

DATA ONBOARDING



A deeper dive into factors that drive results

Introduction by Curt Blattner, Head of OnRamp Solutions, Oracle Data Cloud

As advertisers become savvier about the nuances of the ad-tech ecosystem, “data onboarding” is one strategy where the market is ready for a much deeper dive.

Most advertisers are already convinced of the value of onboarding their CRM file. They understand that typically less than 20% of their active customers are visiting their site on a regular basis and it’s important to stay in front of the other 80% of their customers. Whether the focus is cross-sell, upsell, retention, brand reinforcement or win back, marketers use an onboarding provider to take their offline CRM universe and convert it into a digital audience for targeting online. The strategy makes sense and can pay big dividends.

Less than 20% of active customers visit the site on a regular basis



We now see the market moving from an understanding of the basics to questions around “what else should I be asking?” The truth is, while the basic premise of converting an offline file of names, postal addresses and/or email addresses into a targetable digital audience via cookies or other methods sounds simple, there are a number of important complexities not obvious to most. Let’s dive into some of the nuances and questions advertisers should be asking.

AUDIENCE REACH

Reach is arguably the most important component of data onboarding — what percentage of your CRM universe can you actually reach online? An advertiser can make the case that reach and accuracy, which are somewhat diametrically opposed, have nearly equal importance. But let’s focus first on reach. A common data onboarding test is to supply one or multiple data onboarding providers with a file of customers (a random sample works fine) to understand what percentage of those records can be matched to their data “spine.” This is the foundation of their match network, often referred to as the “deterministic” portion of their targeting and associated with at least one cookie. It is realistic for advertisers to expect that more than 60% of their input universe can be accurately associated to one or more active cookies. If you are considering a match partner, this is a primary area to look at during your discovery process.

One important component of this test is to ensure you are comparing apples to apples. We recommend reporting metrics in terms of 30-day active cookies — meaning a cookie set or verified as active in the last 30 days. Our testing found the value of older cookies beyond 30 days is minimal. In live campaigns, more than 90% of the cookies to bid on are those seen/set within the last 30 days.

Therefore, universes of older cookies can be misleading. You will see large universes of matched cookies without virtually any real impact, which simply inflate your perception of true value and reachable audience.

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COOKIE ACCURACY

Most advertisers assume that the matched data onboarding universe of cookies accurately reflects the supplied CRM input universe. But what if you learn that 30%, 40% or more of your on-boarded cookie universe was not associated with the individuals and households from your original universe? The result is a tremendous waste of media spend and poor performance of your online campaigns.

Oracle Data Cloud has a high incentive to ensure our cookie associations are accurate due to the measurement side of our business. More than 75% of all OnRamp® campaigns we run are tied to measurement. So if the cookie universe doesn’t match to the CRM input audience accurately, at a very high confidence level, results suffer. For our client base, this is an incredibly important component of data onboarding.

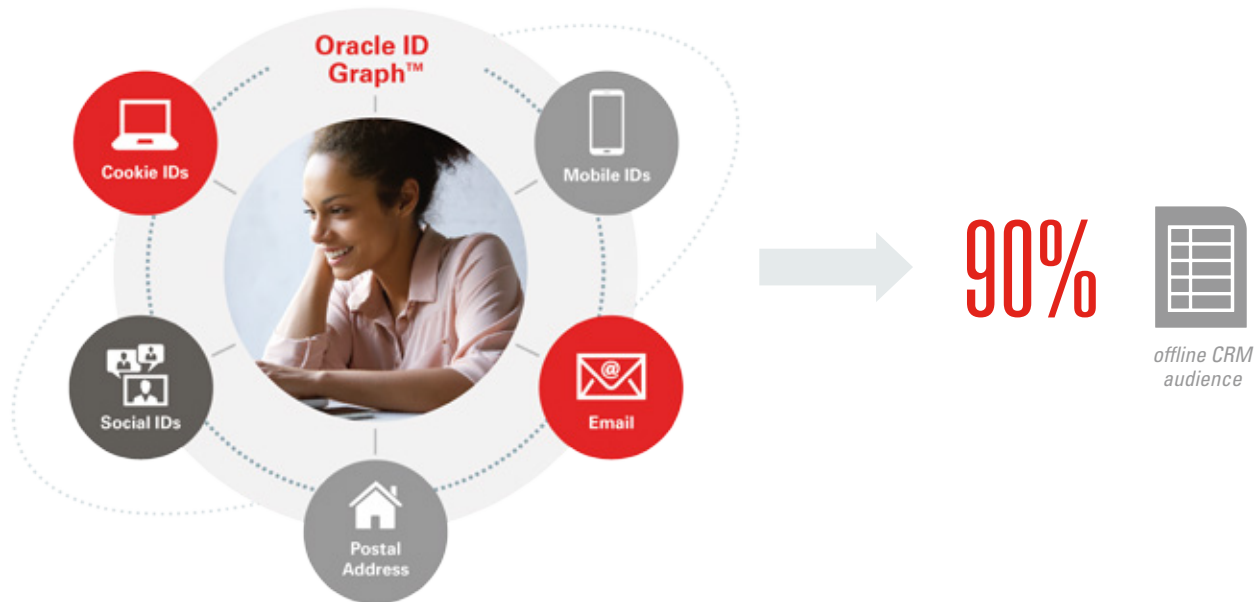
Through deep analysis, Oracle Data Cloud confirmed that not all audience match sources have the same level of accuracy, typically through no fault of their own. They simply don’t have the required analytical capabilities or truth-set data to determine accuracy. Our methodology uses retail transaction truth sets where

the connections of cookies to name/address/email are more than 99% accurate and verified. We then compare our individual match sources and their various match types to these truth sets. The net result is that ultra, high-quality match sources can be identified and we can filter out inaccurate associations of cookies to individuals and households.

Data onboarding is a critical component of nearly every client’s online marketing strategy. Many of our clients are engaged in CRM file onboarding or we onboard modeled prospect universes that we’ve built for them—or a combination of both. Our clients rely on us for analytics and measurement of their digital campaigns and they typically see strong ROI from these campaigns. Oracle Data Cloud has been our close partner for 4+ years to help us deliver high-quality solutions for our data onboarding clients.

– Kelly Leger, VP Digital Solutions, Merkle

A blended strategy will enable you to reach 90%+ of your original offline CRM audience



TESTING FOR ACCURACY

So now you're convinced of the importance of accuracy. What's next? You need a live, in-market test where you target your on-boarded cookie audience and collect personally identifiable information (PII) on the response. While this is really the only way to ensure accuracy from data onboarding, the good news is the advertiser holds all the cards. You supply the target universe and evaluate the PII you collect on responders. For example, a campaign where you target current customers not opted in for your email campaigns. To do this well, you run a display campaign where you offer a sizeable one-time discount (say, 35%) to opt in to your email program. You also ask them to confirm their email and postal addresses. This allows you to compare the target onboarding audience to the respondents. If you see a high percentage of mismatches (exceeding 20% or more), you've got a significant problem to address. The

good news is you can limit your media spend on an accuracy test. You only need to reach a certain percentage of responders supplying PII to draw a true conclusion.

DIGITAL AUDIENCE REACH

The last area where we work closely with clients is the right strategy to deploy across multiple forms of digital inventory. Most advertisers start by focusing on cookie-based, real-time bidding (RTB) inventory, but this is just one prong in your strategy. Reaching the same audience across "walled garden" publishers where onboarding is done based on a match to the user-registration base—and not cookies—can have significant yield for both audience reach, coupled with high ROI. This enables advertisers to reach their audience across high-value publishers, such as Facebook, Twitter, Yahoo!, AOL, and Pandora at extremely high levels of accuracy. Oracle Data Cloud utilizes our Oracle ID Graph™ to enable these highly

accurate associations of incoming CRM PII to various forms of customer identification, including cookies, social handles and mobile devices.

SUMMARY

It's a good time to reevaluate your data onboarding strategy. Are you getting as much true audience reach as you should? Are you getting audience reach at the considerable expense of accuracy where performance of your audiences is suffering? Don't just focus on cookies: A multipronged CRM onboarding strategy to reach your customers across all forms of digital media will pay you all kinds of dividends.

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