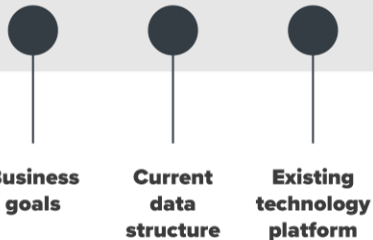


# THE DMP PROCESS

## 1. ASSESSMENT

Business & Technical discovery

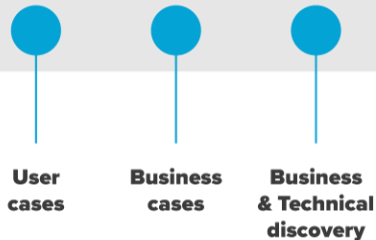


1. Should I buy/Am I ready for a DMP?
2. What are the differences in DMP platforms?
3. Which DMP is right for my business needs?

Pre-launch

## 2. PLANNING

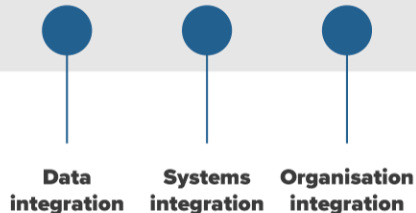
Audience Targeting Roadmap



1. What incremental value will a DMP bring?
2. How would I use a DMP/What are my use cases?
3. What should my DMP roadmap look like?

## 3. IMPLEMENTATION

Data, System & Org Integration

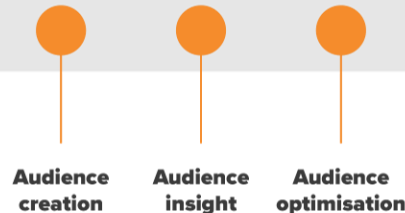


1. What information can I send to a DMP?
2. What platforms can I integrate with a DMP?
3. How should I structure my organisation?

Post-launch

## 4. ACTIVATION

Ongoing Targeting Optimisation



1. Who are my best customers and how can I find more of them?
2. What channels/Media should I use for my segment?
3. How do I measure success?

# 1. Assessment

1

Should I buy / Am I ready for a DMP?

2

What are the differences in DMP platforms?

3

Which DMP is right for my business needs?

## UNDERSTAND BUSINESS OBJECTIVES

- Understand short-term and long-term business goals
- Understand current media targeting strategy and budgeting allocation
- Understand opportunity for personalisation

## ASSESS DATA CURRENT STATE

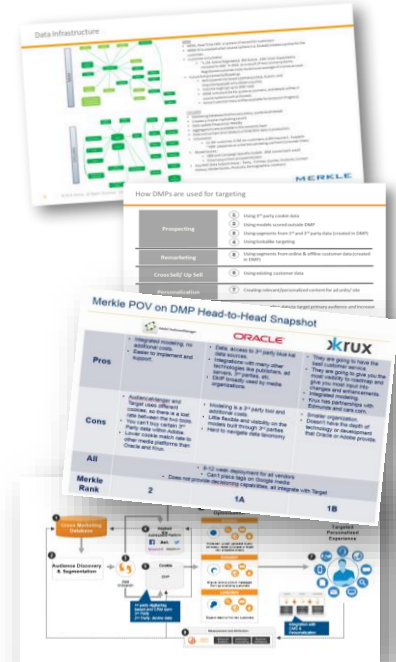
- Assess site, CRM (transaction), email, media, 3rd party data availability, quality, and quantity
- Study and assess data attributes including existing segmentation and audience targeting practices

## ASSESS CURRENT TECHNOLOGY PLATFORMS

- Assess current platforms, process and procedures

## TOOL ASSESSMENT AND RECOMMENDATION

- Assessment of primary Data Management Platforms
- Scoring different platforms based on client business goals and integration with existing platforms
- DMP recommendation to meet short-term and long-term business goals



## 2. Planning

1

What incremental value will a DMP bring?

2

How would I use a DMP/  
What are my use cases?

3

What should my DMP  
Roadmap look like?

### DEVELOP USE CASES

- Prioritise business requirements and identify use cases
- Identify opportunities to realise improvement from current state to ideal outcome
- Develop implementation plan for each use case

### BUILD BUSINESS CASE

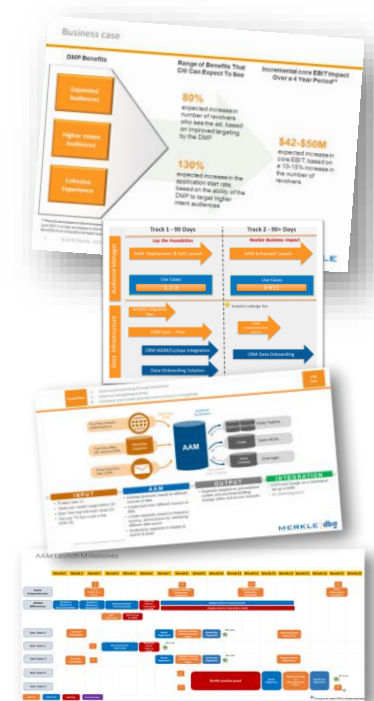
- Cost/benefit analysis against high priority use cases
- Business and technical MVP
- Define conversion events, interaction point and success KPI's practices

### DEVELOP ROADMAP

- Develop roadmaps and recommendations for high priority use cases
- Outline system integration requirements for DMP activation

### ORGANISATION STRUCTURE & SKILLS

- Define best practice structure and resources with skill set requirements for key roles
- Identify clear role and responsibility of internal and external resources



# 3. Implementation

1

What information can I send to a DMP?

2

What platforms can I integrate with a DMP?

3

How should I structure my organisation?

## DATA INTEGRATION

- Identify data attributes that need to be collected and develop data taxonomy for various sources including website, media, email, mobile, call-center & CRM

## CRM DATA ON-BOARDING

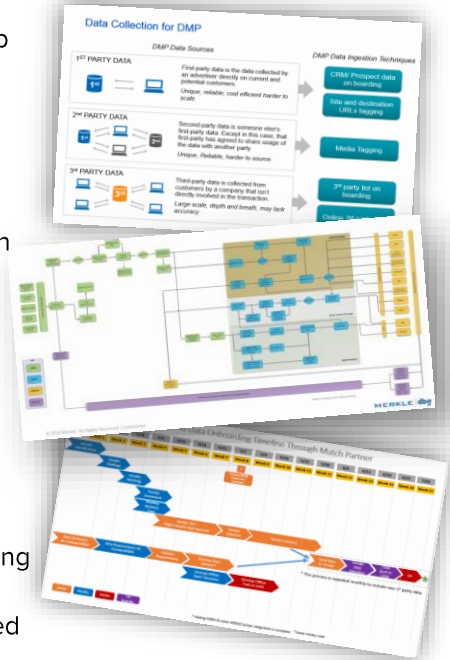
- Review data onboarding requirements
- Study CRM database to select key attributes to be onboarded to DMP
- Outline data structure needed for onboarding
- Process and procedures

## SYSTEMS' INTEGRATION

- Outline system integration requirements for DMP activation

## ORGANISATION INTEGRATION / BUSINESS CHANGE

- Assess current state of organisation charts and skills of existing resources
- Outline future state based on best practice and business need
- Provide transformation plan with training and upskill services



# 4. Activation

1

Who are my best customers and how can I find more of them?

2

What channels/media should I use for my segment?

3

How do I measure success?

## AUDIENCE ANALYTICS & EVOLUTION

- Uses data to optimise marketing, personalise & improve websites, profile & model audiences and support wider business decisions
- Apply advanced audience analytics by leveraging 1st, 2nd, 3rd party data in DMP, DMP log files, site data in site analytics, transaction data from CRM database

## AUDIENCE STRATEGY AND PLANNING

- Leverage insights from audience analytics to identify targeted audiences/segments
- Overlaying 1st, 2nd, 3rd party data manually to identify targeting segments
- Use the lookalike model in conjunction with prospect data to create prospecting segments

## AUDIENCE BUILDING & OPTIMISATION

- Select audiences based on projected performance and scale and recommend media setup dimensions
- Audit performance and optimisation

