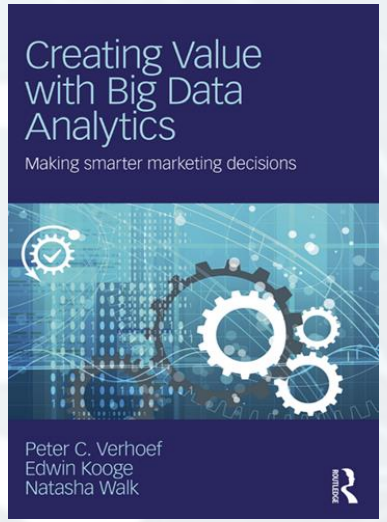
Creating Value with Big Data Analytics
Making smarter marketing decisions
Peter C. Verhoef
Edwin Kooge
ROUTLEDGE
Edwin Kooge
Peter C. Verhoef
Natasha Walk
11 april 2017
pim
PLATFORM INNOVATIE IN MARKETING

BIG data
is geen BIG
bang!

My journey through the decades……

Market Research	Direct marketing/ Database marketing	Customer Relationship Management	Customer Value Management	Value from Big data
- 1993	1993 - 2000	2000- 2006	2006- 2013	2014 - 2016
	bpk	VODW	MI COMPANY	METRIXLAB a Macromill Group company



A must-read list of anyone interested in Big Data.'
Sunil Gupta, Harvard Business School, USA

It provides rich, practical guidelines, frameworks and insights on how big data can truly create value for a firm.'
Kevin Lane Keller, Tuck School of Business, Dartmouth College, USA

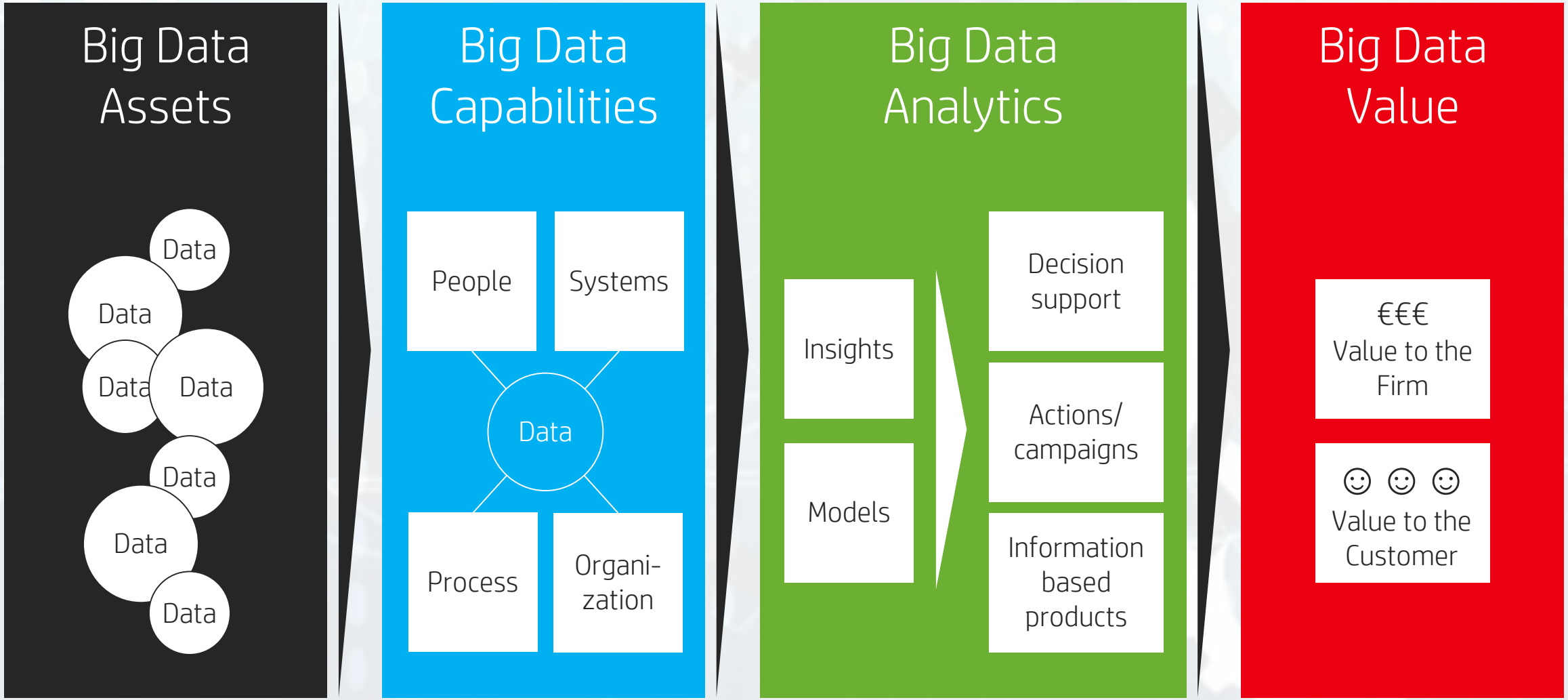
This book is not about the hype, nor about the analytics, it is about what really matters: how to create value
Hans Zijlstra, Customer Insight Director, Air France KLM

'This is one of the most compelling publications on the challenges and opportunities of data analytics.
Harry Dekker, Media Director, Unilever Benelux

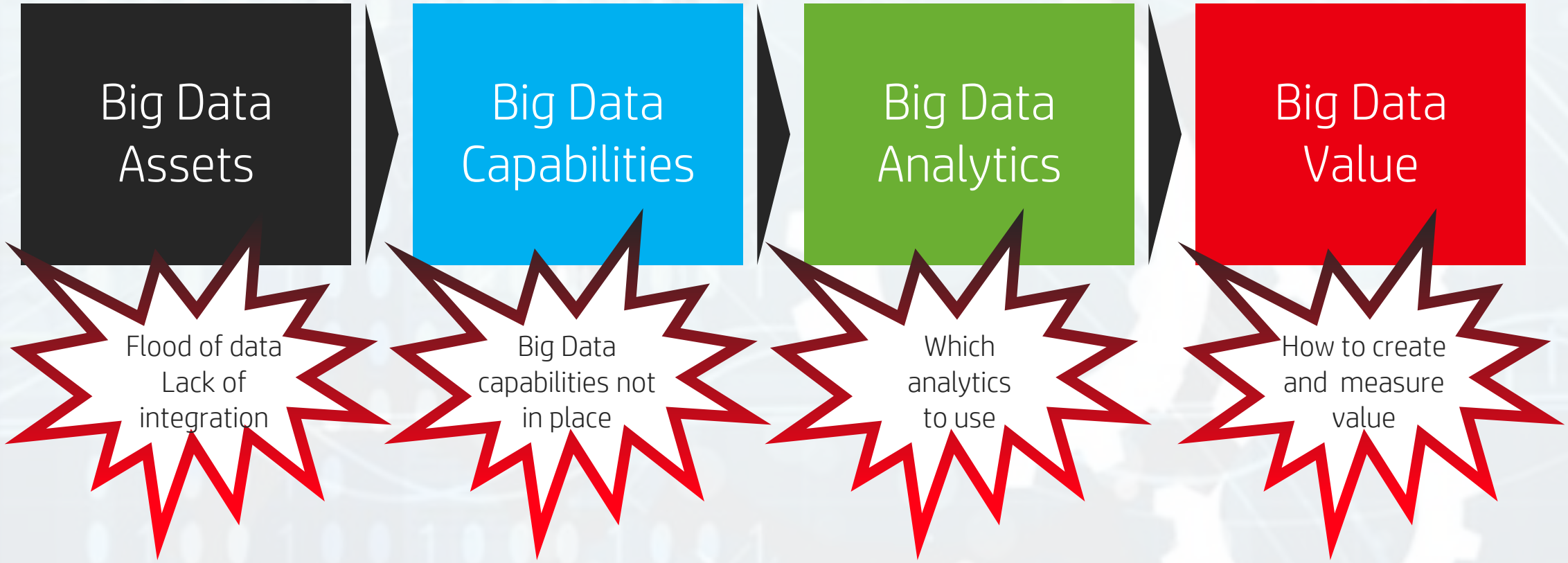
Kay Lemon,
Executive Director,
Marketing Science
Institute (MSI)

通过大数据分析创造价值

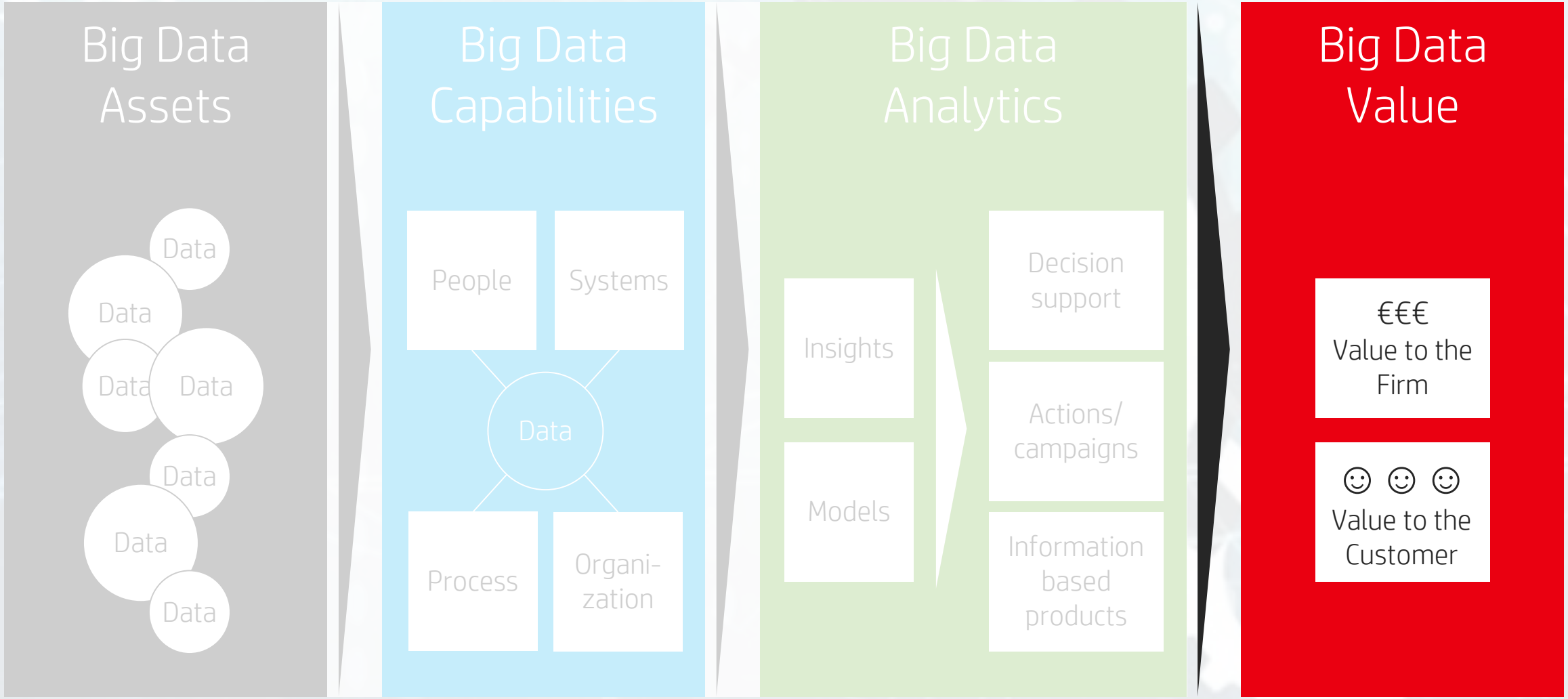
Big Data Value Creation Model



Big Data Value Creation Model



Big Data Value Creation Model



Value to the Customer versus Value to the Firm

Different levels of Value to Customer and Value to Firm measurement

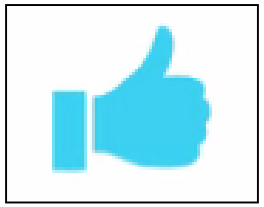
	Value to Customer	Value to Firm
Market		
Brand		
Customer		

Examples of how to measure V2C and V2F

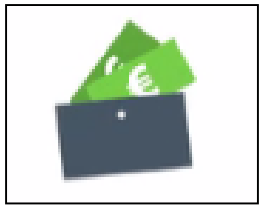
	Value to Customer	Value to Firm
Market	Product awareness Product attractiveness	Market volume/size Market growth
Brand	Brand consideration Brand likes/comments	Brand/market share Brand Equity
Customer	Net Promotor Score (NPS) Reviews: volume & valence	Customer Lifetime Value Marketing ROI

Granualar perspective on V2C & V2F gives focus on performance improvement

Overall performance V2C & V2F

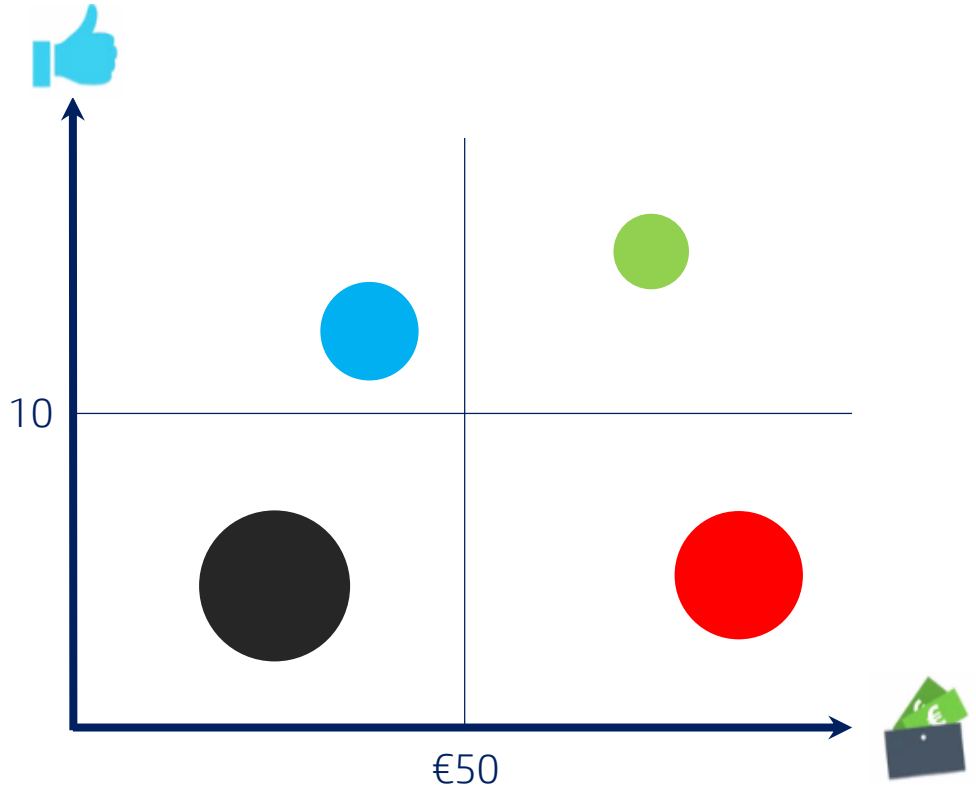


NPS score
10



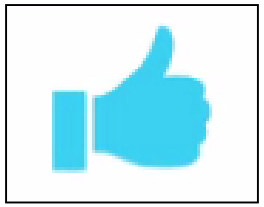
Marge
50 euro

De-averaged performance V2C vs. V2F

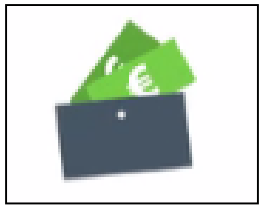


Granualar perspective on V2C & V2F gives focus on performance improvement

Overall performance V2C & V2F



NPS score
10



Marge
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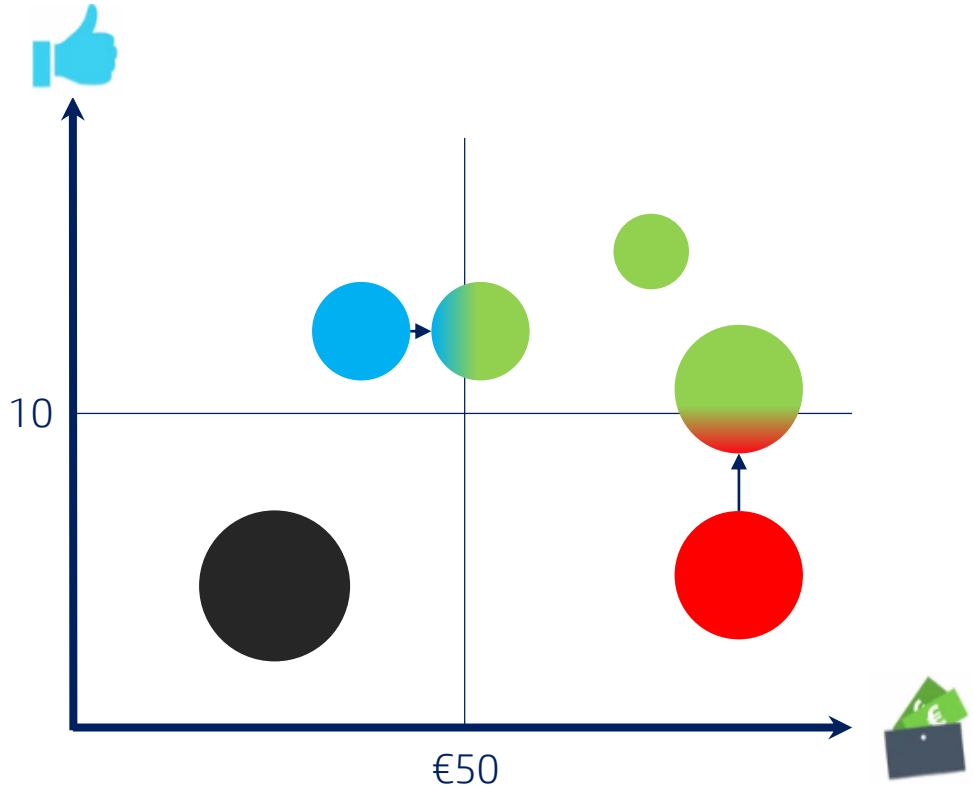
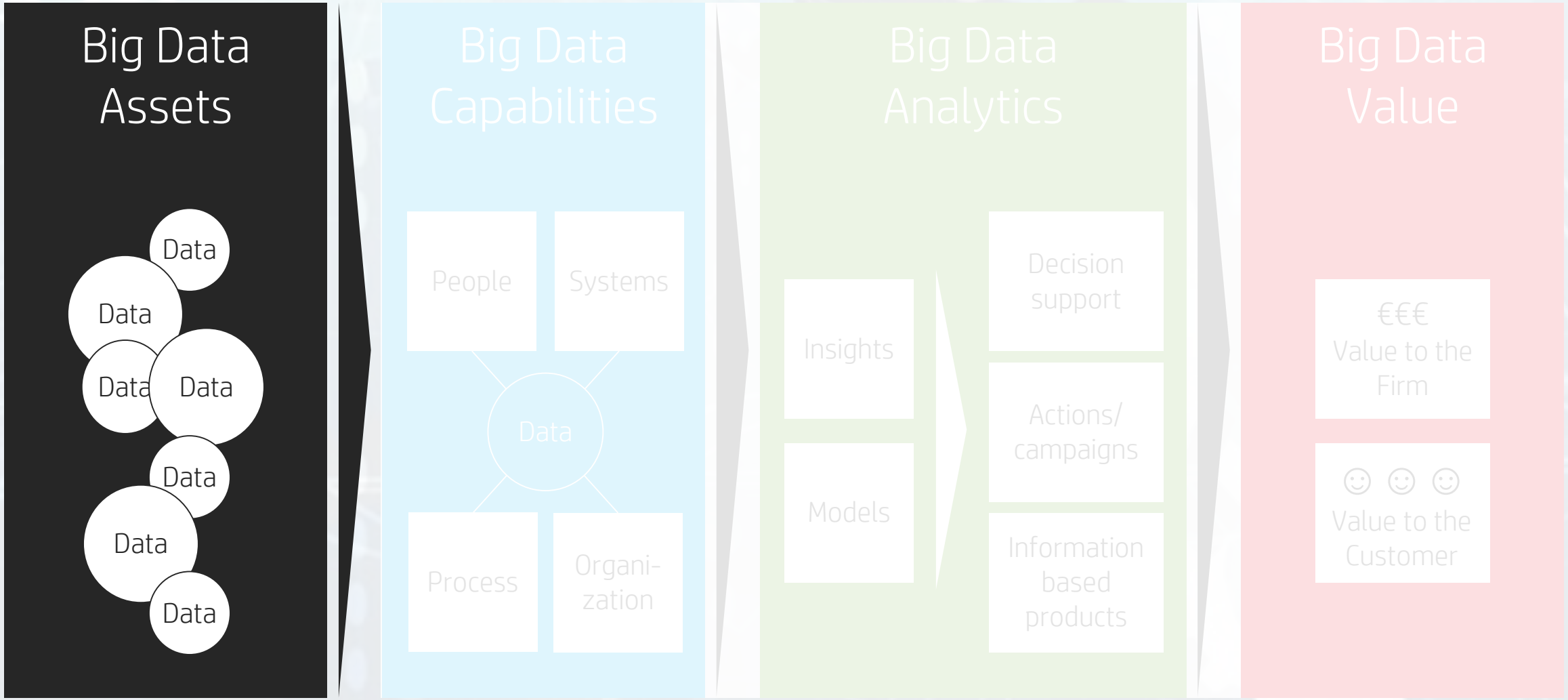
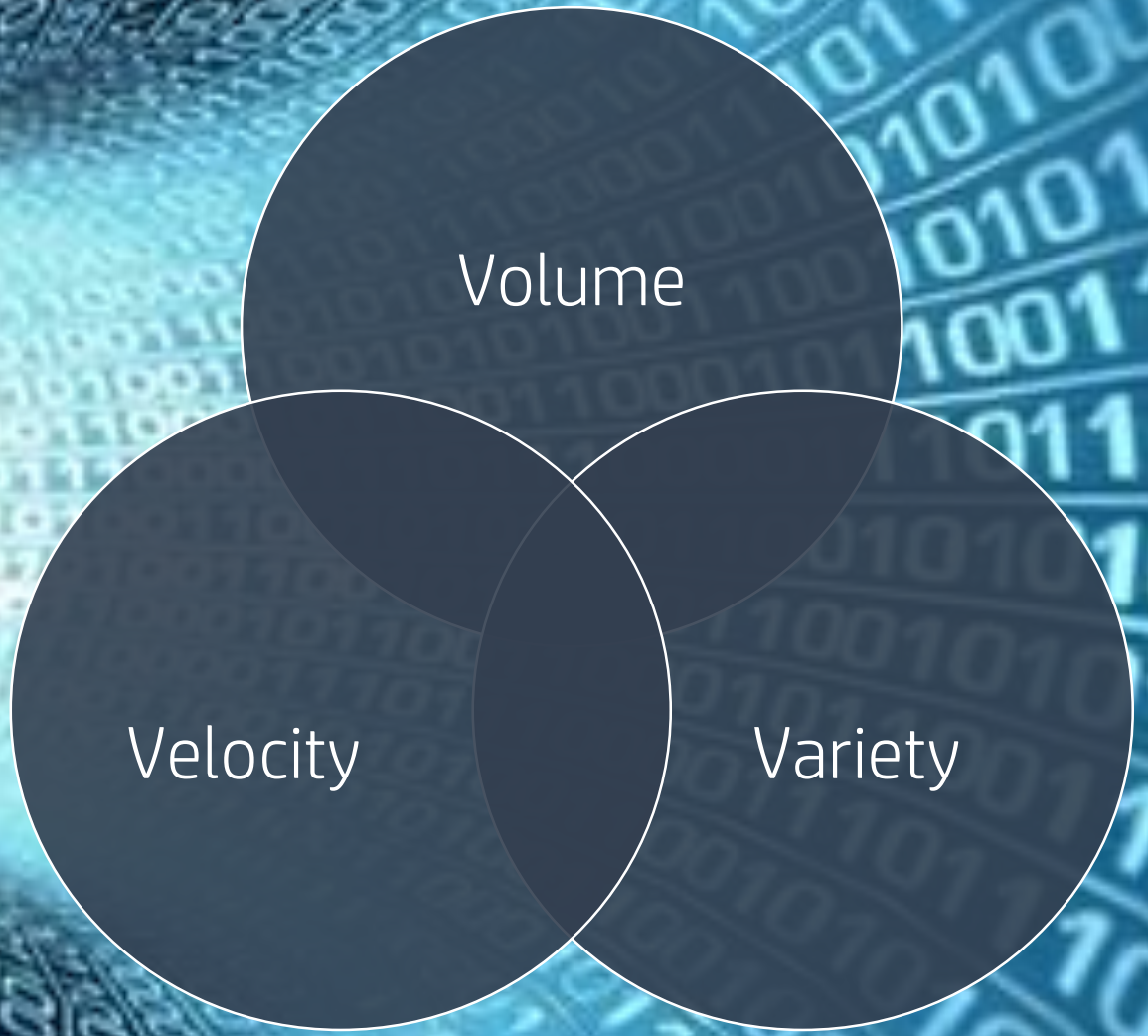
De-averaged performance V2C vs. V2F



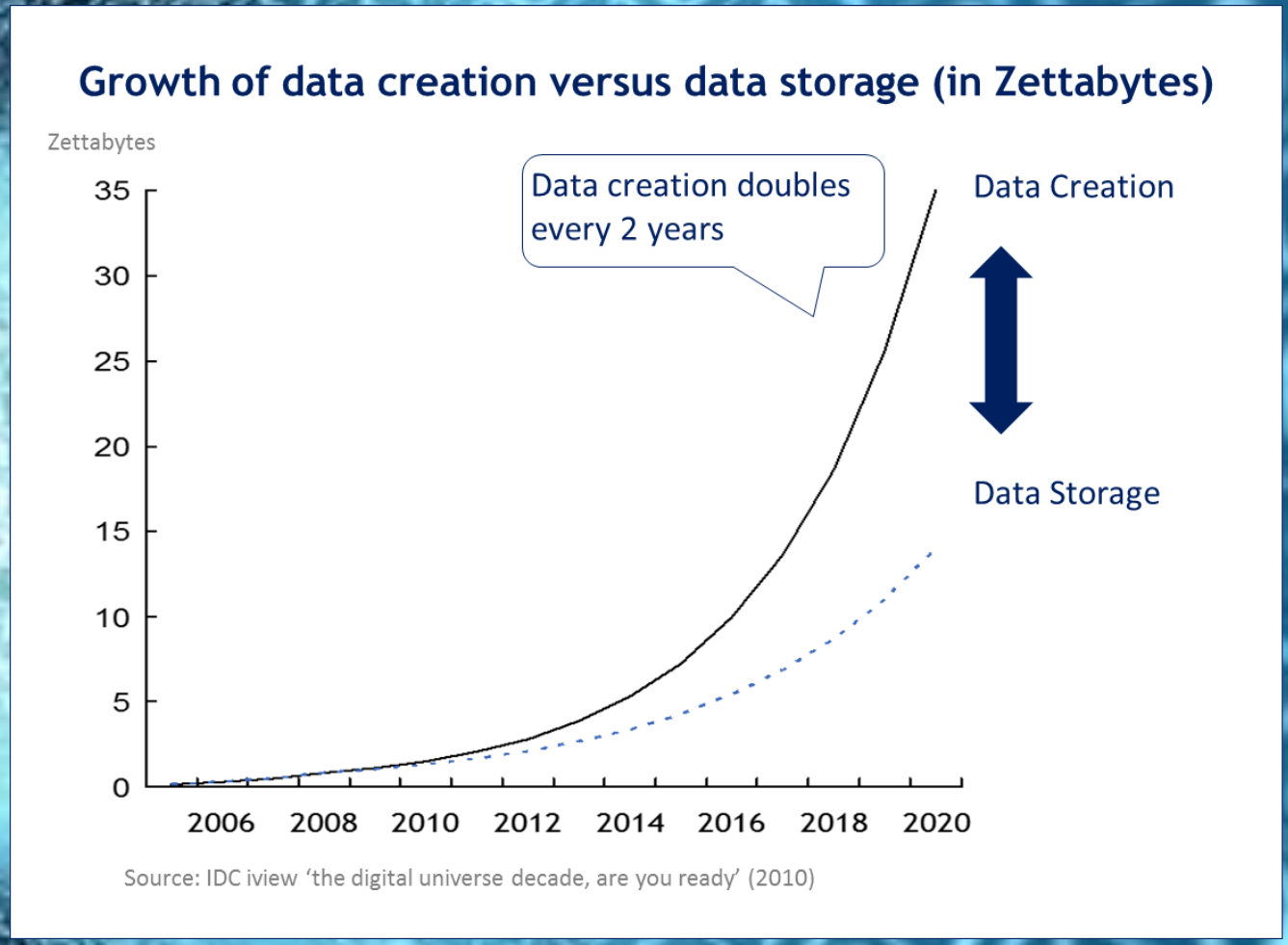
Big Data Value Creation Model



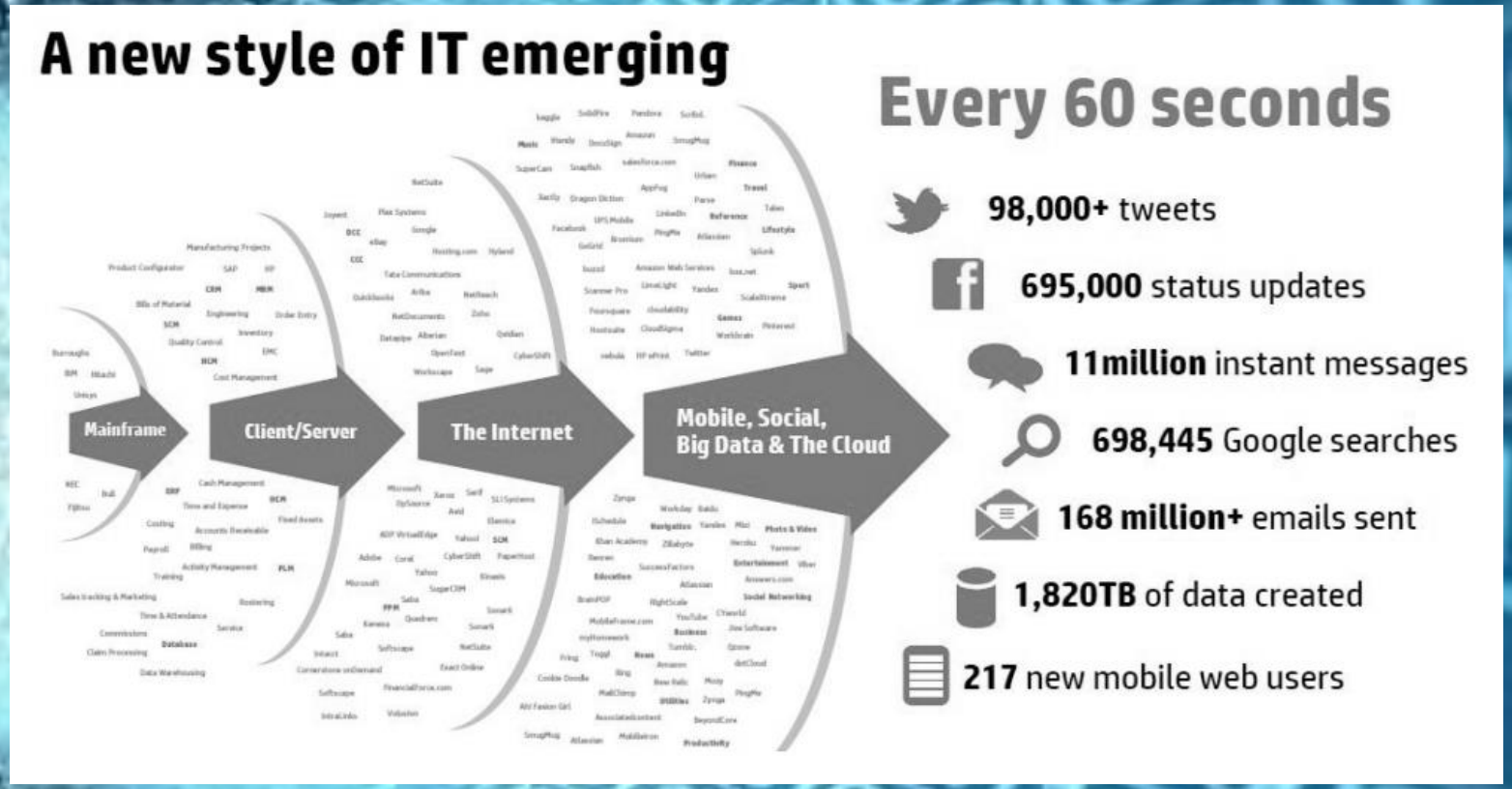
3 V's of Big Data



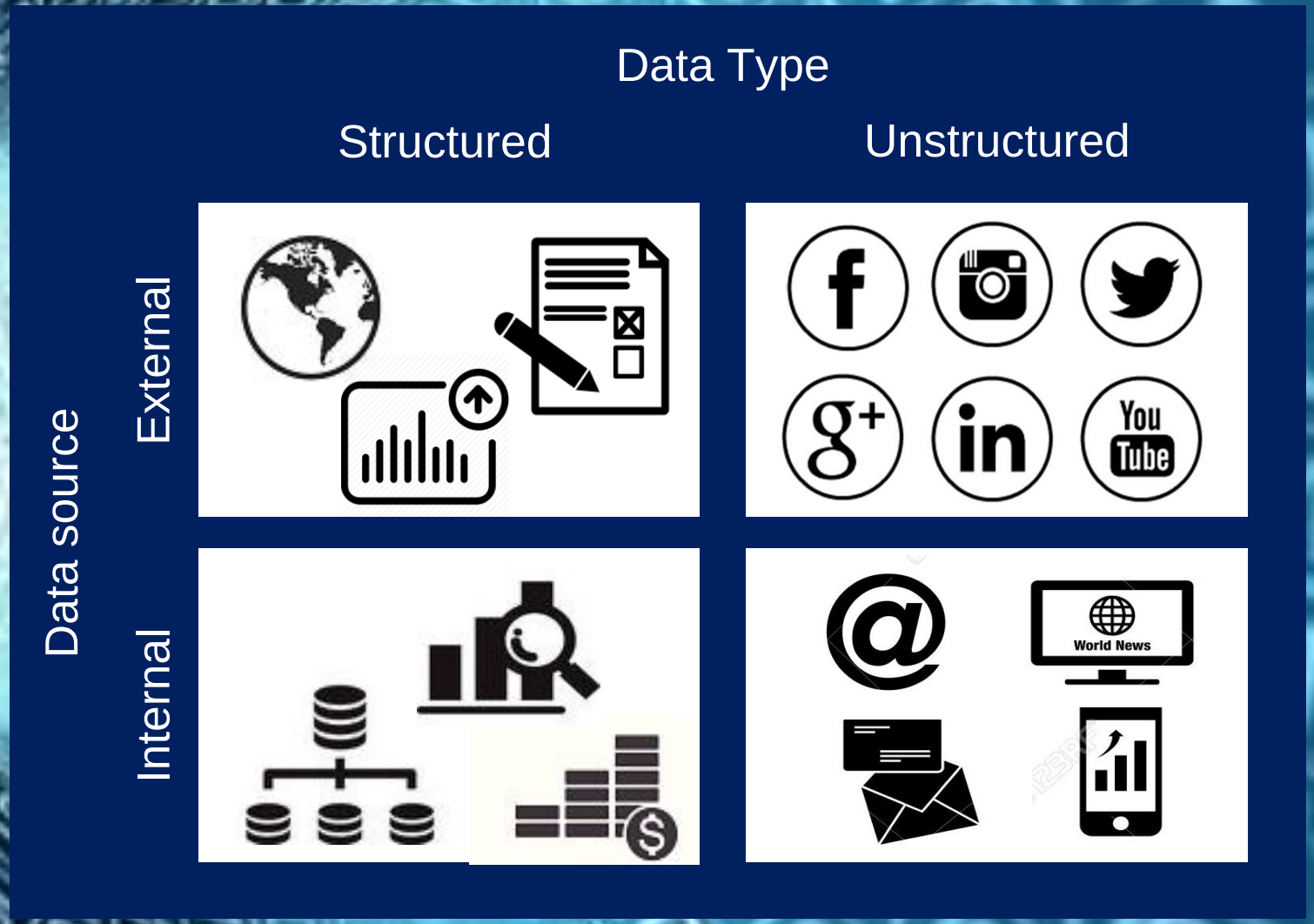
Volume


Growth of data creation versus data storage (in Zettabytes)
Zettabytes
35
30
25
20
15
10
5
0
2006
2008
2010
2012
2014
2016
2018
2020
Data creation doubles every 2 years
Data Creation
Data Storage
Source: IDC iview 'the digital universe decade, are you ready' (2010)

Velocity


A new style of IT emerging
Mainframe
Client/Server
The Internet
Mobile, Social, Big Data & The Cloud
Every 60 seconds
98,000+ tweets
695,000 status updates
11million instant messages
698,445 Google searches
168 million+ emails sent
1,820TB of data created
217 new mobile web users

Variety


Data Type
Structured
Unstructured
Data source
External
Internal
World News

Variety of data

Data Type

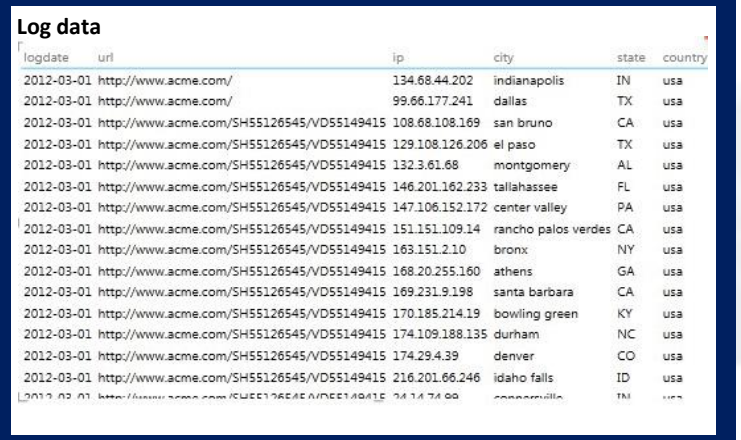
Structured

Unstructured

Data source

External

Internal

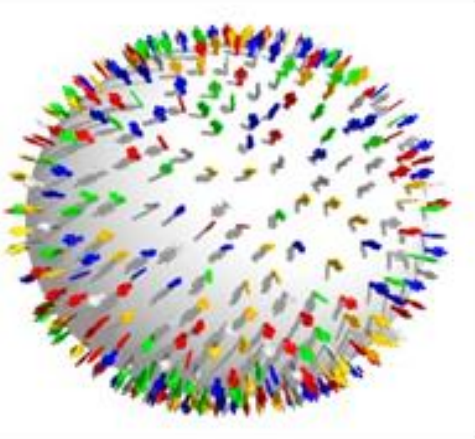


For data-integration there are several options

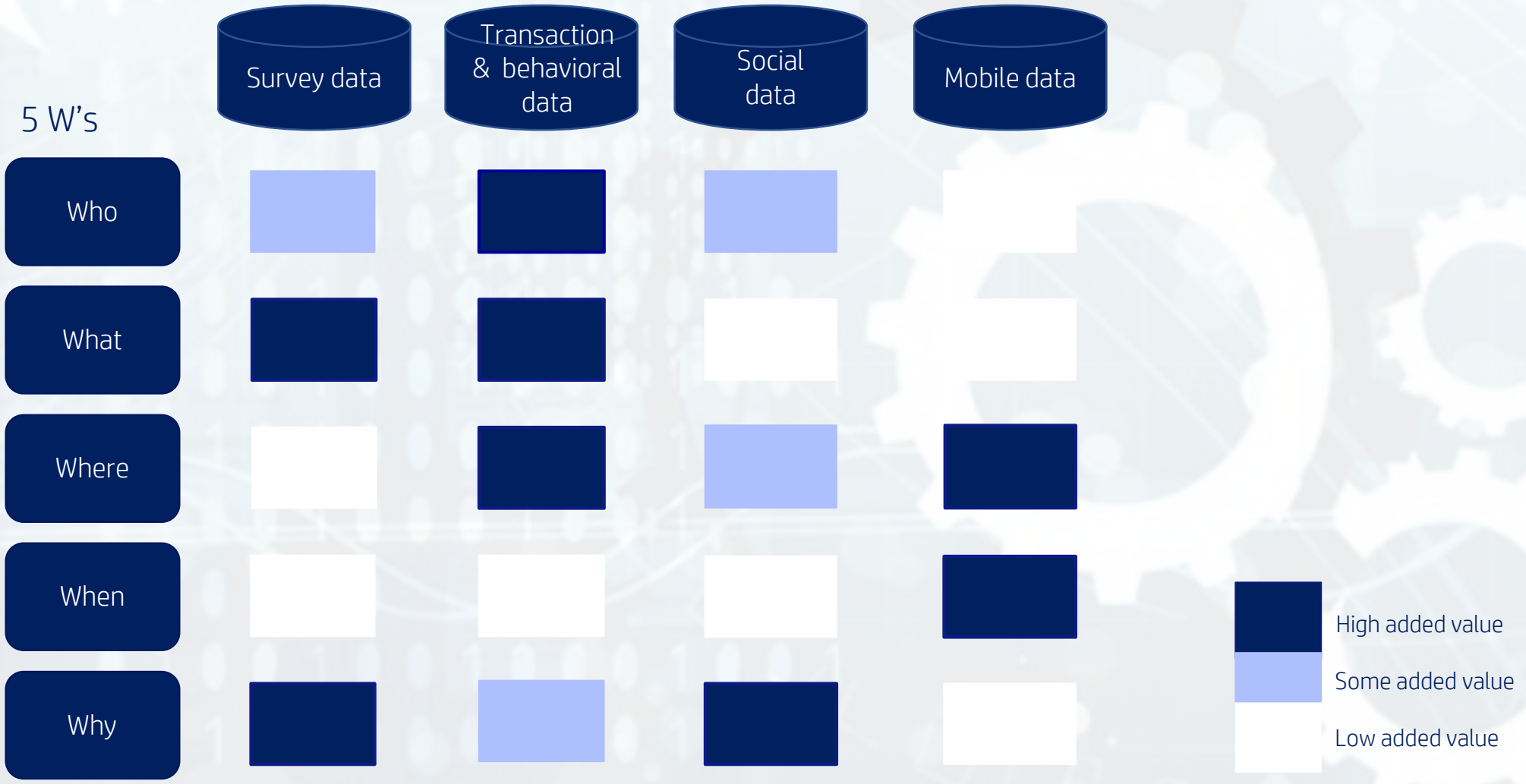
Permission based matching

Pseudomizing

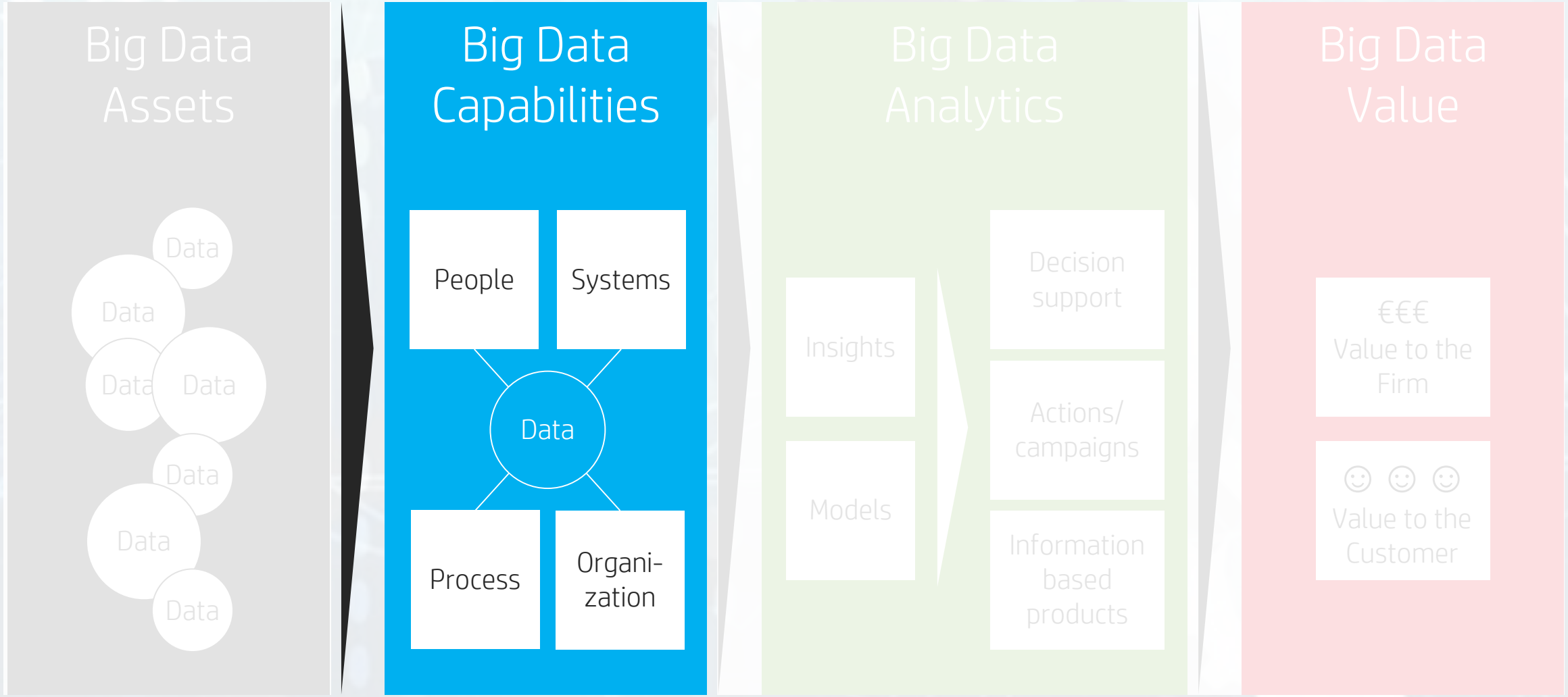
Mapping profiles



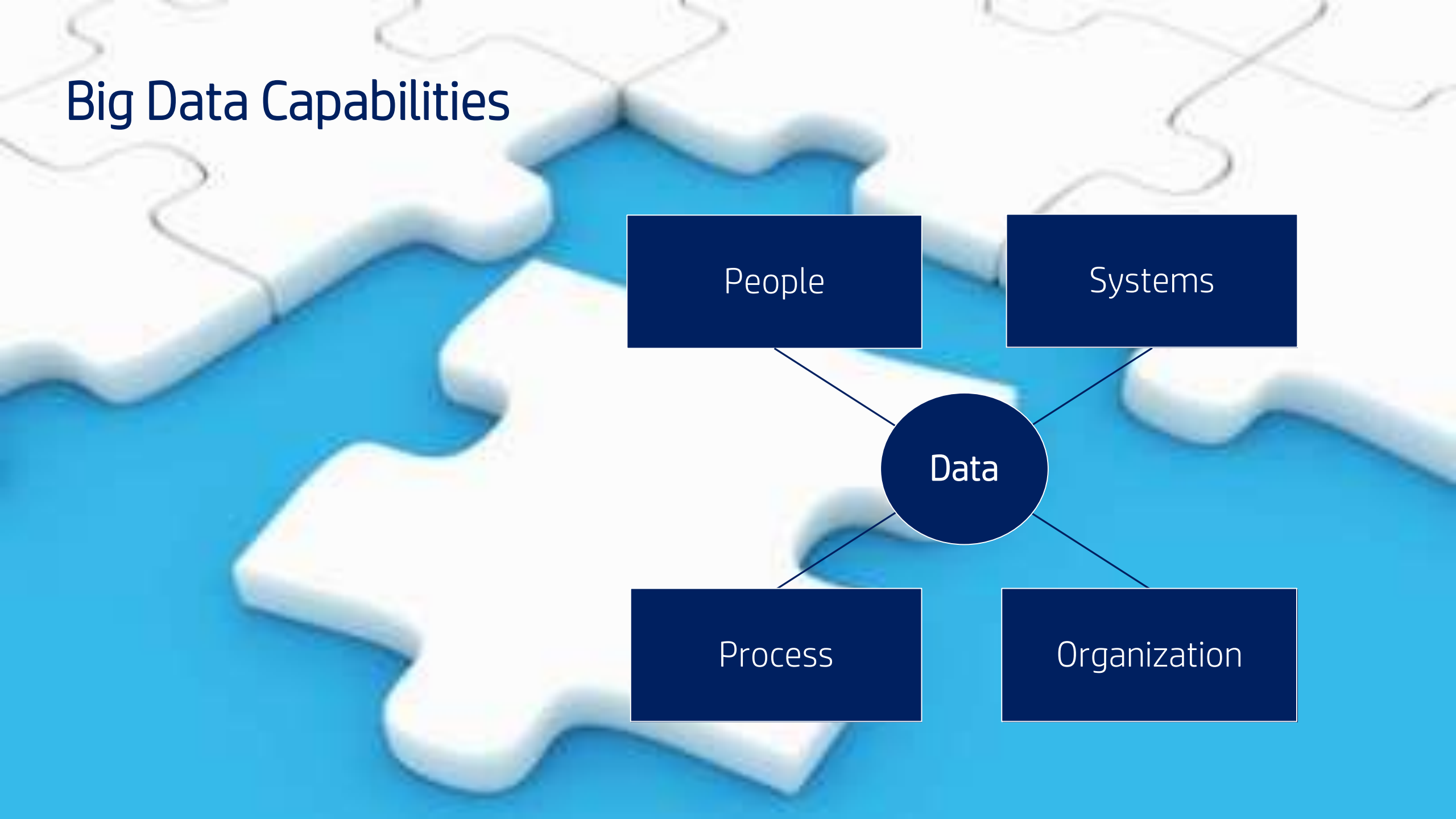
Data Value for Customer Centric Organizations



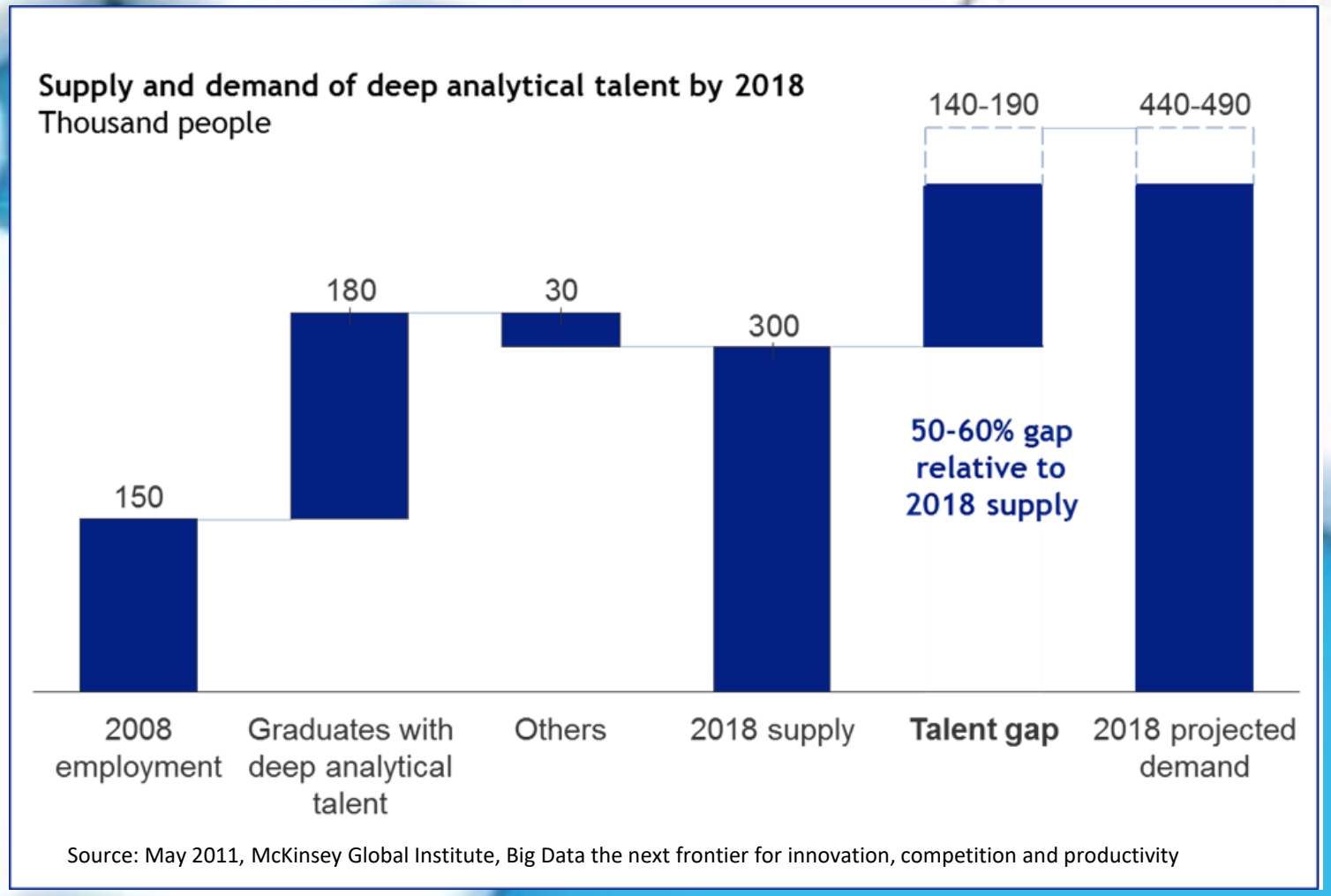
Big Data Value Creation Model



Big Data Capabilities

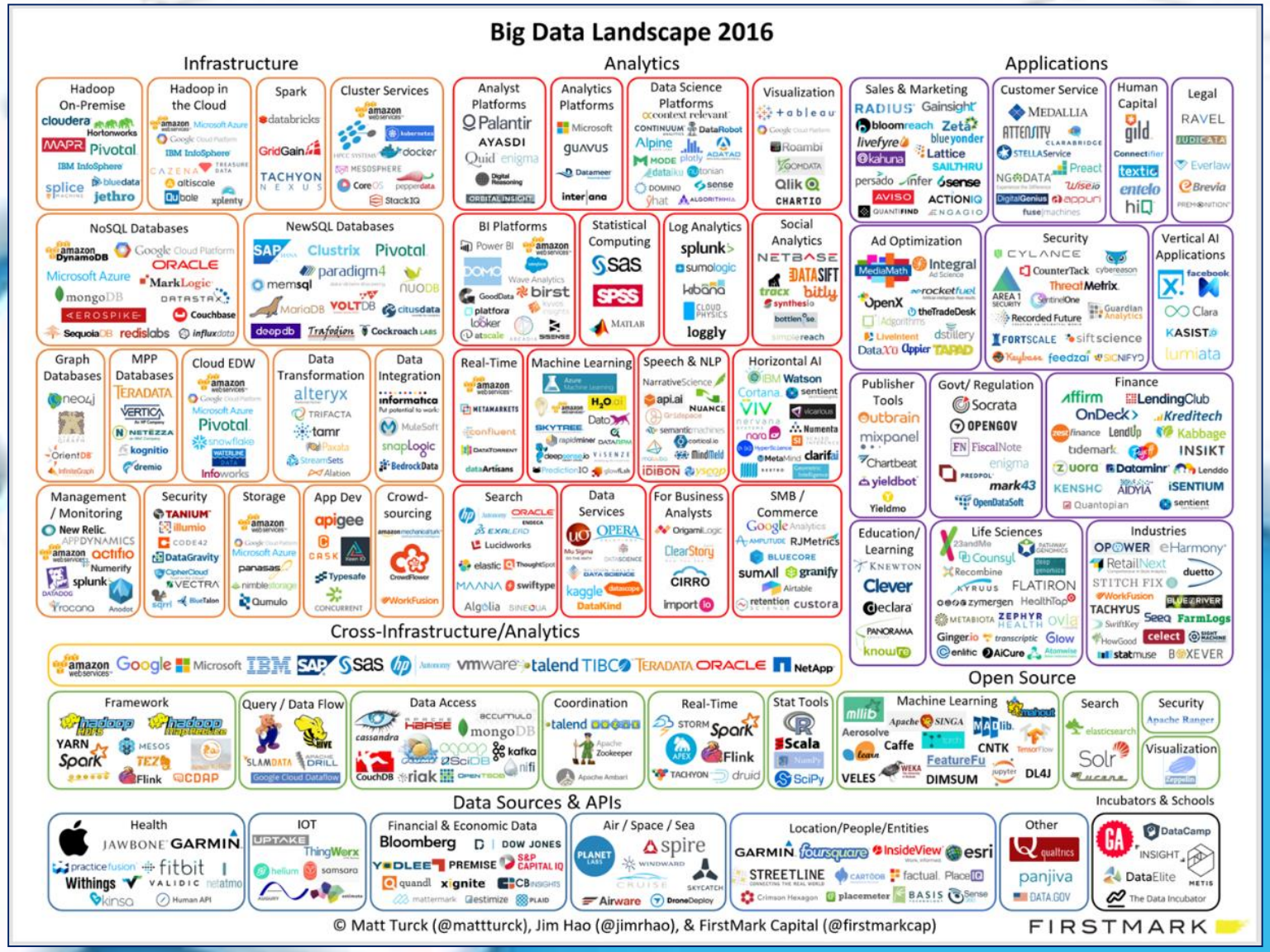


People



Source: May 2011, McKinsey Global Institute, Big Data the next frontier for innovation, competition and productivity

Systems


Big Data Landscape 2016
Infrastructure
Analytics
Applications
Hadoop On-Premise
Hadoop in the Cloud
Spark
Cluster Services
Analyst Platforms
Analytics Platforms
Data Science Platforms
Visualization
Sales & Marketing
Customer Service
Human Capital
Legal
NoSQL Databases
NewSQL Databases
BI Platforms
Statistical Computing
Log Analytics
Social Analytics
Ad Optimization
Security
Vertical AI Applications
Graph Databases
MPP Databases
Cloud EDW
Data Transformation
Data Integration
Real-Time
Machine Learning
Speech & NLP
Horizontal AI
Publisher Tools
Govt/ Regulation
Finance
Management / Monitoring
Security
Storage
App Dev
Crowd-sourcing
Search
Data Services
For Business Analysts
SMB / Commerce
Education/ Learning
Life Sciences
Industries
Cross-Infrastructure/Analytics
Open Source
Framework
Query / Data Flow
Data Access
Coordination
Real-Time
Stat Tools
Machine Learning
Search
Security
Visualization
Data Sources & APIs
Incubators & Schools
Health
IOT
Financial & Economic Data
Air / Space / Sea
Location/People/Entities
Other
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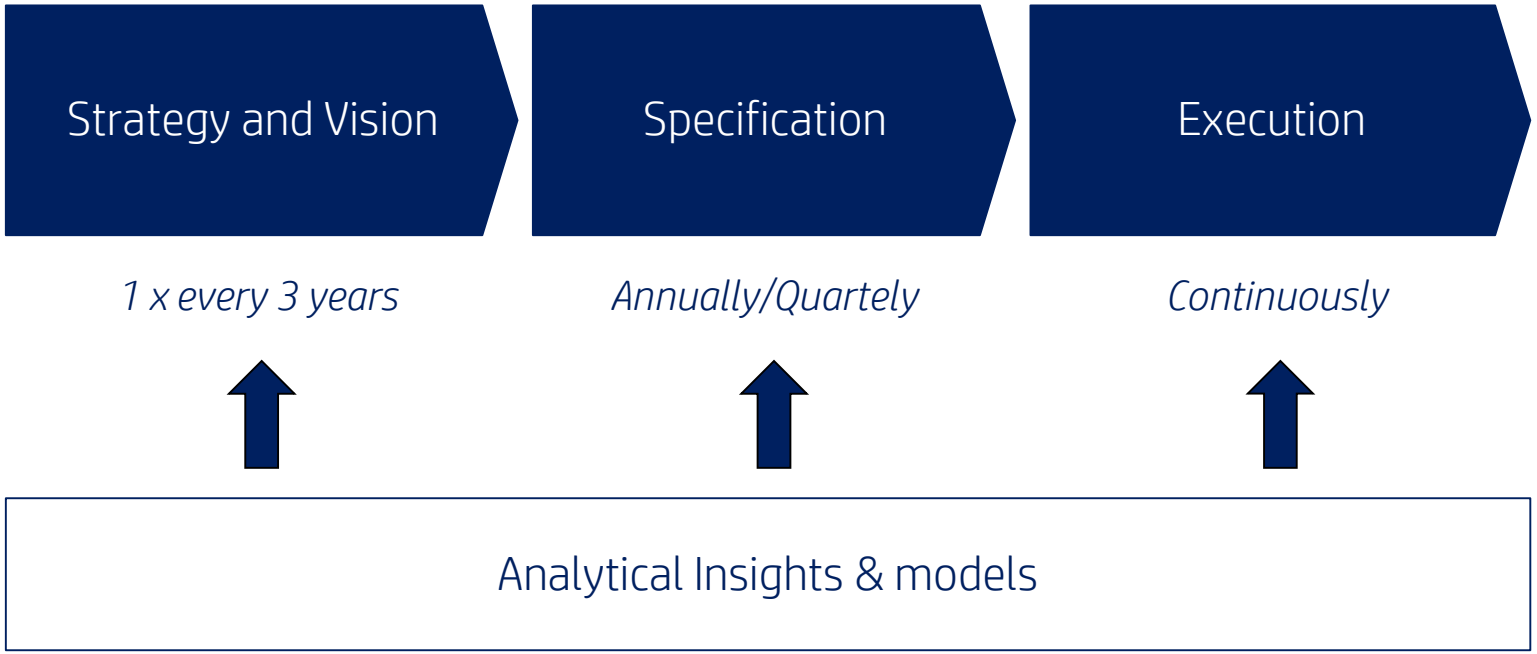
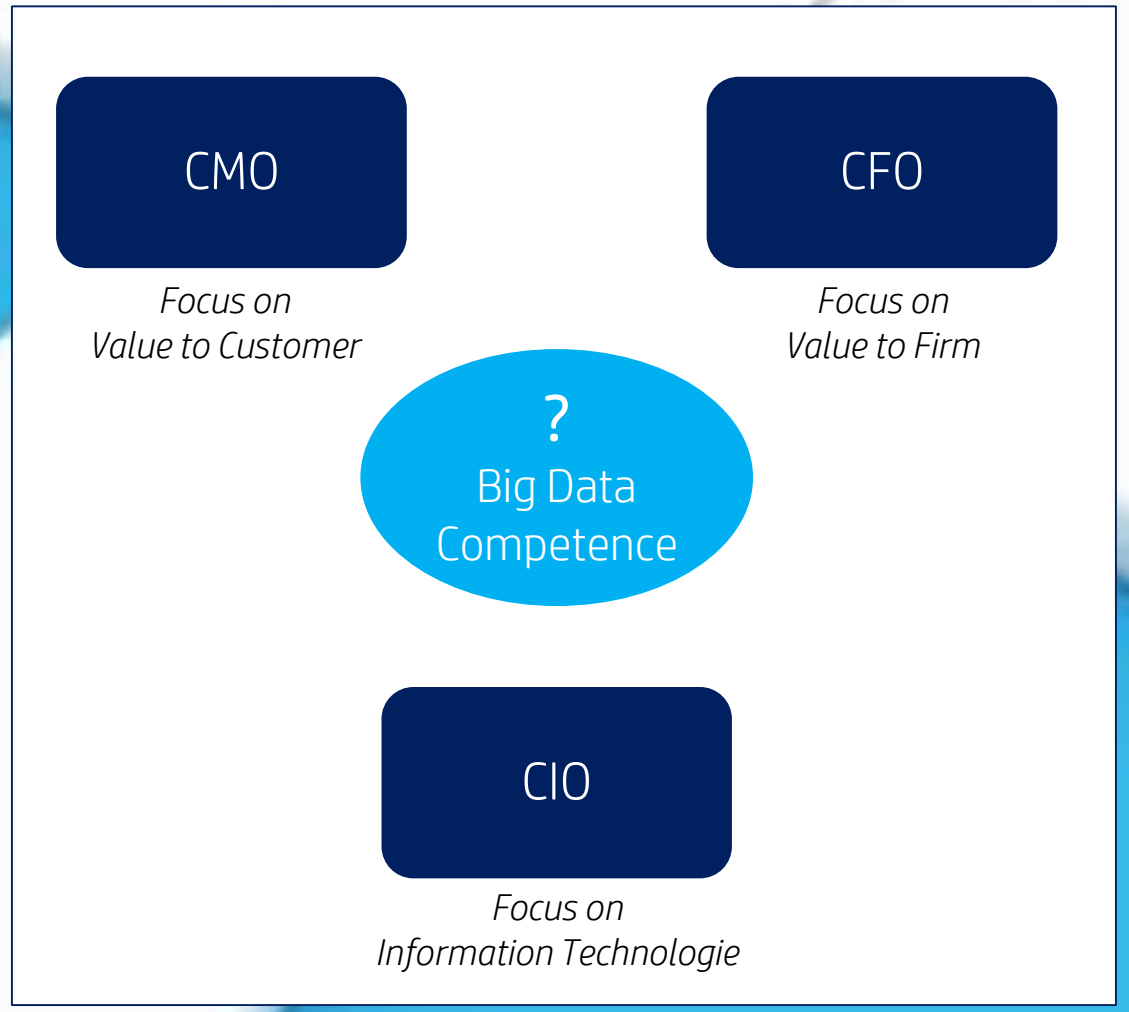
Process

Analytical roadmap

Where analytics fits in the business cycle



Organization



“Data scientist becomes the sexiest job on earth”

Hal Varian, Chief Economist Google

Multi disciplinary skills of the modern Big Data scientist

Analytical capabilities

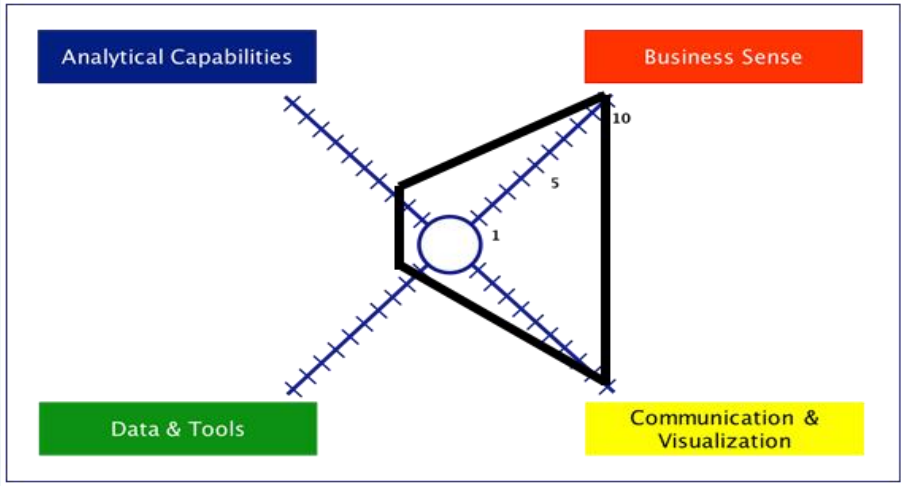
Business sense

Data & Tools

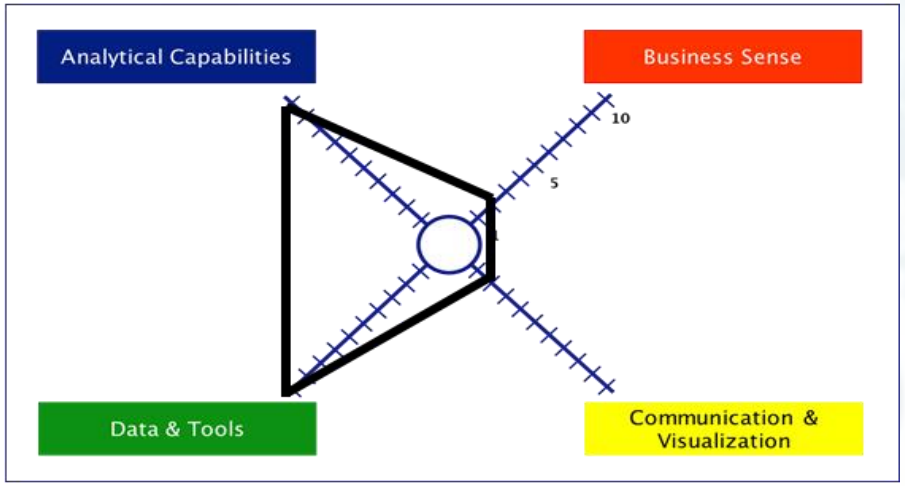
Communication & Visualization

You need different profiles to build a team

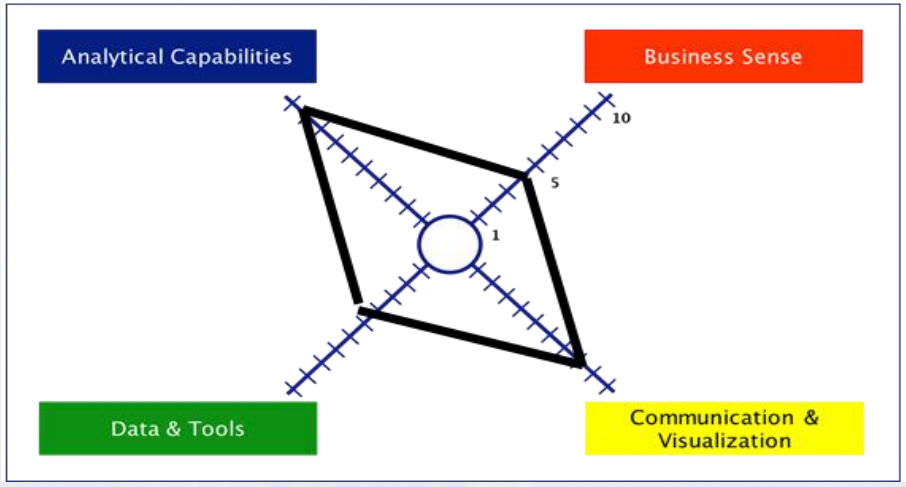
The 'consultant'



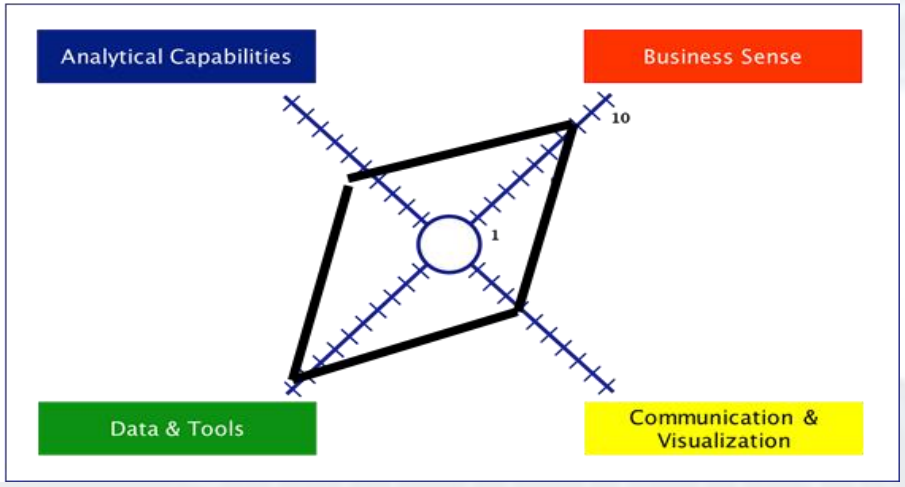
The 'data-specialist'



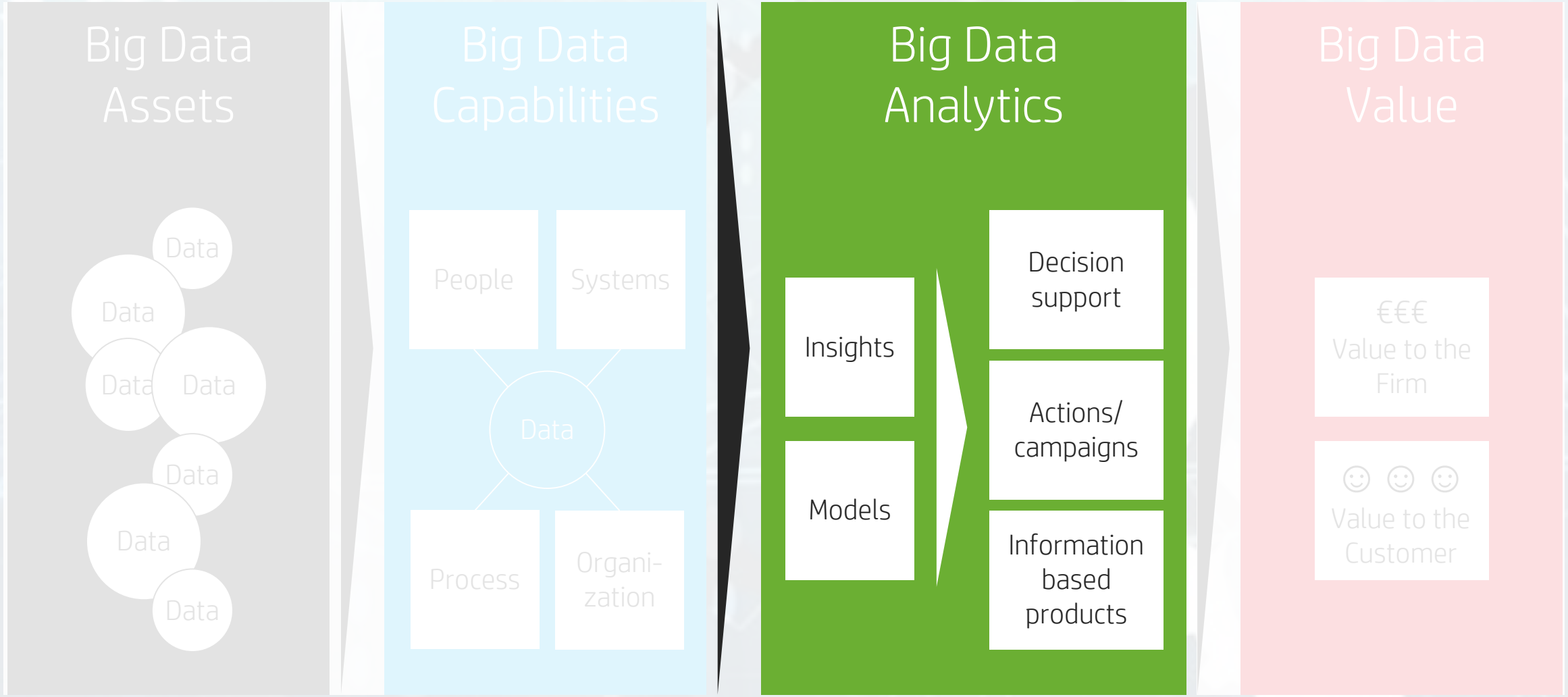
The 'data-analyst'



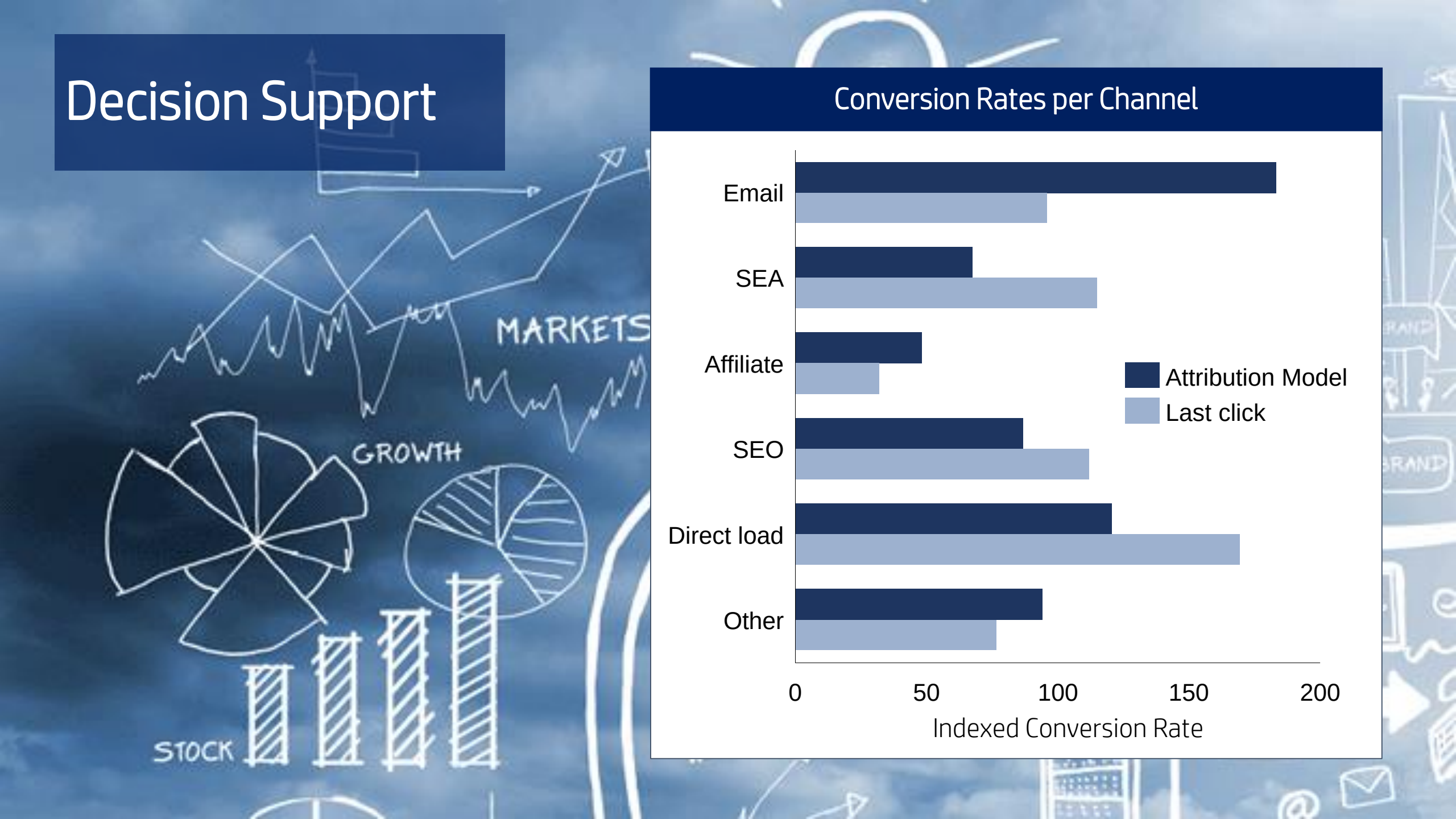
The 'IT-professional'



Big Data Value Creation Model

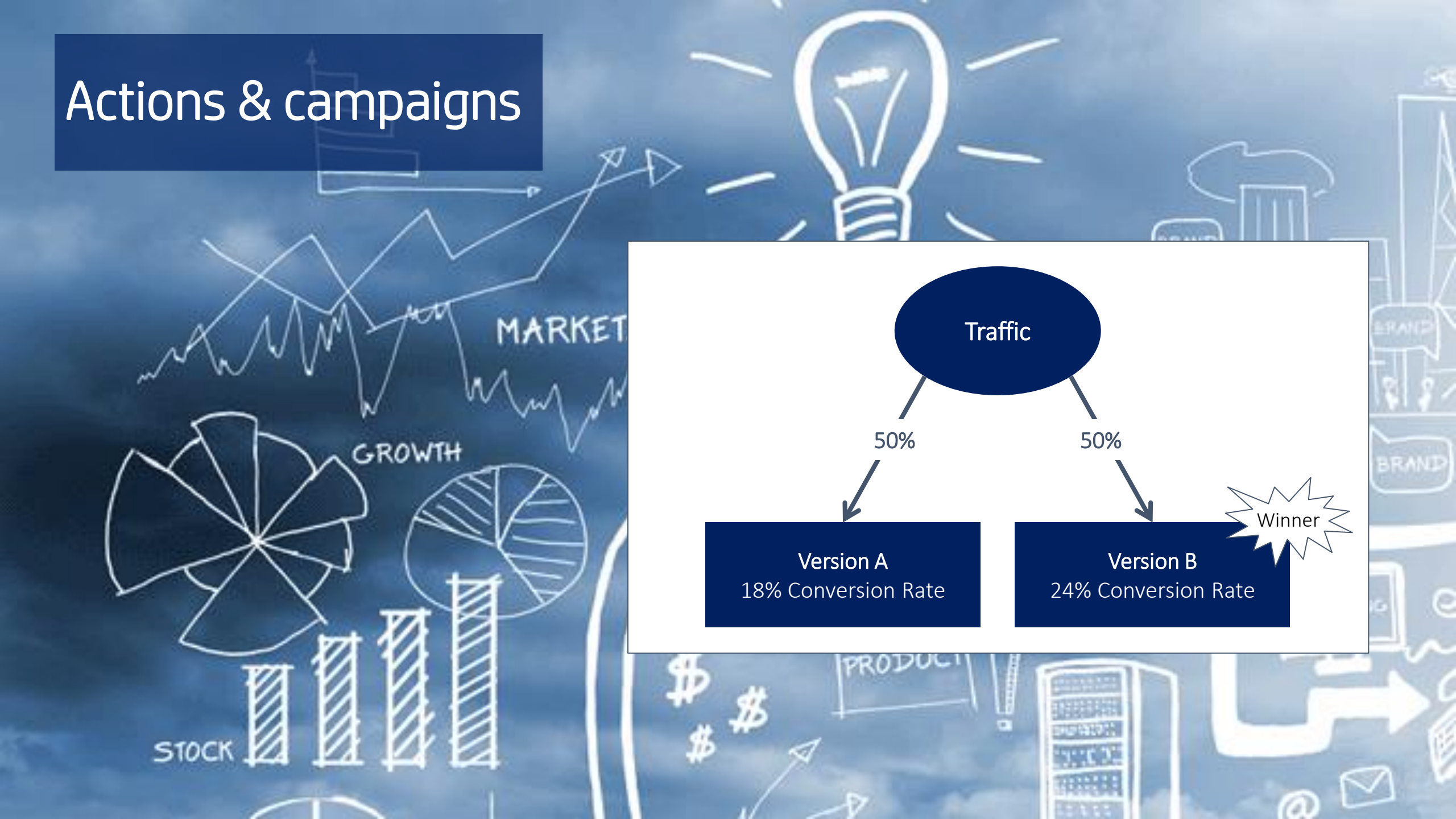


Decision Support

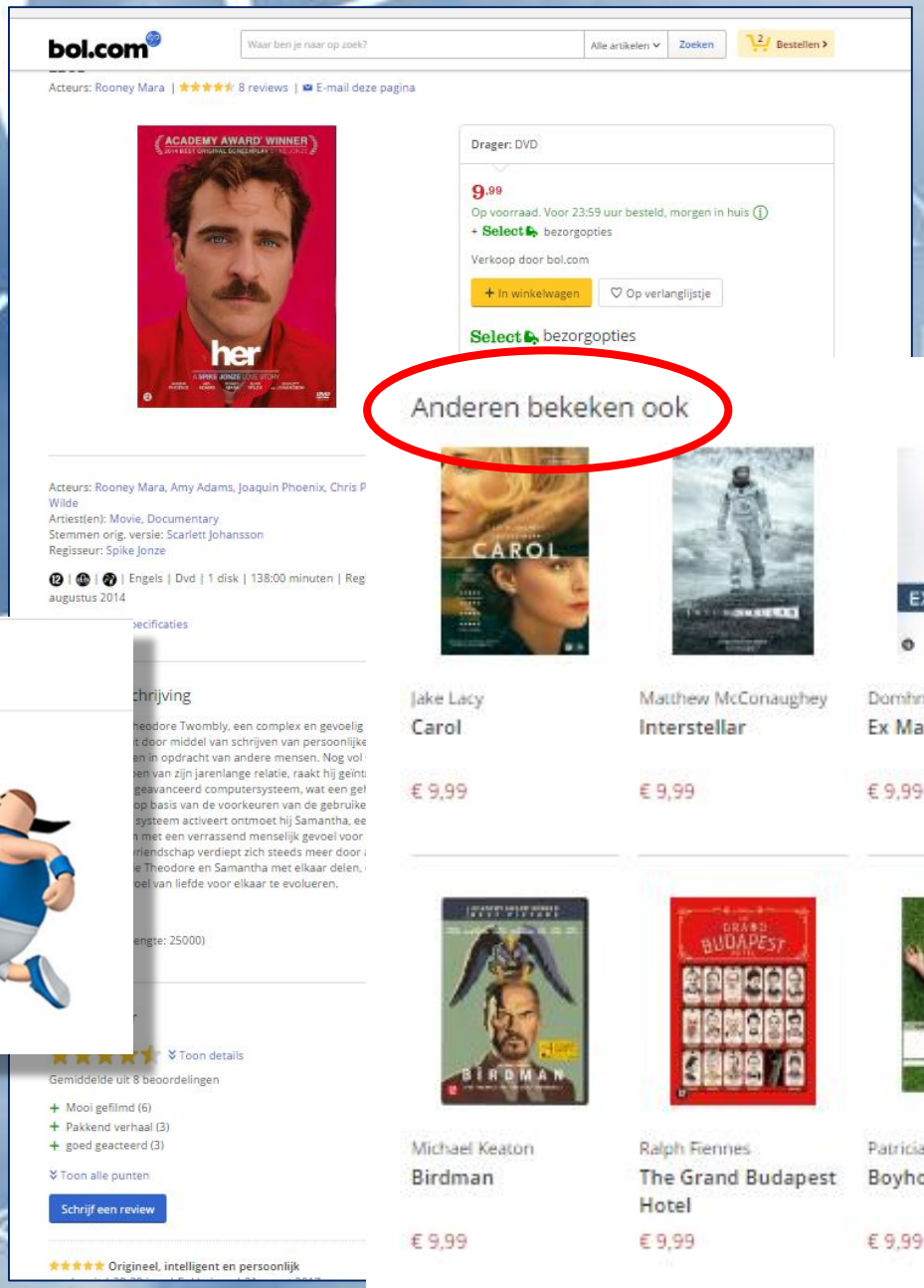


Conversion Rates per Channel

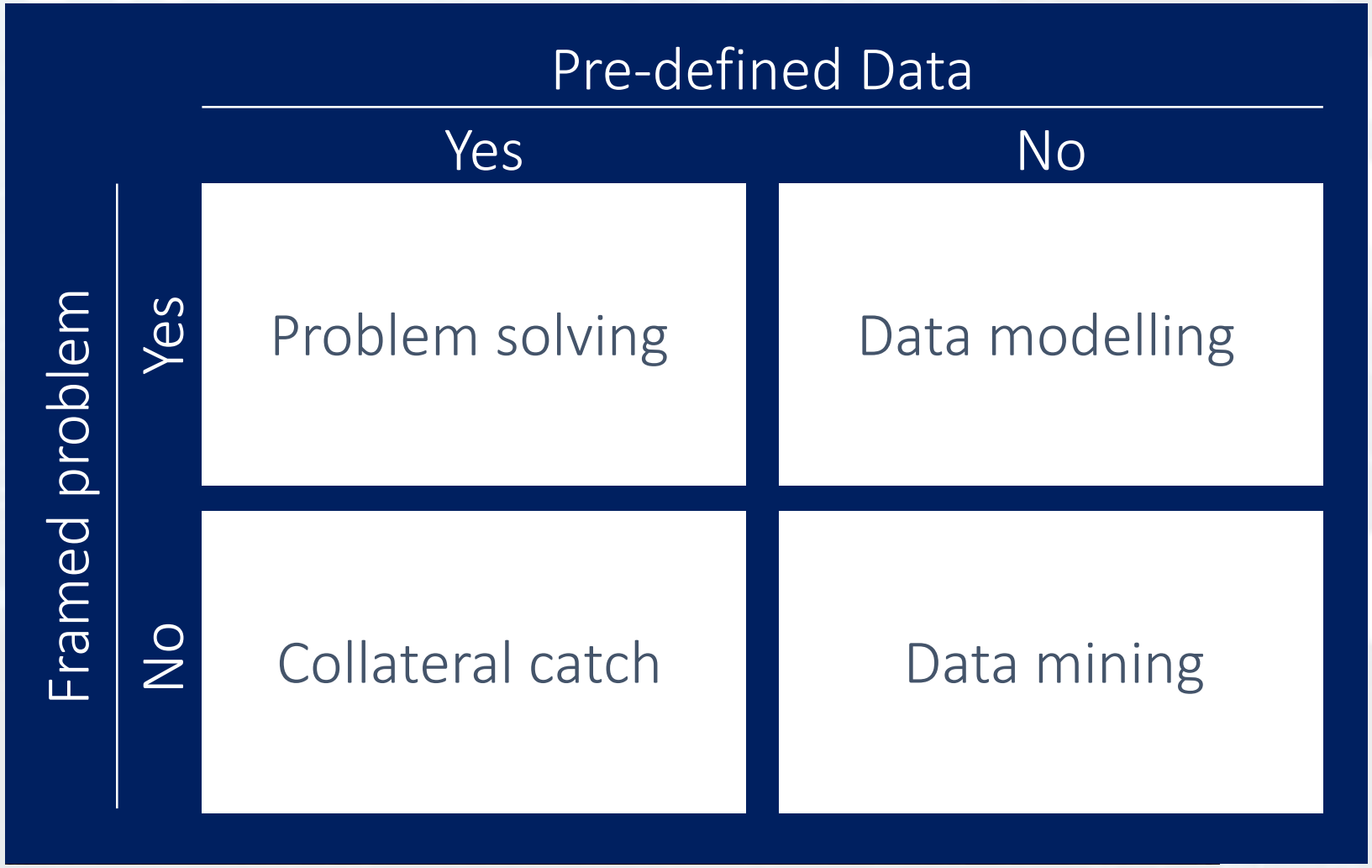
Actions & campaigns



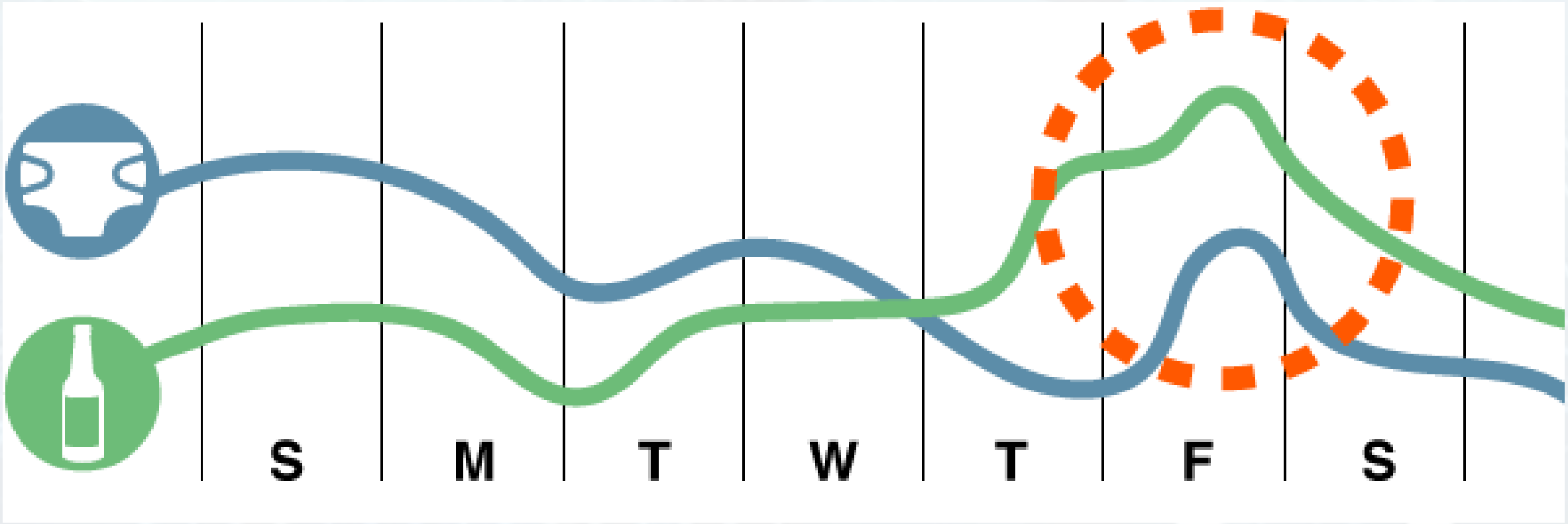
Information Based Products



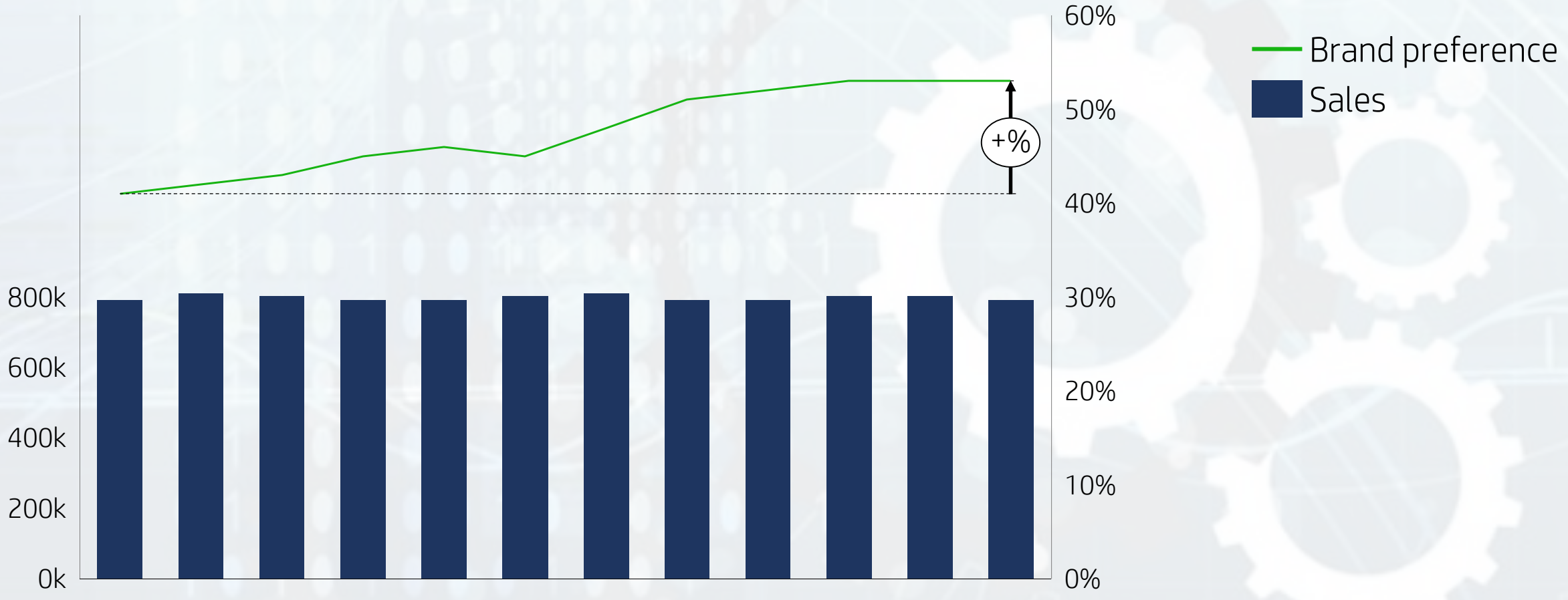
Big Data Analytical Strategies



Beer & diaper case Tesco

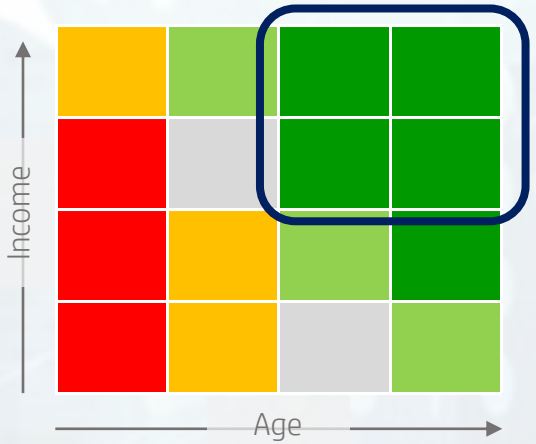


Insurance case

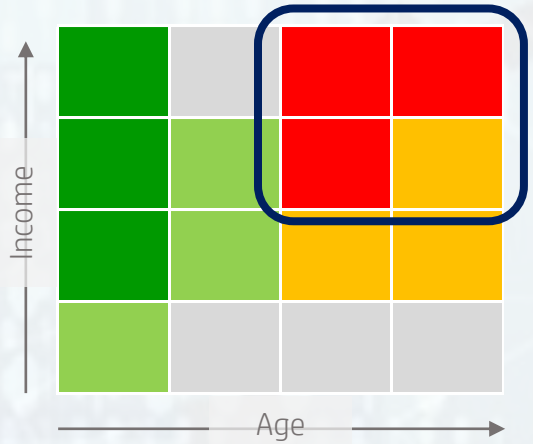


Insurance case

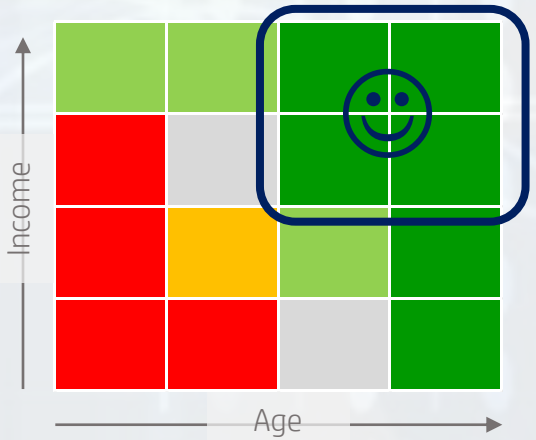
Brand preference



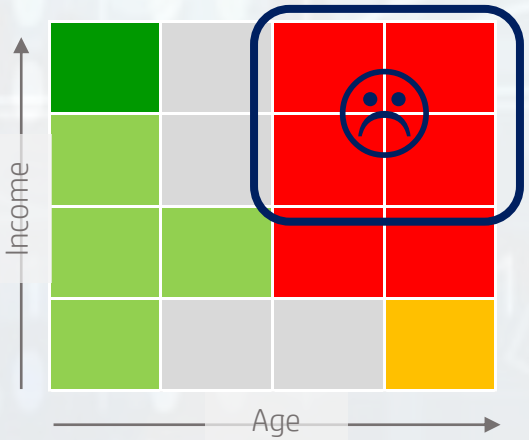
Sales



H1: NPS



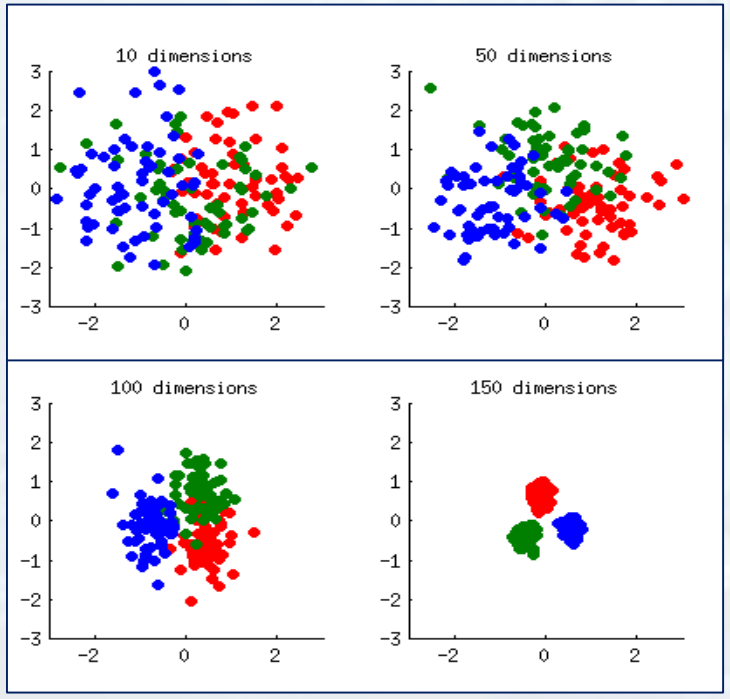
H2: Visibility



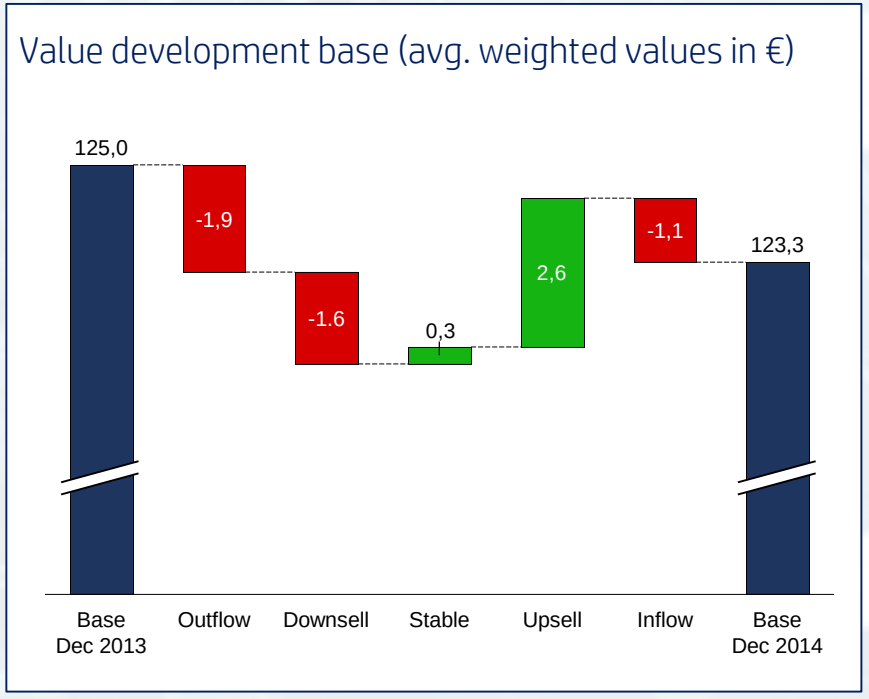
- Targeted Mobile Ad campaigns
- Attractive proposition target group on comparison sites
- Result: ↑€ & ↑☺

Three functions of visualization

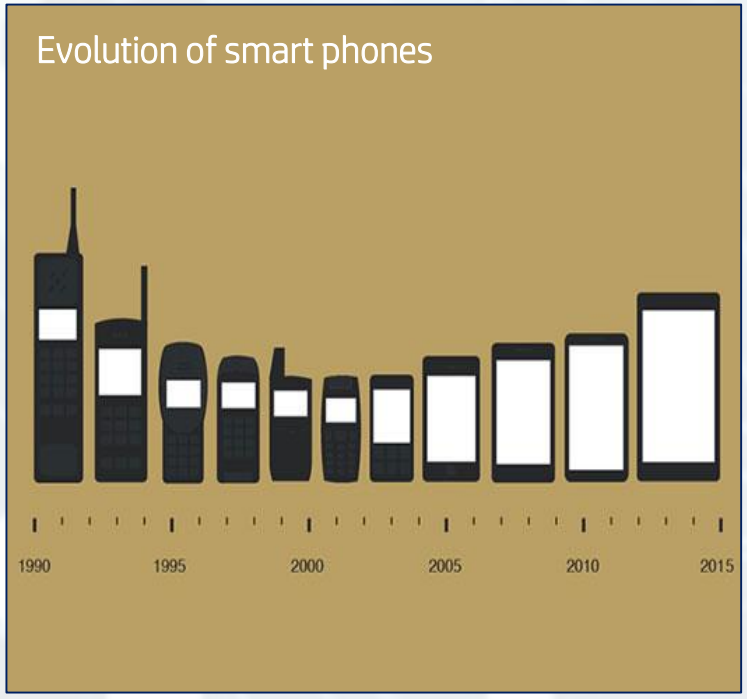
Pattern recognition



Interpretation analytical outcomes



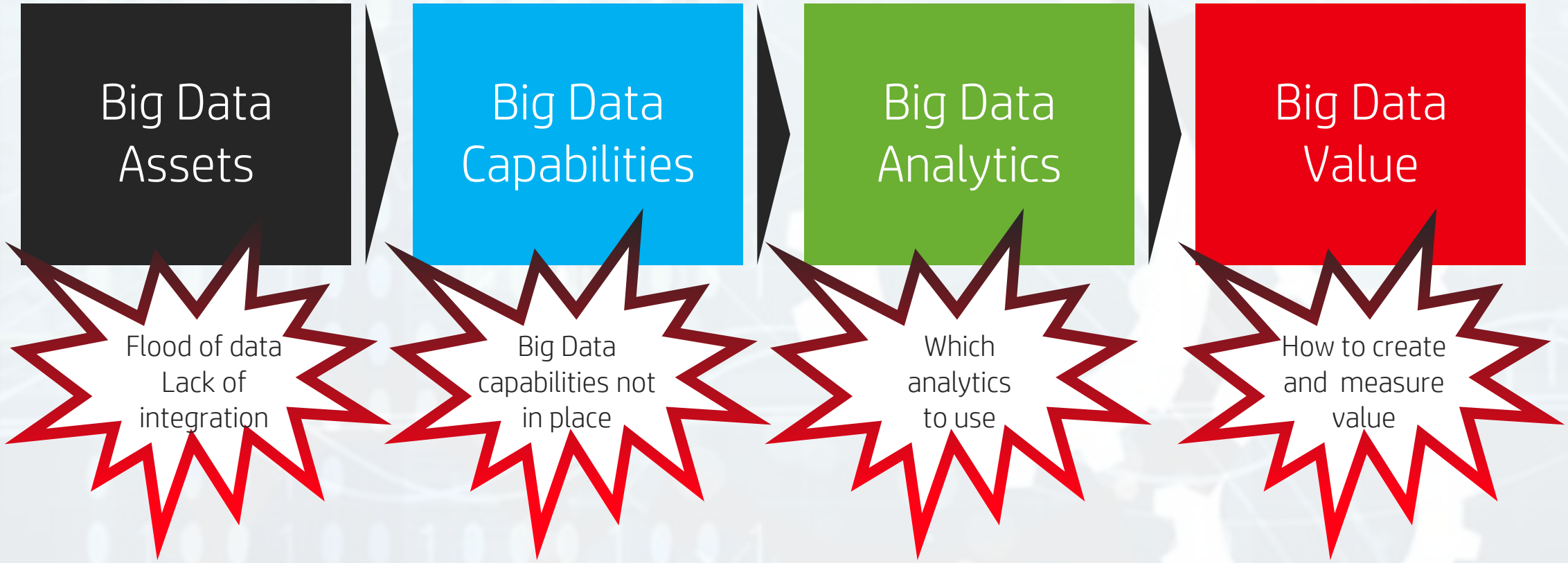
Story telling



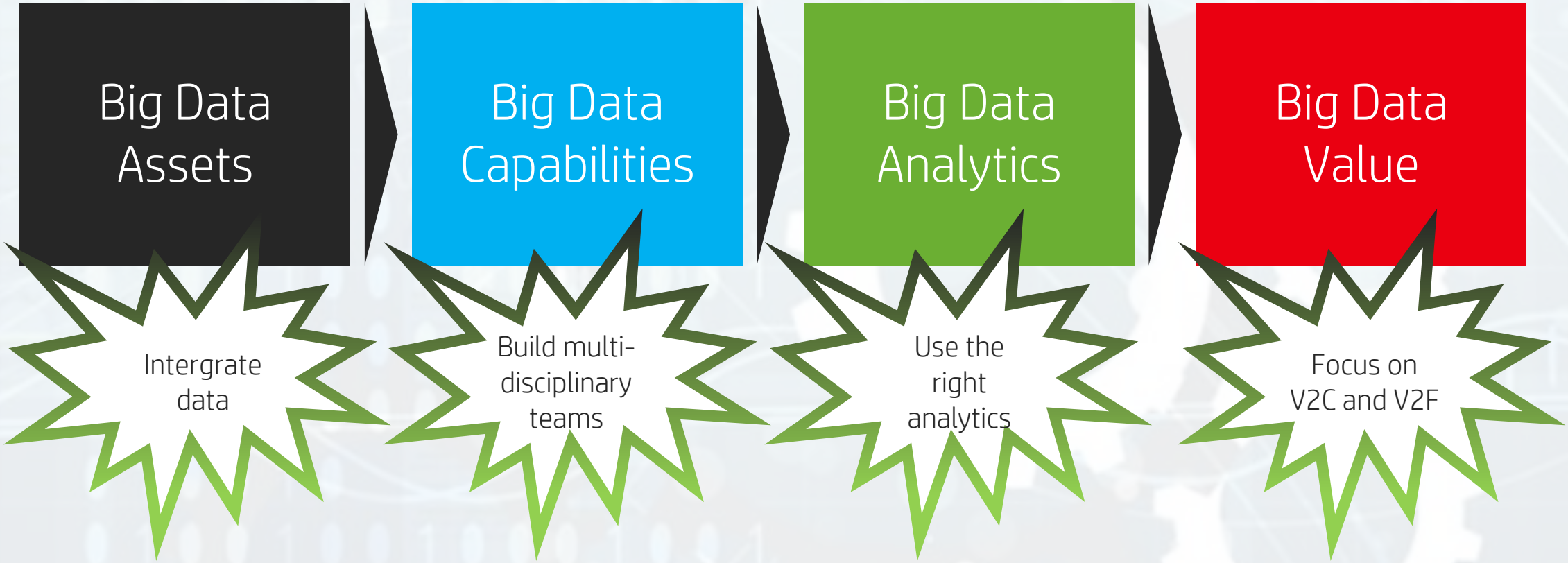
Analytics is about de-averaging, interpretation, visualization and story-tellling

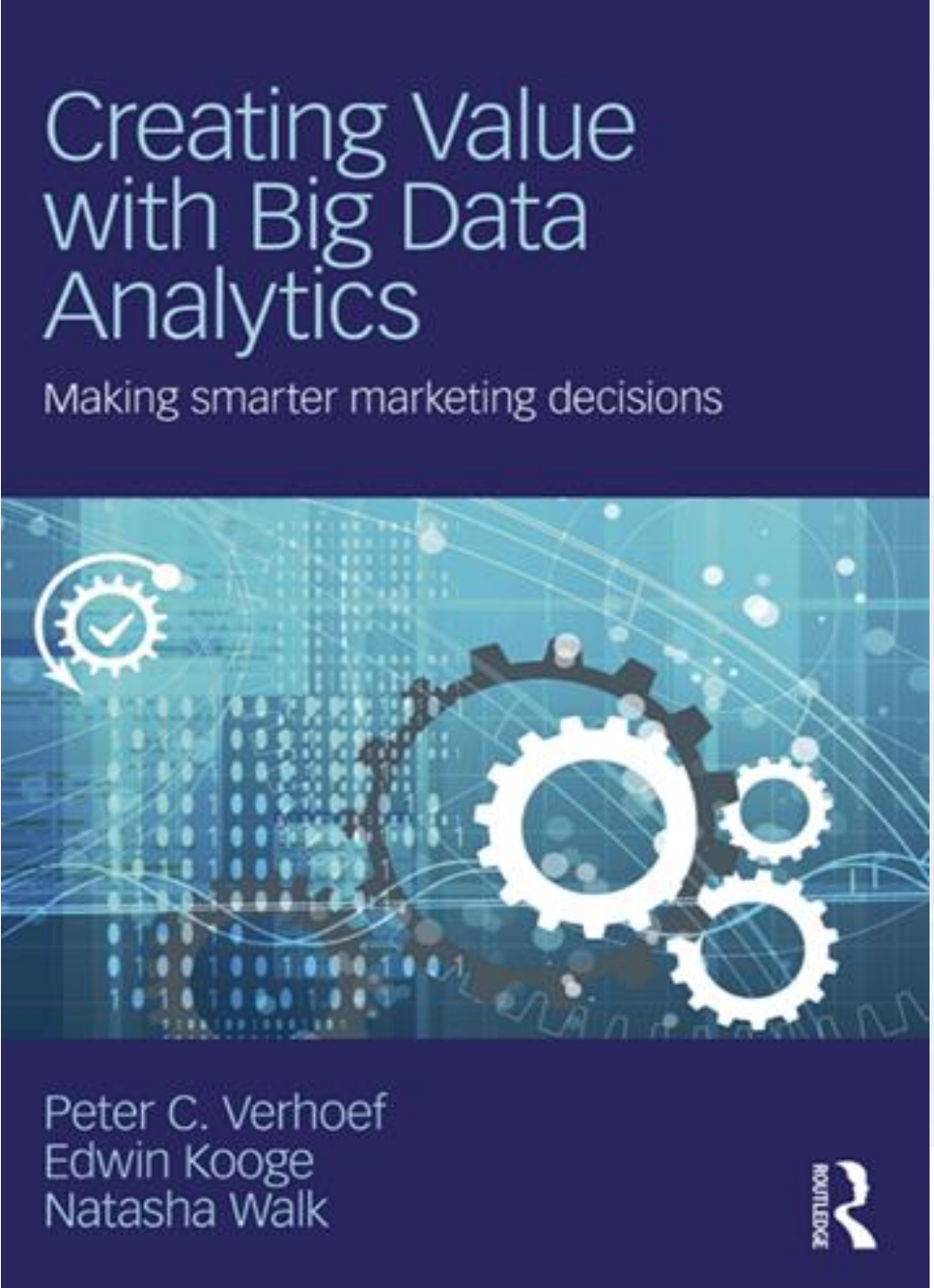
TED presentation Hans Rosling

Big Data Value Creation Model



Big Data Value Creation Model





Start Small with Big Data

Learn more? Go to www.bigdatasmartmarketing.com

Or email: nwalk@outlook.com

Wij kijken uit naar jullie reviews!!

pim marketing book of the year