



NISS NON-HEALTHCARE INDUSTRY CAREER FAIR

DANNY JIN | DECEMBER 2019



AGENDA

The customer
experience cycle



The analytic
evolution journey



The verticals we
serve



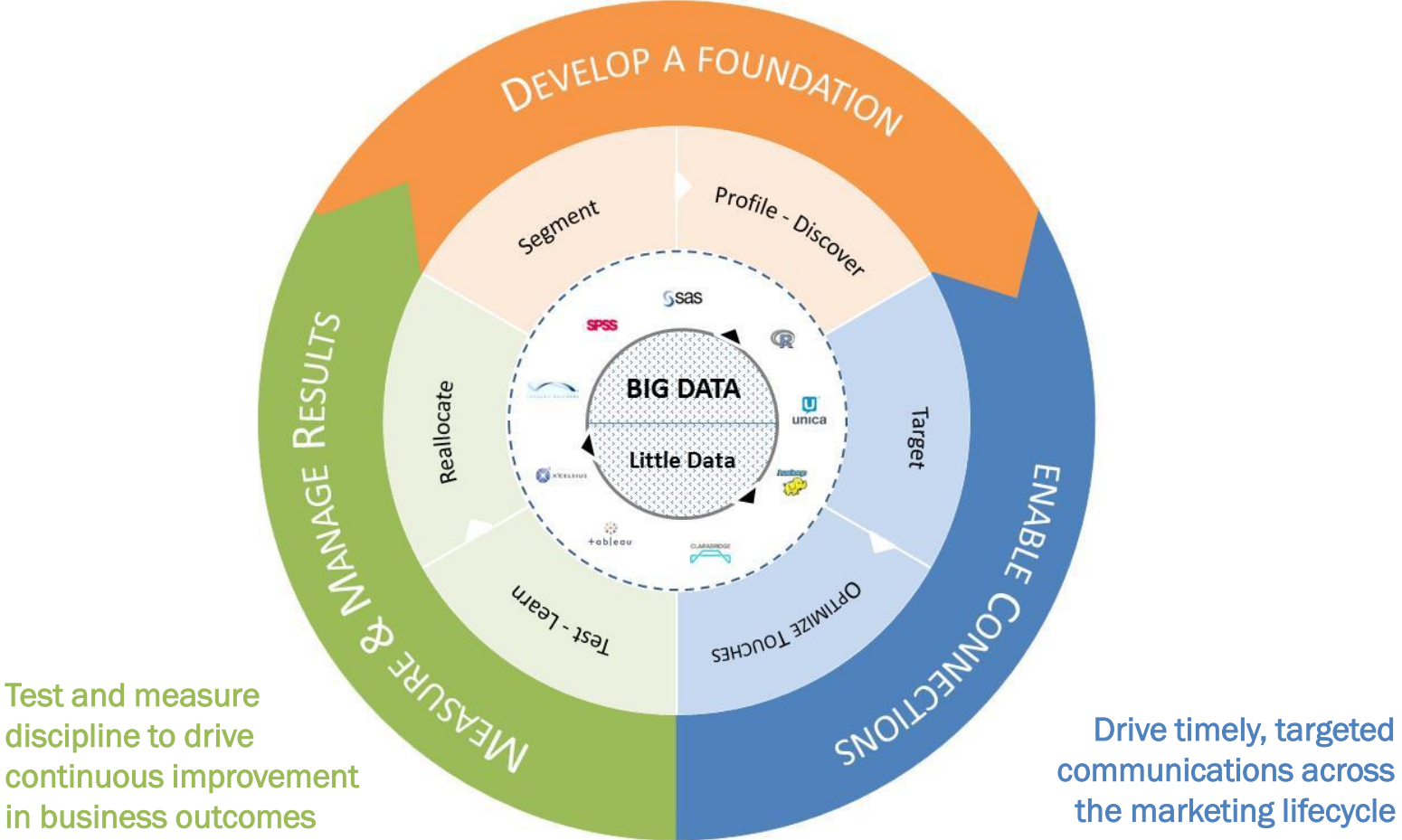
Build the dream
team



DISCLAIMER: the opinions expressed in this presentation does not represent the official view of Epsilon and Publicis Groupe.

THE CUSTOMER EXPERIENCE CYCLE

Identify distinct groups and uncover opportunities for differentiated strategies

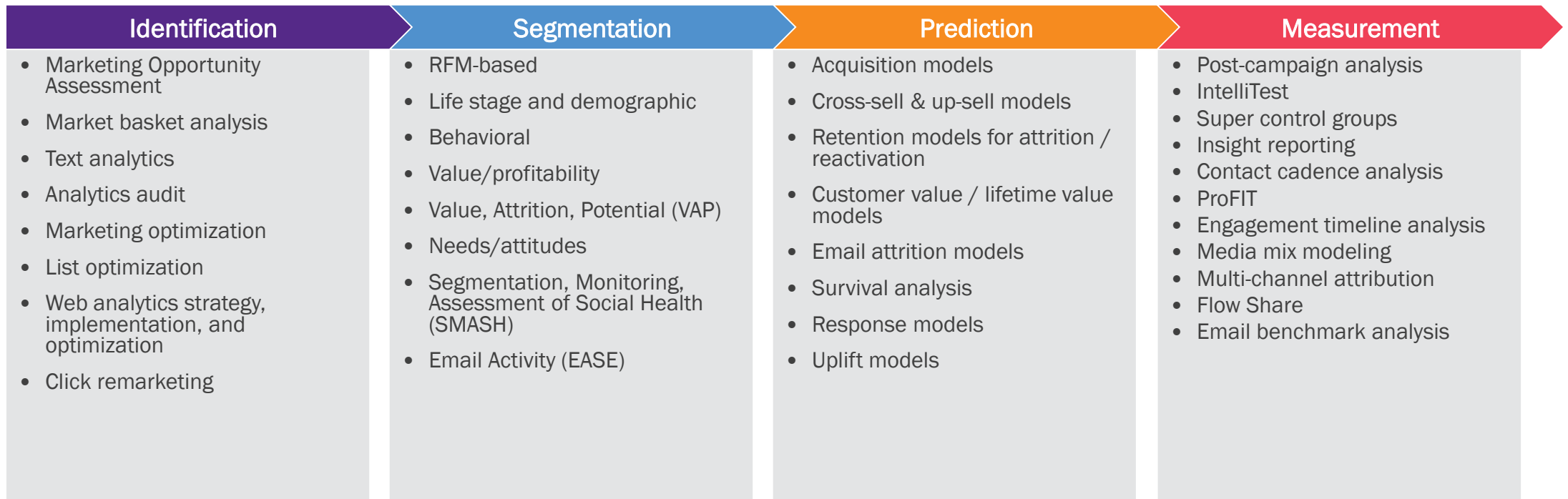


Test and measure discipline to drive continuous improvement in business outcomes

Drive timely, targeted communications across the marketing lifecycle

THE CUSTOMER EXPERIENCE CYCLE

- 1 Understand the business need
- 2 Verify internal data and augment with external as needed
- 3 Apply the appropriate analytic solution



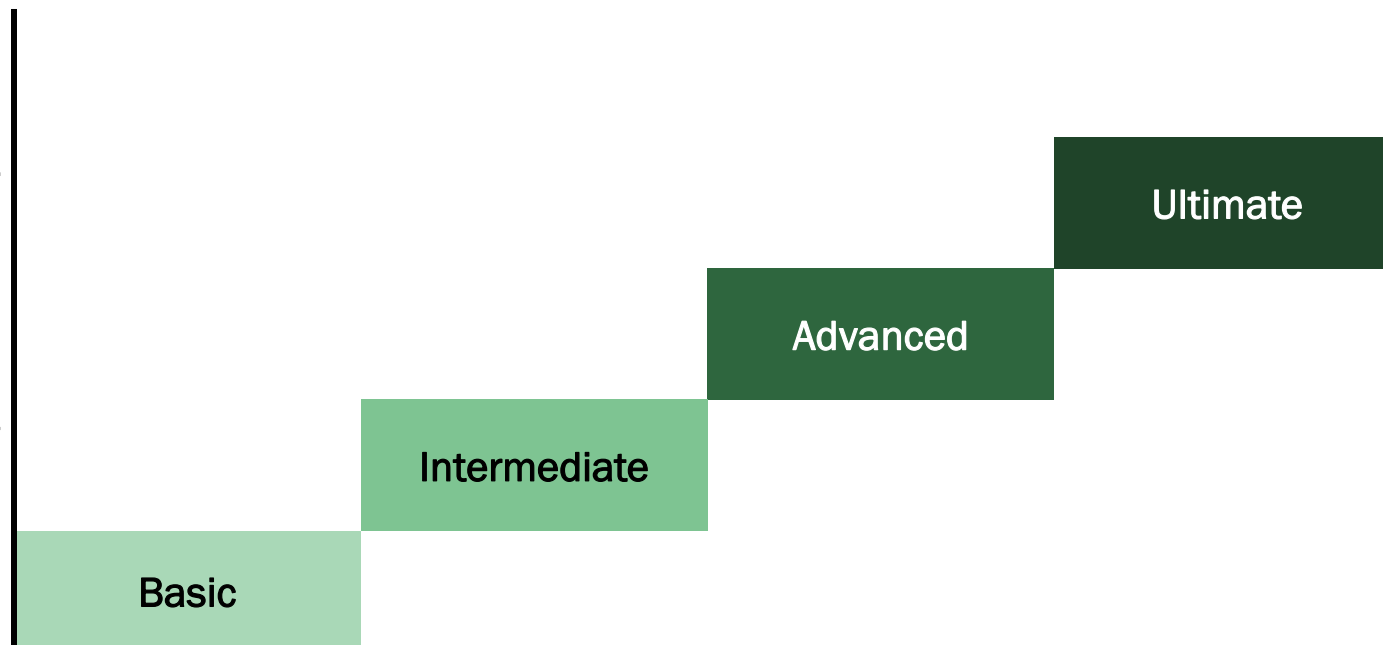
THE ANALYTIC EVOLUTION JOURNEY

Develop Foundation

Enable Connections

Segmentation	Modeling & Machine Learning
Include concepts such as influence on others	True Optimization Across Marketing Mix Elements Machine Learning entrenched
Integrated & Multi-dimensional	Channel, Cadence, Uplift Models, Some optimization and machine learning
Siloed efforts at tackling Value, Lifecycle, Behavior, Demographics, Attitude	Key multi-stage models, initial attempts at machine learning and optimization
RFM or Rule Based	A few single stage models

Return / Business Impact



Measure and Manage Results

Testing & Measurement
Analytic Process

Analytic Sophistication

Basic reports, some holdouts, test one change at a time	Few dashboards, channel holdouts, MVT, and attribution	Testing part of routine, universal holdouts, fractional attribution	Testing & Measurement part of organizational DNA
Analysis needs driven by seemingly ad hoc objectives	Driven by annual objectives, analytic validation during build	Refined Analytics roadmap, analytical tool perf. Tracking	Tight integration of analytics roadmap with planning cycle

THE VERTICALS WE SERVE

FINANCIAL

Bank of America 

 Fidelity
INVESTMENTS

 Nationwide Bank
On Your Side

 VISA

HEALTHCARE

 NOVARTIS

AstraZeneca 

 Abbott



Daiichi-Sankyo

CPG/RETAIL

 kraft foods

NY
&C
NEW YORK COUNTRY

STAPLES

that was easy.™

Advance
Auto Parts!
Keep the wheels turning.

 PEPSICO

 RJ Reynolds

The Container Store®

The Original Storage and Organization Store®

NON-PROFIT

SAN DIEGO ZOO.
GLOBAL

AUTOMOTIVE

 GM

 TOYOTA

 JAGUAR

 VOLVO

 LAND-ROVER

 Sears
Auto Center

AutoNation 

TECH/TELCO



at&t

 verizon

 U.S. Cellular

 Xnii

TRAVEL

 HILTON
WORLDWIDE

 LAQUINTA
INNS & SUITES

B2B / OTHER

 FedEx.

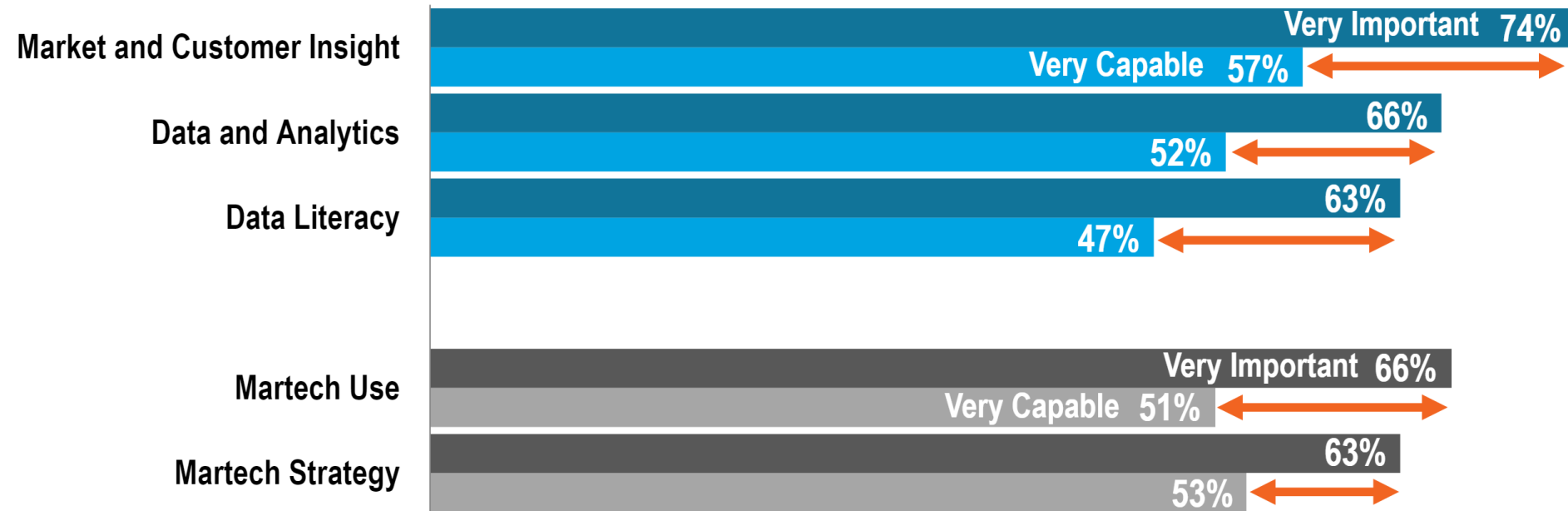
 DELL™

 EXXON
Mobil

BUILD THE ANALYTICS DREAM TEAM

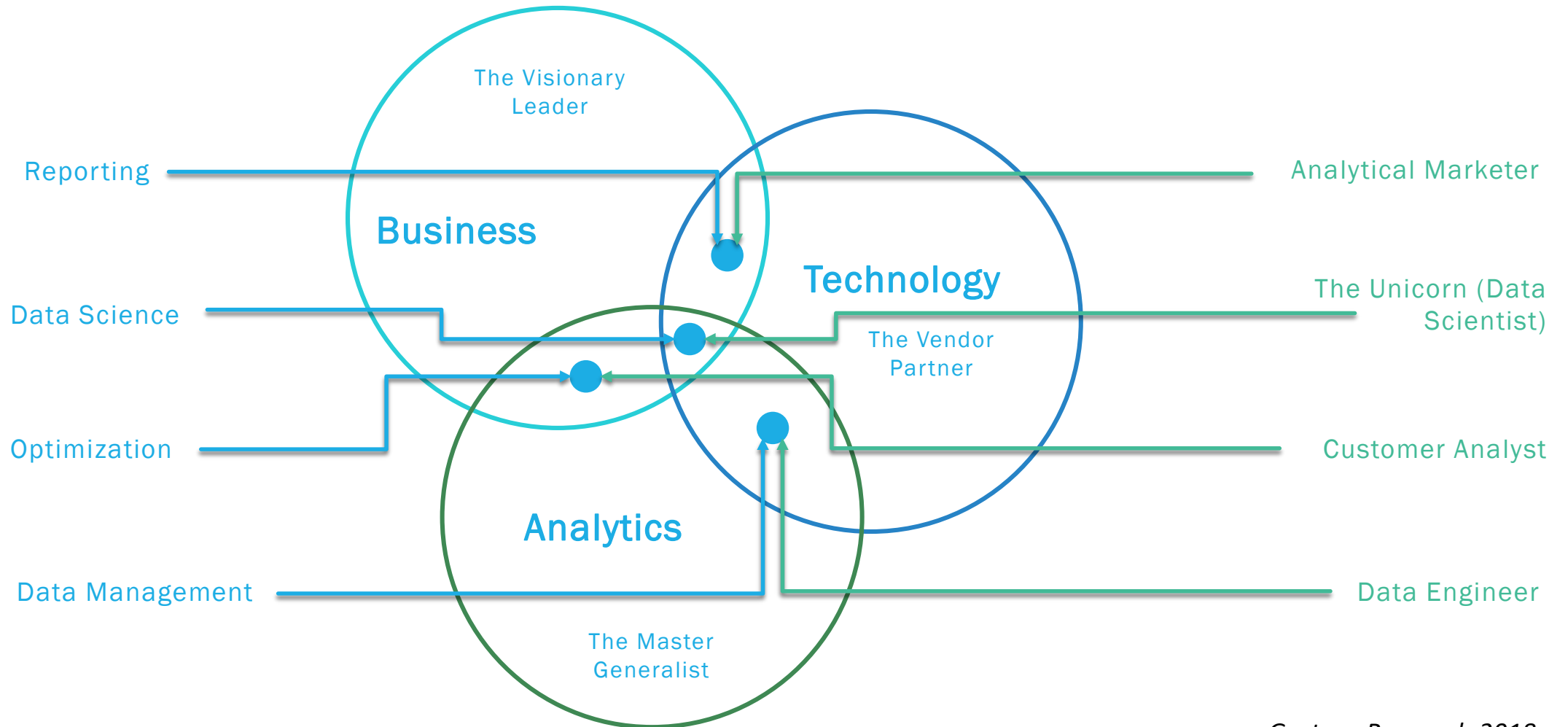
Significant Skills Gaps Pervade

Marketing Skills Gaps: Importance vs. Level of Capability



Gartner Research 2018

BUILD THE ANALYTICS DREAM TEAM



BUILD THE ANALYTICS DREAM TEAM

