

The Latest Tools and Trends in Marketing Technology 1

〜New Corporate Strategy〜

Panelists

Yozo Kanko (金子陽三)

Takahito Naito (内藤貴仁)

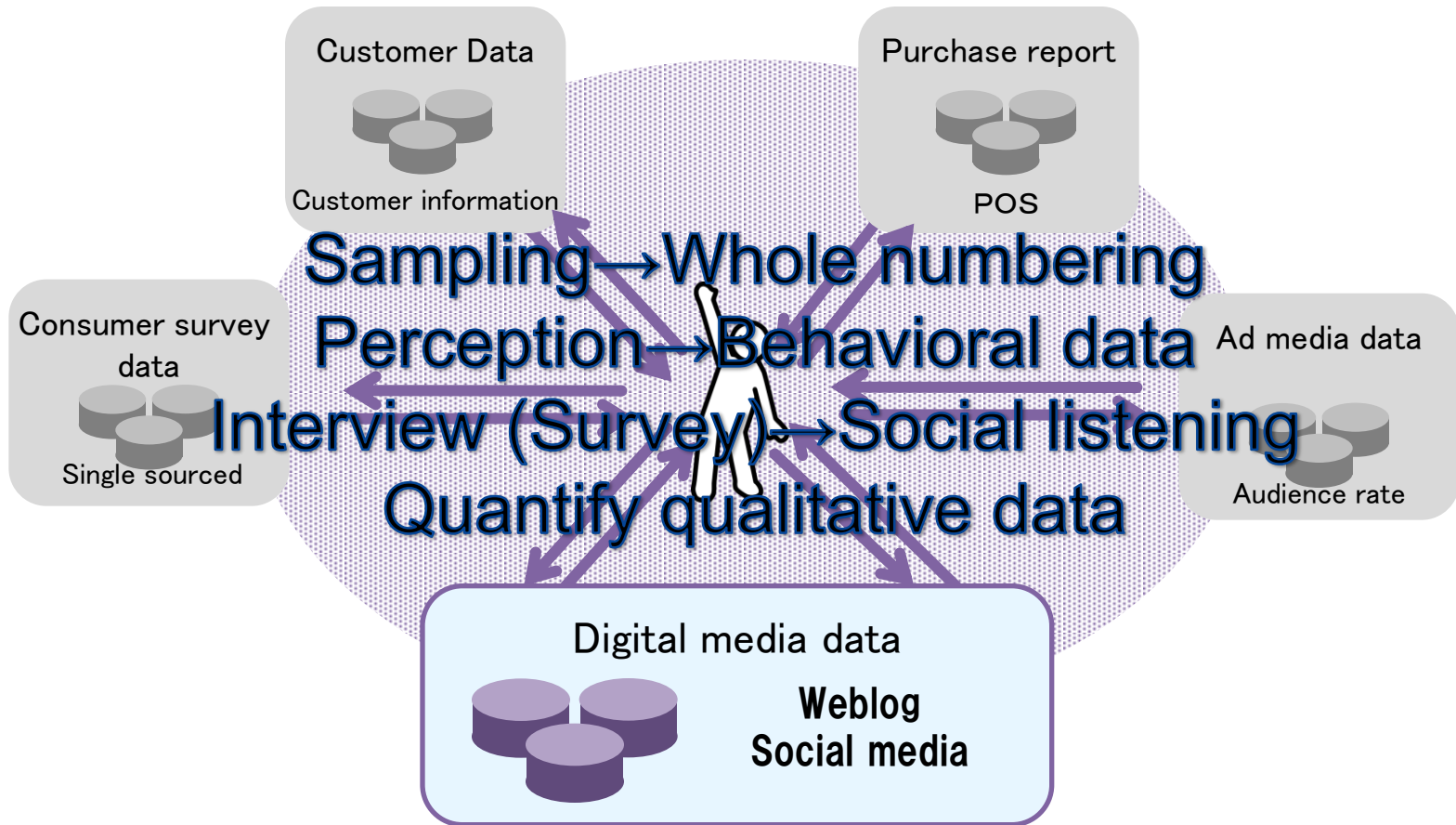
Eriko Ota (太田恵理子)

Koki Uchiyama (内山幸樹)

Moderator

Fuyuhiko Kisou (喜早冬比古)

Big Data



What's happening in Ad Technology World

Technologies change the **INDUSTRY**

Advertiser



Ad. ~~DSP~~ Agency



**Network/
Transaction
Exchange**

Media ~~SSP~~ Rep.



Publisher



User



Technologies change the **MATCHING**

Re-Marketing

Activity-Based Targeting

Social Listening

Social Targeting



Re-Targeting

Interest Matching



Contents Matching

Socialization

Recomendation

Gamification

Attribution

Audience Targeting

Creative Optimization

Technologies change the **PROCESS**



Ex) Social Games

From production to consumption

Technologies generate users' ACTION

Data

Quantity

Quality

Emotion

“Social” Revolution

Marketing Should Change

Evolution of Technology

So **Social Listening**

Campaign Analysis

Brand Monitoring

Competitor Analysis

Engagement

Customer Insight

Risk Management

So Social Listening

Campaign Analysis

Brand Monitoring

Is that really revolution?

Engagement

Customer Insight

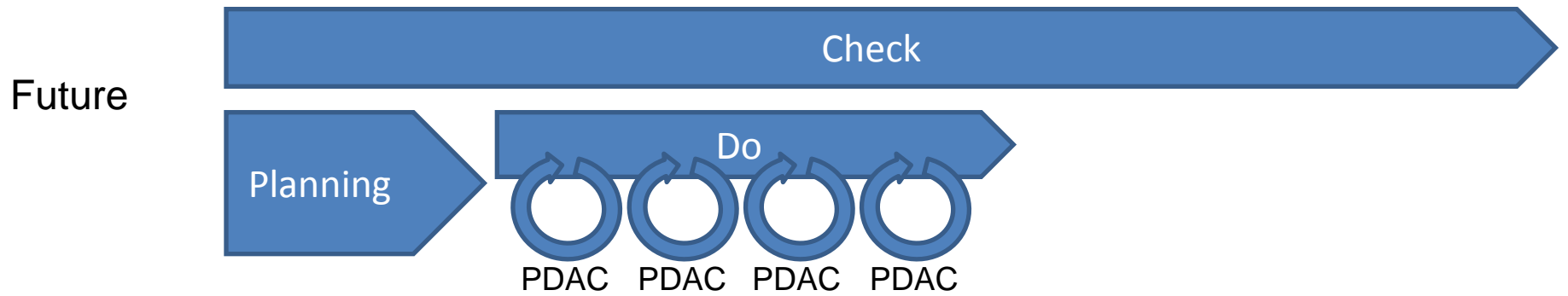
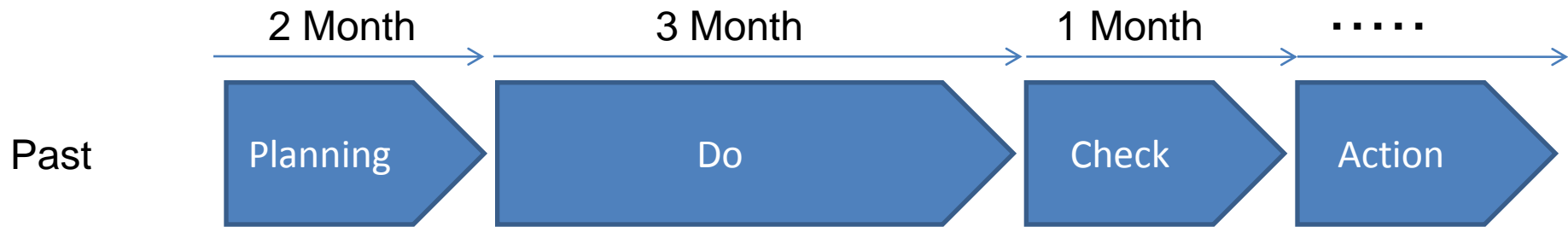
Risk Management

A satellite image of Earth showing South America in the upper half and Australia in the lower half. A blue rounded rectangle is overlaid in the center containing white text.

Technology must have
more potential !!!

Then **What's more ?**

- Marketing Cycle Faster



Then **What's more ?**

- Marketing Cycle Faster
- Integration with various data

Sales Share

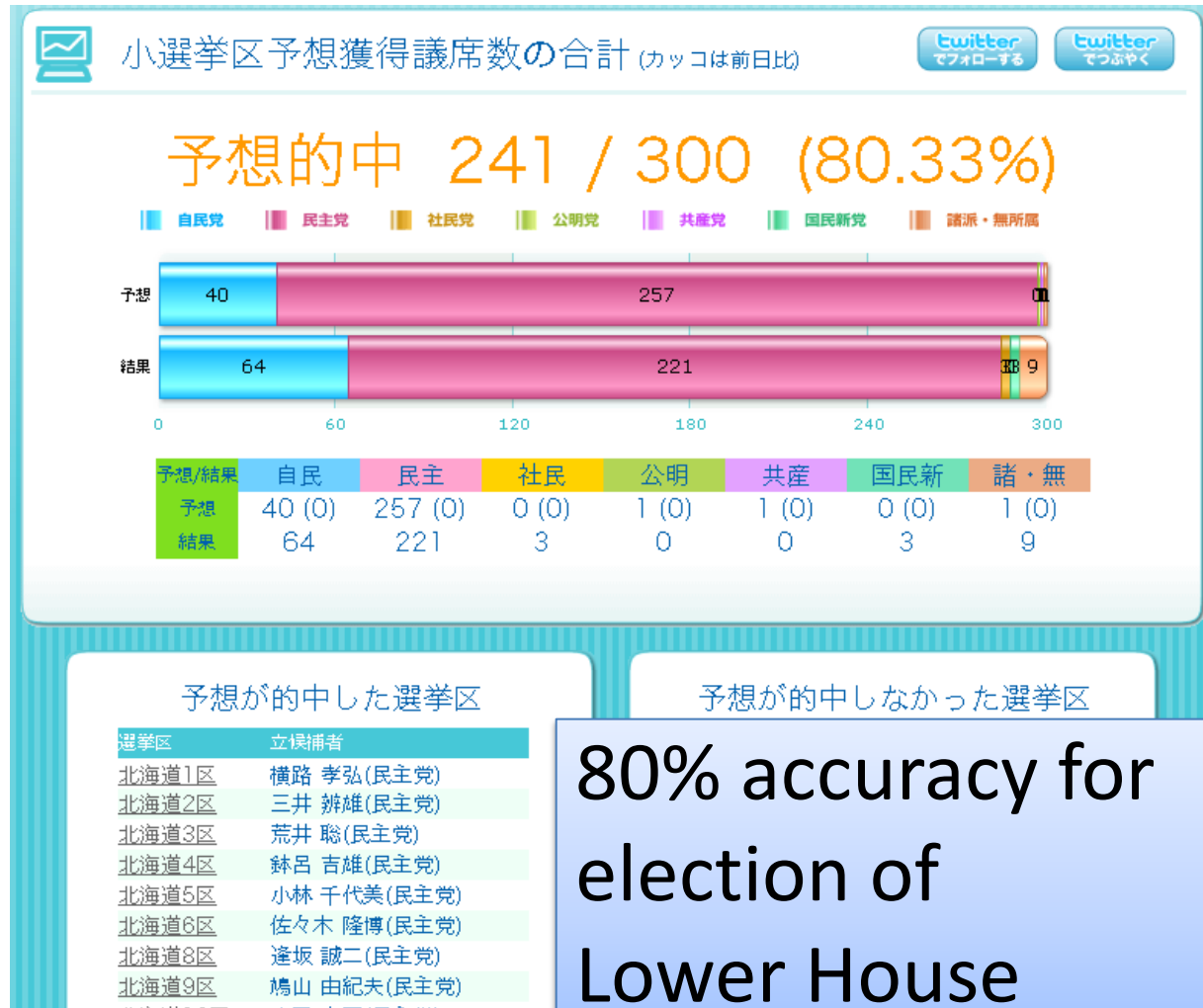
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Integration with
Sales data, AD data, WEB
log Data, shipment

Then **What's more ?**

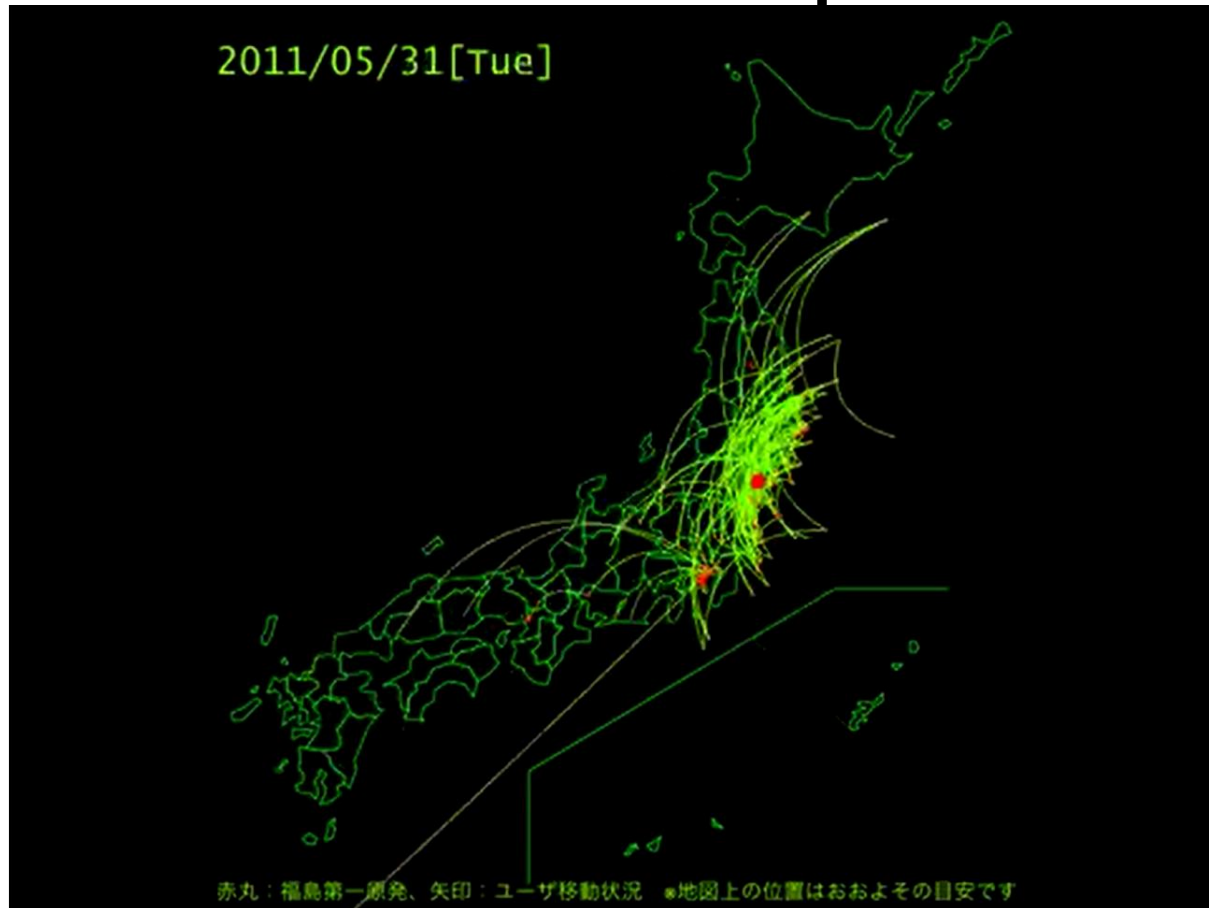
- Marketing Cycle Faster
- Integration with various data
- Prediction of XXXX

Prediction of election



80% accuracy for election of Lower House

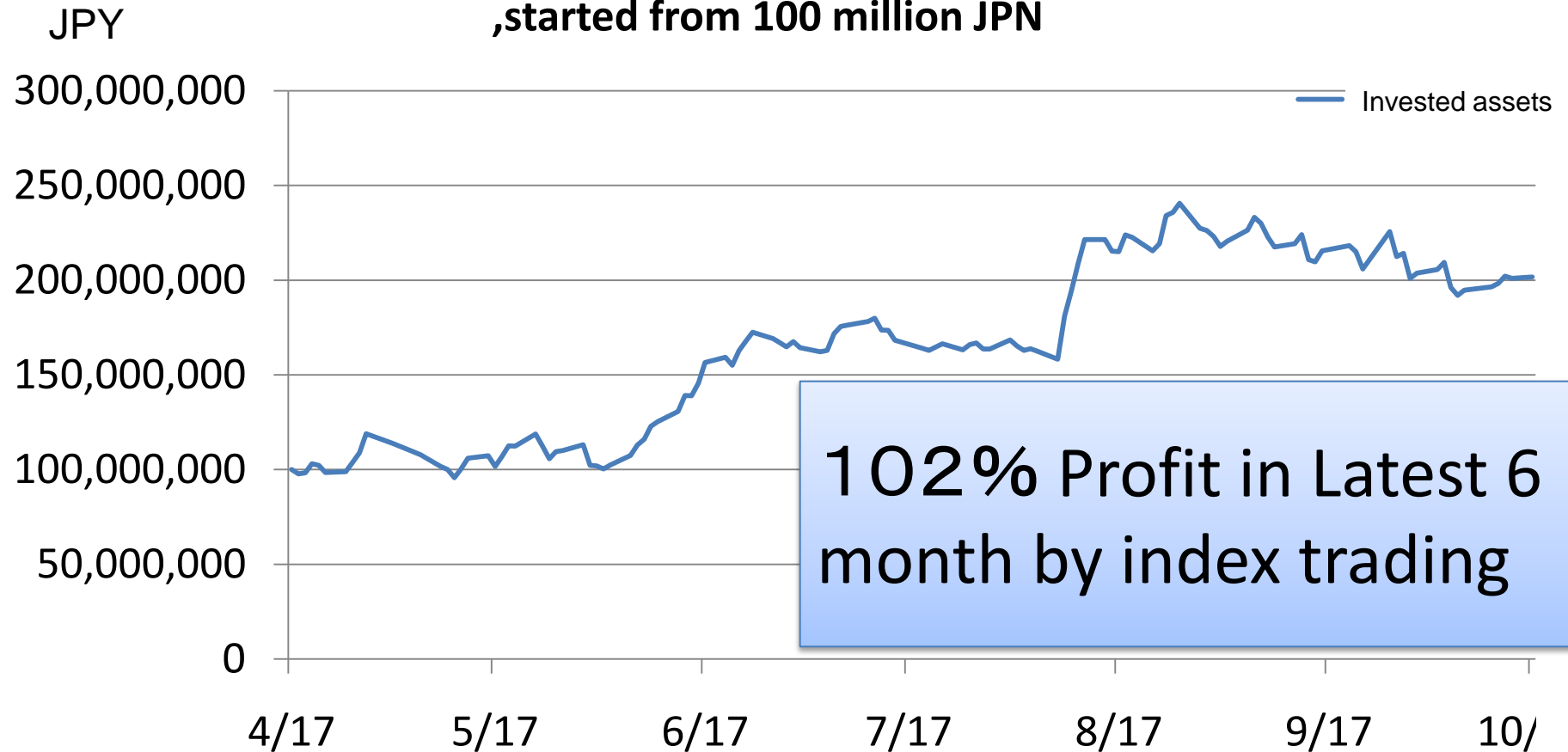
Prediction of Population



By Eiji Aramaki, University of Tokyo

Prediction of stock market

Transition of invested assets (circle)
,started from 100 million JPN



But there is **problems**

- **No Know-How** to use in Client-side
or **No Eco System**
- **No open Data and
No comprehensive Data
to be integrated**

Big Data

✓ Quantitative

✓ Qualitative



Michelin Travel

You love Paris because of _____ ?
Let's fill in !

“why do you drink?”

✓ Conventional Marketing Research

✓ Projection

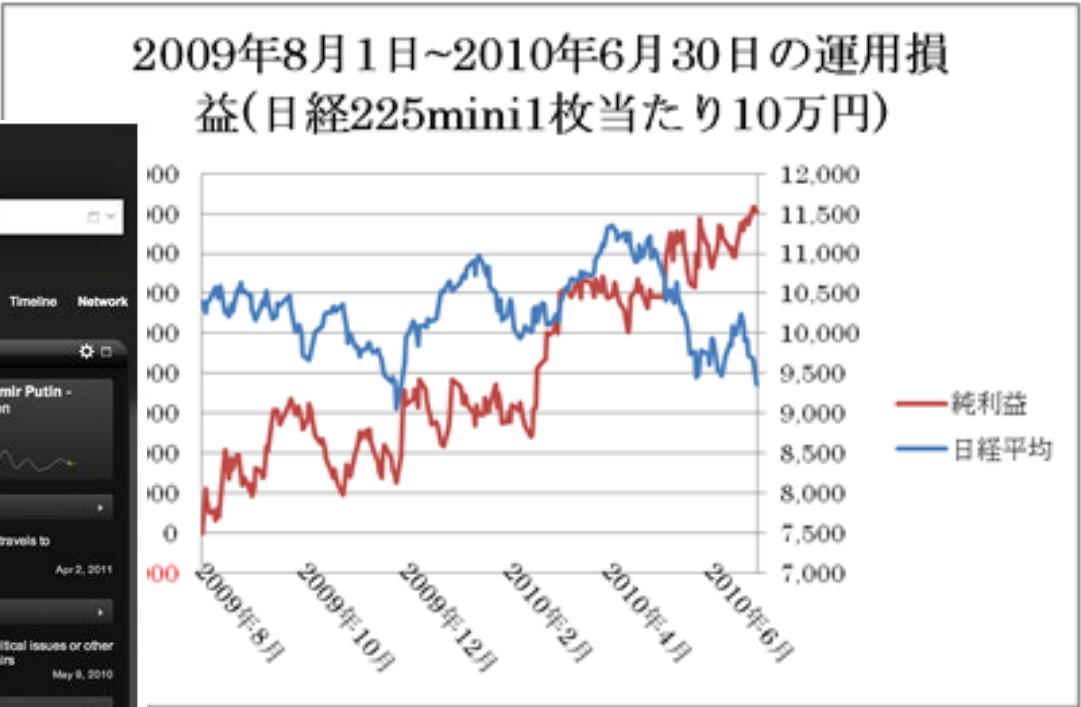
✓ **Social Listening**

➤ Blog (2005)

➤ Twitter (2009～)

“mood of the world”

2010



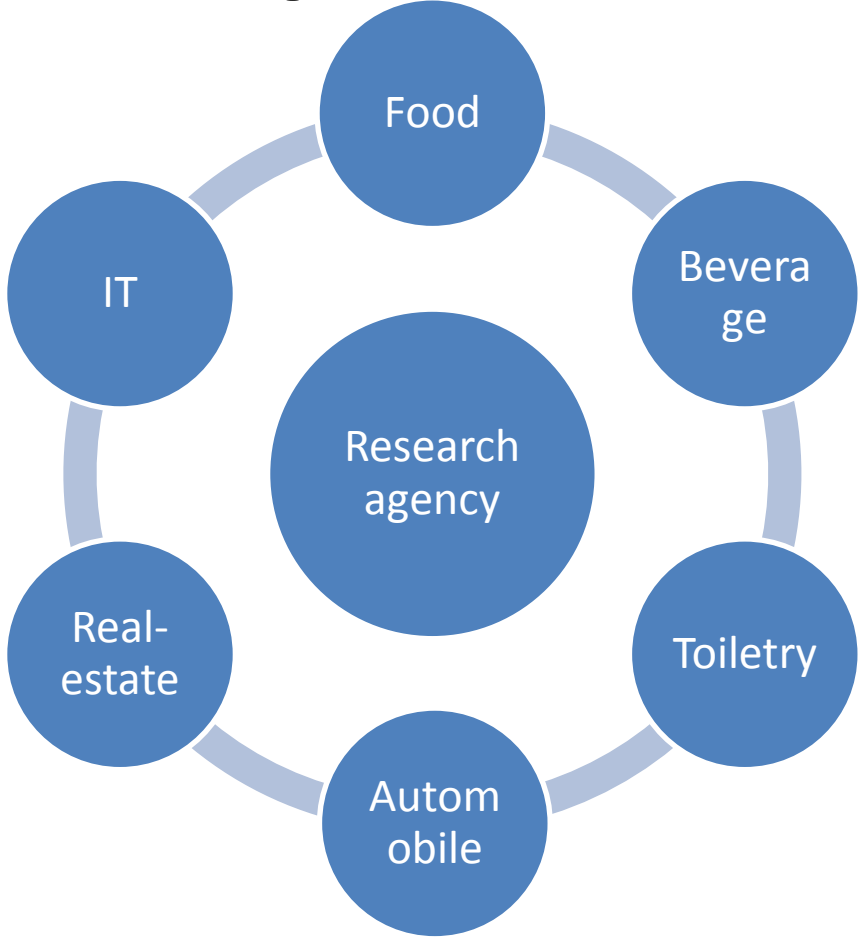
Hottolink. Inc

Recorded Future

2011.3.11.

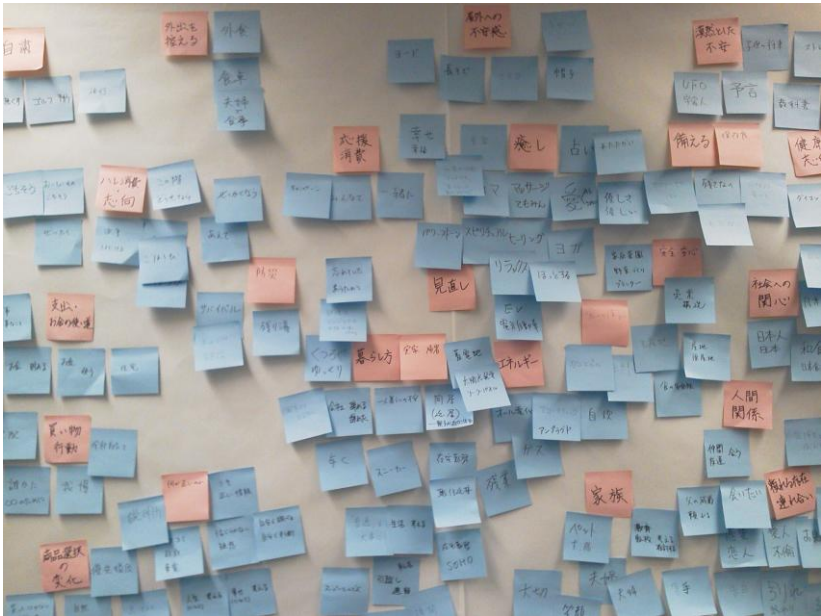
- ✓ a huge event shaken Japan
- ✓ can track “mood” just after the event
 - ✓ with little pretention

to explore “the change of mood”

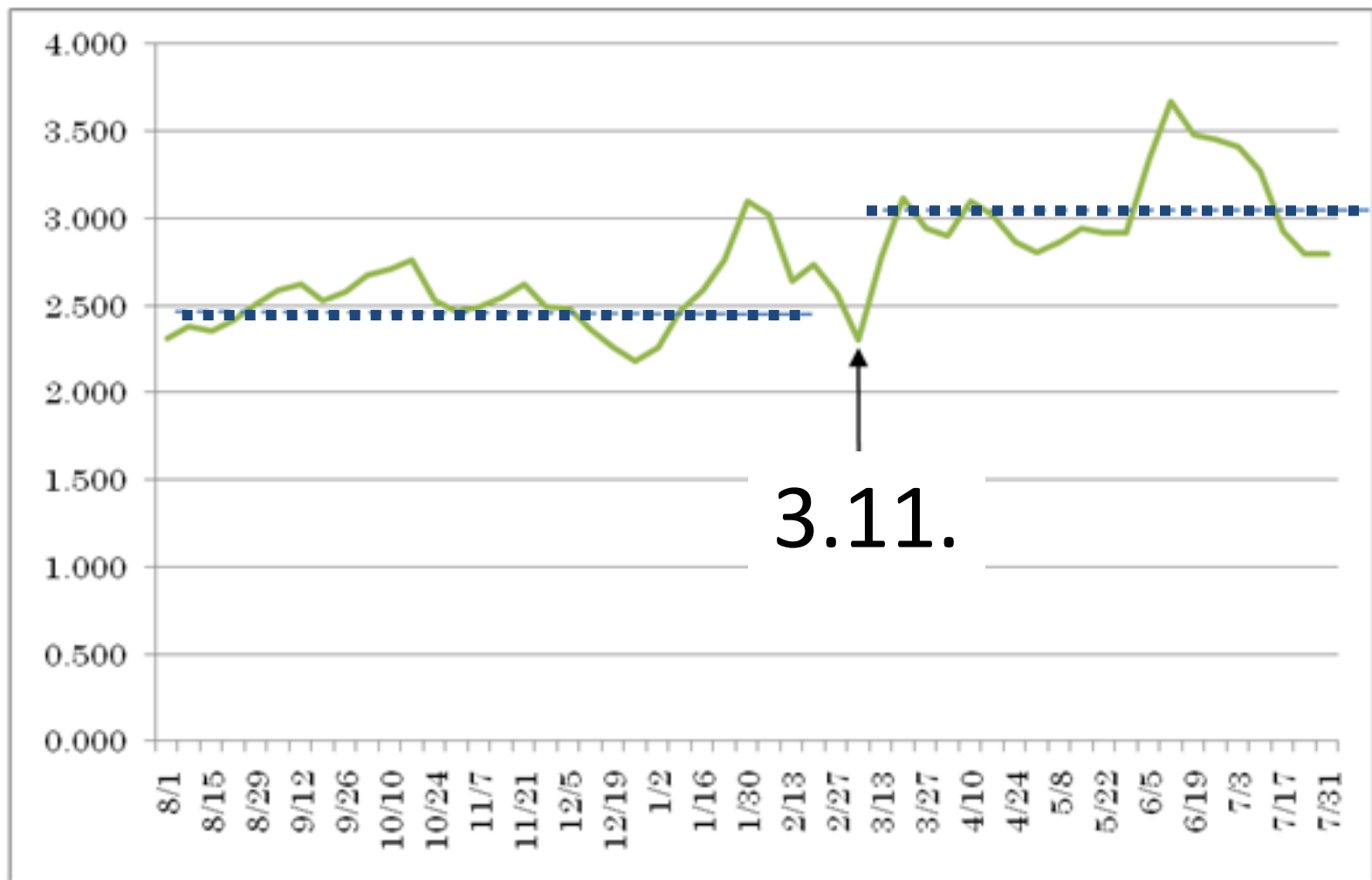


consortium

Key words



“healing”





今やっていること Current Projects

- ・DSPなど各種アドテクノロジー系プロダクトの開発/提供
Development and supply of ad technology products such as DSP
- ・アドテクノロジーに限らずメディア事業
Publishing business not limited to ad technology

やれるようになったこと

Issues became capable

- 各種ターゲティングによる広告の効率化
Optimizing ads by various kind of targeting method
- 広告オペレーションの効率化/自動化
Optimization/ Automation of ad management operations
- 媒体社の多様な収益源
Various income source of media publishers
- 広告主によるネット広告市場への参入
Advertisers entry to the Internet ad market

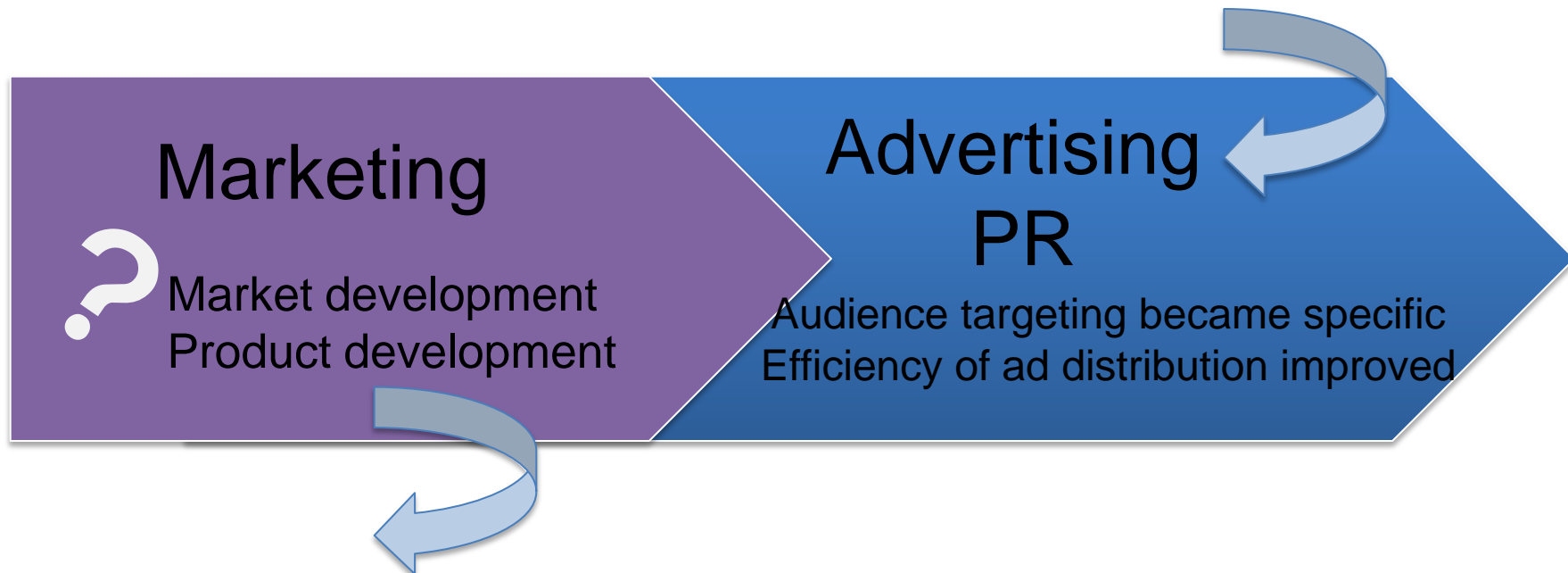
課題に感じてること

Assignments

- メディア、広告会社、広告主の役割が変化していく
Changes of role sharing among publishers, ad agencies and advertisers
- ソリューションとプラットフォームの違い
Difference between solutions and platforms
- アドテクノロジーの領域で大きな収益を出していくことが可能か
Possibility of earning large income in ad technology business

Key points in discussion

Big data and technology contributed to the improvements in efficiency of advertising and PR



But has marketing become “the drive of generating new values”, such as discovery and creation?

Key points in discussion

Does it make up business:
ascending from ad&PR to marketing?

Marketing



Market development
Product development

Advertising PR

Audience targeting became specific
Efficiency of ad distribution improved