



Harnessing the power of social intelligence

Acxiom Use cases

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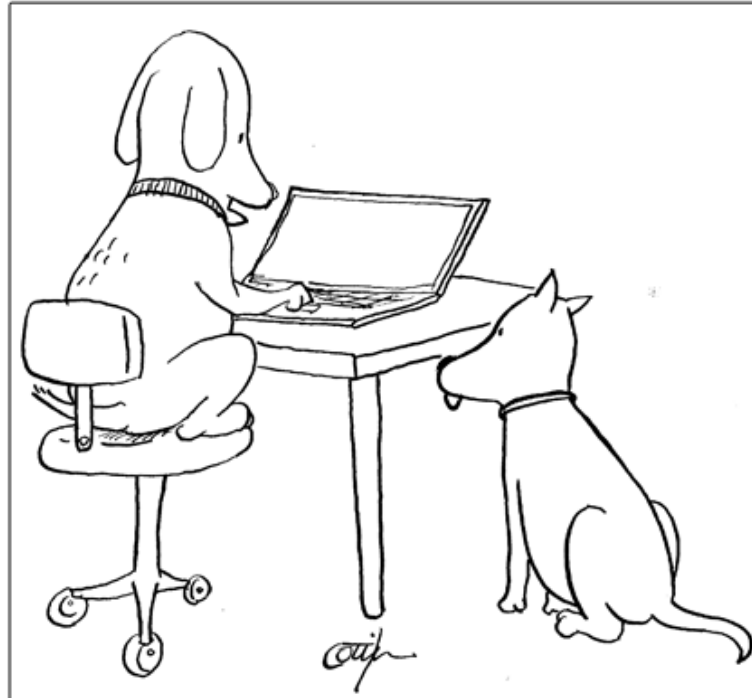
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On the Internet, nobody knows you're a dog. But they can smell a marketer from a mile away.

Social Marketing is here to stay

- No one can argue that social media isn't important.



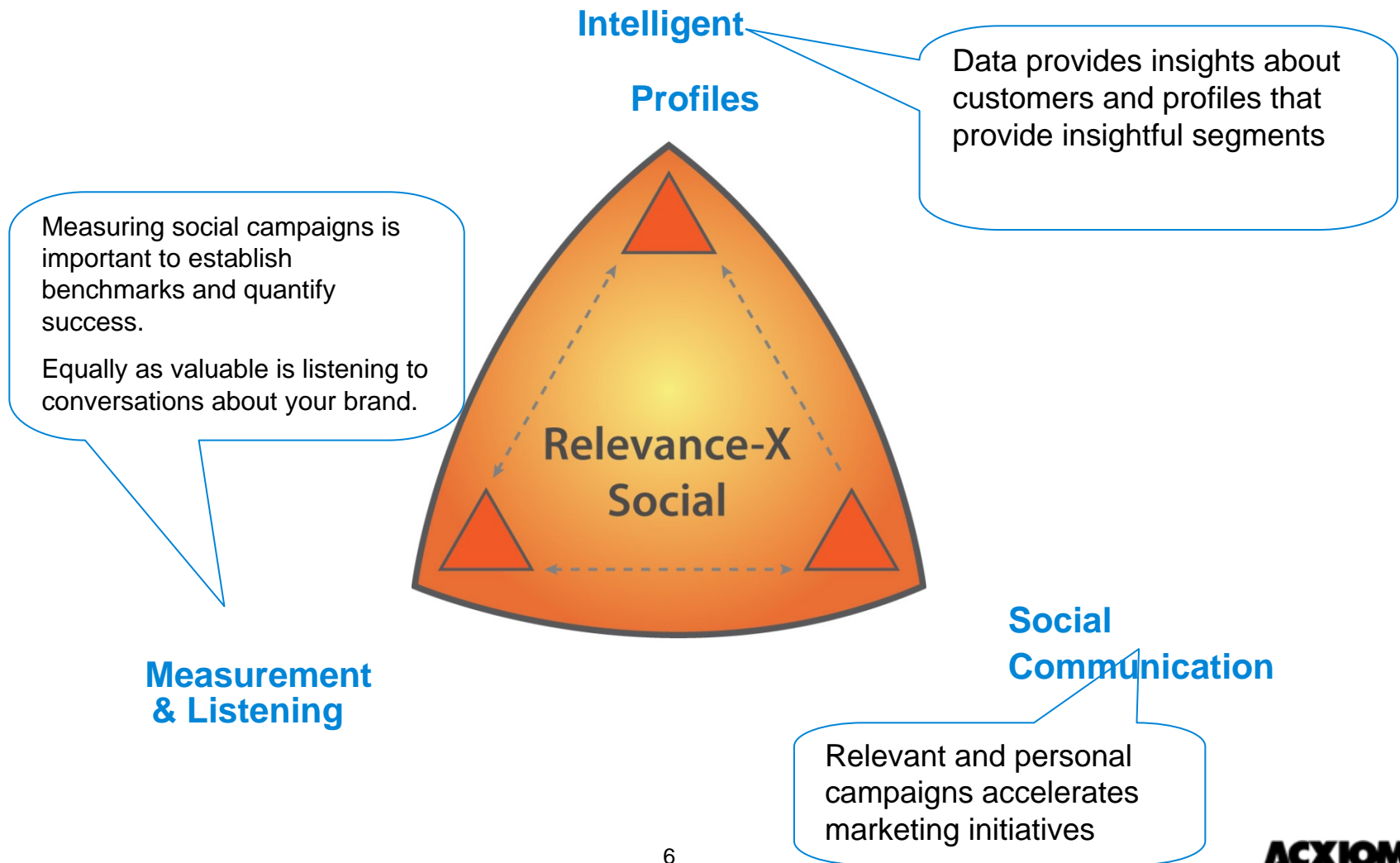
- Today, we show how social can be used to **unlock** your **customers' interests** to fuel your social programs.
- We will demonstrate that by harnessing social data we can create profiles that develop insights to execute social programs and measure ROI.

What exactly is social marketing?

“The **sharing of information, experiences and opinions** through a series of widely available, easy-to-use tools. Very simple, very public, very hard to ignore.” – Internet Advertising Bureau

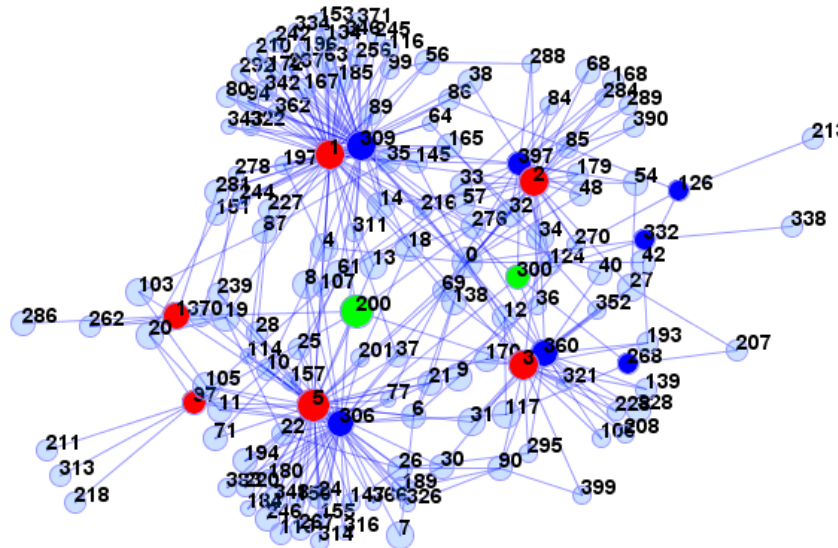


Three key elements of Social Marketing



Social Profiles: Tell us a great deal

Who is highly social, on many networks with many friends?



Social Profiles: Tell us a great deal

Who are bloggers or micro-bloggers?



Who is interested in photography or film?



Who is interested in news?

The New York Times

Los Angeles Times

The
Washington
Post

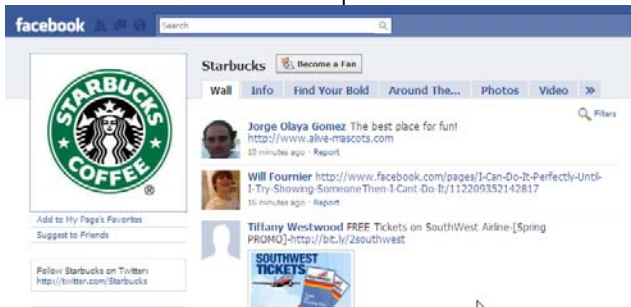


Harness the Information that is out there!

“Publication is a self-invasion of privacy.”

--Marshall McLuhan

Social data builds PROFILES



Social data, at the individual level, is available and it can tell you that John is a customer of your brand, he is on Facebook. He is also a professional, passionate about coffee, and sports and reads the NY Times.

Use Case: Our client, used this profile to inform their loyalty award program. When a customer reaches a certain purchase amount, an email with a coffee coupon or a newspaper free trial subscription is sent, included is a share with social link so John can tell his friends.



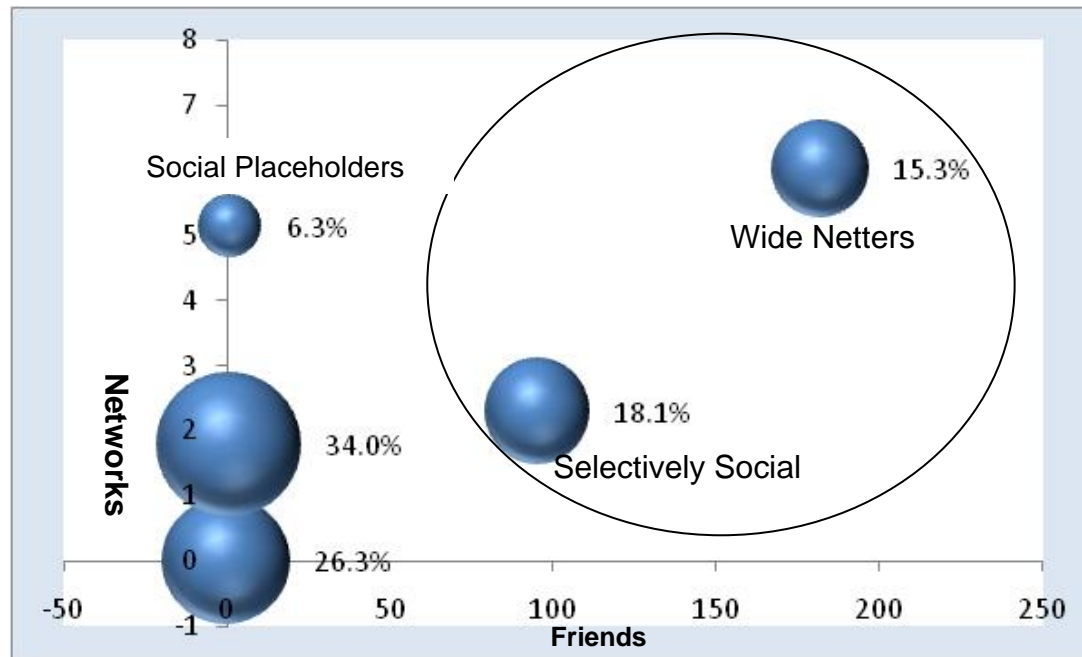
“Without a specific reason for the consumer to behave, without a reward or benefit, the overwhelmed consumer will refuse.”

– Seth Godin

Social data identifies ENERGY BAR enthusiast with many friends

A CPG brand launched a new energy bar with a limited budget; we applied social data and segmentation and uncovered 33% of their customers had more than 100 friends on social nets.

People with many friends and on many networks often use their “voice” in their social nets.



Social data identifies ENERGY BAR enthusiast with many friends

Use Case: We mailed the highly social (Wide Netters and Selectively social) a free sample and coupon.


Creative emphasized they had been selected because they were an influencer and passionate about energy bars!

They received a free sample and they talked.

Measurement: We monitored the social web for conversation, site traffic and new email registrations.

Results: Increased word of mouth by 150%. A 300% increase in new email registrants and identified bloggers on the customer file.



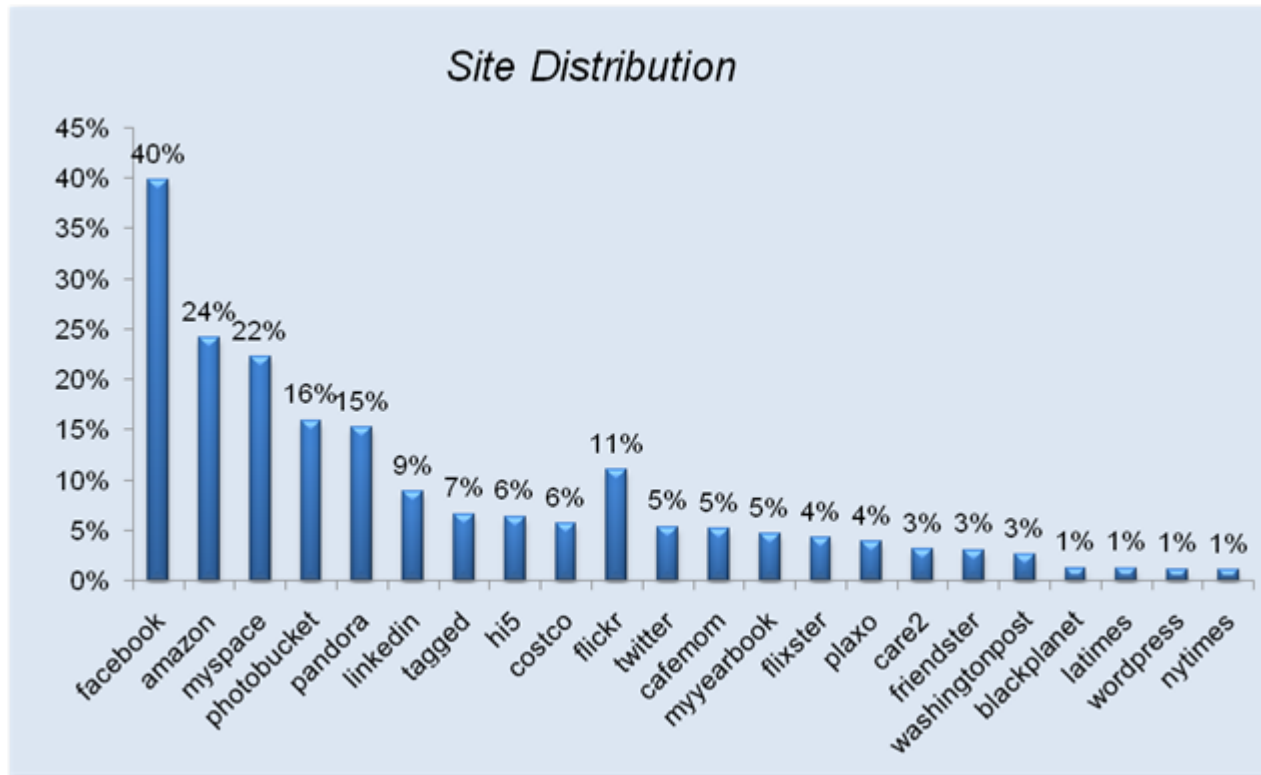


"It's about doing social right. It's about coming into the space in a way that's authentic, and communicating with the customers in a very brand centric way"

--David Ireland, Vice President of Marketing, Diesel

Profiles Create Opportunity in Social

A health insurance company was developing their social media roadmap. We applied social network data and saw that the customer was on Facebook, but also had a strong interest in photography as indicated by Photobucket and Flickr membership.

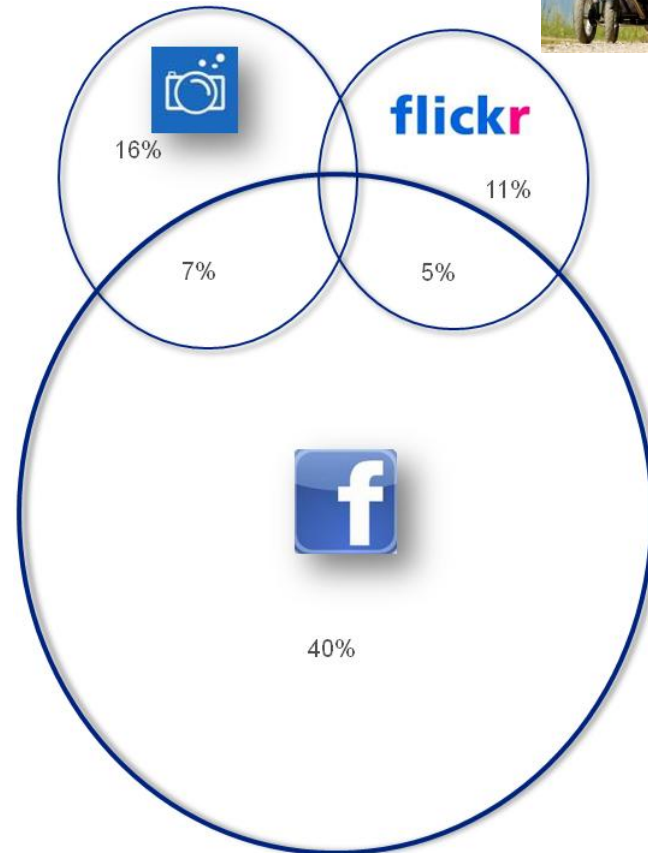


Profiles Create an Opportunity for Dialog

Use Case: The Client prioritized their social initiatives around Facebook.

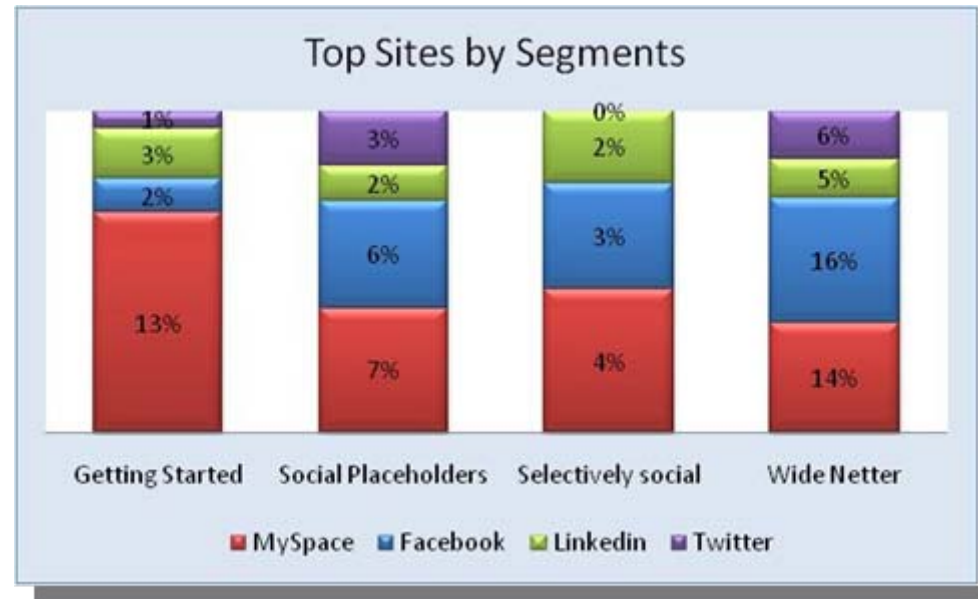
Based on the high % of photo site affiliation the client created a ***Photo Promotion on Facebook.***

Prospects and customers were invited via email to photograph how they *stay fit* and post the photos on the Facebook fan page where others could view, share and vote. The top 10 photos that received the most shares and votes won a one year gym membership.



Twitter: *Is your customer following you?*

- Our client had developed a strong Twitter presence and wanted to grow their followers.
- Acxiom appended social data to the customer file and found customers on Twitter not following the brand.
- We see on a continuous basis that Twitter is never anyone's first network.



Getting Started Segment have registered on 1 or 2 sites and have not grown their friend base

Social Placeholders are registered on many sites, but have few friends.

Selectively Social are on a few sites but have many friends.

Wide Netters are on many sites and have many friends.

Profiles by Network - Grow Followers

- **Use Case:** Twitter handles and social segment score was appended to the customer file (Wide Netters on Twitter).
- Client wanted to make sure the creative did not invade the customer's privacy.
- So, a test sample was launched. We reached out to follow customers on Twitter.
- For those who followed back, we were able to measure the re-Tweets.
- In addition, we listened and monitored social web for any negative conversations. After one month we rolled-out to remainder of file
- Grew Twitter followers by 65%.



Some People Prefer SOCIAL

Use case:

- A BtoB client wanted to determine if email engagement clusters had a correlation to social segmentation.
- Social data was appended to the file and then the two segments were compared (email engagement and social engagement).
 - We verified that the e-engagement clusters are predictive for social behavior.
 - We also found the “low engagement” clusters have some highly social people.
 - This demonstrated that the brand has some of their audience that would rather engage socially than via email.

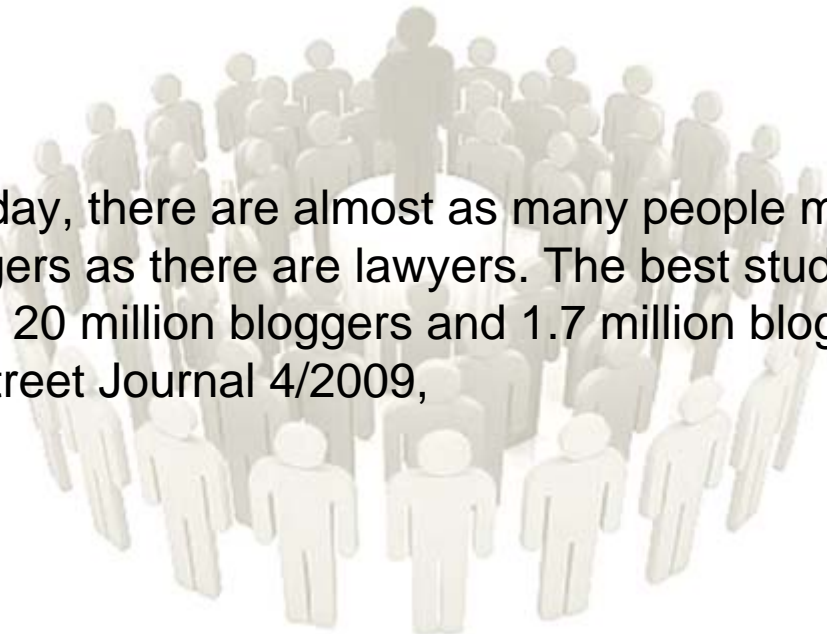
Acxiom's e-engagement clusters	<i>undeclared</i>	<i>Getting started</i>	<i>Social holders</i>	<i>Selectively Social</i>	<i>Wide Netter</i>
	95	104	117	90	101
Currently Engaged	81	107	128	108	115
Deadwood	115	97	83	86	80
Former Browsers	89	106	105	108	106
Heavy Browsers	82	102	106	134	131
Ignored and Forgotten	141	81	69	66	73
Light Browsers	84	103	114	120	124
Previously Engaged	84	108	116	113	106



The way to a blogger's keyboard is through their ego."

– Peter Kim

Social Data Reveals Bloggers and Micro-bloggers



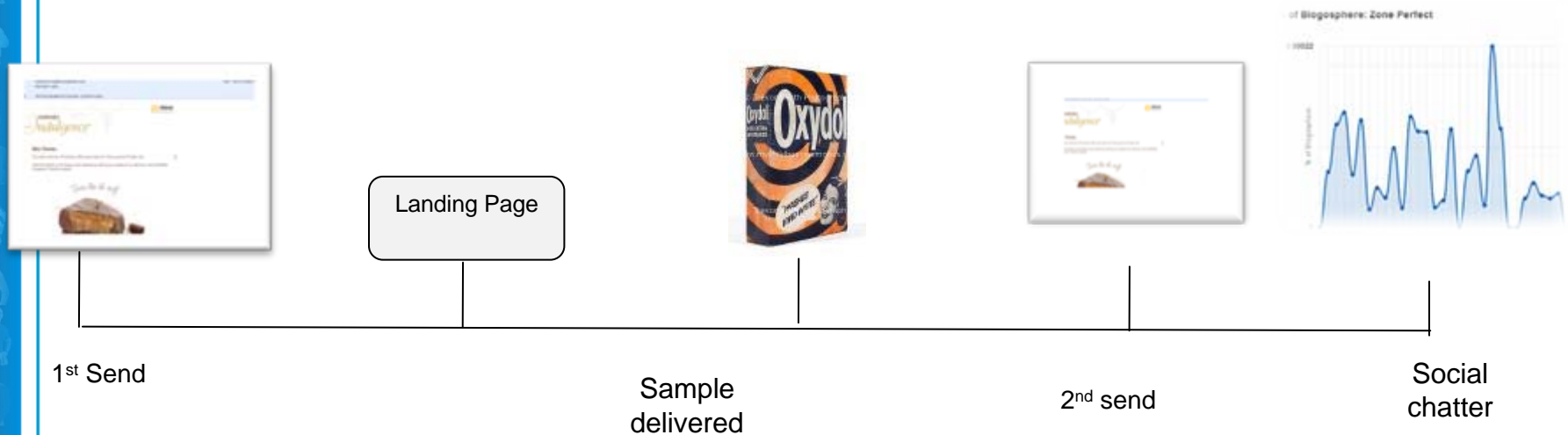
In America today, there are almost as many people making their living as bloggers as there are lawyers. The best study suggests there are over 20 million bloggers and 1.7 million blogging for a living. Wall Street Journal 4/2009,

Use Case: Every client's file has a group of bloggers or micro-bloggers who will write about your brand when there is a specific reason.

Engaging customers who are bloggers to seed campaigns

- We are working with BzzAgent (a word of mouth marketing network) to provide deeper social profiling for word-of-mouth and social media engagements.
- We can provide clients the opportunity to locate BzzAgents who are customers and create specialized campaigns directed at these customers who are influencers.
- The combination of profile data and BzzAgent will provide a deeper view into the activities of the Agents and track events (content uploads, comments, comments) to prove the ROI of user-generated brand content.

Track and Measure Activities



Engaging Highly Social

- Individual level measurement
- Clicks, Posts, Shares
- Sentiment, Tone, Volume
- 2nd generation conversion attribution to the individual

Engaging Known Others

- Individual level measurement
- Clicks, Votes, Shares
- 2nd generation conversion attribution to the individual

Engaging 2nd Generation Social Friends

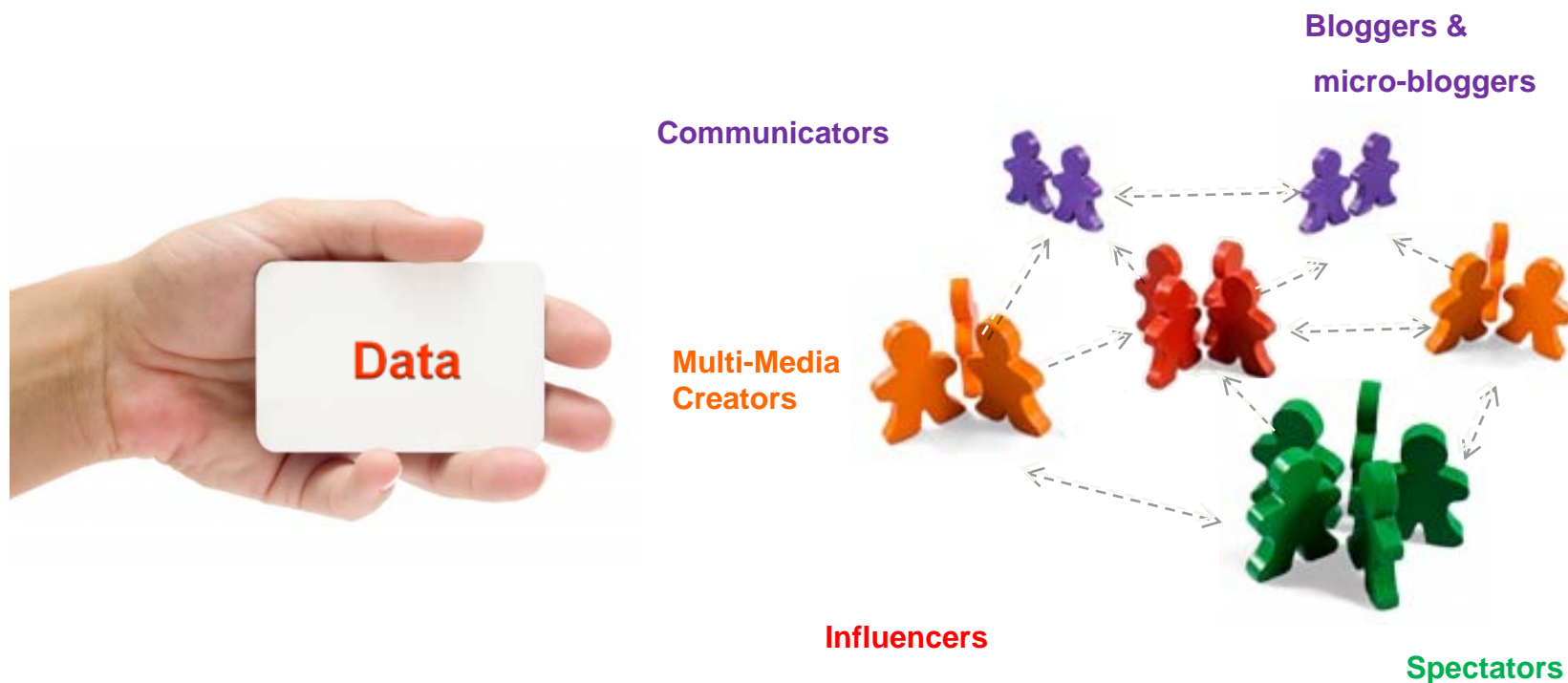
- Aggregate level measurement
- Sentiment, Tone, Volume

Engaging 2nd Generation Audience

- Aggregate level measurement
- Clicks, Conversions

Transform your Social Data into Social Profiles

So, by continuously collecting social behavior on your customers you will be able to build profiles that drive insights and develop Social Marketing programs in a way that is authentic to your customer's life.





Thank You!