MEASUREMENT PEOPLE BRANDS

21.06.2018

borrowmybrain.eu

No1.

Metrics, Tools

iab.
Report
June 2018
45 %
27 %
65 %
35 %

IAB Europe's Digital Brand Advertising and Measurement Report

- Advertisers, Agencies, and Publishers
- Align digital ad measurement with trends and industry demands

77%
Uplift in direct site visits

88%
Purchase intent

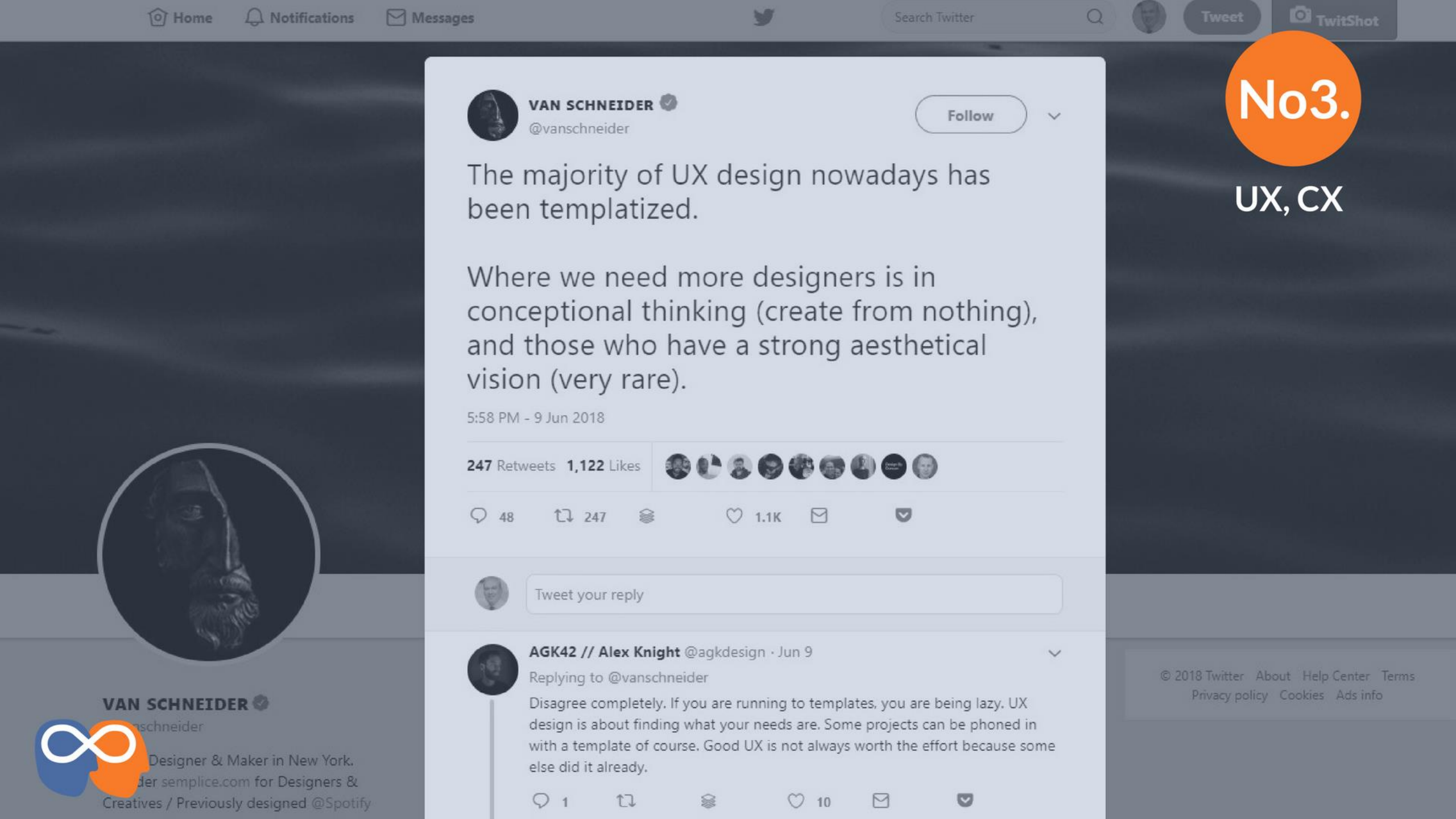
79%
Sales

Yet figures for deployment of these metrics are far lower, with all measured by less than half of stakeholders

No2.

Sales Funnels

Acquisition	Post, Stories, Quiz, Blog, Video, E-mail, Landing pages
Activation	A social issue, CSR, Employer Branding, Sales, Service
Retention	Delivery, Thank you, Add-on benefits, Survey, Customer Value Optimization
Referral	
Revenue	



Home Notifications Messages Search Twitter Tweet TwitShot

No3.

UX, CX

VAN SCHNEIDER
@vanschneider

Follow

The majority of UX design nowadays has been templatized.

Where we need more designers is in conceptional thinking (create from nothing), and those who have a strong aesthetical vision (very rare).

5:58 PM - 9 Jun 2018

247 Retweets **1,122** Likes

48 247 1.1K

Tweet your reply

AGK42 // Alex Knight @agkdesign · Jun 9

Replying to @vanschneider

Disagree completely. If you are running to templates, you are being lazy. UX design is about finding what your needs are. Some projects can be phoned in with a template of course. Good UX is not always worth the effort because some else did it already.

1 10

VAN SCHNEIDER
nschneider

Designer & Maker in New York.
der semplice.com for Designers & Creatives / Previously designed @Spotify

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Leadership experience

Ease of access & Registration experience

Digital Marketplace experience

Shared word-of-mouth

Web

e-Mail

Product Usage & benefits experience

Software Usage experience

Reviews Complaints

Brand (promise)

Sales people

Customer Support experience

Product Design experience

Store

Partner network

PR & Content, Social presence, Sustainability

Call center Marketing experience

Remote Services experience

Green, Society, Goodwill experience

Corporate, PR, Marketing, Retail, Budgets, Acquisitions, Employees, Experiences, Stakeholders, Customers, Technology, Media, Online, Social, Conversion, and KPI’s

the Brand

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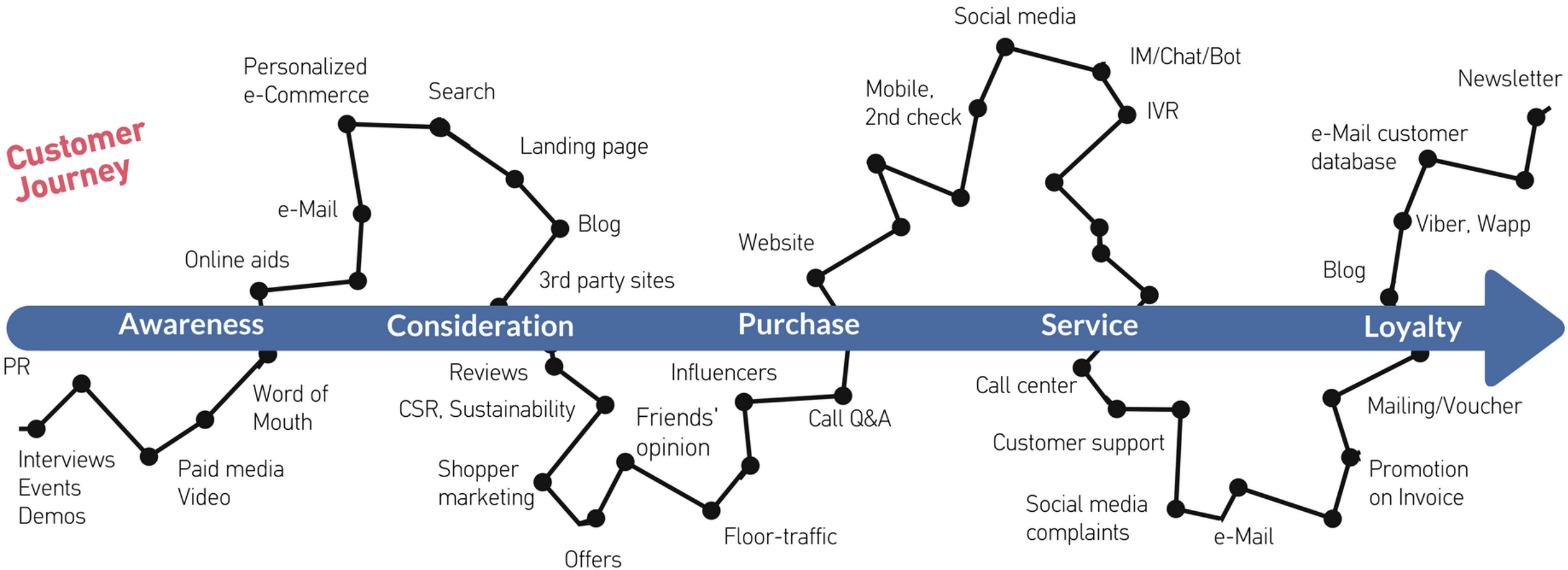
Brand Experience (Content, Storytelling, Value exchange) -> Digital touch-points



Brand Experience (People, Storytelling, Service) -> Physical touch-points

No4.

Privacy

A Bug Caused Millions Of Private Posts To Be Shared Publicly On Facebook

Facebook admitted that the posts of over 14 million users who thought they were sharing privately with their friends may have actually been shared publicly because of a software bug during the month of May 2018.

- Facebook: 2 events
- California: 600K people
- Dubai: 14 million users
- Halifax/Bank of Scotland: 22 million users
- TSB chaos after online banking data leak

No5.

Fake News

The Observer

The great British Brexit robbery: how our democracy was hijacked

A shadowy global operation involving big data, billionaire friends of Trump and the disparate forces of the Leave campaign influenced the result of the EU

Jason Kint
@jason_kint
Following

woah, just noticed this letter quietly posted tonight on @CommonsCMS site. It appears @The_IPA (UK advertising agencies) are calling for a complete ban on micro-targeting with political advertising. Haven't seen press pick up on this yet. cc @sarafischer data.parliament.uk/writtenevidenc ...

16. We would respectfully make two recommendations for this specific form of advertising online.

1. A moratorium on micro-targeted political advertising online. Where we work together to agree a minimum limit for numbers of voters sent individual political messages.

2. A public register for political advertising. This register would require all political advertising creative work to be listed for public display so that messaging whilst not regulated is transparent and accountable for all members of the public to see should they wish.

5:31 AM - 13 Jun 2018

128 Retweets 175 Likes

TTER | SUBSCRIBE

FAST COMPANY

TECHNOLOGY | LEADERSHIP | ENTERTAINMENT | IDEAS | VIDE

06.18.18 | 7:21 AM

40% of users deleted one social media account in the past year

[Photo: rawpixel]

BY MICHAEL GROTHAUS 1 MINUTE READ

And you can guess why: fears over their privacy. That comes to us from research conducted by public relations consultancy Edelman, reports CNBC. **A full 4 out of every 10 people surveyed said they'd closed at least one of their social media accounts in the past year.** As Edelman CEO Richard Edelman told CNBC:

Consent for **ad tracking**

Consent for **personal data** (GDPR)

- Add this & thousands plugins/widgets
- Many tracking of websites
- Ad Tech companies
- Ad exchange servers & DSP's
- Publishers
- Adwords, Search (and paid)
- Gmail ads, Maps, Youtube
- Google network (cross-device targeting)
- Programmatic

Data leakage is also theft of **your audience**

Media owners should ask for regulation

Marketers new scope

Likelihood to re-purchase	Likelihood to recommend: Low	Likelihood to recommend: High
High	“Hostages”	Loyalists
Low	“Defectors”	“Mercenaries”

ADWEAK
@adweak
Following

BREAKING: After A Few Hours Of Google Research, 28-Year-Old, Childless Agency Planner Suddenly Expert On Mom Demographic

11:28 PM - 24 May 2018

244 Retweets **1,133** Likes

21 244 1.1K

ADWEAK
@adweak
Following

BREAKING: Mid-Size Agency Looking For Acct. Coordinator With 2 To 3 Years Experience In Just Writing Down Everything Client Says And Reading It Back To Creative Teams

9:18 PM - 1 Jun 2018

181 Retweets **909** Likes

10 181 909

Shann Biglione
@LeShann
Following

You know what campaigns like It's a Tide Ad and Crocodile Dundee Tourism Australia have in common?

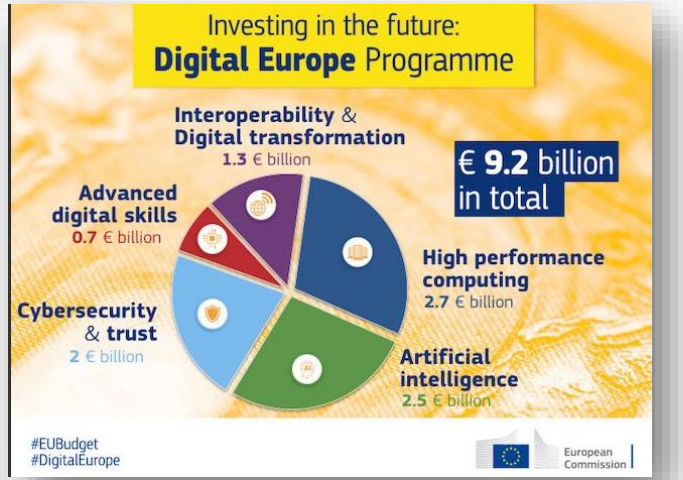
Not AI.
Not VR.
Not AR.
Not big data.
Not Blockchain.
Not social purpose.
Not social war rooms.

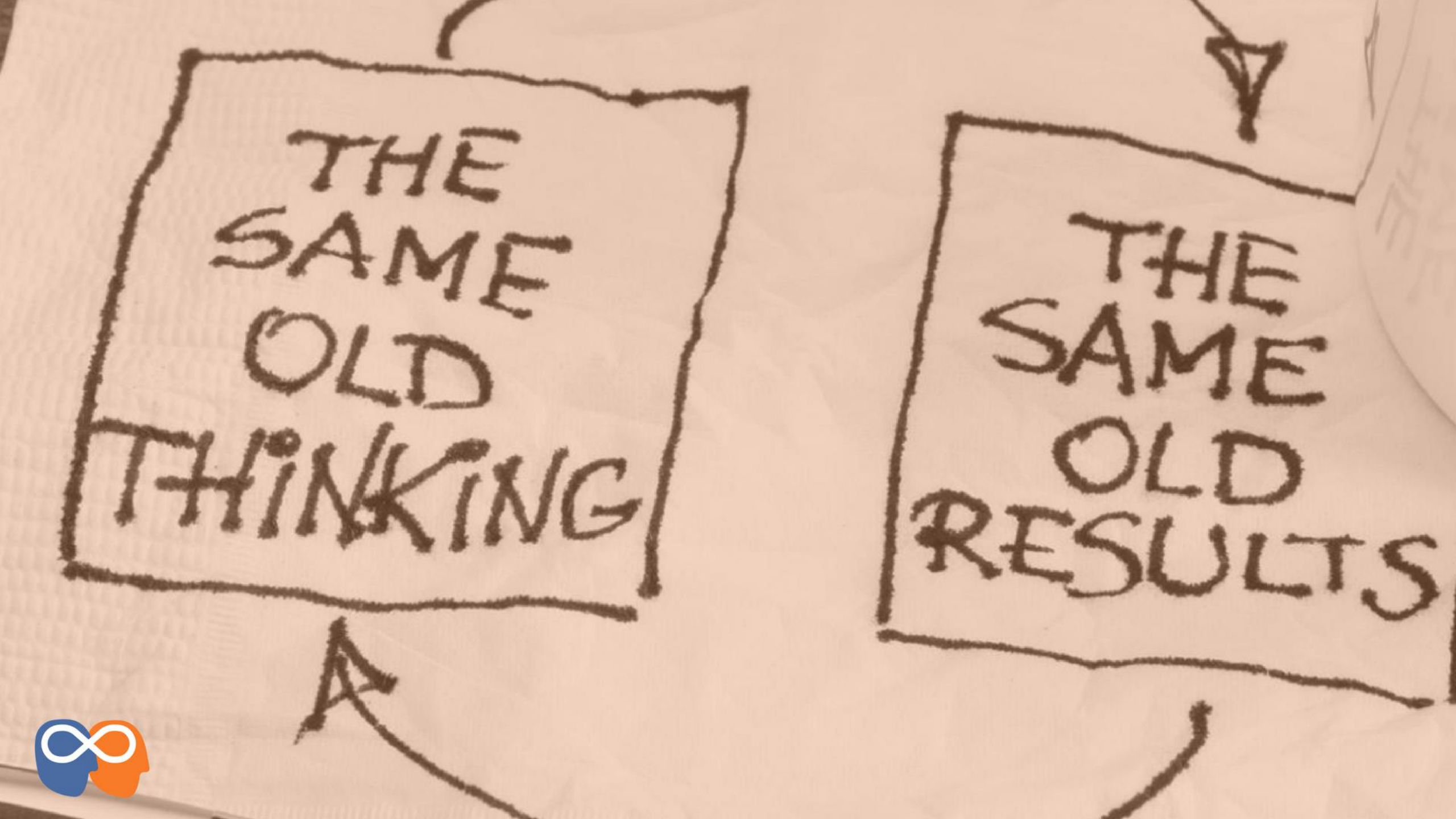
But good old creativity, human empathy, mass reach, and marketers with a spine.

8:59 AM - 9 Feb 2018

185 Retweets **472** Likes

22 185 472




THE SAME OLD THINKING
THE SAME OLD RESULTS

Thank you

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