

The End of Acquisition.



Hi, I'm Duncan

Director of Strategy & Planning at Croud



- Eight years in performance marketing
- Two years at Croud, a digital marketing agency
- Lots of acquisition

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One word



Odd, no?



acquisition

noun

an asset or object bought or obtained.





Hammersmith
& City line

HAMMERSMITH STATION

Hammersmith
& City line

RVT

SAP

payzone
top-up

No smoking

























Mo
sh

Our very own commodity



-
- An abundant commodity
 - (Essentially) free
 - No real limit to scale and application

Cookies, cookies everywhere

	theculturetrip.com Local storage		
	thecut.com 9 cookies		
	thedisillery.tv 4 cookies		
	thedrum.com 6 cookies		
	theguardian.com 7 cookies		
	thehawksmoor.com Local storage		
	thehoxtan.com Local storage		
	thelunacinema.seetickets.com Local storage		

Just an aggregate of data signals

Guardian visitor: read an article on Seville in the travel section, six days ago. 3+ pages viewed

Bought a mattress four months ago, returned to the site three times since to look at pillows (once via a paid social retargeting click)



Spent 10+ seconds on Digiday content about third-party cookies, achieved a scroll depth of 50%

Spent Christmas day searching for bike sales

Change is happening



- The way we collect and use data is in the process of changing dramatically.
- Some changes are regulatory, and some are technical.
- We'll cover what's happening, and why.

Three Ms

1.

Measurement

How we measure to reflect the true value of our customers.

2.

Messaging

The messaging we use in our communications.

3.

Medium

The medium in which we present that messaging.

The Beginning of the End.

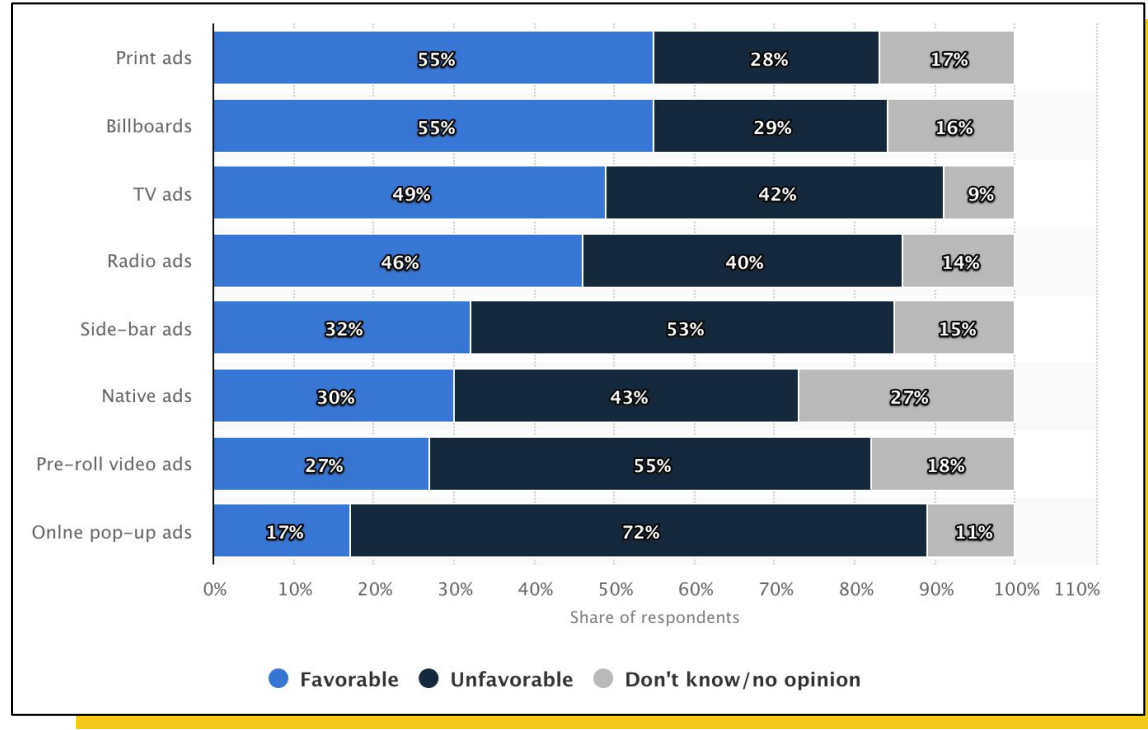


The beginning of the end

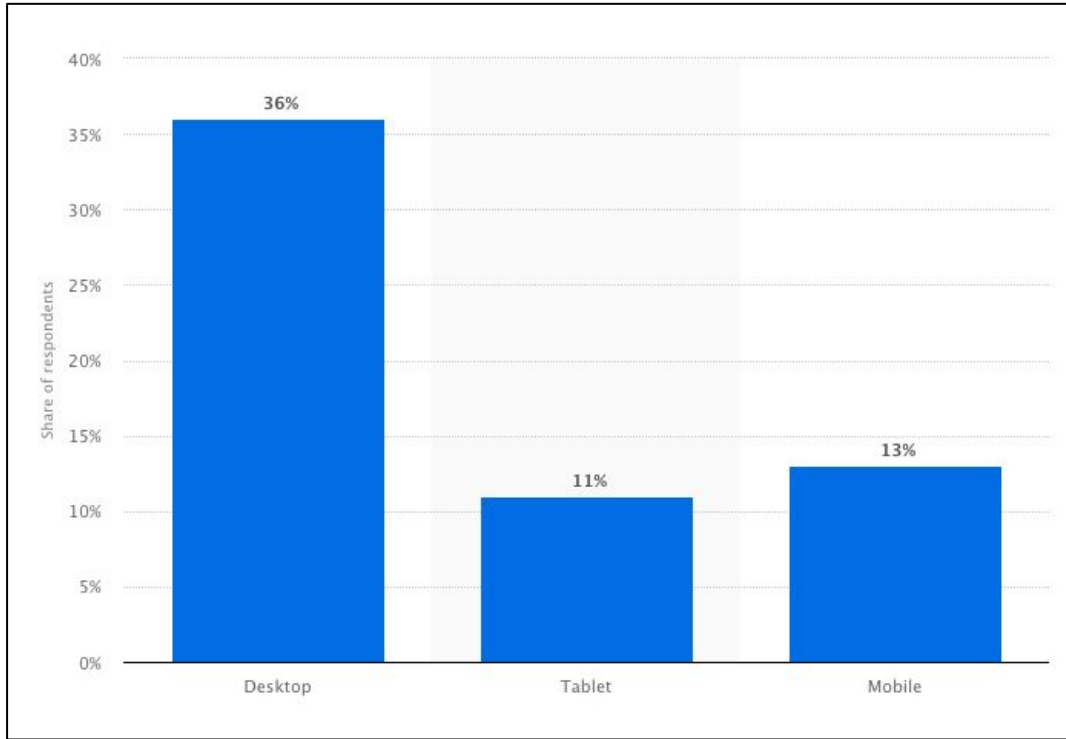


- Arguably, unrestrained use of that data led to some of the situations that consumers hate.
- Measurement and messaging were short-term in focus.
- Consumers felt they were being pestered, not helped, by the ads they saw.

Digital favourability slipped behind offline



And ad blocking rose in prominence



Source: Audience Project/Statista, 2018



We Need Your Consent

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Would you like to accept these cookies?

I Accept

Configure Preferences

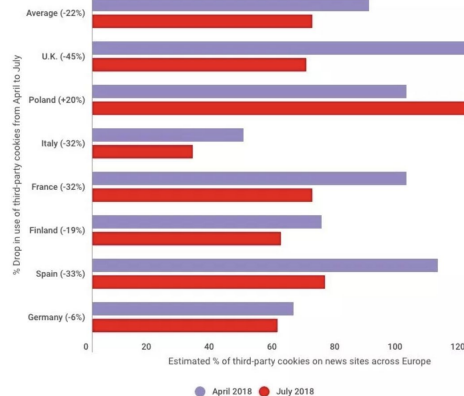
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Making Weapo
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Change

kers at a defence manufactur
up with a radical idea to start
be better for society.

GDPR marked a change

-45%

Estimated decrease in UK usage
of third-party tracking cookies
(source: Digiday, 2018)



But it's only part of the picture.



Changes are rolling out across browsers



64%



19%



5%



4%

And also on Facebook



- The Clear History tool is due to launch this year
- A **terrible** year for data scandals
- Partner Categories wrapped up in 2018

So what does this mean?



The Future.



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We face a future with less third party data



- That's a good thing, and it will force us to use our first-party data more effectively.
- That data is the result of a value exchange underpinned by trust, not acquisition.
- That will impact each of our three Ms: **Measurement**, **Messaging** and **Medium**.

Measurement: LTV, not CPA



- Use lifetime value to measure return beyond an initial action or purchase.
- Ensure this is embedded across your campaigns, including in any attribution modelling you're running.

Messaging: Speak to humans, not cookies



- Communicate based on the stage your customers are at in their relationship with your brand.
- Challenge received wisdom in creative and messaging.
- Apply consistency across channels.

This isn't revolutionary



If you're trying to persuade someone to do something, or buy something, it seems to me you should use their language.

David Ogilvy

Medium: Open dialogues



- Use formats that promote conversation.
- Use learnings from customer service to train AI or write scripts.
- Drive consideration *outside* of your website.

Here's a practical example.



Imagine you're a cycling retailer...

I've never bought anything from you, but I'm a keen cyclist.

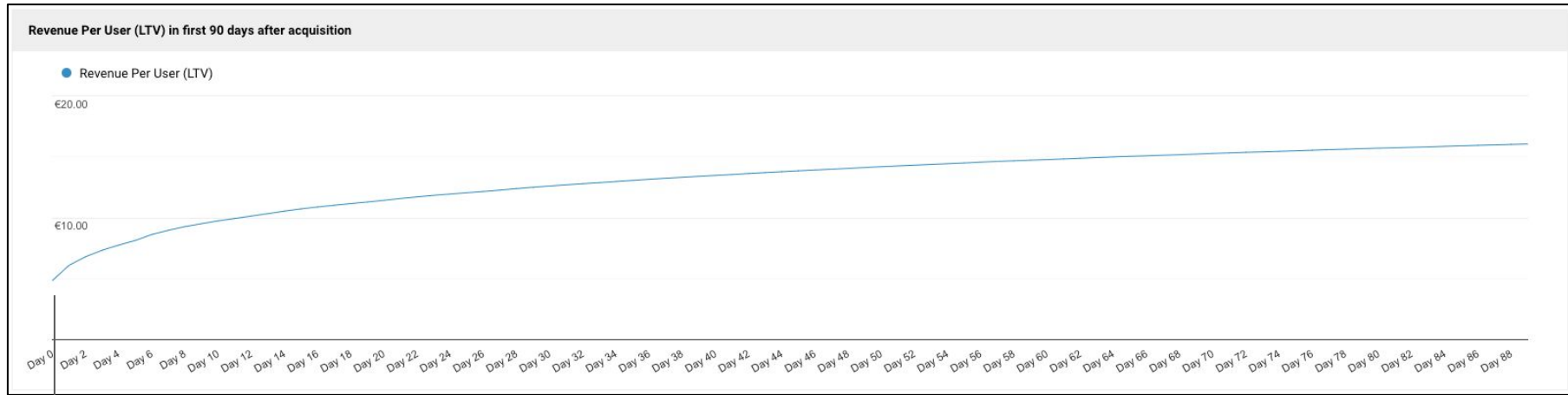
Your prospecting campaigns target me using lookalike modelling from the data you hold on your current customers. I decide to sign up to your newsletter having been incentivised to do so.



Using questions ('what kind of cyclist are you?') asked during sign-up, your segmentation informs the email and social copy I receive with personalised offers.

I buy from you, which moves me into a new customer segment, complete with recommended products, copy and lookalike modelling based on my LTV.

First, apply the correct measurement



'Acquisition'

Lifetime (90 day) Value

Build in lead measures, too



- Offset the move to a long-term revenue metric (a *lag* metric) by identifying diagnostics.
- Build these through the funnel to assess performance before you have visibility of LTV.
- Ensure these are metrics you can measure and influence in real-time.

Set your team up for success



Acquisition: CPA, CAC



Retention: ARPU, AOV

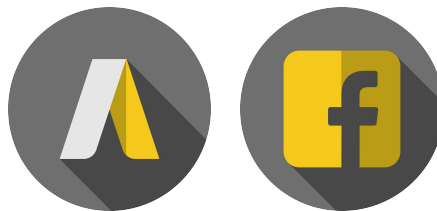


Lifestage: LTV

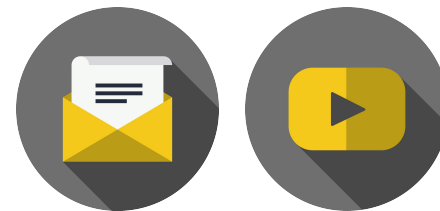
Plan by lifestage, not channel



Unconnected: reasons to trust and engage with the brand.

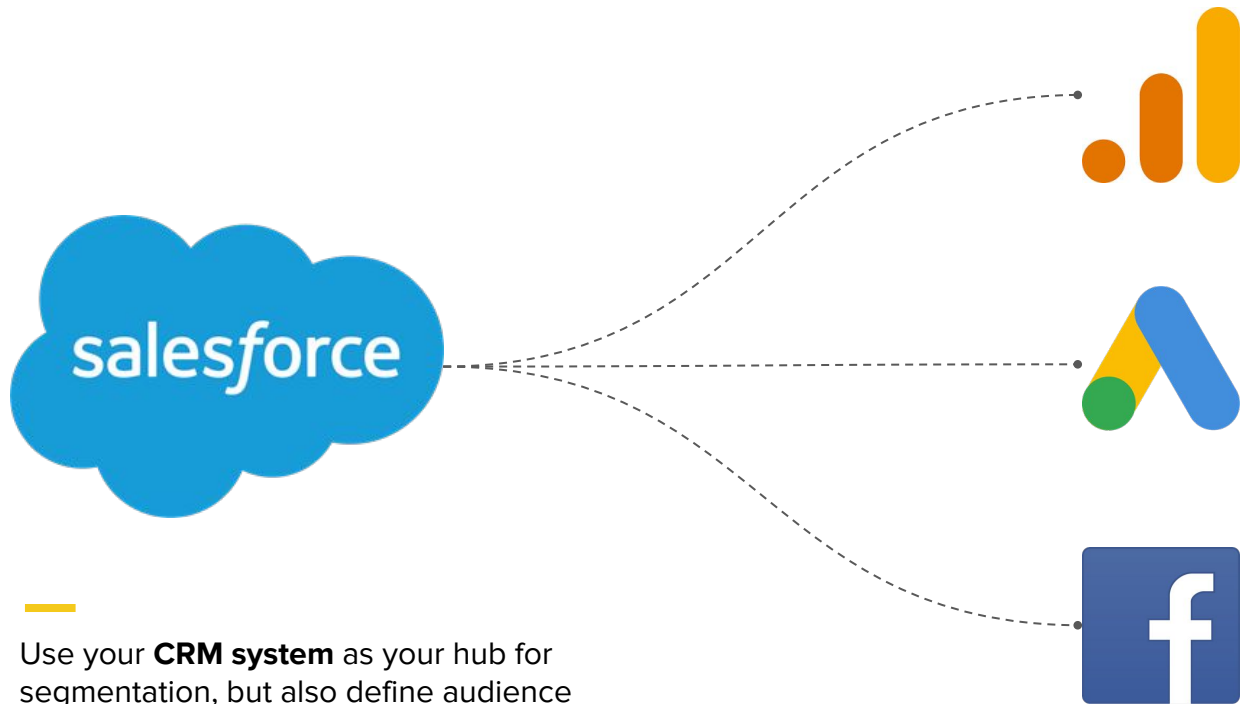


Registered: incentives for first-time purchase.



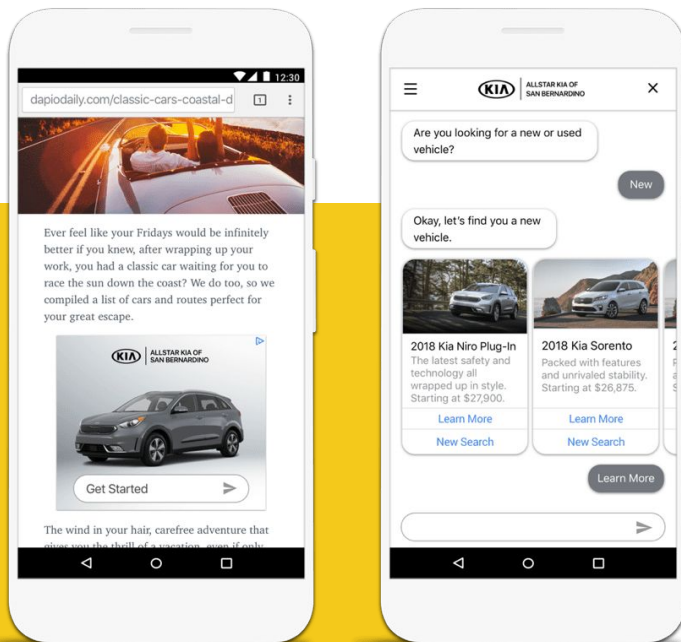
Purchased: relevant re-engagement with complementary products & advice.

Use tech to apply segmentation at scale



Use your **CRM system** as your hub for segmentation, but also define audience strategies cross-channel, including recency and frequency assumptions.

Diversify how you deliver your message



- Dialogue will be key for building brand and product consideration.
- Leverage learnings from customer service in how you structure that dialogue.
- Semantics and topics can inform emerging developments, like voice search.

What next?



relationship

noun

the way in which two or more people are connected, or
the state of being connected.

The End.



Thanks!

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