10 terabyte

Amount of data uploaded to Facebook everyday

2.5 petabyte

Quantity of data used by Walmart for Business Analytics

300 billion

Number of IoT devices in 2020, according to an Intel forecast.

269 billion

Number of emails sent daily in the world

We are generating huge amounts of **data** containing lots of **information**

4

3 DATA DRIVEN MARKETING STRATEGIES
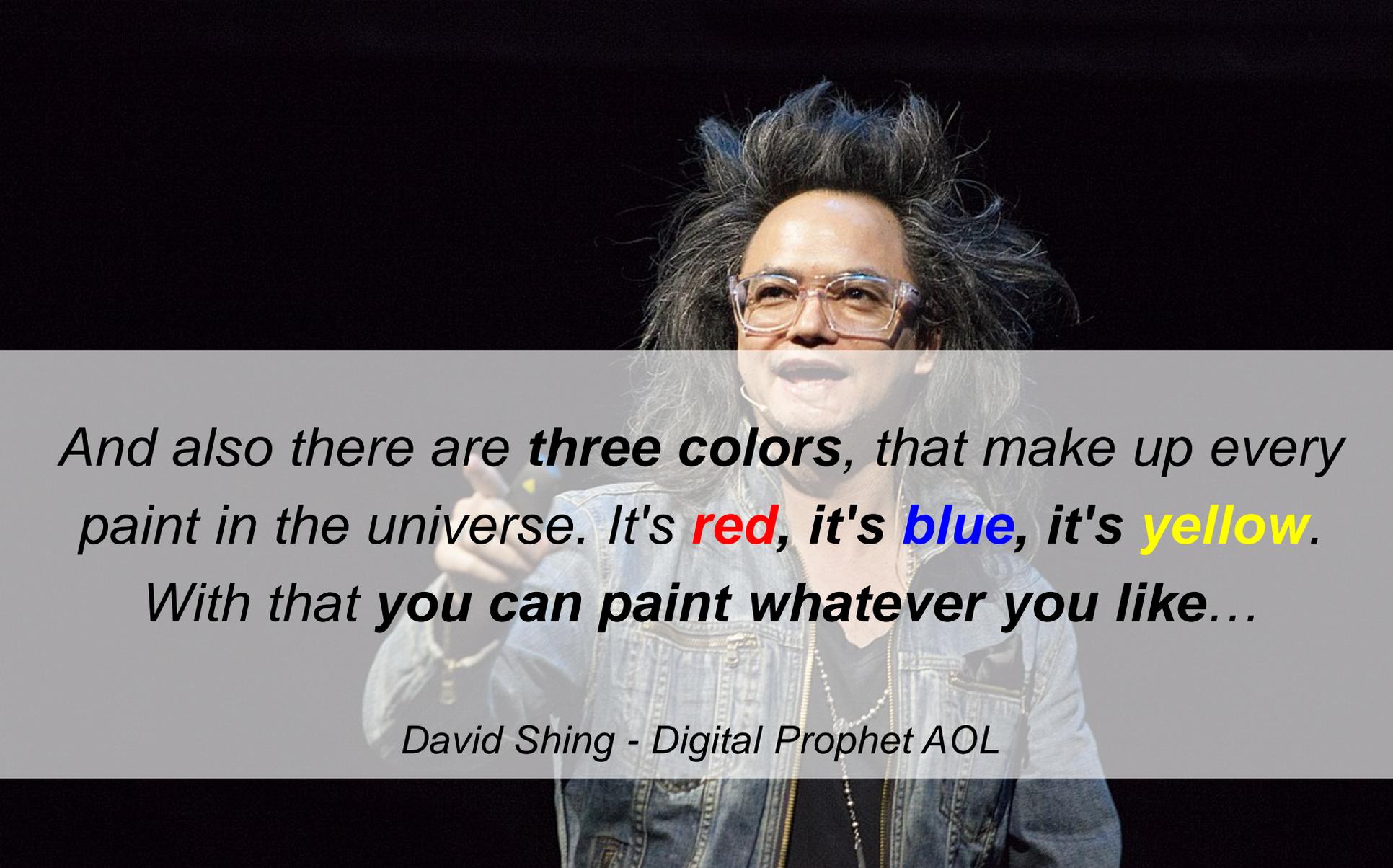
And also there are **three colors**, that make up every paint in the universe. It's red, **it's** blue, **it's** yellow. With that **you can paint whatever you like**…

David Shing - Digital Prophet AOL

.. it's **technology**, it's **content** and *distribution*.

With those three colors you can paint

any digital execution

1

TECHNOLOGY

-

DATA ANALYSIS

Stimulus

**First
Moment of Truth**
(Shelf)

**Second
Moment of Truth**
(Experience)

STIMULUS

SEARCH

WATCH VIDEOS

READ REVIEWS

ASK YOUR NETWORK

ZMOT

FIRST MOMENT OF TRUTH

SECOND MOMENT OF TRUTH

WINNING SHOPPERS AT THE
ZERO MOMENT OF TRUTH
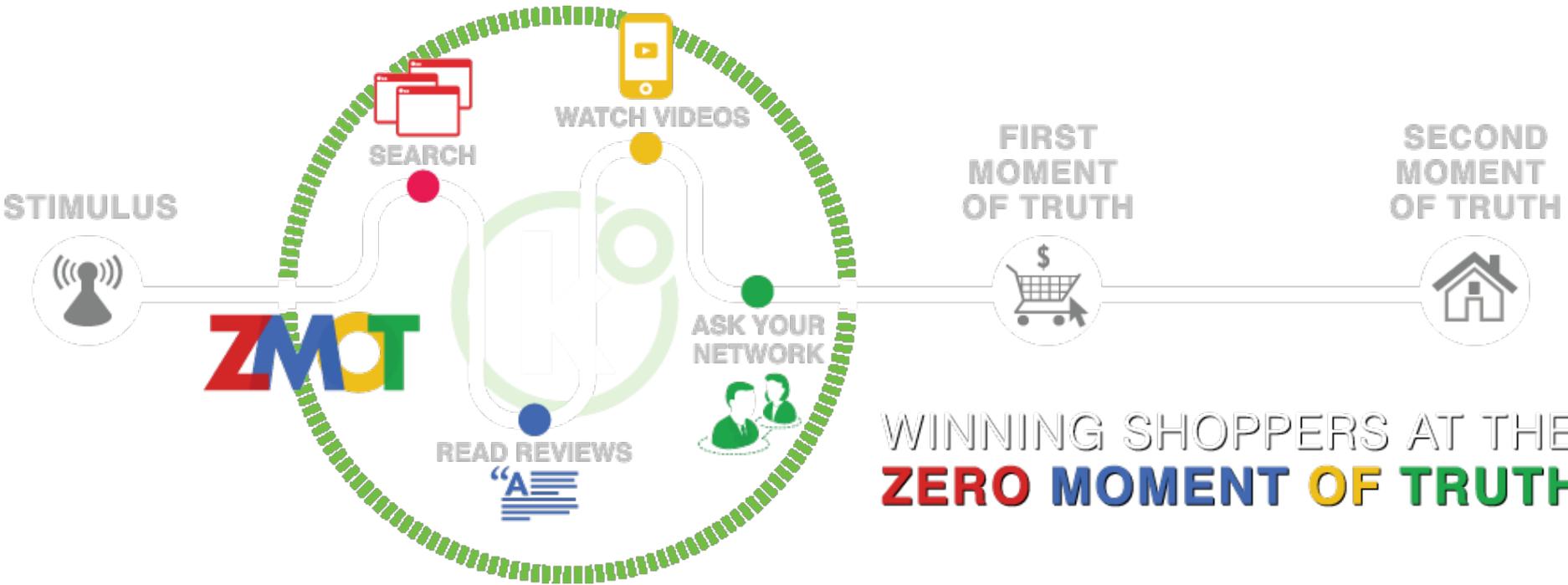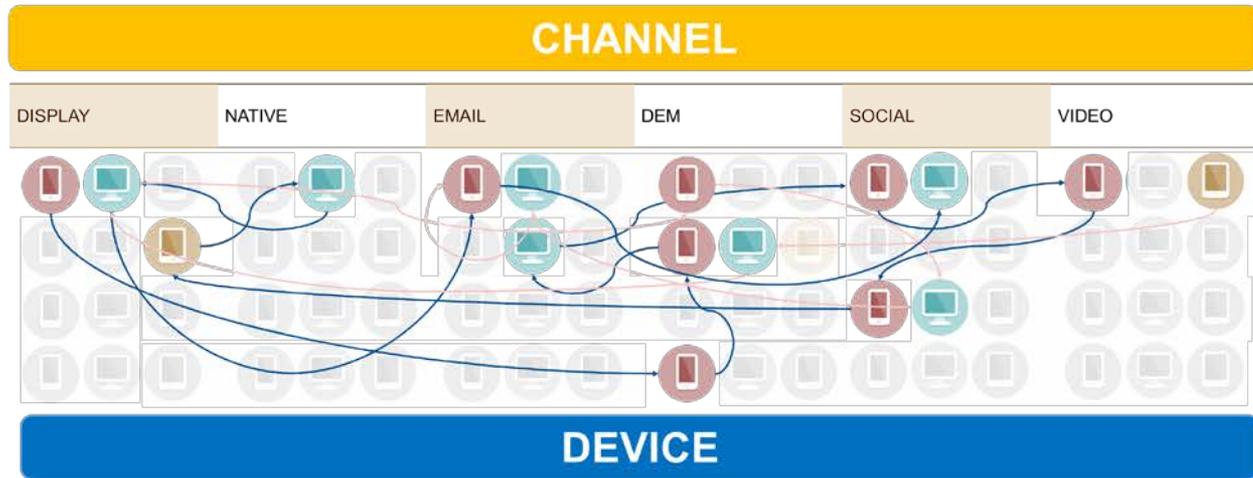
IT'S ALL THANKS TO ...

Last Interaction
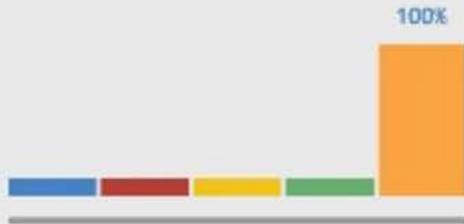
				100%

First Interaction
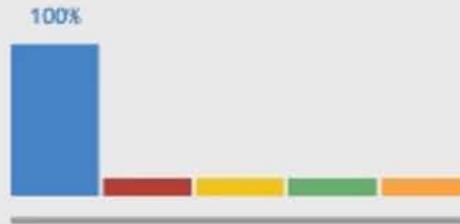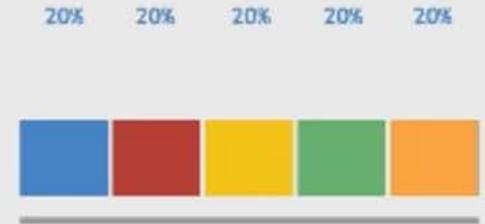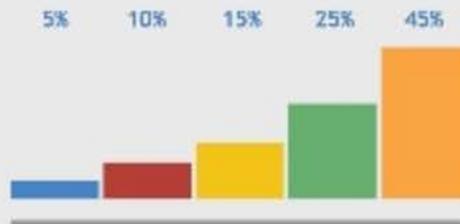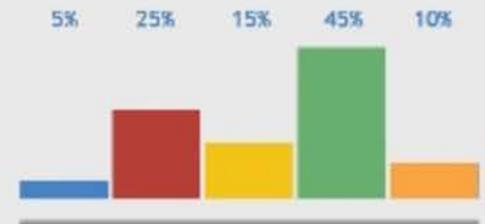
100%				

Linear

20%	20%	20%	20%	20%

Position Based

30%	10%	10%	10%	40%

Time Decay

5%	10%	15%	25%	45%

Customized

5%	25%	15%	45%	10%

$$\text{score} = \frac{1}{N^2} \times \sqrt{\frac{\Delta t_{\min}}{\Delta t}} + 0.5\ \delta_{\text{click}} + \text{CTR} \times \frac{1}{a + (1-a)\, e^{-a\ t_{\text{vis}}}} \delta_{\text{imp}} \times (1 + \xi\ \delta_{\text{format}})$$

score~sequence~ score~time~

score~interaction~
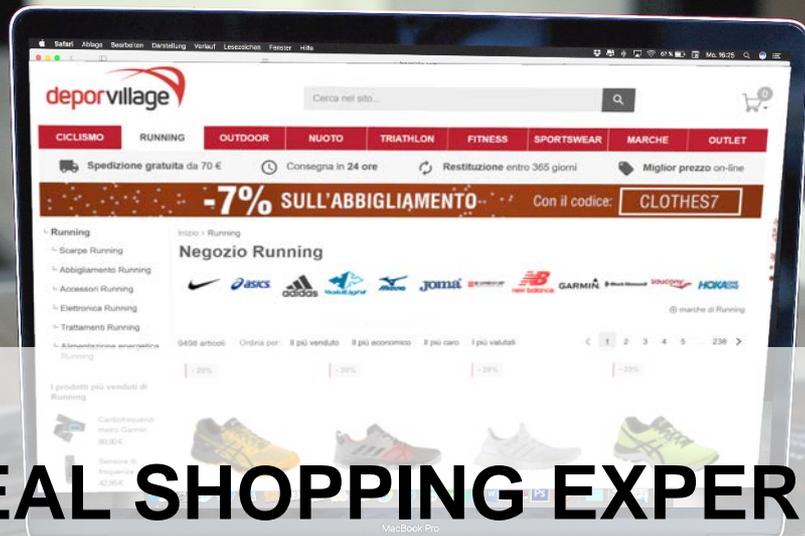
A REAL SHOPPING EXPERIENCE

Step	LogTime	Media	Channel	Interaction	VisibleTime [s]
1	05/03/2017 13:48	Referrer	Referrer	Non paid	ND
2	05/03/2017 14:18	rocketfuel	Display	Imp	12
3	05/03/2017 14:44	rocketfuel	Display	Imp	0
4	05/03/2017 14:44	tradelab	Display	Imp	0
5	05/03/2017 14:46	tradelab	Display	Imp	0
6	05/03/2017 14:46	tradelab	Display	Imp	27
7	05/03/2017 14:46	rocketfuel	Display	Imp	0
8	05/03/2017 14:46	criteo	Display	Imp	0
9	05/03/2017 14:46	criteo	Display	Imp	24
10	05/03/2017 14:46	criteo	Display	Imp	0
11	05/03/2017 14:46	criteo	Display	Imp	0
12	05/03/2017 14:47	rocketfuel	Display	Imp	0
13	05/03/2017 14:47	rocketfuel	Display	Imp	0
14	05/03/2017 14:47	rocketfuel	Display	Imp	14
15	05/03/2017 14:47	criteo	Display	Imp	14
16	05/03/2017 14:47	rocketfuel	Display	Imp	0
17	05/03/2017 14:47	criteo	Display	Imp	0
18	05/03/2017 14:52	rocketfuel	Display	Imp	ND
19	05/03/2017 14:52	tradelab	Display	Imp	ND
20	05/03/2017 14:53	tradelab	Display	Imp	0
21	05/03/2017 14:53	tradelab	Display	Imp	ND
22	05/03/2017 14:54	rocketfuel	Display	Imp	0
23	05/03/2017 14:54	rocketfuel	Display	Imp	ND
24	05/03/2017 22:40	tradelab	Display	Imp	ND
25	05/03/2017 22:40	rocketfuel	Display	Imp	0
26	05/03/2017 22:40	tradelab	Display	Imp	ND
27	05/03/2017 22:40	tradelab	Display	Imp	ND
28	05/03/2017 22:40	tradelab	Display	Imp	ND
29	05/03/2017 22:40	rocketfuel	Display	Imp	ND
30	05/03/2017 22:40	tradelab	Display	Imp	ND
31	05/03/2017 22:40	tradelab	Display	Imp	ND
32	05/03/2017 22:40	tradelab	Display	Imp	ND
33	12/03/2017 14:07	rocketfuel	Display	Imp	0
34	18/03/2017 22:11	rocketfuel	Display	Imp	0
35	20/03/2017 11:18	rocketfuel	Display	Imp	12
36	20/03/2017 11:18	tradelab	Display	Imp	80
37	20/03/2017 11:18	rocketfuel	Display	Imp	0
38	20/03/2017 11:50	rocketfuel	Display	Imp	3
39	20/03/2017 11:50	rocketfuel	Display	Imp	2
40	20/03/2017 11:50	criteo	Display	Imp	3
41	20/03/2017 11:50	criteo	Display	Imp	ND
42	20/03/2017 11:55	Natural Search	Natural Search	Non paid	0
43	20/03/2017 12:22	tradelab	Display	Imp	1
44	20/03/2017 21:47	tradelab	Display	Imp	0
45	20/03/2017 21:49	rocketfuel	Display	Imp	ND
46	20/03/2017 21:49	Referrer	Referrer	Non paid	ND

20/03/2017 21:54

TEMPO

Prima interazione

Acquisto

Step	LogTime	Media	Channel	Interaction	VisibleTime [s]
1	05/03/2017 13:48	Referrer	Referrer	Non paid	
2	05/03/2017 14:18	rocketfuel	Display	Imp	ND
3	05/03/2017 14:44	rocketfuel	Display	Imp	12
4	05/03/2017 14:44	tradelab	Display	Imp	0
5	05/03/2017 14:46	tradelab	Display	Imp	0
6	05/03/2017 14:46	tradelab	Display	Imp	0
7	05/03/2017 14:46	rocketfuel	Display	Imp	27
8	05/03/2017 14:46	criteo	Display	Imp	0
9	05/03/2017 14:46	criteo	Display	Imp	0
10	05/03/2017 14:46	criteo	Display	Imp	24
11	05/03/2017 14:46	criteo	Display	Imp	0
12	05/03/2017 14:47	rocketfuel	Display	Imp	0
13	05/03/2017 14:47	rocketfuel	Display	Imp	0
14	05/03/2017 14:47	rocketfuel	Display	Imp	0
15	05/03/2017 14:47	criteo	Display	Imp	14
16	05/03/2017 14:47	rocketfuel	Display	Imp	14
17	05/03/2017 14:47	criteo	Display	Imp	0
18	05/03/2017 14:52	rocketfuel	Display	Imp	0
19	05/03/2017 14:52	tradelab	Display	Imp	ND
20	05/03/2017 14:53	tradelab	Display	Imp	ND
21	05/03/2017 14:53	tradelab	Display	Imp	0
22	05/03/2017 14:54	rocketfuel	Display	Imp	ND
23	05/03/2017 14:54	rocketfuel	Display	Imp	0
24	05/03/2017 22:40	tradelab	Display	Imp	ND
25	05/03/2017 22:40	rocketfuel	Display	Imp	ND
26	05/03/2017 22:40	tradelab	Display	Imp	0
27	05/03/2017 22:40	tradelab	Display	Imp	ND
28	05/03/2017 22:40	tradelab	Display	Imp	0
29	05/03/2017 22:40	tradelab	Display	Imp	ND
30	05/03/2017 22:40	tradelab	Display	Imp	ND
31	05/03/2017 22:40	tradelab	Display	Imp	ND
32	05/03/2017 22:40	tradelab	Display	Imp	ND
33	12/03/2017 14:07	rocketfuel	Display	Imp	ND
34	18/03/2017 22:11	rocketfuel	Display	Imp	ND
35	20/03/2017 11:18	rocketfuel	Display	Imp	ND
36	20/03/2017 11:18	tradelab	Display	Imp	0
37	20/03/2017 11:18	rocketfuel	Display	Imp	12
38	20/03/2017 11:50	tradelab	Display	Imp	80
39	20/03/2017 11:50	rocketfuel	Display	Imp	0
40	20/03/2017 11:50	criteo	Display	Imp	3
41	20/03/2017 11:50	criteo	Display	Imp	2
42	20/03/2017 11:55	Natural Search	Natural Search	Non paid	3
43	20/03/2017 12:22	tradelab	Display	Imp	ND
44	20/03/2017 21:47	tradelab	Display	Imp	0
45	20/03/2017 21:49	rocketfuel	Display	Imp	1
46	20/03/2017 21:49	Referrer	Referrer	Non paid	0
	20/03/2017 21:54			Lead	ND

Step	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
LogTime	05/03/2017 13:48	05/03/2017 14:18	05/03/2017 14:44	05/03/2017 14:44	05/03/2017 14:46	05/03/2017 14:46	05/03/2017 14:46	05/03/2017 14:46	05/03/2017 14:46	05/03/2017 14:46	05/03/2017 14:46	05/03/2017 14:47	05/03/2017 14:47	05/03/2017 14:47	05/03/2017 14:47	05/03/2017 14:47	05/03/2017 14:47	05/03/2017 14:52	05/03/2017 14:52	05/03/2017 14:53	05/03/2017 14:53	05/03/2017 14:54	05/03/2017 14:54	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	12/03/2017 14:07	18/03/2017 22:11	20/03/2017 11:18	20/03/2017 11:18	20/03/2017 11:18	20/03/2017 11:50	20/03/2017 11:50	20/03/2017 11:50	20/03/2017 11:50	20/03/2017 11:55	20/03/2017 12:22	20/03/2017 21:47	20/03/2017 21:49	**20/03/2017 21:54**
Media	Referrer	rocketfuel	rocketfuel	tradelab	tradelab	tradelab	rocketfuel	criteo	criteo	criteo	criteo	rocketfuel	rocketfuel	rocketfuel	criteo	rocketfuel	criteo	rocketfuel	tradelab	tradelab	tradelab	rocketfuel	rocketfuel	tradelab	rocketfuel	tradelab	tradelab	rocketfuel	tradelab	tradelab	tradelab	tradelab	rocketfuel	rocketfuel	rocketfuel	tradelab	rocketfuel	rocketfuel	rocketfuel	criteo	criteo	Natural Search	tradelab	tradelab	rocketfuel	Referrer
Channel	Referrer	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Natural Search	Display	Display	Display	Referrer
Interaction	Non paid	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Non paid	Imp	Imp	Imp	Non paid **Lead**
VisibleTime [s]		ND	12	0	0	0	27	0	0	2	0	0	0	0	14	14	0	0	ND	ND	0	ND	0	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	0	0	12	80	0	3	2	3	ND	0	1	0	ND

Step	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	
LogTime	05/03/2017 13:48	05/03/2017 14:18	05/03/2017 14:44	05/03/2017 14:46	05/03/2017 14:46	05/03/2017 14:47	05/03/2017 14:47	05/03/2017 14:52	05/03/2017 14:53	05/03/2017 14:54	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	05/03/2017 22:40	12/03/2017 14:07	20/03/2017 11:18	20/03/2017 11:18	20/03/2017 11:50	20/03/2017 11:50	20/03/2017 11:50	20/03/2017 11:55	20/03/2017 21:47	20/03/2017 21:49	**20/03/2017 21:54**
Media	Referrer	rocketfuel	rocketfuel	rocketfuel	criteo	criteo	rocketfuel	tradelab	tradelab	rocketfuel	tradelab	rocketfuel	tradelab	tradelab	tradelab	rocketfuel	tradelab	tradelab	tradelab	rocketfuel	tradelab	rocketfuel	rocketfuel	criteo	criteo	Natural Search	tradelab	Referrer	
Channel	Referrer	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Display	Natural Search	Display	Referrer	
Interaction	Non Paid	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Non Paid	Imp	Non Paid	Lead
VisibleTime [s]	ND	ND	12	27	24	14	14	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	ND	12	80	3	2	3	ND	1	ND	

$$\text{score} \;=\; \frac{1}{N^2} \times \sqrt{\frac{\Delta t_{\min}}{\Delta t}} + 0.5\; \delta_{\text{click}} + \text{CTR} \times \frac{1}{a + (1-a)\, e^{-a\; t_{\text{vis}}}} \delta_{\text{imp}} \times (1 + \xi\; \delta_{\text{format}})$$

$$\underbrace{\qquad}_{\text{score}_{\text{sequence}}} \underbrace{\qquad}_{\text{score}_{\text{time}}} \underbrace{\qquad\qquad\qquad\qquad\qquad}_{\text{score}_{\text{interaction}}}$$

Donut chart: Rocketfuel 40%, Referrer 28%, Natural Search 14%, Criteo 12%, Tradelab 6%

Step	1	2	3	4	5	6	7	8	9	10	11	...	19	20	21	22	23	24	25	26	27	28	Lead
LogTime	05/03/2017 13:48	05/03/2017 14:18	05/03/2017 14:44	05/03/2017 14:46	05/03/2017 14:46	05/03/2017 14:47	05/03/2017 14:47	05/03/2017 14:52	05/03/2017 14:53	05/03/2017 14:54				20/03/2017 11:18	20/03/2017 11:18	20/03/2017 11:50		20/03/2017 11:50	20/03/2017 11:50	20/03/2017 11:55	20/03/2017 21:47	20/03/2017 21:49	20/03/2017 21:54
Media	Referrer	rocketfuel	rocketfuel	rocketfuel	criteo	criteo	rocketfuel	tradelab	tradelab					rocketfuel	rocketfuel	rocketfuel		rocketfuel	rocketfuel	criteo	criteo	Natural Search	tradelab	Referrer
Channel	Referrer	Display	Display	Display	Display	Display	Display	Display	Display					Display	Display			Display	Display	Natural Search	Display	Referrer	
Interaction	Non Paid	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp	Imp		Imp	Imp	Imp	Imp		Imp	Imp	Non Paid	Imp	Non Paid	Lead
VisibleTime [s]	ND	ND	12	27	24	14	14	ND	ND	ND				12	80	3		2	3	ND	1	ND	
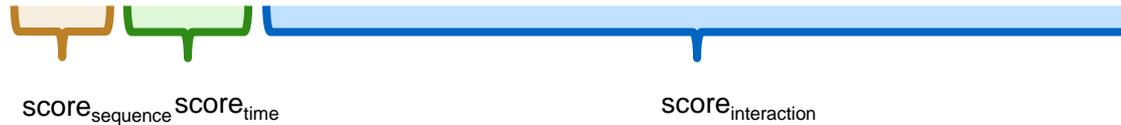
NEW PERSPECTIVE

2

CONTENT

-

LEVERAGE ON DATA
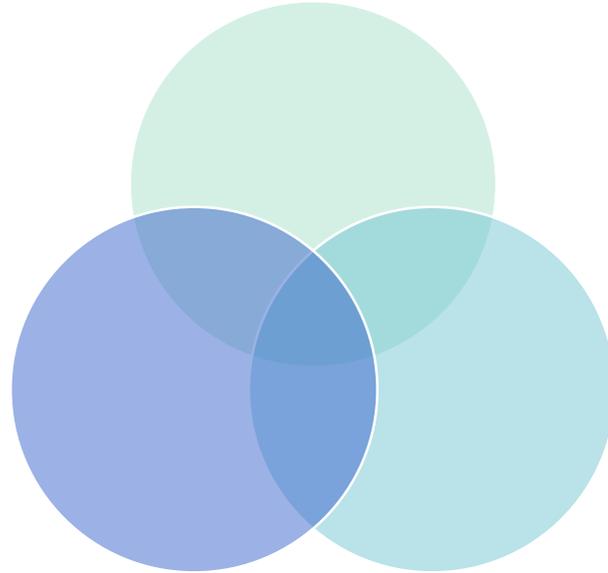
"THE AVERAGE" CUSTOMER EXPERIENCE
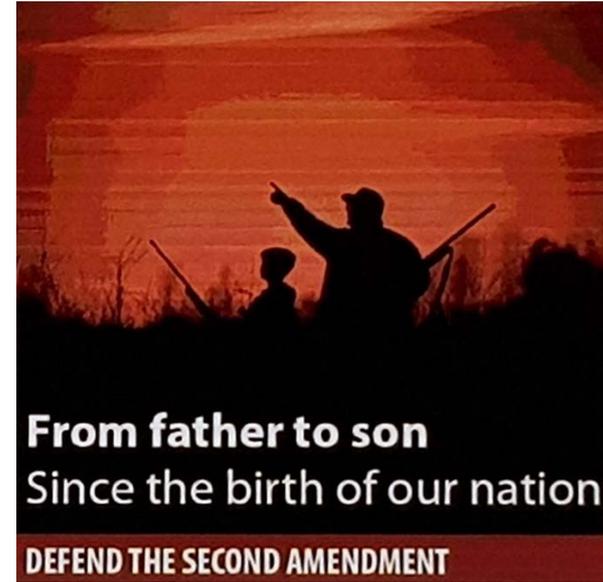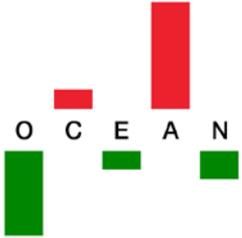
MANCA ANCORA QUALCOSA..
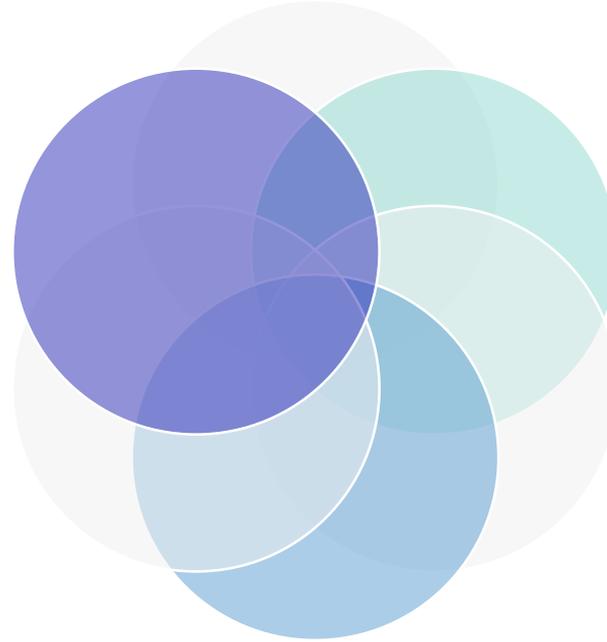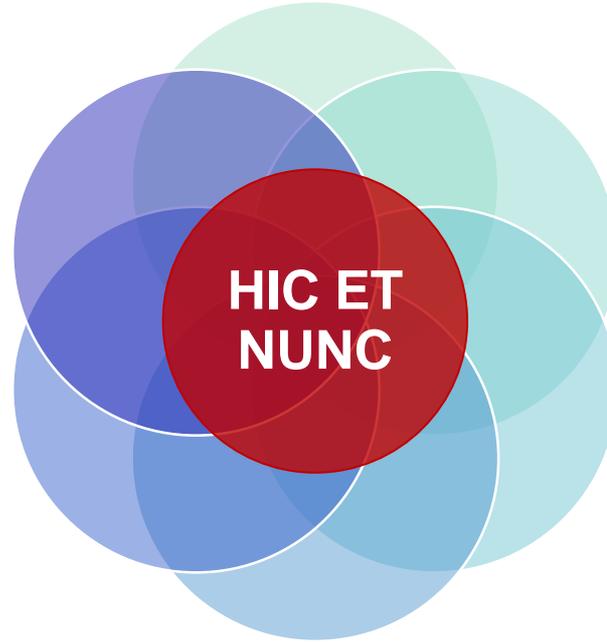
PSYCHOGRAPHIC CUSTOMER EXPERIENCE

TRUMP

MAKE AMERICA GREAT AGAIN!

Personas customized electoral campaign:

MESSAGES: the right concept to the right target personas
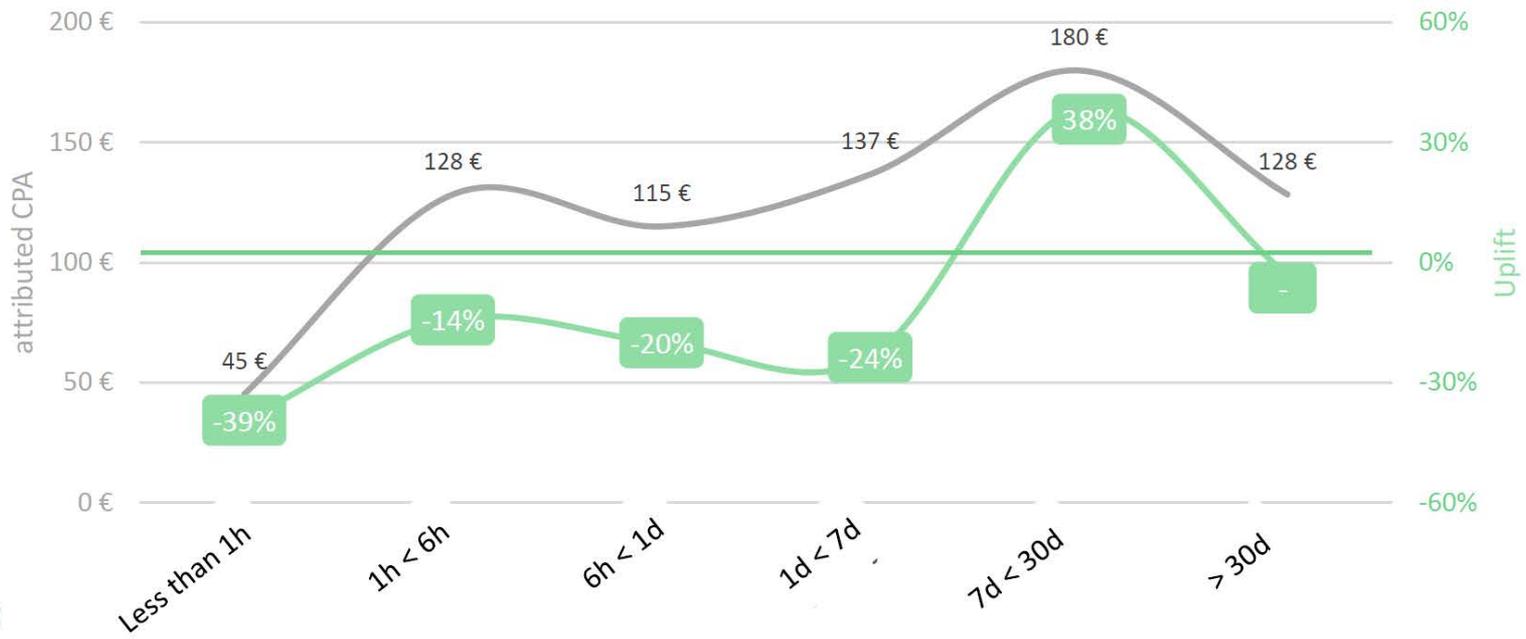**EXECUTIONS**: the right channel, moment, strategy to address it

3

DISTRIBUTION

-

.. DO NOT ABUSE DATA

«AFTER ALL IT WON'T COST ANYTHING…»

Home   Previsioni   Situazione   Video   News   Viabilità   Venti e Mari   Neve   Mappe   Mobile   Community   Business   Contatti

Meteo a 3 e 7 giorni   15 giorni   30 giorni   Meteo Italia   Europa   Mondo   Meteo Video   Carte del tempo   Stagionali   Qualità dell'aria   Sport   Script per siti web   Desktop   Estate

il Meteo   Madesimo

NEVE al Nord - forti piogge tra Liguria e Toscana [VIDEO]

LUNEDI 11 | allerta nubifragi al Nord, ultime nevicate [VIDEO]

Meteo ITALIA - allerta venti BURRASCOSI e MAREGGIATE

Meteo | 11-17 Dicembre, Italia nell'instabilità [VIDEO]

Meteo Madesimo - Previsioni fino a 15 giorni   ★★★★★ Vota!   G+   Tweet   Mi piace

Lombardia   Sondrio (SO)   Madesimo   Scopri di più: Webcam e altro ▼

Aggiornamento delle ore 10:00 - Prossimo alle 16:15

Condividi la previsione   Situazione neve e impianti - Madesimo (aggiornamento del 10/12/2017)
Neve al suolo: 20 - 50 cm • Impianti: Aperti, 7 su 13   fonte skiinfo.it

Meteo Giornaliero	Dom 10	Lun 11	Mar 12	Mer 13	Gio 14	Ven 15	Sab 16	Fino al 24
	-9° -5°	-4° 1°	-2° 1°	-16° -4°	-10° -3°	-4° -1°	-7° -3°	

Previsioni Triorarie   Previsioni Orarie   Sperimentali   Bollettino PDF ▼   Altri dati Meteo

Ora	Tempo	T (°C)	Vento (km/h)	Precipitazioni	Quota 0°	Visibilità	U.R.

Situazione in tempo reale

orno del
o km | foto
attaglia»

...UNITY ▾   3B+ ▾

	martedì 12 DIC
Madesimo	-2°
...mine di San Pietro	2°
Omegna	3°

1

TECNOLOGY

2

CONTENT

3

DISTRIBUTION

BONUS TRACK

hear
unexpected
details

Grazie!

www.linkedin.com/in/giorgiosacconi/

___

CX 2020
CUSTOMER EXPERIENCE