



RESPONSIBLE & EFFECTIVE USE OF DATA IN DIGITAL MARKETING

RECOMMENDATIONS & BEST PRACTICES



THIS WEBINAR WILL START SHORTLY



Jonas Jaanimagi

Technology Lead

IAB Australia





DATA-DRIVEN DIGITAL ADVERTISING

14.05.2020

RESPONSIBLE & EFFECTIVE USE OF DATA

21.05.2020

DATA GOVERNANCE & CONSUMER PRIVACY

28.05.2020

IDENTITY, PROJECT REARC & PRIVACY SANDBOX

AUSTRALIAN DIGITAL ADVERTISING PRACTICES



AANA

iab.
australia

mFA
media federation of australia

DATA GOVERNANCE CHECKLIST

1. HAS THE DATA BEEN GATHERED WITH GENUINE CONSENT?
2. WHO OWNS THE DATA SET?
3. WHERE IS THE DATA STORED?
4. HOW HAS THE DATA SET BEEN CONSTRUCTED?

CONSUMER PRIVACY CHECKLIST

1. MANAGE CONSUMER CONSENT AND CONTROL
2. CHAMPION THE USER EXPERIENCE
3. PROACTIVELY MANAGING PRIVACY PROTECTIONS
4. PRACTICE DATA MINIMISATION
5. ENSURE COMPLIANCE WITH DATA BREACH LAWS
6. MANAGE DATA PROTECTIONS IN YOUR ADVERTISING TECH STACK
7. ENSURE DATA IS SOURCED ETHICALLY & TRANSPARENTLY



Chris Durbridge

Head of Consumer Insights &
Marketing Services Products

EQUIFAX

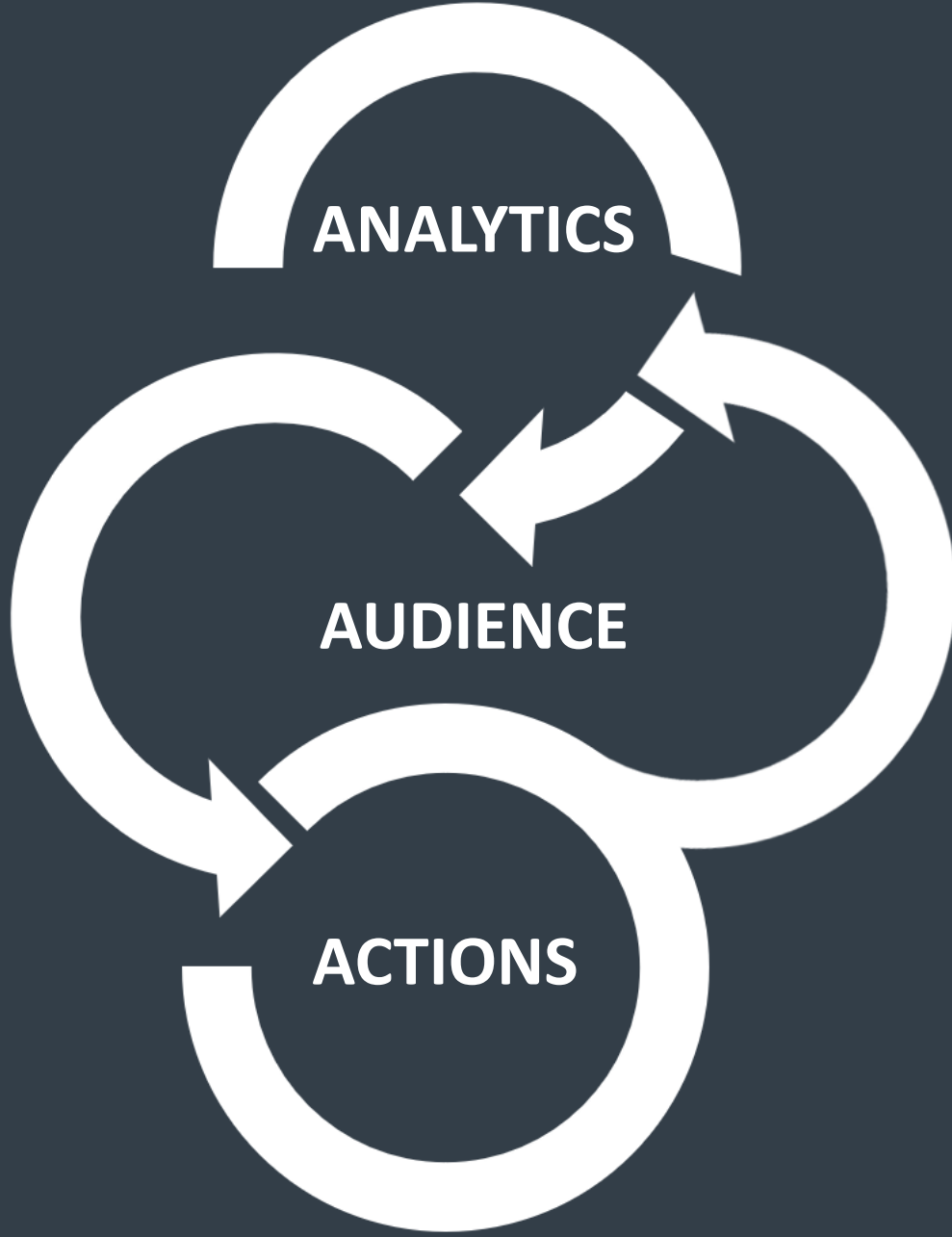
CLOSED-LOOP MARKETING CAMPAIGNS

**MARKETING
SERVICES**

EQUIFAX[®]

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How We Stitched
Online with Offline
Data to help our
client **increase**
ROI & optimise
media spend.



THE CHALLENGE

Investing dollars in digital marketing **but not seeing the impact and correlation in actual sales.**

\$ via phone or travel agent and stored in the CRM

Product Content + user behaviour collected in GA

Lead acquisition

Content marketing

The screenshot shows a travel website interface for 'the great chimu Sale'. At the top, there's a banner with a toucan, penguins, and a couple dancing, with the text 'the great chimu Sale' and 'SAVE UP TO 40%'. Below the banner are search filters for 'Location', 'Price', and 'Duration', and a 'SEARCH' button.

The main content area is divided into sections:

- Tailor-Made Itineraries:** A text block describing personalized travel plans.
- Whats Hot:** A grid of featured content cards:
 - 'IN SHACKLETONS WAKE SAVE UP TO 40%' with a penguin image.
 - 'DISCOVER YOUR 2020 VISION' with a mountain landscape image.
 - 'PAUL KELLY SONGS IN THE SOUTH' with a portrait of Paul Kelly.
 - 'ANTARCTICA EARLY BIRD AND LAST MINUTE SALE NOW ON' with a penguin image.
- Operations in South America:** A text block about local operations in Peru, Argentina, Chile, and Brazil.
- Newsletter Signup:** A form with a 'Name' field, a 'Special Deals' checkbox, and a 'Yes Please Sign Me Up' button.

Annotations with red boxes and arrows point to specific elements:

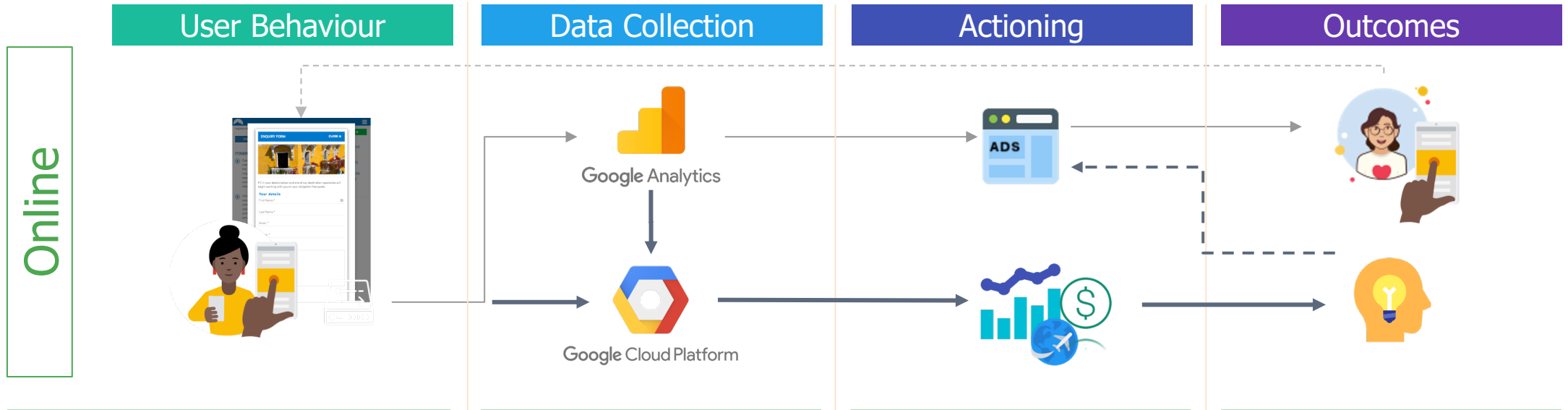
- The top banner and search area are annotated with '\$ via phone or travel agent and stored in the CRM'.
- The 'Whats Hot' section is annotated with 'Product Content + user behaviour collected in GA'.
- The 'PAUL KELLY SONGS IN THE SOUTH' card is annotated with 'Lead acquisition'.
- The 'Newsletter Signup' form is annotated with 'Content marketing'.

THE OBJECTIVE

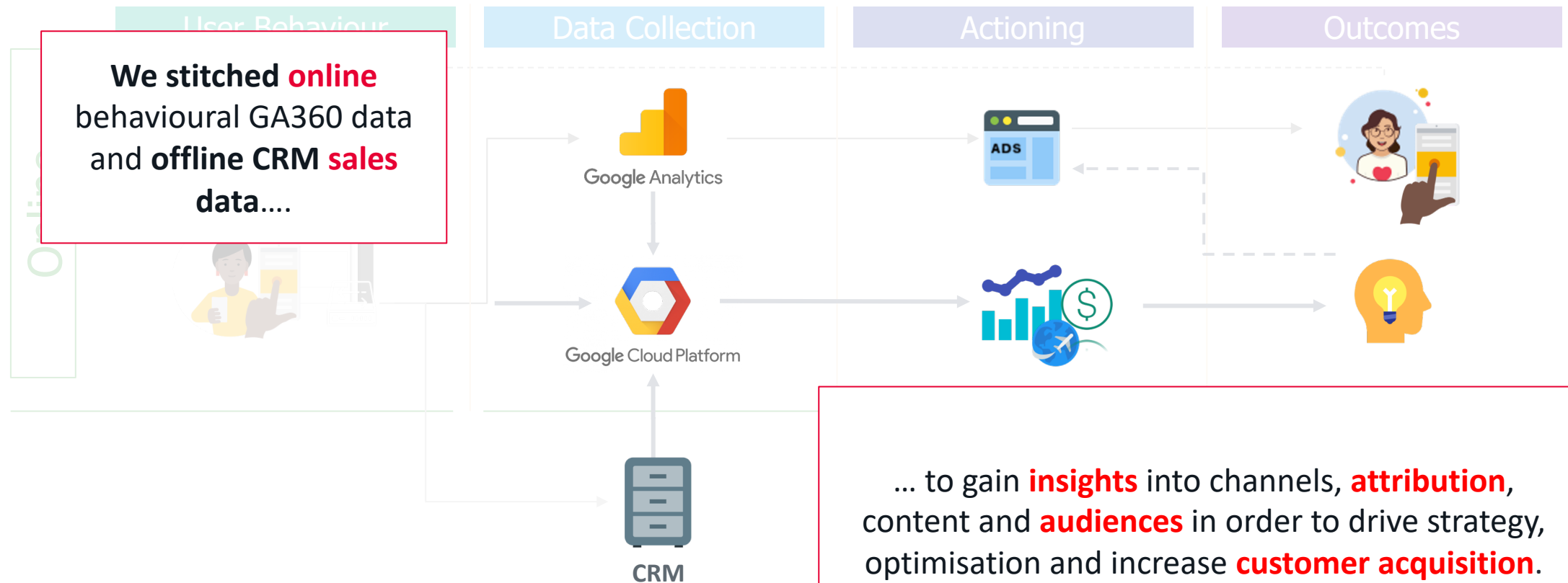
“To understand my customers, and the value of online marketing activity on offline sales.”



ONLINE JOURNEY



ANALYTICS EXECUTION PLAN



GOOGLE MARKETING PLATFORM AWARD

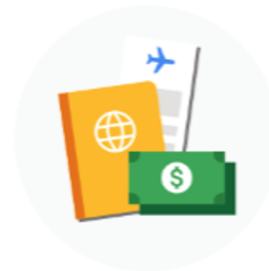
Best Customer Use Case - [See full use case here](#)

We used analytics to help a travel company reach their objective and after six months of optimising its strategy, our client achieved...



770% ROI

from organic



49% ROI

from paid

ANALYTICS



Data helps businesses **understand** online behaviour and offline sales.



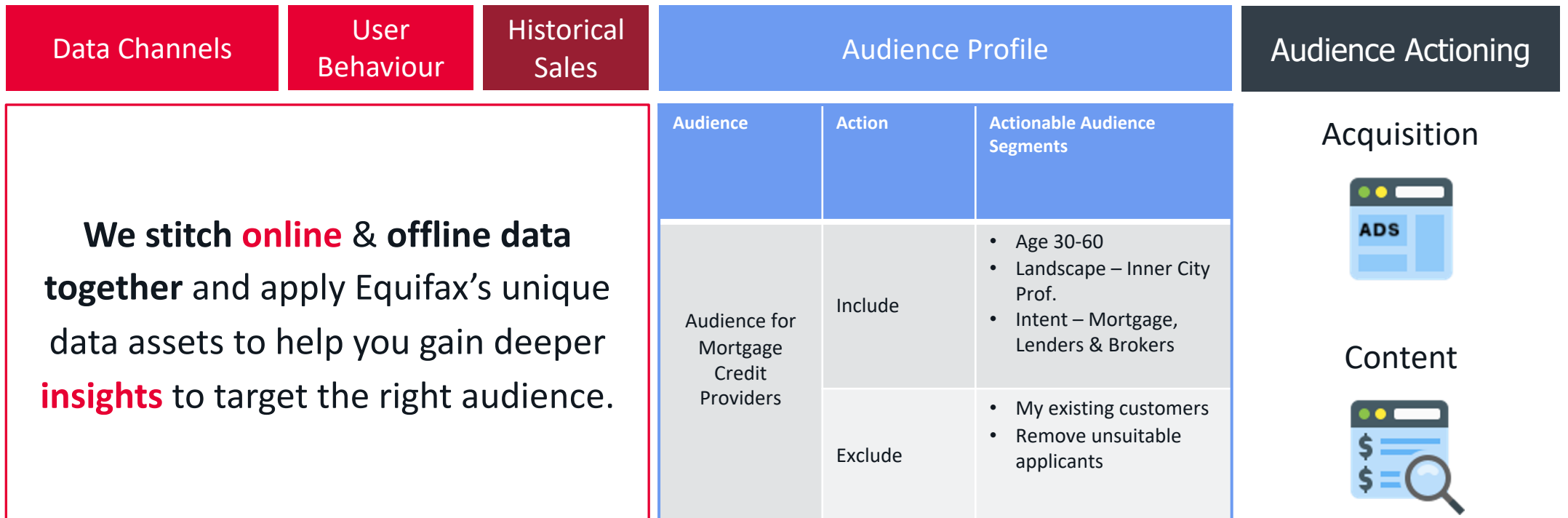
Using analytics to understand how customers search, interact and engage with your content can help you invest in using the **RIGHT channels** and finding the **RIGHT audiences**.



It's very powerful to target the **RIGHT** customers with the **RIGHT** offer through the **RIGHT** channels.



AUDIENCE PROFILING

Profiling online and offline audiences to help you gain meaningful insights into actionable audiences.



AUDIENCE ACTIONING

The same audience profile will be delivered across all required channels to help you find prospects that match your acquisition profile.

Audience Profile			Channels		Audience Actioning
Audience	Action	Actionable Audience Segments	Online	DSP & DMPs	Acquisition 
Audience for Mortgage Credit Providers	Include	<ul style="list-style-type: none"> Age 30-60 Landscape – Inner City Prof. Intent – Mortgage, Lenders & Brokers 		General Display: Video/BVOD, Mobile	
	Exclude	<ul style="list-style-type: none"> My existing customers Remove unsuitable applicants 		Search	
			Offline	Direct Mail	Content 
				Tele Sales	

MARKETING SERVICES

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Q & A

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EQUIFAX + DATALICIOUS

Equifax is one of Australia's largest data providers with comprehensive consumer, commercial and geographic datasets for research and marketing purposes.

ANALYTICS

- Measurement, Attribution & Media Mix Modelling (MMM)
- Audience Profiling
- Custom Analysis + Data Services

AUDIENCES

- Consumer Audiences: Online & Offline
- Attributes & Segments
- Data Onboarding / Offboarding
- Data Licences

COMMERCIAL

- Commercial Data
- Firmographics
- Data Onboarding / Offboarding
- Data Licences

LOCATION

- Address
- Property
- Cadastral
- Location Planning
- Data Licences

CONTACT US

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THURSDAY 21 MAY
11 AM - 12 PM

DATA GOVERNANCE & CONSUMER PRIVACY

