

Rätt budskap till rätt person i rätt tid och i rätt kanal – finns det på riktigt, eller är det fortfarande bullsh*t?

Mattias Andersson, Milton Insights



→ Mattias Andersson

Co-founder & Senior Advisor - Milton Insights (Årets Byrå 2021, 2022)

Head of CRM Analytics – SAS

CRM- & Customer Club Manager - Twilfit

Head of Analytics - 3 Sweden

Part of the book "30 Advices from 30 Greatest Professionals in CRM and Customer Service in the World"

Judge: Guldnyckeln (Sweden), 100 Wattaren (Sweden), Assegai Awards (South Africa), Echo Awards (US)

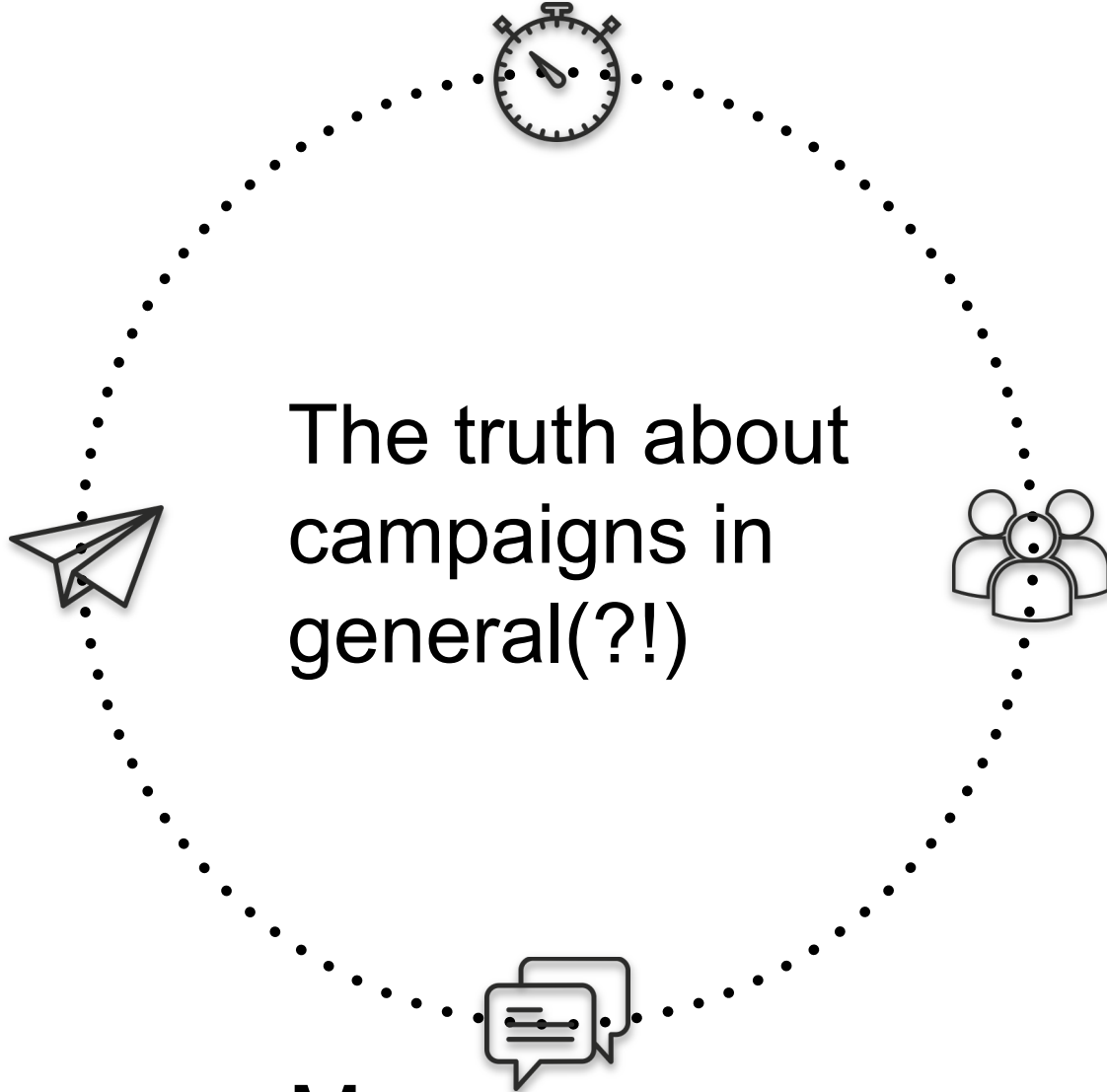
DM-magasinet 1/2018 - "De nya makthavarna – E-handeln förändrar marknadsföringen i grunden. Här är experterna du bör lyssna till"

International Writer, Speaker

Whenever the Company wants

Timing

milton



The truth about campaigns in general(?!)

Channel

The Company decides on which channel to use

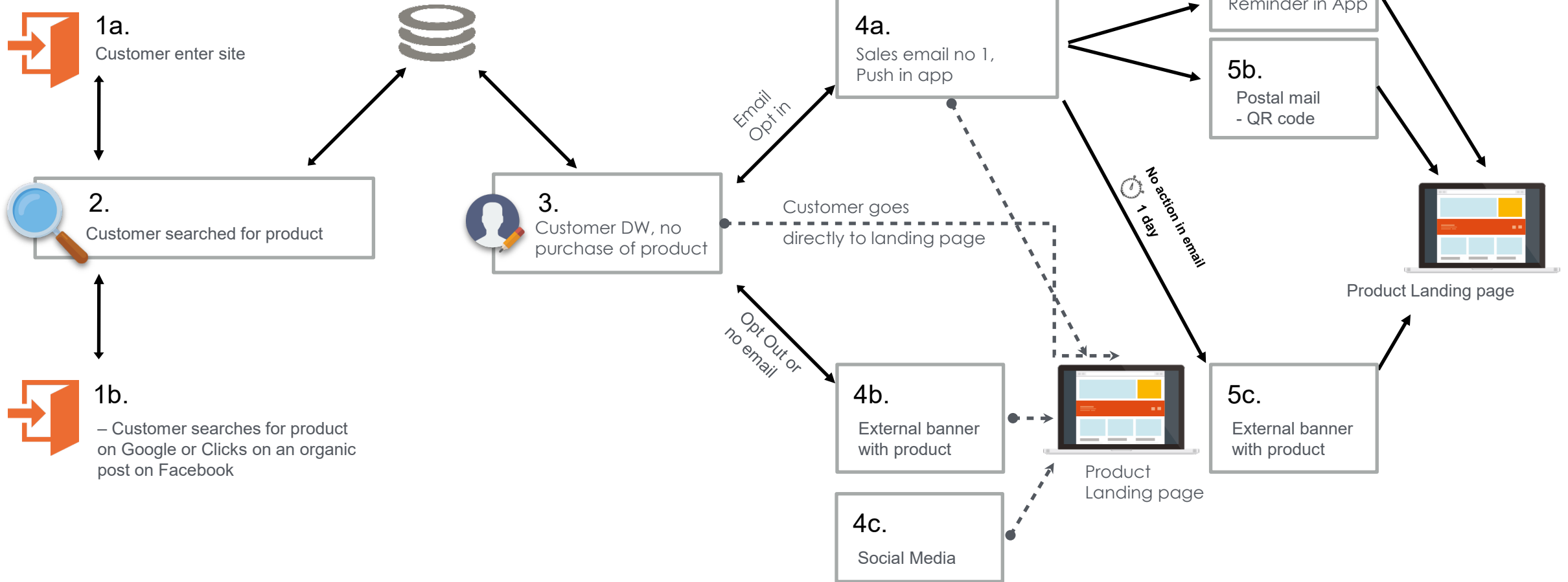
Target group

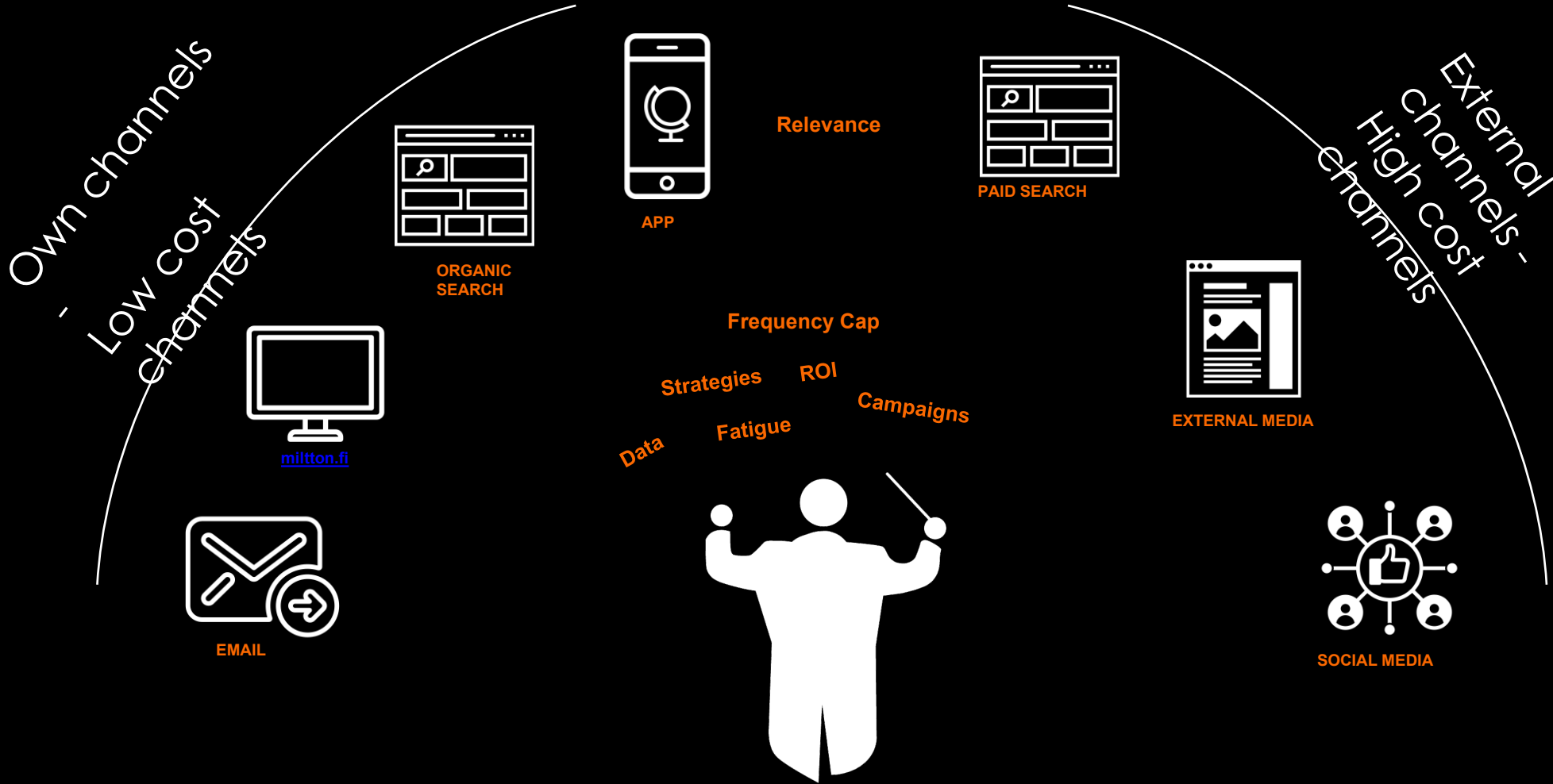
Those the Company wants to address. It's often everybody...

Message

What the Company wants to sell

CDP Customer Data Platform





Whenever the Customer wants

Timing

milton

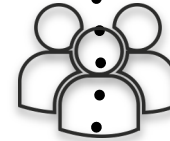


Channel

In the channel the Customer is using



The truth about campaigns in the future



Target group

The Customers who show interest



Message

What the Customer is interested in

**Men varför är
företagen inte där
idag?**

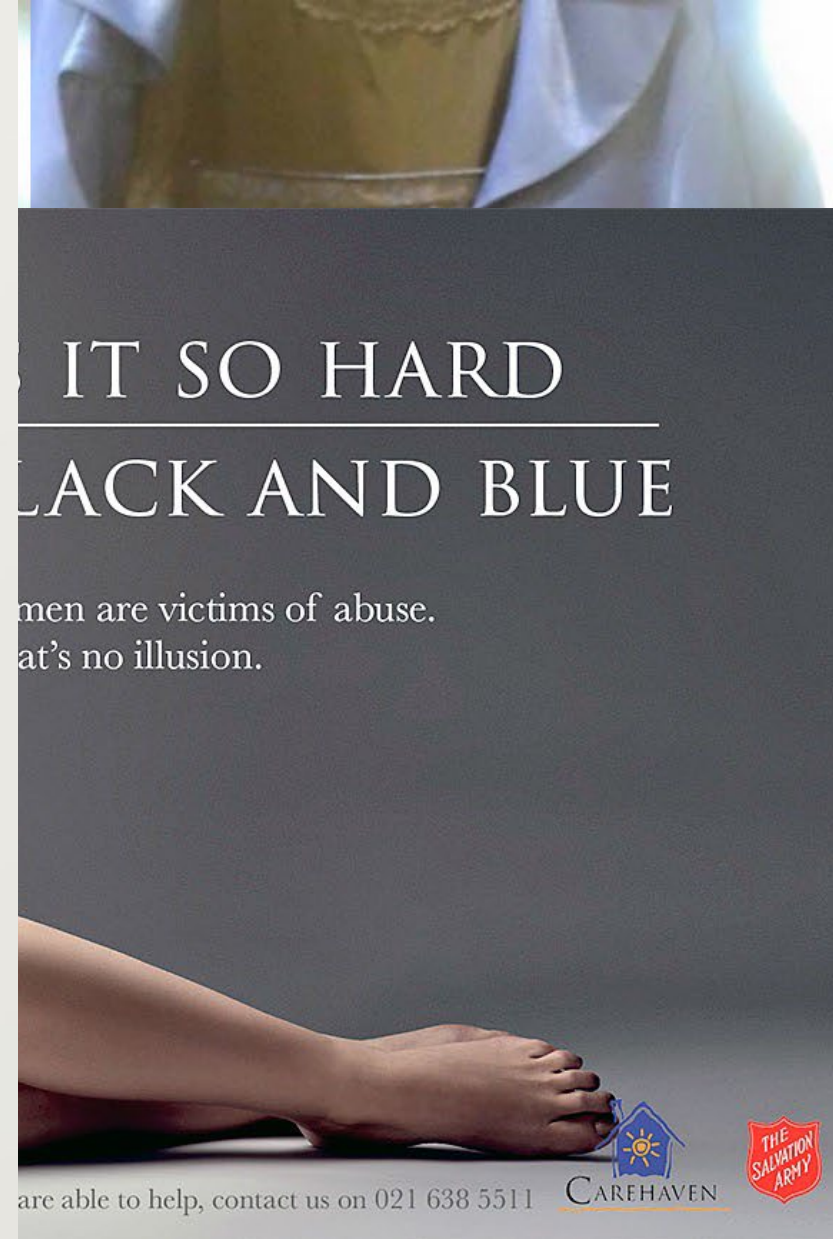


Men Stefan.

Du verkar ha missat vår nya linje mellan Bromma Airport och Arlanda. Boka din biljett i vår app eller på flygbussarna.se nästa gång.



Flygbussarna
AIRPORT COACHES



IT SO HARD BLACK AND BLUE

men are victims of abuse.
That's no illusion.

are able to help, contact us on 021 638 5511 **CAREHAVEN**



ORGANIZATION CHART

of

THE TABULATING MACHINE CO.

BOARD OF DIRECTORS - C-T-R-CO.

Alfred DeBuys	Clarence P. King
George W. Fairchild	Stacy C. Richmond
Charles R. Flint	Joseph E. Rogers
A. Ward Ford	Christopher D. Smithers
Oscar L. Gubelman	Thomas J. Watson
Samuel M. Hastings	George I. Wilber
John W. Herbert	Rollin S. Woodruff
Joel S. Coffin	

OFFICERS-C-T-R-CO.

Thomas J. Watson - Pres. & Genl. Mgr.
 George W. Fairchild - Vice-President
 James S. Ogsbury - Secy & Treasurer

COMPUTING-TABULATING-RECORDING Co.
 Offices - 50 Broad St. - New York City

THE TABULATING MACHINE CO.

General Offices - 50 Broad St.
 New York City

DIRECTORS

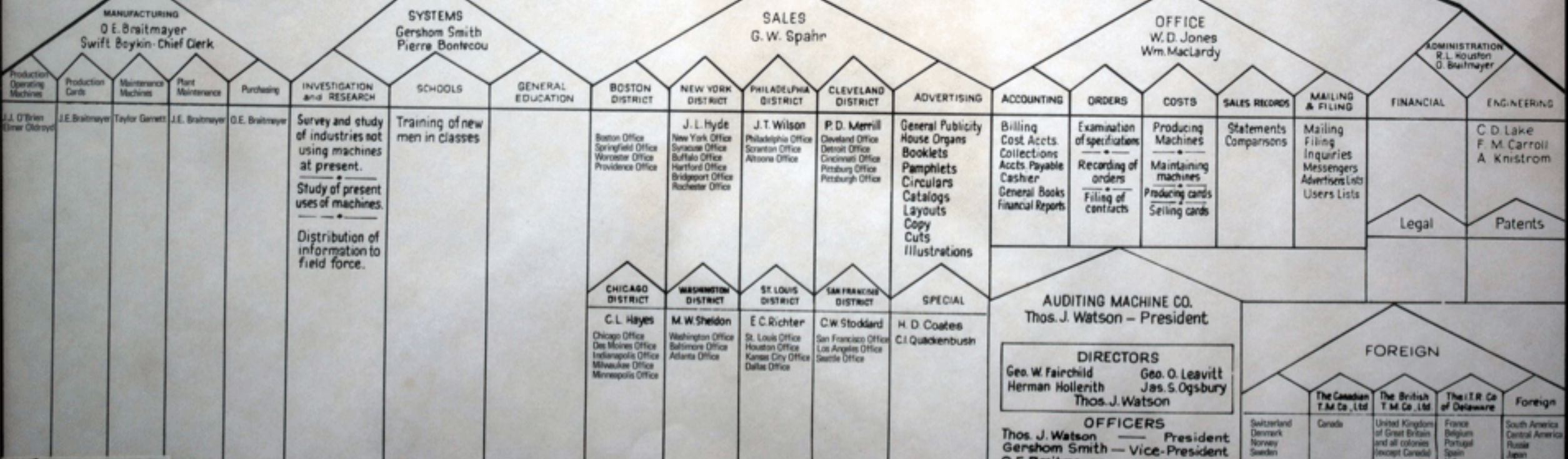
George M. Bond James S. Ogsbury
 George W. Fairchild Gershom Smith
 Thomas J. Watson

FACTORIES - WASHINGTON, D. C.
 - ENDICOTT, N. Y.
 - DAYTON, O.

THOMAS J. WATSON *President*
 R. L. Houston *General Manager*

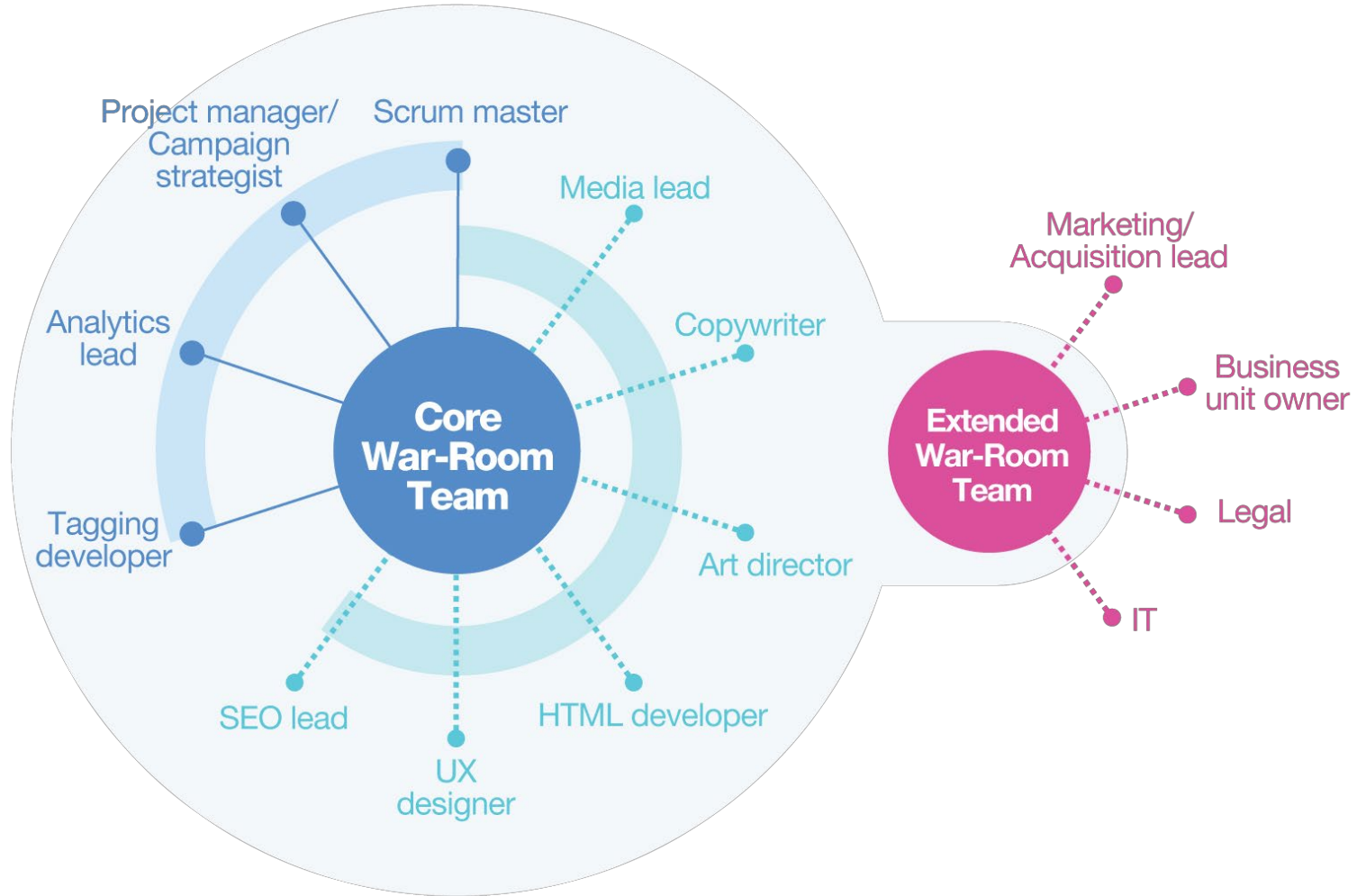
OFFICERS

Thomas J. Watson - President
 Gershom Smith - Vice-President
 R. L. Houston - Treasurer
 W. D. Jones - Asst. Treasurer
 James S. Ogsbury - Secretary
 O. E. Braitmayer - Asst. Secretary



BREAK IT - MAKE IT

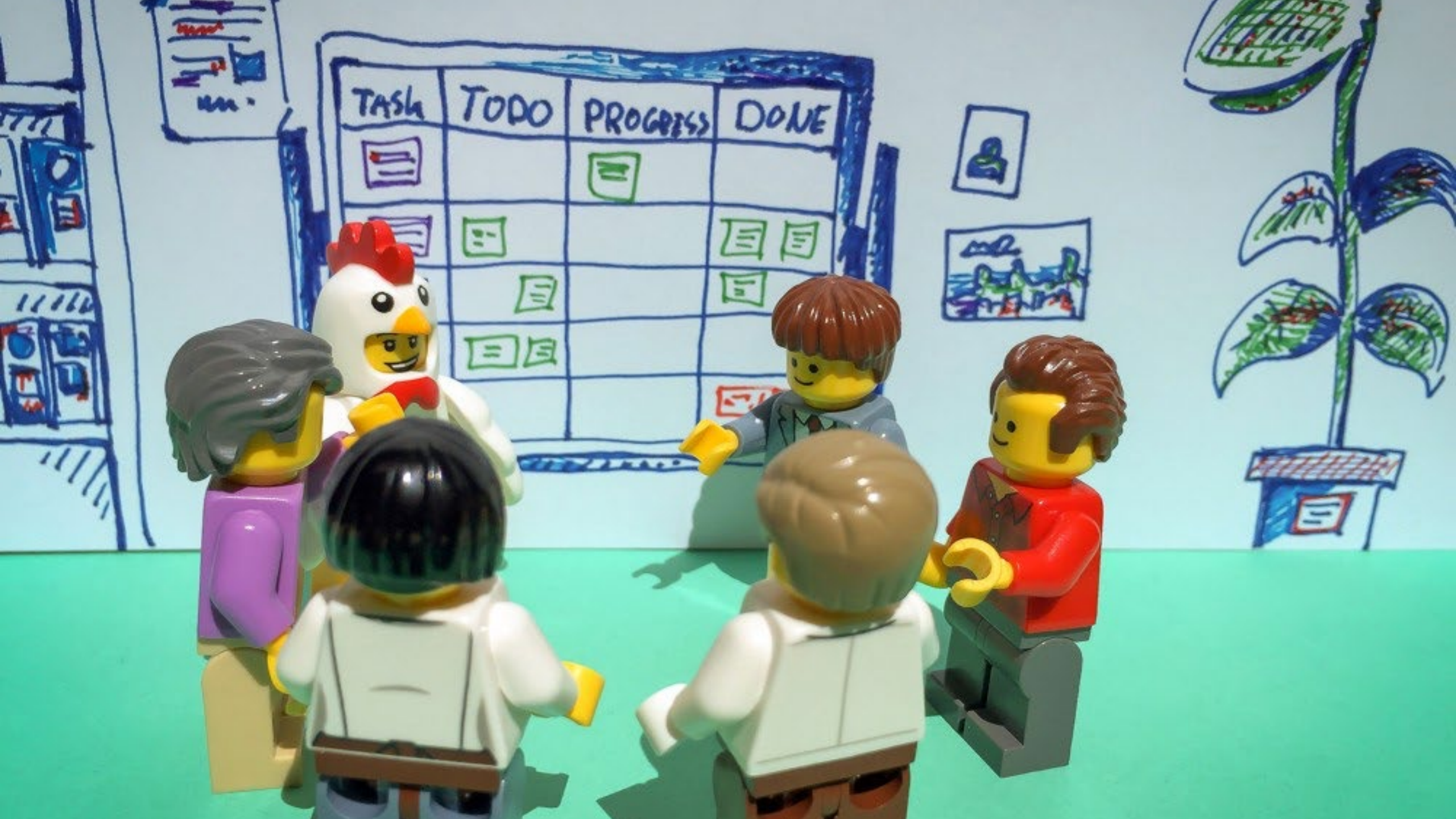







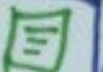


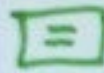




○ These roles can be internal or outsourced to vendor.

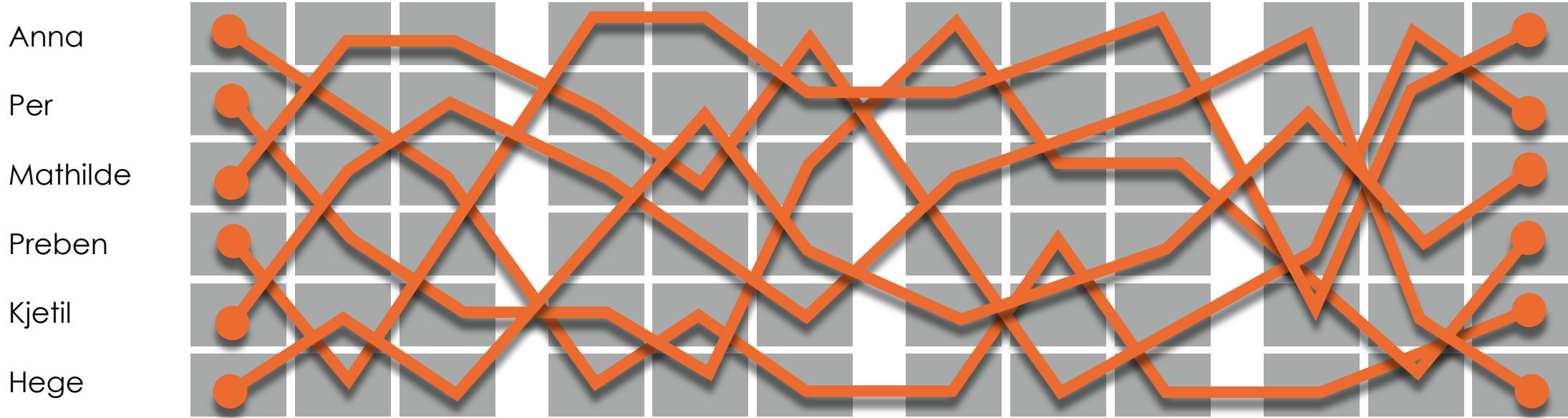
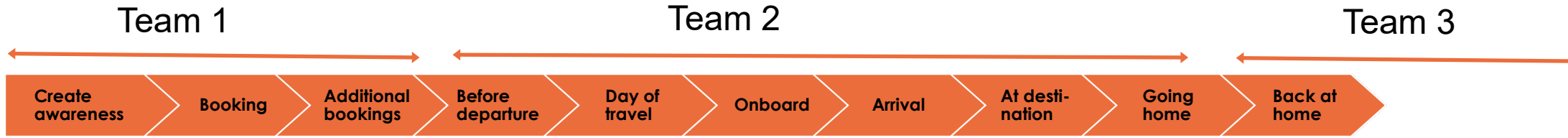
AGILE MARKETING METHODOLOGY



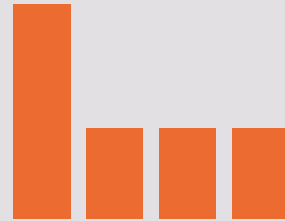


TASK	TODO	PROGRESS	DONE
			
			 
			
	 		
			



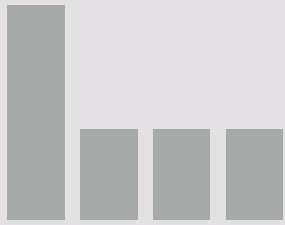


Attribution models

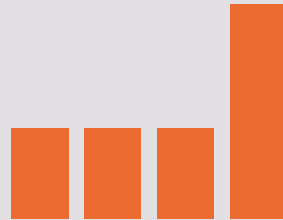


First click

Attribution models



First click

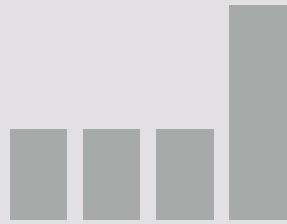


Last click

Attribution models



First click

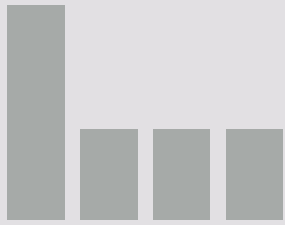


Last click

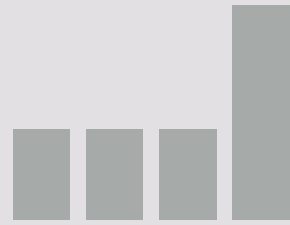


Linear

Attribution models



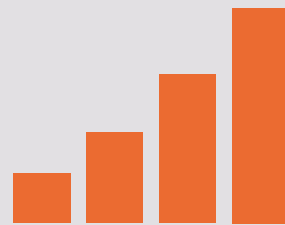
First click



Last click

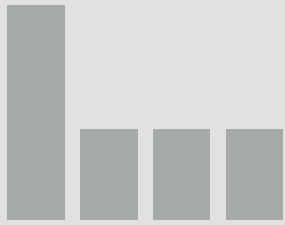


Linear

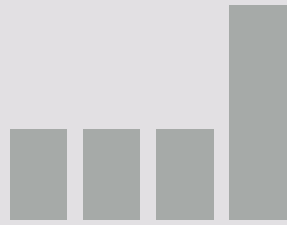


Time-Decay

Attribution models



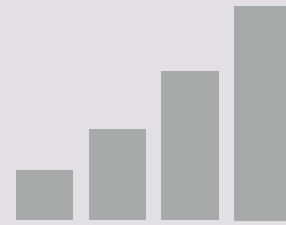
First click



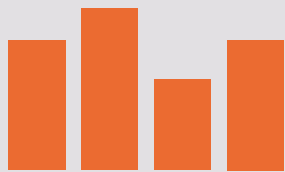
Last click



Linear

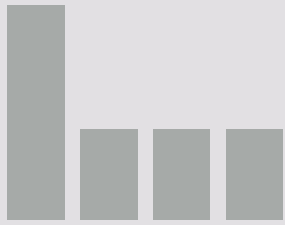


Time-Decay

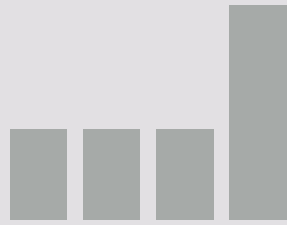


Data driven

Attribution models



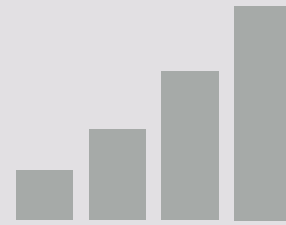
First click



Last click



Linear

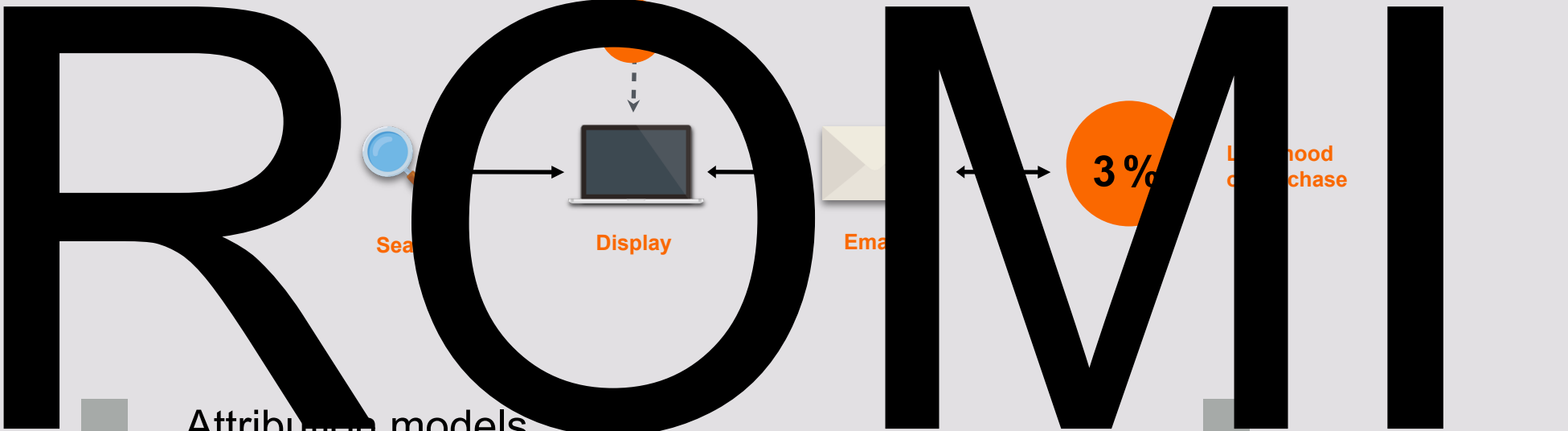
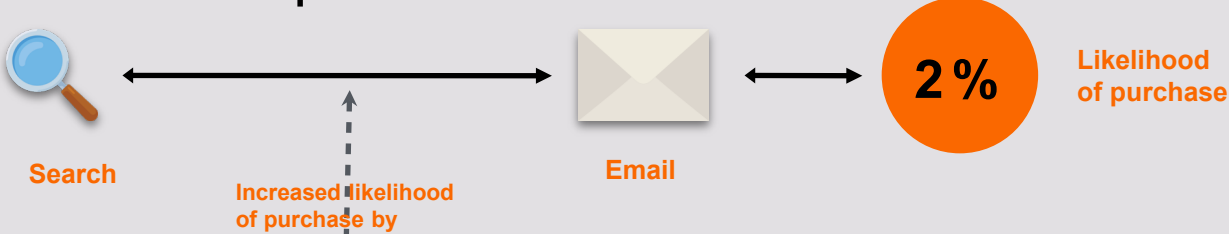


Time-Decay

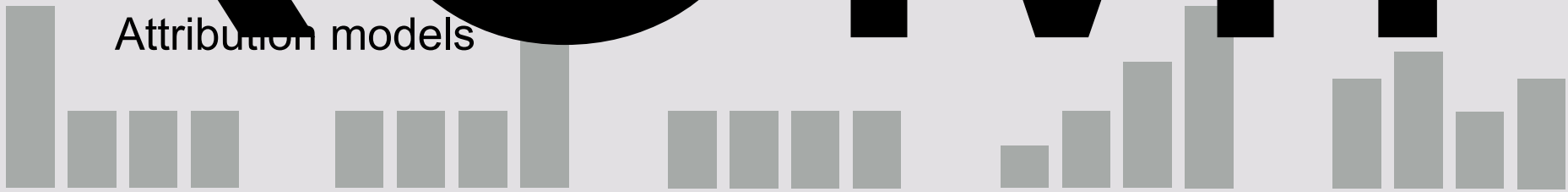


Data driven

Likelihood of purchase



Attribution models



First click

Last click

Linear

Time-Decay

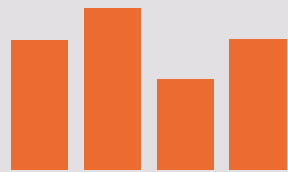
Data driven



BREAK IT - MAKE IT

Sammanfattning

BREAK IT - MAKE IT



Data driven

→ Frågor....och ev svar

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