
Small data, big results

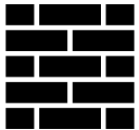
Adobe Experience Forum

2017, July 25

Prepared by: JF (Jean-Francois) LEGOURD
Samsung, CEB, Gartner, Microsoft
INSEAD '12

Obstacles to performance marketing

External



Access & Gardens



Data overload & change



Data integrity & relevancy

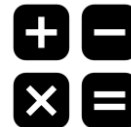


Support & vendors

Internal



Credibility



Integrity



Expertise



Appetite

1

Planning & setting KPIs

2

Target setting & performance disclosure

3

Building independent analytics systems

4

Rebranding marketers

1. KPIs planning & setting

Planning



Upper/lower funnel & direct \$



Consumer decision journey



Multitouch attribution



Consumer Lifetime Value

(sun)Setting



Incubating the next generation



K.I.S.S.



KPI with expiry date



Rolling over

2. Target & performance

Target setting



Internal benchmark



External benchmark



Control groups

Performance



Co-create report



Preview before review



Protect the braves

3. Independent analytics

Third party auditing



Your metrics



Your referee



Your cost

Internal data platform



Your data



Your platform



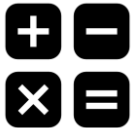
Your cost

4. Rebranding marketers

Training



Analytics training



A/B testing

Pay for Performance



Aligning incentives



Bringing audit/finance onboard

End of presentation