THE 5 KEYS
TO CONNECTING
WITH REAL PEOPLE

**HOW TO RECOGNISE AND REACH MILLIONS OF CONSUMERS ACROSS
THEIR DEVICES, MEDIA AND CHANNELS, OVER LONG PERIODS OF TIME.**

Raju Malhotra

Senior Vice President, Products

CONVERSANT®

IT STARTS WITH THE CONSUMER

All marketing starts with knowing who you're talking to.

Before you can truly engage with someone online, you need to know if you've talked to them before (and if so, about what), and if they're already your customer. All the next steps—and the success of your message—depend on that.

Accurately recognising individuals and reaching them continuously for a long time with compelling messages, within a privacy framework, is today's toughest marketing challenge.

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As each consumer is surrounded by more and more data (online and off), it's getting harder to build an accurate, ongoing matching solution that doesn't compromise privacy.

ONE VIEW BEATS A FRAGMENTED VIEW

To speak to each consumer with confidence, we need one view of them, across all of their channels and devices.

But with the way that advertising technology evolved, getting one view isn't as easy as it seems. Many brands end up working with a number of specialty partners, combining a DMP (data management platform), DSP (demand-side platform) and data onboarder. This fragmented approach leads to fragmented views of consumers. And the brands may not even realise it's happening.

MYTH

Marketers need a specific solution for each purpose (e.g., on-boarding, DSP and DMP).

FACT

Using a point, fragmented solution often leads to identification errors and a big drop-off in the size of the actionable audience, versus having one view of consumers.

THE DANGERS OF USING FRAGMENTED SOLUTIONS

**They don't give you one view of each consumer.** The data is often at the segment level and based on limited consumer interactions.

They often don't take offline & online CRM data into account. Without this crucial data to build and strengthen identities, the accuracy of each consumer ID suffers.

The data is un-actionable. It offers cold, non-persistent views of consumers, so it can't reconnect with them over their lifetimes.

Marketers don't control the chain of custody. This means that the audience is limited to the overlap between their partners' cookies.
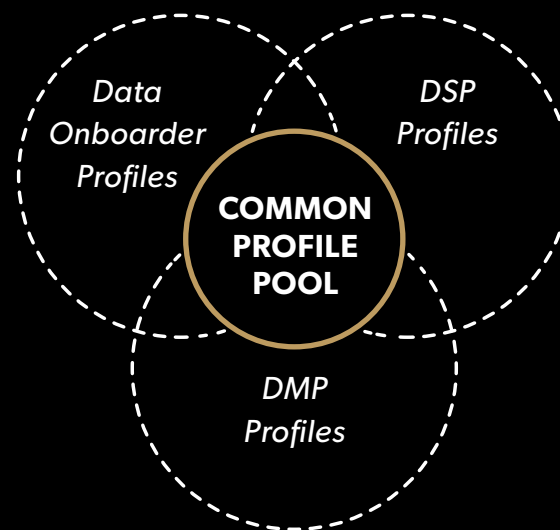
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THE **5 KEYS** TO CONNECTING WITH REAL PEOPLE

In order to truly market at the person level, any solution must excel in five key categories.

Over the past 10 years, Conversant has acquired 14 patents and invested over a billion dollars in R&D on an end-to-end solution that excels in all 5 of these keys.

It's an evolution of Customer Relationship Management, pulling together CRM data (e.g., email, direct mail), anonymous data (e.g., cookies, device IDs) and transactions (online and offline) to build a complete ID that strengthens over time, without the need for PII.

We're sharing it with you now to help you achieve the same results that we've delivered for our clients.

1. RECOGNITION
It should recognise each consumer as a person, not just as part of a segment.

2. REACH
It should have enough scale to reach a significant portion of your audience.

3. ACCURACY
Its IDs should be verifiably accurate.

4. PERSISTENCE
It should retain persistent IDs for consumers throughout their lifetimes.

5. PRIVACY
The data should be anonymised and maintained within strict privacy guidelines.

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RECOGNITION

Recognising who you're talking to is an essential first step. Messaging the wrong person is a poor consumer experience and a waste of ad spend.

But with the explosion of devices attached to each consumer in recent years, recognition has been even more of a challenge.

CONSUMERS OWN AN AVERAGE OF 3.4 DEVICES.[1]

To have real conversations, you need to know who you're talking to, and on what.

EACH PERSON IS LINKED TO 19 COOKIES MONTHLY.[2]

If you don't recognise that they're the same person, across devices and browsers, then you'll repeat your message and waste money.

MOBILE ADVERTISING SPENDING IS GROWING.

It's projected to account for over half (51%) of digital ad spending by 2016, and surpass desktop by 2018.[3] You can't reach your audience on desktop alone.

DESKTOP IS STILL IMPORTANT, TOO.

A majority of conversions still happen on a desktop. If you start your conversation on mobile, you'll want to be able to close the deal on desktop—which only works if you're confident you're talking to the same person.

1. https://www.globalwebindex.net/blog/digital-consumers-have-average-of-3.35-connected-devices
2. Conversant network numbers (user cookies divided by individuals)
3. http://www.emarketer.com/Article/Mobile-Ad-Spend-Top-100-Billion-Worldwide-2016-51-of-Digital-Market/1012299

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SOCIAL   *NEWS*   *SHOPPING*

MORNING   NOON   EVENING
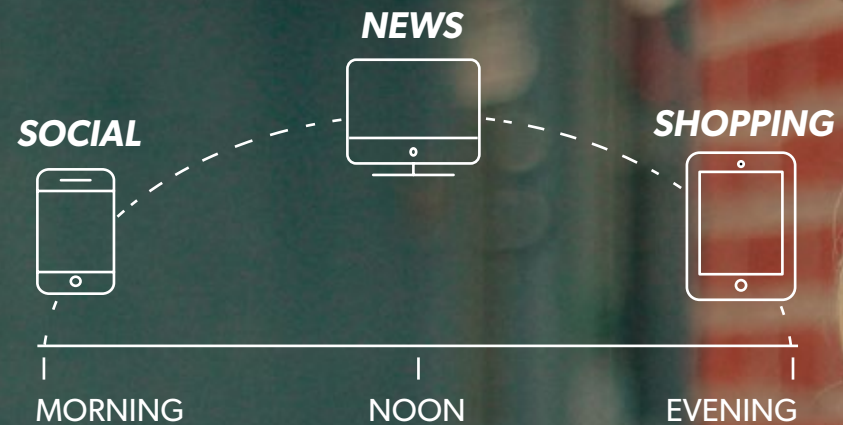
RECOGNITION

RECOGNITION

Marketers have developed three different methods for overcoming these challenges and matching data with real people.

PROBABILISTIC MATCHING:
relies on making guesses about consumer identity, using a limited amount of third-party data.

DETERMINISTIC MATCHING
Perfect Knowledge (e.g., Facebook, Google):
uses the data of authenticated, logged-in users for information about its users (including PII), across devices.

DETERMINISTIC MATCHING
Transaction-Based Data:
links first-party transactional data to each consumer. Conversant uses both online and offline transactional data.

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THE IDEAL METHOD SHOULD BE ABLE TO RESPOND TO THE BIGGEST RECOGNITION CHALLENGES:

MULTIPLE DEVICES

PROBLEM:
If a consumer's devices aren't connected to each other, they'll see the same ads repeated, or see ads after they've purchased.

SOLUTION:
All devices should be connected to a known person (anonymously), who's also connected to a rich data profile.

GETTING THE RIGHT MESSAGE TO THE RIGHT DEVICE

PROBLEM:
Some people with multiple devices only make purchases on one of them. Your message may be ineffective on the device you're running your ad on.

SOLUTION:
Understand which device is most important at which phase of the funnel, for each person.

GETTING CONSISTENT MESSAGES ACROSS DEVICES

PROBLEM:
Pushing different products across someone's devices dilutes your impact.

SOLUTION:
Keep the message consistent by matching at the person level, not just the device level.

RECOGNITION

REACH

Cross-device recognition isn't strong if it only reaches a sliver of the relevant audience. For maximum impact, marketers need access to the right data sources that give them the scale.

comScore ranks Conversant with reach that's on par with Google. That allows us to not only recognise consumers across devices, but also reach them with relevant messages. It's how we're able to activate a much larger audience pool for our clients than anyone else in the market.

Our reach fuels 80 billion online interactions per day (1 million every second), which in turn drives persistent recognition and understanding of individuals.

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CONVERSANT'S REACH

6,000
direct publisher
integrations
across video,
mobile & display

3.3M
websites
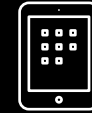
170K+
mobile apps

Partners with **NEARLY EVERY RTB EXCHANGE**, plus the top social media publishers, video and app integrations

Our own **CONVERSANT PRIVATE EXCHANGE** and private in-app exchange

AD QUALITY MEASURES applied to all available inventory
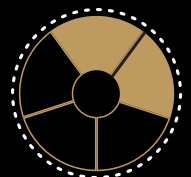
REACH

ACCURACY

Recognition and reach on their own aren't enough. For marketing to work, our understanding of consumers has to be accurate enough to deliver messages that are relevant to each person.

CONVERSANT'S RECOGNITION TECHNOLOGY IS BASED ON VERIFIABLY ACCURATE, CLOSED-LOOP REPORTING OF ACTUAL CUSTOMER PURCHASES.

Which also means that our network is built from consumers who are in-market, with disposable income to buy.

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THE ACCURACY CHAIN

We get a list of transactions from our 4,000 clients, including store, catalogue, call centre and website purchases. That's **75M DAILY** online and offline SKU-level purchases.

We match each time our list of individuals transact, more than **3.5M TIMES A DAY**. That's 1.5x the transactions per second of Amazon.

We also pull in:

- **400 DAYS** of each user's web browsing and search activity.

- Cross-channel marketing data: Engagement with brands **ACROSS EMAIL, CATALOGUE, DIRECT MAIL AND LOYALTY**.

- Network publisher activity: **80B+ DAILY INTERACTIONS** across web, mobile, video and social.
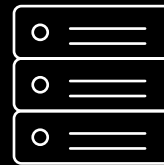
AS A RESULT, OUR MATCHES ARE BASED ON THE HIGHEST QUALITY NAMES AND ADDRESSES.

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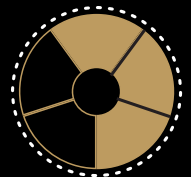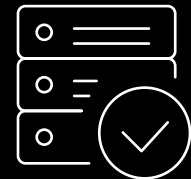
ACCURACY

ACCURACY

Conversant's solution solves the biggest accuracy challenges that marketers face. Here are some mistakes that other solutions make.

1. MATCHING ONLY WITH EMAIL ADDRESSES

PROBLEM:
Most Internet users have multiple email addresses, leading to duplication of IDs.

SOLUTION:
Marketers should match with online and offline transactional data, too. When consumers make purchases, they enter their real email and home addresses at checkout. It doesn't get much more accurate than that.

2. A MATCH POOL THAT'S TOO SMALL

PROBLEM:
Reduced campaign potential.

SOLUTION:
Marketers should use a quality match pool, filled with people who have high household incomes and a history of transacting online.

3. MATCHING WITH THIRD-PARTY COOKIES

PROBLEM:
Since Safari rejects third-party cookies, these matches exclude 35% of educated, high-income individuals.

SOLUTION:
Marketers should work with a partner that knows how to reach users on all browsers, including Safari, on display and mobile.
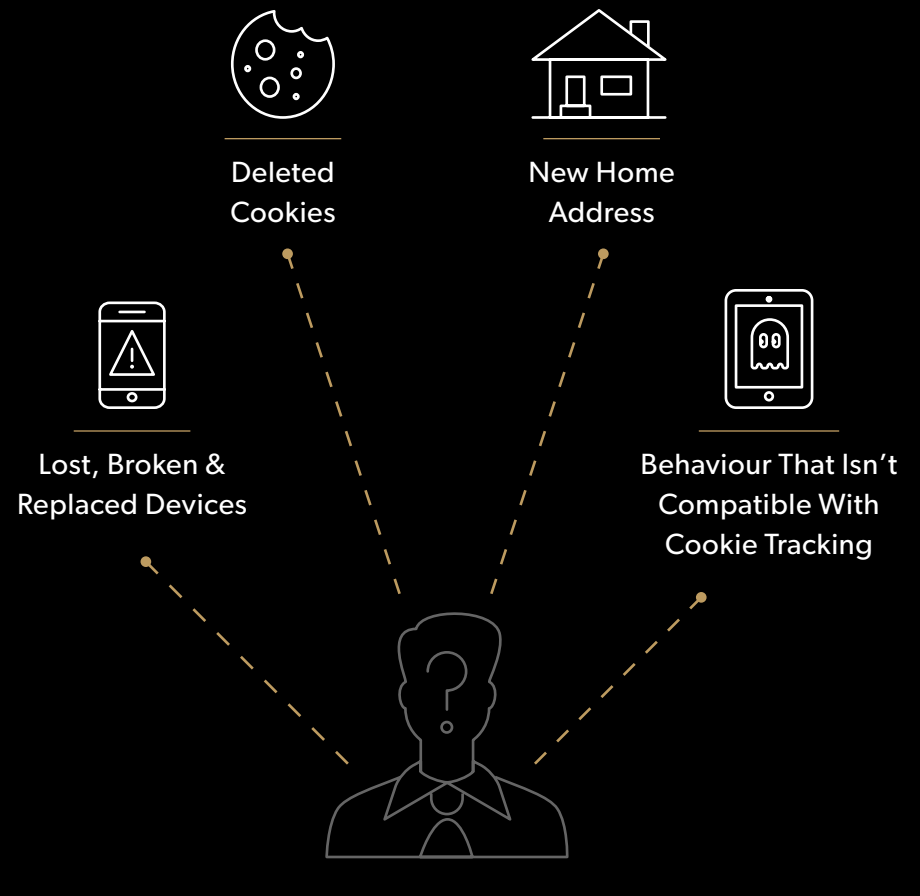
ACCURACY
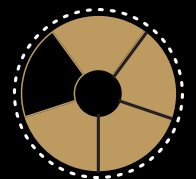
CONVERSANT®
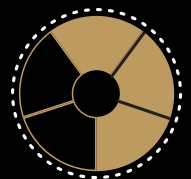
PERSISTENCE

Consumers' activity is always changing, online and off. Data only stays strong if we maintain a persistent link with them over time.

As we mentioned earlier, each person is linked to an average of 19 cookies monthly. And those disappear an average of every 7 weeks.

Conversant doesn't rely on cookies alone; we tie other online activities, plus transactions (online and offline), to our consumer IDs. This not only allows us to carry on conversations with the same customers for years (even in the face of cookie decay), and also allows us to make year-over-year comparisons.

Deleted Cookies

New Home Address

Lost, Broken & Replaced Devices

Behaviour That Isn't Compatible With Cookie Tracking

Inability to reach consumers over the long-term, eliminating the chance of a true connection.

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PERSISTENCE

PRIVACY

Excelling at recognition, reach, accuracy and persistence is difficult. But it's even more of a challenge to do it in a privacy framework.

Data should always be scrubbed of Personally Identifiable Information (PII) before it's used. This is an industry best practice that allows data to safely reach across networks.

Conversant solves privacy in 17 steps, including having a company-wide Chief Privacy Officer and complying fully with voluntary industry guidelines for Consumer Privacy Notice and Choice.

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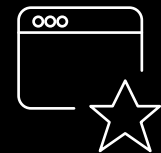
CONVERSANT PRIVACY AT A GLANCE
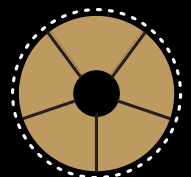
We use anonymous, non-PII
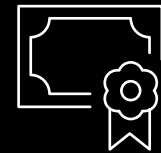
We're Certified Information Privacy Professionals
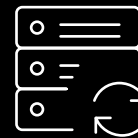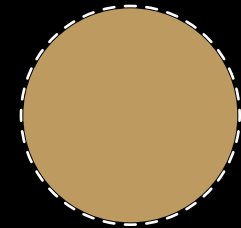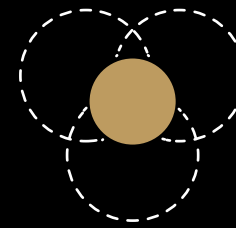
Our client data is stored with logical separation

We're participants in the Digital Advertising Alliance's AdChoices program

PRIVACY

CONVERSANT'S
SOLUTION BASED ON ONE VIEW

Now that we've explored the five keys to connecting with real people, compare how well Conversant's solution stacks up against a fragmented solution that uses a DMP, DSP and onboarder.

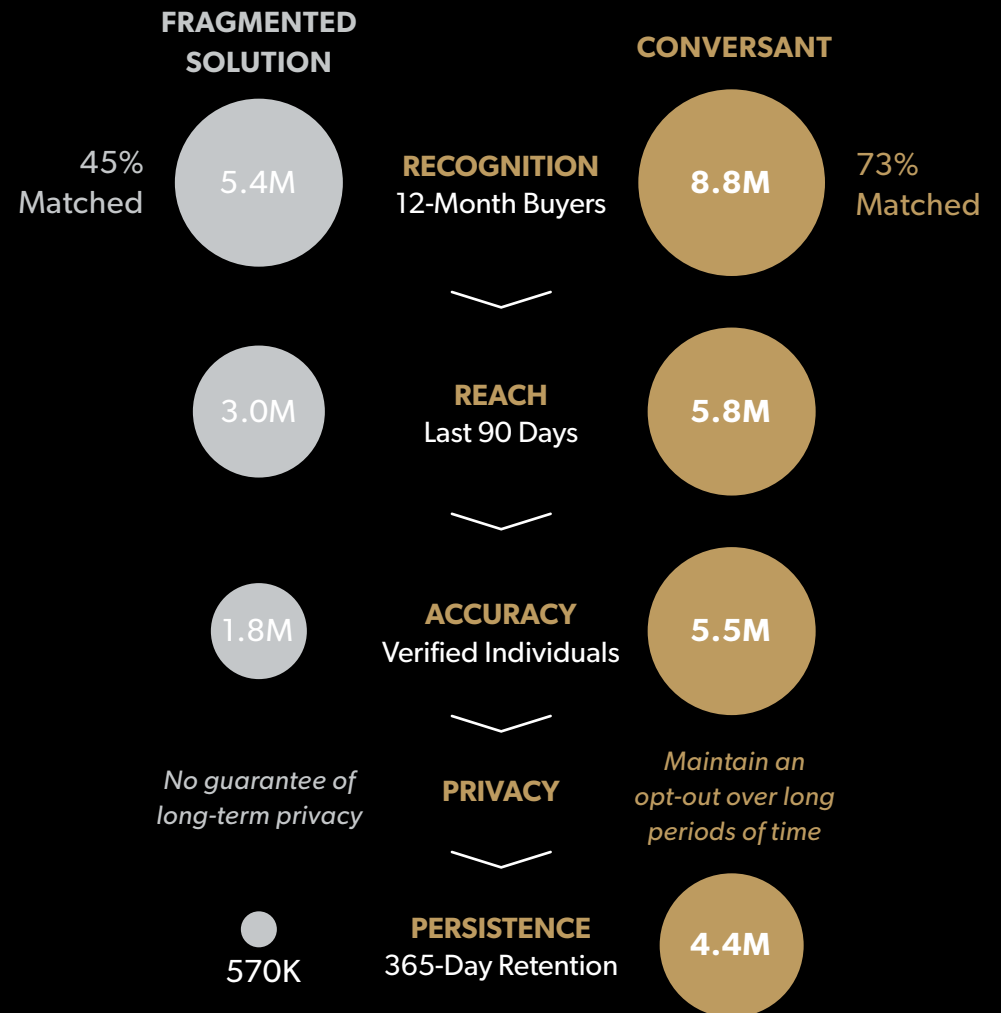|	FRAGMENTED SOLUTION	CONVERSANT
RECOGNITION	Only offers a segment-level view of consumers	Recognises consumers at the person level
REACH	Only reaches consumers as they interact in one place	Reaches consumers across channels and media where they spend their time
ACCURACY	Low accuracy rates due to matching with cookies	Verifies accuracy with actual consumer purchases
PERSISTENCE	Cold, inactionable profiles that don't update	Profiles update continually, as consumers take more actions online and off
PRIVACY	No guarantee of long-term privacy	Maintains an opt-out over long periods of time

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AN EXAMPLE OF OUR SOLUTION IN ACTION

A major retailer was having issues with connecting to consumers. They were using a combination of a DMP, DSP and onboarder to match their 12 million customer records. This fragmented solution allowed them to match and reach only 25% of them.

We quickly matched 73% of their customers. And the following year, we could still connect with 80% of the verified consumers, vs. their previous 32%.

OVERALL, WE INCREASED THEIR YEAR-OVER-YEAR VERIFIED AUDIENCE 8 TIMES OVER. THAT'S OVER 3.8 MILLION PEOPLE WHO WERE UNREACHABLE BEFORE OUR PARTNERSHIP.

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STARTING WITH 12M CUSTOMER RECORDS

FRAGMENTED SOLUTION		CONVERSANT
45% Matched · 5.4M	**RECOGNITION** 12-Month Buyers	8.8M · 73% Matched
3.0M	**REACH** Last 90 Days	5.8M
1.8M	**ACCURACY** Verified Individuals	5.5M
No guarantee of long-term privacy	**PRIVACY**	*Maintain an opt-out over long periods of time*
570K	**PERSISTENCE** 365-Day Retention	4.4M

CONCLUSION

With the endless amount of consumer data out there, it's a challenge to grab it, sort it and match it to the right people, to message them one-to-one at scale, in real-time. And the future will only bring us more data and more ways to reach people, with smart TVs, appliances, wearables and other touchpoints.

But by working with Conversant, the challenges become opportunities to expand your reach. You can always message your audience at the person level, increasing your Return on Ad Spend (ROAS) and brand love.

Good relationships with consumers take more than good algorithms. They take the work of experts to combine large data sets, multiple devices, the right privacy infrastructure and a massive media network. When looking for a partner to help you speak one-to-one with millions, don't settle for anything less than the best.

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ABOUT THE AUTHOR

Raju Malhotra is Senior Vice President, Products for Conversant and is responsible for all global product investments and development. Mr. Malhotra is a leader in the advertising technology industry and has an impressive track record of launching innovative products during the past two decades as a product and engineering executive. He's worked in senior positions at Microsoft, McKinsey and several other companies. He has an MBA from the Wharton School of the University of Pennsylvania and an undergraduate degree in computer engineering from the National Institute of Technology in India.

You can follow Raju on Twitter at *@RajuMalhotra*