

Data-driven targeting is the key to marketing success

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The best product in the world, with the best ad in the world, won't sell if it isn't seen by the right audience. It seems an obvious point, but the reasons behind failed campaigns are all too often down to the strategy and execution rather than the creative, **brand** or product.

Historically, targeted **marketing** has been based around taking the most obvious data – such as where people shop and what they buy – and using it in its crudest form to make broad assumptions about the individual. But using online surveys of consumers that uncover the **brands** and categories that they currently use, have used, and are open to using in the future, **brands** can identify a growth segment of consumers.

The growth segment is essentially the identification of people who are most likely to spend more with those specific **brands** or categories in the future. It is then possible to create look-alike models by combining the data with online and purchase behaviour to scale these segments into audiences of millions of similar consumers to be targeted directly by the **brand's digital** campaign, whether through [online video](#), [social](#), [mobile](#) or other platforms.

There are a number of **brands** that are already using data-driven targeting and reaping the rewards. For example, TNS worked with IHG's **Holiday Inn Hotels** to analyse online behaviour and more traditional research data to understand the **brand** preferences of frequent travellers.

As a result, the group has identified the mind-set of a large group of undecided consumers when it comes to hotel preferences. They saw that within this group, those exposed to the **advertising** were 38% more likely to consider staying at a Holiday Inn Hotel. This insight enabled them to increase spend on a targeted **advertising** campaign which drove an astonishing 514% uplift in people starting the booking process via their site.

Another **brand** that has seen success is TravelNevada. The state's tourism board looked to increase leads on their website from potential travellers through relevant media buys. We uncovered several thousand people, using a survey, with either past Nevada travel or future intent to travel to Nevada, and scaled this group to find millions of travelers with similar behaviors. As a result of a more targeted approach, TravelNevada saw a 26% lift in conversion rate on their website from interested travellers, compared to all other targeting methods using the same creative and demographic data.

Looking to the future, audience segmentation has gone real-time, and industry competition means that **brands** increasingly need to build consumer profiles that are constantly tracking what people like, what they buy, how they buy it and millions of other **digital** interactions on an on-going basis. The demand for this is only going to become more pressing. The increasing saturation of markets will ensure that smarter and more advanced segmentation become imperative and customer data will sit at the heart of this. **Brands** that fail to update and invest in connecting data to their **digital** targeting strategies are in danger of falling behind.

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