

PLENARY

THE MARTECH
SUMMIT

12 & 13 November 2024
Convene 155 Bishopsgate London



Keynote Presentation | **[Data-Driven Experiences]** Enhancing Customer Journeys through Identity Solutions



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Data-Driven Experiences: Enhancing Customer Journeys through Identity Solutions



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Did you **know?**

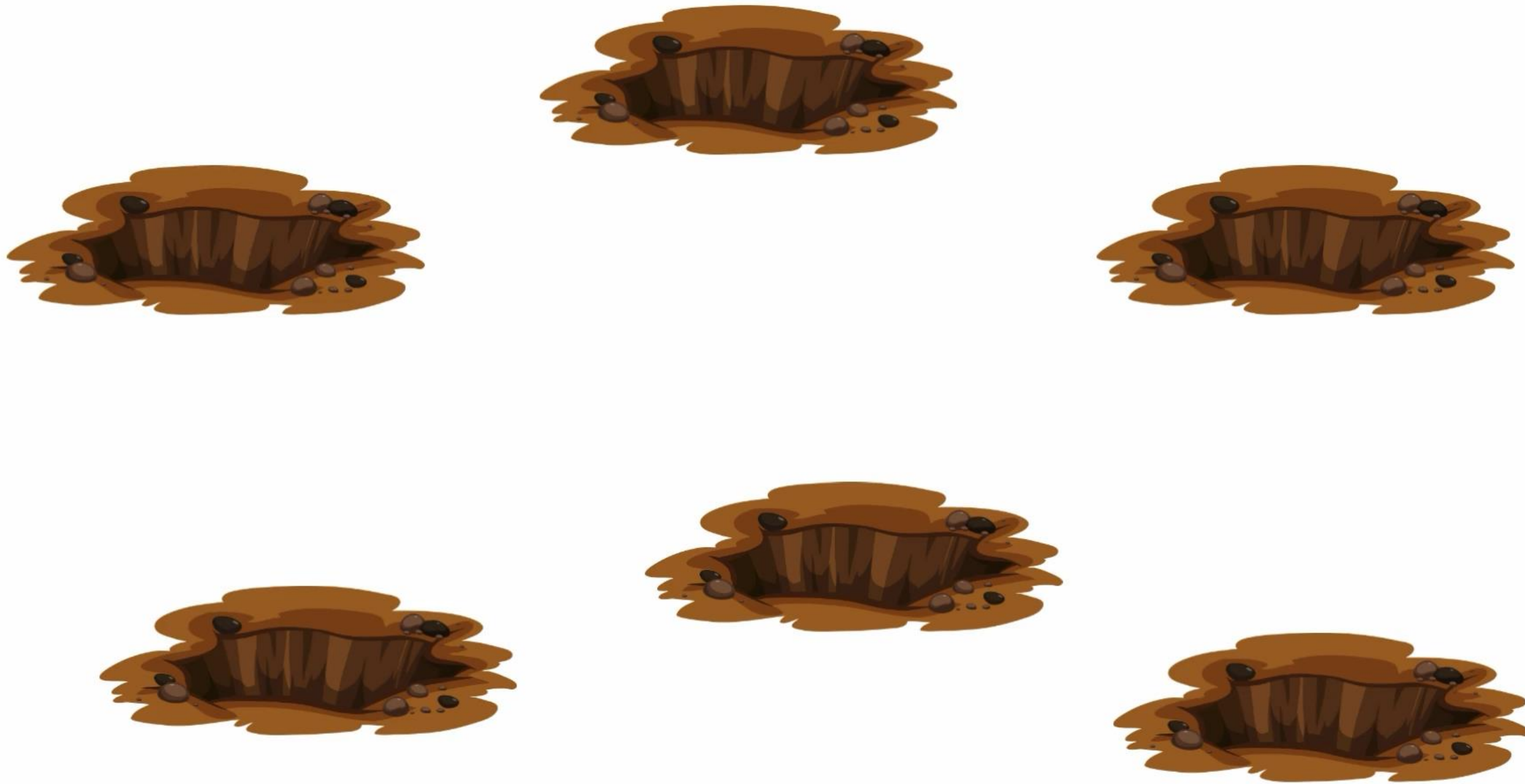
80% of consumers expect brands to understand their needs and expectations, according to a study by Salesforce.

90% of consumers believe that personalization is crucial for retaining customers, as reported by McKinsey.



Spoiler Alert!

It's not getting easier for marketers.



It's time to **stop playing whack a mole.**

- **Cookie deprecation matters**
 - There is no reprieve- Google is not giving you runway
- **Data accuracy must get better for ROI**
 - Promises being made in Marketing that are not being delivered on
- **Privacy & compliance regulations will Increase**
- **Fraud will always evolve**



The **truth** about cookies.



Third-Party



“Alleged” First-Party



True First-Party



What you are **missing.**



Logged In
Authenticated

Anonymous
Not Logged In
Un-Authenticated

Paid media optimization.

Approach

Browse to buy behaviors captured

Predictive models trained using behavioral data

Scorecards deployed in real time to drive retargeting

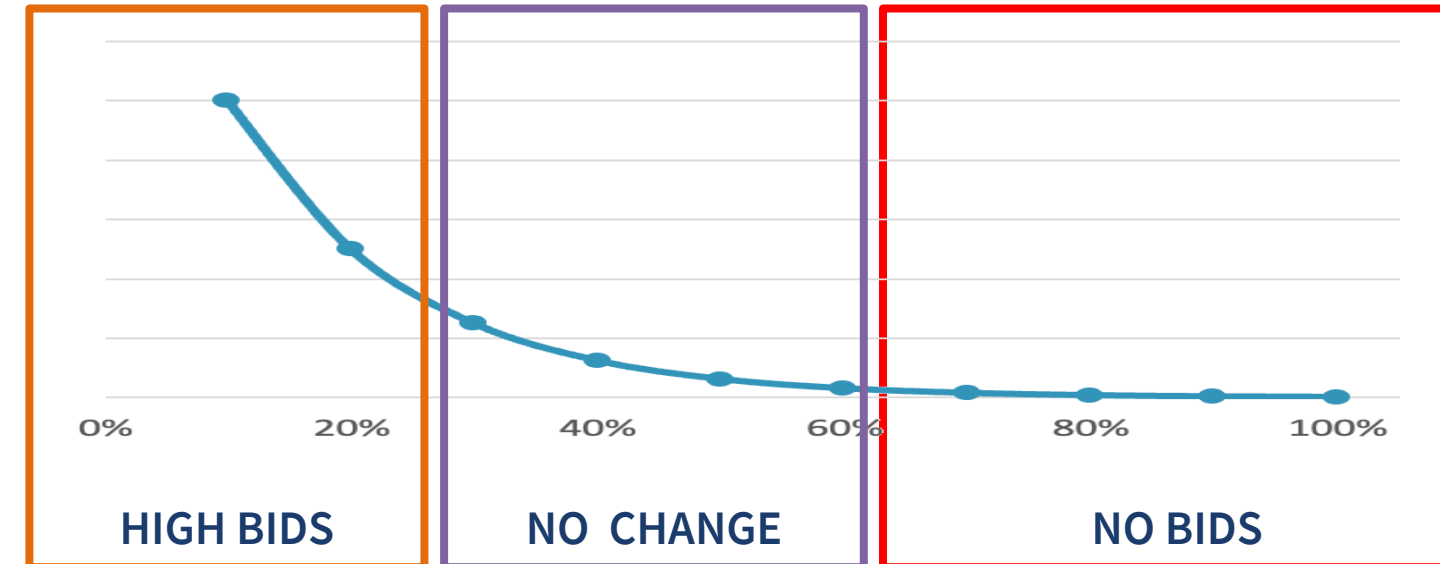
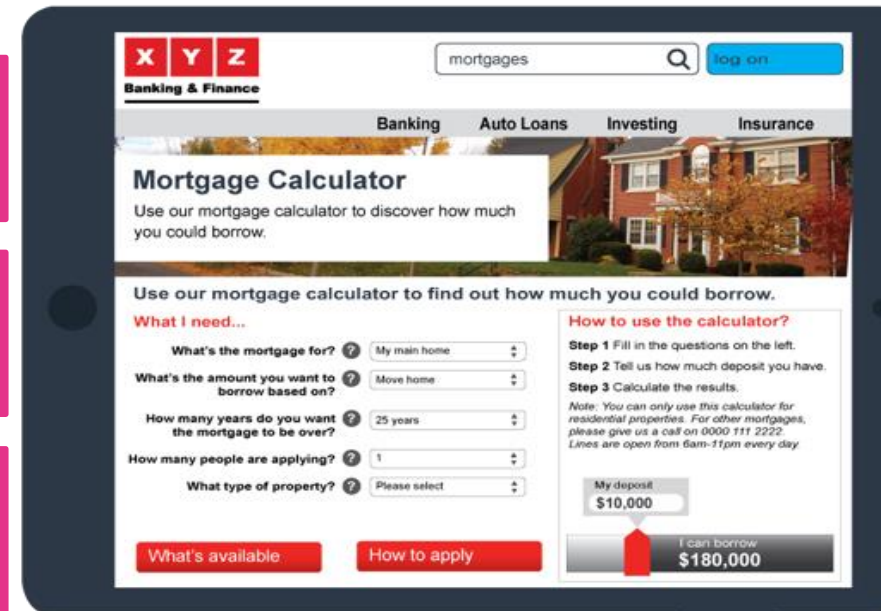
Low scoring visitors excluded from retargeting
VS

Bids increased for highest scoring visitors

REPEAT BROWSE

CALCULATOR INTERACTIONS

ABANDONED APPLICATIONS



Outcomes

40% reduction in paid media spend



5x increase in click through rates

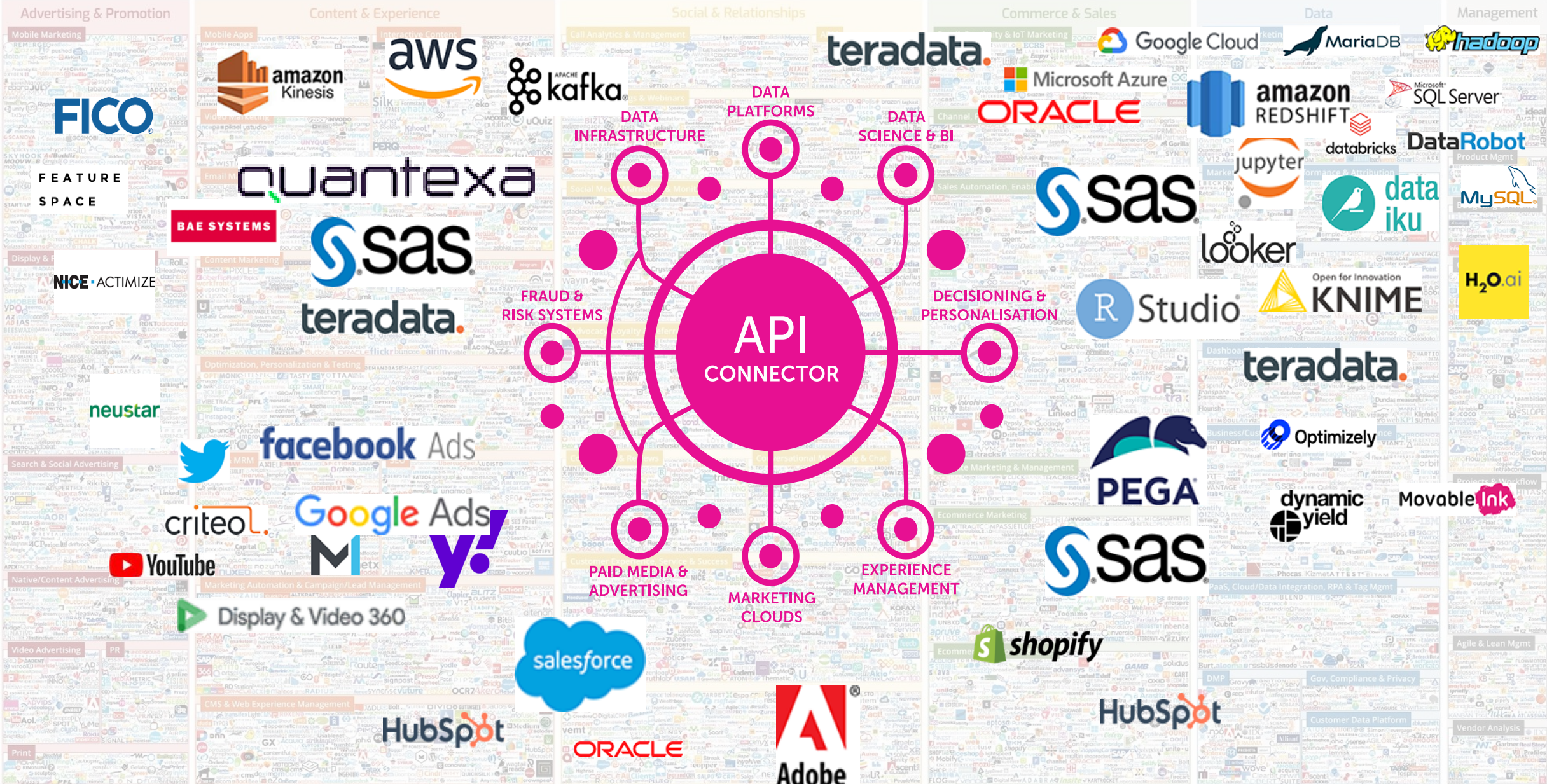


2.5x Increase in sales revenue



Choose open and connected tech.

Breaking down these silos involves consolidating data into a central repository and utilizing technologies that facilitate **data sharing and integration**.



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Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands). blue green



Identity and real-time drives better outcomes.



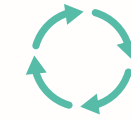
Abandoned
Application

\$12m+



Abandoned
Basket

+750%



Customer
Lifecycle
Marketing

+15%



Expressions
of Interest

+20k



Paid
Advertising

+2.5x



Rebound (re-
targeting)
campaigns

100+



Marketing
attribution

10%



Hyper-
Personalized
Messaging

+15x



Predictive
Modeling

+\$3m



Real Time
Decisioning

+50M



IN CONCLUSION

Leverage digital identity data to **bridge data gaps** and enhance overall customer engagement, leading to improved ROI and a stronger competitive position in the market.

- Unify Cross-Channel Customer Journeys
- Address & Identify Anonymous with True First-Party Data
- Build Detailed Attribution Models & Enhance Paid Media ROI
- Execute Real-Time, Hyper-Personalized Marketing
- Proactively Combat Fraud to Protect Consumers & your Brand





Thank You

Meet Us at Booth #5



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