



WE DON'T NEED MORE DIGITAL ANALYTICS

What to do about Digital Analytics in
the age of total connectivity

What We Do at Analytics Pros

We blend the art and science of digital analytics to narrow the distance between our clients and their customers

Highlights from CES 2016







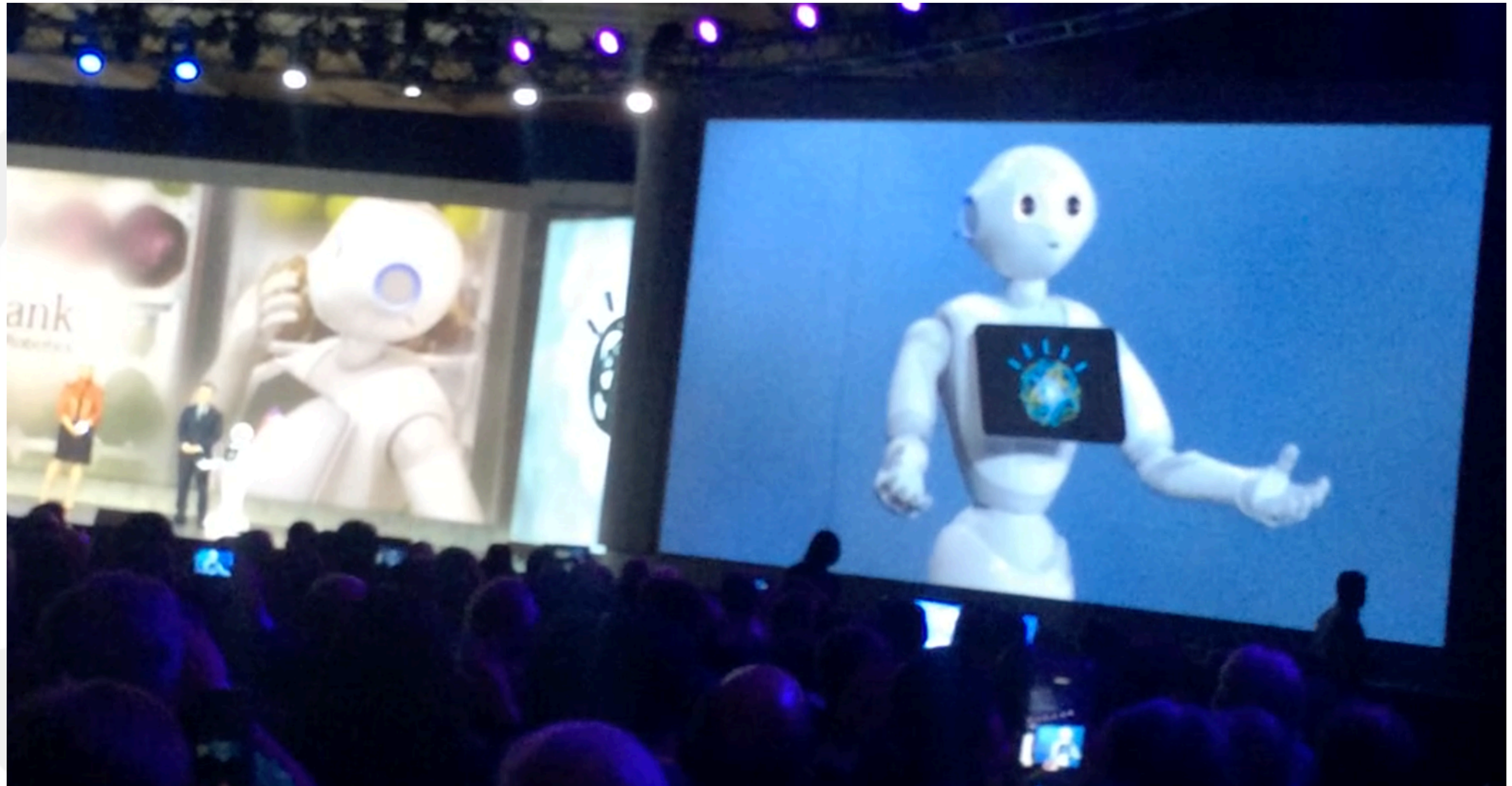
The World's 1st Laundry Folding Bot

/ laundroid





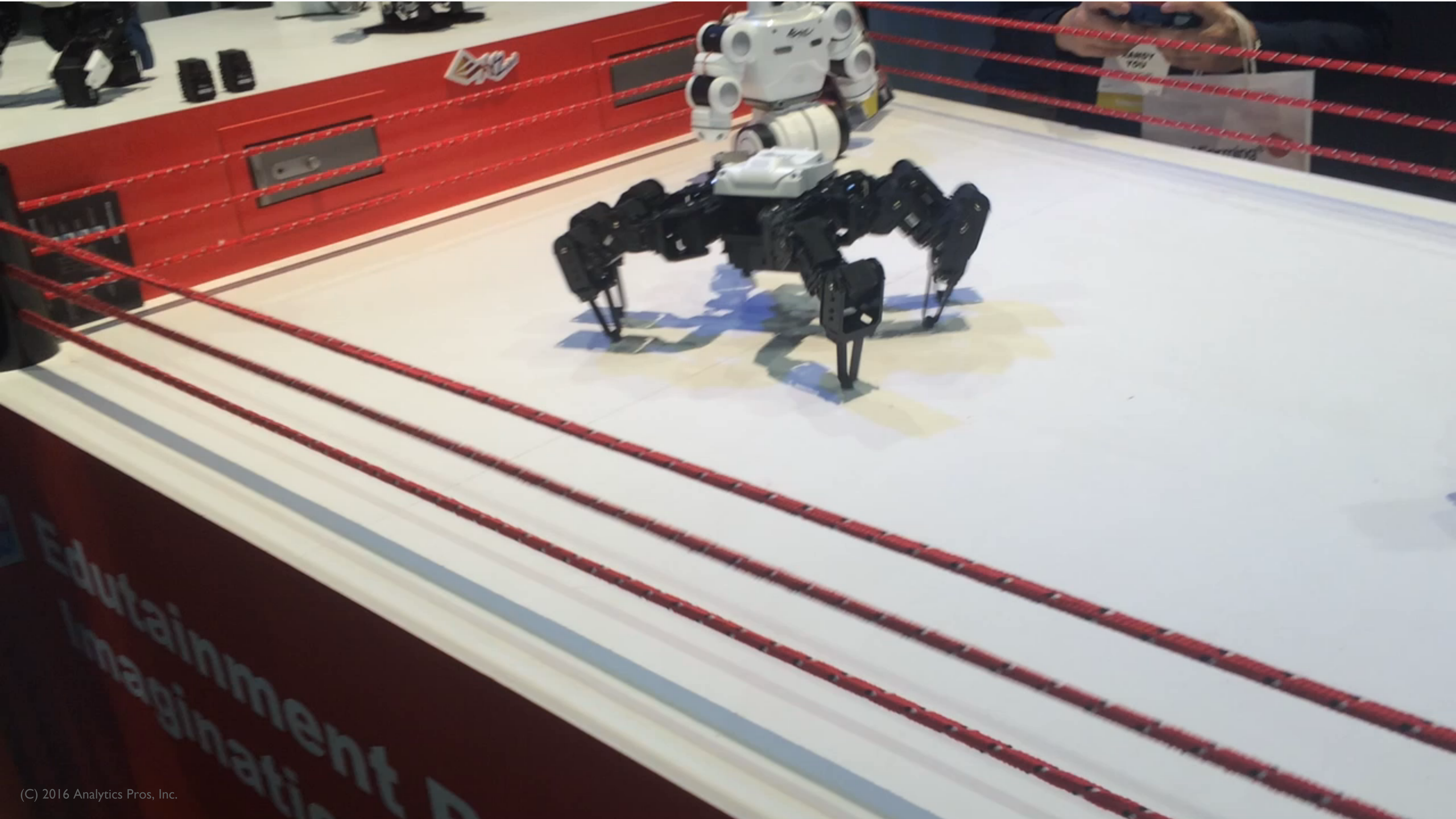












Takeaway #1

The Things are Coming

What IoT Means for Analytics

- If you think data from digital interaction is a lot, wait until you measure all the sensors and IoT connected devices
- But, is the data actionable?
- Without unfettered data access, you can't deliver the services consumers want
- Just **THINK** what we can measure in terms of engagement and user profiling
 - Devices are collecting data full-time
 - Data from "simply doing life" can be combined with other data to paint a vivid user profile

Lots of Ideas, Little Delivery



Takeaway #2

Privacy & Security Spotlight

(yes, even for us Americans)

FCC Chairman Wheeler

What's Interesting:

- We're in a fully connected world
- Wireless spectrum for data is the currency of this connectivity
- A big breakthrough is the ability to share spectrum thanks to digital vs. analog
 - All the things that connect will rely on spectrum

FCC Chairman Wheeler

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Concerns to Watch:

- **Privacy – it hinges on trust**
 - Security around collected data
 - Second, transparency to the consumer on what's collected
 - Choice: I.e. "Do I want to participate in this"?
- **Policies**
 - “As the Internet has evolved and expanded to be the primary means of communication, policies need to evolve to manage this.”
- **Accessibility needs to be a forethought NOT an afterthought**

FTC Chairwoman Ramirez

What's Interesting:

- Consumers want to share, i.e. Health data
 - Accenture report citing increased consumer interest
- FTC report on big data expanding opportunities for underserved populations/risks of discrimination through data biases
 - I.e. Don't let big data entrench existing biases/ disparities
 - <https://www.ftc.gov/system/files/documents/reports/big-data-tool-inclusion-or-exclusion-understanding-issues/160106big-data-rpt.pdf>

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Concerns to Watch:

- Internet of things, privacy & ubiquitous collection of data
- FTC concern is whether consumers can't trust how data is collected, used, stored, shared and secured.
- PEW research indicated confusion by consumers around how their data is used and shared:
<http://www.pewinternet.org/2015/05/20/americans-attitudes-about-privacy-security-and-surveillance/>

Is this choice?



Takeaway #3

Disney's Doing It Right

Is it Magic? IoT & Connectivity @ Disney

- **Making Magic Happen: Connecting Digital and Physical Worlds**
 - Susan O'Day, EVP Enterprise tech and CIO/CISO
 - Jon Snoddy, EVP Walt Disney Imagineering
 - Michael (Mike) White, SVP and CTO, Disney Consumer Products & Interactive Media
- **Disney runs 88 apps across 14 platforms**
- **They reach 100 million monthly users across all websites and apps**
- **Disney leverages it's data to give consumers the experience they want**
 - By measuring **consumer needs** and **preferences** at a **unique level** across **platforms and experiences**
- **Examples**
 - ESPN favorite teams from online = customized experience when visiting ESPN within a Disney park

Takeaway #4

Data Is Mankind's Next "Most Important Resource"

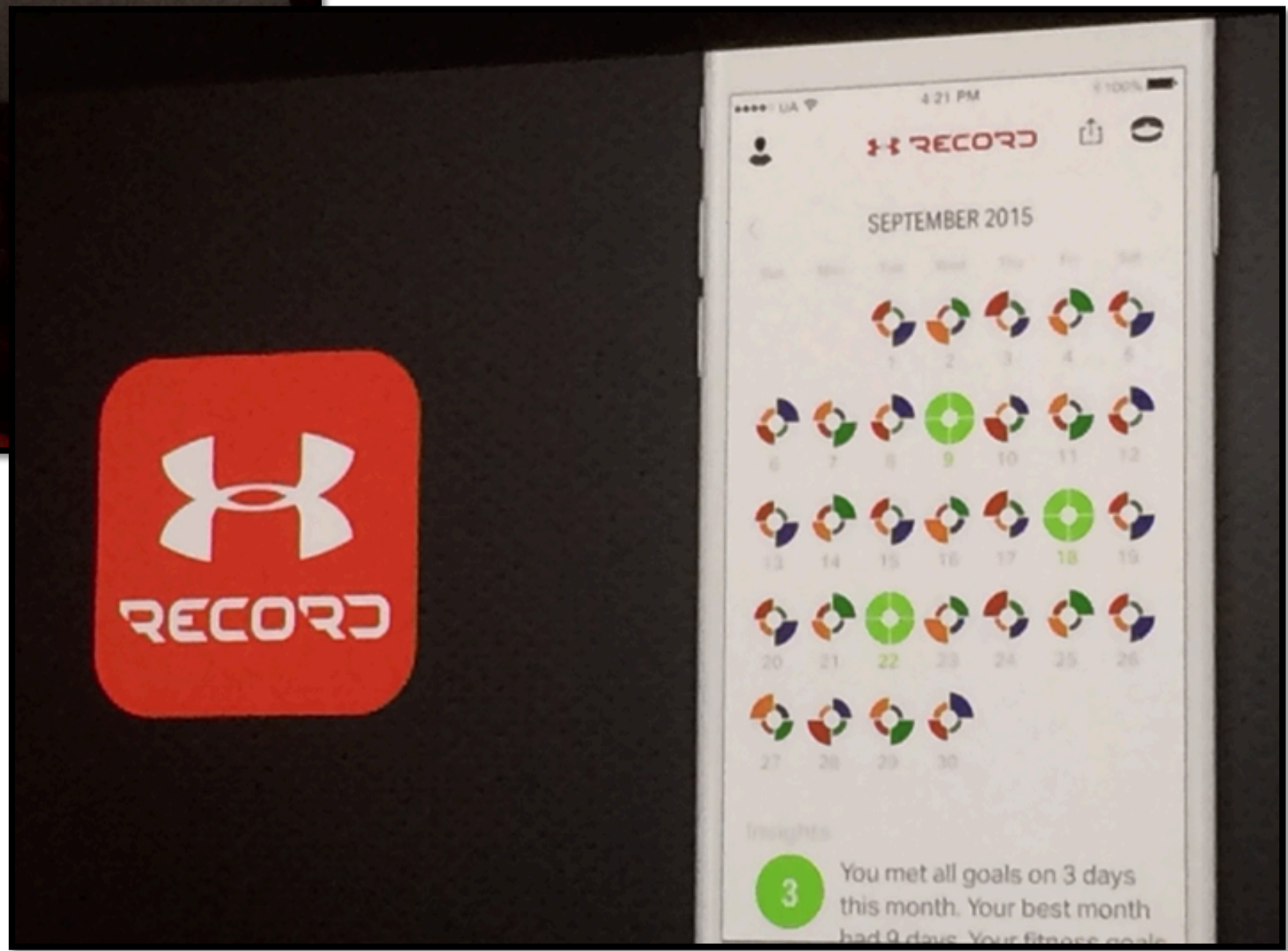
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When everybody becomes digital, then what?

- Digital is not a destination for your business, it is a foundation
- “Cognitive” is the new buzzword for smart data: cognitive = digital data + digital intelligence
- IBM’s Watson now has an API
 - More at <https://developer.ibm.com/watson/> and <http://www.ibm.com/cognitive/outthink/>
 - Used in 36 countries by 80,000 programmers
- Most people *still* can’t take action based on their data
- Under Armour: “We know more about our own cars than our own bodies”

Under Armour Connected Fitness



Takeaway #5

**CMO's Still Want to Track
TV... and still can't.**

CMO Panel

- 70% to 80% watch TV with digital devices in hand
- All CMO's want more data about TV response metrics
 - What they really want: a direct link to buy something from watching a TV ad
 - TV is important still, AND it activates digital response

We can Measure TV



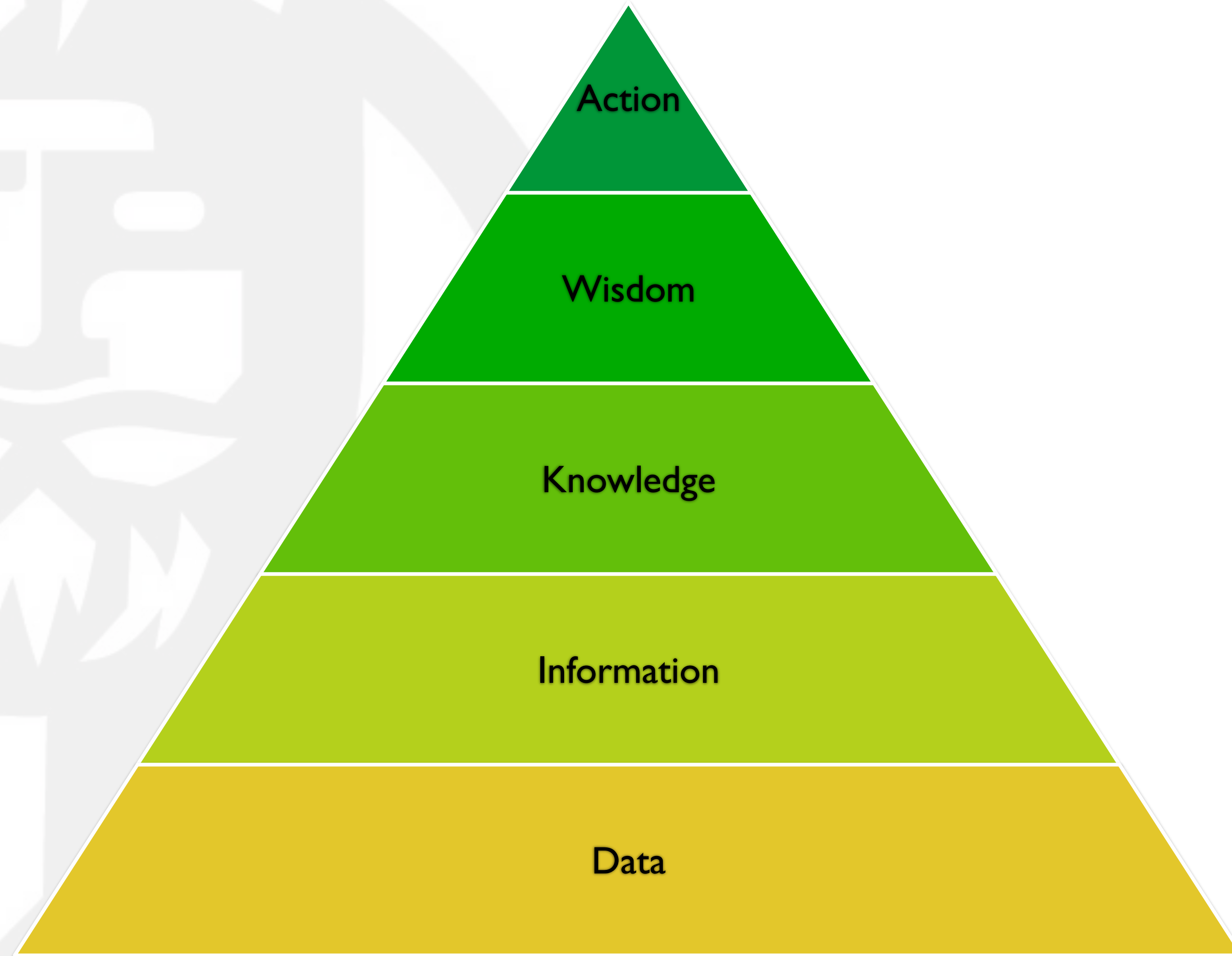
<https://www.analyticspros.com/blog/google-analytics/digital-impact-tv-ads-ga-premium/>

The Promise of Digital Analytics



Action Isn't Enough

= Value



The Path to Value

= Value

People

Technology

Action

Wisdom

Knowledge

Information

Data

Analytics 1.0

Logfile analysis:

- AW Stats
- Urchin
- WebTrends

Analytics 2.0

Tag-based platforms:

- Omniture/Adobe
- Google Analytics

Analytics 3.0

Point-solutions:

- MixPanel
- KissMetrics
- Keen.io
- Snowplow

Analytics 4.0

The future:

- Open
- Fully integrated
- Intelligent

The Path to Value

= Value

People

???

Technology

Action

Wisdom

Knowledge

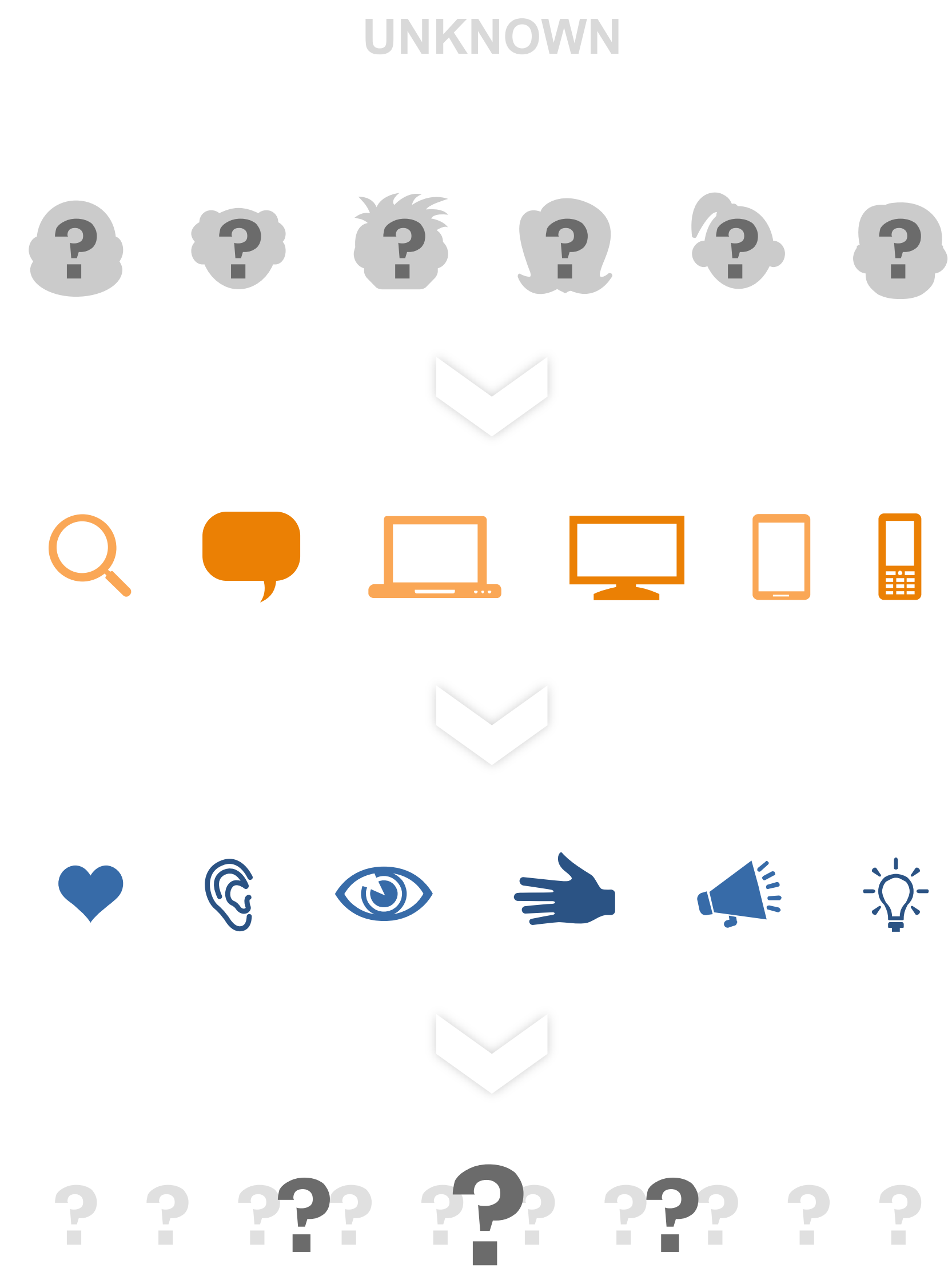
Information

Data

Rules For This Future

Be as prepared as you can...

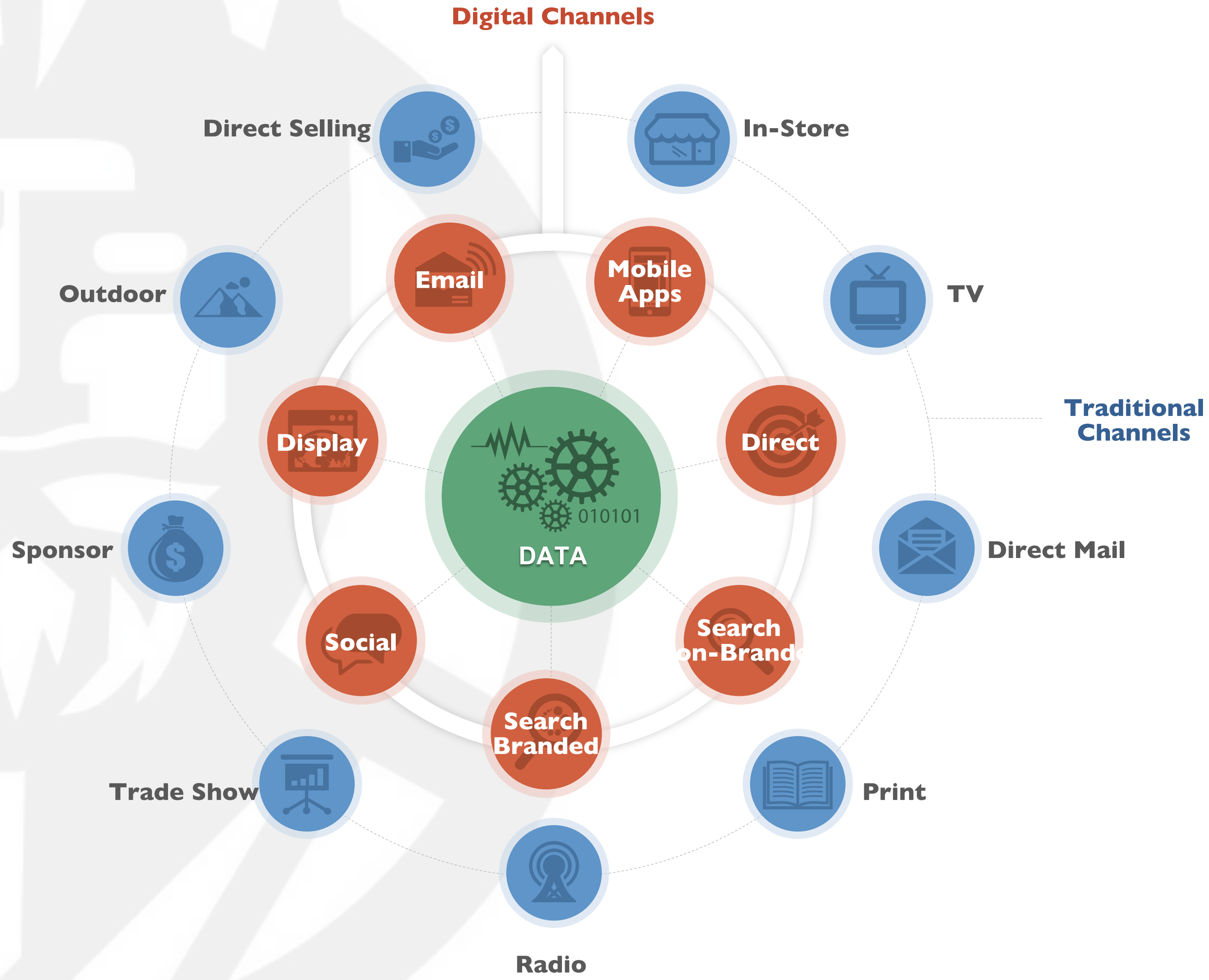
#1: Understand Known vs. Unknown



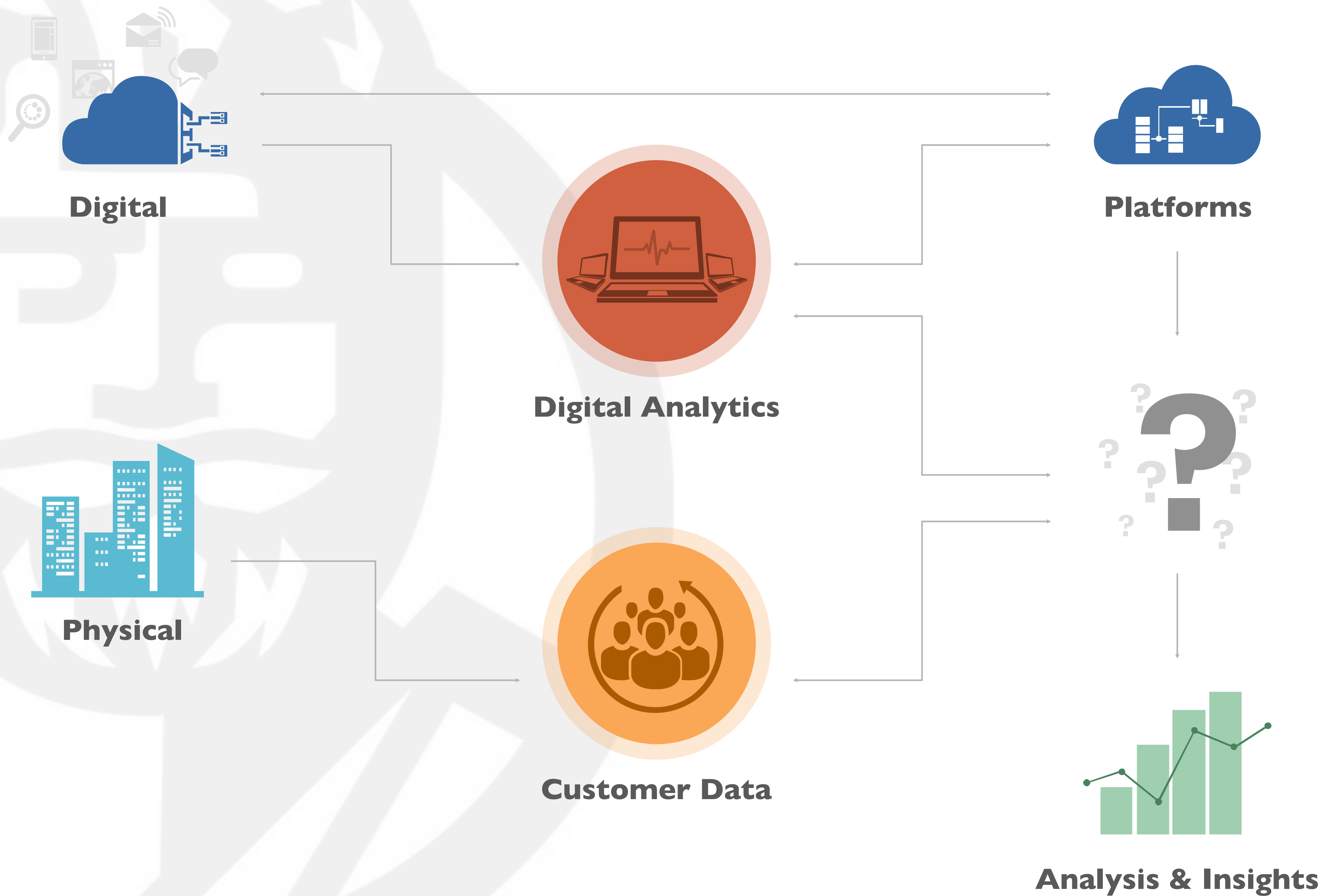
#2: Build a Broad Data Foundation



#3: Measure All Channels



#4: Integrate Your Data Landscape





Thanks!

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@AnalyticsPros