Smart Targeting Consumers:

DX Marketing's Autonomous Data Warehousing Future

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Session ID:

10997

Prepared by:
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DX Marketing
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4/9/2019

Vlamis Software Solutions

- Vlamis Software founded in 1992 in Kansas City, Missouri
- Developed 200+ Oracle BI and analytics systems
- Specializes in Oracle-based:
  - Enterprise Business Intelligence & Analytics
  - Analytic Warehousing
  - Data Mining and Predictive Analytics
  - Data Visualization
- Multiple Oracle ACEs, consultants average 15+ years
- www.vlamis.com (blog, papers, newsletters, services)
- Co-authors of book "Data Visualization for OBI"
- Co-author of book "Oracle Essbase & Oracle OLAP"
- Oracle University Reseller
- Oracle Gold Partner
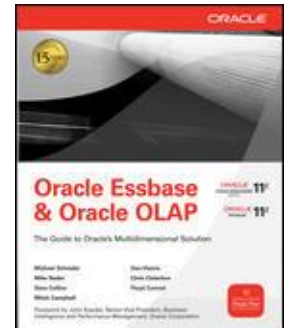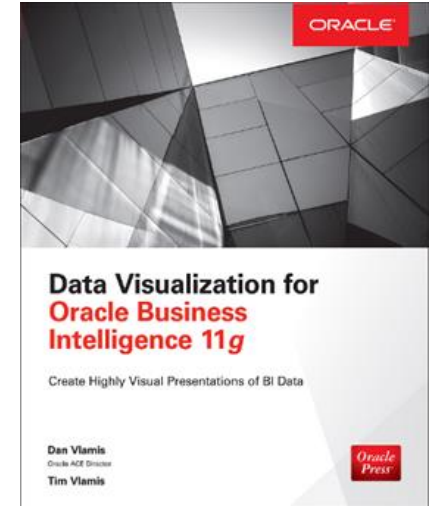
Vlamis Presentations

Presenter	Location	Time	Title
Derek Hayden Tim Vlamis	2ND FL 213B	Monday 9:15am–10:15am	Building Modern Analytic Map Views in Oracle Analytics Cloud
Tim Vlamis	2ND FL 217A	Monday 3:15pm–4:15pm	Modern Machine Learning with Oracle Analytics Cloud and Autonomous Data Warehouse Cloud
Dan Vlamis Tim Vlamis	2ND FL 213B	Tuesday 10:30am–11:30am	Getting from Answers/Dashboards to Data Visualization
Ray Owens Dan Vlamis	2ND FL 217A	Tuesday 4:30pm–5:30pm	Smart Targeting Consumers: DX Marketing's Autonomous Data Warehousing Future
Derek Hayden Tim Vlamis	2ND FL 214D	Wednesday 4:30pm–5:30pm	Billboards to Dashboards: How OUTFRONT Media is using OAC to Analyze Modern Marketing

vlamis ™
SOFTWARE SOLUTIONS

What Do We Do?

DXM provides growing companies affordable access to enterprise level data and analytics so they can make marketing investments with greater confidence and compete more effectively.

We use these enterprise level tools to level the playing field for the small & medium business (SMB) space against larger competitors.
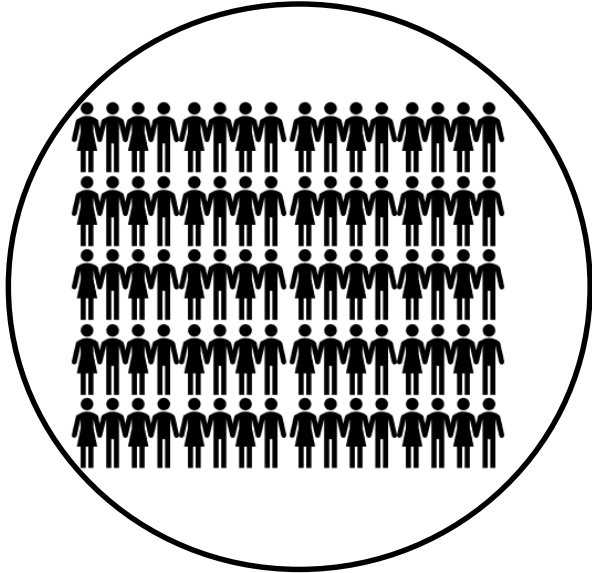
PERFORMANCE MEASUREMENT

CUSTOMER SEGMENTATION

MARKET POTENTIAL

Insight Driven

Impact Quantified

ACQUISITION & RETENTION

MESSAGING STRATEGY

Three Pillars of the Platform - XactAudience®

ORACLE 12ᶜ DATABASE   **EPSILON®**

datalogix™

Connecting to "Sally Shopper"

bluekai

Name + Postal
SallySmith1981@gmail.com
SallyS1981@yahoo.com

Email IDs
Twitter: @sally1983yeah
Facebook: Susan X. Smith
Snapchat: SS1983Yeah
Pinterest: SSYeahFoodie
Instagram: SSYeah1983Now

IDFA 3245
AdID 6687

Cookie IDs
Home: 124 Main Street, Albany NY
Work: 123 Corporate Park, Albany NY

Mobile IDs
IE ID Device 1 67543
Chrome ID Device1 87546
Chrome ID Device2 98766
I.P. Address: 148.87.13.11
I.P. Address: 148.89.33.22

MasterCard   TransUnion   Forbes   Zillow®   VISA   Experian

<u>Largest</u> U.S. Consumer Dataset

We house over 260 million consumer records and build custom prospect audiences based on precise demographic, financial and lifestyle attributes. Real people - not anonymous IDs.

<u>Largest</u> Digital ID Graph

Our ID graph is **built on REAL people's everyday actions and transactions** and reaches over 90% of the online population. Connects your prospect audience to their online identities.
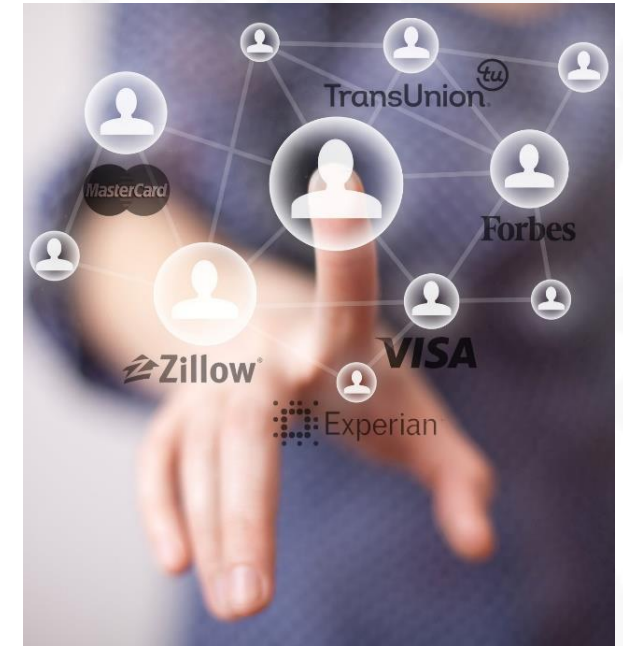
<u>Largest</u> DMP – digital exchange

Together with our data partners, we match audiences using the **best predictor of future purchases**: what people have bought in the past – and what they are currently <u>in market</u> to buy.

These Oracle Cloud solutions help deliver each of the 5 data steps

OCI/ODC/OAC

OCI/OAC

PERFORMANCE MEASUREMENT

CUSTOMER SEGMENTATION

MARKET POTENTIAL

OCI/OAC

Insight Driven

Impact Quantified

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MESSAGING STRATEGY

ODC/OMC

ODC/OMC

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National Telecom Project

When DX Marketing was presented with finding a solution to a national Telecom client's high customer acquisition costs and indeterminate marketing ROI for its CRM programs, DXM turned to Oracle's Database, Analytics and Data Cloud for answers. After just six months of campaign execution, customer acquisition costs had dropped in half and the accompanying CRM return on investment revenues were exceeding the 100-dollar range at a consistent rate. What's more, for the first time in company history, the client was able to tie an offline, retail customer purchase back to its marketing spend, producing a quantifiable marketing ROI across several channels.

8 MILLION CUSTOMERS > AVG. DISTANCE TRAVELED TO STORE > ALL REGIONS

Average Distance from Store

Region 1	7.5
Region 2	8.4
Region 3	7.0
Region 4	6.5
Region 5	8.0
Grand Total	7.7

Average Distance from Store

- 0-3 Miles
- 3-6 Miles
- 6-9 Miles
- 9-12 Miles
- 12-15 Miles
- 15-18 Miles
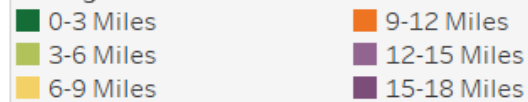
% of Stores by Average Distance from Store
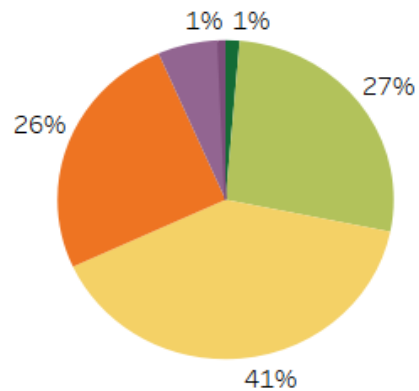
Average Distance from Store

> 62% of purchases made outside of 6 Mile Drive
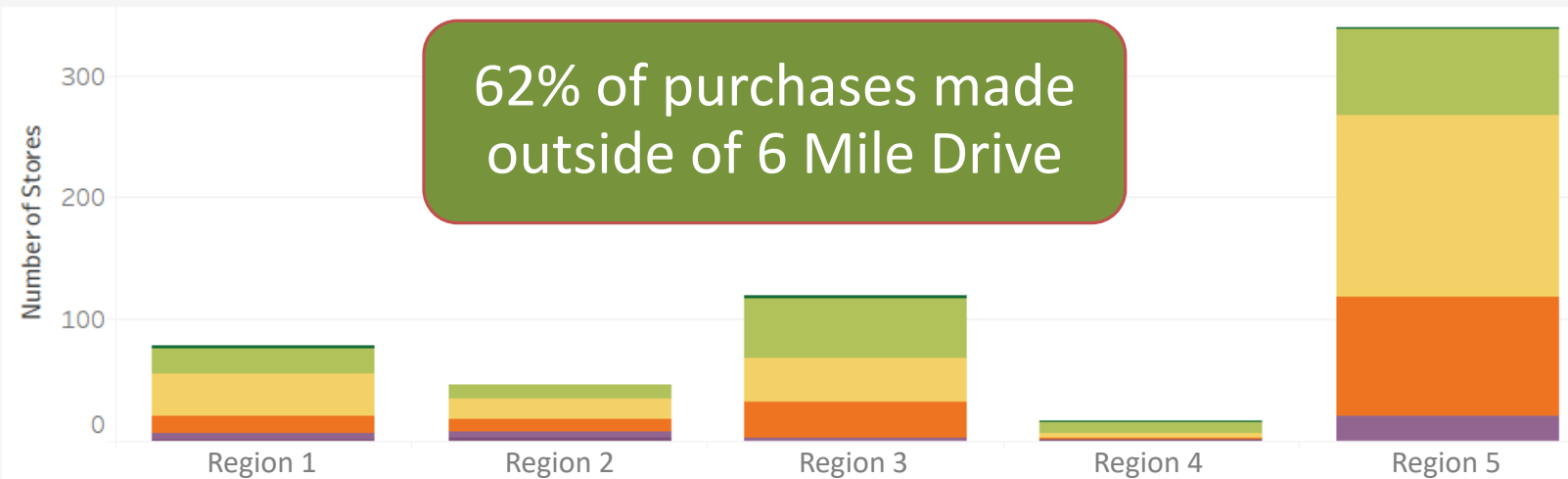
Average Distance from Store - % of Total Stores

Overlapping Territory Analysis
Store 193 (Charlotte, NC) 75% within 8.6-Mile Radius
Store 194 (Charlotte, NC) 75% within 6.7-Mile Radius
Store 236 (Rock Hill, SC) 75% within 7.5-Mile Radius

DXM

Store # 193 - TYVOLA ROAD
Store # 194 - BALLANTYNE VILLAGE
Store # 236 - ROCK HILL

Named Competitors
- AT&T
- Best Buy
- CRICKET WIRELESS
- GO WIRELESS
- METRO PCS
- SPRINT
- T-MOBILE
- VERIZON WIRELESS
- Walmart
- **Customer Location**

Store 193 - Tyvola Rd 5,342 Total Customers	Store 194 - Ballantyne 11,012 Total Customers	Store 236 - Rock Hill 5,818 Total Customers
5 to 15	10 to 30	5 to 10
15 to 30	30 to 75	10 to 20
30 to 60	75 to 100	20 to 50
60 to 75	100 to 200	50 to 75
75 to 100	200 to 300	75 to 100
100 to 125	300 to 400	100 to 150
125 to 150	400 to 500	150 to 200
150 to 175	500 to 600	200 to 250
175 to 193	600 to 784	250 to 316

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DXM

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- SPRINT
- T-MOBILE
- VERIZON WIRELESS
- Walmart
- Customer Location
- Store 193 - Tyvola Road (5342)
- Store 194 - Ballantyne (11012)
- Store 236 - Rock Hill (5818)

TOP LINE DASHBOARD > HIGHLIGHTS > ALL CUSTOMERS BY HIGHEST % of VARIABLE

Category	Sub Category	Total Segment
Ethnicity	Caucasian	87%
Marital Status	Married	71%
Gender	Male	53%
Age	45-54	24%
Age of Children	6-10	14%
Home Owner	Definite Owner	78%
Education	Some College	32%
Length of Residence	21+ years	25%
Niche	Kiddie Kastles	13%
Credit Card Usage	Any Credit Card	70%
Short Term Liability	None	35%
Value Score	A1-Best	30%
Net Worth	$250-499k	22%
Income	$50-74k	21%
Liquid Resources	Above 100000	17%
Wealth Resources	$250-499k	15%
Hobbies	Electronics	43%
Sports/Recreation	Sports	40%
Travel	Traveler	38%
Charities	Donates to Charitable Causes	35%
Books/Reading	Books/Reading	33%
Nutrition and Diet	Nutrition and Diet	31%
Mail Order Buyer	Mail Order - Any	31%
Pets	Owns Pet	31%
Other Interests	Online Household	30%
Music Preferences	Any Music	28%
Ailments	Pain	24%
Collectibles	Any	22%
Investment and Insurance	Investments	20%

OBSERVATIONS

Demographics: Most customers are Caucasian, married, slightly skew males, ages 35 to 64 represent 64% of all customers, and more than half have children of all ages – largest being 14% with children ages 6-10.

Socio-economic: Most customers are home owners with some college or higher education attainment – especially graduate degrees. 25% have lived at their residence for 21+ years. However, when compared to the market, there is a large segment (32%) of customers who have a LOR under 6 years. They are best represented by the Kiddie Kastles - a Niche cluster which is indicative of presence of children.

Financial: The majority of customers use credit cards and have little short term liabilities and possess the best ValueScores – an indication of good credit. They have considerable net worth and middle to high incomes as well as more cash and wealth resources.

Interests: Customers self report interests in electronics, playing sports and can be seen donating to any number of causes. You may find them reading or listening to music to unwind. These nutrition conscious, pet owners, enjoy traveling, especially cruise ships. They are into investments and purchase products through the mail.

Using Advanced Analytics for predictive modeling - Rank each prospect household from highest to lowest propensity to become a customer

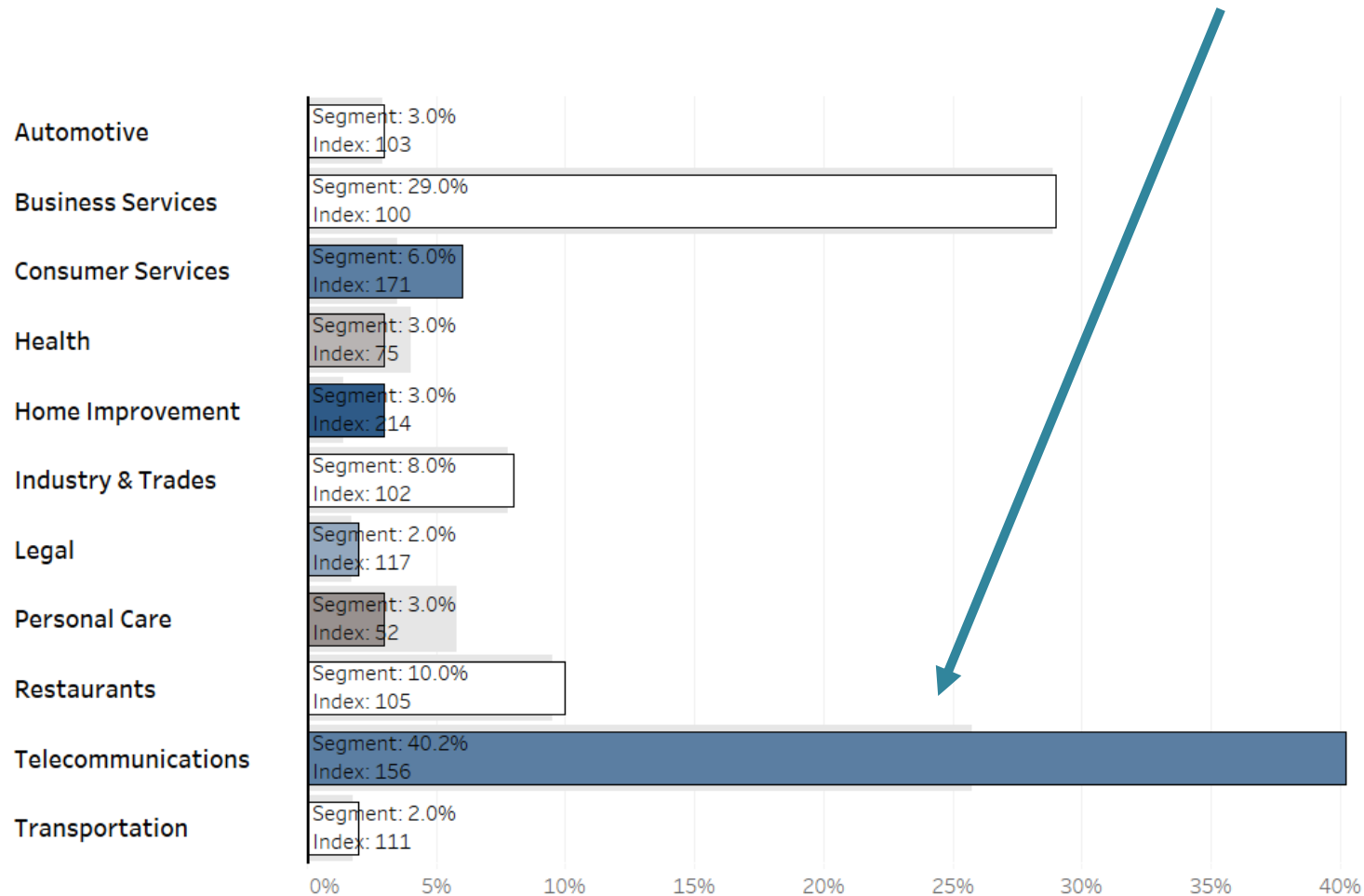| Incremental Analysis					Cumulative Analysis				
Rank	Percent of TSP	Percent of Customers	Customer Lift Index	Estimated Universe	Rank	Percent of TSP	Percent of Customers	Customer Lift Index	Estimated Universe
1	1.0	5.1	503	324,796	1	1.0	5.1	503	324,796
2	1.0	4.6	455	326,404	2	2.0	9.7	479	651,200
3	2.0	7.3	363	647,984	3	4.0	17.0	421	1,299,183
4	1.0	3.1	301	326,404	4	5.1	20.1	397	1,625,587
5	3.0	7.1	235	972,780	5	8.1	27.2	336	2,598,366
6	6.1	12.2	202	1,950,383	6	14.1	39.4	279	4,548,749
7	6.1	10.0	165	1,948,775	7	20.2	49.4	244	6,497,524
8	10.1	13.3	131	3,255,998	8	30.3	62.7	207	9,753,521
9	6.1	6.2	103	1,947,167	9	36.4	68.9	189	11,700,688
10	12.1	10.3	85	3,895,942	10	48.5	79.2	163	15,596,630
11	9.1	5.9	65	2,923,162	11	57.6	85.1	148	18,519,792
12	6.1	3.5	58	1,955,206	12	63.7	88.6	139	20,474,999
13	4.0	2.0	50	1,297,575	13	67.7	90.6	134	21,772,574
14	4.3	1.9	45	1,386,010	14	72.0	92.6	129	23,158,584
15	6.8	2.5	37	2,185,136	15	78.8	95.1	121	25,343,720
16	9.1	2.7	30	2,926,378	16	87.9	97.8	111	28,270,098
17	9.1	2.0	22	2,921,554	17	97.0	99.8	103	31,191,652
18	3.0	0.2	8	975,995	18	100.0	100.0	100	32,167,647

Leverages all the significant statistical findings from the DIAT and builds a prospect file by scoring all the households in your geographical footprint using a custom ranking system that isolates the best look-a-like characteristics of your patient file

80% of Customers are in Top 10 Ranks

Top 10 ranks produce over 15 MM prospects

40% of existing customers searched for **DEVICES OR PLANS** in the last 30 days

Category	
Automotive	Segment: 3.0% / Index: 103
Business Services	Segment: 29.0% / Index: 100
Consumer Services	Segment: 6.0% / Index: 171
Health	Segment: 3.0% / Index: 75
Home Improvement	Segment: 3.0% / Index: 214
Industry & Trades	Segment: 8.0% / Index: 102
Legal	Segment: 2.0% / Index: 117
Personal Care	Segment: 3.0% / Index: 52
Restaurants	Segment: 10.0% / Index: 105
Telecommunications	Segment: 40.2% / Index: 156
Transportation	Segment: 2.0% / Index: 111

0%   5%   10%   15%   20%   25%   30%   35%   40%

Specific to devices, during the same period, customers were 33% more likely to have searched for iPhones

SUM(Index)

0   200

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36% of predictive audience have searched for devices or plans in the last 30 days

% of Audience

Highest Comp %

Chart showing Index (bars) and %Visitors (line) by Category Name:

Category Name	Index	%Visitors
Automotive	103	3%
Business Services	84	25%
Consumer Services	178	6%
Health	83	3%
Home Improvement	220	3%
Industry & Trades	101	8%
Legal	118	2%
Personal Care	48	3%
Restaurants	105	10%
Telecommunications	110	36%
Transportation	116	2%

Legend: Index, %Visitors

OBSERVATONS

Recent online activity indicates Client Prospects have been in market for the following:

- **Telecom (Devices/Plans)**
- Restaurant (Casual Dining)
- Home Improvement (Landscape/Lawn/Garden)
- Consumer (Repairs)
- Business Services (Consulting)

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Match prospects with relevant devices to connect marketing messages to the individual

television

laptop

tablet

smartphone

- Use of anonymous IDs

- Obscuring of PII and customer data

- Avoid the annoying factor

- National regulation compliance

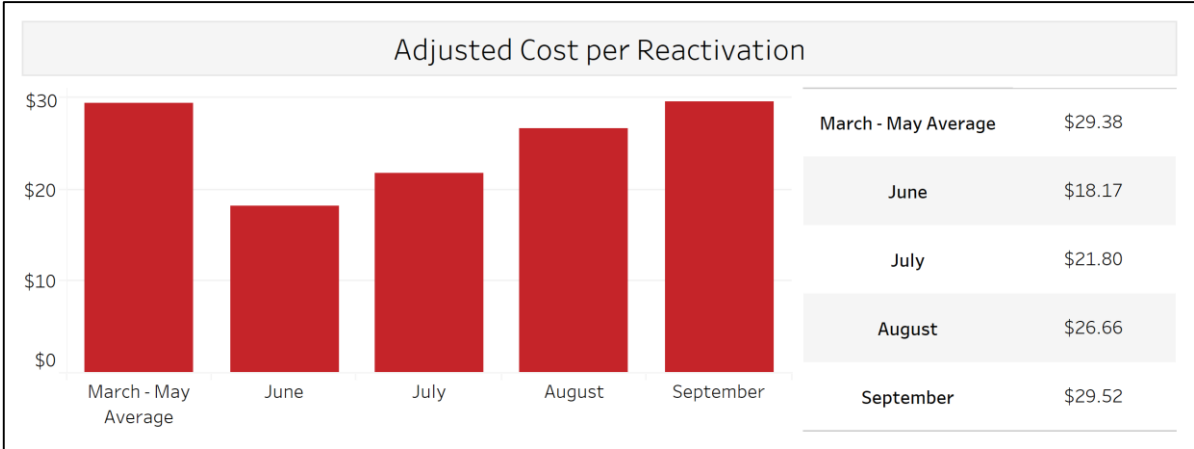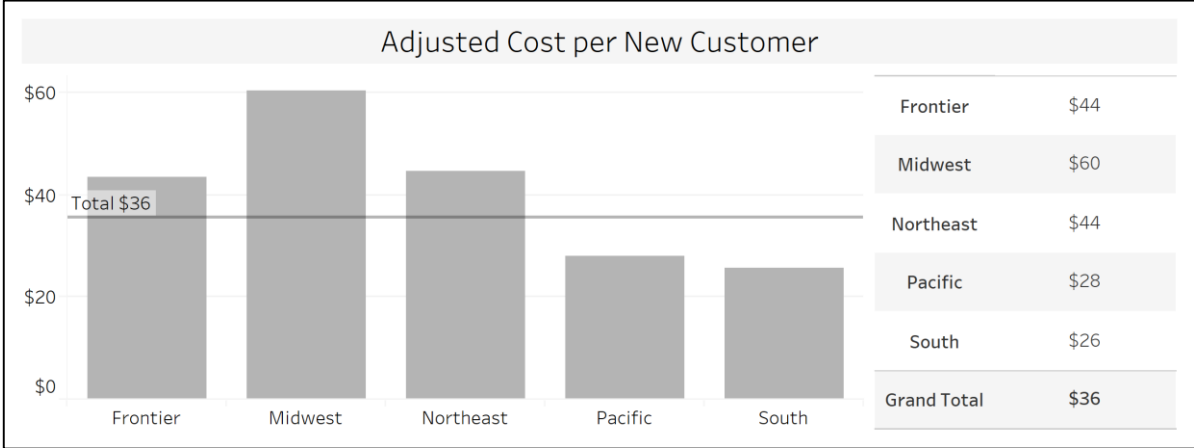- Oracle is the leader within industry self-regulatory bodies

Process chart shows how one marketing channel moves through different cloud solutions

OCI/OAC → ODC → OMC → ODC → OCI/OAC

Modeled Prospect Data

Non Conversions lead to different tactic

Digital Exchange

Client Campaign Execution

Exposure Data

1 Client Campaign Conversion Rate %

Client Customer Data File

2 **Public Svc Ad** Conversion Rate

Randomly Selected Control ~10% of Prospect File

Digital Exchange

PSA Campaign Execution

Exposure Data

1 - **2** = **3**

ADJUSTED Conversion Rate %

RESPONSE DATA > NEW CUSTOMERS (FULL MEDIA SPEND)

Segment	Total Spend	Unique HH	HH Conversion	Conversion %		Control Qty	Control Conversions	Control Conversion %		Adjusted Conv Rate	Adjusted Conversions	Adj. Cost per New Customer	Adjusted CLT ROMI (Transaction File CLT)	Conv Index
DXM Market Trend/Model	$211,051	453,381	4,494	0.99%		37,485	141	0.38%		0.62%	2,789	$35.57	$3.06	135
Client Demo Model		847,815	5,377	0.63%		66,612	174	0.26%		0.37%	3,162			82
TOTAL:		1,301,196	9,871	0.76%		104,097	315	0.30%		0.46%	5,934			

Adjusted Cost per New Customer

Frontier	$44
Midwest	$60
Northeast	$44
Pacific	$28
South	$26
Grand Total	$36

Measurement Window: March 21st – September 30th, 2017

- CPNC at $35.57 for all Markets – down from $85

- Lowest CPNC is $26 in the South
- Highest CPNC is $60 in the Midwest

- ROMI ($3.06) was calculated using the "One Time Customer Spend" found in the Transaction file

- Market Trend Model outperformed Client Demo Model in overall Performance

Adjusted Cost per Reactivation

March - May Average	$29.38
June	$18.17
July	$21.80
August	$26.66
September	$29.52

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