



Title: Business Analytics employs big data with niche digital marketing to ensure Calls to Action are a Transaction, to drive acquisition in the millennial market

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Abstract

Business Analytics employs big data together with digital marketing that drive unique, real time customer value propositions with the resulting Call to Action being the Transaction (take-up).

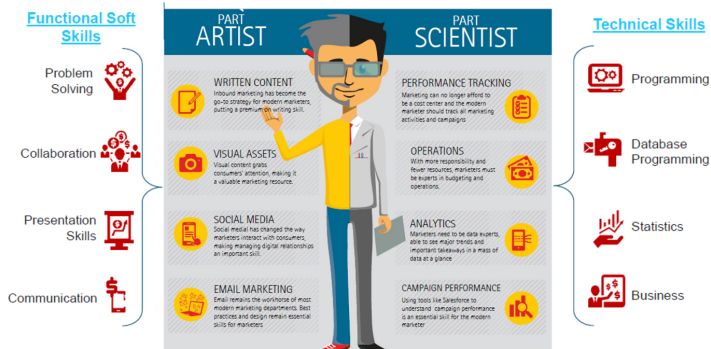
Digital channels and social media has changed the marketplace for all. Sales and Service are no longer streams that follow traditional operations. There are many different consumer segments in the market and although most adopt digital solutions to the traditional sales and service models, Millennials vastly differ. The Millennial generation is the largest in history and as they reach their prime working and spending years, their impact on the economy is huge. Millennials have come of age during a time of technological change, globalization and economic disruption. Their affinity for technology has reshaped the marketplace.

They're also the first generation of digital natives, and their affinity for technology helps shape how they shop. Millennials are turning to brands that can offer maximum convenience at the lowest cost. Digital disruption would be an ongoing activity for them.

Segmentation and analytics is key in understanding the dataset in its foundation layer. Predictive and propensity modelling define the customer journeys for the millennial versus other consumer types. Predicting and preventing churn has never been more critical, as millennials are not loyal to brand. Campaign derivation and execution addresses this challenge with a platform for not just marketing from one organization to a consumer but for an eco-system of multiple engagements that cross pollinate between partners and consumer. Thousands of executions yield an evolutionary digital marketplace.

Features

Technology is transforming the marketing profession, adding new tools, techniques and strategies on a daily basis. The modern marketer needs to have 2 sides: an artist and a scientist. Marketers need creativity and imagination to create campaigns that engage consumers and an analytical side to measure and calibrate marketing strategy. Let's take a look!



Biography

Anneline Adams is a Digital Strategist at Africa's largest Mobile Operator. Having graduated at the age of 21 in the field of Computer Science, she spent the first 4 years modelling defense simulation scenarios, thereafter pursuing her business studies at the University of South Africa, whilst starting a digital career in banking and technology. She has served as the digital channel architect to numerous Blue Chip organizations, and recently delivered the first Data Science Academy to Africa's largest Telecommunications operator, implementing Real Time campaign management. She has published and presented articles on Bayesian analysis, statistical modelling and digital disruption.

Background

With the emergence of digital marketing meets technology adoption, application consumption and mobile commerce platforms, marketing has had to change its approach to customers. Factors such as price no longer serve as the main discriminant. Convenience is the main driver for digital disruption on a mobile commerce platform. Can a customer buy what he wants at precisely the time that he needs it, and can he get it without much effort of going around town?

As one profiles a data set of customers against the various journeys that are mapped out, the more insightful we become, enabling products development in alignment with target market needs.

Agility in product development needs to be highly robust to support this and so does the campaign that will take this to market. Aligning product development to business processes that take a product to market at exactly the right time is what drives a high Return on Investment, and there is no better platform to do so than Digital, where tracking and real time management allows us to influence and drive the right consumer behavior.

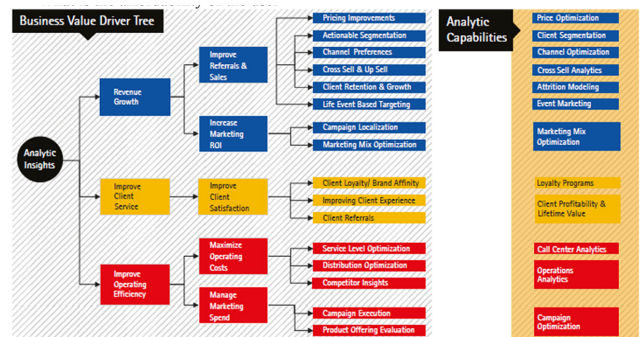
Method

Focused analytics solutions add significant value when driving millennial consumption. By being prepared for a need when it arises and presenting a solution at the right time is key. A value tree helps us model the effect various levers will have on what to prepare to take to market.

A typical example in telecommunications is the consumption of data bundles. All networks offer a free data bundle to incentive purchase of a sim card, thereafter it becomes a sim swap battle. We find that people will carry numerous sim cards to swap into their devices to use this free data, however the question remains, what happens after that?

To retain a user on a network once the free data is consumed requires some basic insights as to :

- When will this data be depleted;
- What is the average data required for another (week/month) to retain activity on the network;
- What value added service can be offered that will drive rewarding behavior;
- What is the affordability of the user



By mapping these insights to the product mix, we are able to derive campaigns that build sustainable relationships between millennials and a network operator.

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