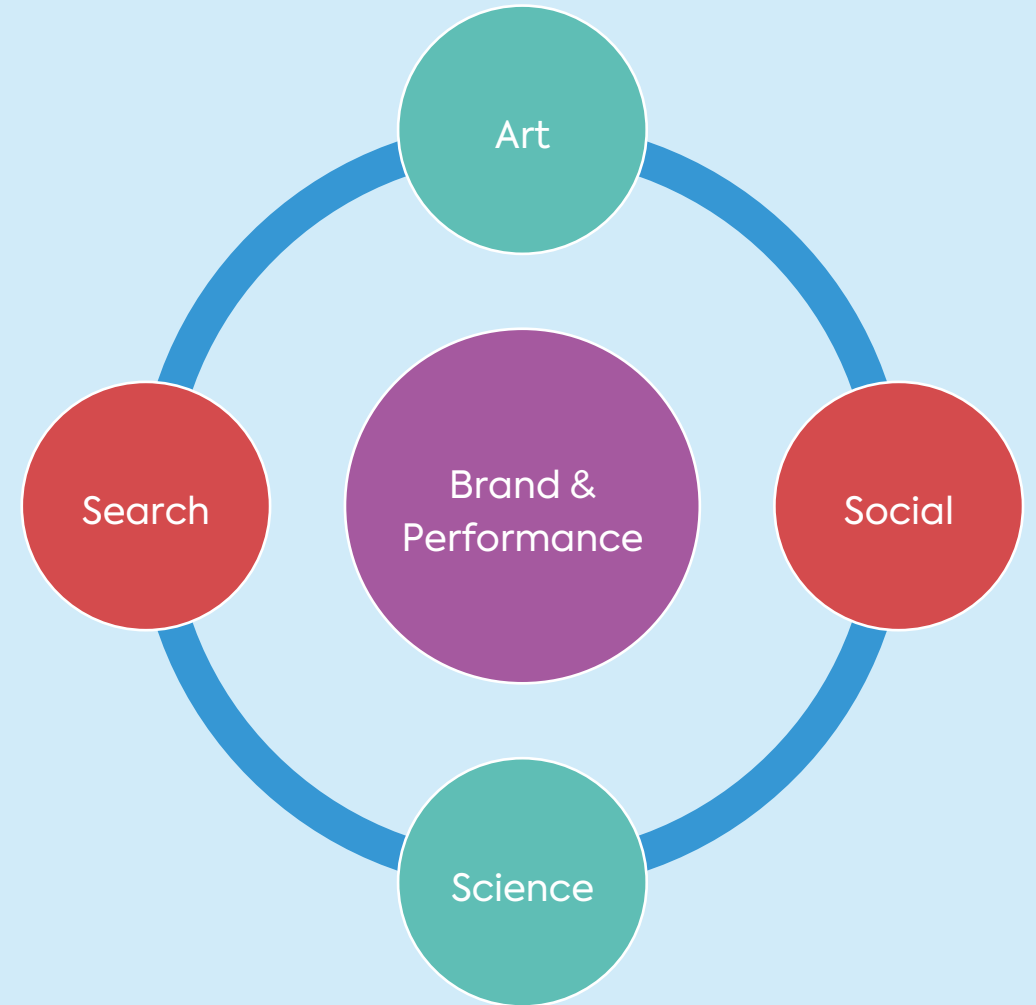
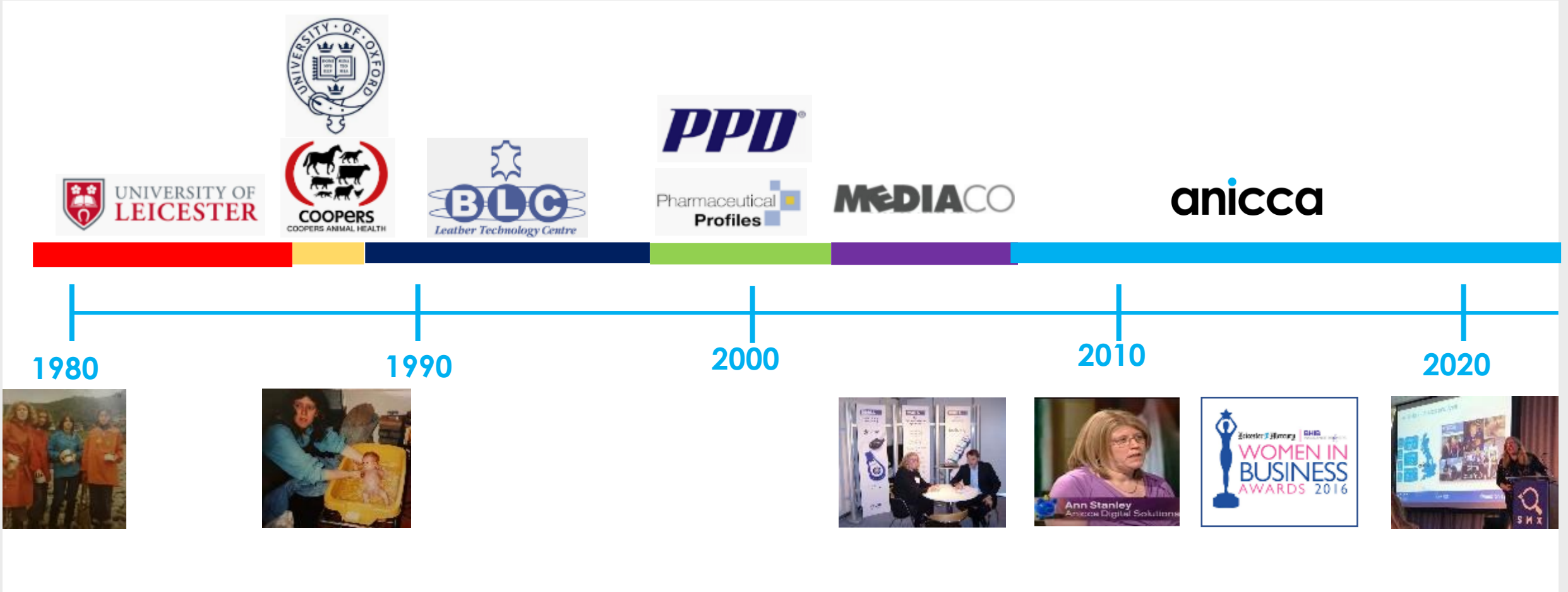


# Introducing Digital Science's Data Integration Services

Ann Stanley  
CEO & Founder of Anicca Digital  
September 2022



# My career in science & marketing



# About Anicca

**2007**

*Est*

**27**

*Crew*

**45+**

*Clients*

Supporting your digital ambitions.

**No Ego and No Bull**, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

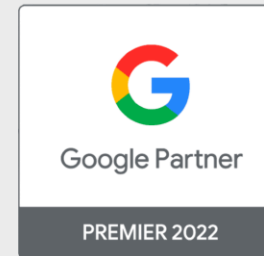
Our multi award winning agency in the heart of Leicester speaks for itself.



# Recognised in the Industry

From platform partners to globally recognised accreditation; we work hard to earn your trust and we aim to keep it.

We endeavour to prove our place in the industry with our awards and accreditations, giving you peace of mind that we are your right partner.



Experience

# *Our Pedigree*

We have vast experience of working with companies that manufacture or build their own products.

Our deep understanding and sharp focus on these specific industries is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.

- Construction Industry
- Global Distribution Network
- Logistics & Supply Chain
- Manufacturing & Supply Chain
- Medical, Health & Scientific



Uber  
for Business



PALLEX



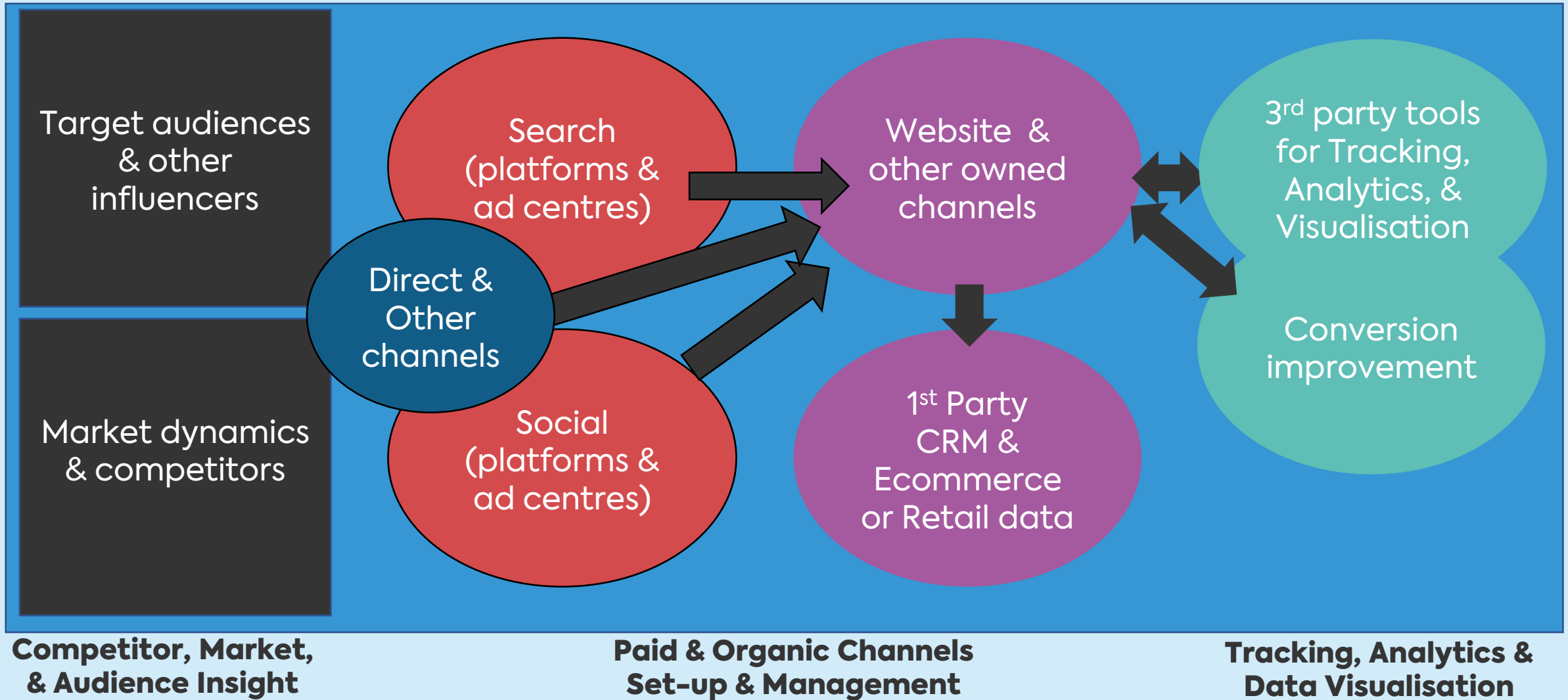
CHARLES BENTLEY  
EST. 1860

# So, who is Digital Science?





# Our digital marketing services

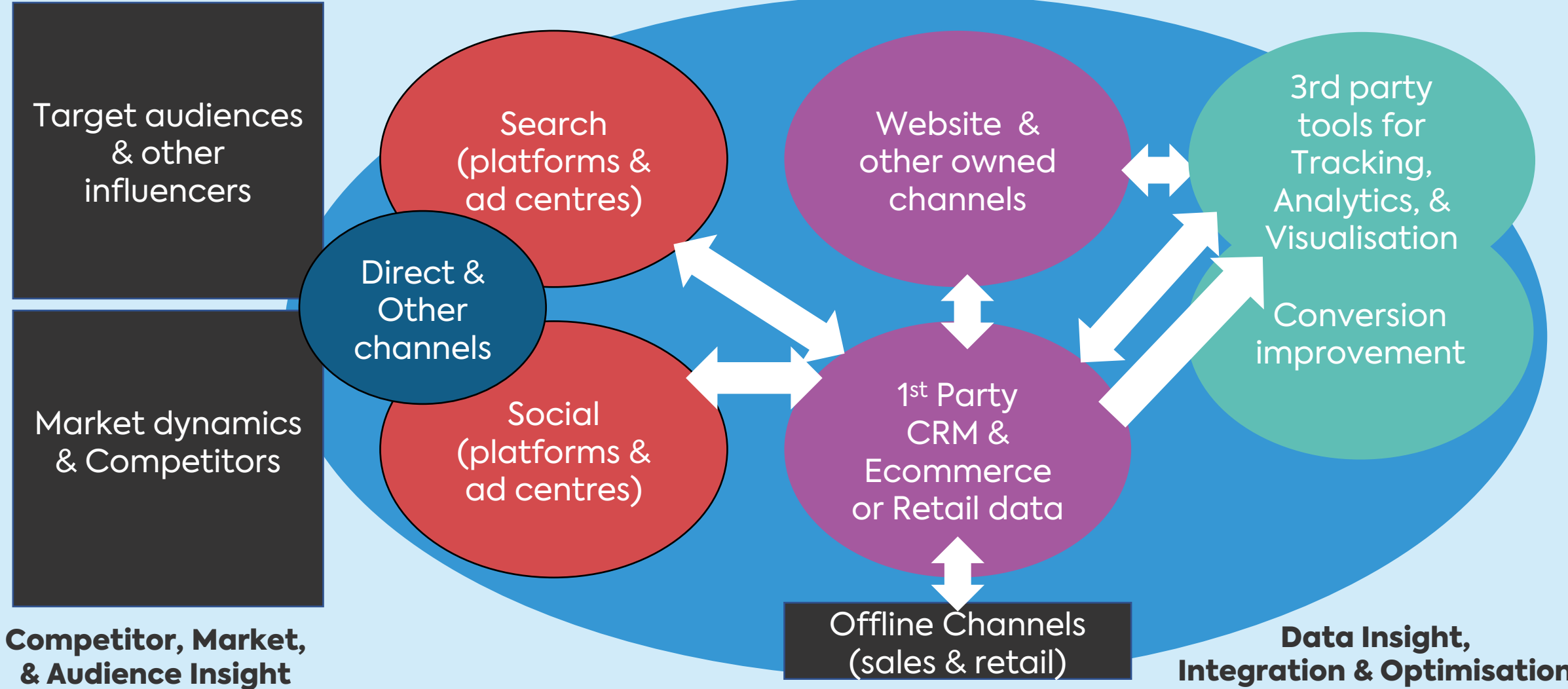


# What does Digital Science do?

AI-based data integration,  
optimisation & automation solutions



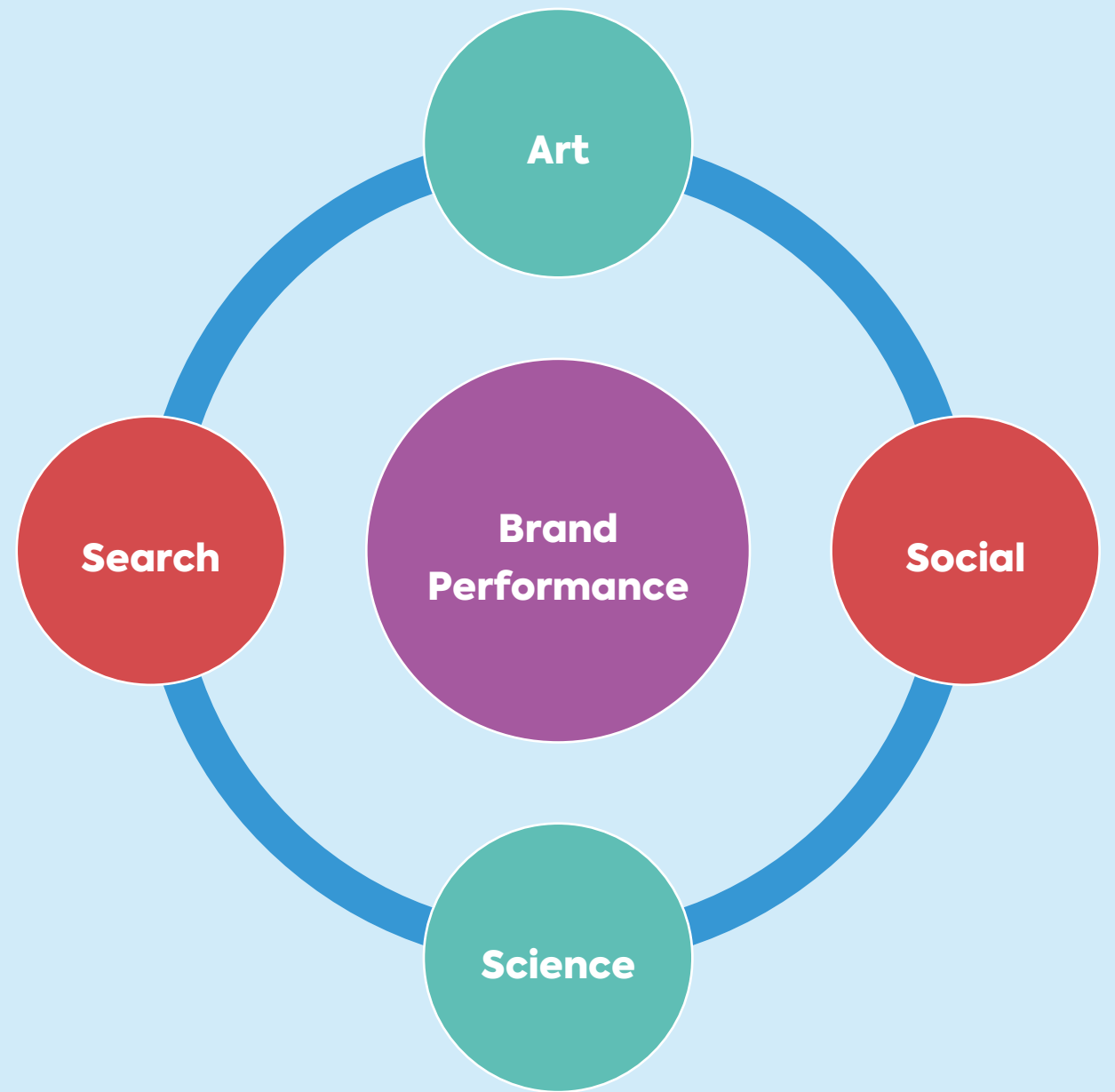
# Data integration & optimisation solutions



# Who would benefit.....

## Client sectors:

- Enterprise ecommerce
- B2B lead generation with offline sales
- Utility & finance (contracted services)
- Database driven sites (automotive, property recruitment, tourism etc.)
- Membership-based sites

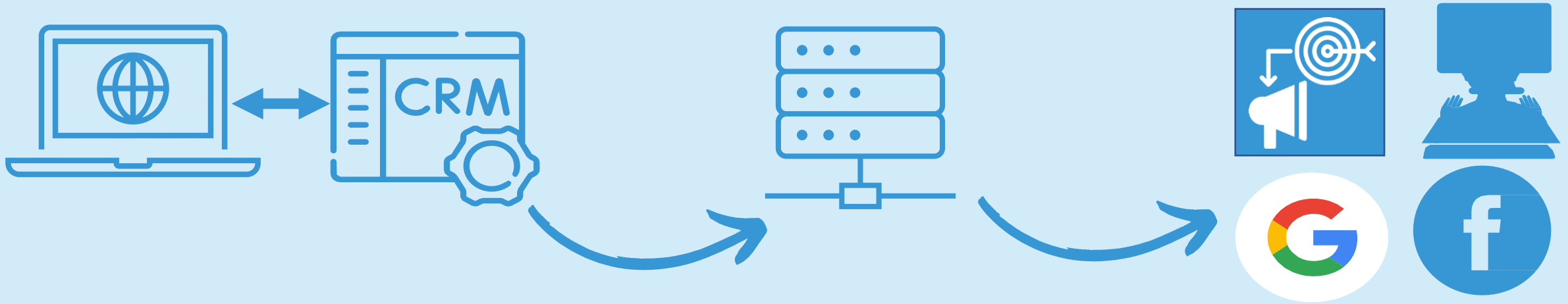


# Module 1: Data Integrator

# Data Integrator



# Data Integrator

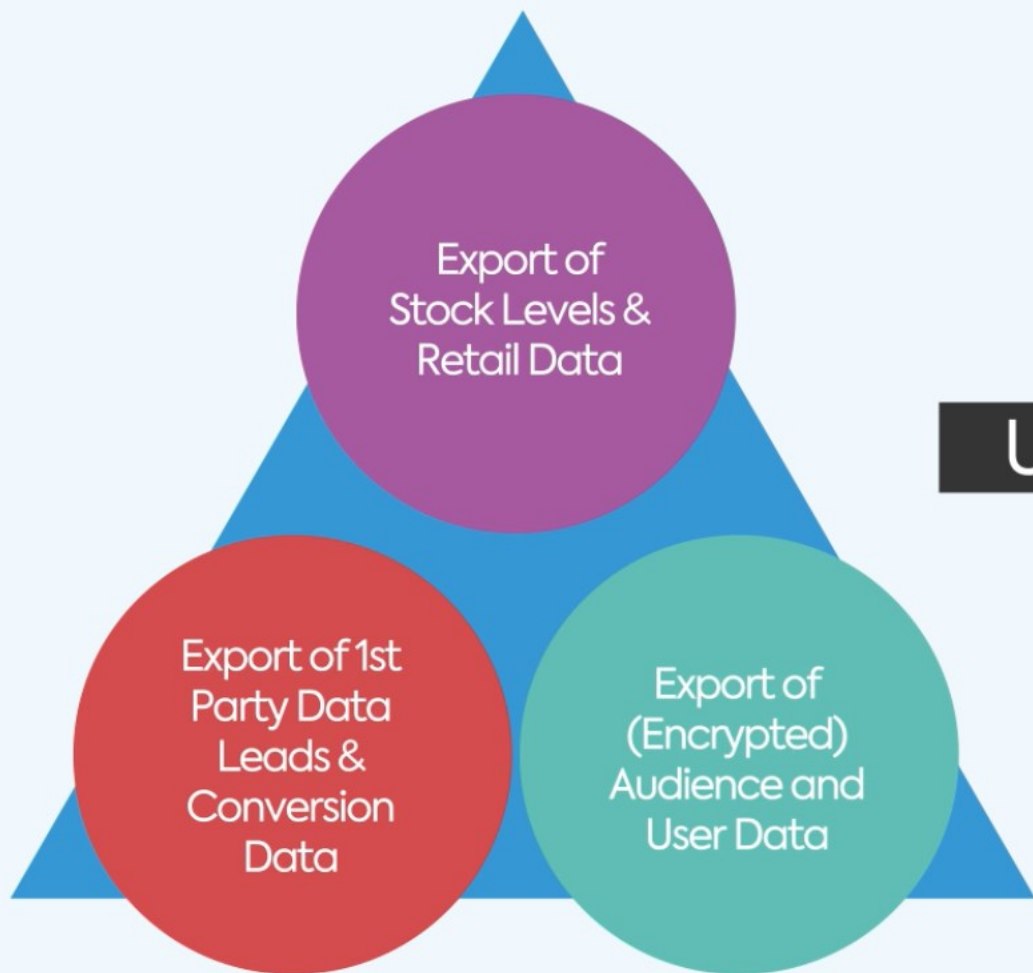


**Website leads tracked through  
to an offline sale  
(within CRM or EPOS)  
CRM data exported to server  
for use elsewhere**

**Website & CRM data exported  
to Cloud server with Big Query  
database.  
Retail & till data can be  
imported & integrated**

**Data processed in batches &  
sent to ad platforms (or  
Analytics) to upload  
conversion data or create  
audiences**

# Data Integrator



Optimisation Based on Qualified Leads or Sales

Data for Enhanced Conversion Tracking

Campaign Optimisation of Category Pages Based on Stock Levels

Creation of Custom Audience for Prospecting (Lookalikes) & Retention

# Data Integrator (modules & features)

Modules	Features
<b>Export of 1st Party Data Leads &amp; Sales Conversion Data Into Analytics &amp; Ad Platforms</b>	<ul style="list-style-type: none"><li>• Identify source of lead vs offline sales - optimise budgets based on what channels generates a sale</li><li>• Clean data before sending it over to ads platform - use lead data for optimisation (pseudo ecommerce)</li><li>• Google enhanced conversions tracking</li></ul>
<b>Export of (Encrypted) Audience and User Data for Creation of Custom Audiences</b>	<ul style="list-style-type: none"><li>• Upload data to create audience for lifetime value</li><li>• Negative audience</li><li>• Lookalike audiences for prospecting</li><li>• Upsell or new products</li><li>• Retention campaigns - to market before they defect</li></ul>
<b>Export of Stock Levels &amp; Store Data into Big Query Database</b>	<ul style="list-style-type: none"><li>• Use event tracking to say when a product goes out of stock</li><li>• if a variation is out of stock, then want to lower budgets or manipulate bid for category page</li></ul>



# Module 2: Ad Creator & Optimiser

# Ad Creator & Optimiser

## Data Integrator



## Ad Creator & Optimiser



SEO Campaigns



Digital Science

# Modules 3: Text Ad Creator & Optimiser

# Text Ad Creator (at scale) & Optimiser



**You provide a keyword  
seed list & descriptors  
for ads**



**Creation of thousands of  
keyphrases & ads combinations.  
Uploaded into granular  
campaigns & ad groups**



**Use of search term reports  
to create further ad groups  
or extract for use in SEO**

# Text Ad Creator & Optimiser (modules & features)

Modules	Features
<b>Keyphrase / ads generator &amp; campaign creation at Scale</b>	<ul style="list-style-type: none"><li>• Ideal for creating text campaigns with 1000's of keyphrase combinations, where shopping or feed-based text campaigns are not applicable or available. Can be used conjunction with dynamic search ads (DSA's)</li><li>• Works well where there are many combinations of different brands, models, locations e.g. large automotive, recruitment and property sites</li><li>• This allows seed lists to be created from the known brands, models, etc.</li><li>• These are used to created the combinations of keyphrases, which are then grouped together in campaigns and ad groups</li><li>• Responsive ads are also created for each ad group from combination of the keyphrases and other descriptors you pre-define</li></ul>
<b>Search term optimisation &amp; extraction</b>	<ul style="list-style-type: none"><li>• Search terms are extracted from live campaigns and processed using similar rules to create new ad groups, keyphrase and ad combinations</li><li>• Quality Scores and success of new ad groups are compared with the original ad groups and DSA's to pause the lower performing group (new or original)</li><li>• Search term data and URL performance data can also be extracted for use in SEO</li></ul>

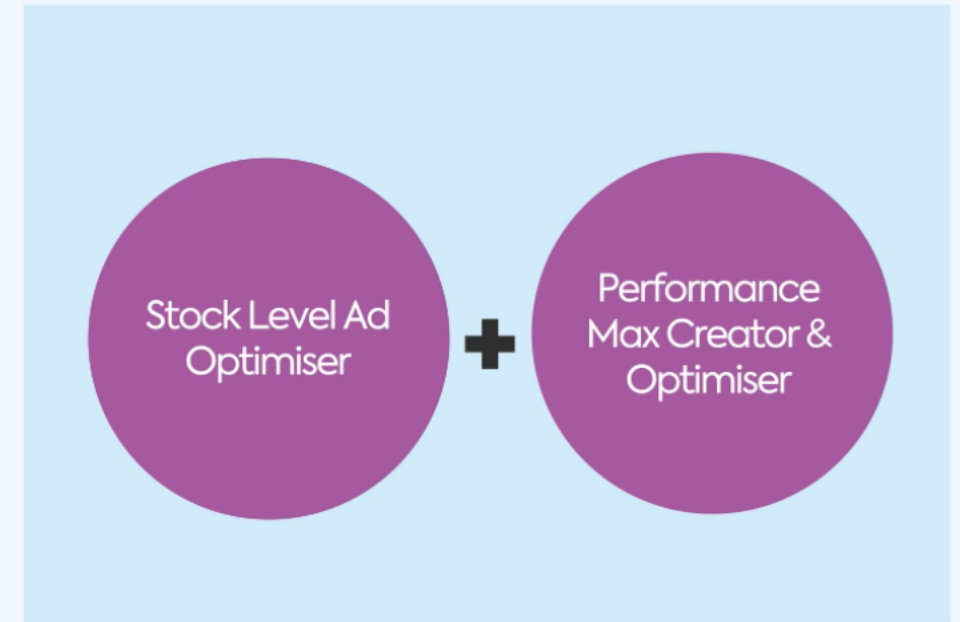
Module 4:  
Shopping Ads  
(Performance Max)  
Ad Creator & Optimiser

# Shopping Ad Creator & Optimiser

## Data Integrator



## Shopping Ad Creator & Optimiser



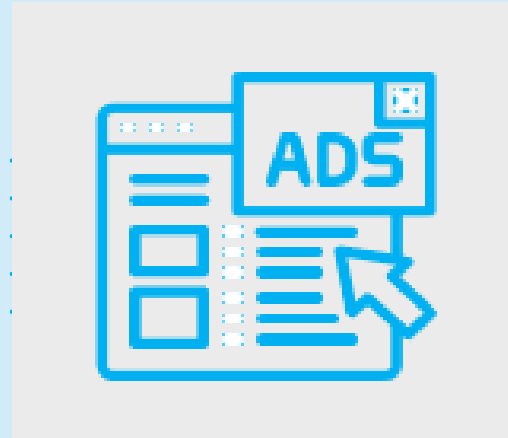
Digital Science



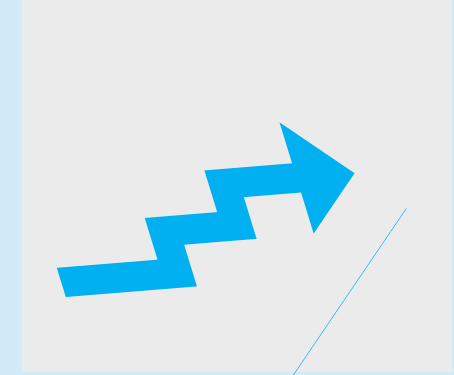
# Stock level optimisation



**Use event tracking to say when a product goes out of stock**



**Use of rules to change bids for campaigns targeting category pages e.g. lower bid or budget when stock is low**

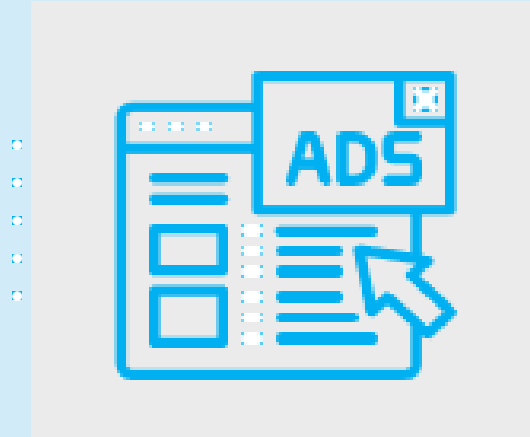


**Use incremental bid adjustments (target ROAS or CPA) to achieve balance of volume & profitability**

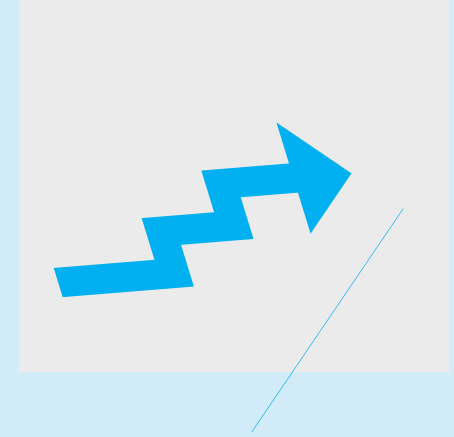
# Performance Max Creator & Optimiser



**Use of parameters & Custom Labels to prioritise products in your feed**



**Creation of 100 Performance Max campaigns with granular listing groups**



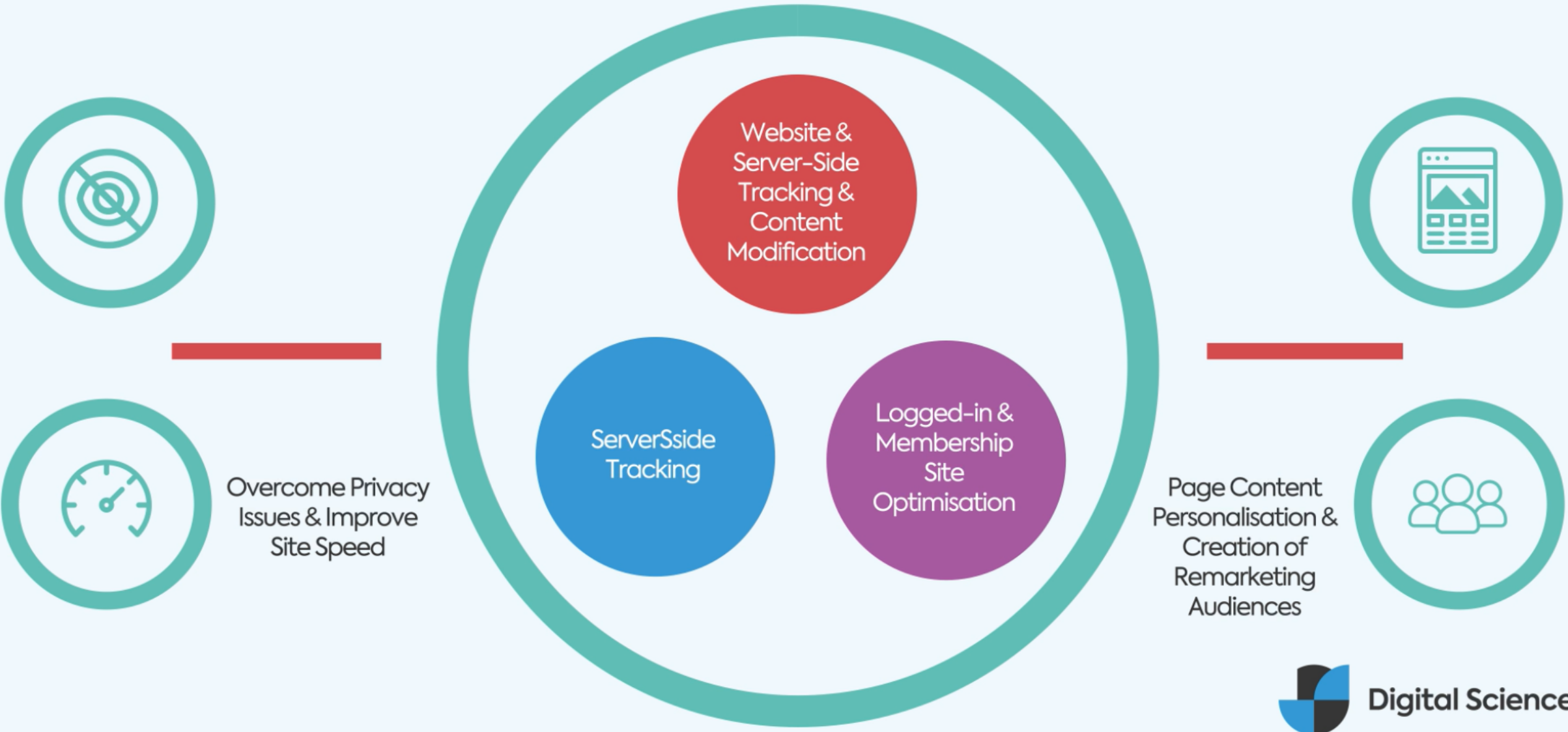
**Use incremental bid adjustments (target ROAS or CPA) to achieve balance of volume & profitability**

# Shopping Ad Creator & Optimiser (modules & features)

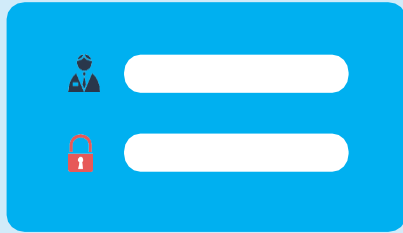
Modules	Features
<b>Stock level Ad Optimiser</b>	<ul style="list-style-type: none"><li>• Use event tracking to say when a product goes out of stock</li><li>• if a variation is out of stock, then want to lower budgets or manipulate bid for category page</li></ul>
<b>Performance Max campaign creator &amp; optimiser</b>	<ul style="list-style-type: none"><li>• Parameters will be created in your website or product feed, to group products according to priorities, margin, sale price, seasonality etc.</li><li>• These parameters are included as a Custom label in your shopping feed and can be used when creating campaigns</li><li>• Our software then creates 100 Performance Max campaigns with very granular listing group structure</li><li>• Optimisation is automated with small incremental changes in bidding strategy, such as changes in target ROAS or CPA</li><li>• Campaigns are replaced if performance drops below targets</li></ul>

# Module 5: Server-Side Controller

# Server-Side Controller



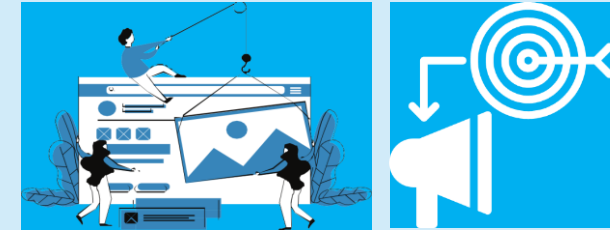
# Server-side controller – personalised content



**Member or customer  
logs in & signal is  
captured**



**User ID matched to  
database in real time &  
user segment identified**



**Site content personalised for  
that user's visit and/or  
remarketing list populated or  
refreshed**

# Server-side controller (modules & features)

Modules	Features
<b>Server-side tracking</b>	<ul style="list-style-type: none"><li>• Server-side tagging, and tracking will become the new normal, as part of the move to privacy.</li><li>• This allows sites to run faster and data can be stored in your own Big Query database, to allow further analysis</li></ul>
<b>Logged-in &amp; membership site optimisation</b>	<ul style="list-style-type: none"><li>• Personalisation of page content whilst known user is on the site –</li><li>• Online portals that require user login e.g. Members only shopping club, can adapt their site content dynamically based on customer profiles (according to their past behaviour).</li><li>• Can also be used for remarketing lists, by creating audience groups from customer profiles</li><li>• Create or refresh remarketing lists based on user behaviour</li></ul>



# Audits & discovery consultations

- Competitor and market audit – benchmark your market share & strategy
- Audience analysis
- Channel audits for search (SEO/PPC) or social, with a discovery call
- Website audits (creative, UX, Analytics & SEO)
- Data integration audit and discovery call
  
- Come and visit us at Stand Q48
- Email me [ann@anicca.co.uk](mailto:ann@anicca.co.uk) or [enquiries@anicca.co.uk](mailto:enquiries@anicca.co.uk)
- Call 0116 298 7857