

ADTRADER CONFERENCE

THE PROGRAMMATIC MEDIA EVENT

1st Party Data Strategie für Programmatic Marketing & Advertising

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1. Daten müssen Geschichten erzählen,
sonst hört keiner zu

**2. Jedes Unternehmen besitzt Daten.
Sie müssen Ihnen nur vertrauen.**

3. Mit Daten zu arbeiten ist ein ständiger Lernprozess

4. Wichtig: Die richtigen Fragen stellen

5. Fünf Data Scientists machen noch kein Data Science. Es kommt auf die richtige Mischung, Organisation und Fokus an

Zielbild der Data Science Organisation

Develop and Manage DS credentials			Cross group collaboration		Manage Tools and processes		PH Group and 3 rd party Collaboration	
Planning and Forecasting			Data driven Marketing		Platform Management		Supply Chain and Logistics	
Marketing and Communication Planning	Campaign Set up	Customer Planning	Forecasting	Business Cases	Azure	Power BI	Marketing	Business Dvelopment
Campaign Forecasting	Customer forecasting	Whitespace	Post Sales Nurturing	Customer Lifecycle concepts	Immoplanet	Bots	Sales	Management
Analytics and advanced analytics			Cross Sell /Up Sell models	Social Media	Extranet/ Financial Planet	DSGVO	Local 3 rd party Technology Partner	Statista
Predictive modelling (ATM)	Segmentation and clustering	Customer profiling	Marketing Automation	Potential Analysis	Power BI	Azure ML	Schober	Geo Provider
Maintain Customer Master Data	Customer development	Social profiling	Decision support	Churn				
Reporting and monitoring			Support Functions					
Campaign Reporting	MUT 2.0	Lead Reporting	Data Governnce					
Pipeline Reporting	Marketing Automation	Digital and Social reporting	Data Quality					
			Marketing Infrastructure					
			Project Management					