

Biggest problem with data analytics...

tons of data, not much insights.

KPI



What ad cc
should I cre:

Content Mar

S Retargetin
Email marketing

E LTV

Paid

Geo-Fenci

WHAT?



mamean.fr

How much should I price?



2 Right-hand side of homepage



4

Log-out experience
(optional)

3

feed on mobile

Advertising

BSP

PM

ed
lia **ESP**

Mobile Marketing



To get better at this, we need:

1. **Talent:** we need more people to understand analytics.
2. **Replication:** figure out a way to easily replicate analyses.

MOST COMMON ANALYTICS USE CASES IN DIGITAL MARKETING

Segmentation

Target Audience

Which customer segment should we go after?

+

Ads

Content

What ad copy should I create?

+

Budget: LTV/CAC

Cash

Which marketing channels should I spend money on?

→

Metrics

Results

Awareness

Impressions

Direct Response

Leads / Sales

This is called:

A/B Testing if you can run experiments

Marketing Mix Modeling if you can't run experiments

This is basically a regression.

A potential model to use?

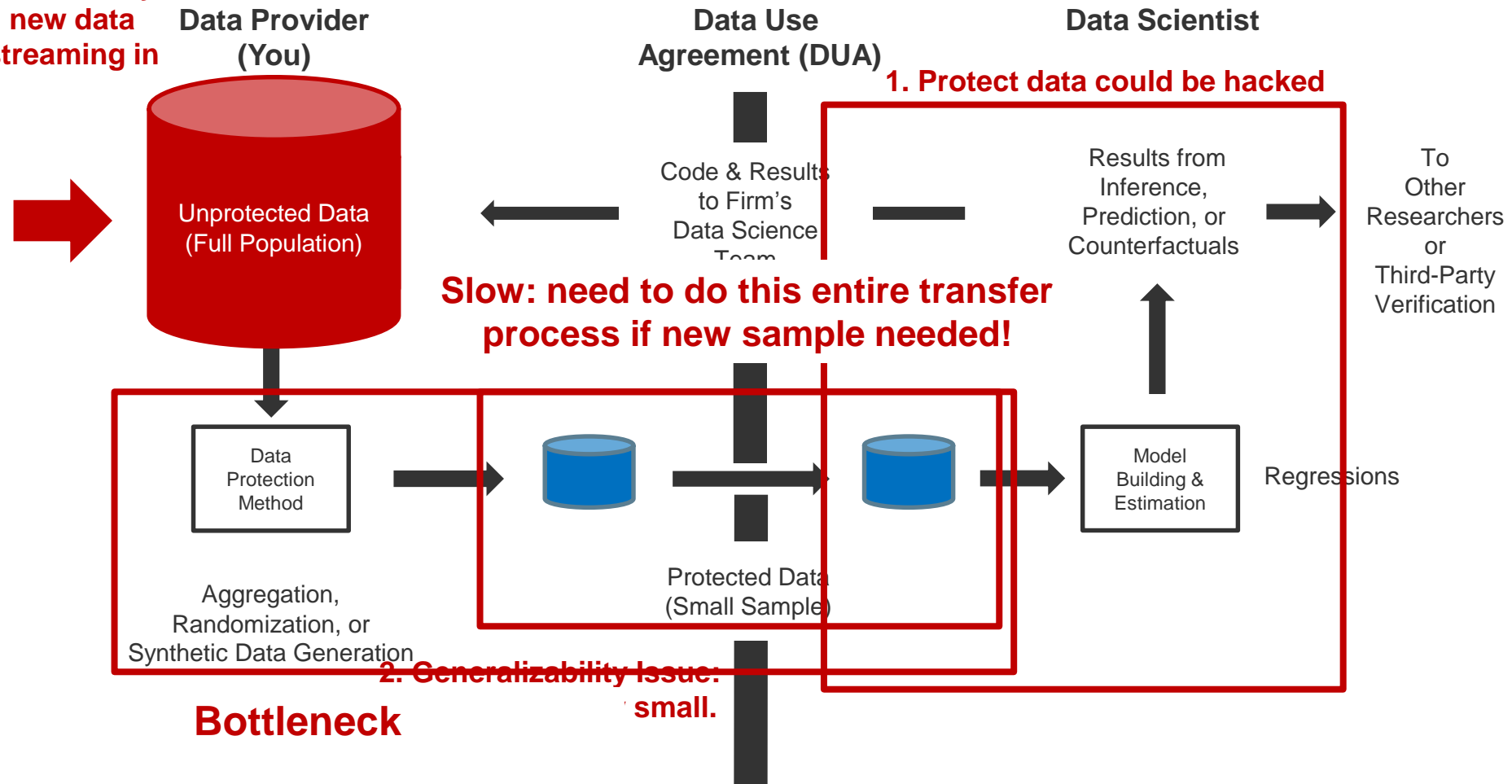


1. **Talent:** we need more people to understand analytics.
=> identifies talent.
2. **Replication:** figure out a way to easily replicate analyses.
=> produces trust-worthy results.

**Other industries are already doing this...
the question is just when are we going to do it?**

What this actually looks like in practice...

3. Scalability:
new data
streaming in



In order for this to scale, we need to solve this first privacy concern in the data transfer...

Evolution of Data Use & Privacy Protection

past

present

future

Actual Data Transfer

- Fort Knox protection scheme.
- Internal data science analysis.

Anonymized Data Transfer

- Differential Privacy
- Encryption
- Safe harbor and sandbox scheme.
- Walled garden data exchanges.
- **Risk:** data can be traced back to original customers.



Solution: The Data Free Transfer Paradigm



Simple idea from cryptography and security literature:

can't lose privacy if real data is not being transferred in the first place.

my latest research: applying this to marketing contexts.

The Future is Now

past

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present

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future

Data Free Transfer

- Made possible by latest breakthroughs in machine learning and AI.
- Fully distributed data collaboration models.
- Tests on real world settings beat benchmarks.

Who can help you make this happen at your firm?