

Removing Customer Assumptions with Data



pushTM

Product Creation isn't Where you Should Create Assumptions About Your Customer

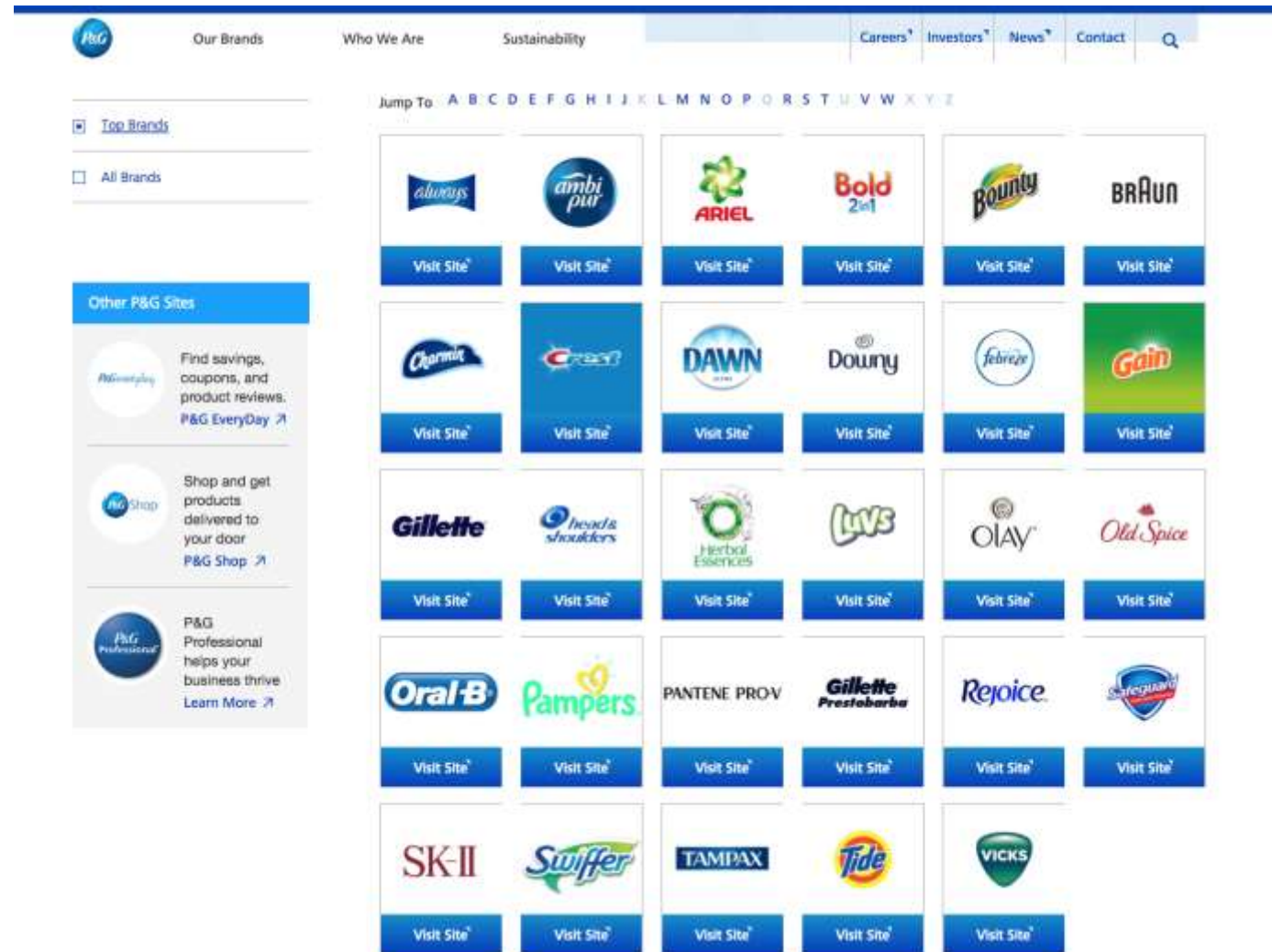
Introduction

Building Tests to know what works

John Wanamaker *“Half the money I spend on advertising is wasted; the trouble is I don’t know which Half”*

Old School Marketing

Proctor and Gamble the Masters of Old Style Marketing



The problem with becoming out of touch with the customer

Kodak



© Kodak

The Client – Agency Handbook

- Understanding
- Limitations
- KPI's
- Working towards a goal
- Time Line

THE RULES OF MARKETING

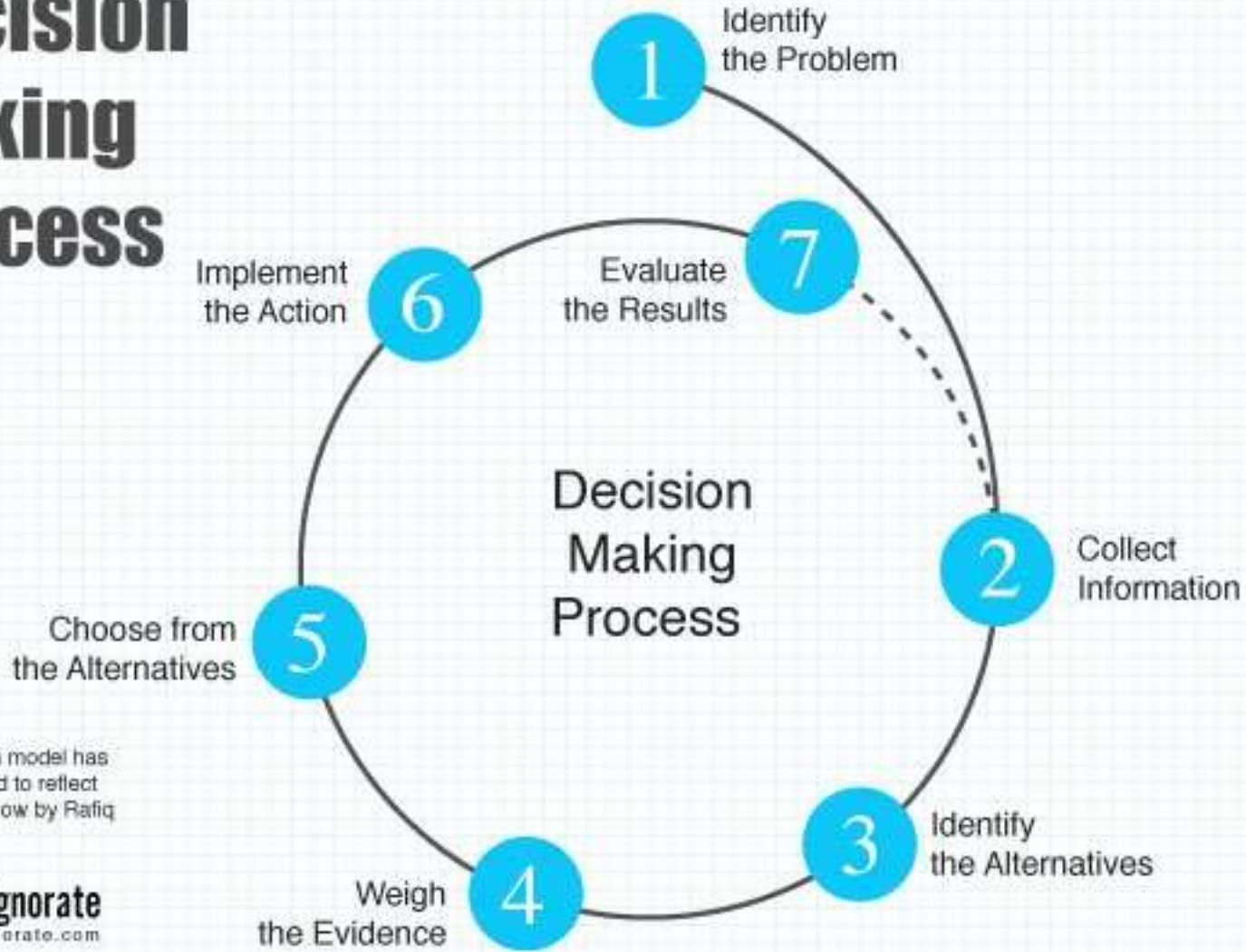
- WHO, PRECISELY, ARE YOU TRYING TO REACH?
- WHAT CHANGE ARE YOU TRYING TO MAKE?
- HOW WILL YOU KNOW IF IT'S WORKING?
- HOW LONG BEFORE YOU WILL LOSE PATIENCE?
- HOW LONG BEFORE SOMEONE ON YOUR TEAM GETS TO CHANGE THE MISSION?
- HOW MUCH TIME AND MONEY ARE YOU PREPARED TO SPEND?
- WHO GETS TO APPROVE THIS WORK?
- WHO ARE YOU TRYING TO PLEASE OR IMPRESS?

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The Problem

I want to know everything

Decision Making Process



This common model has been modified to reflect the iterative flow by Rafiq Elmansy.

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Search Terms

Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords. [Learn more](#)

Add as keyword Add as negative keyword

<input type="checkbox"/>	Search term	Match Type [?]	Added / Excluded [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?] ↓
	Total			197	13,383	1.47%	£1.32	£259.19	4.7	9.00
<input type="checkbox"/>	gdpr assessment questionnaire	Phrase match	None	2	1	200.00%	£2.54	£5.08	3.0	1.00
<input type="checkbox"/>	gdpr foundation exam	Phrase match	None	1	1	100.00%	£0.50	£0.50	5.0	1.00
<input type="checkbox"/>	gdpr reasons for processing medical information	Phrase match	None	1	1	100.00%	£2.01	£2.01	2.0	1.00
<input type="checkbox"/>	gdpr dsar procedures	Phrase match	None	1	1	100.00%	£0.46	£0.46	5.0	1.00
<input type="checkbox"/>	gdpr staff awareness	Phrase match	None	2	3	66.67%	£0.87	£1.74	3.7	1.00
<input type="checkbox"/>	what is the reason for gdpr	Phrase match	None	1	1	100.00%	£1.52	£1.52	4.0	1.00
<input type="checkbox"/>	gdpr questions and answers	Phrase match	None	2	1	200.00%	£1.56	£3.12	5.0	1.00
<input type="checkbox"/>	downloadable gdpr action plan	Phrase match	None	1	1	100.00%	£0.45	£0.45	3.0	1.00
<input type="checkbox"/>	gdpr pro eshopy	Phrase match	None	1	1	100.00%	£2.53	£2.53	2.0	1.00
<input type="checkbox"/>	what do i need to include in a risk assessment for gdpr	Broad match	None	1	2	50.00%	£2.54	£2.54	4.5	0.00
<input type="checkbox"/>	gdpr regulation	Phrase match	None	1	11	9.09%	£1.03	£1.03	4.2	0.00
<input type="checkbox"/>	gdpr example of download	Phrase match	None	1	1	100.00%	£0.49	£0.49	5.0	0.00



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LinkedIn: Elliot Kemp

Display Network

How to get more customer data

Campaign: In Market - Travel Europe

Summary | Settings | Performance | History

|| Paused Type: Display Network only - All features [Edit](#) Budget: £20.00/day [Edit](#) Targeting: United Kingdom [Edit](#)

- Ad Groups
- Settings
- Ads
- Ad extensions
- Dimensions
- Display Network
- Labs

- + TARGETING**
- Summary
- Display keywords
- Placements
- Topics
- Interests & remarketing
- Demographics

- All topics ▾
- Segment ▾
- Filter ▾
- Columns ▾
-
-

[View Change History](#)

- Edit ▾
- Automate ▾

<input type="checkbox"/>	●	Topic	Ad group	Status ?	Max. CPC	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Conversions ?	Cost / conv. ?	Conv. rate ?	All conv. ?	View-through Conv. ?
There are no topics in this campaign. Click "+ Targeting" above to start adding topics to your campaign.															
		Total – topics				0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
		Total – all experiments ?				0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
		Total - all				0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
		Total - search				0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
		Total – Display				0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0

<input type="checkbox"/>	<input checked="" type="radio"/>	Audience	Status [?]	Bid adj. [?]	Criterion ID	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Conversions [?] ↓	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through Conv. [?]
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity audiences (reach) › Shoppers	Managed	--	295380638294	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity audiences (reach) › Shoppers › Luxury Shoppers	Managed	+ 20%	296910651745	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity audiences (reach) › Shoppers › Shopaholics	Managed	--	297342949388	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity audiences (reach) › Food & Dining	Managed	--	298229924760	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity audiences (reach) › Media & Entertainment	Managed	--	326804463039	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity audiences (reach) › Beauty & Wellness	Managed	--	326804463079	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity audiences (reach) › Banking & Finance	Managed	--	334585072040	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Affinity audiences (reach) › Vehicles & Transportation	Managed	--	334585072960	0	0	0.00%	£0.00	£0.00	0.00	£0.00	0.00%	0.00	0

Affinity audiences Selected: 16

Search by related term, phrase, or URL

Affinity audiences: 120

- ▶ Custom affinity audiences
- ▼ Banking & Finance
 - Avid Investors
- ▼ Beauty & Wellness
 - Beauty Mavens
- ▶ Food & Dining
- ▶ Home & Garden
- ▶ Lifestyles & Hobbies
- ▶ Media & Entertainment
- ▶ News & Politics
- ▶ Shoppers
- ▶ Sports & Fitness

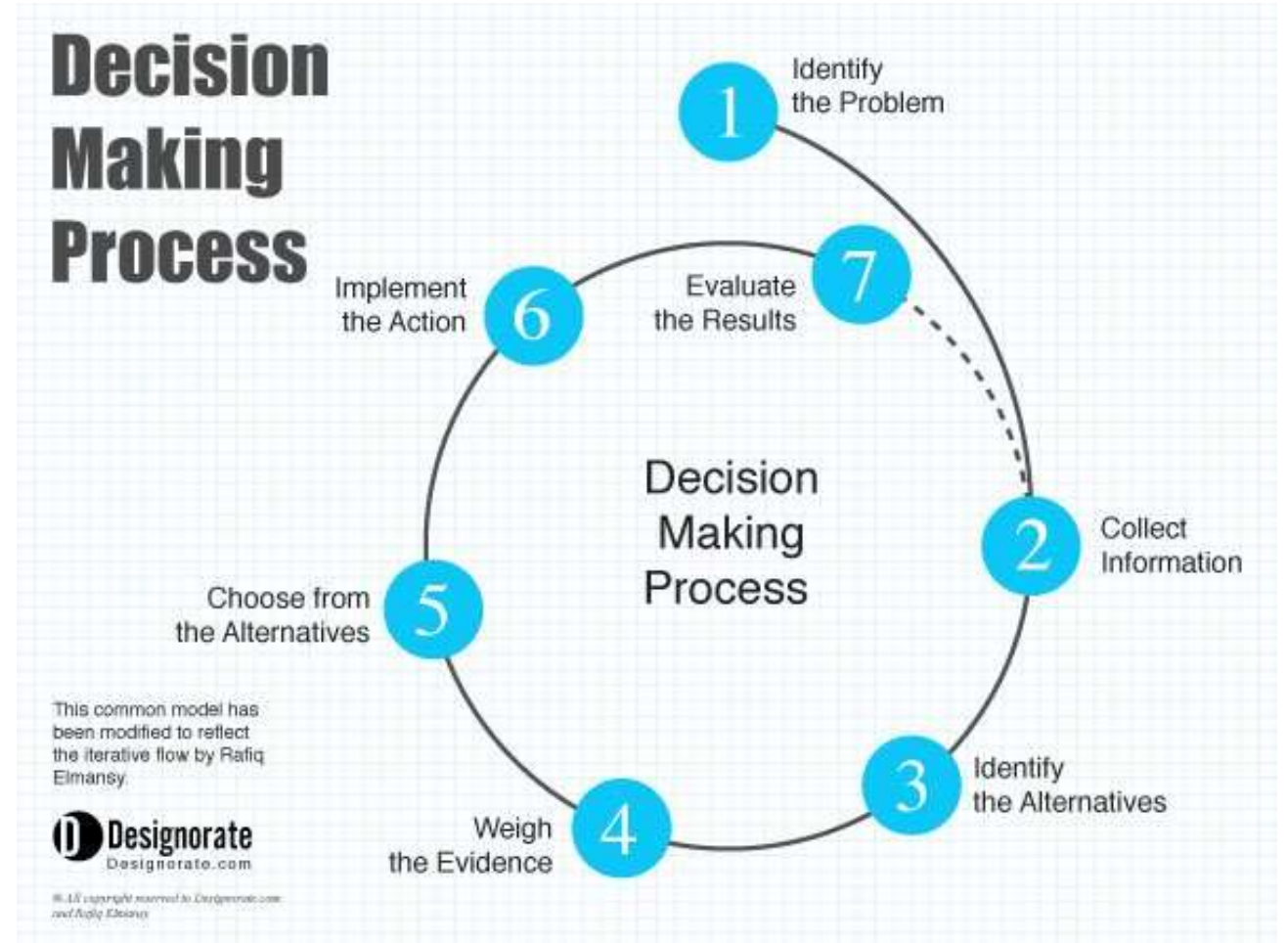
Target and bid
Show ads only to people associated with these lists or categories, with the option to bid on them. [?](#)

Bid only
Add these lists or categories so I can set bids on them, but show ads when my other targeting methods match. [?](#)

Vehicles & Transportation	×
News & Politics	×
Travel	×
Home & Garden	×
Lifestyles & Hobbies	×
Technology	×
Sports & Fitness	×
Beauty Mavens	×
Avid Investors	×

The process

- Take limitations
- Build around limitations
- Build tests to cover
- Review
- Then replace
- Adjust
- Repeat



Remarketing

What list works

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No More Unknowing Connect RLSA and Display

- Create every list you can think of
- Put it all in no bid adjustment
- Build data
- Then adjust

		search ?								
<input type="checkbox"/>	●	Enquiry Completed 30	Competitors	Campaign	Eligible	- 10%	Bid only	0	0	0.
<input type="checkbox"/>	●	Smart List 30	Competitors	Campaign	Eligible	--	Bid only	0	0	0.
<input type="checkbox"/>	●	All Converters	Competitors	Campaign	Eligible	- 50%	Bid only	3	24	12.
<input type="checkbox"/>	●	New Push - Smart list	Competitors	Campaign	Eligible	--	Bid only	0	0	0.
<input type="checkbox"/>	●	new push - page depth >=3	Competitors	Campaign	Eligible	--	Bid only	0	2	0.
<input type="checkbox"/>	●	New push >=4	Competitors	Campaign	Eligible	--	Bid only	0	0	0.
<input type="checkbox"/>	●	New Push - Page Depth >= 5	Competitors	Campaign	Eligible	--	Bid only	0	1	0.
<input type="checkbox"/>	●	New Push - Real Goal Completions	Competitors	Campaign	Eligible	--	Bid only	0	0	0.

Location Targeting

Show me data in my way

Ad Groups

Settings

Ads

Ad extensions

Keywords

Audiences

Dimensions

Labs



View: User locations ▾

Filter ▾

Columns ▾

[View Change History](#)

Country/Territory ↑	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]
Unspecified	20	1,392	1.44%	£0.84	£16.76	2.3	0.00	£0.00	0.00%	0.00
Afghanistan	0	14	0.00%	£0.00	£0.00	2.1	0.00	£0.00	0.00%	0.00
Albania	0	5	0.00%	£0.00	£0.00	2.2	0.00	£0.00	0.00%	0.00
Antarctica	0	1	0.00%	£0.00	£0.00	3.0	0.00	£0.00	0.00%	0.00
Algeria	0	9	0.00%	£0.00	£0.00	1.9	0.00	£0.00	0.00%	0.00
Andorra	0	1	0.00%	£0.00	£0.00	10.0	0.00	£0.00	0.00%	0.00
Angola	0	31	0.00%	£0.00	£0.00	2.3	0.00	£0.00	0.00%	0.00
Antigua and Barbuda	0	6	0.00%	£0.00	£0.00	1.8	0.00	£0.00	0.00%	0.00
Azerbaijan	0	46	0.00%	£0.00	£0.00	2.5	0.00	£0.00	0.00%	0.00
Argentina	0	22	0.00%	£0.00	£0.00	2.5	0.00	£0.00	0.00%	0.00
Australia	1	306	0.33%	£0.39	£0.39	2.3	0.00	£0.00	0.00%	0.00
Austria	0	138	0.00%	£0.00	£0.00	2.2	0.00	£0.00	0.00%	0.00

+ LOCATIONS					
Set bid adjustment Remove View location reports					
<input type="checkbox"/>	Location	Bid adj.	Clicks	Impr.	CTR
Total			254	5,073	5.01%
<input type="checkbox"/>	London, England, United Kingdom	—	20	491	4.07%
<input type="checkbox"/>	Scotland, United Kingdom	—	19	397	4.79%
<input type="checkbox"/>	Glasgow, Scotland, United Kingdom	—	9	117	7.69%
<input type="checkbox"/>	Northern Ireland, United Kingdom	—	5	90	5.56%
<input type="checkbox"/>	Birmingham, England, United Kingdom	—	4	30	13.33%
<input type="checkbox"/>	Belfast, Northern Ireland, United Kingdom	—	4	30	13.33%
<input type="checkbox"/>	Liverpool, England, United Kingdom	—	3	52	5.77%
<input type="checkbox"/>	Oxford, England, United Kingdom	—	3	11	27.27%
<input type="checkbox"/>	Sheffield, England, United Kingdom	—	3	28	10.71%
<input type="checkbox"/>	Isle of Man, United Kingdom	—	2	9	22.22%
<input type="checkbox"/>	Wales, United Kingdom	—	2	68	2.94%
<input type="checkbox"/>	Alresford, England, United Kingdom	—	2	1	200.00%
<input type="checkbox"/>	Epsom, England, United Kingdom	—	2	10	20.00%
<input type="checkbox"/>	Ferndown, England, United Kingdom	—	2	4	50.00%
<input type="checkbox"/>	Horsham, England, United Kingdom	—	2	8	25.00%
<input type="checkbox"/>	Nottingham, England, United Kingdom	—	2	16	12.50%
<input type="checkbox"/>	Reading, England, United Kingdom	—	2	10	20.00%
<input type="checkbox"/>	Southsea, England, United Kingdom	—	2	5	40.00%
<input type="checkbox"/>	Saint Helens, England, United Kingdom	—	2	9	22.22%
<input type="checkbox"/>	Suffolk, England, United Kingdom	—	2	26	7.69%
<input type="checkbox"/>	Tattenhall, England, United Kingdom	—	2	2	100.00%



Problems

What we have to be aware of

Limiting factors

- Understanding
- Limitations
- KPI's
- Working towards a goal
- Time Line

THE RULES OF MARKETING

- WHO, PRECISELY, ARE YOU TRYING TO REACH?
- WHAT CHANGE ARE YOU TRYING TO MAKE?
- HOW WILL YOU KNOW IF IT'S WORKING?
- HOW LONG BEFORE YOU WILL LOSE PATIENCE?
- HOW LONG BEFORE SOMEONE ON YOUR TEAM GETS TO CHANGE THE MISSION?
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- WHO GETS TO APPROVE THIS WORK?
- WHO ARE YOU TRYING TO PLEASE OR IMPRESS?

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Results

How Does This Pan Out?



THANK YOU