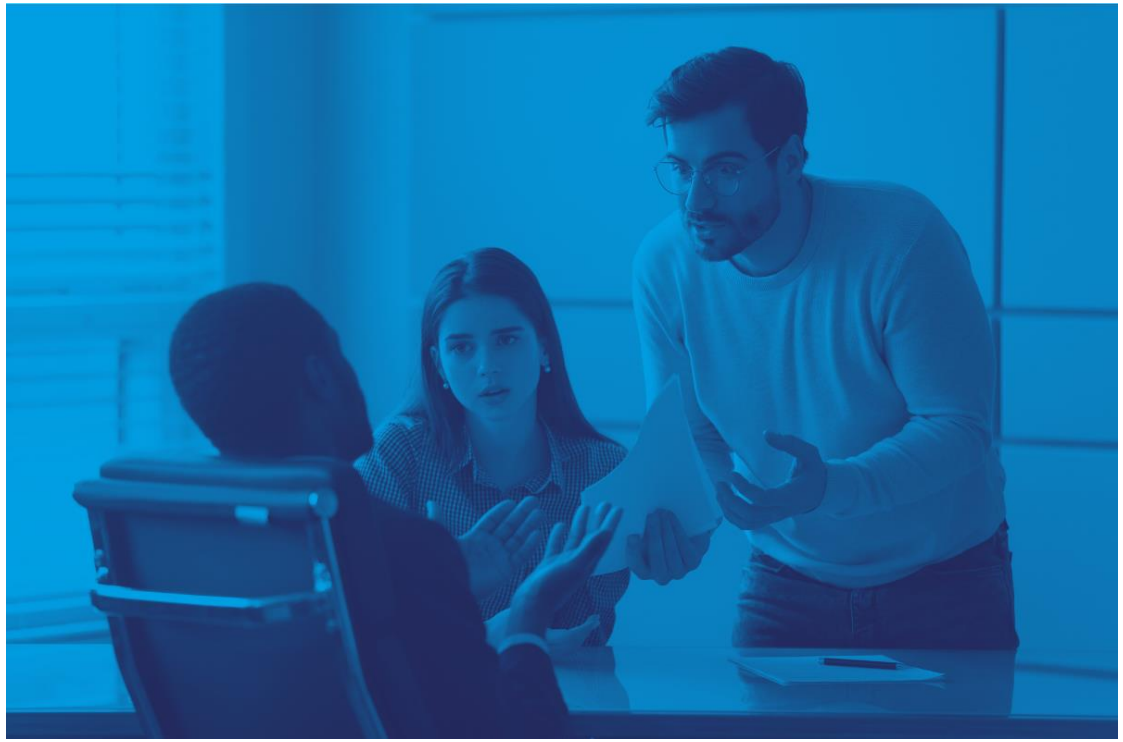
Connectivity gaps: how do they manifest?

Obstacle: fraud is moving more quickly and difficult to identify

Resolution: Live-time integrations, Behavioral Biometrics

Compliance gaps: how do they manifest?

Obstacle: need to ensure that consumer preferences are respected



Resolution: build audit trails into your digital data model, persist preferences

Customer Success

- Focused use case to build anonymous profiles for consumers doing due diligence
- 20% increase in acquisitions
- 10% decrease in call center costs

Customer Success

- Focused on using bot detection for quote fraud and PPC fraud
- Over 30% of traffic was bots
- Circa 8% of PPC spend waste avoided
- Restricted over 5K quotes in a month with new detection in place

Prediction: What’s happening now in Healthcare with third-party tracking restrictions will become prevalent in all regulated verticals.

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Improving the relationships between brands and consumers via better data.

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