



Navigating the digital Touchpoint revolution



Advertising effectiveness
Multi touchpoints

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Febelmar

And every experience has the potential to influence



Store experience and staff behaviour



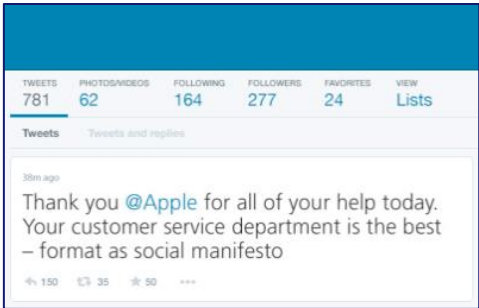
Billboard



Product experience



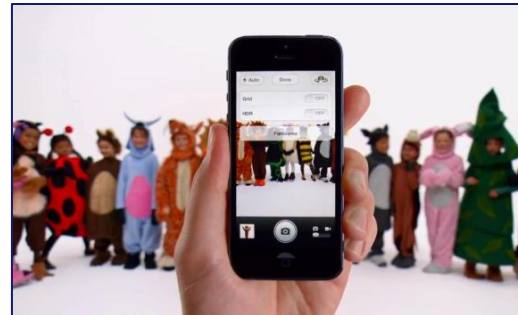
Outside advertising



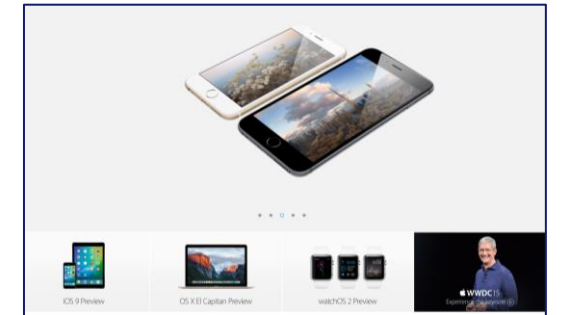
Social commentary/ word of mouth



News from Apple's Worldwide Developers Conference (WWDC)

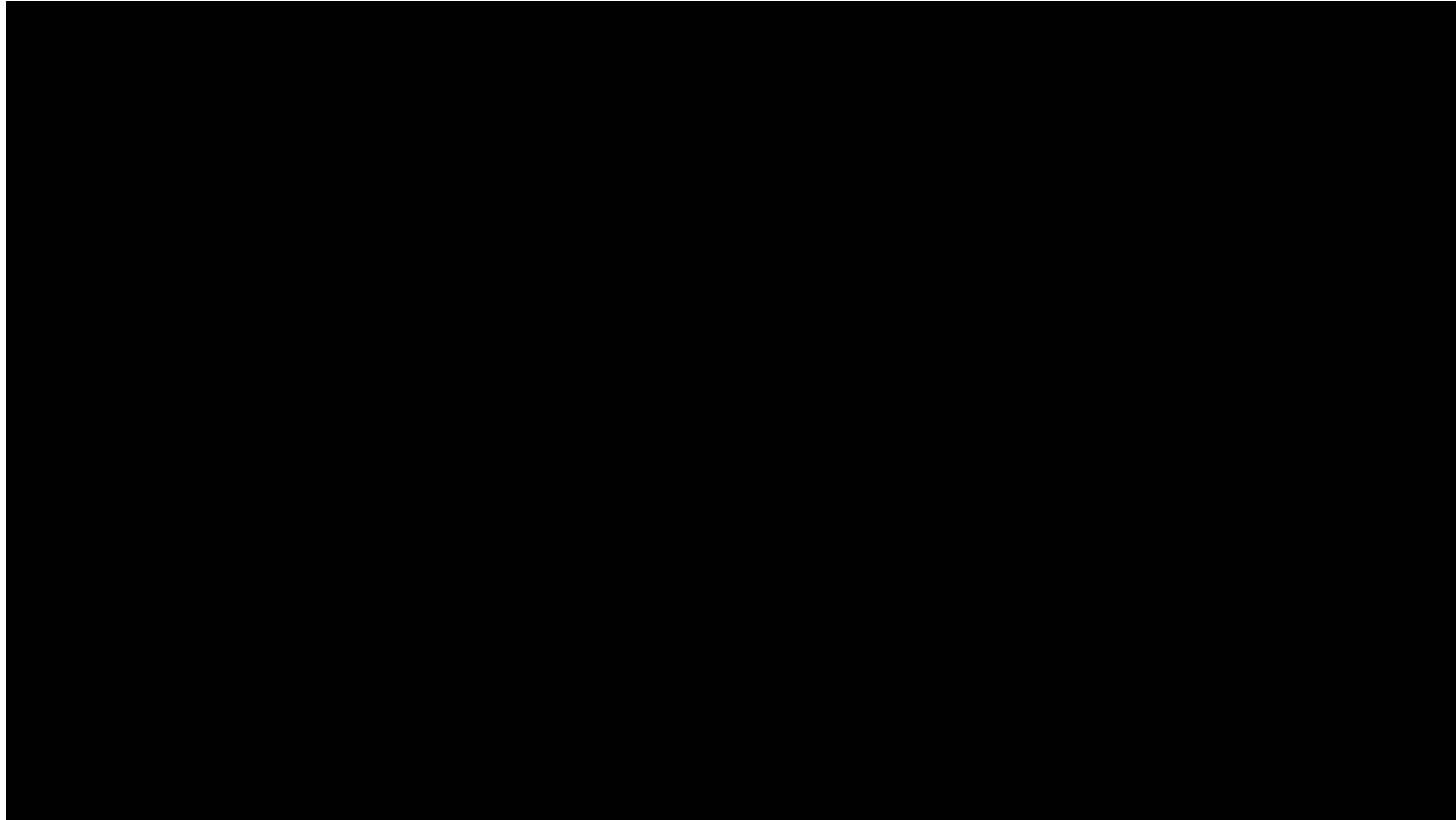


TV advert

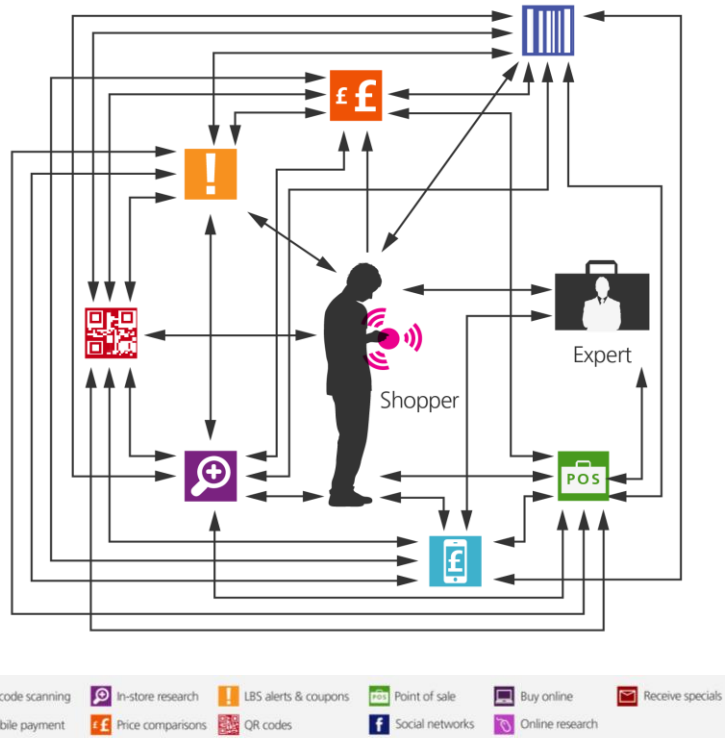


Website

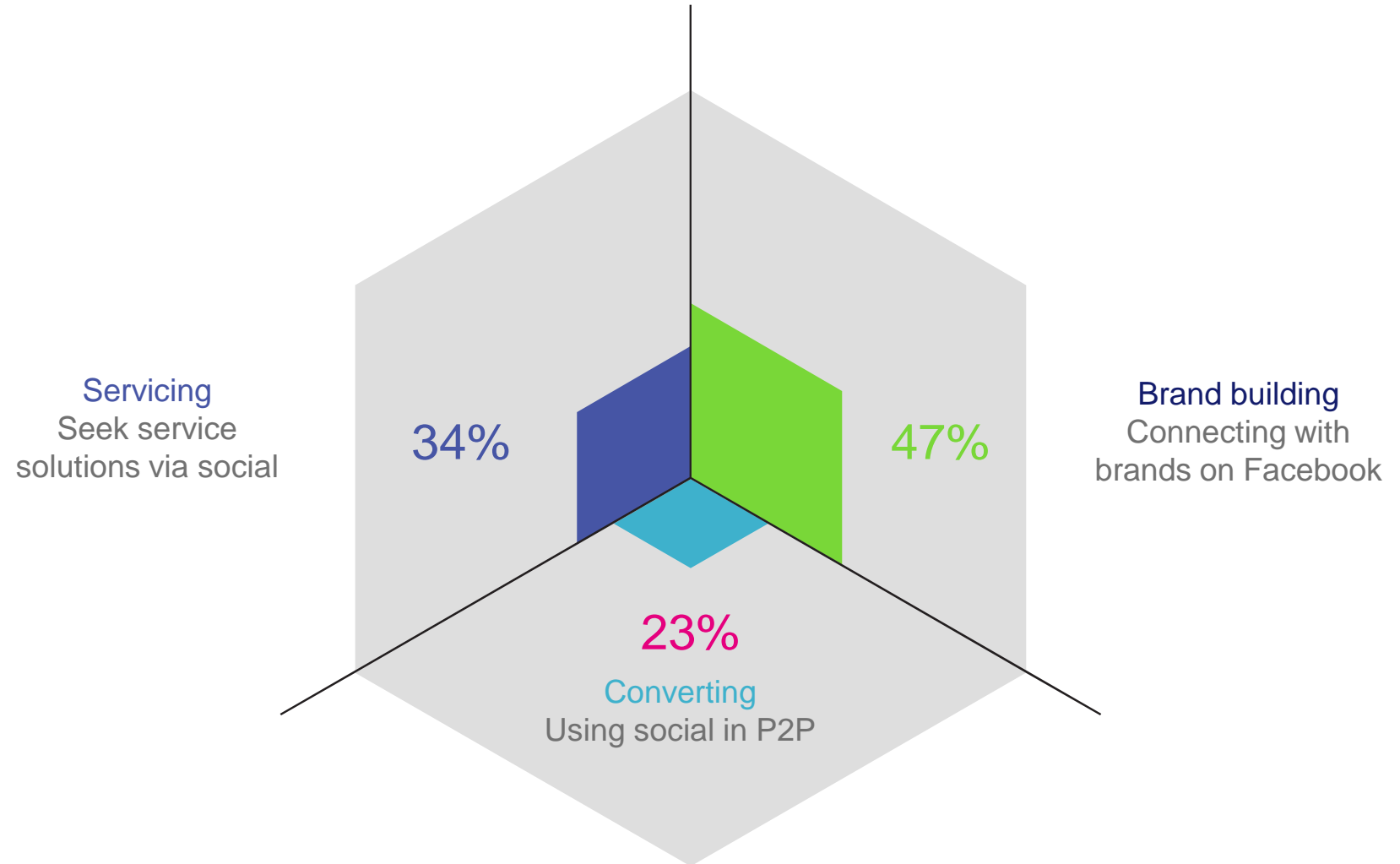
Video: Connecting touchpoints



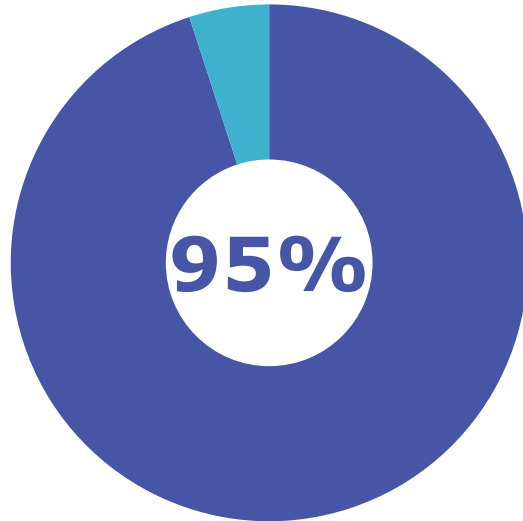
Media fragmentation and budget cuts are major everyday challenges



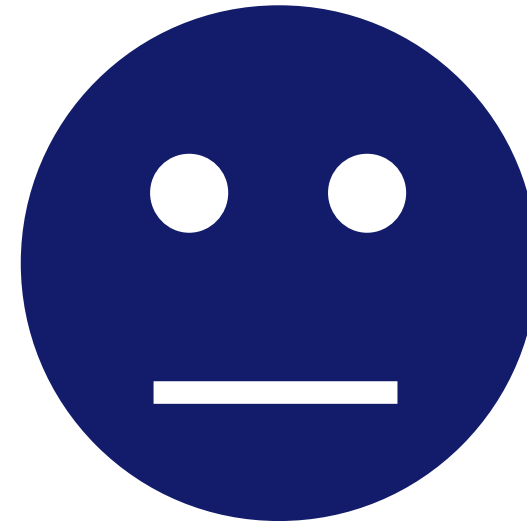
And touchpoints now serve multiple purposes



Managing touchpoints holistically is one of the biggest challenges for companies today



of companies acknowledge the importance of touchpoint management will increase in the future



... yet only **7%** feel they have a satisfactory approach

According to Fournaise Marketing Group, 80% of CEOs admit they do not really trust and are not very impressed by the work done by marketers –

In contrast, 90% of these CEOs do trust and value the opinion and work of CFOs and CIOs². This attitude towards marketers needs to change.

theguardian

Marketers are gaining influence

Marketers often take second place to other areas of the business when it comes to strategic decision-making and influence in the boardroom. This is simply no longer sustainable in the age of the customer and these marketers should now have a vital voice on the choices companies make.

They are the ones who know how to use analysis and insights to define who the customer really is, what they want and how they want to engage with a brand. The value of this knowledge to the wider organization, its shareholders and ultimately its customers, is immense needs to change.

**It is now more important than ever
for marketing investment
to work harder
so companies can
stay ahead of the competition**

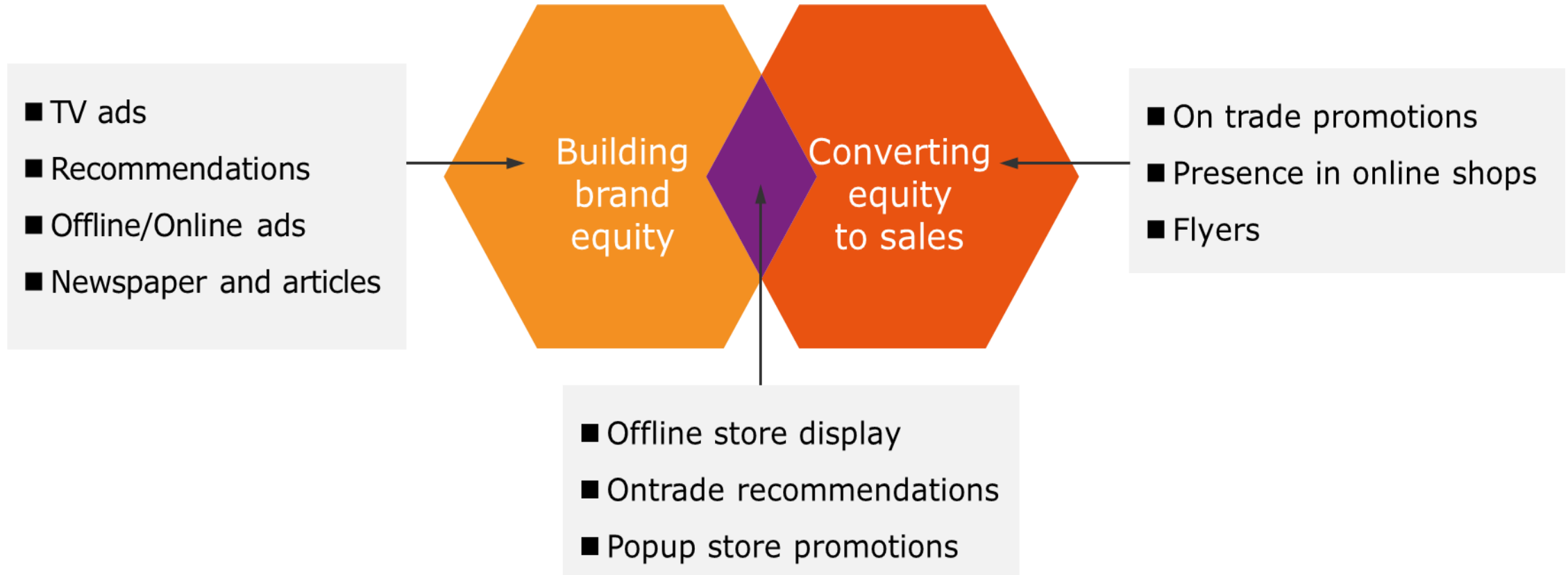
**Navigating the digital
touchpoint revolution**

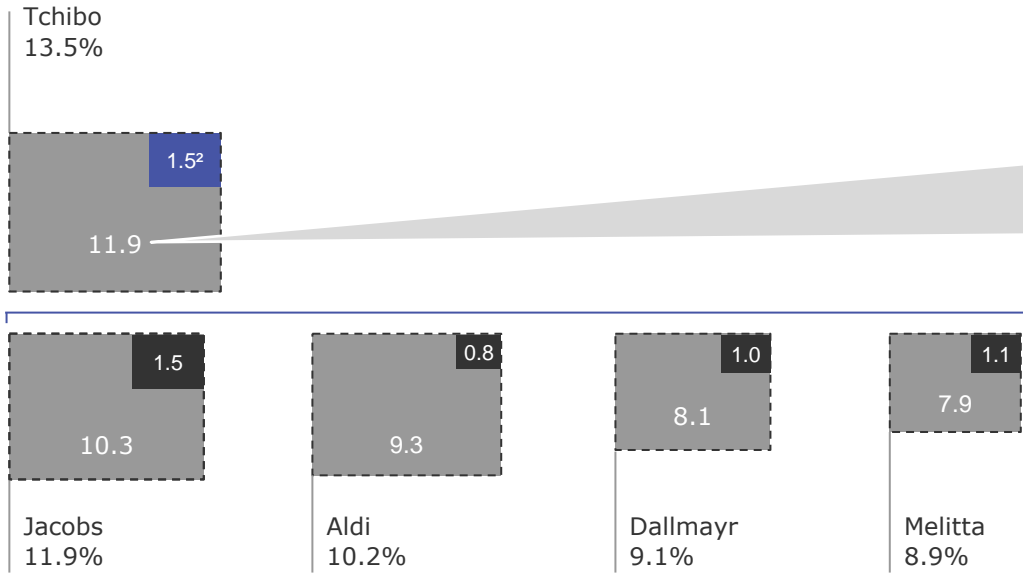
**Marketing
Budget Management**

**Marketing
Return On
Investment**

**State of the art & future
proof approach connect**

It is an art to choose and select the right touchpoints and use them for the right purposes





Out of Tchibo's total PIM of 13.5%, Tchibo recently generated 1.5% through brand experiences at touchpoints. Thus 11.4% of its PIM was generated by touchpoint experiences.

Tick in case brand experience proportion of PIM shall be shown

Power in the mind
SAMPLE SIZE: n. 1511

Brand stock

Brand experience client brand

Brand experience competitor brands

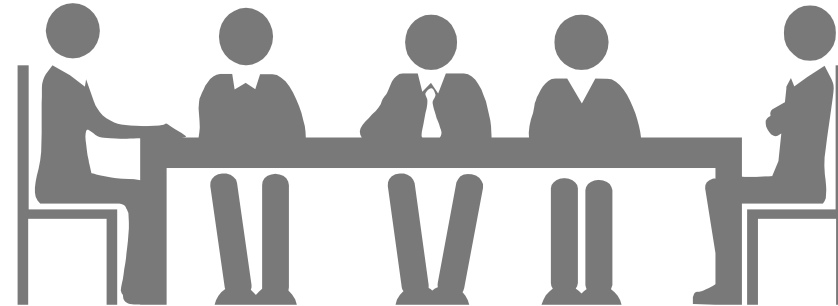
Less (or the same amount of) money to invest

Our research shows that:

20%
of touchpoints



can deliver

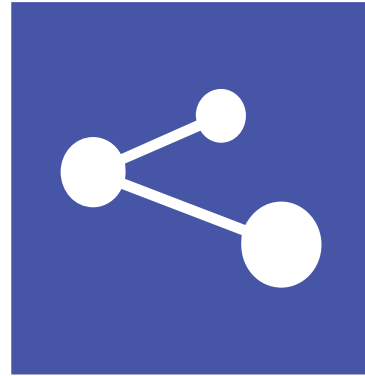


4 key KPI's for all of your touchpoints



Quality of reach

Are we reaching the right people with my paid, owned and earned touchpoints?



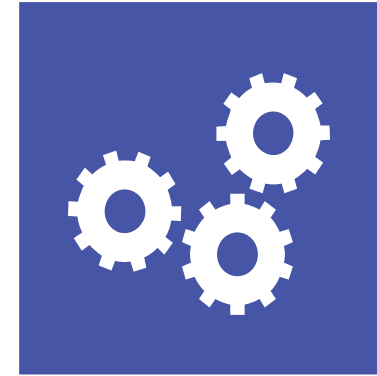
Engagement

What is the impact on brand equity of my touchpoints relative to competitors?



Impact on sales

Which of my touchpoints help to convert brand equity into sales?



Efficiency

Which part of my touchpoint spent is wasted?

**Navigating the digital
touchpoint revolution**

**20% of contacts
⇒ 80% of impact**



Holistic view

4 KPI's proving ROI

**State of the art & future
proof approach connect**

Connect answers three questions to help you make better business decisions

1

Performance

2

Improvement

3

Optimisation

The connect approach can be integrated in all of your studies

Optimising budget to build brand equity
Coffee, Europe, Connect



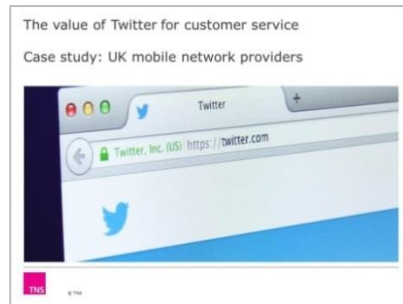
Optimising conversion opportunities
Retailer, Germany, Connect



Improving touchpoint management effectiveness
Coffee, Germany, Connect



The value of Twitter for customer service
Network providers, UK, TRI*M



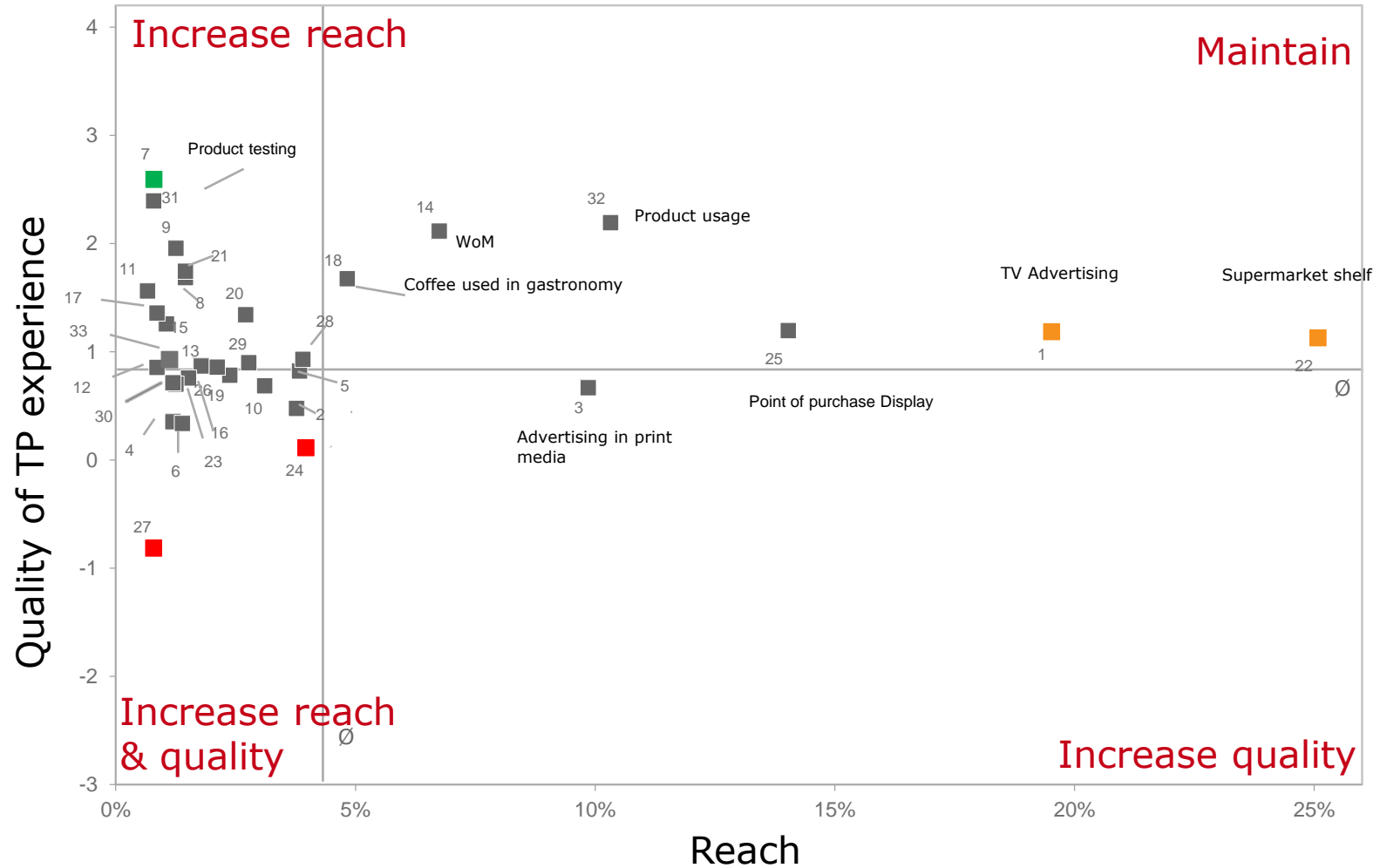
Optimising service processes in a connected world
Airlines, UK, TRI*M



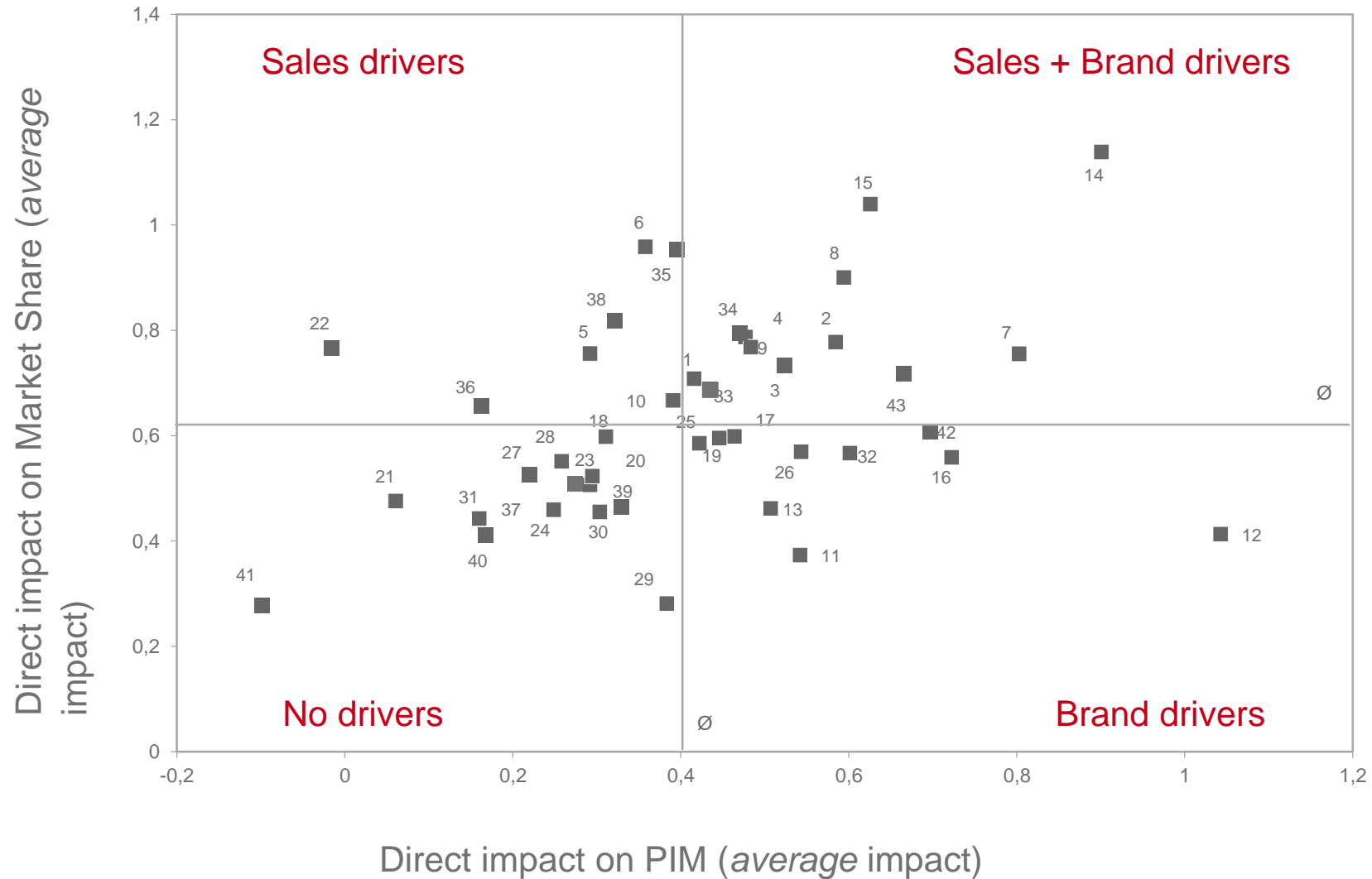
How Ziera build an irresistible brand
Retail, New Zealand, NeedScope



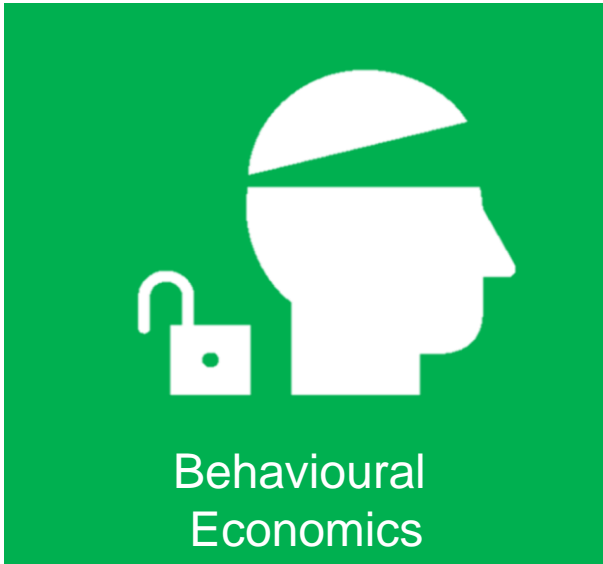
Quality of experience (impact) and reach



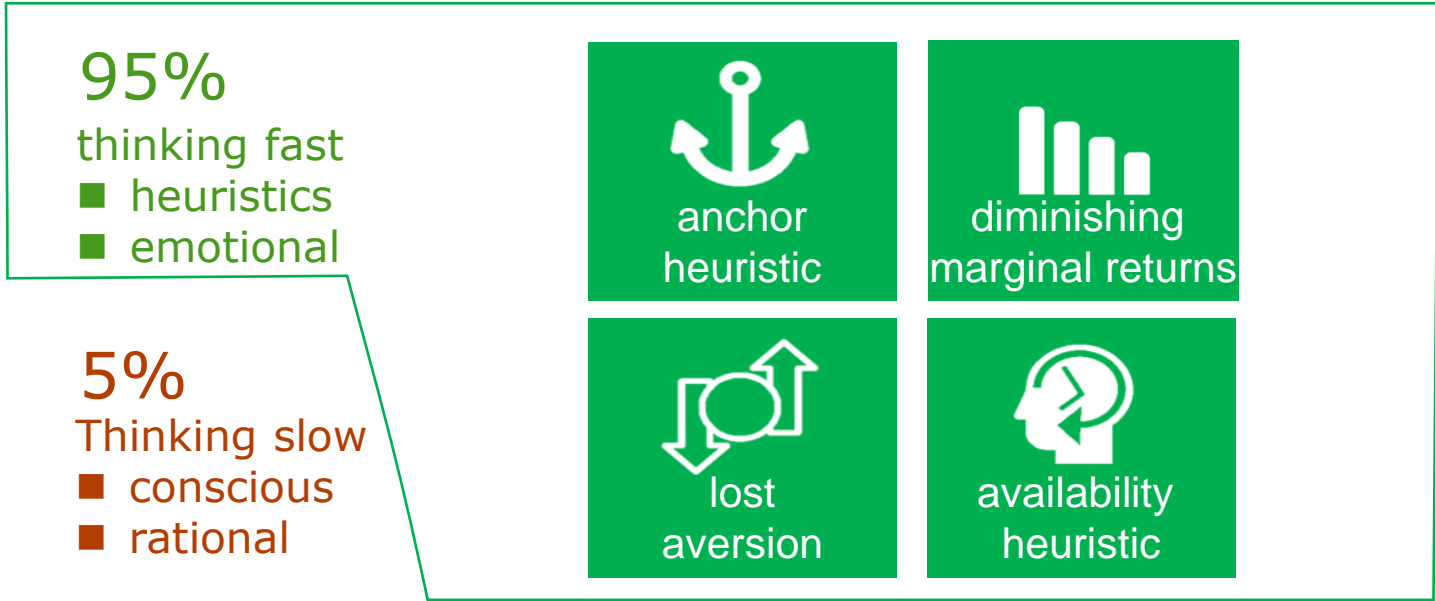
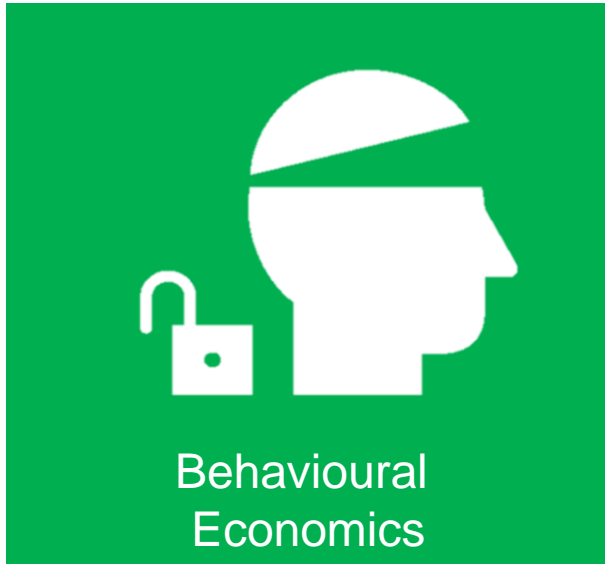
Contribution of touchpoints to sales and brand equity



Market research closer to reality by integration of **3 unique innovations**

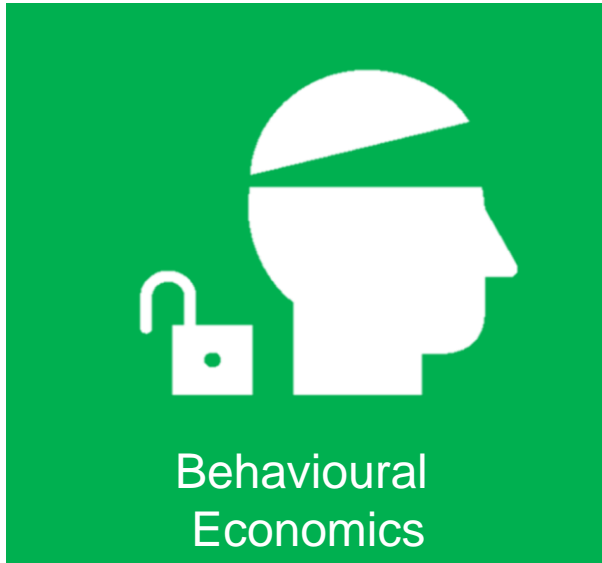


Closer to reality: integration of heuristics into data modelling



Sources: Daniel Kahneman (2012) "Thinking, fast and slow", Gerald Zaltman (2003) "How Customers Think"

Memory matters



Daniel Kahneman
Nobel Prize for Economics
Godfather of the Behavioral Economics

“We actually don’t choose
between experiences,
we choose between the
memories of experiences”

Closer to reality: Connect is based on a short and smart survey



- Visualization
- Interaction
- Gamification
- Response latency measurement

Within the last months, at which touchpoints did you have contact with car brands? *Please move each touchpoint shown on the left into the appropriate box on the right.*

Ja, habe Marken wahrgenommen.

Nein, habe keine Marken wahrgenommen.

Within the last months, which car brands did you recognize at the following touchpoints? *Please choose applicable brands as fast as possible and select ">" to confirm.*

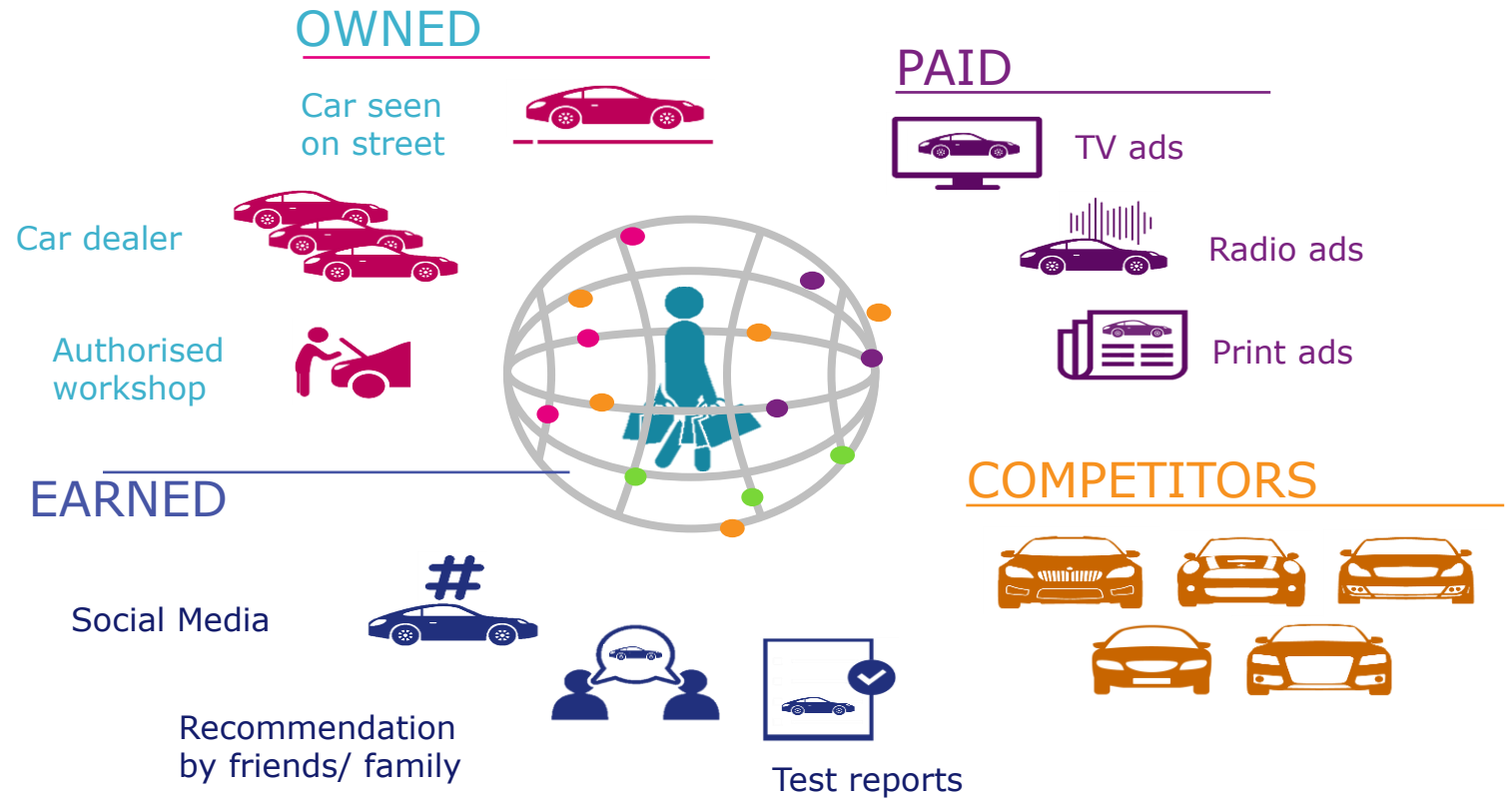
Closer to reality: Connect is based on a short and smart survey



Questionnaire
immersion

for high data quality with a questionnaire
that may only be 15 minutes long (max)

Closer to reality: modelling interaction of competitive touchpoint experiences within the respondents universe



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20% of contacts
⇒ 80% of impact



Holistic view

4 KPI's proving ROI



Behavioural
Economics



Questionnaire
immersion



Modelling on
respondent level

**“The difficulty lies not so much
in developing new ideas, as in escaping
from old ones”**

John Maynard Keynes