



Understanding the New Data Landscape

BY BRUCE BIEGEL



According to Unica, a developer of marketing automation tools, more than 75 percent of marketers are now using some form of online data to

complement their “traditional” (in other words: “offline”) demographic and transactional data for use in developing marketing offers. But marketers still struggle with basic questions: Which data types matter? How should they be compiled? And what will need to be done to make use of this growing mass of visitor, customer, and prospect information?

In the offline world, data acquisition was always a time-consuming and expensive process—often involving telephone books and directories, census information, government records, transaction databases, and warranty or subscription fulfillment cards. Today’s online data is more abundant, easier to compile, and unparalleled in granularity and potential for predictability. Derived from multiple online sources—including e-commerce sites, portals, lead-generation companies, social networks, online publishers, and marketer web sites—the information is typically stored in multiple online databases, integrated with customer databases and licensed to data exchanges, ad networks, and marketers for use in targeting consumer “audiences.”

For many marketers, the goal for *all* data types is to apply them in “integrated” data sets for use in both on- and offline marketing. Many marketers (and publishers, for that matter) are integrating legacy databases (or adding data compiled by third parties) to derive better conversion rates, drive higher ROI, and enable deeper insights into their customers’ preferred communication and transaction channels.

But in order to capture the most value from integrated data, many marketers have

found they must first fundamentally transform their internal operations—breaking down their own marketing execution “silos” and growing more analytically and technically sophisticated—in order to achieve the greatest benefits from available data and segmentation/optimization technologies. But even that is still challenged by a combination of issues surrounding the use of the data, including more stringent privacy guidelines, questions around data ownership and use rights, multiple identifying

locations, addresses and devices, varying rates of decay for the useful life of the data, disappearing data tied to cookies, and lack of a central directory of digital data.

For more information on understanding data, attend Bruce Biegel’s session, “Understanding Digital Data—How Online Data is Changing Direct Marketing,” on Wednesday, July 28. This session is part of the Bridge Conference’s Commercial Marketing Online Strategies Track 3B.

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Online and Offline Audience Data: Types and Typical Online Sources

Types of Audience Data	Description	Primary Online Compilers
Geographic (online, offline)	Contact name tied to physical and/or email addresses	Publishers, e-commerce merchants, online lead generation companies (email), third-party data providers appending to known users
Technographic (online)	Browser data containing browser type, computer type and IP address	Online publishers, e-commerce merchants, ad networks, ad exchanges, data exchanges
Demographic (online, offline)	Data describing the contact as member of a larger population group (e.g. age, income, gender, etc.)	Publishers, e-commerce merchants, third-party data providers appending to known users
Behavioral / Psychographic (online, offline)	Inferred or self-provided attitudinal or (offline) behavioral data	Publishers, e-commerce merchants, ad networks, ad exchanges, data exchanges, third-party data providers appending to known users
Social Graph and Location Data (online)	“Crossover” of geo-/ demographic and/or attitudinal data derived from social media profiles and interactions	Online social networks, user-generated content websites, mobile devices, mobile apps
Transactional (online, offline)	Purchase history data	E-commerce merchants, data exchanges, data co-ops

Source: Winterberry Group LLC 2010

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