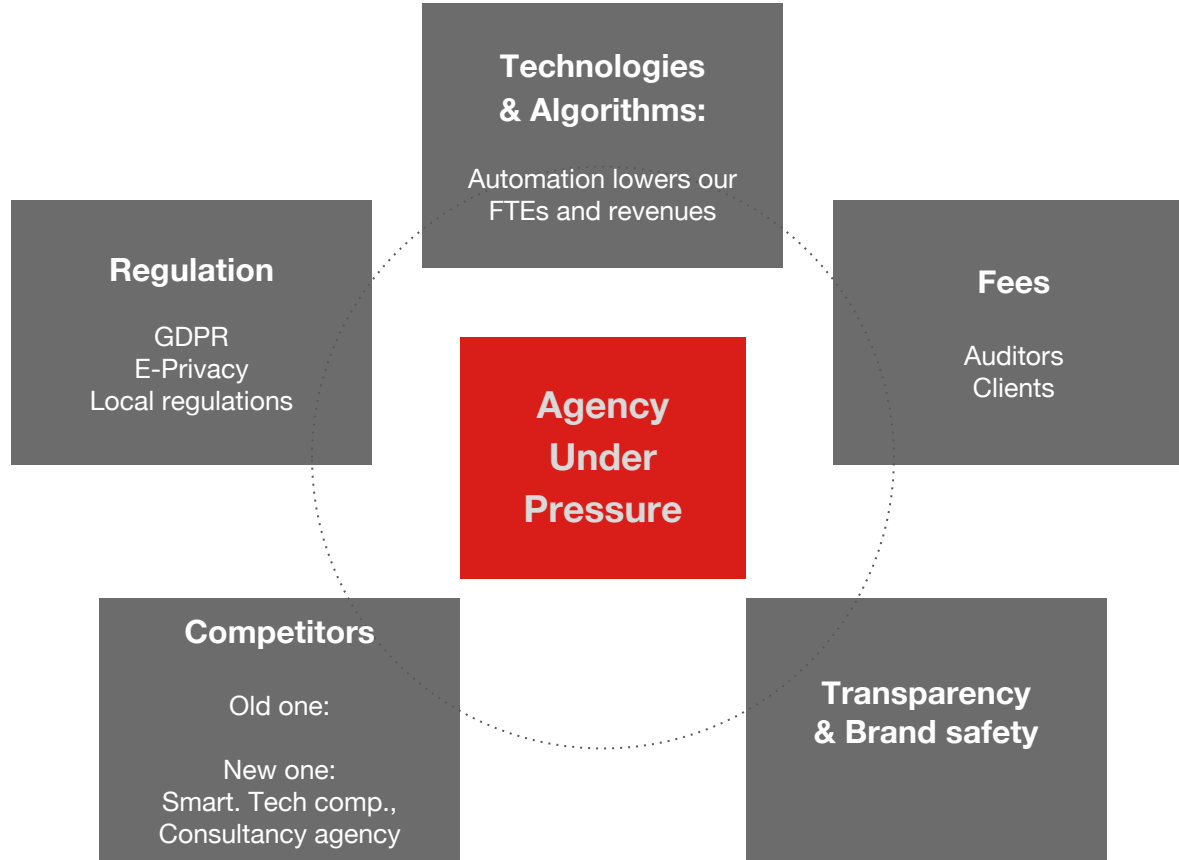


Digital Economy

Digiveletrh 2018.

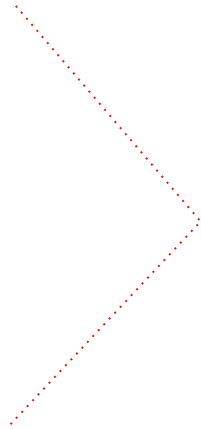
	A	B
1	adexpres	
2		

dentsu
ÆGIS
network



This is threat but
we also
see the opportunity.

**Media-centric
thinking**



**Data-centric
thinking**

New Trends

People

USE

Technology

DO

Consulting

	A	B
1	adexpres	
2		

UNDERSTAND
& CREATE

Data

Transparency

New
Opportunities

Technology.

implement.

Description



1. Be a partner for our client
2. Create strategy for joining multiple data sources together
3. Be a part of client decision making process
4. Drive and challenge client

Case studies

We are the **first** company that would like to identify Ikea Family members on web site in the CEE region. We work very closely with WSAD team to implement this technical solution.

Why would we want to do that?

To get data about users for better understanding and improve our communication.

Also we are able to learn more about customer journey from a web session up to final order.

**choose
& operate.**

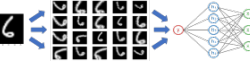
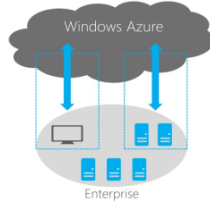
Collecting Phase

Hygiene Phase

Visualization Phase



DATABASE



Marketing Reporting App

Creating specific datasets



Visualization Tool (custom integration)

LIVE REPORTING

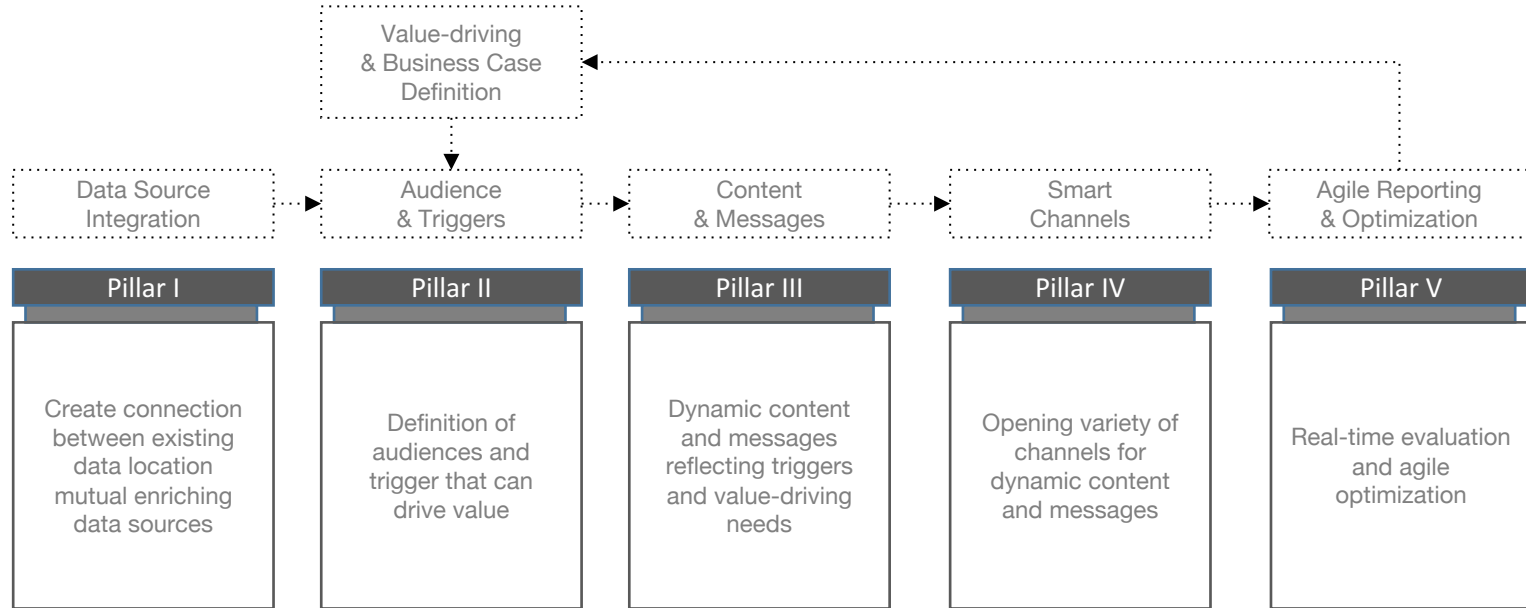
Reporting for clients on daily bases

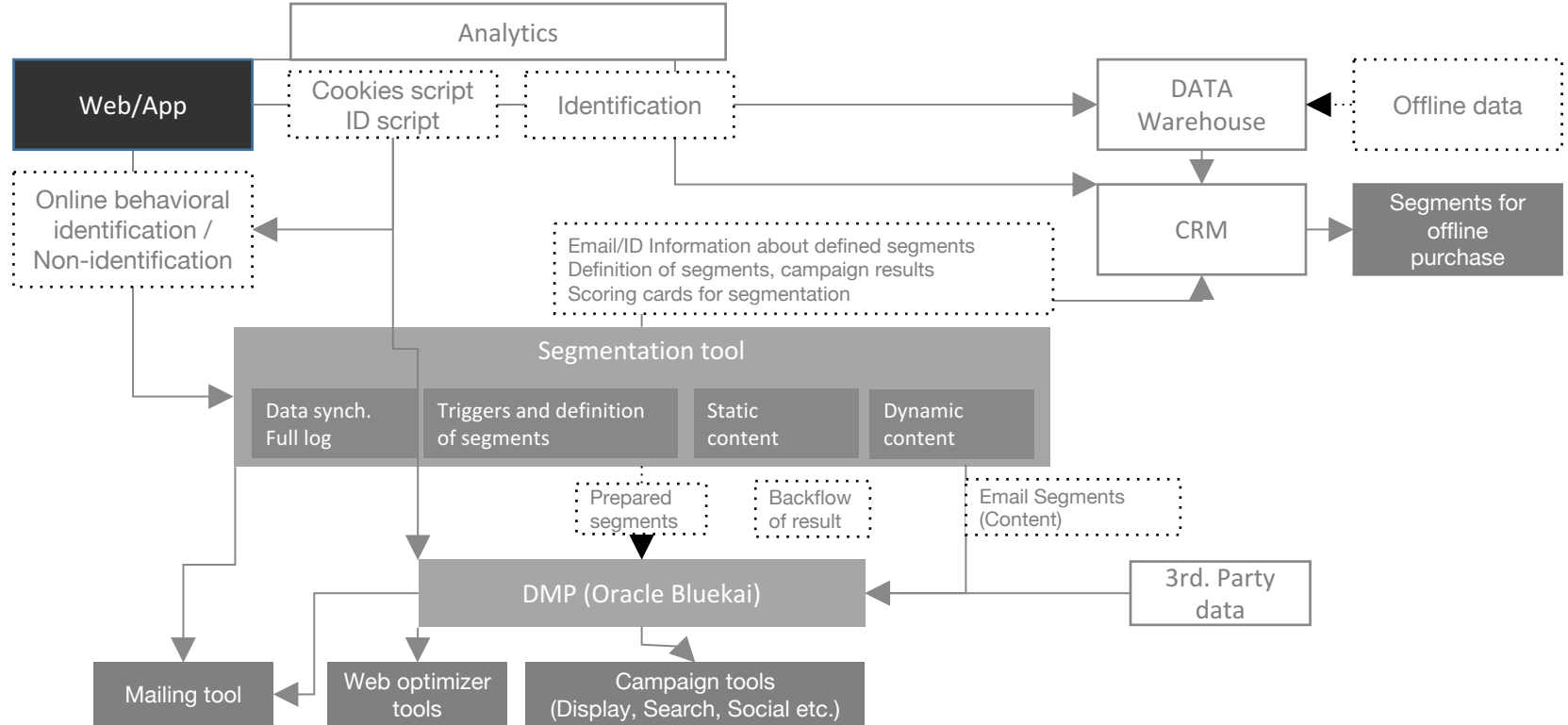
- Live dashboards
- Notifications
- Highlights
- Multiple layer insights

Consultancy.

Building **agile value-driven process of smart utilization of data to target** as many different individuals with as **relevant message** as possible through as many **channels** as possible based on as many different **triggers** and **audience definitions** as possible with a purpose to **create business value for clients** and additional value for consumers.

Business driving value from data





Data.

Offline Research



CCS PLANNER



MML - TGI



Offline Client
Research

Connected

Online Targeting



cpeX
CPEX AUDIENCE

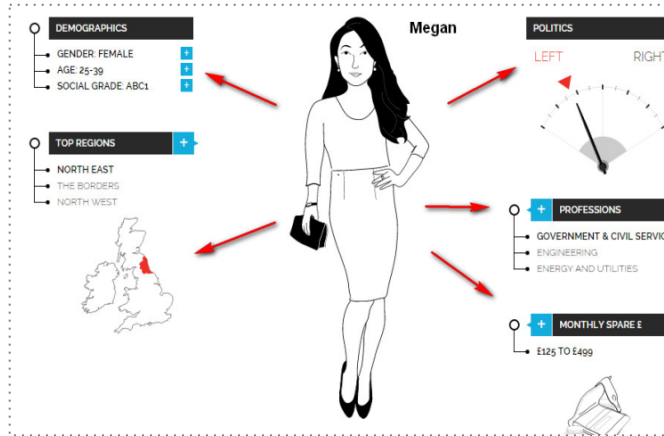


AQUILA
INSIGHT

ADmantX

Define persona:
“Wine lover”

Offline research insights for “Wine lovers”



Identify the
people in
online space

Highly targeted
campaign to
“Wine lovers”

New Trends

People

USE

Technology

DO

Consulting

	A	B
1	adexpres	
2		

UNDERSTAND
& CREATE

Data

Transparency

New
Opportunities

Thank you.

	A	B
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2		

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ÆGIS
network