Usage of Profiling Data within Affiliate Marketing

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Member of the Management Board

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Agenda

Affiliate Marketing at a glance

Collecting Profiling Data

Use Case I: Retargeting

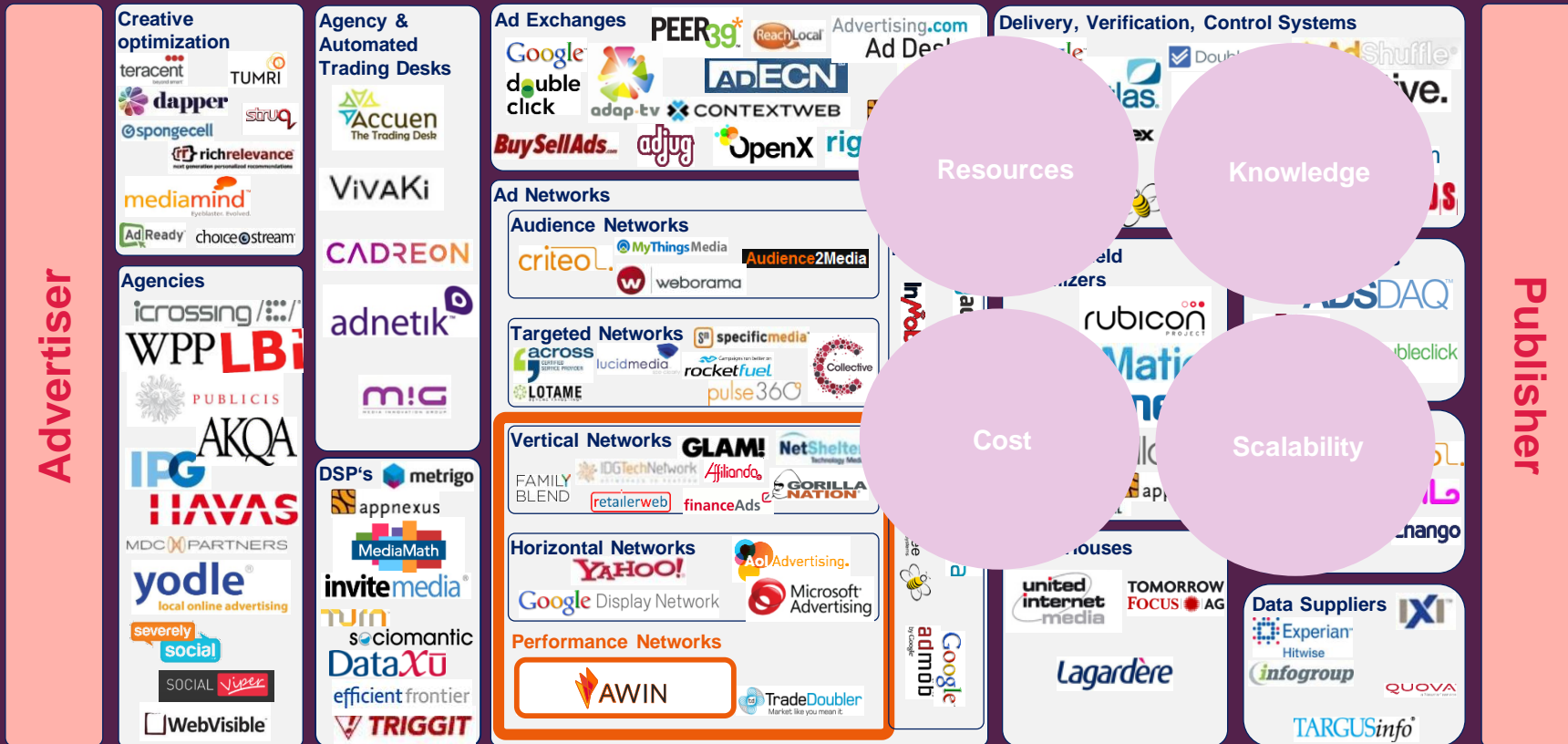**Use Case II:** Cart abandonment

Data Privacy Compliance (EU-DSGVO)
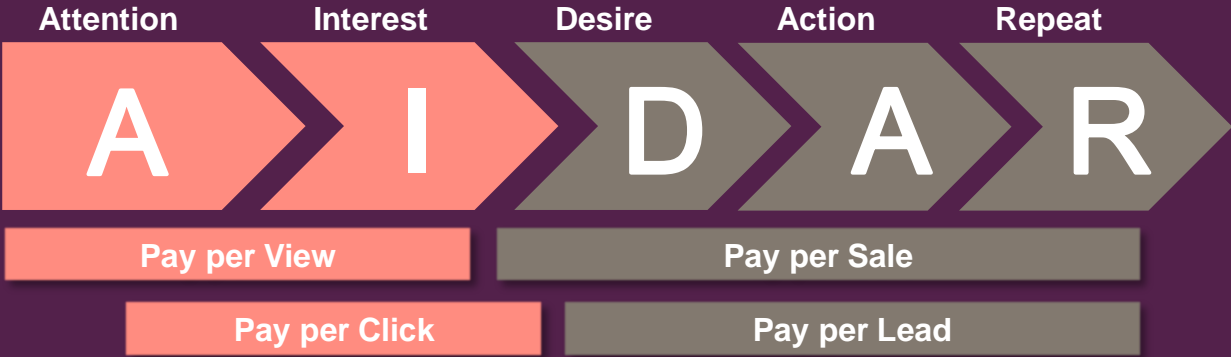
Affiliate Marketing at a glance

1 + 1 = 3

**Innovate your
Online Marketing**

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#20 years

The Challenge - Scattered Marketing Ecosystem

with focus on display/performance marketing

The Affiliate Marketing Value Chain

Attention   **Interest**   **Desire**   **Action**   **Repeat**

A I D A R

Pay per View

Pay per Sale

Pay per Click

Pay per Lead

affilinet – the art of performance marketing

Performance Display

Prospecting	Retargeting

Content Websites & Social Media

Content Portal Shorttail

Couponing

Price comparison

Cashback

Data Driven Advertising – Customer Journey & Attribution

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Network Rationale

Your incubator for innovation

700.000 Publishers + 30k new signups/year

35 Billion Ad Impressions

1,5 Billion Clicks

22 Million Orders

3.500 Advertisers

Retail

Telco

Travel

Finance

Profiling Data Collection

Requirements

Collect (Behavioral) User Data

Distribute to 3rd Party Vendors

Compute Data

Target your audience

Data security & governance

Performance

Easy Management of "Tags"

Approach & Solutions

Universal Container Tag / TMS

3rd Party Vendor Integration

Privacy Compliant Data Management

ensighten   dc storm

Tag•Man   Google Tag Manager

TEALIUM

TAG COMMANDER   BRIGHTTAG One for All

Qubit.   Adobe

Use Cases

Prospecting Retargeting

Cart abandonment

Prospecting / Retargeting (I)

Requirements

Reach of new clients

Convert prospects

Retain existing clients

Approach & Solutions

Prospecting

Retargeting

Optimization Goals

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Prospecting / Retargeting (II)

Prospecting

Technical targeting

Socio-demographic targeting

Time, Geo, OS, Browser, Screen, Device, Socio-Demo etc.

Which characteristic influences outcome

Browser	Views	ø Commission	Extrapolated data				Correction to daily average (2,81 €)
			Events	CR per CPM	Commission	ECPM	
msie 11.0	2.884.050	22,77 €	~ 324,0	11,2%	7.377,87 €	2,558 €	- 8,9 %
chrome 49.0	2.485.397	21,34 €	~ 344,0	13,8%	7.339,75 €	2,953 €	+ 5,2 %
firefox 45.0	1.667.272	21,63 €	~ 277,0	16,6%	5.991,01 €	3,593 €	+ 28,0 %

Device	Views	ø Commission	Extrapolated data				Correction to daily average (2,82 €)
			Events	CR per CPM	Commission	ECPM	
desktop	9.925.471	20,96 €	~ 1.588,0	16,0%	33.277,98 €	3,353 €	+ 18,9 %
android	4.639.300	19,89 €	~ 412,0	8,9%	8.194,88 €	1,766 €	- 37,4 %
ipad	774.981	23,55 €	~ 101,0	13,0%	2.378,83 €	3,070 €	+ 8,8 %
iphone	482.097	22,32 €	~ 36,0	7,5%	803,44 €	1,667 €	- 40,9 %

Current timeslot-optimization

Stunde	Daten vom 11.05.2016, 08:11:41 Uhr						
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag
0:00h - 0:59h	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %
1:00h - 1:59h	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %
2:00h - 2:59h	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %
3:00h - 3:59h	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %
4:00h - 4:59h	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %
5:00h - 5:59h	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %	- 29,0 %
6:00h - 6:59h	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %
7:00h - 7:59h	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %
8:00h - 8:59h	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %
9:00h - 9:59h	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %
10:00h - 10:59h	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %
11:00h - 11:59h	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %	+ 4,9 %
12:00h - 12:59h	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %
13:00h - 13:59h	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %
14:00h - 14:59h	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %
15:00h - 15:59h	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %
16:00h - 16:59h	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %
17:00h - 17:59h	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %	+ 3,3 %
18:00h - 18:59h	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %
19:00h - 19:59h	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %
20:00h - 20:59h	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %
21:00h - 21:59h	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %
22:00h - 22:59h	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %
23:00h - 23:59h	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %	- 5,3 %

Prospecting / Retargeting (III)

Retargeting

Frequency, Recency, Corrections

Static / Segmented / Product

(Dynamic) Creatives

Which characteristic influences outcome

Customer Scoring based on recency, frequency or correction factors

FASHION·ID
Shop. Style. Online.

Umhängetasche mit Logo-Applikation

€ 179,95
zum Shop

Hobo Bag im Vintage-Look mit ~~€ 69,95~~ € 49,95
zum Shop

Buffalo

Buffalo Keil Sandalette in weinrot

€ 69,90
zum Shop

	ECPM	Correction to daily average (2,821 €)			aily average (ncelation)
			+ 769,1 %		%
	24,515 €				%
	11,192 €		+ 296,8 %		9 %
			+ 296,4 %		y average (celation)
197.056	20,59 €	~ 107,0	54,3%	2.203,59 €	11,183 €
0,174% =	85	18 x	ø 10,76 € =	193,64 €	3,96 €	+ 201,7 %

t page

	Ctr	Clicks	Transactions	Average commission	Commission	Ecpm	Correction to daily average (1,312 € After cancelation)
x	0,003% =	51	19 x	ø 10,76 € =	204,40 €	0,12 €	- 91,2 %
x	0,099% =	359	44 x	ø 10,76 € =	473,35 €	1,31 €	- 0,1 %
x	0,120% =	185	40 x	ø 10,76 € =	430,31 €	2,80 €	+ 113,4 %
x	0,127% =	121	30 x	ø 10,76 € =	322,74 €	3,39 €	+ 158,2 %
x	0,143% =	96	31 x	ø 10,76 € =	333,49 €	4,96 €	+ 278,2 %

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Prospecting / Retargeting (IV)

eCPM Benchmarking

User Scoring

Targeting strategies

Probability evaluation Prediction

Buying strategies (Price Point)

Optimization Goals

Cost per Mille (CPM/TKP)

Cost per Click (CPC)

Cost per Action (CPA/O/S/L)

Inventory

Given inventory to be monetized

Targeted inventory to be bought

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Cart abandonment (I)

Requirements

Reduce Cart Abandonment

Increase Average Order Value

Approach & Solutions

Conversion Rate Optimization

Personalization

Retention

Onsite (popup) elements

Mail reminder

VeInteractive®
trbo
Yieldify
Smarter Click
mQment
conVerify
uptain
getback
CONVERSION-OPTIMIZATION-TECHNOLOGY
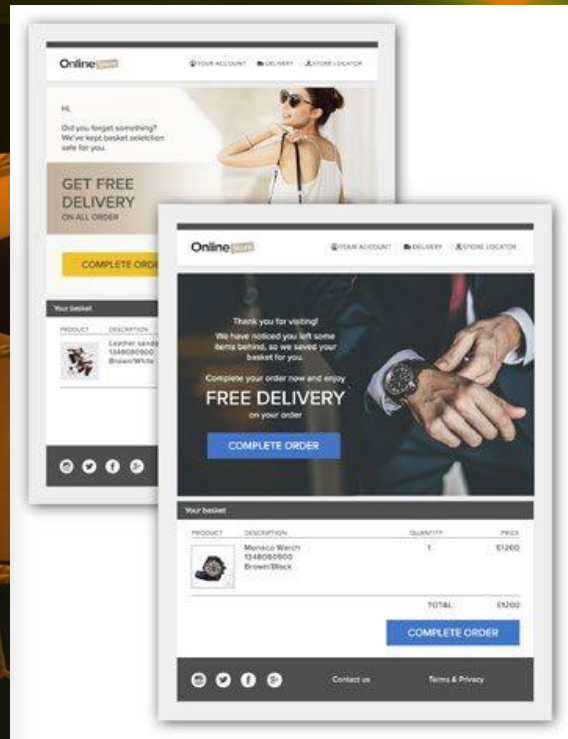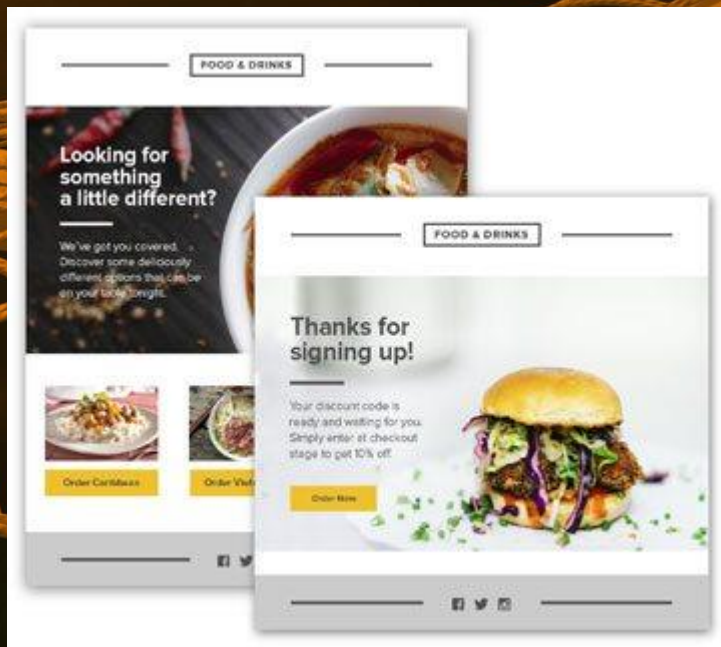
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Cart abandonment (II)

Onsite (popup) elements
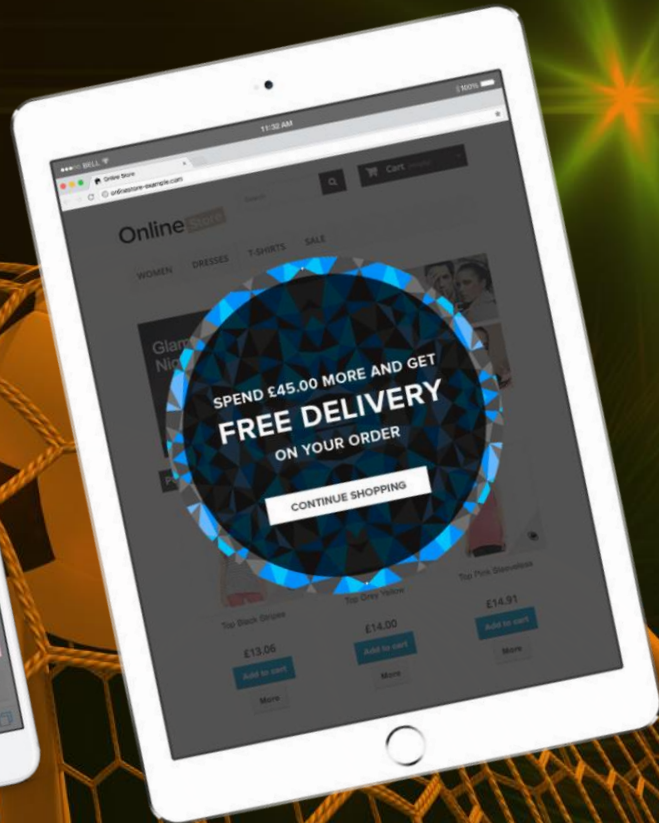
Cart abandonment (III)

Mail reminder

Data Privacy Compliance (EU-GDPR/ePR)

Requirements & Challenges

Mobile & Ad Blocking

Multi Device & Cookieless Tracking

Big Data ~ Massive Data Amounts

Targeting vs. Data Privacy

Solutions

Legitime interest? (Art. §6 Abs. 1f)

Consent Solution

3rd Party (TrustArc/Evidon)

Data Alliance(s)

„Ein dokumentarisches Meisterstück!"
DEUTSCHE FILM- UND MEDIENBEWERTUNG

DER FILM
über unsere digitale Zukunft

DEMOCRACY
IM RAUSCH DER DATEN

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Data Privacy Compliance (EU-GDPR/ePR)

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ID/Data Alliances

rocketfuel

united internet

Allianz

axel springer

Log-In Alliance

RTL GROUP

Verime

DAIMLER

ProSiebenSat.1 Media SE

Deutsche Bank

Lufthansa

rubicon PROJECT

DigiTrust

AdRoll

Sizmek

MediaMath

rubicon PROJECT

AppNexus

OpenX

IAB Consent

Advertising ID Consotium

screen6

AppNexus

theTradeDesk

LiveRamp
an acxiom company

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Data Privacy Compliance (EU-GDPR/ePR)

Impact ePR

Source: W&V – https://www.wuv.de/digital/wie_sich_die_e_privacy_verordnung_auf_den_werbemarkt_auswirken_wuerde
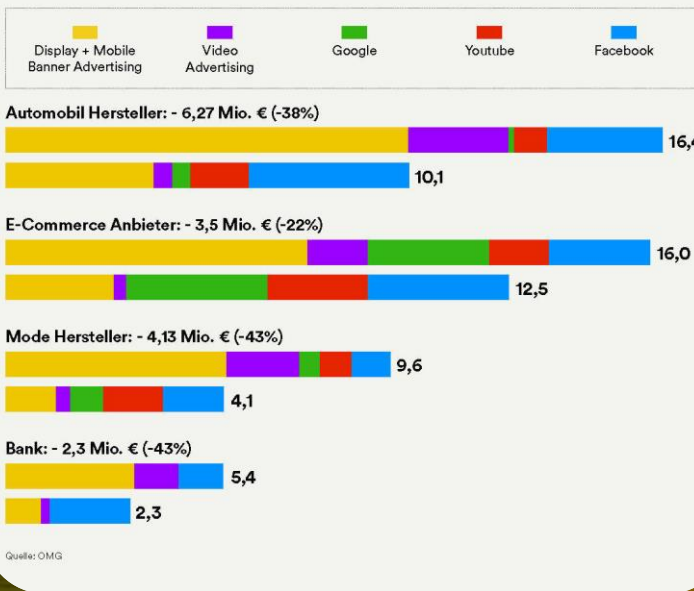
The art of
performance
marketing

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