DIGITAL TRAINING

David Uribe - Regional Head of Data CEE, Africa & ME

14/07/2020

TBWA\

OBJECTIVES

- To understand the current digital landscape.
- To understand how consumer journeys work..
- To understand the role of data in digital today.
- To understand how digital strategies are built.
- To understand and apply digital-first thinking.
- To understand paid and organic models.
- To go over some of the current trends.
- To understand creative A/B Testing.
- To be able to make digital recommendations on the spot.
- To revert client briefs/requests faster and better.
- To give you more independence and tools to make decisions.

*SPECIALIZATION IS GOOD BUT IN TIMES OF AUSTERITY, VERSATILITY IS BETTER.*

THE LANDSCAPE

PL PLATFORM
SC SOCIAL + CONTENT
PM PERFORMANCE
AM AUDIENCE RELATIONSHIP MANAGEMENT
IN INNOVATION
DA DATA + ANALYTICS

CREATIVE + BUSINESS SERVICE

| WD WEB DEVELOPMENT | UX EXPERIENCE | UI DESIGN | PL CONTENT PL | SC SOCIAL COMMERCE | SI SOCIAL INNOVATION | MP MEDIA PLANNING | MB MEDIA BUYING | DC DYNAMIC CREATIVE | EPR AUDIENCE MANAGEMENT | IM INFLUENCER MARKETING | CX Customer Experience | CT CREATIVE TECH | IP PRODUCT DEVELOPMENT | CP CUSTOM PLATFORM DEVELOPMENT | DV DATA VISUALIZATION | DJ DYNAMIC CONSUMER JOURNEYS | ML MACHINE LEARNING |

| LM LEARNING MNG SYSTEMS | PI PLATFORM INTEGRATION | SL SOCIAL LABS | AM ATTRIBUTION MODELS | AE ACQUISITION ENGINES | CR CRM PLATFORMS | SC SOCIAL CUSTOMER CARE | CB CHAT BOTS | GM GAMING | AR AUGMENTED REALITY | VR VIRTUAL REALITY | AI ARTIFICIAL INTELLIGENCE | IS INDUSTRY SCRAPERS | DM DATA |

EM EMAIL MARKETING
IoE INTERNET OF EVERYTHING
V VOICE

OTHER PROPERTIES + OPERATIONAL MODELS

| HL ATL | ST CONTENT | 11 PR | AP AUDIENCE PLANNING | | D.LIVE | BACKSLAS | G GOOGLE | FB FACEBOOK | PM PREDICTIVE MODELLING | DV DATA VISUALISATION |

TBWA\

THE CONSUMER JOURNEY

NETWORK EFFECT

PROMOTE

TRANSACTIONAL

BUSINESS METRICS

CONVERT/TIME   CLV BEGINS   ADVOCATE
$$$

CONSIDERATION

**VANITY
METRICS**

1ST ACTION   ENGAGE   AWARE

PERFORMANCE MARKETING

THE LADDER

Clicks

- Product/service A.
- Product/service B.
- Product/service C.
- Product/service D.

Registrations/ Lead gen

- Product/service E.
- Product/service F.
- Product/service G.
- Product/service H.

Downloads

- Product/service I.
- Product/service J.
- Product/service K.
- Product/service L.

Purchases/ $ Actions

- Product/service M.
- Product/service N.
- Product/service O.
- Product/service P.

CLV

- Product/service Q.
- Product/service R.
- Product/service S.
- Product/service T.

THE CONSUMER JOURNEY

Referrals

Code sharing

Reviews

Ambassadors

PROMOTE

Lead gen   Install

Coupon/
code use

Recommendations

Download

Subscription

Purchase

Testimonials

TRANSACTIONAL

CONVERT/TIME

**CLV BEGINS
$$$**

ADVOCATE

Comments   Follow

Impressions

CONSIDERATION

Clicks

Video views   Shares

Reach

1ST ACTION

ENGAGE

AWARE

Performance

1. DOWNLOADS

VIA precision marketing and constant optimisation

Actions:
1. Personalised messages.
2. Incentives.
3. Success/customer stories.
4. Influencer reviews.
5. Premium retargeting.

Objective:
1. Lower churn and inactivity.

Message type:
Lifestyle messages, platform functionality, benefits.

Actions:
1. Deliver key messages.
2. A/B testing.
3. CPA optimisation.

Objective:
1. 10MM Downloads in 2020.

Message type:
Free between MTNers, Free content, Emojis, functional benefits, It's Ayoba.

4. ADVOCACY

Get our users to recommend MTN Arcade both off and online

CLV

Wheel of Success

2. ADOPTION

Active use of the app.

Benefits

Value

Actions:
1. Personalisation of messages.
2. Product demos.
3. Product reviews.
4. Incentives.

Objectives:
1. Lower churn rate to 75%.
2. Lower inactivity rate to 80% or under.

Message type:
Functional benefits, success stories, Client reviews, platform value.

Actions:
1. A/B testing.
2. Premium Retarketing.
3. Product demos.

Objectives:
1. Get users to use Ayoba at least X/per day/week.

Message type:
Functional benefits, value, free between MTNers.

3. RETENTION

Lower churn/inactivity rates and sustaining registration rates

Incentives/value

Strategic phase   Content Pillars

THE
LANDSCAPE

PL
PLATFORM

CREATIVE + BUSINESS SERVICE

WD	UX	UI
WEB DEVELOPMENT	EXPERIENCE	DESIGN

LM	PI
LEARNING MNG SYSTEMS	PLATFORM INTEGRATION

OTHER PROPERTIES + OPERATIONAL MODELS

HL	ST	11	AP
ATL	CONTENT	PR	AUDIENCE PLANNING

D-LIVE	BACKSLAS

G	FB
GOOGLE	FACEBOOK

PM	DV
PREDICTIVE MODELLING	DATA VISUALISATION

TYPES OF PLATFORMS

Splash page
(Announce or ask)

Landing page
(Conversion)

Microsite
(Basic info, temporary)

Website
(> functionality and
content updates)

TYPES OF PLATFORMS

Portals
(>volume, updates
+ content)

Mobile platforms
(Native and hybrid)

UX/UI

Do

Think

SOME INSPIRATION
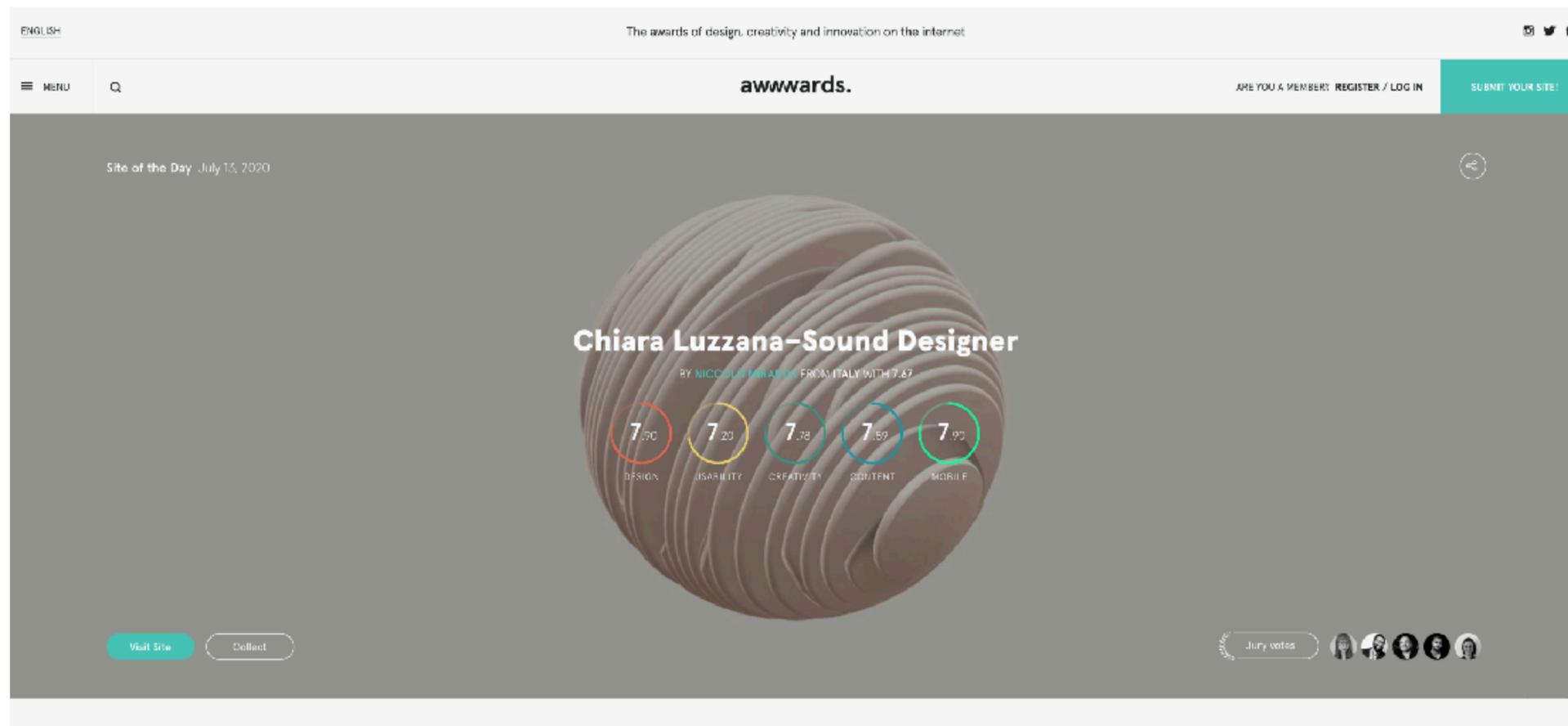
Trends to consider

1. VUI (Voice user interfaces).
2. AI powered writing.
3. Headless commerce.
4. Demand mapping with predictive analysis
5. AR/VR commerce.
6. Social shopping.
7. User centered computational/AI design.
8. The business designer (user persona design).
9. Asymmetrical layouts.
10. Animated illustrations.
11. Low key gradients.
12. RPA on production at scale.

VUIs

AI POWERED WRITING

HEADLESS COMMERCE

Headless commerce separates your front-end design from your back-end infrastructure, empowering you to publish to and from virtually any platform. Instantly.

Suddenly, any screen is a billboard for your brand. And any device is a checkout for your products. Headless commerce is anywhere commerce.

DEMAND MAPPING WITH PREDICTIVE ANALYTICS
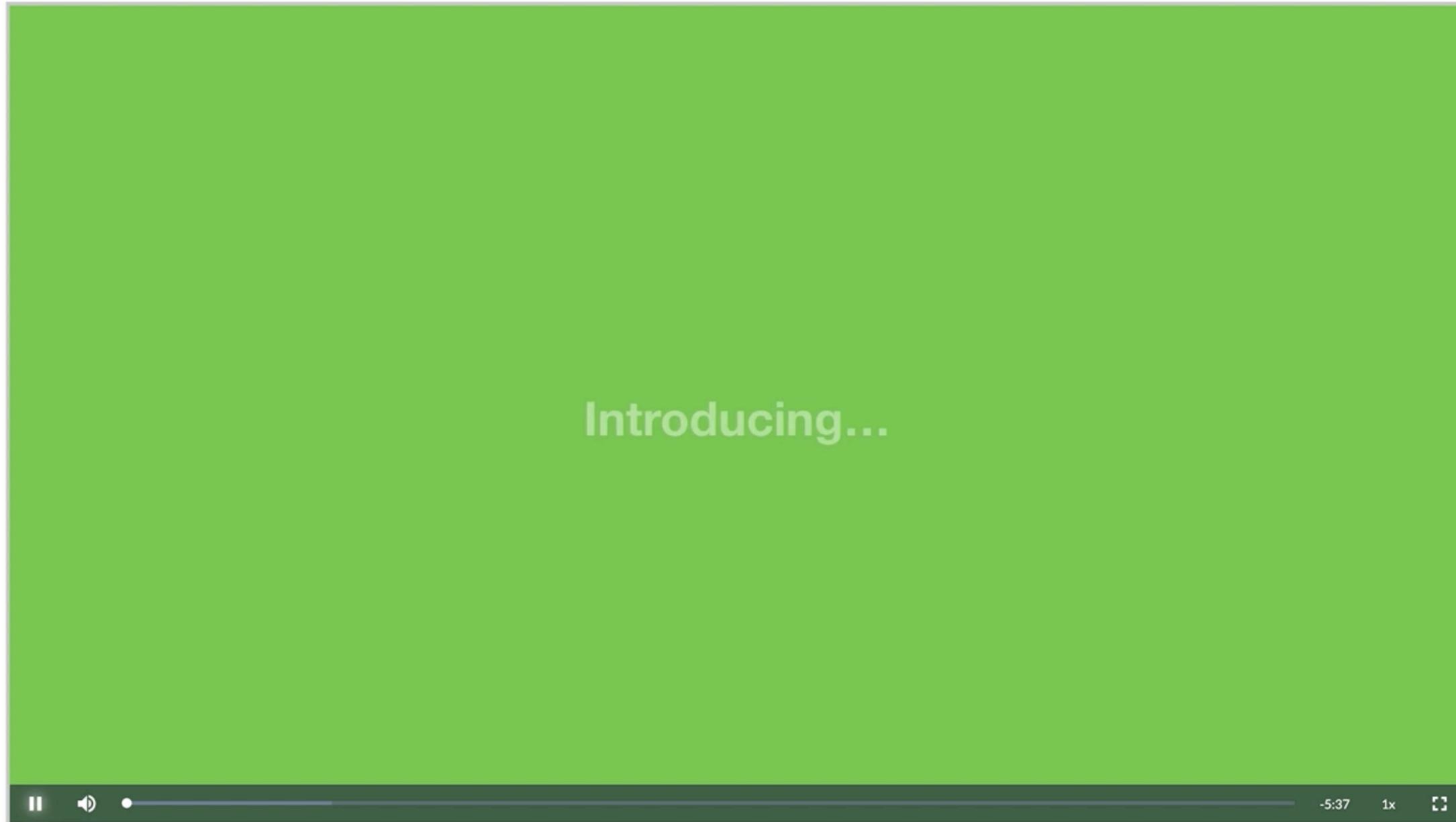
AR/VR COMMERCE, GAMING AND EDUCATION
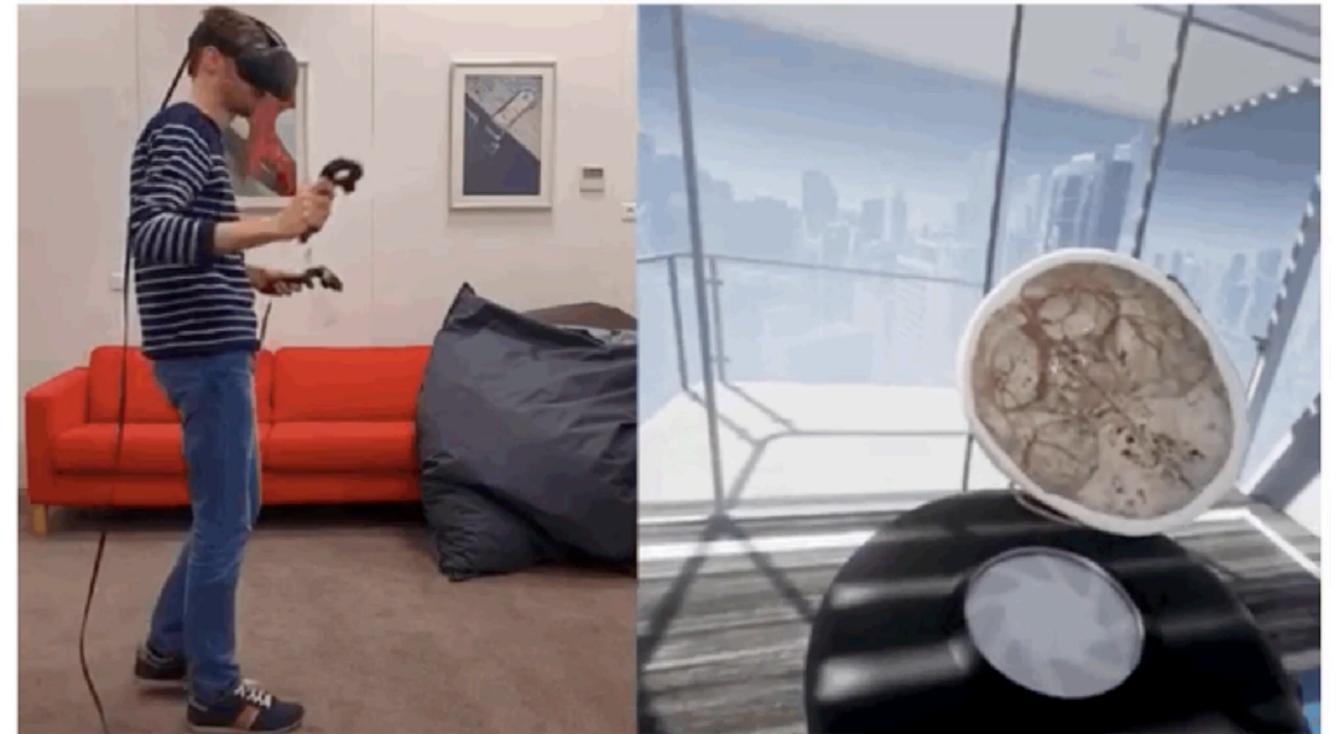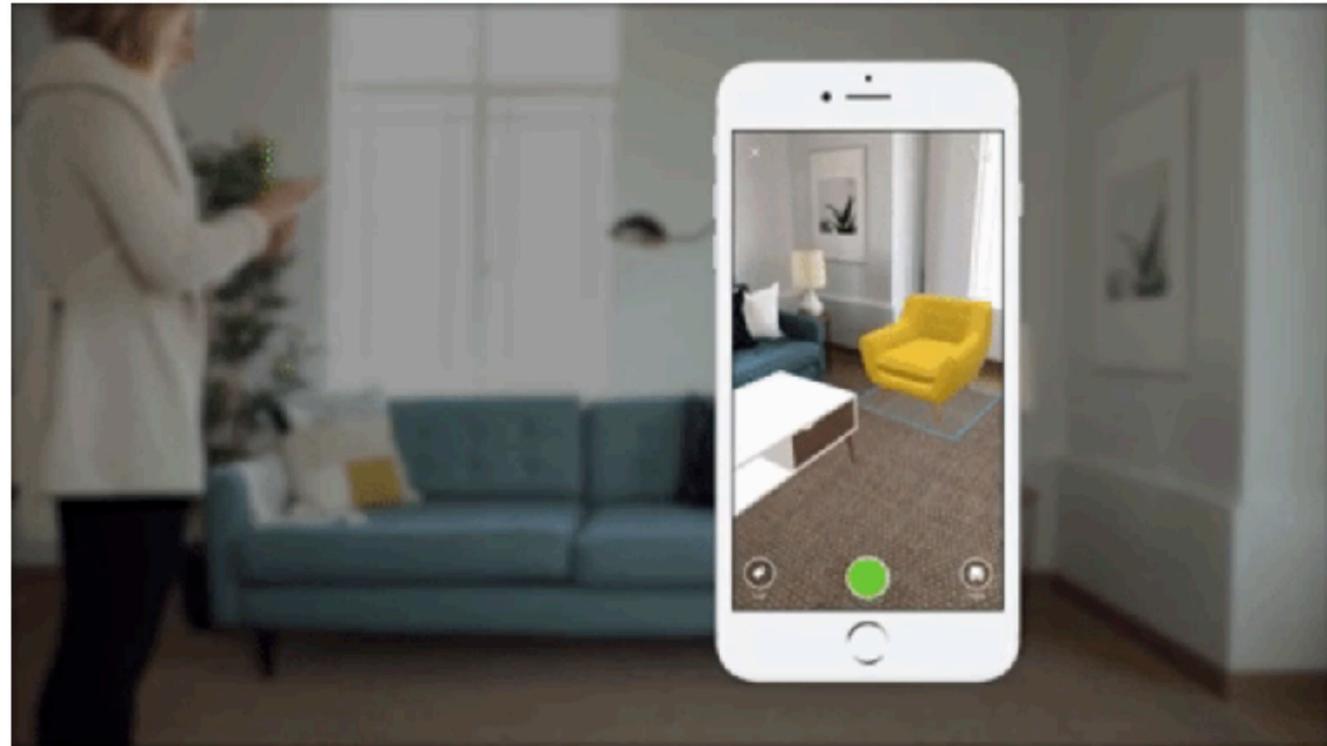
SOCIAL SHOPPING

USER-CENTERED AI
DESIGN

USER PERSONA DESIGN

ASSYMETRICAL LAYOUTS

ANIMATED ILLUSTRATIONS
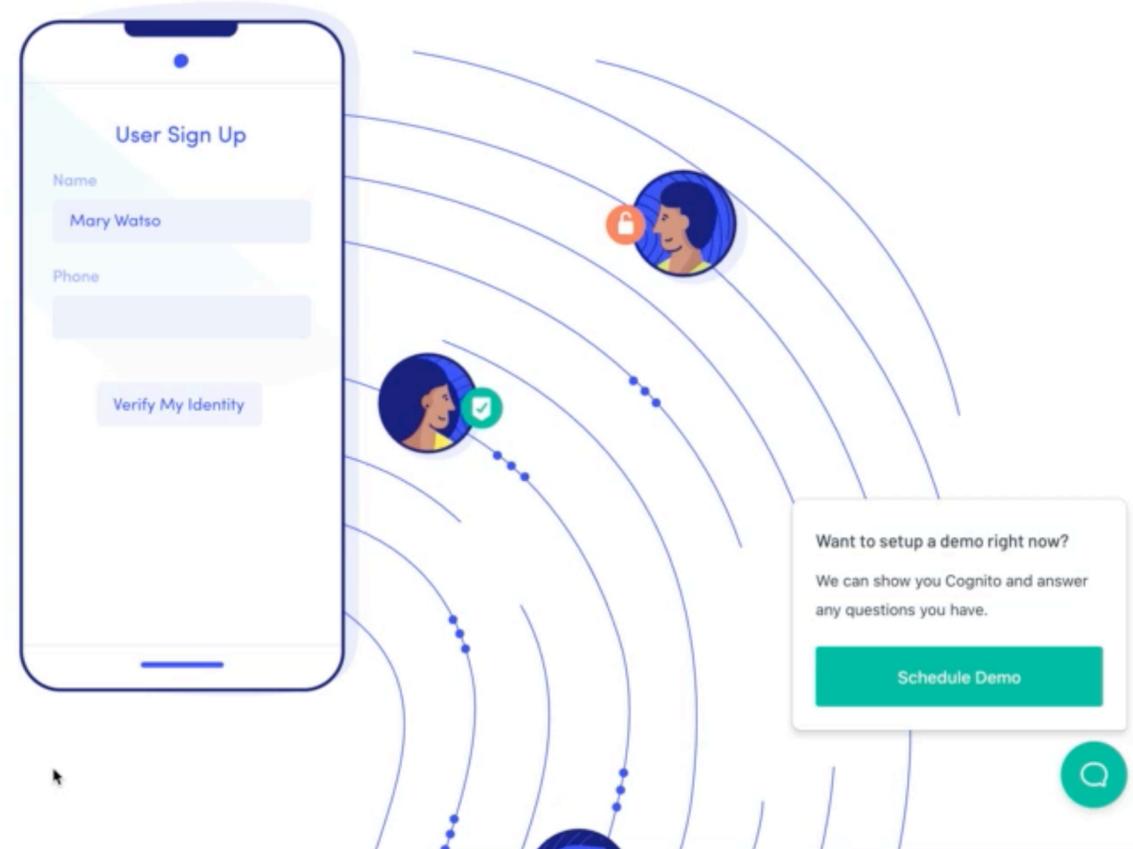
LOW KEY GRADIENTS
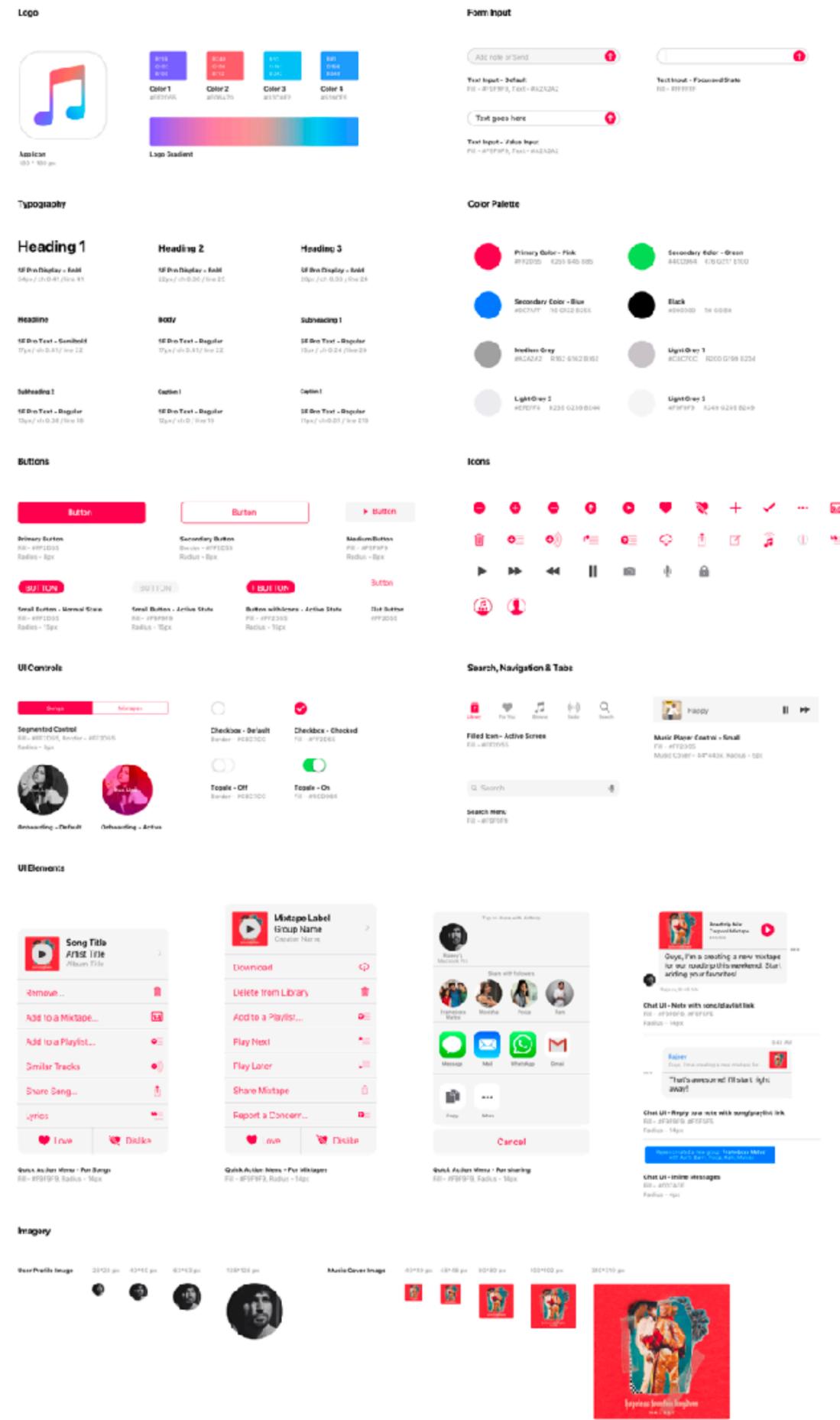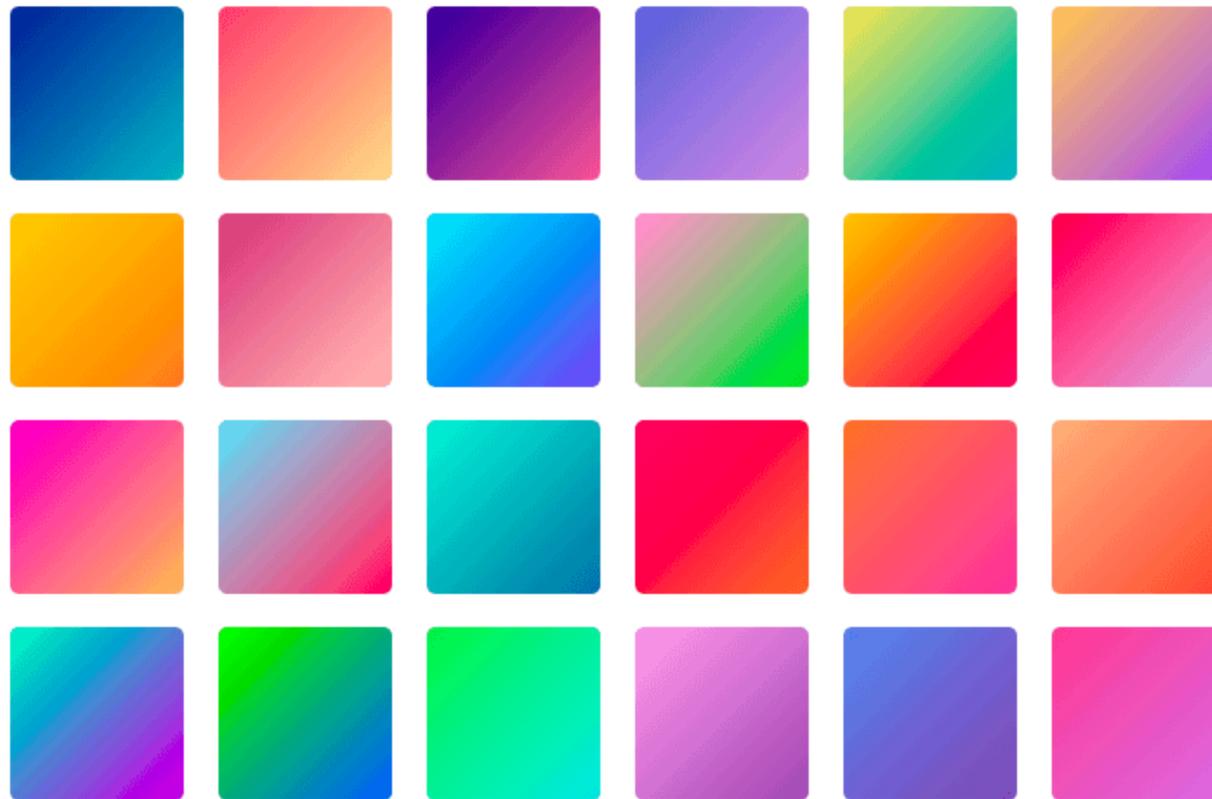
AND RPA ON
PRODUCTION AT SCALE

THE
LANDSCAPE

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T B W A \
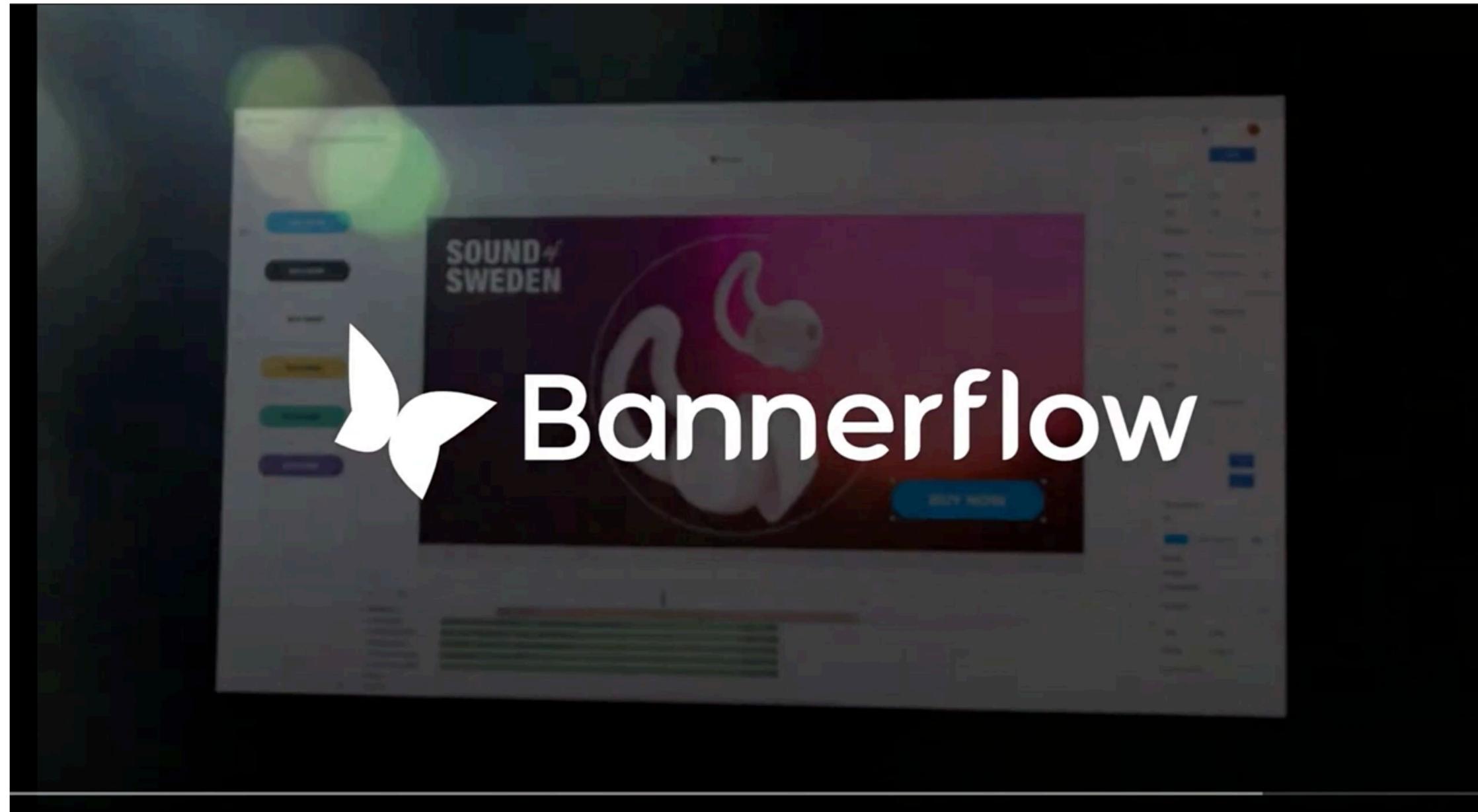
SC
SOCIAL +
CONTENT

PL	SC	SI
CONTENT PL.	SOCIAL COMMERCE	SOCIAL INNOVATION

SL
SOCIAL LABS

OTHER PROPERTIES + OPERATIONAL MODELS

HL	ST	11	AP
ATL	CONTENT	PR	AUDIENCE PLANNING

D-LIVE BACKSLAS

G	FB
GOOGLE	FACEBOOK

PM	DV
PREDICTIVE MODELLING	DATA VISUALISATION

COMMERCE HAS ALWAYS BEEN SOCIAL

57%

of online shoppers have purchased a product they heard about on social media
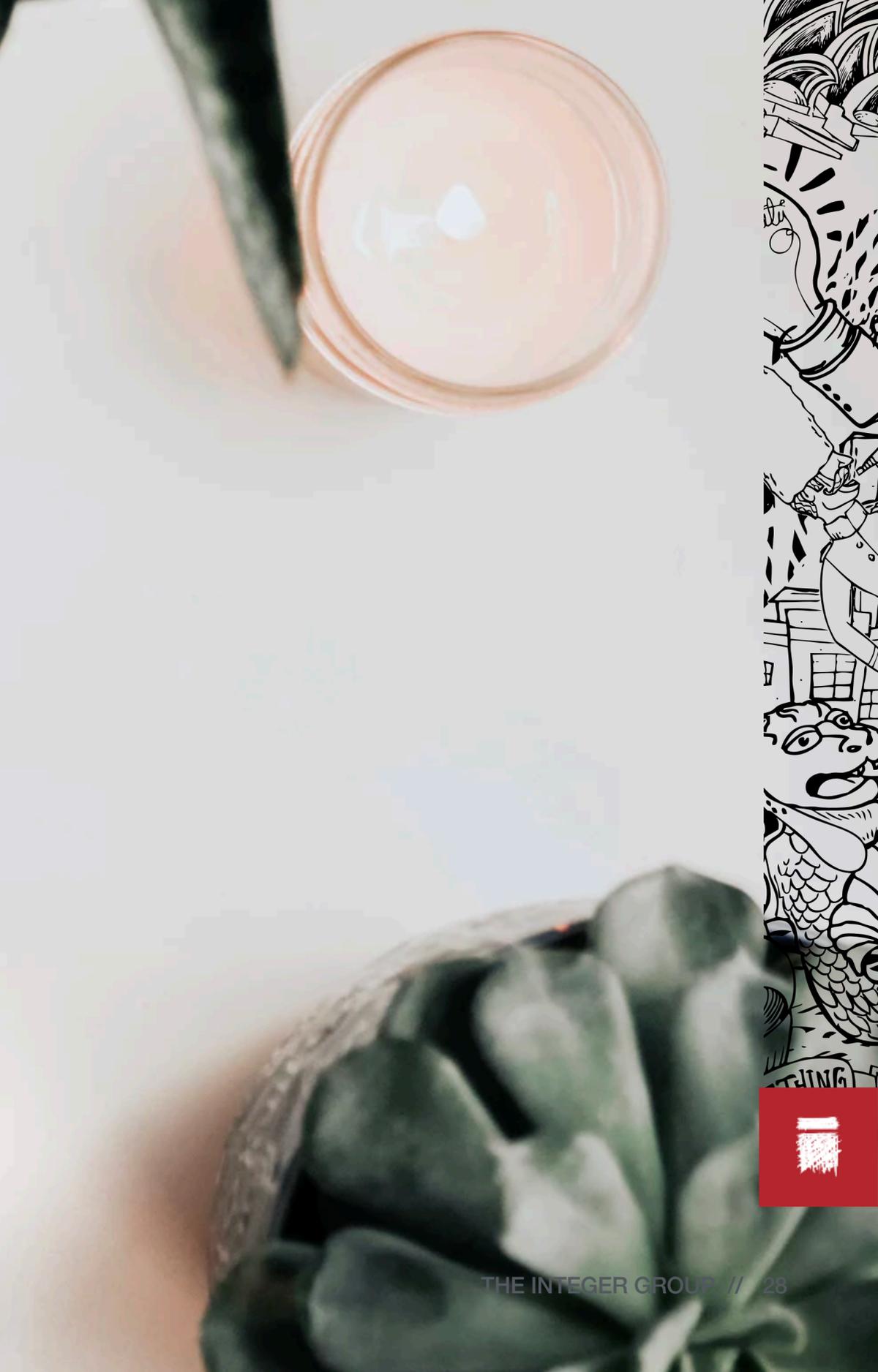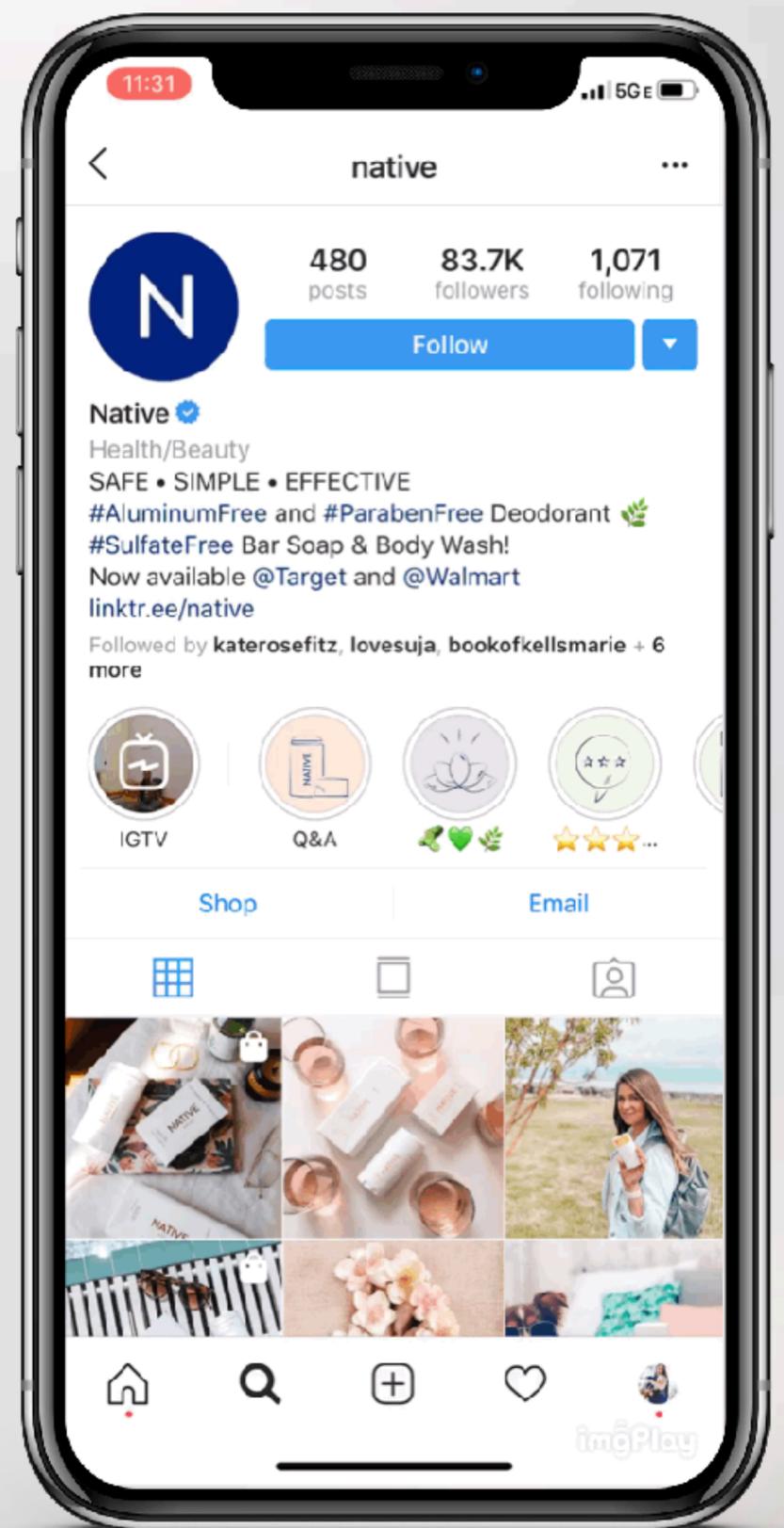
Traditional Funnel Approach

Awareness

Consideration

Purchase

SMART
Social Objectives
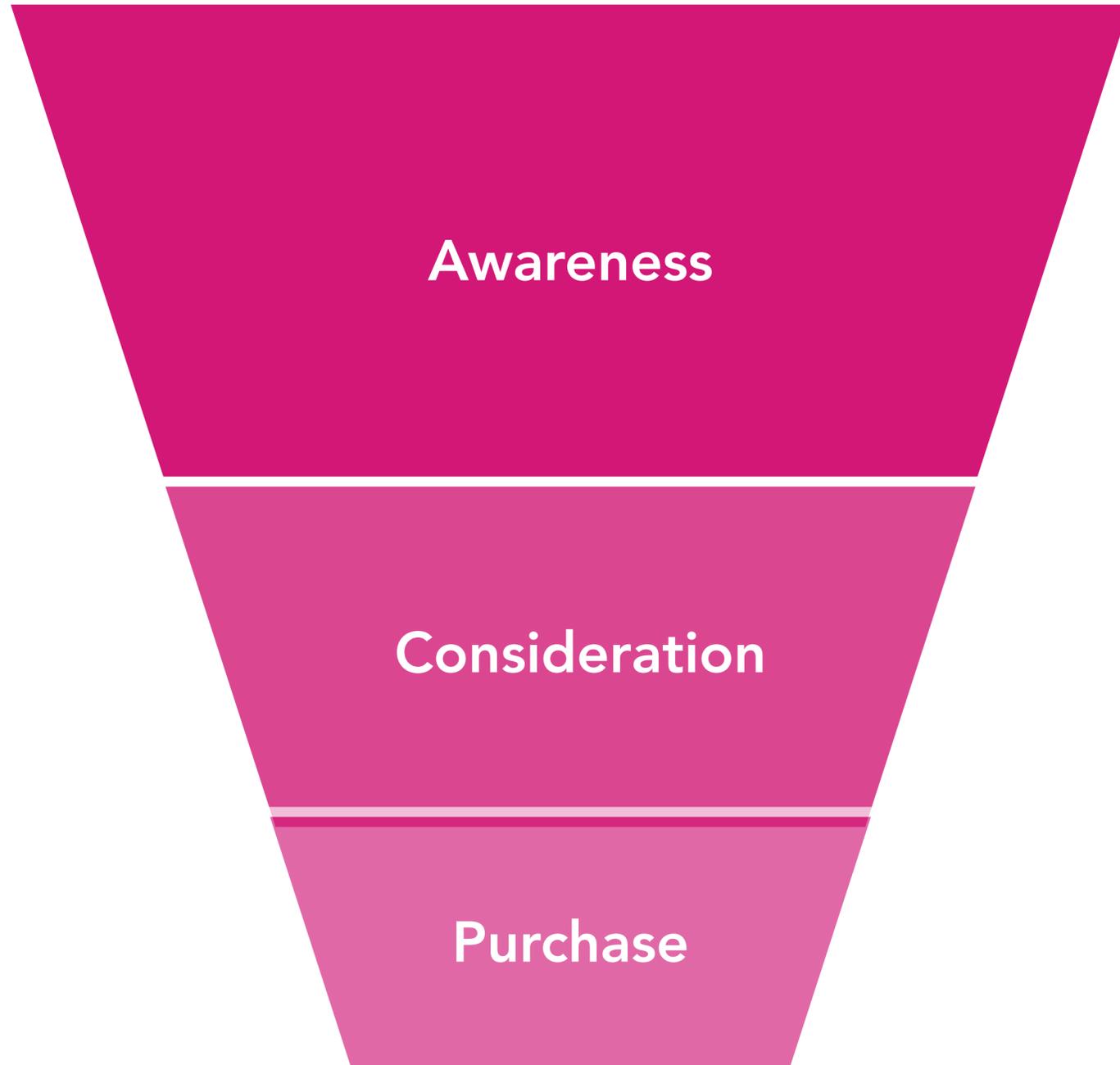
- Reach a new audience
- Evolve perceptions of our brand/products
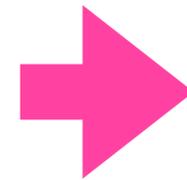
- Differentiate our brand from competition & highlight RTBs
- Increase engagement with our community
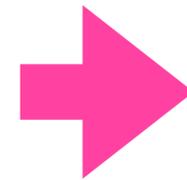
- Increase qualified leads by 20% from social media platforms YoY
- Drive increased sales
- Increase basket size

CHANGE OF MINDSET

## FROM

Engagement rate

New followers

Sentiment
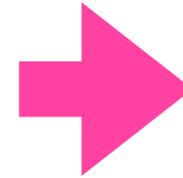
TO

Conversion rate

New leads

Intention

KEEPING IN MIND MULTI-ATTRIBUTION

56%

Of the effectiveness of mobile campaigns can be contributed to the quality of creatives

Sales contribution

Creative- Productivity Metric & Standard Deviation

TV (linear & addressable)

12%	37%	50%

-$0.12 $0.08   +$0.12

Digital (video display & mobile)

15%	56%	30%

-$0.21 $0.08   +$0.21

■ Brand ■ Creative ■ Media

4

THE PAID ALGORITHM QUESTION

Maximizing advertiser value

Optimizing consumer experience

Total Value

The ad with the highest total value wins the auction and shows to the individual

=

Advertiser bid

Your bid for the event you selected as your optimization goal–i.e. your desired result

X

Estimated action rates

What's the likelihood that an impression shown to this person will lead to your desired result?

+

User value

How interesting do we think this individual is going to find this ad? Is this a high-quality ad?

Advertiser value

Advertiser's bid

Your bid for the event you selected as your optimization goal–i.e. your desired result

X

Estimated action rates

What's the likelihood that an impression shown to this person will lead to your desired result?

Creative quality drives estimated action rate

Good creative makes it better

Poor creative makes it worse

SOCIAL ALGORITHMS STATISTICAL ACCURACY

Most Probable
Truth (Posterior)

Observation
(Likelihood)

Previous
Observations
(Prior)
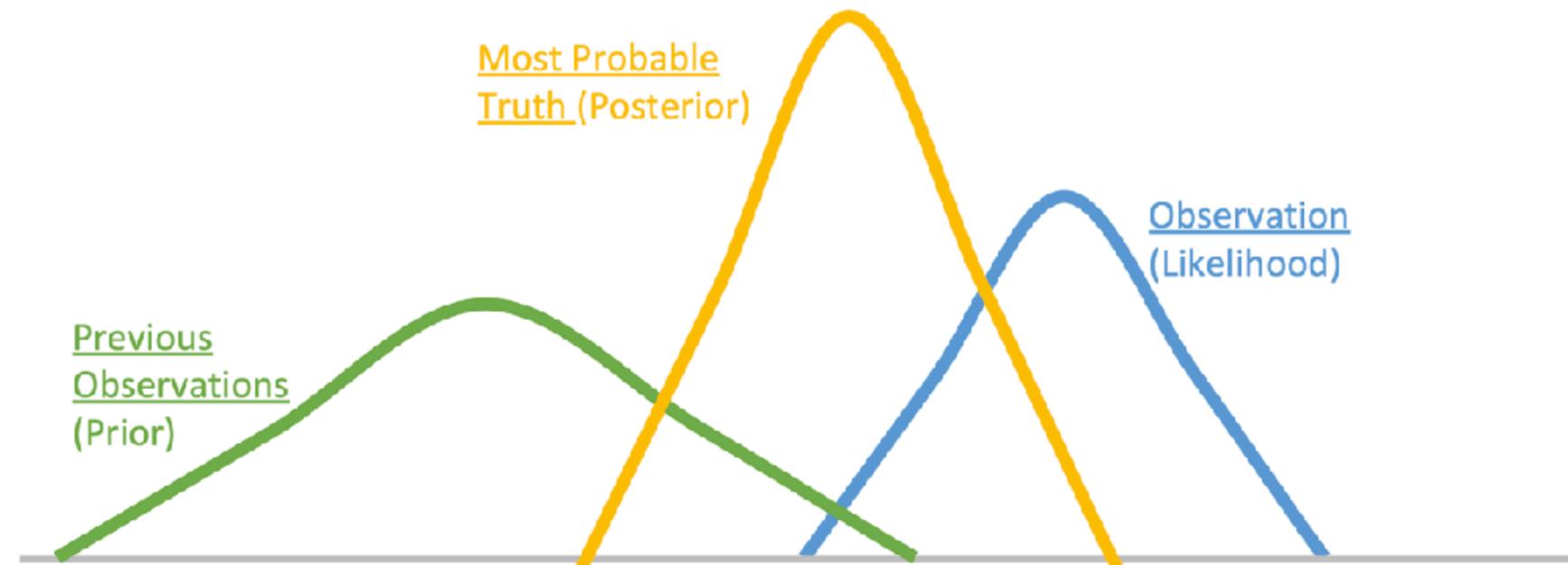
## Prior x Likelihood α Posterior

The actual truth is both a function of both our previous observations and the results of our experiment

WHAT DO WE TEST?

Creative testing - a world with numerous possibilities

- **Creative Message**: which creative messaging works best to drive business outcomes?

- **Creative Format**: what creative format or what combination of formats works best to drive business outcomes?

- **Influencer Asset**: does including influencer assets drive better business outcomes than brand assets alone?

- **BranDR**: will adding visual identity to performance creatives lead to better results?

- **Personalization at scale**: does personalized creative assets at scale work better than generic assets?
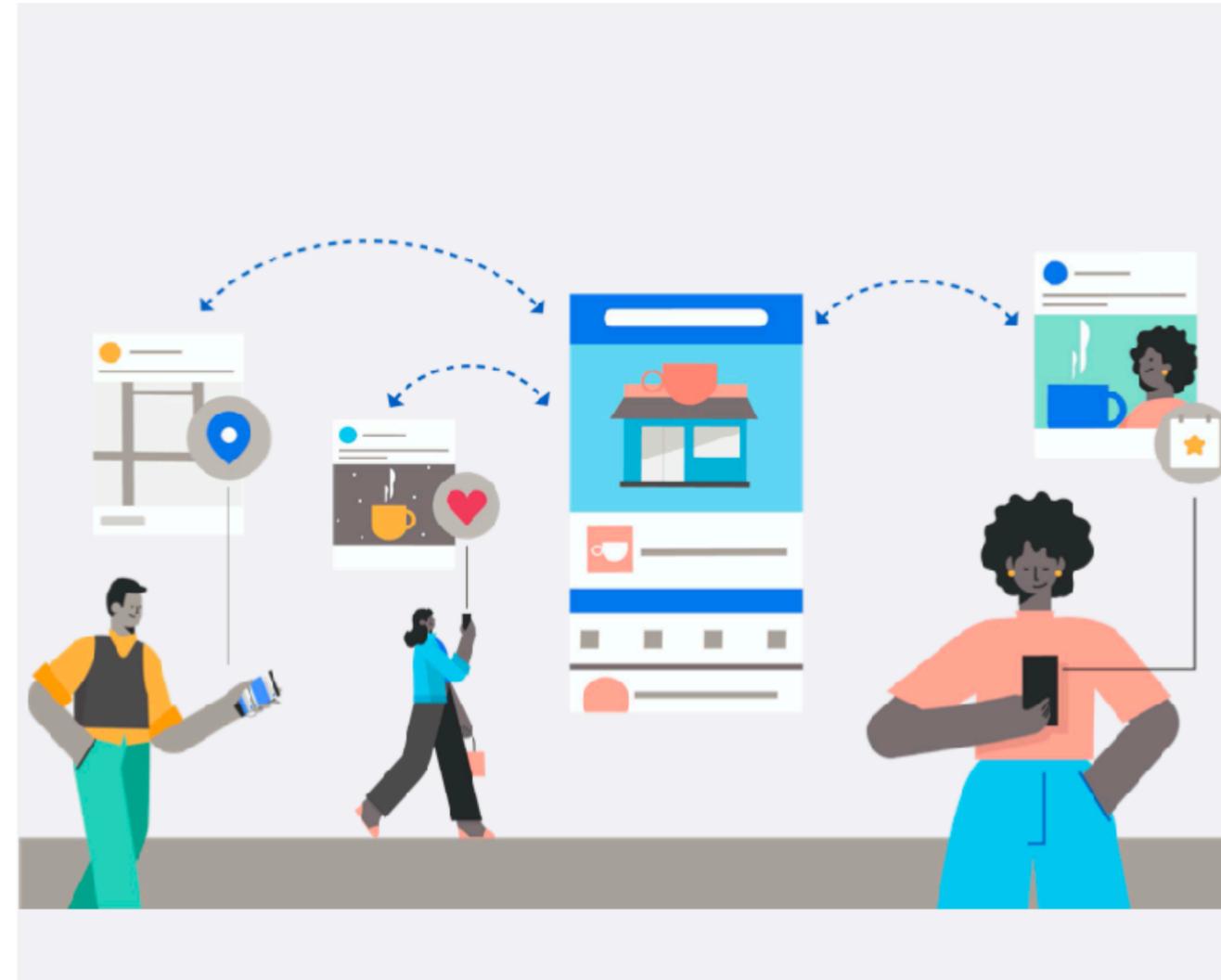
ALWAYS START WITH A QUANT QUESTION

Upper funnel AWARENESS

Mid Funnel CONSIDERATION

Lower Funnel CONVERSION

Ad recall
Brand awareness
Campaign/tagline awareness
Message association
Attribute rating
Favorability
Preference
Consideration
Intent
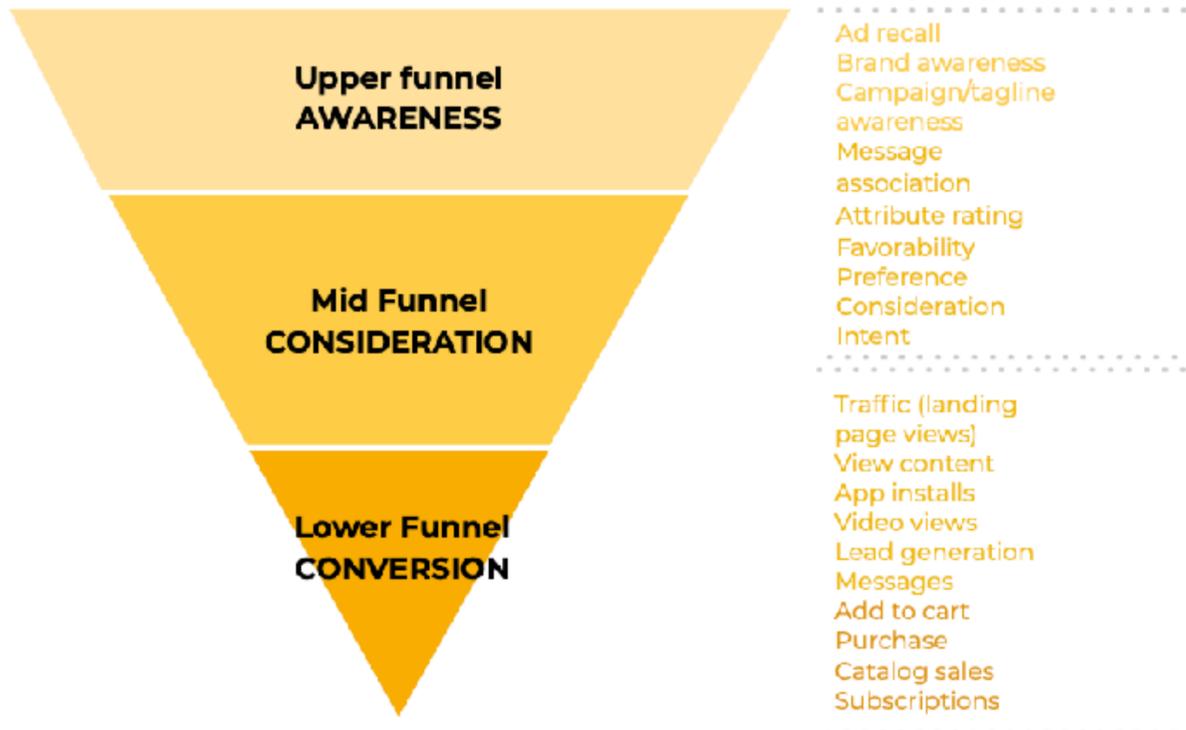
Brand metrics

Influencing consumer perceptions

Traffic (landing page views)
View content
App installs
Video views
Lead generation
Messages
Add to cart
Purchase
Catalog sales
Subscriptions

Conversion metrics

Influencing consumer behaviours

Your primary KPI should align with your business objective

What are you trying to achieve?

- How can I increase sales of my product?
- How do I launch a new product on Facebook?
- How do I introduce a new product extension?
- How can I reposition my brand?
- How do I get people to download my app?
- How do I future proof my business amidst uncertainty?
- How do I get people to subscribe to my service?
- How do I reach new, untapped audiences?

EDIT AND OPTIMIZE

Any change of targeting

Any change of placement

Any change of the click URL

Any change of the conversion pixel

Any change of bidding strategy

Any change of optimization goal

New creative

Pausing an ad set for more than 7 days

WHAT TO MEASURE (REMEMBER THE CJ)

MID FUNNEL OBJECTIVES	**MID FUNNEL METRICS**	**LOWER FUNNEL OBJECTIVES**	**LOWER FUNNEL METRICS**
Traffic (landing page views) App installs Video views Lead generation Messages	Cost per action (CPA) Cost per mille impressions (CPM)	Conversions Catalog sales	Cost per action (CPA) Return on ad spend (ROAS)

Key takeaways

- **56%** of the effectiveness of mobile campaigns can be contributed to the **quality of the creatives;**

- There are numerous possibilities when it comes to creative testing; make sure that you **isolate the creative element** you want to test and that **all other elements are the same** across cells;

- When designing the test, make sure to start with defining the **campaign objective, the primary KPI, a clear question and a test hypothesis** on the basis of these to set up the test for success;

- When analyzing the results, make sure you select the **winning strategy on the basis of the primary KPI** and get additional learnings by deep diving into the age, gender and/or location breakdowns.

- And don't forget: creative testing, just like all other tests requires an **iterative approach**: ask - make - learn, adapt and repeat.

THE ROLE OF SOCIAL IN CONVERSIONS

US Social Referral Share to Ecommerce Sites, by Platform, Q1 2019
% of total

Platform	%
Facebook	80.4%
Instagram	10.7%
Pinterest	8.2%
reddit	0.4%
Twitter	0.3%

Source: Adobe Digital Insights, April 15, 2019

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www.**eMarketer**.com

Social Media Activities Performed by US Social Media Users, by Platform, Feb 2019
% of respondents

	Instagram	Facebook	Snapchat	Pinterest	Twitter
Viewing photos	77%	65%	64%	59%	42%
Watching videos	51%	46%	50%	21%	32%
Sharing content with everyone	45%	57%	46%	21%	32%
Sharing content one-to-one	31%	43%	45%	12%	20%
Networking	23%	33%	21%	10%	26%
News	18%	38%	17%	9%	56%
Finding/shopping for products	11%	15%	5%	47%	7%
Promoting my business	9%	7%	6%	5%	7%

Note: ages 18+
Source: Cowen and Company, "Shoptalk 2019: Key Takeaways for Ecommerce, Visual Search, and Fulfillment," March 11, 2019

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www.**eMarketer**.com

AN EXAMPLE
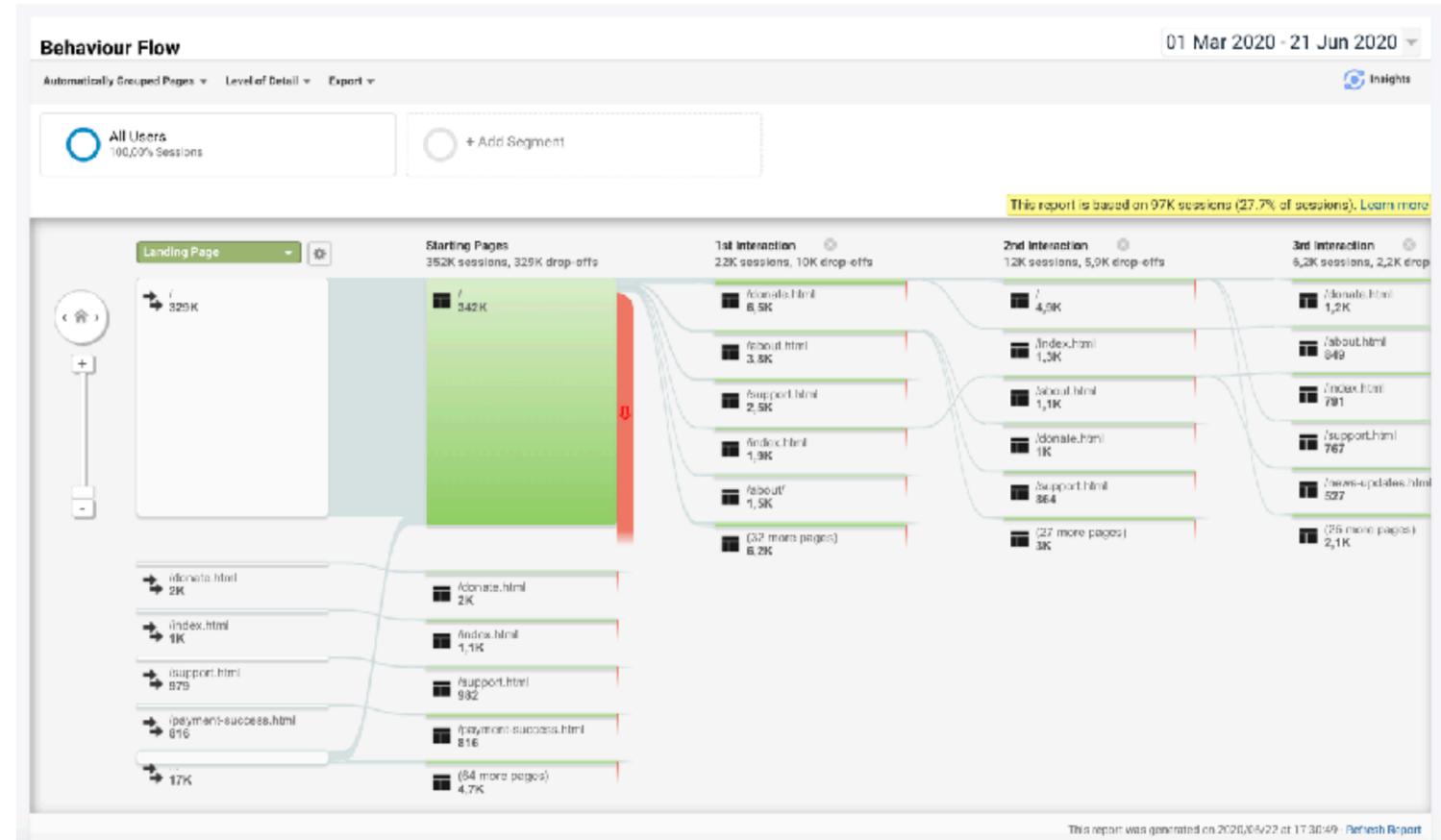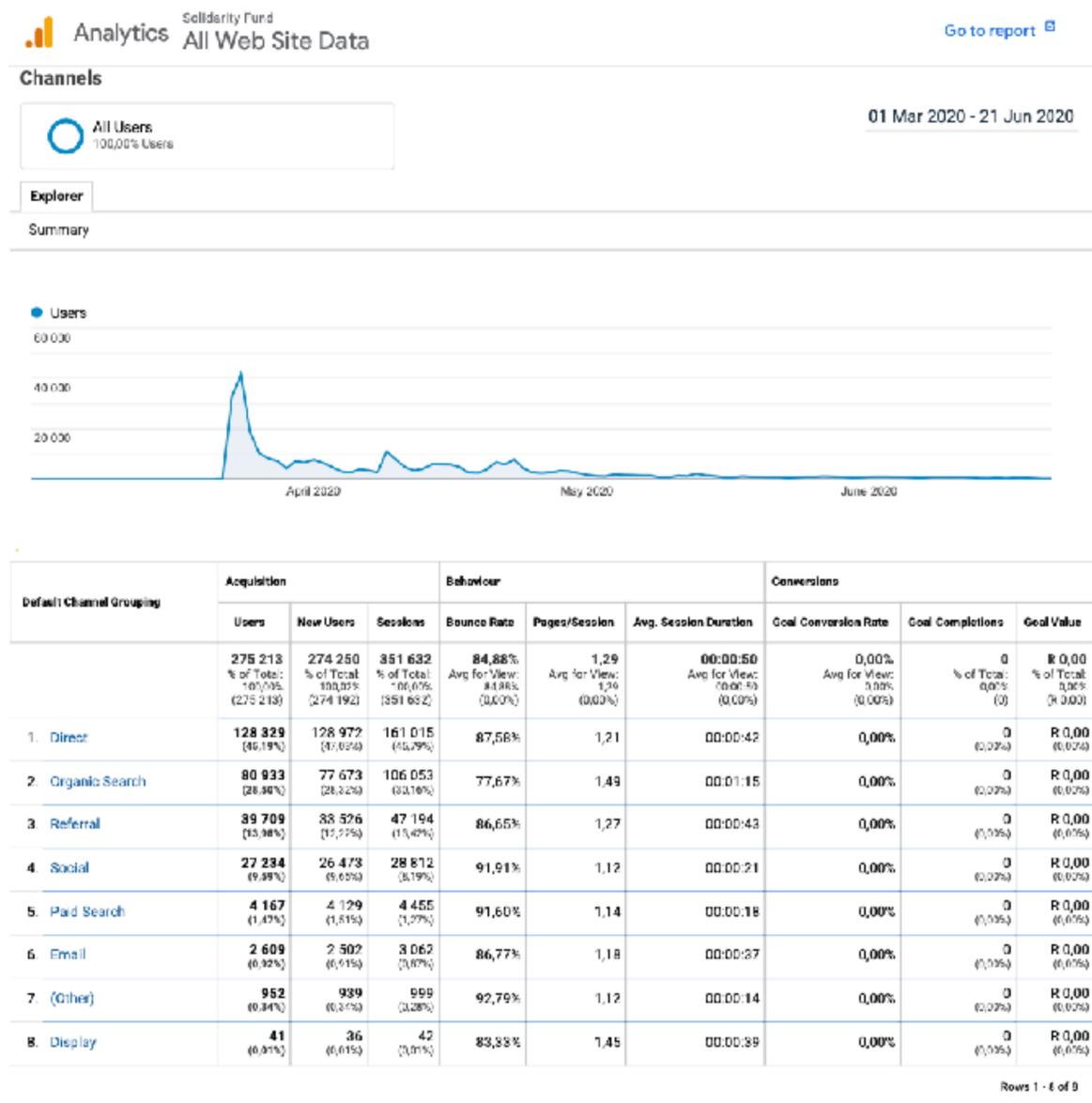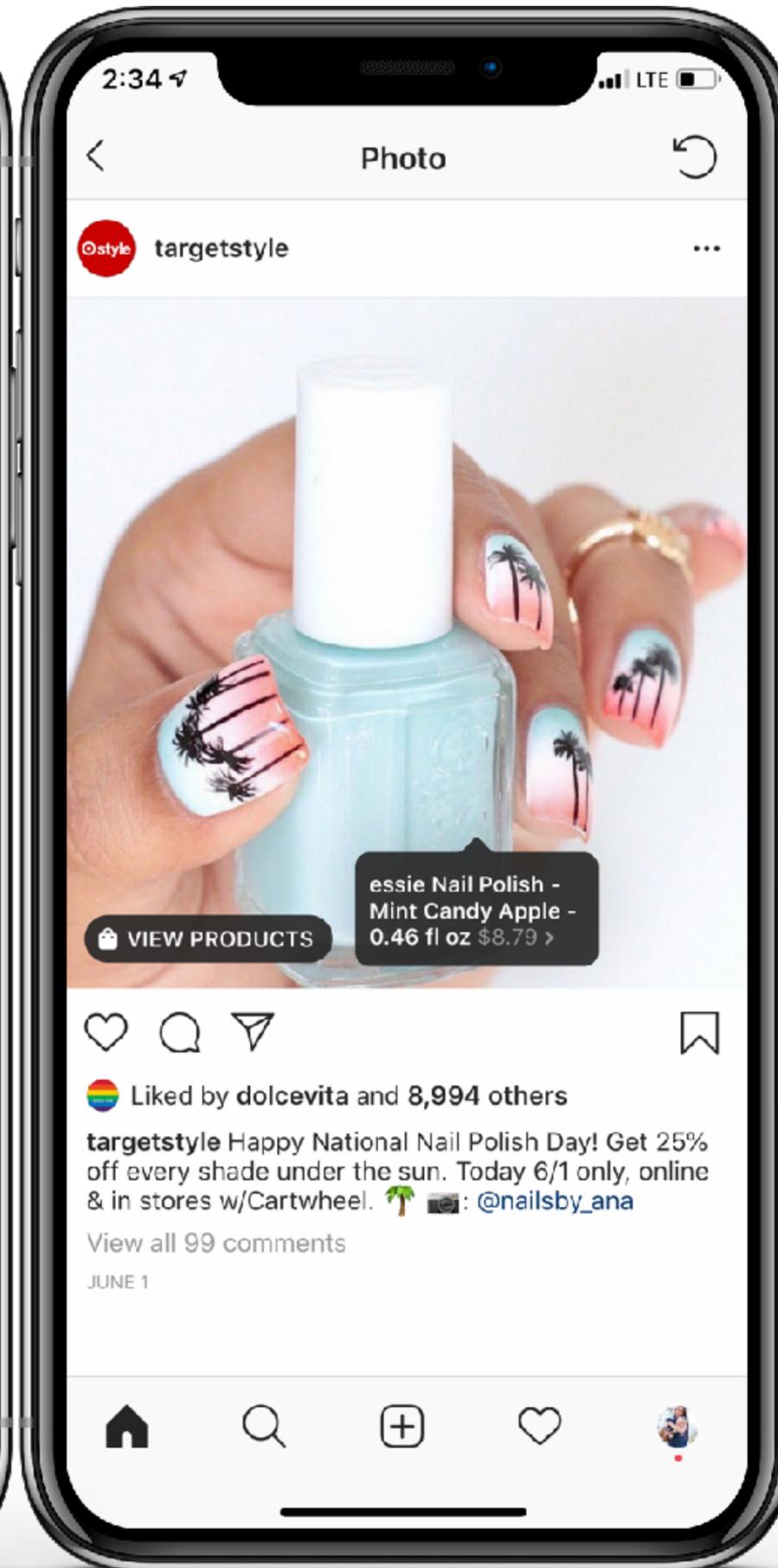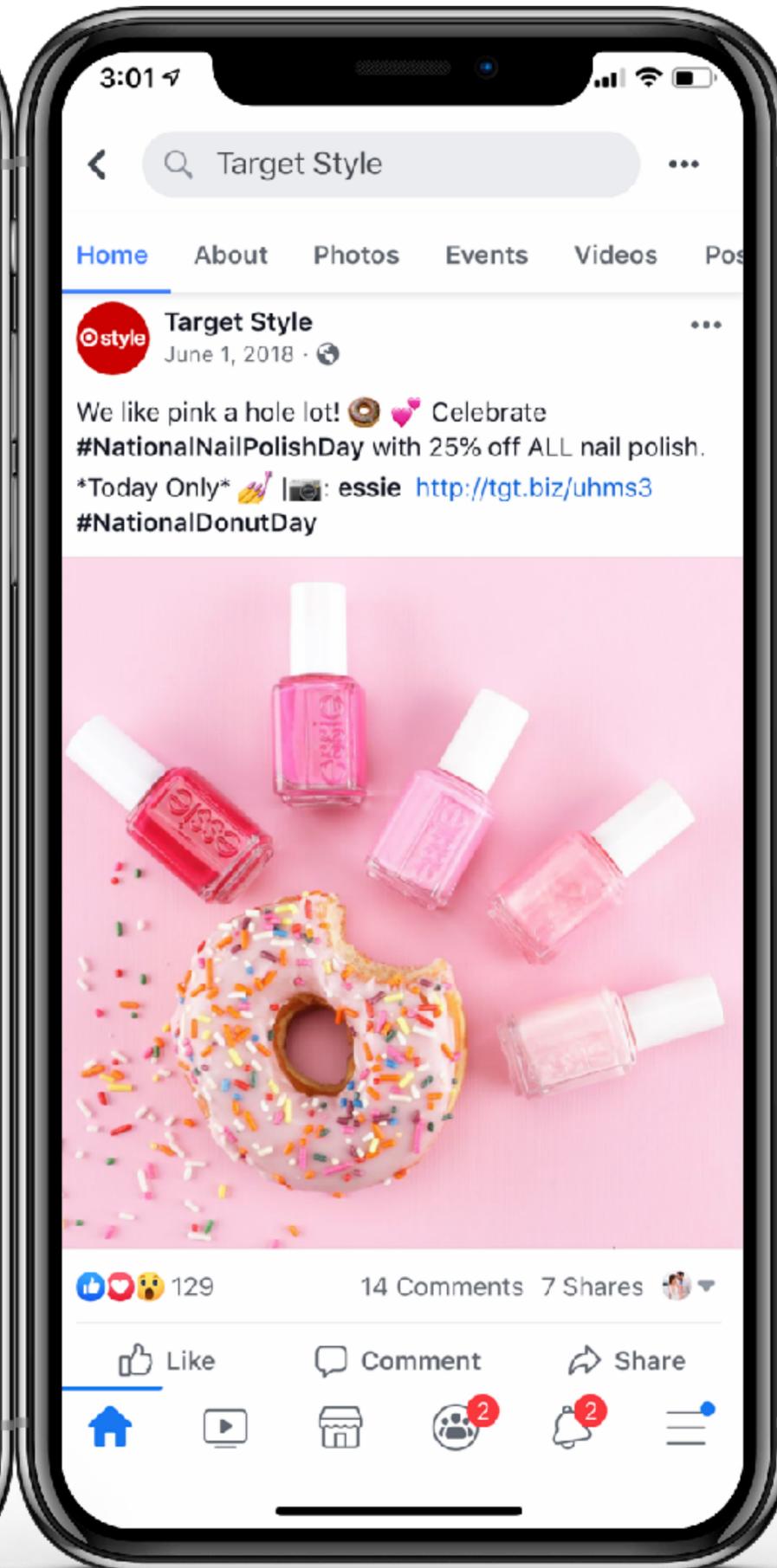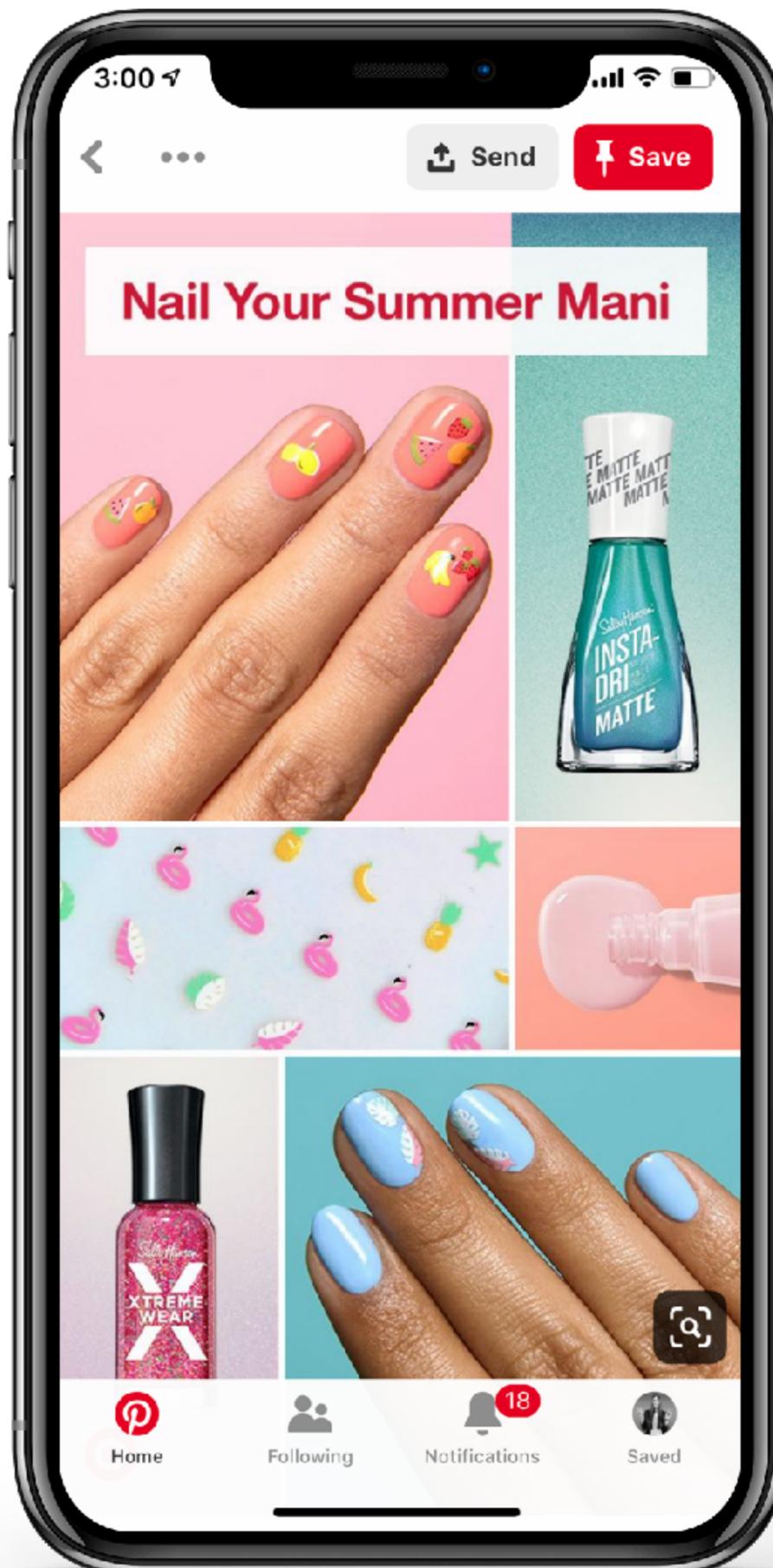
PRODUCT TAGS
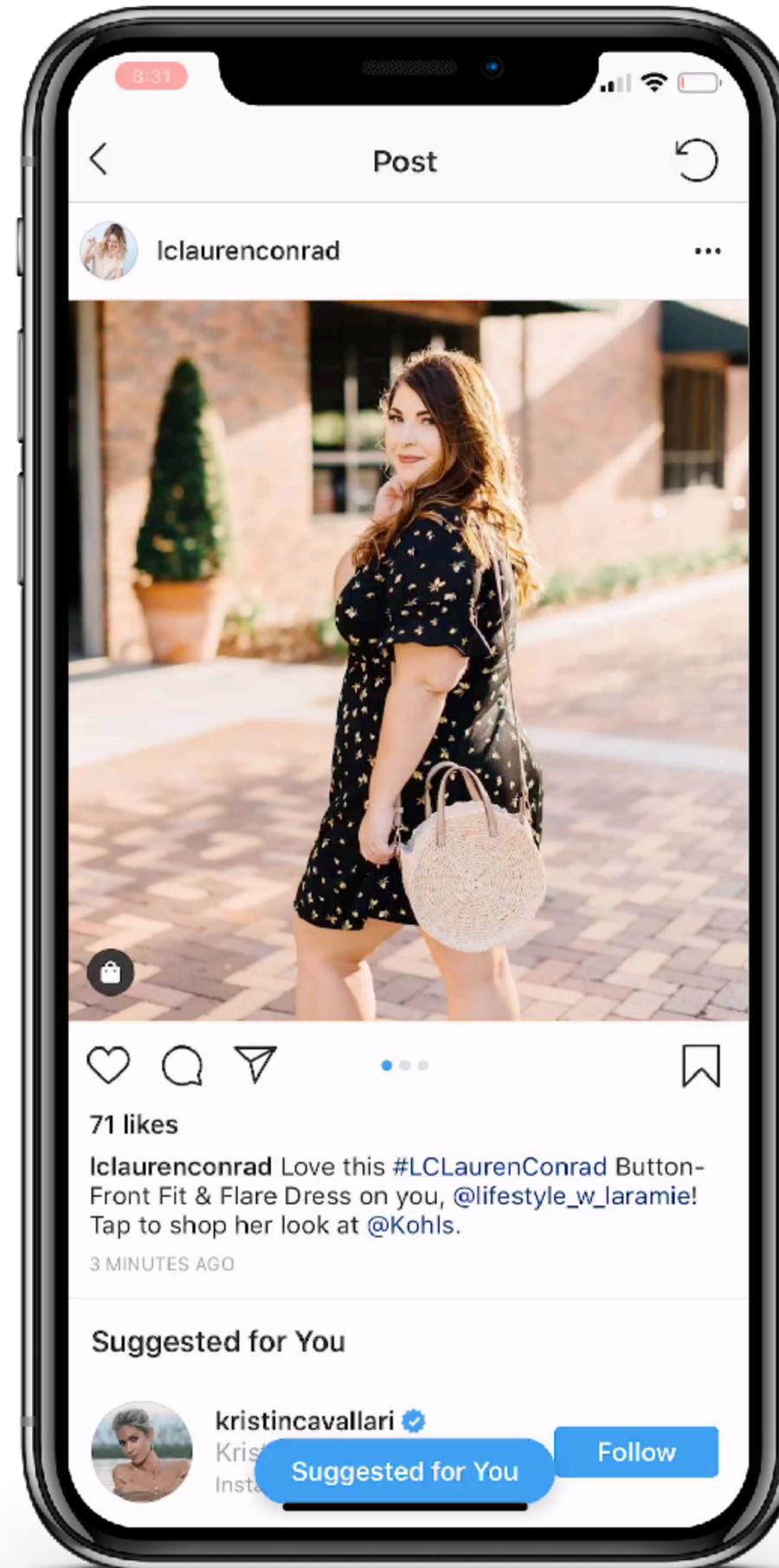
SHOP NOW BUTTONS
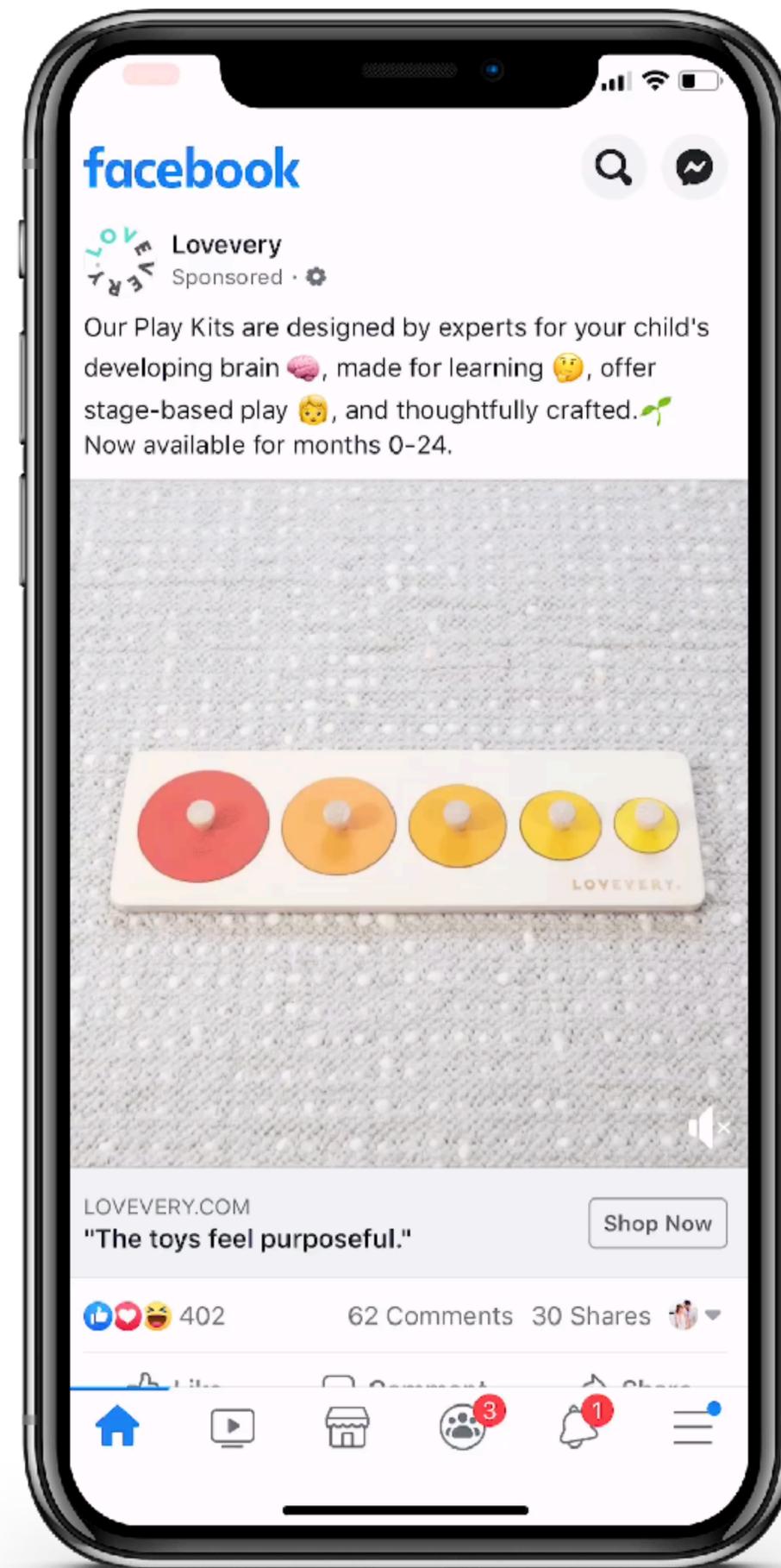
PRODUCT COLLECTIONS
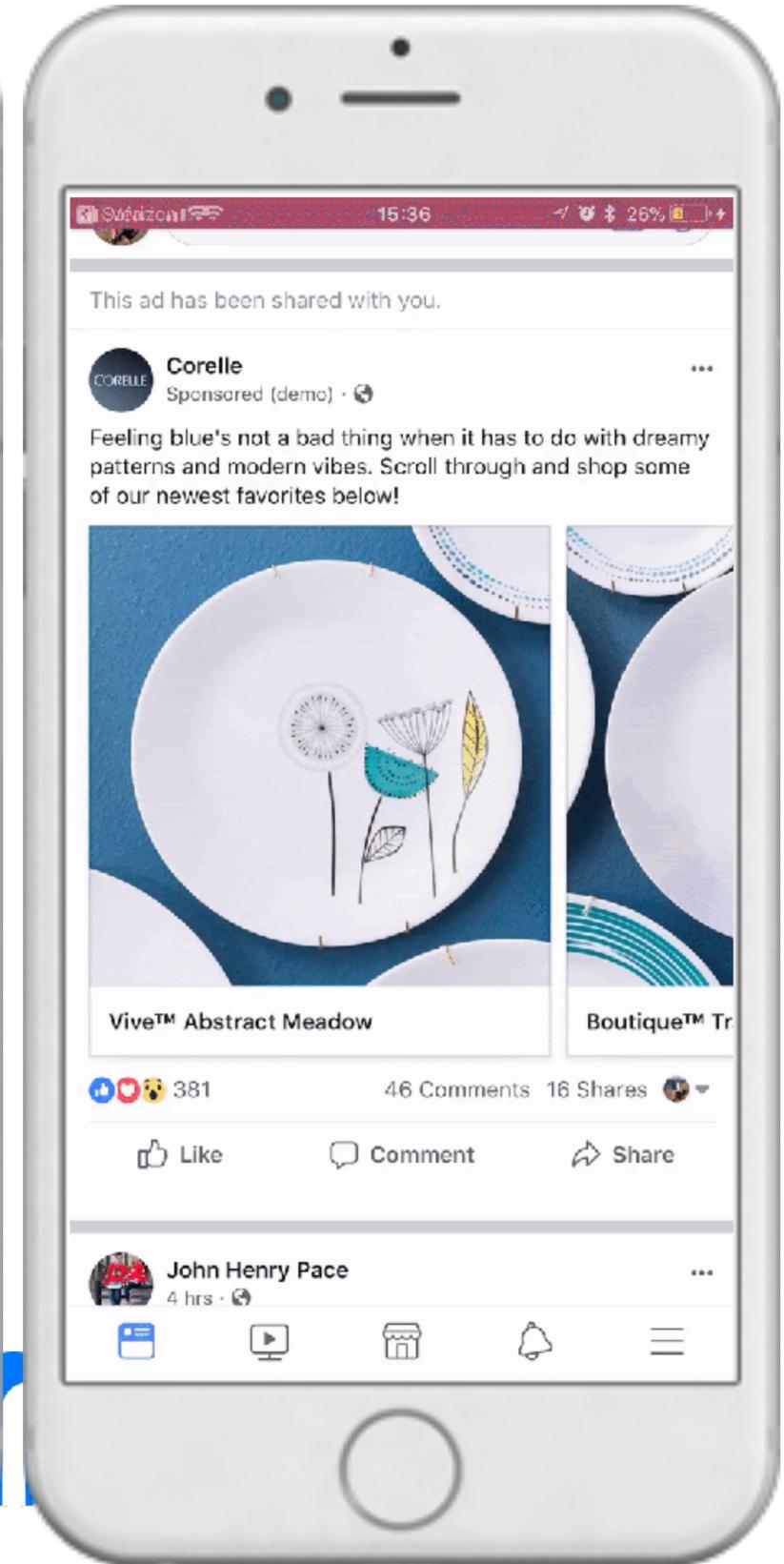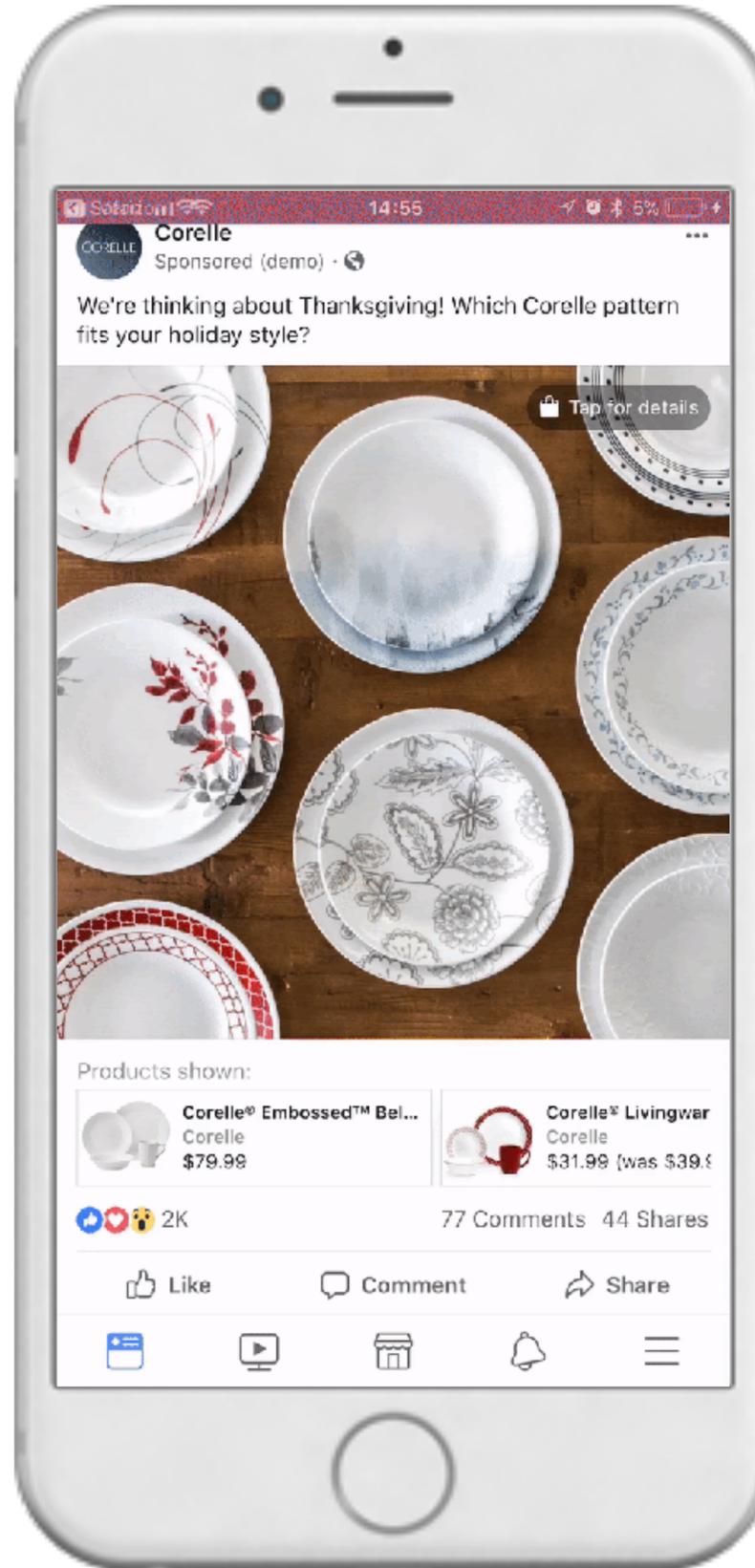
IN-APP CHECKOUTS
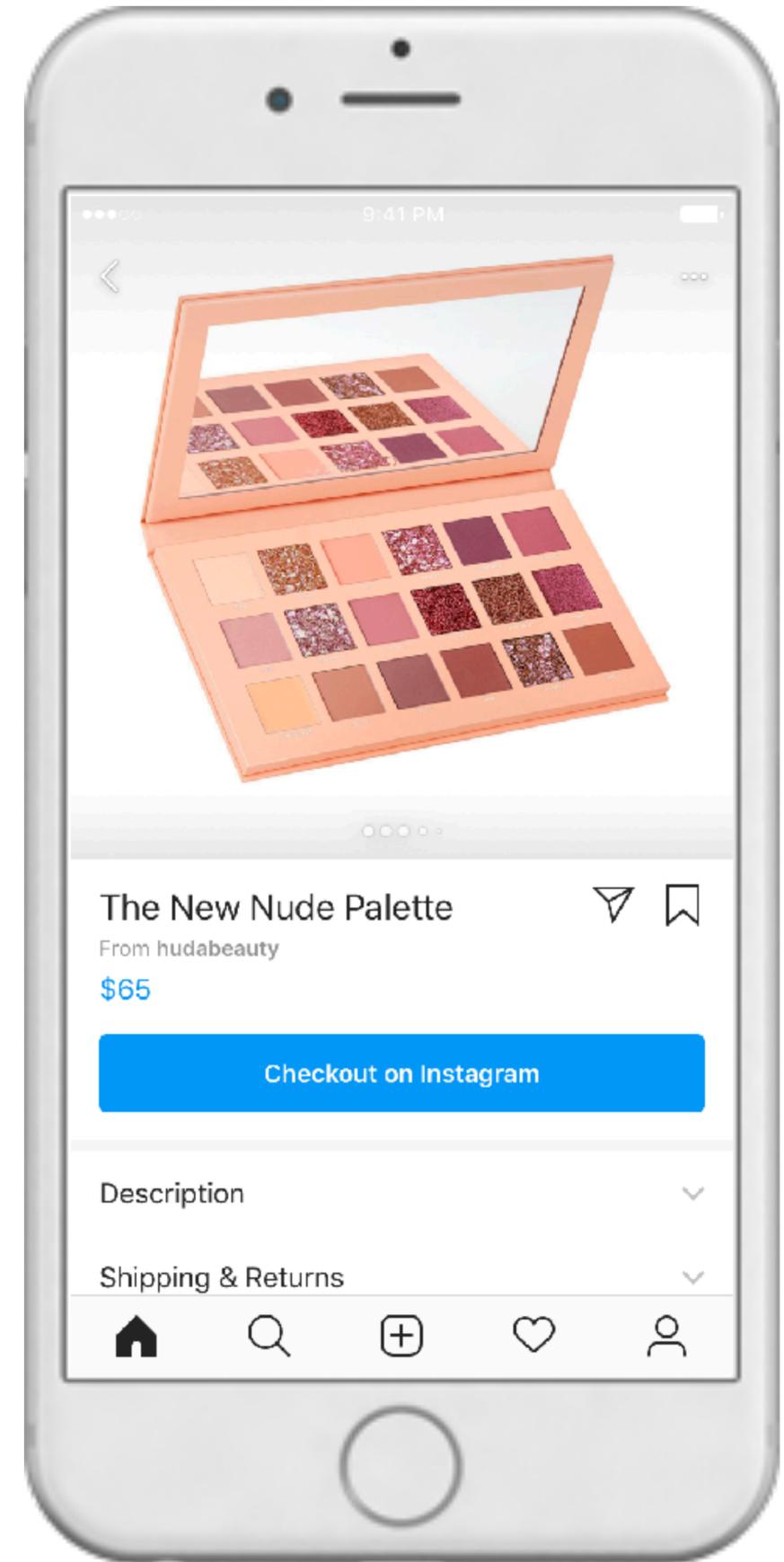
Awareness
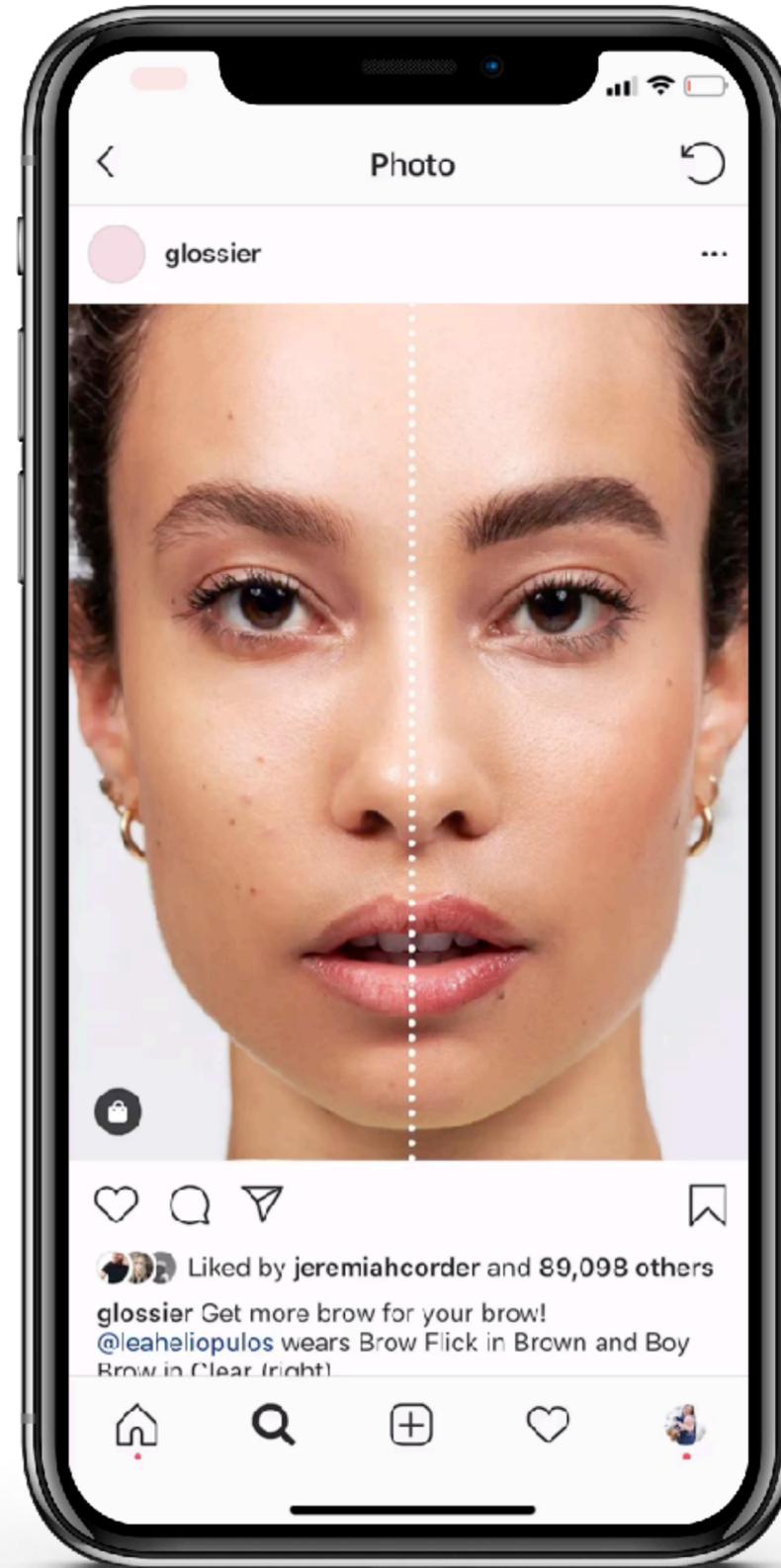
Consideration

Purchase

TESTIMONIALS
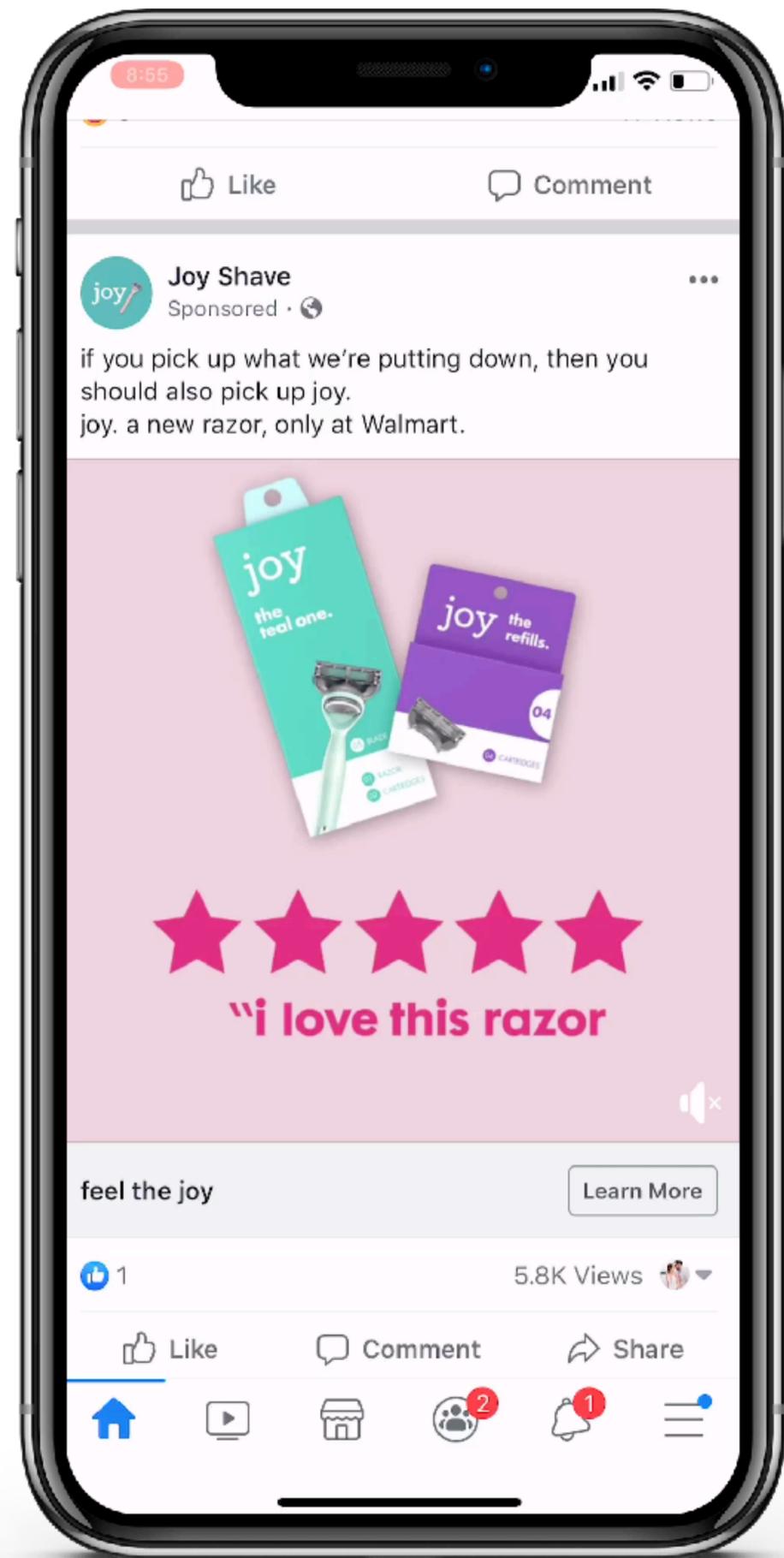
TESTIMONIALS

ACTION PACKED CTA´S
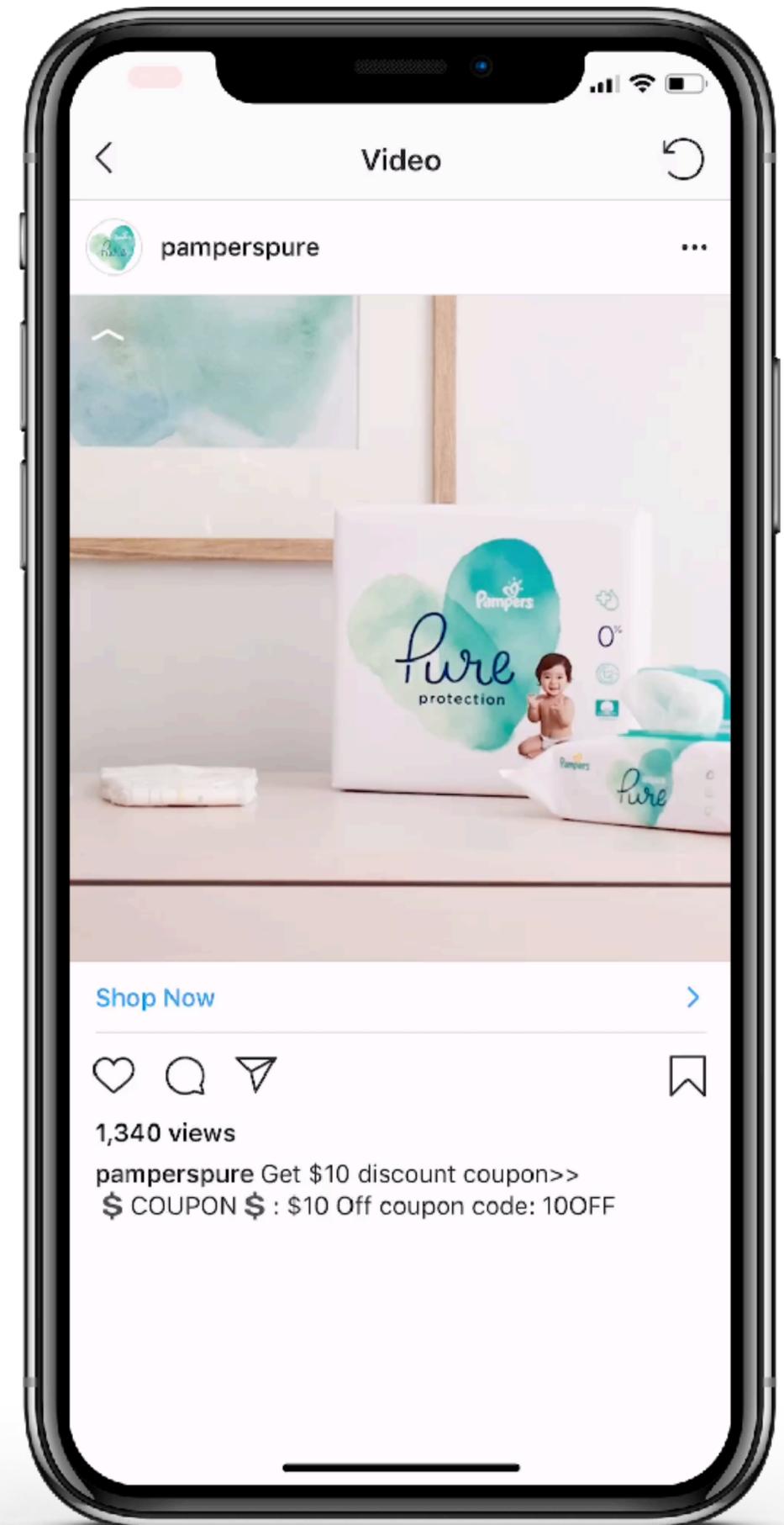
INFLUENCER SHOPPING

THE LANDSCAPE

PM
PERFORMANCE

MP	MB	DC
MEDIA PLANNING	MEDIA BUYING	DYNAMIC CREATIVE

AM	AE
ATTRIBUTION MODELS	AQCUISITION ENGINES

OTHER PROPERTIES + OPERATIONAL MODELS

HL	ST	11	AP
ATL	CONTENT	PR	AUDIENCE PLANNING

D-LIVE	BACKSLAS

G	FB
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PREDICTIVE MODELLING	DATA VISUALISATION
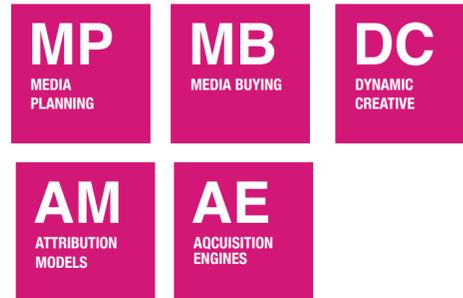
SETTING UP QUANTITATIVE OBJECTIVES

Ecosystem*

Brands & sponsorships	Digital services	MFS	CBU	EBU	Corporate affairs
– Network. – Springboks. – MTN8. – Joyous C. – WTT.	– Ayoba. – MusicTime! – MTN Arcade.	– MoMo. – Micro-Loans. – Social bundles. – Foreign s/r.	– Prepaid. – Postpaid.	– ADSL switching – ICT propositions. – Made for business. – MTN app of the year & IoT conf.	– Public benefit. – Org free data. – Lifeline data (20mb on Ayoba).

90 days

ZAR 20.7MM**

Owned + Earned channels

* Subject to changes.
** Estimated digital budget.

SETTING UP QUANTITATIVE OBJECTIVES

Expected actions / property

Legend:
- 🖥 Clicks
- ⭐ Registration / LG
- ↻ Downloads
- 💵 Purchases/actions
- 🧮 CLV

Brands & sponsorships	Digital services	MFS	CBU	EBU	Corporate affairs
– Network				– ADSL switching	
– Springboks 🖥⭐	– Ayoba ↻🧮	– MoMo 💵🧮		– ICT propositions	– Public benefit.
– MTN8	– MusicTime! ↻⭐	– Micro-Loans 💵🧮	– Prepaid. 🖥🧮	– Made for business	– Org free data.
– Joyous C 🖥	– MTN Arcade ↻💵	– Social bundles 💵	– Postpaid. ⭐🧮	– MTN app of the year & IoT conf ⭐	– Lifeline data (20mb on Ayoba). 💵
– WTT		– Foreign s/r 🧮			

PERCENTUAL DISTRIBUTION ON RELEVANCE

Brands & sponsorships	Digital services	MFS	CBU	EBU	Corporate affairs
– Network **40%** – Brand **60%** – Springboks **40%** – MTN8 **40%** – Joyous C **20%** – WTT	– Ayoba **70%** – MusicTime! **20%** – MTN Arcade **10%**	– MoMo **???** – Micro-Loans **33%** – Social bundles **33%** – Foreign s/r **33%**	– Every day treats **30%** – MyMTN offers **30%** – Pulse Social passes **30%** – MTN App **10%**	– ADSL switching – ICT propositions – Made for business **10%** – MTN app of the **50%** year – IoT conf **40%**	– Public benefit – Org free data – Lifeline data (20mb on Ayoba) **???**
B = 2MM ZAR	**B = 2,8MM ZAR**	**B = 3,9MM ZAR**	**B = 10MM ZAR**	**B = 1MM ZAR**	**B = 1MM ZAR**

ALWAYS RELYING ON DATA

Business Unit	Campaign	Objective	Facebook	Google Ads (Search/Display/UAC Average)
Digital Services	Ayoba	Install	R 15.00	R 14.00
	MusicTime	Install	R 25.00	R 17.00
	Arcade	Subscribe	R 35.00	R 50.00
MFS	MoMo	Install	R 9.00	R 8.00
CBU	Newlines/Mega Deals (M4M; Postpaid)	CPL (lead)	R 15.00	R 50.00
	Online Recharges (prepaid)	Acquisition (Recharge)	R 80.00	R 40.00
	MTN App	Install	R 8.00	R 6.00
EBU	Business Retail	CPL (lead)	R 400.00	R 800.00

IT'S ALL MATH

	CPA	Budget	Expected results*
ayoba	ZAR 14	ZAR 1,960,000	1,400,000 ↻
MusicTime	ZAR 17	ZAR 560,000	32,941 ↻
Arcade	ZAR 35	ZAR 280,000	8,000 ↻ 💵
MoMo	ZAR 8	ZAR 1,000,000	125,000 ↻

*Key considerations

1. CPA based on one action for simplicity purposes.
2. CPA based on current MTN data.
3. Not quantifying social + assisted conversions.
4. Taking the lowest cost between Fb and Google products.
5. Inventories are going to be cheaper for the upcoming months.
6. The budget distribution varies over time.

*Powered by DATA*
Real-time monitoring + optimisation

# AND ADDING ALL CHANNELS AT THE SERVICE OF THE STRATEGY

Downloads

Advocacy

Paid

Adoption

Retention

- 50% Google (S, Mob Display)
- 50% Facebook

- 40% Fb
- 40% Google
- 20% E-PR

Performance Threshold

- 80% on Fb Retargeting and Lookalike profiling.
- 20% Google

- 30% Dig PR
- 30% M-Influencers
- 20% Facebook
- 20% Google

Earned/Owned

- 1 YT piece p/w
- 5 Fb stories p/d
- 5 Ig stories p/d
- In app banners
- USSD notifications
- 1 SMS p/d
- 1 Live session p/w

- Fb Timeline 1x p/d
- Darkposting
- Tw 3 CP p/d
- In app banners
- USSD notifications
- 1 SMS p/d
- CRM 3 emails p/w

- Micro Inf 3x p/w
- 1 Live session p/w
- Darkposting
- In app banners
- SMS
- USSD notifications

- CRM: 3 Emails p/w
- Fb: 2 content pieces p/d
- Tw: 3 CP p/d
- In app banners
- USSD notifications
- 1 SMS p/d
- 1 Live session p/w

AND EVIDENCE OF SUCCESS OR LACK OF IT

THE LANDSCAPE

AR
AUDIENCE REL
MANAGEMENT

EPR AUDIENCE MANAGEMENT

IM INFLUENCER MARKETING

CX Customer Experience

CR CRM PLATFORMS

SC SOCIAL CUSTOMER CARE

CB CHAT BOTS

EM EMAIL MARKETING

OTHER PROPERTIES + OPERATIONAL MODELS

HL ATL

ST CONTENT

11 PR

AP AUDIENCE PLANNING

D-LIVE

b BACKSLAS

G GOOGLE

FB FACEBOOK

PM PREDICTIVE MODELLING

DV DATA VISUALISATION
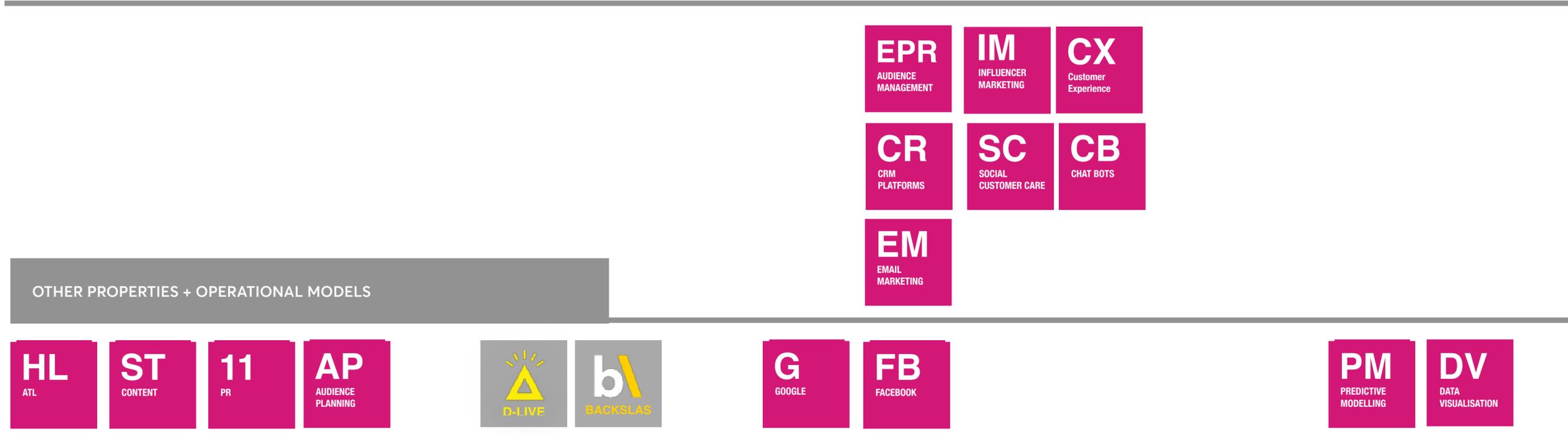
CRM

- Better customer experience.
- Lead mapping.
- Personalisation.
- Funnel optimisation.
- Loyalty and CLV.
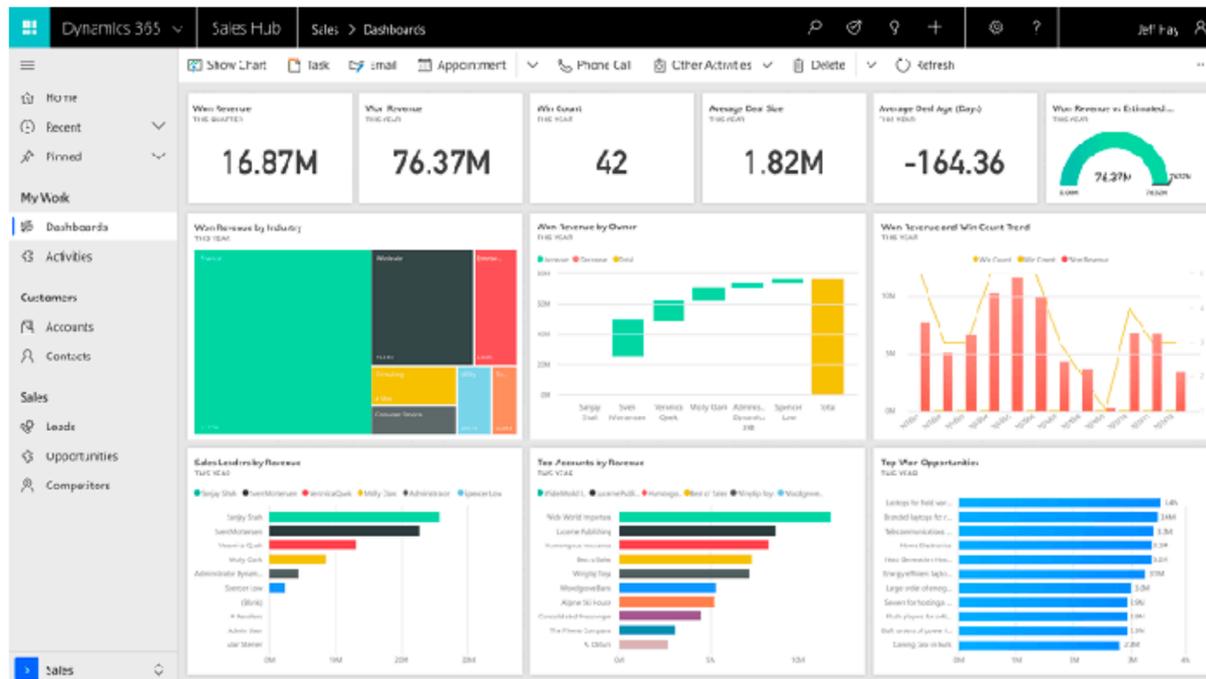
INNOVATION

More time thinking, less operating - Martech

INNOVATION

Constant upskilling
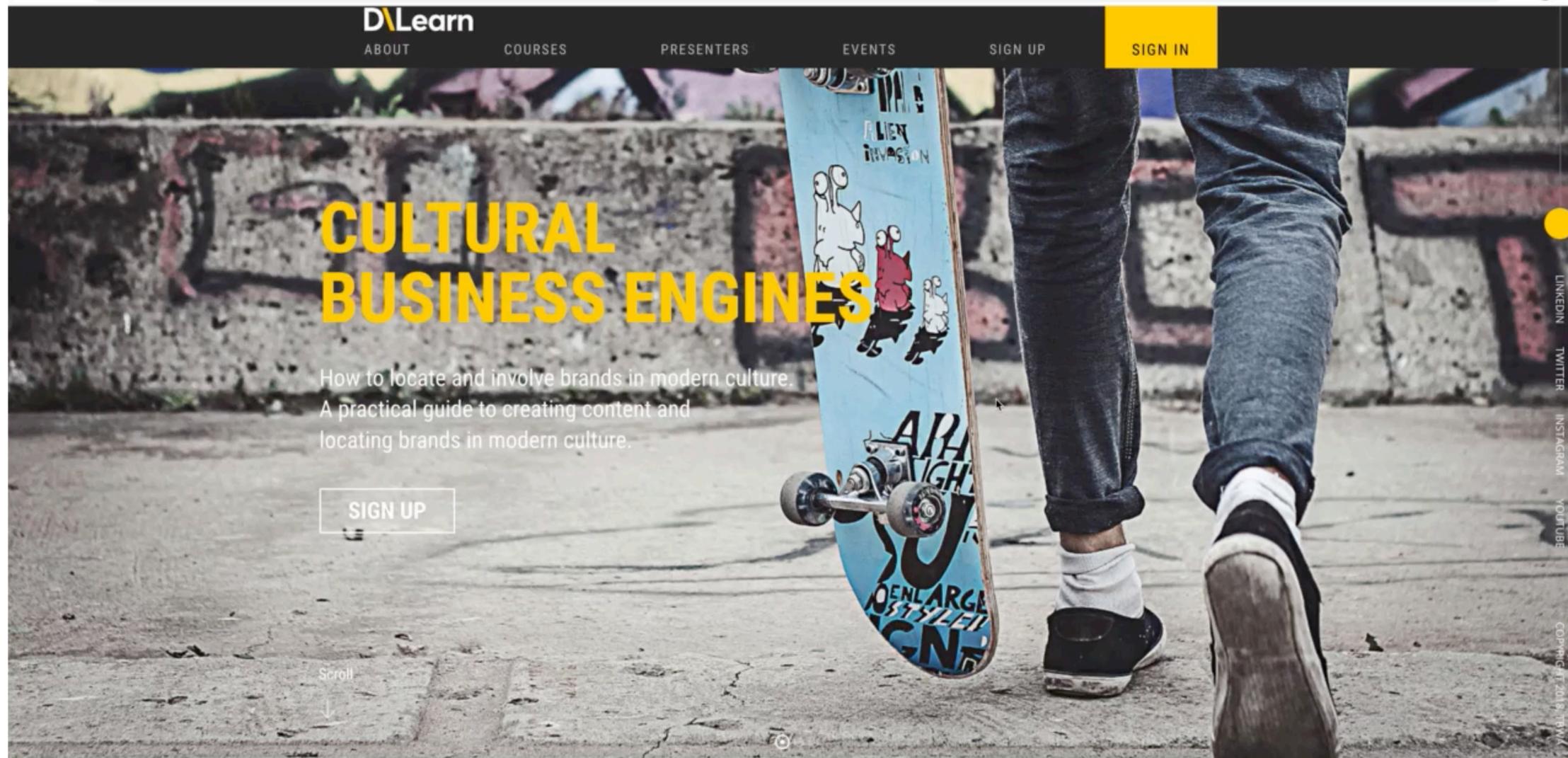
THE LANDSCAPE

DA
**DATA +
ANALYTICS**

DV	DJ	ML
DATA VISUALIZATION	DYNAMIC CONSUMER JOURNEYS	MACHINE LEARNING

AI	IS	
ARTIFICIAL INTELLIGENCE	INDUSTRY SCRAPERS	DM
		DATA MANAGEMENT

OTHER PROPERTIES + OPERATIONAL MODELS

HL	ST	11	AP
ATL	CONTENT	PR	AUDIENCE PLANNING

D-LIVE	BACKSLAS

G	FB
GOOGLE	FACEBOOK

| PM	DV
PREDICTIVE MODELLING	DATA VISUALISATION

THE PYRAMID

From Reports

Descriptive

Intuition-led

What

Monthly reports

Reactive

To Analysis

Prescriptive

Data-led

Why

Real time: Predictions, recos and analysis.

Proactive

Predictive analytics

Optimisation models

Forecasting models

Statistical analysis

Alert system

Basic Analysis

Ad hoc reports

Standard Reports

THE PROCESS

| Problem formulation	List data sources	Data collection	**Labelling**	Classification	**Output**
Humans	**Humans**	**Hybrid**	**Hybrid**	Regression	Predictions Alerts Feeds Clusters
				Machines	**Machines**
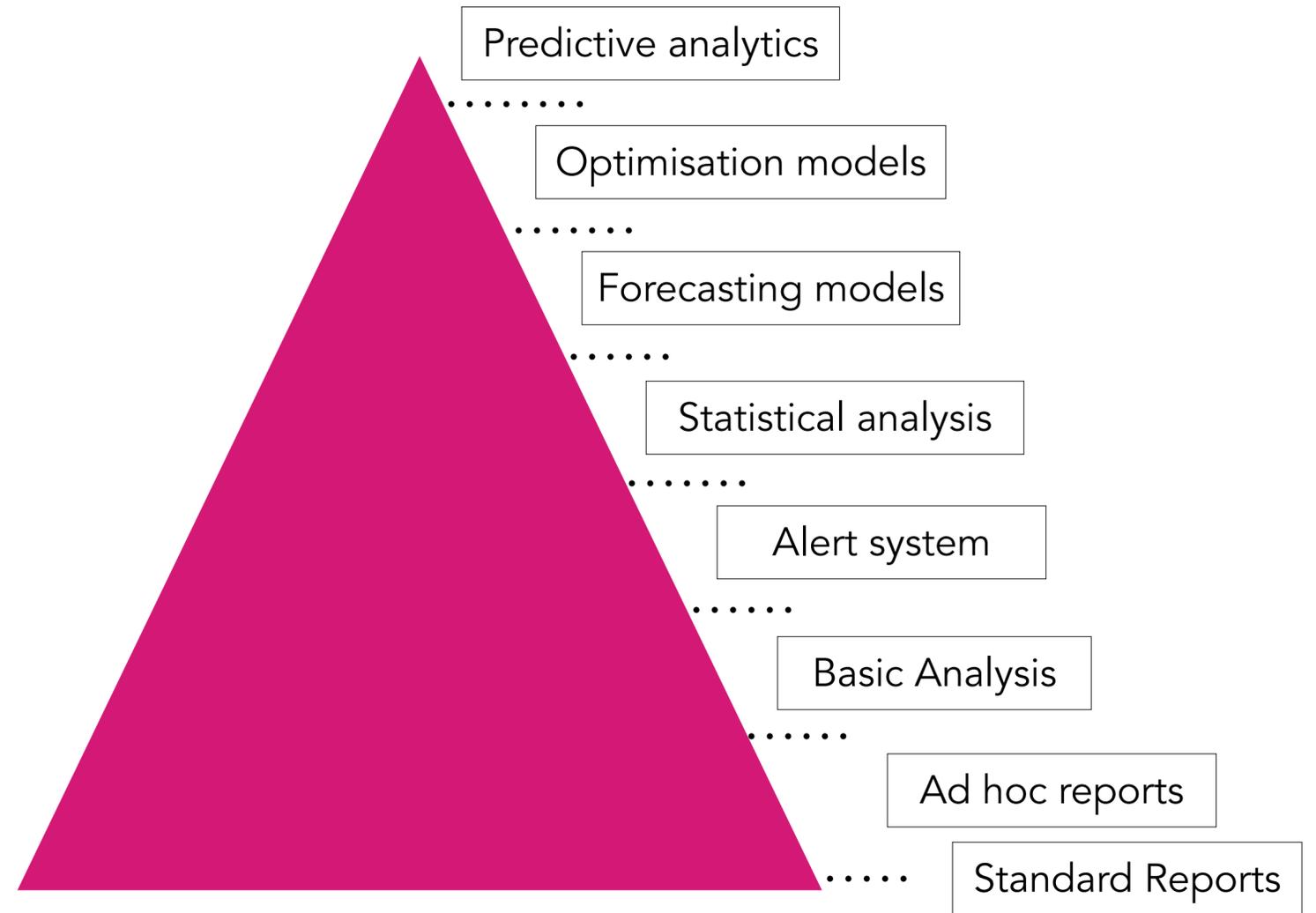
The data process
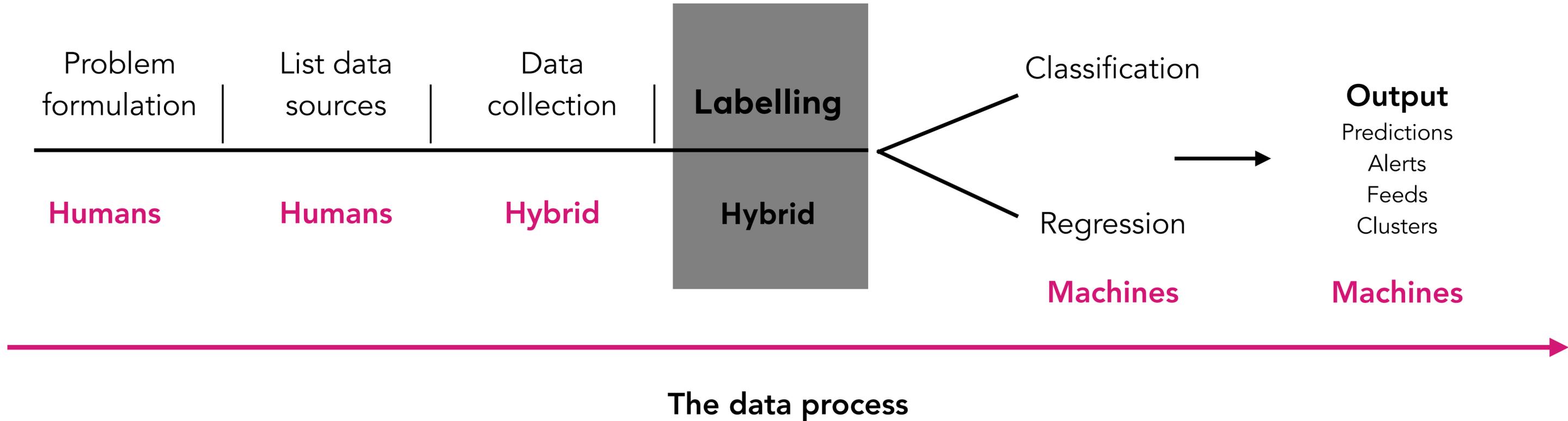
AT THE CORE OF EVERYTHING

Planning, execution and optimization
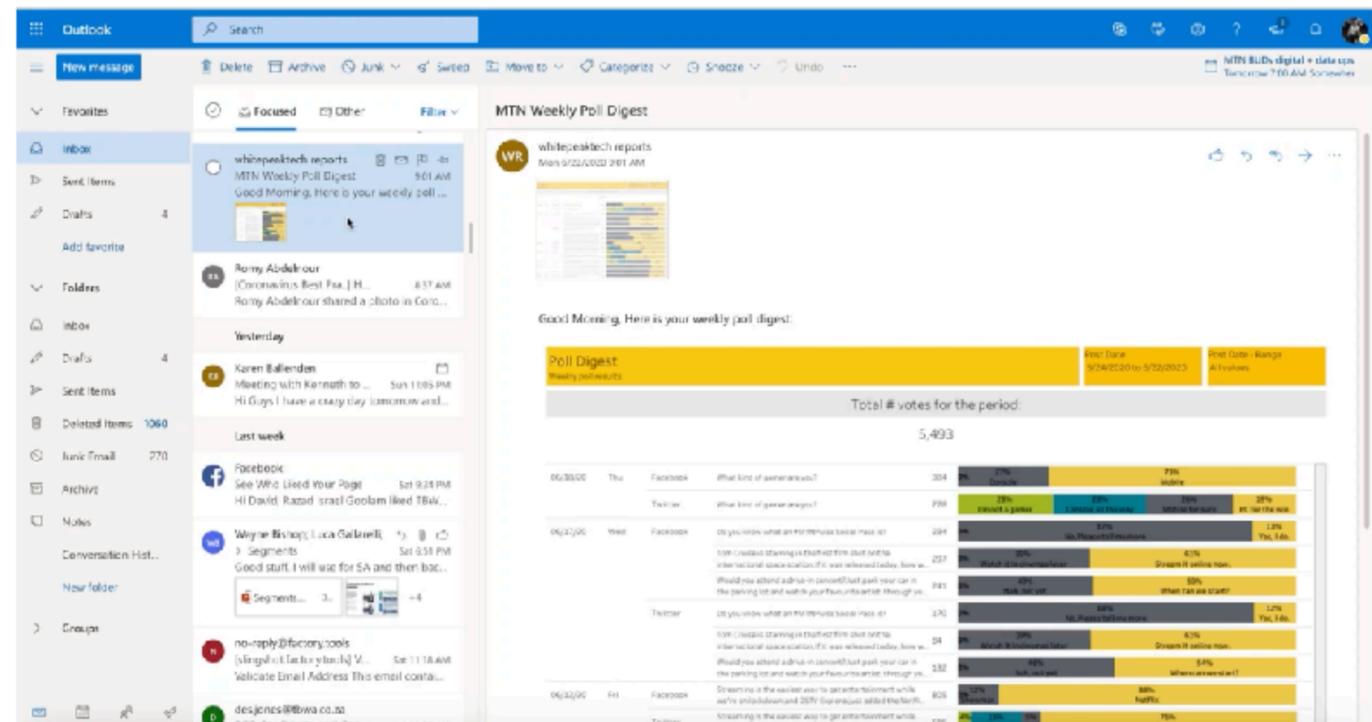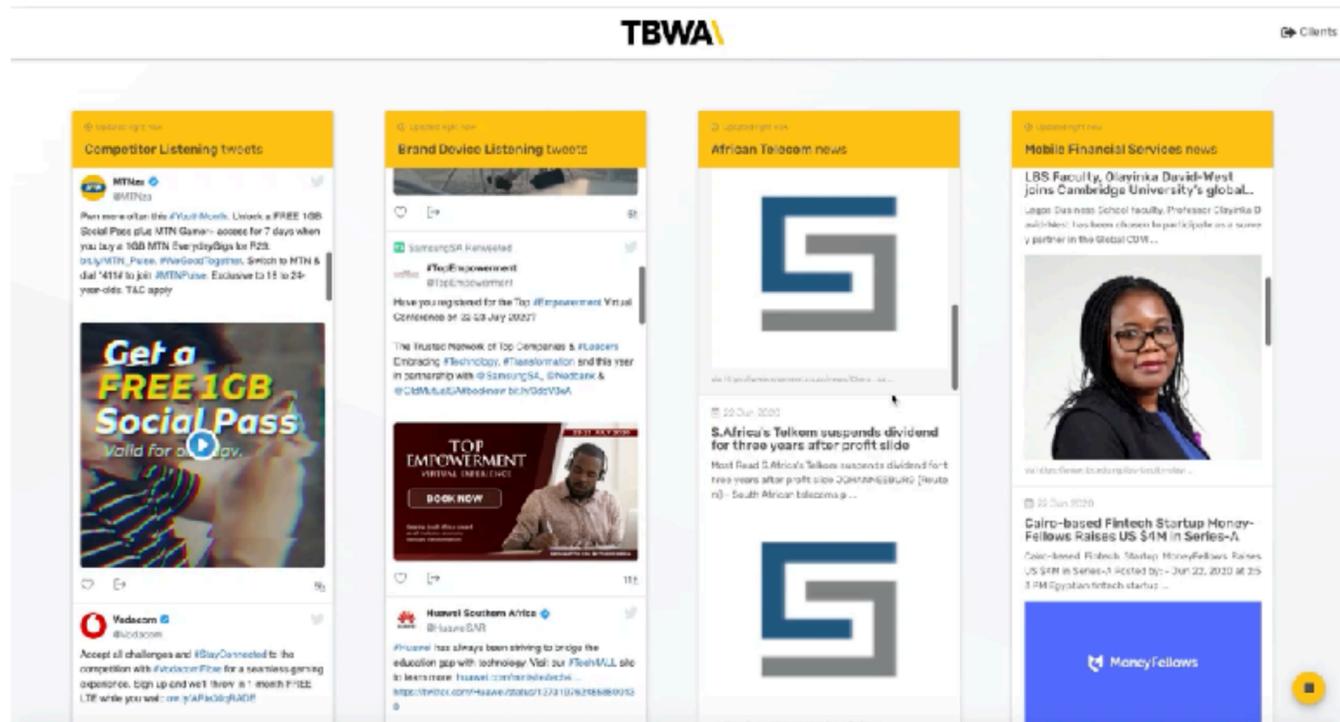
INFORMING ALL DECISIONS
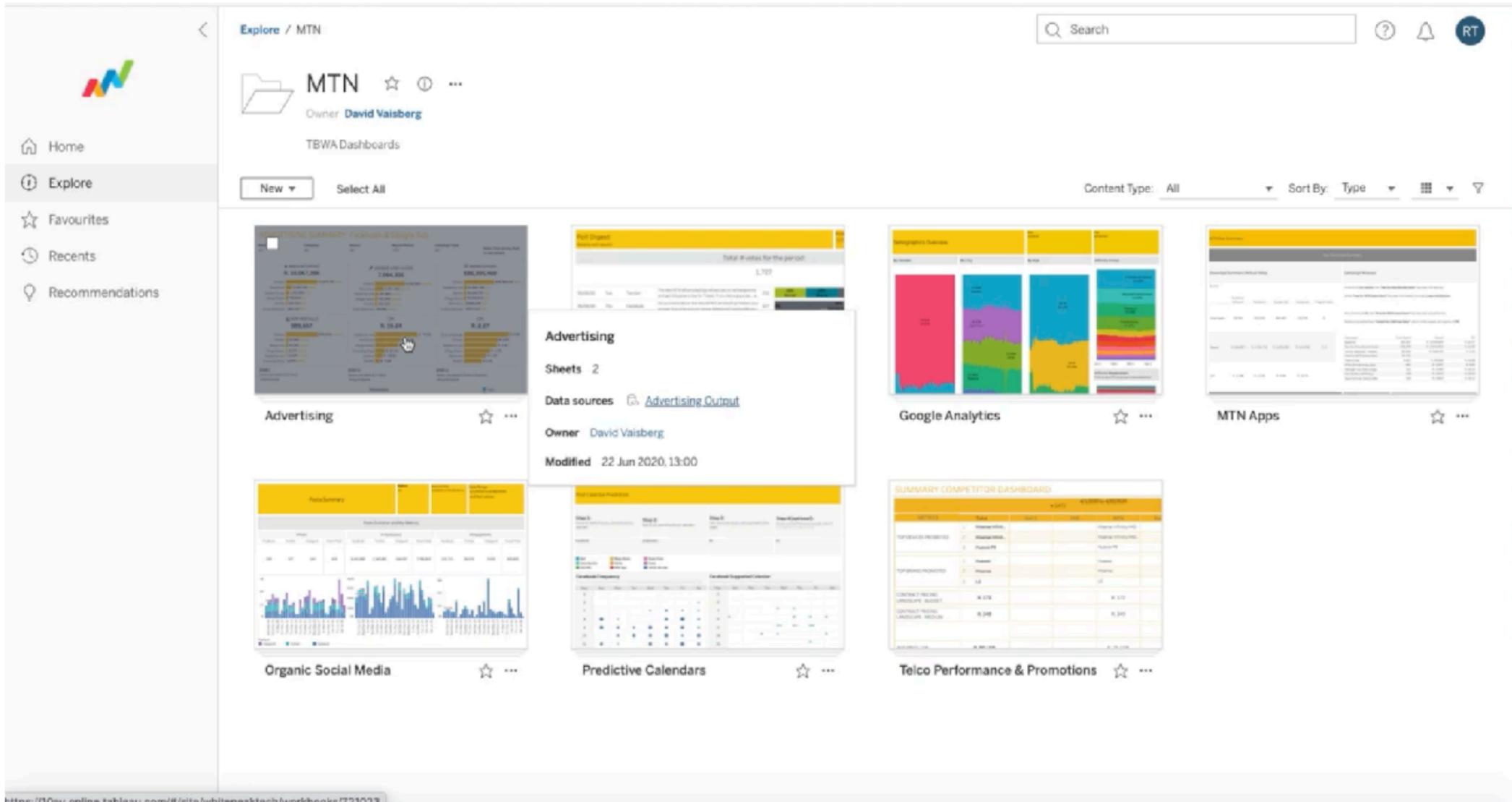
QUESTIONS?

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