

HOW BRANDS GROW



Knowledge Worldwide

INITIATIVE BY **dvj insights**

5 YEARS

THE INGREDIENTS FOR **Brand growth** EVENT 2021

DATA-DRIVEN DECISION MAKING



LUCAS HULSEBOS

INTERVIEWS

STUDY

EVENT

Science

JAAP WIERINGA

UNIVERSITY OF GRONINGEN

STATE AND Stimulus

DATA IS AVAILABLE

WHEN IS IT USEFUL?

COMPANIES

1 DATA MINIMIZATION

ALWAYS CONSIDER PRIVACY

WHAT IS YOUR GOAL?

WHAT DO YOUR CUSTOMERS WANT

2 DATA ANONYMIZATION

ONLY STORE WHEN NECESSARY

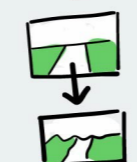
DATA DEVELOPMENT

let 2 neural networks compete

GENERATE powerful customer insights

DATA Science

GANs



understand marketers DATA DATA DATA!!!!

WINNERS embrace DATA

KEY CHALLENGES:

000 HAVING the right people

ANALYSE

data is as good AS THE PEOPLE WHO MAKE the decisions with it

Research

73% don't feel like experts yet

TOO MUCH data BUT I WANT more PARADOX

KEEP IT SIMPLE!

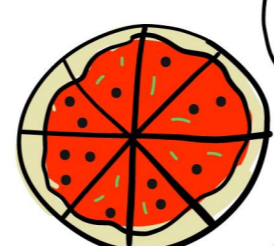
IT'S A PROCESS



Jori v/d Spijker

Total time on domino's sites

902 Years!



DOMINO'S PIZZA

Practice

220M PIZZAS

ORDERS VIA MOBILE, WEB

We're a tech company THAT HAPPENS to sell pizza

EXAMPLE:

LOTS OF DATA

WHAT KIND OF CUSTOMERS

PAT Nestor Nicky CLAEYS

AD testing

GOOD SCORE

ASK the RIGHT questions

WHY ARE we DOING this campaign?

AVOID ANALYSIS PARALYSIS

ACTIONABLE insights

NEW light medium large

insights ACTION

SET THE RIGHT KPI!

CROSS COMPARE

PRACTICE FACEBOOK



KONSTANZE FICHTNER

MAKING BETTER BUSINESS DECISIONS

BASED ON DATA insights

IT'S ABOUT MEASUREMENT measure your CAMPAIGNS

HOW TO allocate the budget?

the right metrics

different layers of metrics

test group control group

MARKETING mix modeling

FOCUS ON RICH SOLUTIONS

clicks likes comments

PRIVACY

DATA is de-identified IMPLEMENT learnings

Heineken is your measurement Allowing your COMPANY to learn?