

# IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



## Cookie = Business Impact

Enabling Digital Data Excellence, in a fast changing world

Jan Buis

30 October 2012

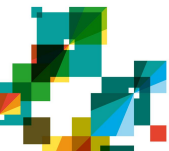


# Adversitement

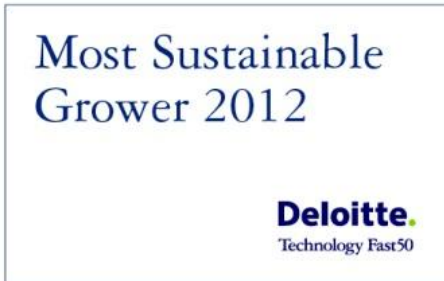


HQ Uden  
Amsterdam  
Paris  
London  
Hamburg  
Istanbul

- ❑ 80+ employees
- ❑ Over 230 active projects

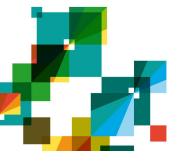


# Allianties/Partners/Awards



LawyersforIT®

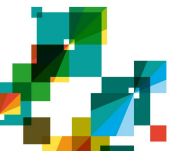
Cordemeyer & Slager / Advocaten



# References



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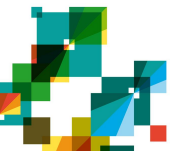


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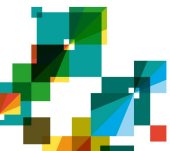
# Today's context

- Worldwide discussion regarding online privacy
- Current methods for analysis are not sufficient anymore
- 'Reaction' instead of 'Evolution'
- Worldwide security issues are coming up
- Big Data and real time relevancy



# 'Can do' mindset

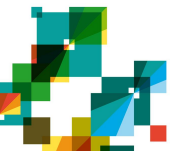
- Accept that 30% = 100%
- Excellent digital data fundament is key
- Independent and flexible; no matter what happens
- Compromising is not an option; you're transparent or not
- Hoping is not a strategy



# Digital Transparency<sup>2</sup> - WHY

We strongly believe in creating **digital transparency<sup>2</sup>**

1. Committed to support data driven companies towards digital business excellence
2. Guardians of consumer privacy and security

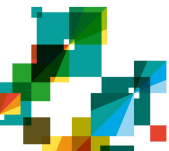
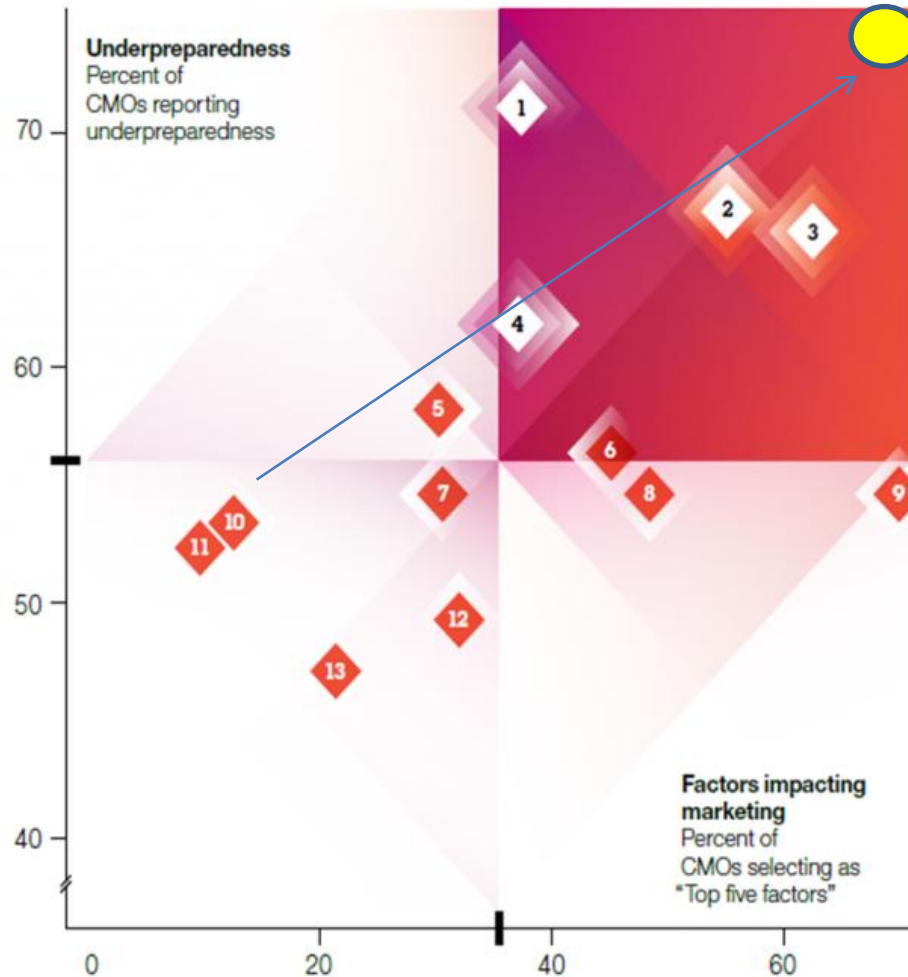




# CMO Challenges

**Figure 4**  
**The biggest headaches** The four most prominent challenges for CMOs are the data explosion, social media, proliferation of channels and devices, and shifting consumer demographics.

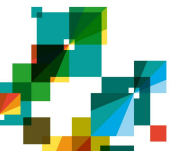
- 1 Data explosion
  - 2 Social media
  - 3 Growth of channel and device choices
  - 4 Shifting consumer demographics
  - 5 Financial constraints
  - 6 Decreasing brand loyalty
  - 7 Growth market opportunities
  - 8 ROI accountability
  - 9 Customer collaboration and influence
  - 10 Privacy considerations
  - 11 Global outsourcing
  - 12 Regulatory considerations
  - 13 Corporate transparency
- Mean





# Privacywetgeving in Nederland

0. Informeren bezoekers
1. Geven, inzien en wijzigen van user consent
2. Management m.b.t. het laden van page tags
3. Regelen van de bewijslast
4. Verschaffen van inzicht in de opt-in-percentages
5. Flexibiliteit t.a.v. wijzigingen in beleid/omgeving



## 0. Informeren bezoekers

- Gebruik niet-functionele cookies
- Soorten cookies
- Procedure



**Jhim van Bommel**  
@JhimvanBommel

Following

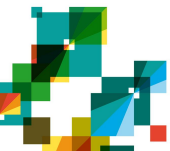


@JaapJansen Fok.nl wil het niet snappen.  
Voor meeste cookies geen enkel probleem.  
Uitsluitend voor tracking cookies  
toestemming vragen



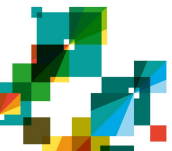
# 1. Geven, inzien en wijzigen van user consent

- Keuze websitebezoeker vastleggen
- Bezoeker moet mogelijkheid hebben keuze in te zien
- Bezoeker kan te allen tijde keuze wijzigen



## 2. Management laden van page tags

- Keuze realtime doorvoeren
- Let op: cookies pas laden *na* consent



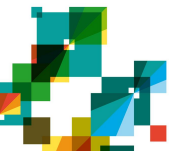
### 3. Regelen van de bewijslast

- 5 jaar vasthouden
- Loggen gebruikerskeuze

Client_ID	Consent_Log	Functional_C	Analytics_C	Marketing_C	New_User	Timestamp	Client_IP
1	true	Y	N	N	true	2012-10-12 14:09:06	81.30.51.285
1	true	Y	Y	N	true	2012-10-12 14:12:25	81.30.51.285
1	true	Y	Y	Y	true	2012-10-12 14:14:30	81.30.51.285
1	true	N	Y	N	true	2012-10-12 14:15:25	81.30.51.285
1	true	N	N	N	true	2012-10-12 14:15:32	81.30.51.285
3424	true	Y	N	N	true	2012-10-12 15:09:06	213.53.149.78
3424	true	Y	Y	N	true	2012-10-12 15:09:35	213.53.149.78
3424	true	Y	Y	Y	true	2012-10-12 15:10:01	213.53.149.78
3424	true	N	Y	N	true	2012-10-12 15:10:10	213.53.149.78
3424	true	N	N	N	true	2012-10-12 15:15:57	213.53.149.78

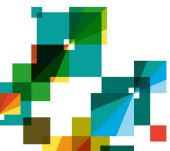
- Loggen configuratie consent boodschap

TYPE	TEXT	TIMESTAMP	WEBSITE
Functioneel	Functionele cookies op deze website zijn ...	2012-10-12 08:00:00	www.abc.com
Analytics	Wij gebruiken analytics cookies op deze website om ...	2012-10-12 08:00:10	www.abc.com
Marketing	Wij gebruiken deze cookies om advertenties beter ...	2012-10-12 08:00:25	www.abc.com



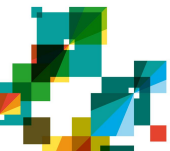
## 4. Inzicht opt-in-percentages

- Consent is 24/7
- Consent wordt über-KPI



## 5. Flexibiliteit noodzakelijk

- Wet gaat veranderen
  - Staande uitleg OPTA/CBP gaat veranderen
  - Publieke opinie gaat veranderen
  - Concurrentie verandert
  - Technologie verandert
  - Opt-in naar opt-out ... en dan?
- 
- Weer een IT-project of slechts een veranderde business rule?

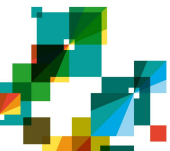
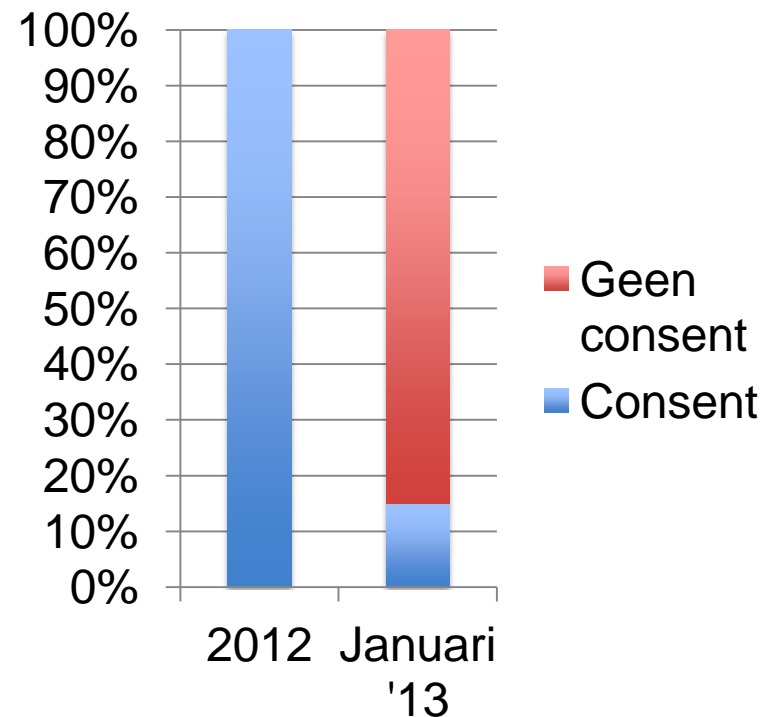




# Business Impact



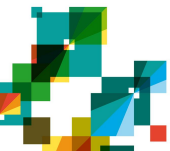
- Consent vast of wisselend?
- Nauwkeurigheid
  - % consent
  - Datavolume
  - Detailrapportage



# Wat kan niet meer?



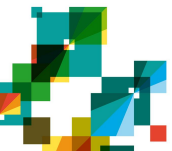
- Zonder consent:
  - Geen bezoekers individueel volgen
  - Geen (re)targeting over websites heen
  - Geen sessie-overstijgende analyses
  - Geen 1:1 campagnetracking
  - Geen 1
  - 2
  - 3



# Inzichten na 1-1-13



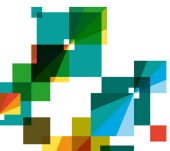
1. Cookie data
2. Cookieeloos meten
  - Binnen de wet
  - Niet gebaseerd op randapparatuur
3. Impact analyse
  - Consent/Niet-consent
4. Correctietechnieken
  - ActCorrect (2010)



# Inzichten na 1-1-13



- Campagne-effectiviteit
- Sales drivers
- Site traffic
- Karakteristieken van bezoekers



# Screenshot Compliant Analytics



Overview ▾

settings

support

Datumbereik: Van 2012-10-01 tot 2012-10-07

Widgets & Dashboard ▾

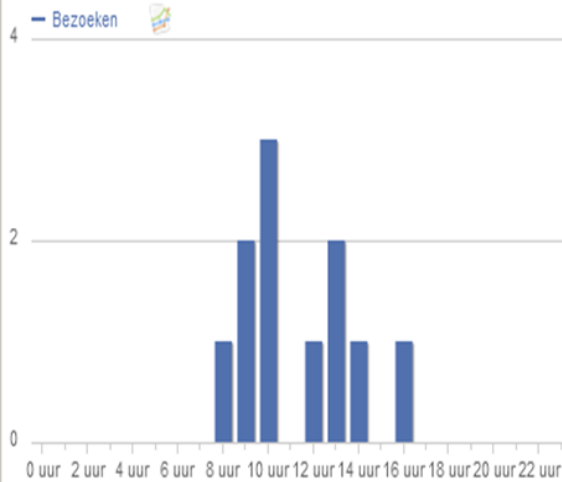
Dashboard van admin ■ O2mc Consent Toy ■ test

Dummy Data

## Recente bezoeken

Ecommerce Orders	31
Visits with Conversions	30
Conversion Rate	1.79%
Revenue	1034.05 €
Subtotal	854.05 €
Tax	714.09 €
Shipping	180 €
Discount	0 €
Purchased Products	71
Average Order Value	33.36 €

## Uur van de dag (tijdzone server)



## Top campagnes

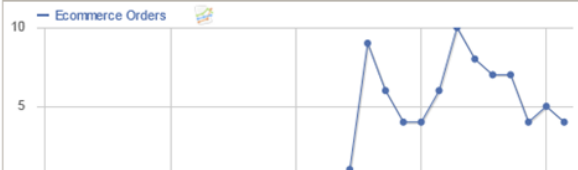
Campaign	Visits	Purchase conversions	Purchase conversion rate	Purchase revenue per visit
Adwords-Search-Brand	59959	7776	12.97%	0.5 €
Adwords-Content-SummerDeals	2003	141	7.04%	0.2 €
Newsletter-Nov2011	1925	131	6.81%	1.1 €

Campaign Keyword	Visits	Purchase conversions	Purchase conversion rate	Purchase revenue per visit
LearnMore	893	28	3.14 %	0.8€
LogoTop	651	56	8.6 %	1.3€
PersonnalizedGift	323	30	9.29%	1.3€
OrderNow	58	17	29%	1.8€

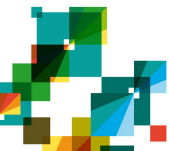
1-6 of 6

DisplayAds-OpenX	1186	154	12.98%	0.3 €
Bing-SummerDeals	1024	147	14.36%	0.85 €
Facebook-SuperSpecials	974	122	12.53%	0.24 €
Newsletter-Aug2011	676	62	9.17%	1.45 €

## E-Commerce Goal



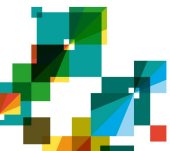
## Browsers bezoekers



# Road to Digital Business Excellence



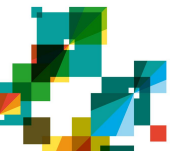
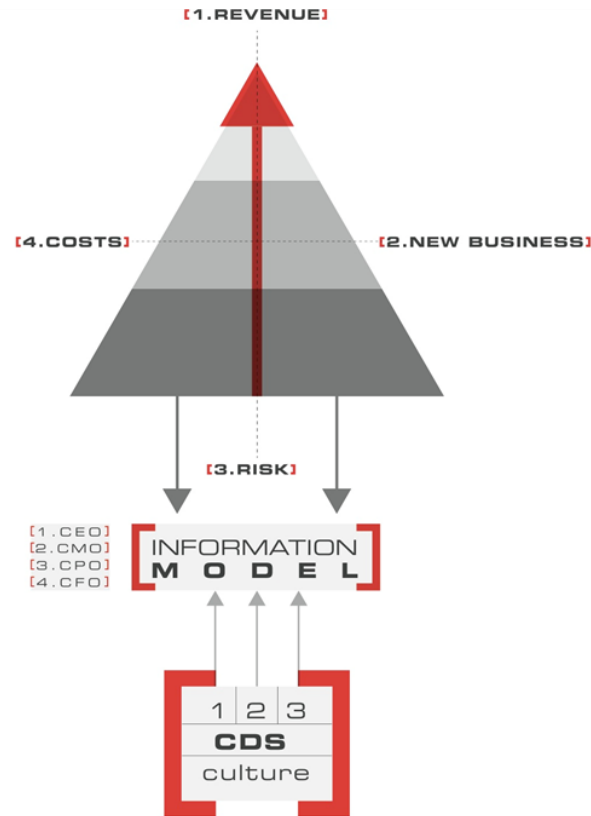
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# Working system – road to ...



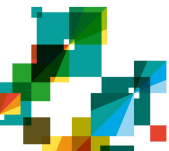


# Controlled Data Source

## CONTROLLED DATA SOURCE

### TAG MANAGEMENT

Data management	Data quality			Data compliancy
Available data	Supported data	Consistent data	Monitored data	Compliant data
<ul style="list-style-type: none"> <li>• Cookieless collection</li> <li>• Analytics cookies by consent</li> <li>• 3rd party tags and logic</li> </ul>	<ul style="list-style-type: none"> <li>• Enhancement handling</li> <li>• Incidents handling</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign management</li> <li>• Information models</li> <li>• Technical libraries</li> <li>• Metric definitions</li> </ul>	<ul style="list-style-type: none"> <li>• Scheduled tag audits</li> <li>• Data quality alerting</li> </ul>	<ul style="list-style-type: none"> <li>• Data purpose control</li> <li>• Data access control</li> <li>• User cookie acceptance</li> <li>• Privacy audits</li> </ul>



# Structured data for analytics



**COGNOS**

WebSphere

WebSphere

**Core metrics**  
An IBM Company

**SPSS**



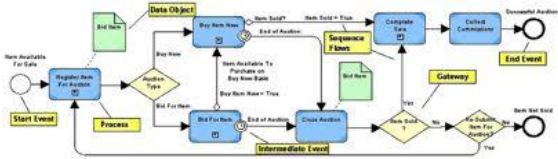
**unica**

Business Users



Reporting

Business Service



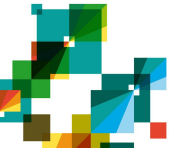
Processing

**Analytics**

Business Applications

**Excellent Digital Data**

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# Take aways



- Privacy is belangrijk en wordt nog veel belangrijker
- Zowel overreageren als negeren is onverantwoord
- Flexibiliteit is noodzaak
- Veel kan niet meer. Realiteit. Veel kan nog wel.
- Security wordt snel kritisch onderwerp
- Consent % = über-KPI
- Big Data = Big Analysis = Big Opportunity
- Excellent digital data zijn betrouwbaar en beschikbaar
- Compliance van consent tot en met analytics kan!

