

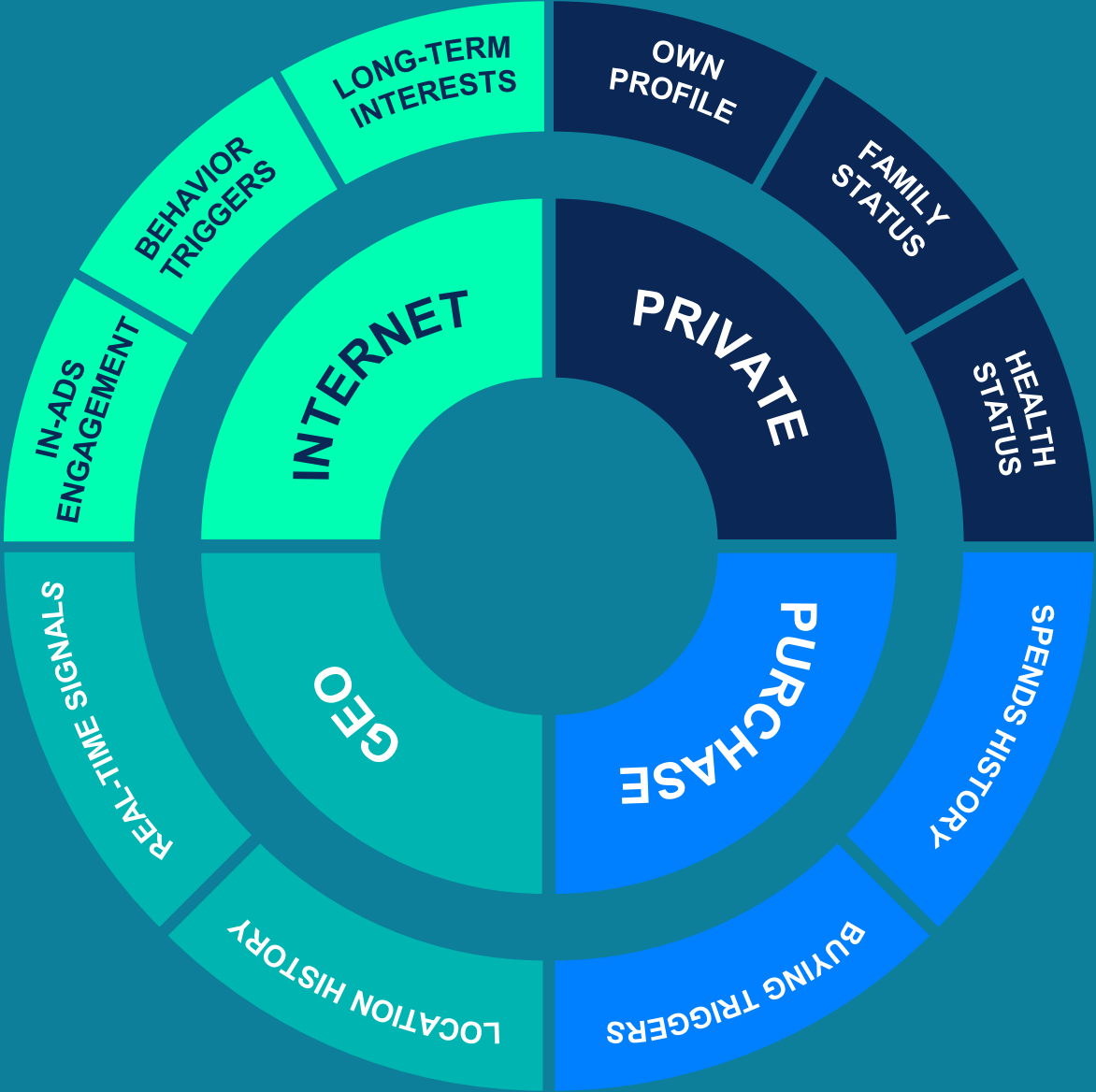
# EVERYTHING IS CHANGED WITH SINGLE ID!

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BRAND: EXCHANGE

Single ID –  
all the data we have  
about the consumer



4	New segments discovery -> CRM to DPM	Use CRM data to create special offers for current cosnumers in ads	DMP, CRM
5	New segments discovery -> DPM to CRM	Run email marketing on current customers using data enrichment by DMP (onsite behavioral, interests)	DMP, CRM
6	New segments discovery	Set up wifi in partnered stores -> use data in ads -> O2O reporting	Via DSP as a rule
7	New segments discovery	Set up wifi in partnered stores and provide CRM enrichment-> use data in ads and SMS -> O2O reporting	Via DSP as a rule
8	RET & message sequences	CRM based segmentation (LTV, RFM, clusters, etc) -> LAL -> video show -> Banner RET among 100% video viewed with buy CTA	DMP, CRM
9	RET & message sequences	Website visitors segmentation -> LAL -> video show -> Banner RET among 100% video viewed with sign-up CTA	DMP
10	RET & message sequences	Create RET scripts for website audience which describe goals achivments	DMP, DSP
			Depends on

## A LOT OF USE CASES WITH CRM, DMP, CDP, DSP, RET, LAL, DCO, 2PD, CMS, WEB, MOB, APP, OFD..

13	Personalization -> Dynamic ads	Define relevant 3 PD segments in DMP -> Show dedicated ads	DMP
14	Personalization -> Dynamic LP	Provide dynamic onsite messaging for high consumers response based on their online and offline purchase and interest history	DMP
15	Personalization -> Ads and LP (stores)	Define stores for partnered comm -> Show dedicated ads for every store -> Lead to dedicated LP on store site	Other services
16	Personalization -> Triggers	Get signals in CRM connected to consumer signals (started to search for treatment) in MRG, Yandex services -> Start to show ads	CRM, other services
17	Media efficiency -> Reach increase	Show video on one DSP -> Catch those who exposed -> Use as a negative targeting on another DSP	DMP
18	Media efficiency -> Frequency management	Show video on one DSP -> Catch those who exposed for every frequency step -> Use as a targeting on another DSP	DMP
19	Media efficiency -> Frequency management	Find and enforce optimal frequency of contact to drive conversion in CRM, sign-up on websites, etc.	DMP, CRM
20	Media efficiency -> Conversion optimization	Compare performance and cost across segments (1PD, 2PD, 3PD, look-alikes)	DMP, CRM
	Media efficiency -> Reach		

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10	RET & message sequences	Create RET scripts for website audience which describe goals achivments	DMP, DSP
11	RET & message sequences	2 weeks later start to show ads	Depends on partner
12	RET & message sequences	2 weeks later start to show ads in store -> 2 weeks later start to show ads in DMP	Depends on partner
13	Personalization -> Dynamic LP	Show dedicated ads for every store -> Lead to dedicated LP on store site	DMP
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# ROI ON USING DATA BASE CAN BE MORE THAN 100% IN TOTAL

TRADE	MEDIA	CONSUMER
<b>60%</b> Coupons to buy	<b>24%</b> Saving w/accurate data in DMP, DSP	<b>9%</b> Ratings & review
<b>12%</b> Email and website traffic to ecommerce	<b>8%</b> Saving w/accurate data in CRM	<b>1%</b> Referral programs as a Member-get-member
<ul style="list-style-type: none"> <li>■ <b>Cashback</b></li> </ul>	<b>4%</b> Partnered data	<ul style="list-style-type: none"> <li>■ <b>Basket analysis</b></li> </ul>
<ul style="list-style-type: none"> <li>■ <b>Product subscription</b></li> </ul>	<b>4%</b> Brands-to-brands data	<ul style="list-style-type: none"> <li>■ <b>Consumer profile</b></li> </ul>

SOURCE: ROI is calculated for one of the big FMCG categories for 1 year use of database  
 "- " - calculation is too complicated for the moment to define the exact ROI value on these activations

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## Cashback

**+25% TO AVERAGE CHECK**  
**+50% MONTHLY RECEIPTS**  
**60K+ RECEIPTS AND MORE**

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How to capitalize:

- Recruit actual brand buyers in CRM verified by check
- Drive check and frequency growth



SOURCE: one of the big FMCG categories, 2020

## Product subscription

**20% OF ALL ORDERS ARE MADE WITH  
SUBSCRIPTION MODEL**

**FROM SERVICE SUBSCRIPTION TO  
CERTAIN PRODUCT SUBSCRIPTION IN  
FUTURE**

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How to capitalize:

- Incremental purchasing for those who not responsive to existed brand offers
- Subscription makes the life of a consumer easier – no brand choice, no price comparison

**Ozon  
Premium**

SOURCE: Ozon 2019 results

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## Basket analysis

**CHOCOLATE BUYERS HAS HIGHEST  
POTENTIAL TO GROW IN CATEGORIES:**

**10% DRIED FRUITS**

**9% CHOCOLATE CANDIES**

**9% MARSHMALLOW**

**8% GROUND COFFEE**

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How to capitalize:

- New consumers targetings and increase of the brand penetration
- Ideas for bundles



SOURCE: chocolate buyers' basket analysis

## Consumer profile

**PREMIUM HHC CATEGORY BUYER:**

**57% MEN 25-35 Y.O.**

**46% APPLE SMARTPHONE USERS**

**87% SBERBANK USERS**

**HEAVY FACEBOOK USERS**

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How to capitalize :

- New sources of business definition
- Define the need on every step & make the right offer



SOURCE: premium HHC category buyers (certain brand)

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# WHERE TO BEGIN AND WHAT WE CAN DO NOW

A

## Media-to-Trade

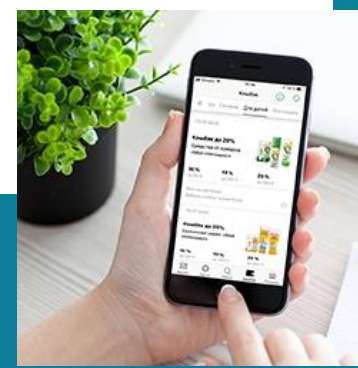
- Comm relevance & accurate data of 80% shoppers in Russia in every plan
- Incremental sales verified by retail, banks, telco



B

## Cashback

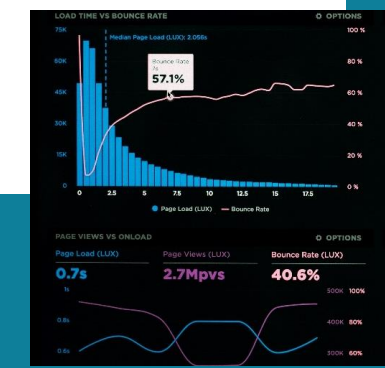
- Personalized offer and comm instead of promo on the shelf
- Data collecting of actual brand buyers



C

## Media ROI audit

- Media investments audit connected to sales & foot traffic performance
- Scheduled campaigns to test hypothesis of frequency, formats, etc.





**DATA  
OFFER**

**LIKE > SHARE  
> MINDSHARE!**

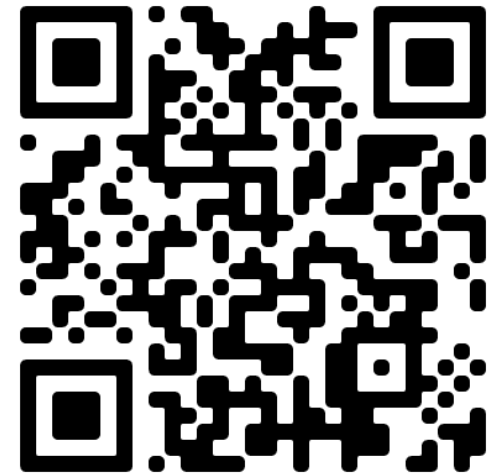


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**QUESTIONS?**



**CONTACT US**