

ACCELERATION THROUGH DATA AND PERSONALISATION

How to leverage the latest technologies in the privacy era to prove the incrementality of our campaigns and to improve the personalisation of the customer's value proposition?



Current Programmatic Landscape

PERSONALISATION

Dynamic Creatives automatically show the right products to people who have expressed interest on your website, in your app or elsewhere on the Internet.

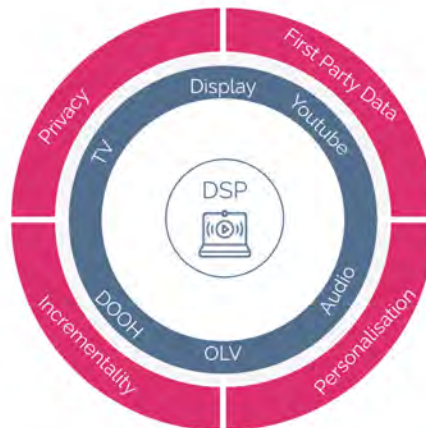
Personalise the asset to customize customer experiences based on their interests, whether or not they've been to your site or app.

GDPR	3 rd party cookies limitations
Cookieless	PSD2
Modelling	Losing Data

INCREMENTALITY

Incrementality experiments help determine whether a programmatic action actually changed consumer behavior.

Optimize channel budget allocations but also know which actions to perform and which are not worthwhile in order to achieve the set objectives.



PRIVACY

The environment is changing making it necessary to rethink the way we organise our resources according to measurement, attribution and programmatic activations.

FPD (FIRST PARTY DATA)

The ultimate goal of any First Party Data strategy is to activate your data by generating intelligence to optimize, analyse and activate it.

Always taking into account the audience 360 strategy based on the full funnel levels: awareness, consideration and performance.



Companies main challenges

- Adapt your activities to the new privacy ecosystem.
- Have the capability to collect First-Party Data to streamline activation, optimization, measurement and attribution.
- Bet on personalization in a hyper saturated advertising space in order to increase the customer experience.
- Optimize channel budget allocations; knowing which actions to perform and which are not worthwhile in order to achieve your objectives.

Do you want to know more?

Making Science is the digital partner for technology and marketing, specializing in e-commerce and digital acceleration, which accompanies companies in the digitization of their entire value chain.

Currently, Making Science has more than 1000 professionals and digital experts with international experience and offices in more than 12 countries.

