

From database to “data-based”



Wavemaker

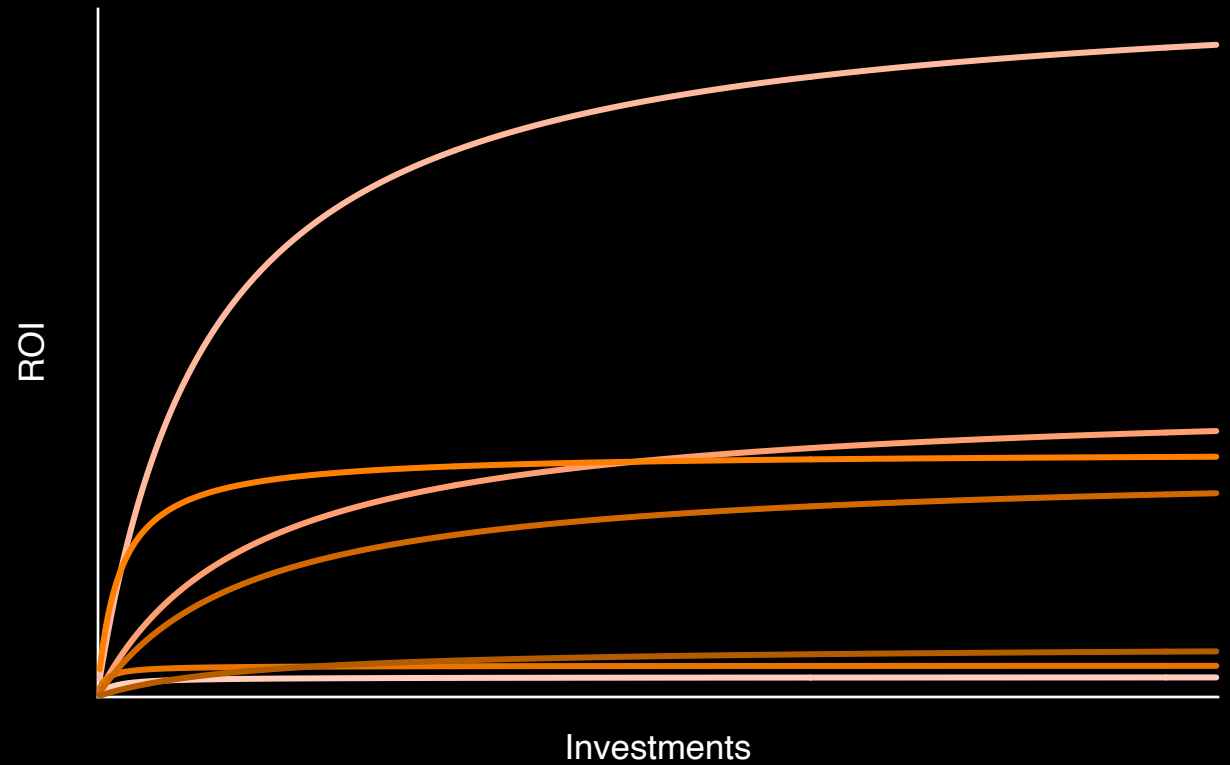


A lot of data already collected by Telenet in the past years

CLIENT SEGMENTATION



MMM ROI curves





The challenge

***No or limited
activation of these
data
in media strategies***

Our solution

*Activating our data analytics capabilities,
media expertise and smart activation tools*

Client segmentation

**Re-contact
Survey**

With extended media info

MMM

**ROI curves in
our OS**

AI powered planning tool

Results on 3 levels



Understanding & activation

- *ID cards*
- *Power BI dashboards*
- *Integration in our activation platforms*



Validation

- *AB testing*
- *Showing clear uplift in results*

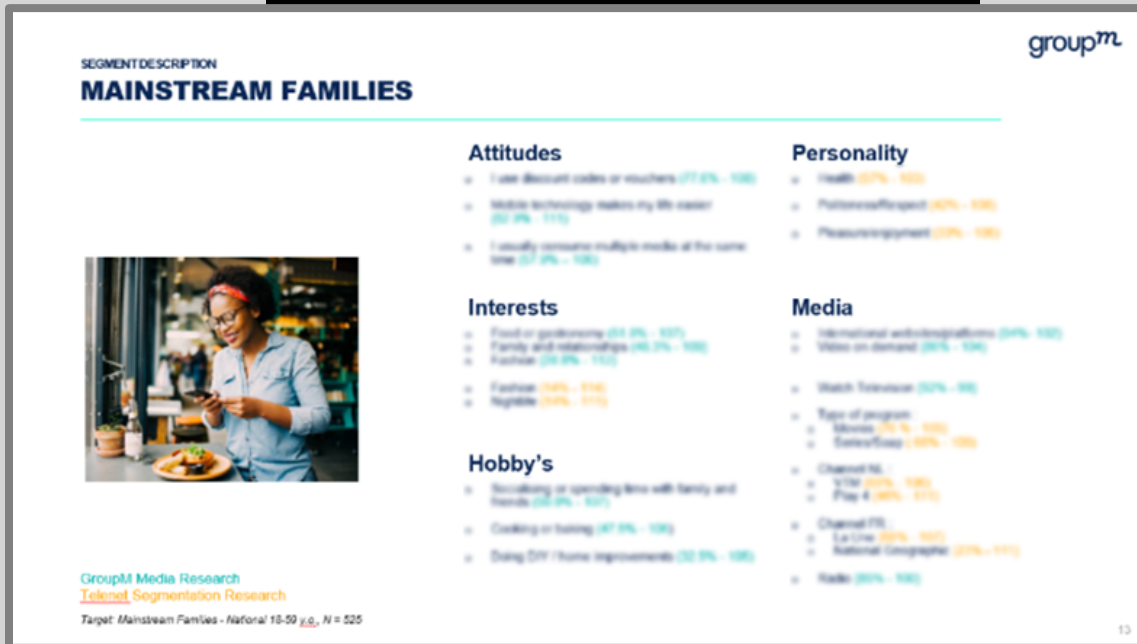


Adoption

- *Presentation in live sessions and dedicated seminar*
- *Integration in every briefing and campaign strategy now !*

Facilitating understanding and activation via ID cards and dashboards ...

ID cards



Dashboard



Proven added value via integration and activation in our platforms

Client segments activation via

[m]precision

Showing the rigorous set up of our approach

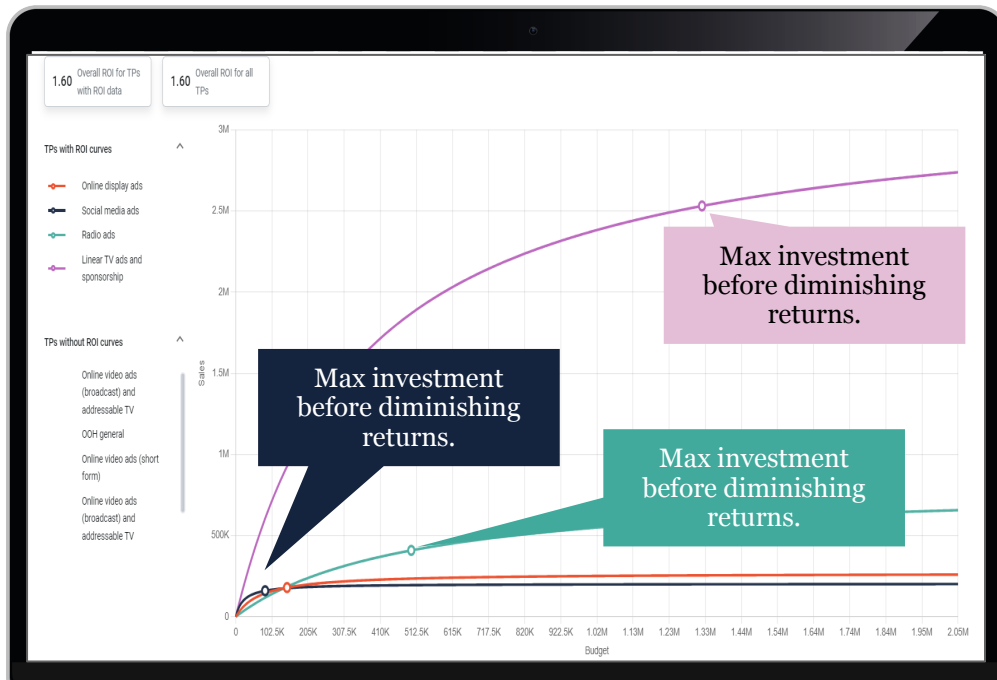
A/B Test results

- +50% qualitative visits
- -21-63% lower CPA

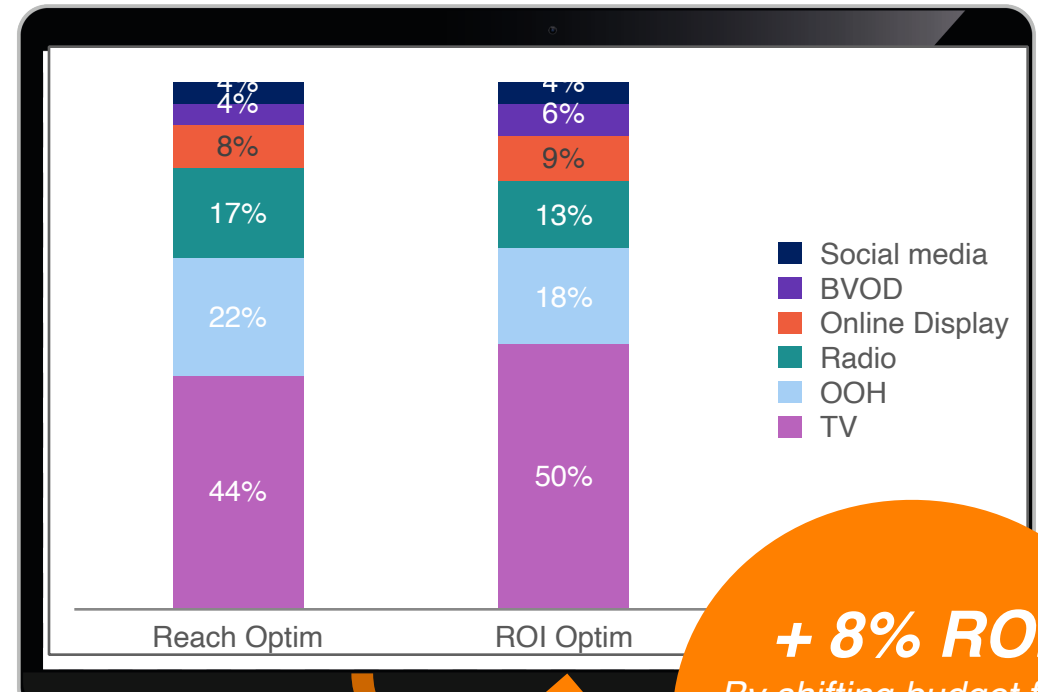


MMM/ROI curves uploaded in our OS allow us to optimise media planning on incremental sales

ROI curves loaded in OS



Example optimisation media split on ROI



+ 8% ROI
By shifting budget from Radio and OOH to Video and Online Display/Search

The reason why we deserve an AMMA

Fully data driven project

From understanding, collection, enrichment to exploration, visualization, validation and activation

1+1 = 3

Extended partnership & collaboration, not only between research teams, but also full adoption by TN marketing and WM client teams

From databased to “databased” planning

Activating 1st party data on a broad scale increasing the impact of Telenet’s campaigns



Wavemaker^o

Grow fearless