ADOBE SYMPOSIUM
THE DIGITAL MARKETING CONFERENCE

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Omni-channel Marketing – From Dream to Reality
By Gaurav Gupta, Circles.Life
What’s the one similarity between Psychic & Psycho?

That’s what people call today’s digital ads!
Psychic

Looking to buy those tan heels

See ads on tan heels

Magical!
Psycho

Looking at friends holiday pictures on FB

Start seeing ads for flights to Paris

Creepy!
Omni-channel Marketing – Dream
We plan for Omnichannel but it ends up being Cross-channel, at best!
Continuous engagement with each user, across a combination of channels & content, personalized to the stage of a user’s journey and delivered in a uniform yet consolidated manner.
But First...

We need to know

**WHO** they are, **WHERE** to find them, **HOW** to talk to them, **WHEN** are they most likely to buy **WHAT**?
How did we build our stack?

- DMP
- DSP
- MAP
- Personalisation Tool
- Analytics
Who are they?

Fragmented identities across the net
Who are they?

Creating Unified Digital Persona’s by ID Stitching

Need DMP integrated to your Database

Using 3rd Party Data & Device Graph
Who are they?

Aggregate the data from unified persona’s...
Craft Audience Segments

M-18yrs, Eunos
Visited in 15D
Loves Tennis

F-28yrs, Orchard
Used App 60D
12 month old iPhone
Cart abandoned 1D

M-48yrs, Dover
Australian
Loves Surfing
WHERE to find them?

Essentials of Programmatic Buying

- Audience Match Rate
- Real-time Bidding
- Micro-moment Targeting
- Single Source Reporting
WHERE to find them?

DSP for hunting

MAP for farming
HOW to talk to them?

Mass personalization with real-time triggers

Audience by Lifestages

Channel Preference

Content Permutations
HOW to talk to them?

Case in point

If, Cart Abandoned

Then, Retarget with Ads and email campaign

And, deliver personalized web & mobile experience
WHEN are they mostly likely to Buy

AI brain analysing user behaviour across the user journey
WHEN are they mostly likely to Buy

AI orchestrating decision at each step of campaign deployment

Unified digital persona

Aggregate & create segment

Activate on media

Artificial intelligence
Omni-channel marketing Dream

Realized!

Unknown User – xyz
Searches of “Circles”

Serve FB app & Lead to website

Serve SEM ad & Lead to FB page

Serve the lead form Lead eCom page

User registered as ‘Rob’ in known, buys a plan & Leads Share on FB

Rob Shares with his friends

Leads to a successful Referral

AI based predictive decisioning & user journey orchestration
Essentials for omnichannel marketing

- Aggregate data - with right partnerships
- Identify key segments - start with foundation and build richer segments
- Activate media - in real-time & near-perfect synchronicity at right moments
- Deploy mass personalisation - mapped to their lifecycle & channel preference
- Optimise - thru continuous testing. Define KPI, benchmark performance
“You've got to start with the customer experience and work back toward the technology – not the other way around”