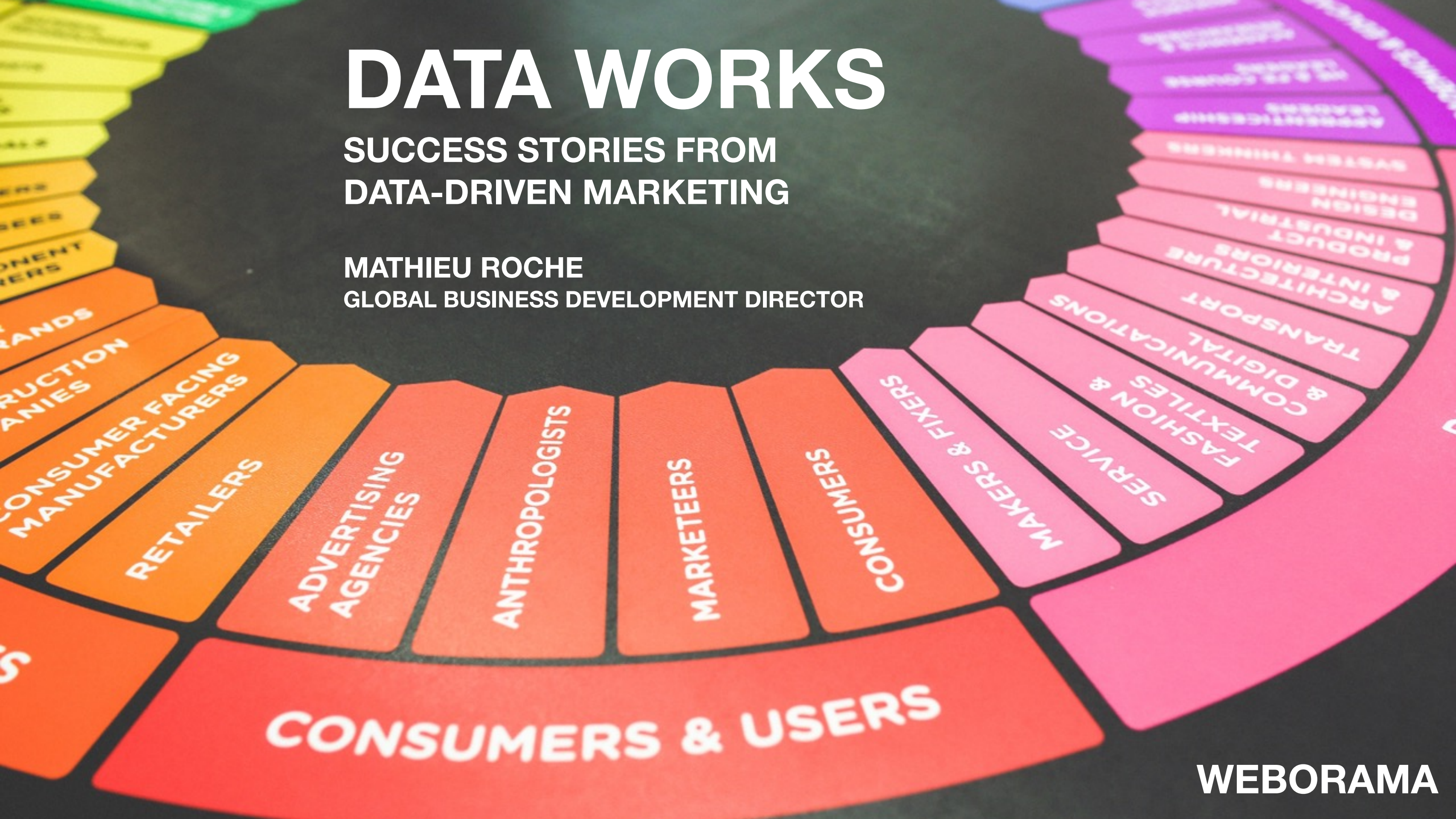


# DATA WORKS

## SUCCESS STORIES FROM DATA-DRIVEN MARKETING

MATHIEU ROCHE

GLOBAL BUSINESS DEVELOPMENT DIRECTOR



WEBORAMA



**“ MARKETING WITHOUT DATA IS LIKE  
DRIVING WITH YOUR EYES CLOSED ”**

DAN ZARELLA, SOCIAL MEDIA SCIENTIST, HUBSPOT

“

**UBER**, THE WORLD'S LARGEST TAXI COMPANY, OWNS NO VEHICLES.

**FACEBOOK**, THE WORLD'S MOST POPULAR MEDIA OWNER, CREATES NO CONTENT.

**ALIBABA**, THE MOST VALUABLE RETAILER, HAS NO INVENTORY.

**AIRBNB**, THE WORLD'S LARGEST ACCOMMODATION PROVIDER, OWNS NO REAL ESTATE

”

TOM GOODWIN, SENIOR VICE PRESIDENT OF STRATEGY & INNOVATION, HAVAS MEDIA

**NEW LEGISLATION**  
**KICKING OFF IN 2015 ALLOWING CONTRACT**  
**CANCELLATION ON A MONTH-NOTICE**





**82%** OF CONTRACT CANCELLATION ARE FROM  
PEOPLE BUYING A NEW CAR OR MOVING HOME



MOST CLIENTS WHO CANCELLED THEIR  
CAR INSURANCE CONTRACT HAD VISITED  
AN AUTO REVIEW SITE AT LEAST **5TIMES** WITHIN THE  
PAST 3 MONTH





**«AT RISK» CLIENT SEGMENTS  
ADDRESSED WITH SPECIAL CAR  
INSURANCE PROMOTION IN**

**DISPLAY ADVERTISING  
EMAIL NEWSLETTERS  
AXA WEBSITE**

**25% LOWER CHURN RATE**  
**AXA MEASURED IT USING A/B TESTING**  
**ON CLIENTS TARGETED WITH THE OFFER**

**QUALIFY THE AUDIENCE  
TO BETTER ADDRESS ADVERTISING**



**6.5 BILLION** PAGE  
VIEWS

**18M** UNIQUE  
USERS



**HIGH DEMAND FOR «CAPTIVE» VERTICALS SUCH AS  
CARS AND FINANCIAL SERVICES  
BUT DIFFICULTLY TO REACH OUT TO NON-CAPTIVE  
ADVERTISERS FROM FMCG, TRAVEL OR TELCO**





**CREATED CUSTOM BRANDING SEGMENT TO REACH  
NEW ADVERTISERS (FEMALE 35-49/SENIOR TRAVEL  
INTENDERS / TECH ENTHUSIASTS) LEVERAGING THE  
WEBORAMA PROFILE DATABASE, GENERATING A  
30% INCREASE IN BRANDING CAMPAIGN SALES Y/Y**

ROLLING OUT ADVANCED 1ST PARTY QUALIFICATION CAPABILITIES ON  
LBC.FR AND CONNECTING TO **AUDIENCE EXTENSION PLATFORM** TO  
RUN CAMPAIGN OUTSIDE OF OWNED & OPERATED INVENTORY

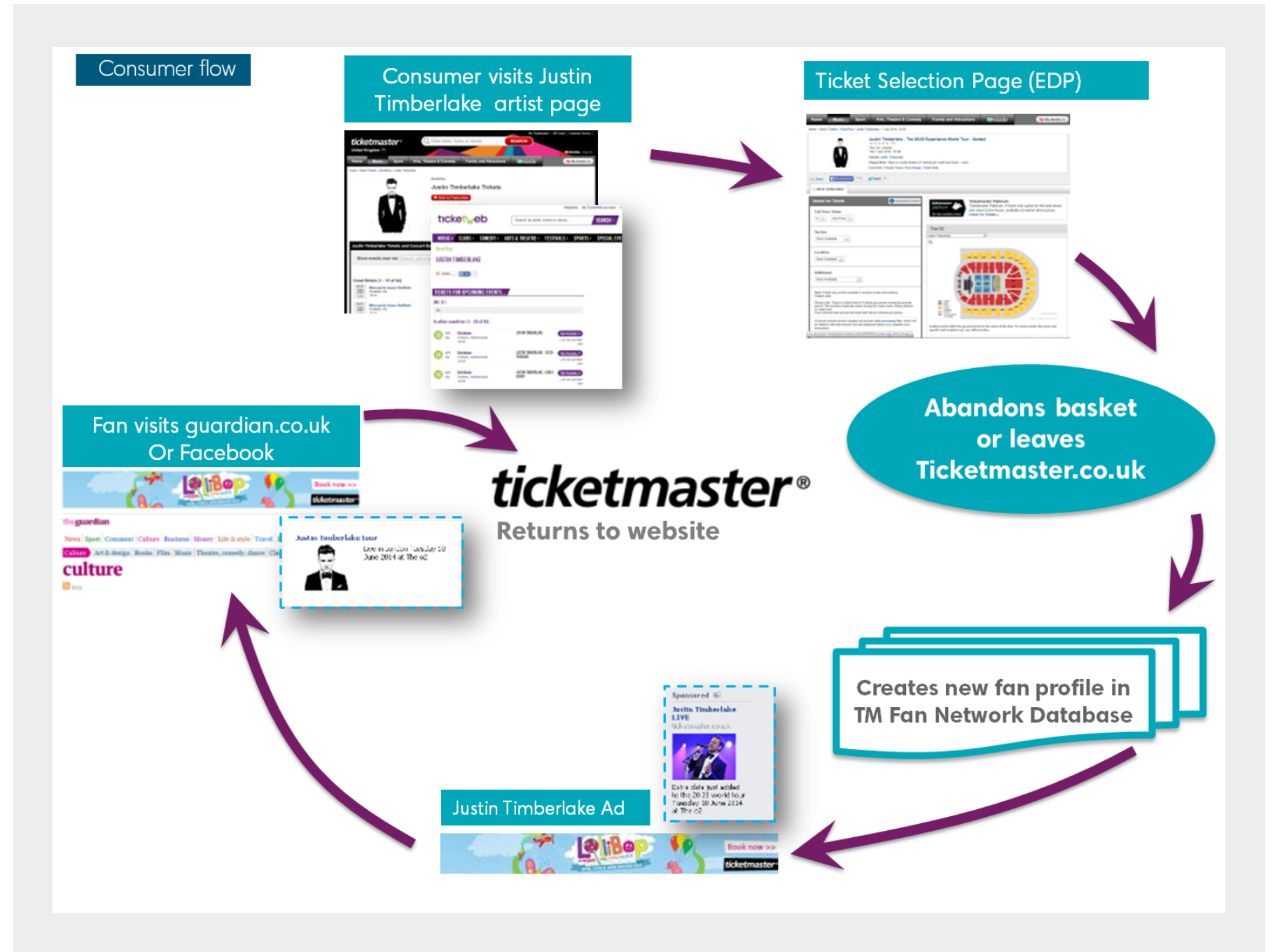
# **FAN NETWORK**

## **AUDIENCE SEGMENTATION & RETARGETING**

***ticketmaster***


## FAN NETWORK

IS AN ADVANCED AUDIENCE SEGMENTATION AND RETARGETING PLATFORM DESIGNED TO IMPROVE TICKET SALES AND CREATE UP-SELLING AND CROSS-SELLING OPPORTUNITIES TO IMPROVE LIFETIME CUSTOMER VALUE





CASE STUDIES // SEGMENTATION



United Kingdom

My Account

Customer Service

Music

Sport

Arts, Theatre & Comedy

Family & Attractions


Offers

Gift Cards

Buy & Sell Guaranteed Tickets

GETMEIN!

Home > Music Tickets > Rock/Pop > Madonna



Rock/Pop

Madonna Tickets

Add to Favourites

(1,998 Fan Reviews)

Tweet

20

Like

1,262 people like this. Be the first of your friends.

Madonna Tickets and Concert Dates

Show events near me:

postcode, county or region... e.g.

Go

View:

List

Calendar

Great Britain (1 - 10 of 42)

DEC

1

TUE

The O2

London, GB

20:00

Madonna - Rebel Heart Tour

Details: Madonna

View Tickets

DEC

1

TUE

The O2

London, GB


20:00

Madonna - Rebel Heart Tour - Heart Stage Package

Details: Madonna

View Tickets

From the Artist



Madonna VIP Packages available

Official packages: runway seats and more

Access packages here »

1ST PARTY DATA  
SEGMENTATION:

ARTISTS  
MADONNA

LOCATION  
LONDON

VENUES  
THE O2 ARENA

MAJOR CATEGORY  
MUSIC

MINOR CATEGORY  
POP MUSIC

“  
WITH THAT PROGRAM, **THE AVERAGE RETURN ON SPEND IS OVER 300%.**  
THAT PROGRAM IS REALLY MOVING THE INDUSTRY AND A LOT OF OUR CLIENTS IN  
A MORE DRAMATIC WAY INTO THE ONLINE ADVERTISING WORLD. ”

JARED SMITH, COO OF NORTH AMERICAN BUSINESS OPERATIONS

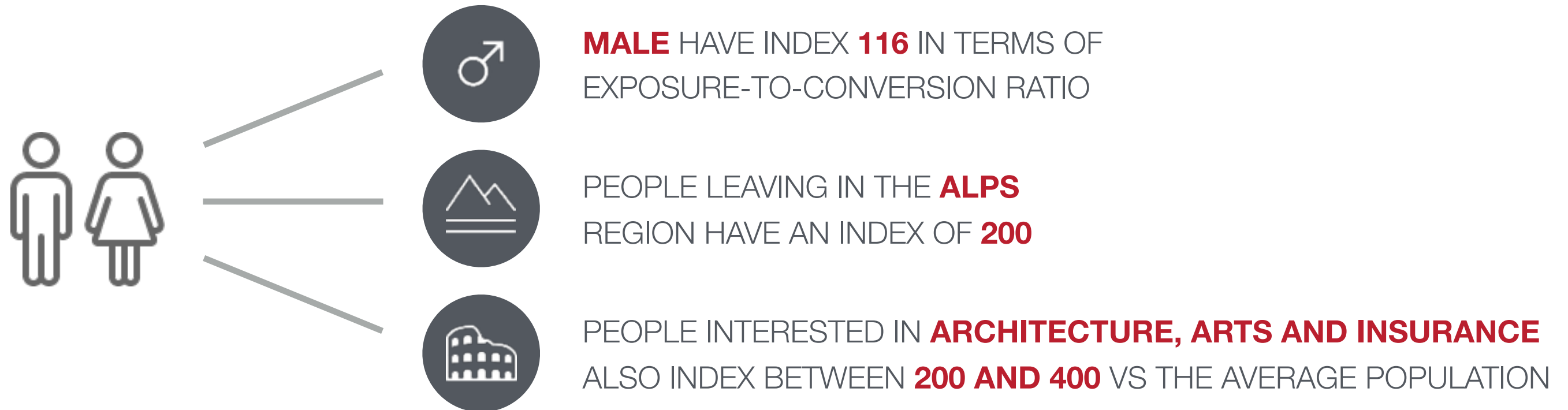
**300%** THE AVERAGE RETURN  
ON SPEND

**PERFORMANCE GOAL**  
**GENERATE DRIVE TEST REQUESTS ONLINE**





## IDENTIFY PROFILE **CRITERIA EXPLAINING PERFORMANCE** TO IMPROVE CONVERSION RATE AND CAMPAIGN PERFORMANCE

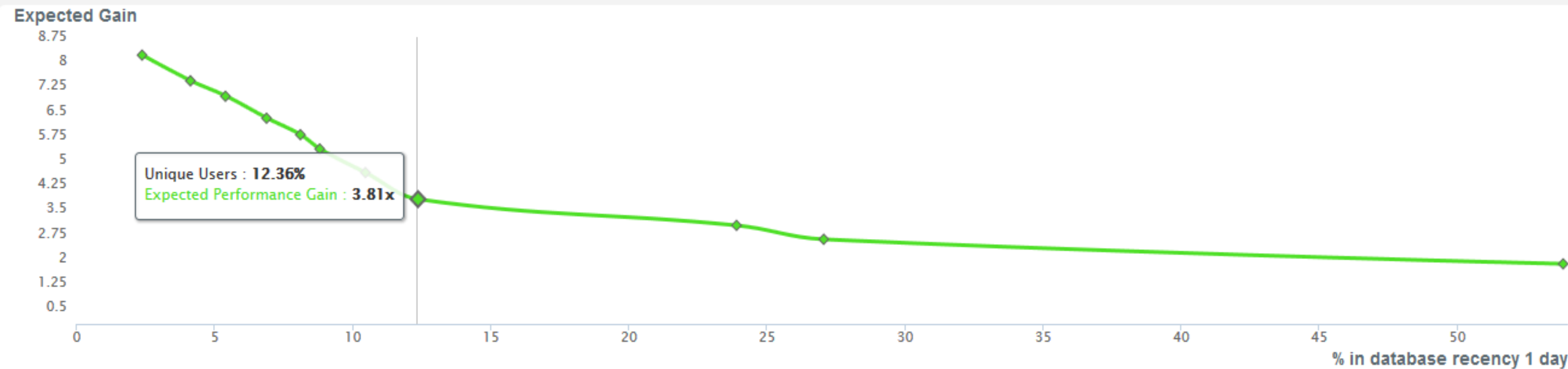




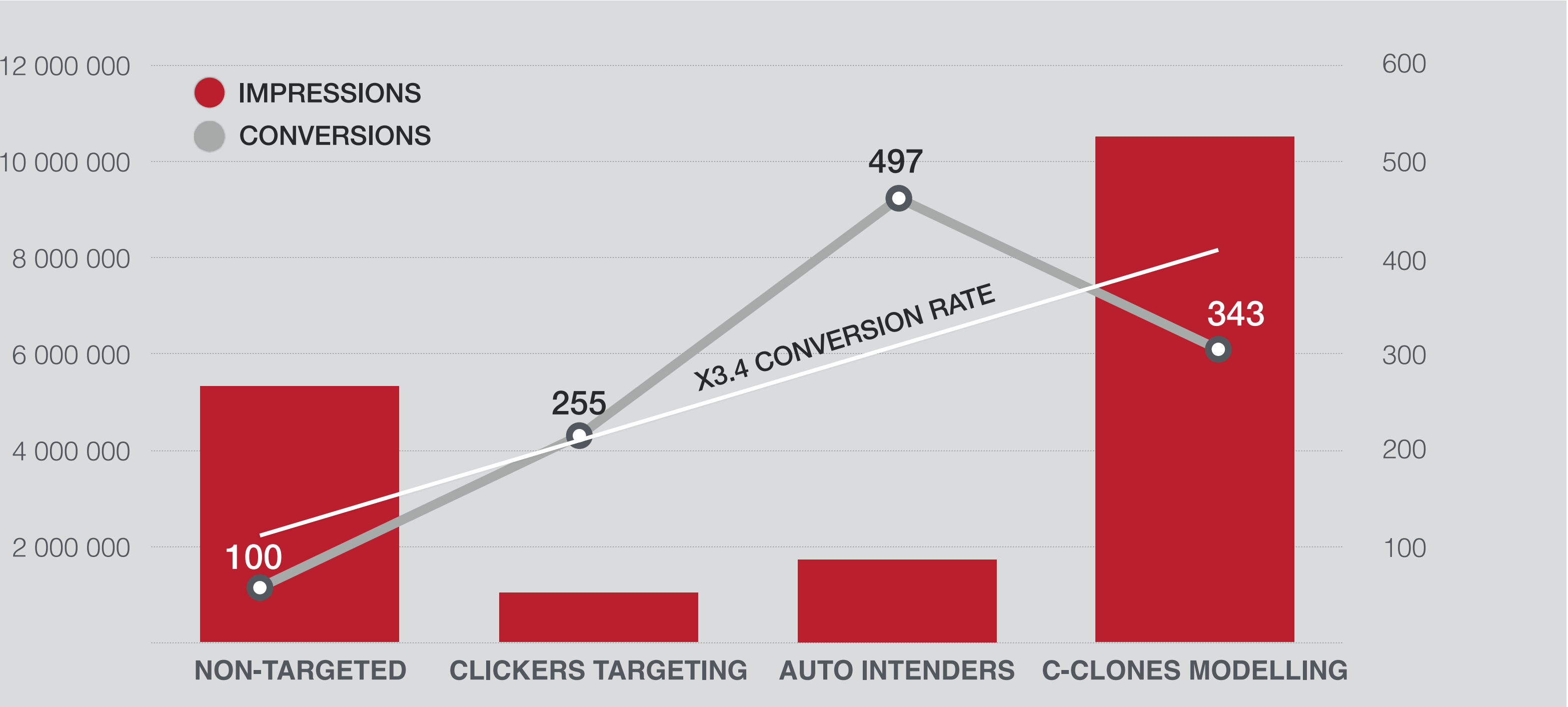
APPLY **STATISTICAL MODELLING** TO AUTOMATICALLY IDENTIFY COMBINATIONS OF CRITERIA THAT DELIVER HIGHER-THAN-AVERAGE PERFORMANCE



- Audience Builder
- Audience Monitoring
- C-Clones
- Reporting



CASE STUDIES // RESULTS





# KEY TRENDS



# STRATEGY COMES FIRST

STRATEGY = ←



# RELY ON INTERNAL & EXTERNAL PARTNERS





# PRIVACY MATTERS





# THE FUTURE







**FOUNDED IN FRANCE**  
**OPERATES WORLDWIDE**

**17 YEARS**  
**OF GLOBAL EXPERTISE**

**3 YEARS**  
**ON RUSSIAN MARKET**

**30+ DATA PROJECTS**  
**IN 2015 YEAR**

# DATA WORKS !

**MATHIEU ROCHE**  
**GLOBAL BUSINESS DEVELOPMENT DIRECTOR**

**WEBORAMA.COM**  
**FACEBOOK.COM/WEBORAMARUSSIA**

