Digital Science
Data Integration Services

Ann Stanley
CEO & Founder of Anicca Digital
September 2022

Art

Search

Brand & Performance

Social

Science

Digital Science

My career

University of Oxford · University of Leicester · Coopers Animal Health · BLC Leather Technology Centre · PPD · Pharmaceutical Profiles · MediaCo · anicca

1980   1990   2000   2010   2020

Ann Stanley
Anicca Digital Solutions

WOMEN IN BUSINESS AWARDS 2016

Digital Science
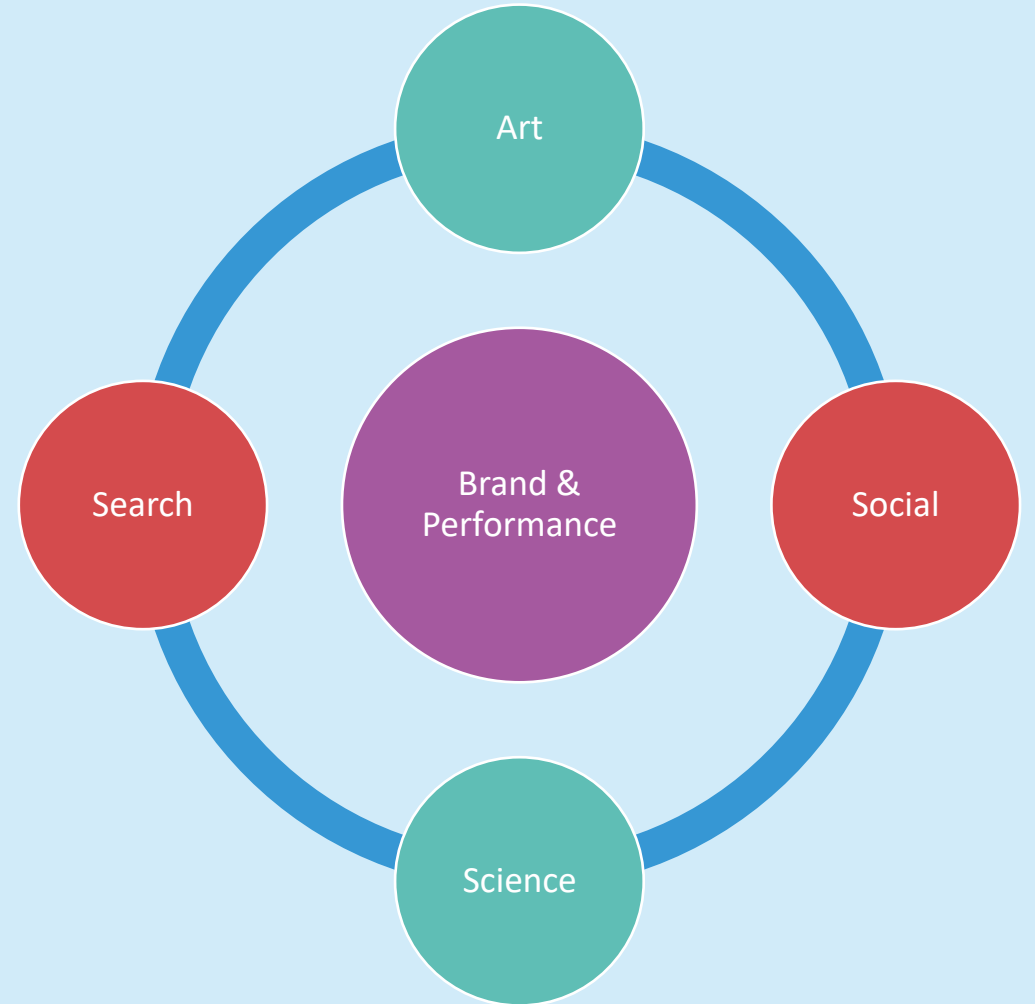
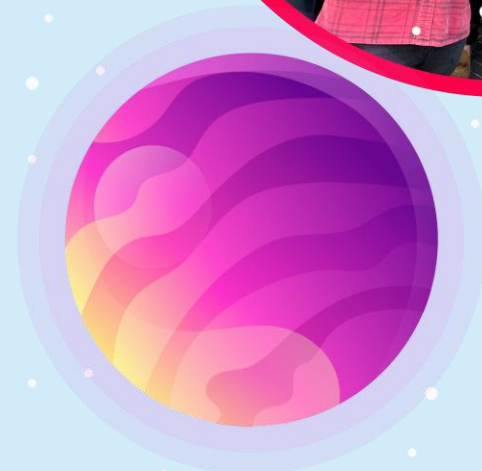# About Anicca

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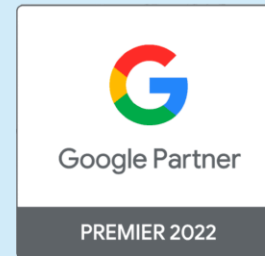
Our multi award winning agency in the heart of Leicester speaks for itself.

Digital Science

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.

Google Partner
PREMIER 2022

∞ Meta
Business Partner

Microsoft
MICROSOFT ADVERTISING
Partner
2022

Digital
Marketing
Institute

LEICESTER
DIGITAL
LIVE

Digital Science

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
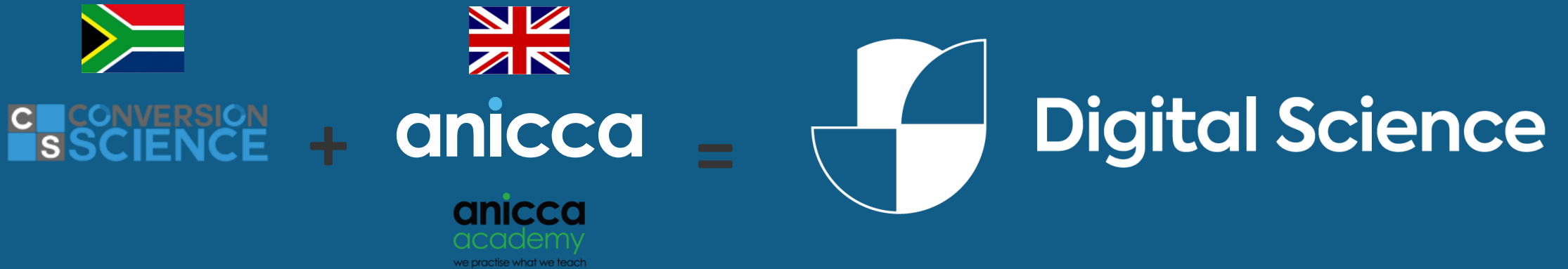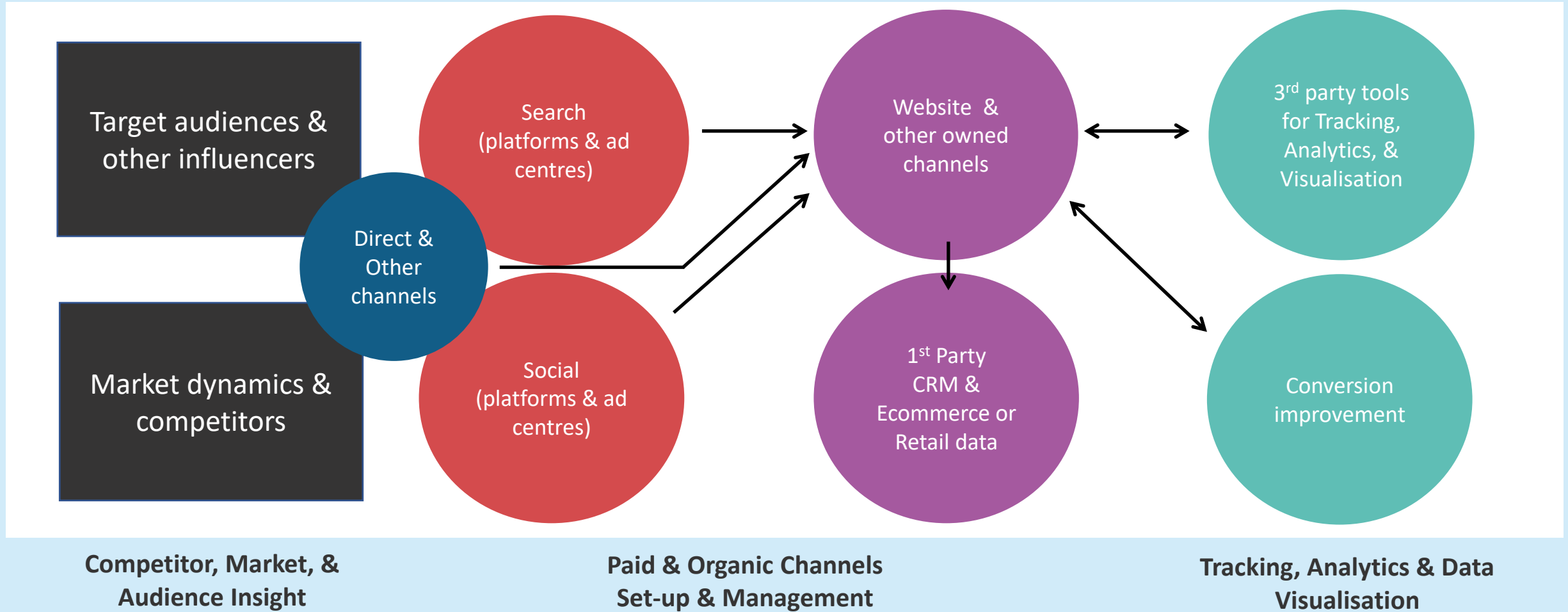- Medical, Health & Scientific

NHS | Uber for Business | AUTOMATION™ ANYWHERE | PALLEX | experian™ | CHARLES BENTLEY EST. 1860
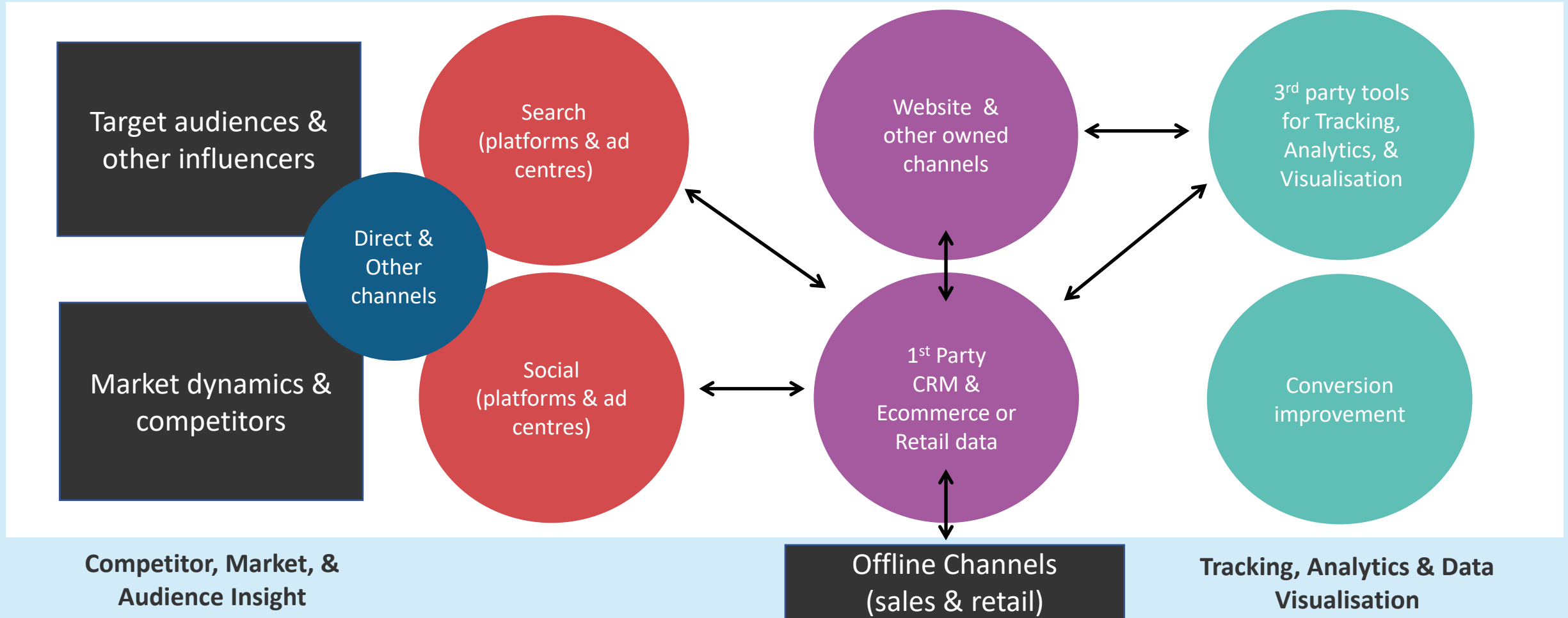
Digital Science

Who is Digital Science?

Digital marketing services

What does Digital Science do?
## AI-based data integration, optimisation & automation solutions

Digital Science

Data integration & optimisation solutions

Target audiences & other influencers

Market dynamics & competitors

Direct & Other channels

Search (platforms & ad centres)

Social (platforms & ad centres)

Website & other owned channels

1st Party CRM & Ecommerce or Retail data

3rd party tools for Tracking, Analytics, & Visualisation

Conversion improvement

Offline Channels (sales & retail)

Competitor, Market, & Audience Insight

Tracking, Analytics & Data Visualisation

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Who would benefit......
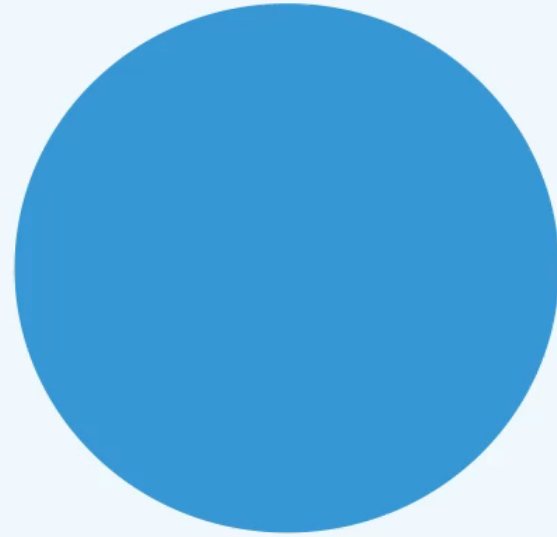
Client sectors:

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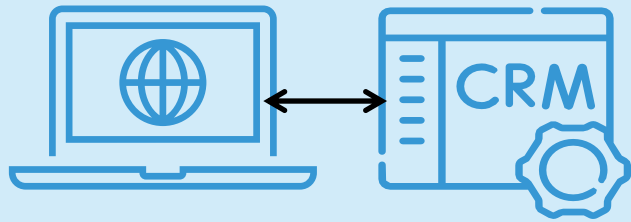- Membership-based sites

Art

Search

Brand Performance

Social

Science

Digital Science
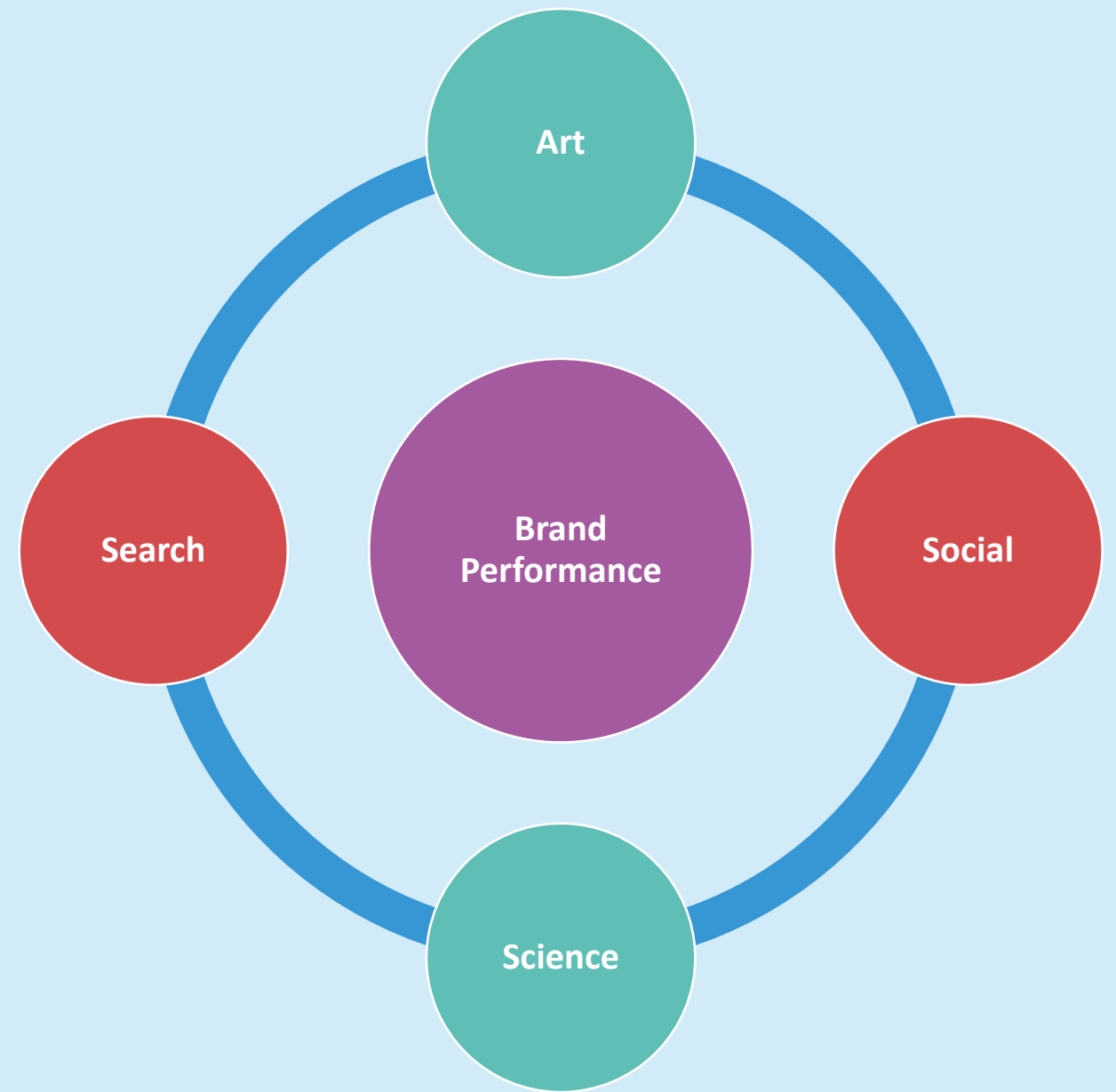
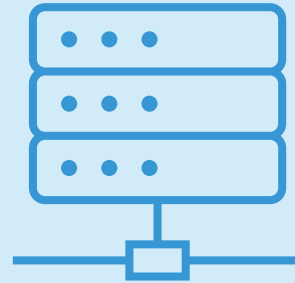# Module 1:

Data Integrator

Data Integrator

Data Integrator

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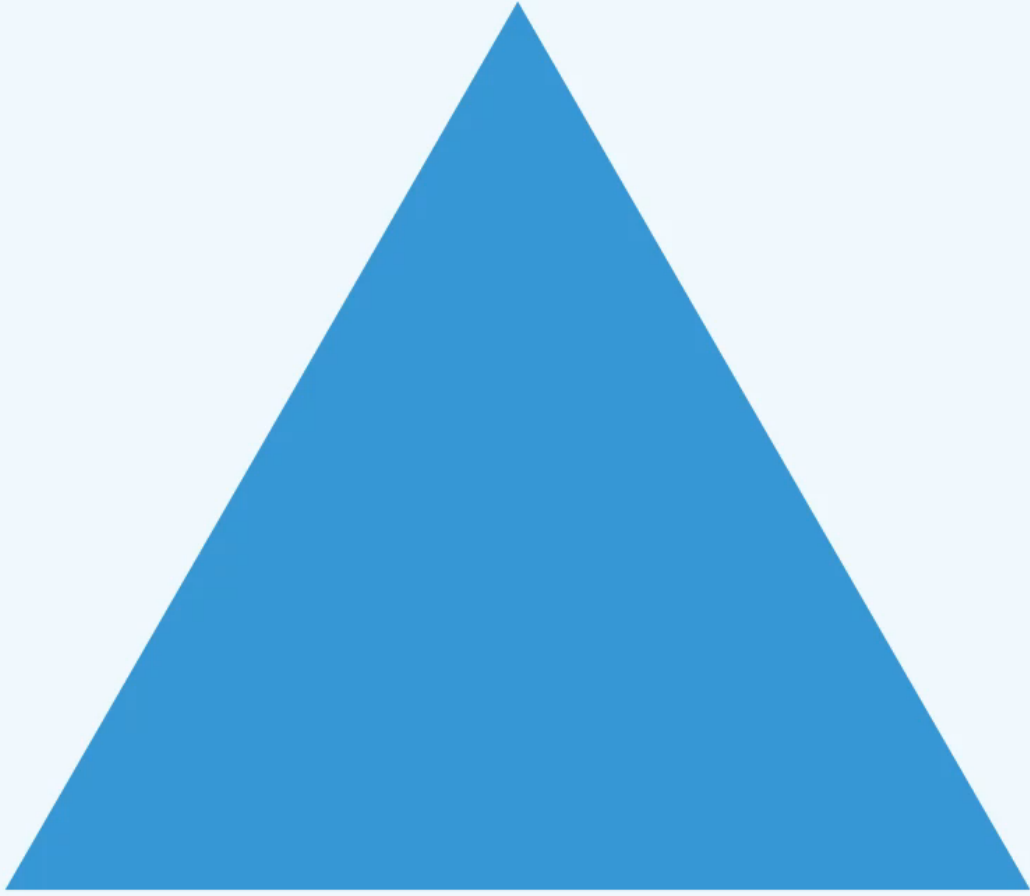
CRM data exported to server for use elsewhere

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 converison data or create audiences

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Data Integrator

Data Integrator (modules & features)

| Modules	Features
Export of 1st Party Data Leads & Sales Conversion Data Into Analytics & Ad Platforms	• Identify source of lead vs offline sales - optimise budgets based on what channels generates a sale • Clean data before sending it over to ads platform - use lead data for optimisation (pseudo ecommerce) • Google enhanced conversions tracking
Export of (Encrypted) Audience and User Data for Creation of Custom Audiences	• Upload data to create audience for lifetime value • Negative audience • Lookalike audiences for prospecting • Upsell or new products • Retention campaigns - to market before they defect
Export of Stock Levels & Store Data into Big Query Database	• Use event tracking to say when a product goes out of stock • if a variation is out of stock, then want to lower budgets or manipulate bid for category page

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Module 2:
Ad creator & Optimiser

Ad Creator & Optimiser
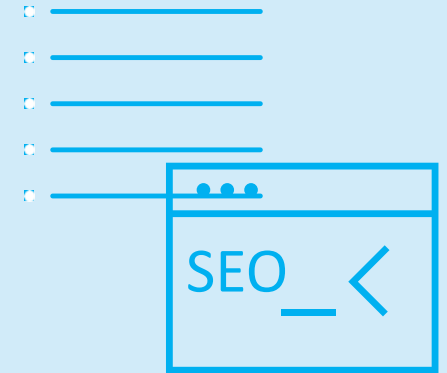
Data Integrator
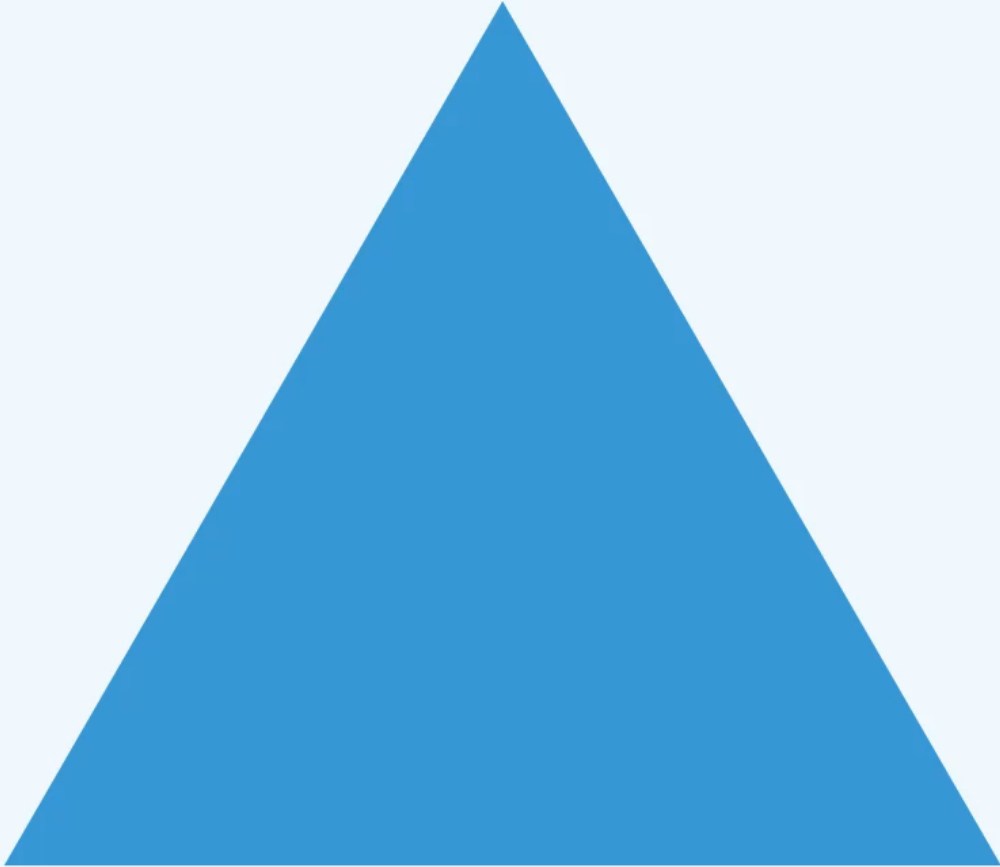
Module 3:

Text ad creator & Optimiser

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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

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Text Ad Creator & Optimiser (modules & features)

| Modules	Features
Keyphrase / ads generator & campaign creation at Scale	• 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) • Works well where there are many combinations of different brands, models, locations e.g. large automotive, recruitment and property sites • This allows seed lists to be created from the known brands, models, etc. • These are used to created the combinations of keyphrases, which are then grouped together in campaigns and ad groups • Responsive ads are also created for each ad group from combination of the keyphrases and other descriptors you pre-define
Search term optimisation & extraction	• Search terms are extracted from live campaigns and processed using similar rules to create new ad groups, keyphrase and ad combinations • 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) • Search term data and URL performance data can also be extracted for use in SEO

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Module 4:

Shopping Ads (Performance Max)
Ad Creator & Optimiser
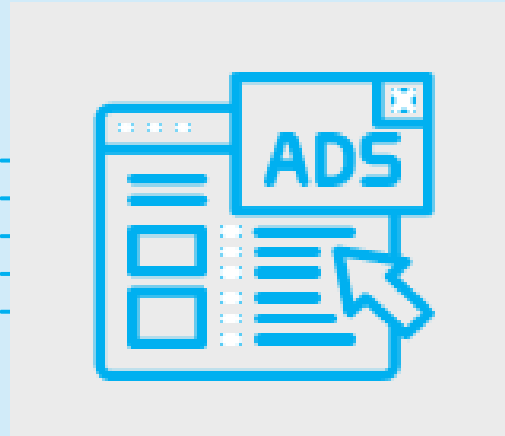
Shopping Ad Creator & Optimiser

Data Integrator
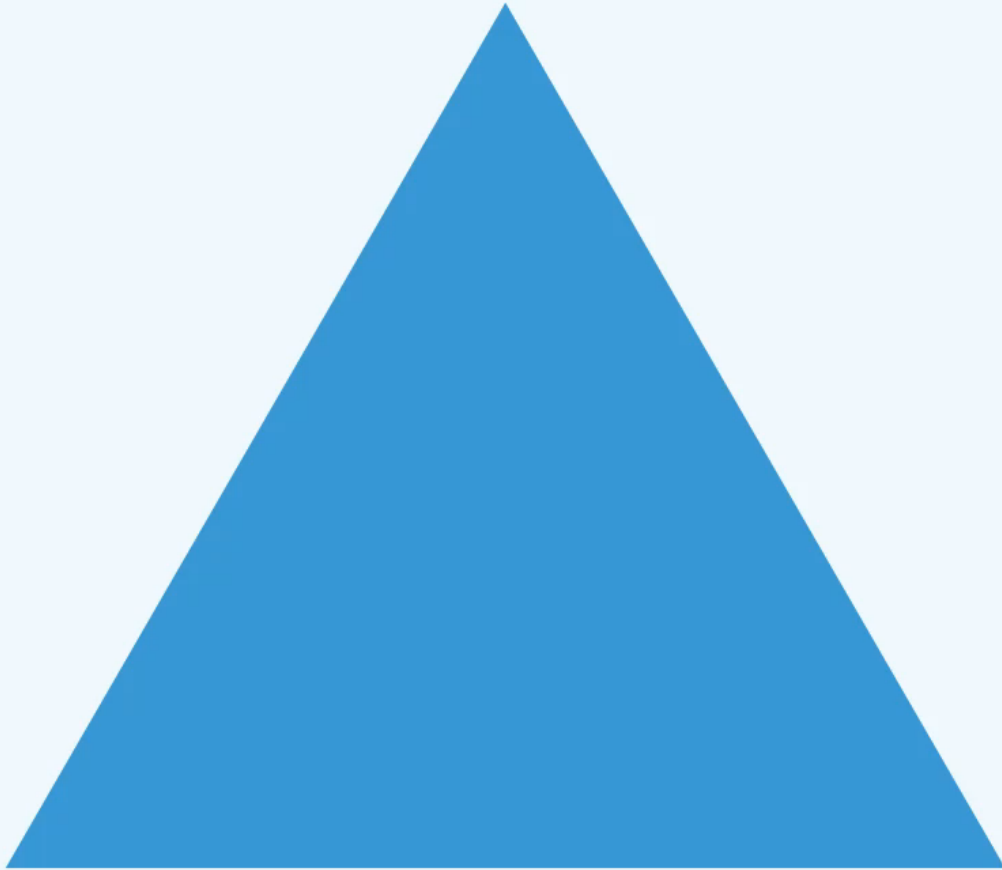
Stock level optimisation
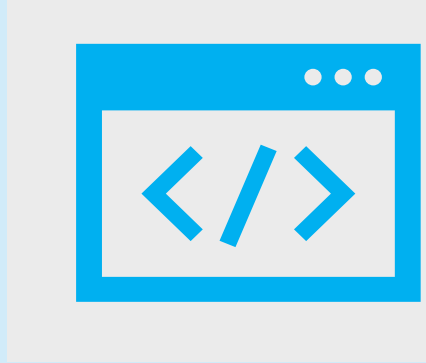
Use event tracking to say when a product goes out of stock

Use of rules to change bids for campaigns targeting category pages e.g. lower bid or budget when stock is low
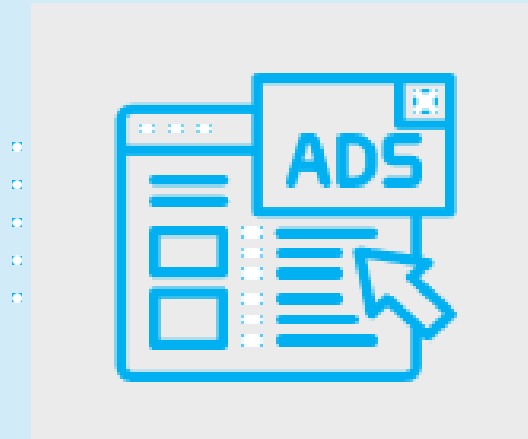
Use incremental bid adjustments (target ROAS or CPA) to achieve balance of volume & profitability

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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

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Shopping Ad Creator & Optimiser (modules & features)

Modules	Features
Stock level Ad Optimiser	• Use event tracking to say when a product goes out of stock • if a variation is out of stock, then want to lower budgets or manipulate bid for category page
Performance Max campaign creator & optimiser	• Parameters will be created in your website or product feed, to group products according to priorities, margin, sale price, seasonality etc. • These parameters are included as a Custom label in your shopping feed and can be used when creating campaigns • Our software then creates 100 Performance Max campaigns with very granular listing group structure • Optimisation is automated with small incremental changes in bidding strategy, such as changes in target ROAS or CPA • Campaigns are replaced if performance drops below targets

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Module 5:
Server-Side Controller

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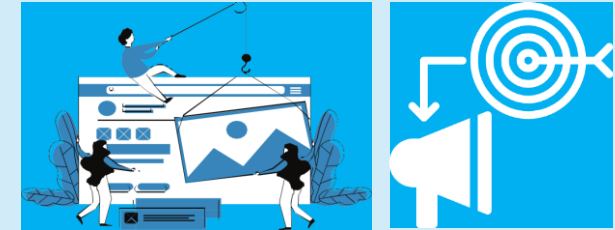# Server-Side Controller

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Server-side controller – personalised content
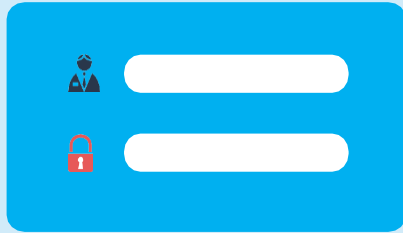
Member or customer logs in & signal is captured

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

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Server-side controller (modules & features)

Modules	Features
Server-side tracking	• Server-side tagging, and tracking will become the new normal, as part of the move to privacy. • This allows sites to run faster and data can be stored in your own Big Query database, to allow further analysis
Logged-in & membership site optimisation	• Personalisation of page content whilst known user is on the site – • 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). • Can also be used for remarketing lists, by creating audience groups from customer profiles • Create or refresh remarkeitng lists based on user behaviour

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 or enquiries@anicca.co.uk

- Call 0116 298 7857

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