



4A's Data Summit Report

February 8, 2018



Data Fuels an Intelligent World

More than 250 marketing professionals gathered at the 4A's 5th annual Data Summit, a one-day event that brought together leaders from brands, agencies, media outlets and data firms. Attendees heard from executives from Bank of America, Air Canada, GroupM, Publicis, Cadreon, Google, Facebook, Viacom, Domo and Deep Root Analytics on a variety of pressing issues impacted by all things data.

"There are so many changes afoot in the industry, so today we highlighted key decision making that needs to happen at agencies and clients to enable them to charge ahead in this complex data environment," said Louis Jones, 4A's evp, media and data.

Topics covered at the Feb. 6th event included unconventional uses of data, preparing for the EU's General Data Protection Regulation, cross-device measurement and targeting, and upcoming industry standards.

Three themes emerged throughout the day: accountability, discovery and how critical it is to be able to navigate the increasingly complex data landscape.



Engineering a New Era of Accountability

Scott Hagedorn, CEO of Hearts & Science, opened the sold-out conference with an information-packed keynote address about bots and fraud as a lead in to his urgent call for increased accountability. He reaffirmed a chorus of recent chatter from both the client and agency side about the need to work together to try to gain control of the unwieldy digital marketplace.

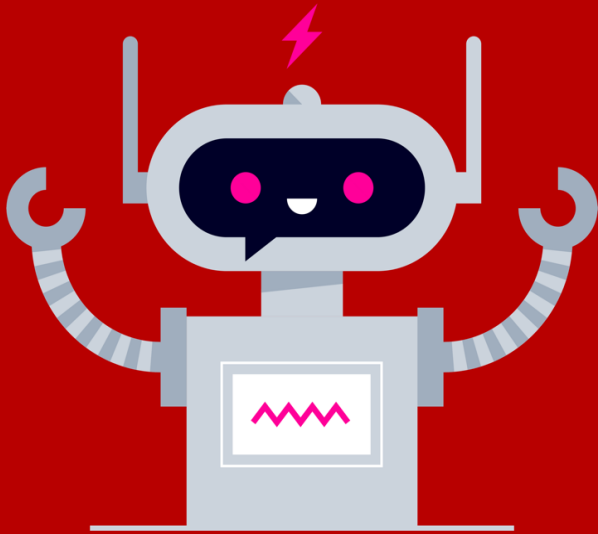
Referring to the “digital ecosystem” as a “digital swamp,” Hagedorn said, “When we buy data to enrich it, we find that we’re buying a bag of bots. In our data procurement process, we’re assessing our data for fraud.” He concluded with, “Be brave and question everything.”



Scott Hagedorn of Hearts & Science



19% of retargeted campaigns measured are found to be bot driven.



Accountability: Hagedorn on the Murky Marketplace

Hispanic-targeted programmatic media had 70% greater bots than non-Hispanic



Accountability in Measurement

On a measurement panel with executives from Essence, comScore, Google, Facebook and MRC, Howard Shimmel of Turner urged vendors, buyers and sellers to have the same goal in mind with respect to cross-media measurement.



Discovering Data

How to harness the right data for the right results was a question tackled by a number of discussions. On one panel about programmatic that quickly led to a transparency conversation, moderator Joanna O'Connell, vp, principal analyst serving B2C marketing professionals at Forrester, said, "We have a rare opportunity to hit the reset button in digital advertising." During a fireside chat, Wunderman's Yannis Kotziagkiaouridis and Air Canada's Abhi Patil explored the difficulties of working with the "walled gardens" which they

defined broadly: "A walled garden, for me, is anywhere where data is not communicated or connected," said Kotziagkiaouridis. He added that walled gardens won't be going away anytime soon, but that agencies and marketers need to address the challenges "from a position of strength."

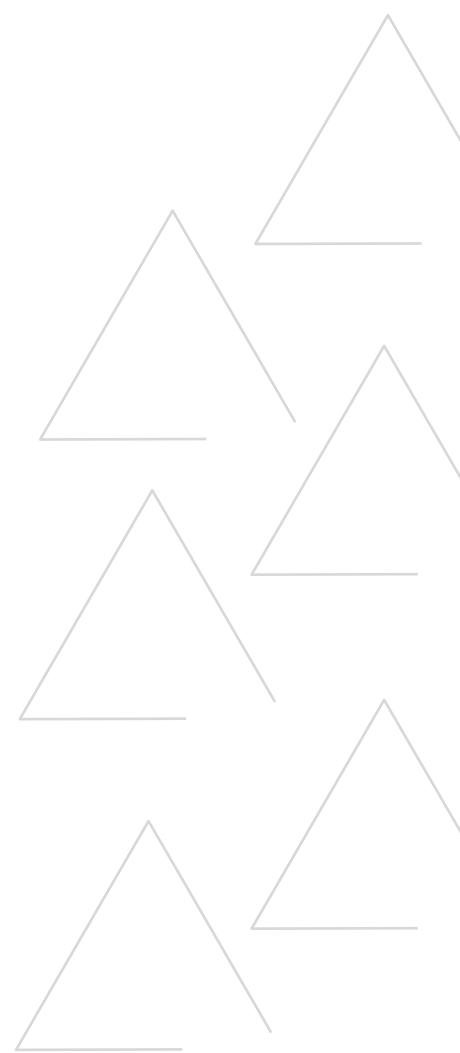


Driving Future Value in Programmatic

Talking about how transparency conversations with clients have become more candid and productive, Tracey Paull, evp, Starcom USA, said, *“A few years ago, transparency was about making sure clients knew each and every item on the spreadsheet. We’ve moved past that. Clients weren’t asking the right questions and agencies weren’t giving the right answers. Transparency, more so today, means education for clients.”*

Data: It's Complicated

- The complexity of data and data discovery touched every panel and presentation at the 4A's Data Summit. Naturally, fresh and accurate data should always be the starting point, but many panelists lamented the potential pitfalls of exploring data from multiple sources. Pushing for focus and simplicity is critical.
- During a fireside chat between MMA's Greg Stuart and Bank of America's Lou Paskalis, the veteran marketers urged agencies to reframe the data conversation with clients.
- "We're spending too much time on the wrong application of the data. Clients need to take a breather, step back and say, 'What are we really trying to do with our marketing investment?'" Paskalis posed.





Paskalis on What all Clients Should be Doing

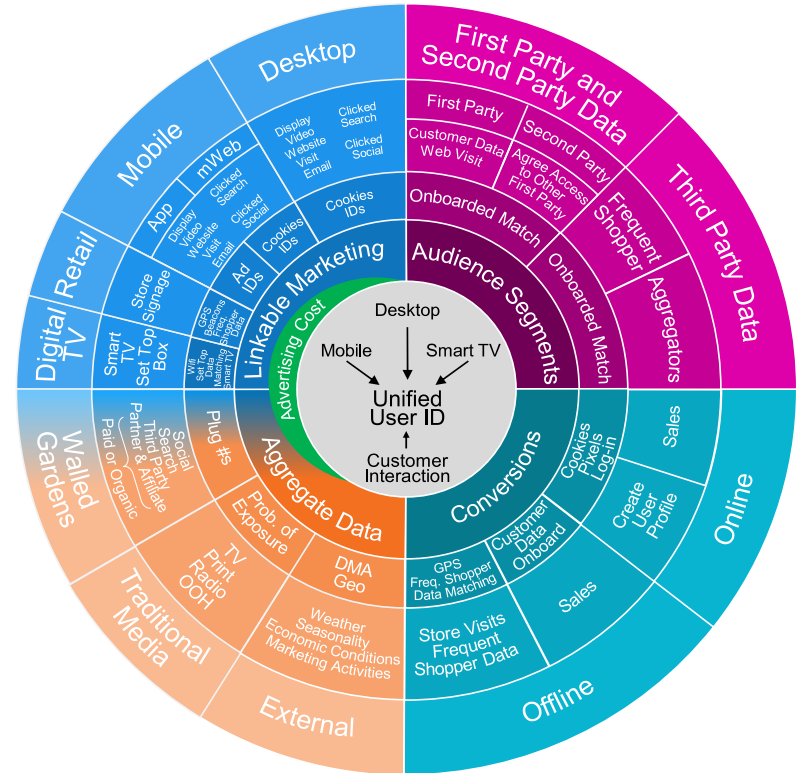
Marketers need to have a customer lifetime value model set up in-house. And, is marketing contributing to that conversation? It should be.

Clients need a customer data platform. Your first and third-party data systems need to be connected in real time.

Clients need a multi-touch attribution system in place. It is not easy, and it won't be perfect. But without it, very little content actually drives business outcome.

Data: It's Complicated

“If you have any type of diversified marketing execution, many people will touch many platforms in order to execute for you. It will be quite an achievement to create processes that help you answer simple questions,” said Katrin Ribant of Datorama.



Source: MMA



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The “Smart Data, Smart Strategies” panel moderated by Kelly Liyakasa of AdExchanger and featuring Sharona Sankar King, BBDO; Andy Fisher from Merkle; Whitney Jones, DigitasLBi; and Michael Kaushansky of Havas spent a good amount of time debating the quality of third-party data. Said BBDO’s Sankar King, “When we’re looking at data quality, how representative is it to what’s actually happening? You need to identify where the biases are and adjust for that.”



*...And
That's a
Wrap!*

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