

# Marketing Optimization in the New Normal

Key Highlights from the Webinar



## Speakers



**Ryan King**  
Managing Director of Custom Solutions and Innovation - Samba TV



**Steven Millman**  
Senior Vice President, Global Research & Operations - Dynata



**Ken Mallon**  
President - Mallon Advisory Services



**Rahul Singh**  
Chief Analytics Officer, and Co-Founder - Sigmoid



**Jeevan Kumar Ramakrishna**  
Director Data Science - Zynga

Studies have shown that more than 56% of ad impressions\* are never seen by consumers resulting in poor digital performance. More than 50% of chief marketing officers report that despite investing in marketing analytics, their company-wide performance remains modest. Marketers struggle to identify the shortcomings in the current marketing measurement.

\*Source: Google



## Importance of real-time data for marketing optimization

**Most marketers do not get quick access to data. Even after the data is collected, it requires thorough cleaning to create meaningful insights. Real-time actions in most scenarios are, therefore, unrealistic.**

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As long as you can resolve the problem the next day and can make key decisions to change your optimization plans, you are on right track.

- Ryan King

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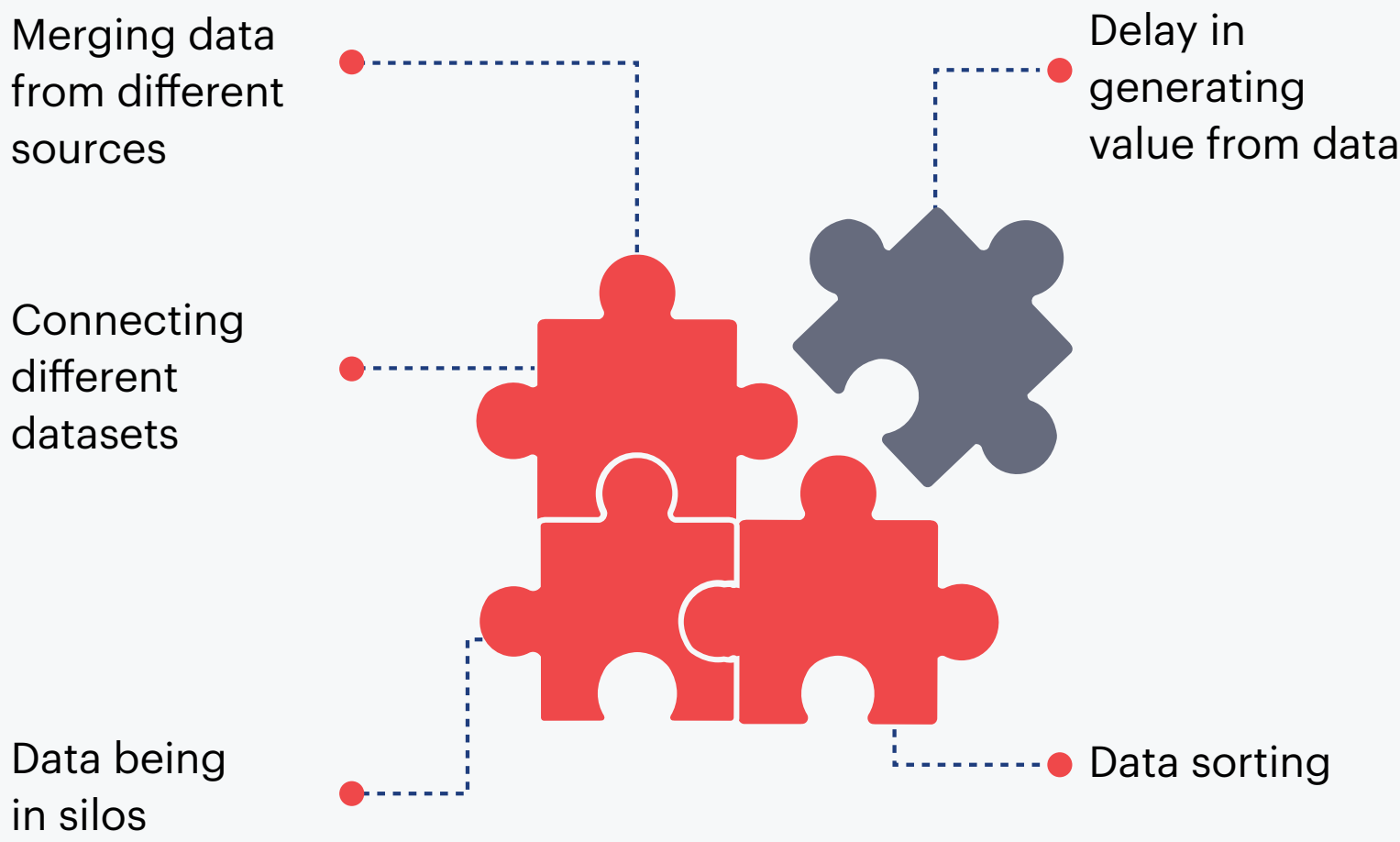
When you're dealing with linear television, for instance, there's usually a delay in getting data. The question is if the data is coming back fast enough for me to use to make business decisions.

- Steven Millman

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## Technical challenges in marketing optimization



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Data reside in silos and is usually not collected efficiently. It takes three to six months to get value out of the data and is the most amount of effort.

- Rahul Singh

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The math and modeling are relatively straightforward but data merger is a big challenge while ensuring accurate data across all channels and funnels.

- Jeevan Kumar Ramakrishna

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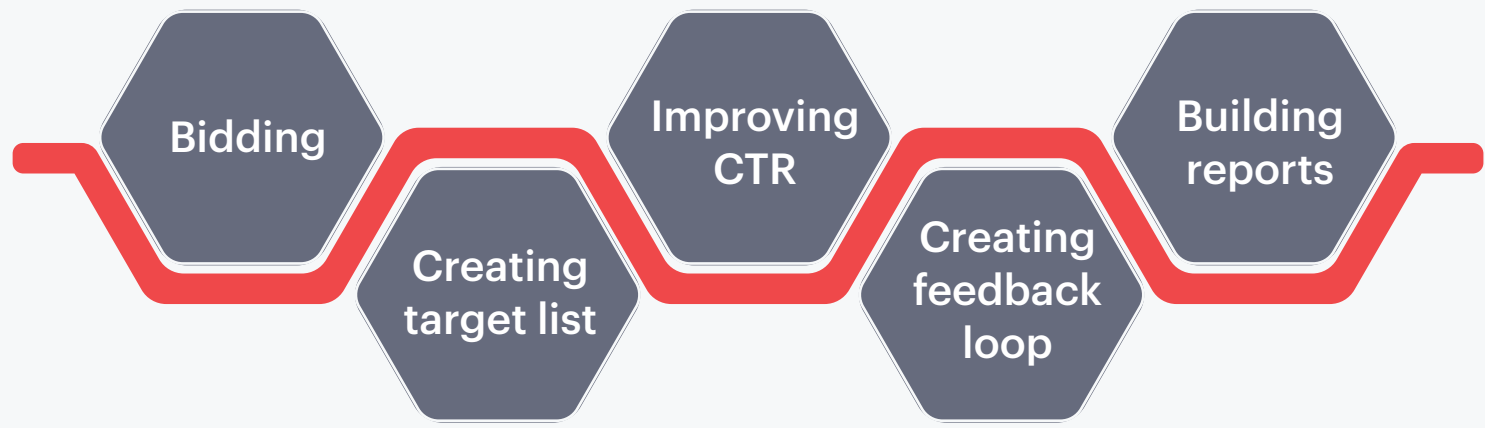
## Marketing Optimization in the new normal

[Watch the webinar recording](#)



## Machine Learning and AI in optimizing campaigns

Google universal Ad campaigns and Facebook automated ads use ML for marketing optimization. ML can turn tables of marketing campaigns as it can provide ease of running campaigns without any manual intervention. Marketers are using machine learning for:



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In different parts of the funnel, AI and ML are being used in different ways. In most industries, it is hard to get to the final sales using AI but can influence early-stage metrics such as CTR or building reports.

- Rahul Singh

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## Targeting and performance measurement challenges

- Addressing changing viewership habits
- Customer sentiment and value measurement
- Deciding revenue
- Measuring the reach of the audience across multi-channels
- Fraud identification
- Changes in regulation



## Operational challenges in marketing optimization



User Engagement



Optimizing user experience and retention



Bringing different teams together

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One of the biggest business challenges is to bring different teams such as the creative team, marketing team, and technical teams together, which is crucial in providing valuable feedbacks.

- Steven Millman

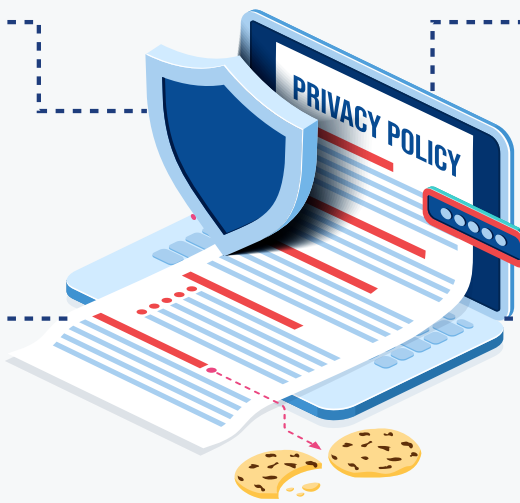
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## Role of privacy in marketing optimization

Google announced that they are delaying cookie deprecation by end of 2023

As a result, data will get anonymized and there will be no availability of census-level data



Companies are adopting GDPR and CCPA compliant ways for graphing these data points together

It has also provided the opportunity for cohort measurement of data

## Looking to optimize your marketing campaigns?

[Know More](#)