



# In a nutshell...



1. Massive amount of behavioral data now available at individual level (“**watch what I do, not what I say**”)
2. Yields **better prospecting, more persuasive marketing**
3. Two ways you can capture benefits:
  - Partner with organizations who have customer data, science, and marketing infrastructure
  - Use the most advanced marketing channels yourself

# The potential...



Organizations that leverage customer **behavioral insights** outperform peers by **85%** in sales growth and **>25%** in gross margin\*

*How can you access?*

**1. Find a strategic partner  
who is already a Big Data Ninja**

***Key: Data, Insights, Execution at Scale***

# Example: Top 10 Global Airline

## Massive Customer Data

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- › **90M customers**
- › 1,000M+ booking records
- › 900M page views
- › 90M service events
- › **30M loyalty records**
- › 30,000 ad campaigns
- › 16,000 brochures
- › 500+ destinations
- › Co-brand credit card data
- › **13,000 partners**

...and that's just internal data

## Selected Insights

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- › Who **often travels for pleasure** – or adds pleasure to business
- › Who seeks **food-centric experiences and culinary destinations**
- › Who is **most likely to add partner services** to trips (e.g., hotels, restaurants, experiences...)

3,500 Signals in all

## Execution at Scale

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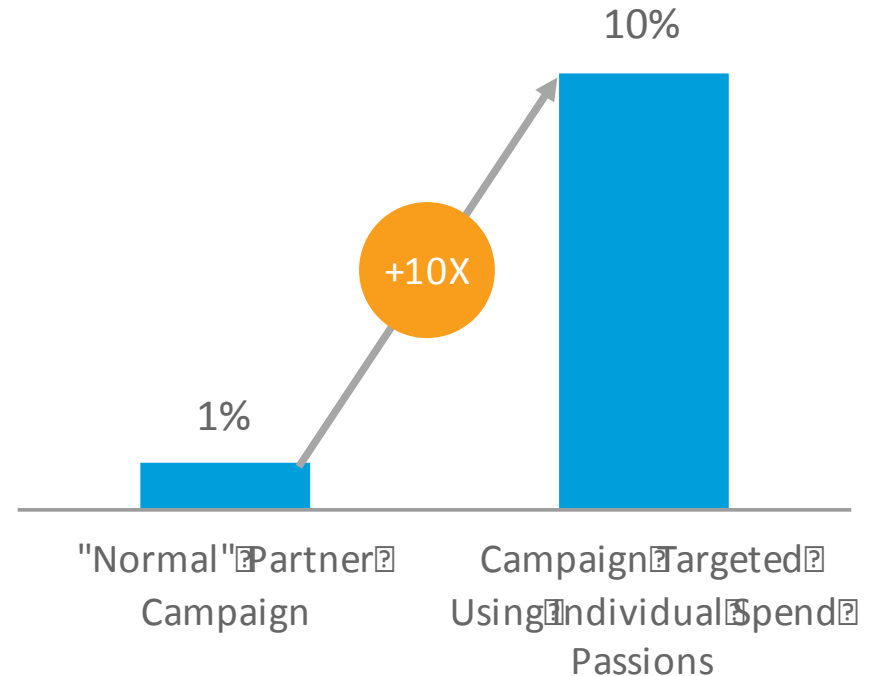
Can identify the **12 best treatments and offers** for each customer and send out **20M+ destination + product recommendations per month** through the best channel.

# Example: Top 5 Global Credit Card Company

Using machine learning algorithms to understand the “spend passions” of each individual card holder...

...vastly improving joint marketing campaigns with partners

## Incremental Spend Lift: Partner\* Campaign



\*Major US Home Improvement Store

*How can you access?*

**2. Use channels that allow you  
to understand individual  
behavior at scale**

**Key: Internal talent and know-how**

# Example: What Google Knows About People, Food, and Culture



## Risers

Ranked by volume of searches



### Sustained Risers

- Ramen
- Rigatoni
- Bibimbap
- Linguine
- Empanada
- Uncured Bacon
- Bundt Cakes



### Seasonal Risers

- Pho
- Overnight Oats
- Bitter Melon
- Cheese Curds
- Pork Shoulder
- Smash Cake
- Gender Reveal Cake



### Rising Stars

- Turmeric
- Jackfruit
- Cauliflower Rice
- Sourdough Bread
- Funfetti
- Vegan Donuts

think with Google Source: Google Internal data, January 2014 – February 2016, United States.



## Do It Yourself

Google/Facebook/Instagram/  
Other Optimization  
Capabilities  
(internal + agencies)

Paired with strong  
“traditional” marketers and  
creatives

# 1.0

# 2.0

## Build It Yourself

New:

Machine Learning Scientists  
Customer Data Platform (Big  
Data technology)

*How can you access?*

## **3. Develop Your Influencer Strategy**

**Key: Endorsers and Ambassadors**



*Thank You*

**Doug Duda**  
**Director of Strategic Partnerships**  
**International Association of Culinary Professionals**