Usage of Profiling Data within Affiliate Marketing

Alwin Viereck
Director Product, Strategy & Communication
Member of the Management Board
Agenda

Affiliate Marketing at a glance

Collecting Profiling Data

Use Case I: Retargeting

Use Case II: Cart abandonment

Data Privacy Compliance (EU-DSGVO)
Affiliate Marketing at a glance

1 + 1 = 3

Innovate your Online Marketing
The Challenge - Scattered Marketing Ecosystem
with focus on display/performance marketing
The Affiliate Marketing Value Chain

Affiliate Marketing Value Chain

Attention  Interest  Desire  Action  Repeat

Pay per View  Pay per Sale
Pay per Click  Pay per Lead

affilinet – the art of performance marketing

Performance Display
Prospecting  Retargeting
Content Websites & Social Media

Data Driven Advertising – Customer Journey & Attribution

Content Portal Shorttail
Couponing
Price comparison
Cashback
Network Rationale

Your incubator for innovation

- 700,000 Publishers + 30k new signups/year
- 35 Billion Ad Impressions
- 1.5 Billion Clicks
- 22 Million Orders
- 3,500 Advertisers

Retail, Telco, Travel, Finance
Profiling Data Collection

Requirements

Collect (Behavioral) User Data
Distribute to 3rd Party Vendors
Compute Data
Target your audience
Data security & governance
Performance
Easy Management of “Tags”

Approach & Solutions

Universal Container Tag / TMS
3rd Party Vendor Integration
Privacy Compliant Data Management
Use Cases

- Prospecting
- Retargeting
- Cart abandonment
Prospecting / Retargeting (I)

Requirements

- Reach of new clients
- Convert prospects
- Retain existing clients

Approach & Solutions

- Prospecting
- Retargeting
- Optimization Goals
Prospecting / Retargeting (II)

Prospecting

Technical targeting

Socio-demographic targeting

Time, Geo, OS, Browser, Screen, Device, Socio-Demo etc.

Which characteristic influences outcome
Prospecting / Retargeting (III)

Retargeting

- Frequency, Recency, Corrections
- Static / Segmented / Product
- (Dynamic) Creatives

Customer Scoring based on recency, frequency or correction factors

Which characteristic influences outcome
Prospecting / Retargeting (IV)

**Optimization Goals**
- Cost per Mille (CPM/TKP)
- Cost per Click (CPC)
- Cost per Action (CPA/O/S/L)

**Inventory**
- Given inventory to be monetized
- Targeted inventory to be bought

**User Scoring**

**Targeting strategies**

**Probability evaluation**

**Buying strategies (Price Point)**

**eCPM Benchmarking**
Cart abandonment (I)

Requirements
- Reduce Cart Abandonment
- Increase Average Order Value

Approach & Solutions
- Conversion Rate Optimization
- Personalization
- Retention
- Onsite (popup) elements
- Mail reminder
Cart abandonment (II)

Onsite (popup) elements
Cart abandonment (III)

Mail reminder
Data Privacy Compliance (EU-GDPR/ePR)

Requirements & Challenges

- Mobile & Ad Blocking
- Multi Device & Cookieless Tracking
- Big Data ~ Massive Data Amounts
- Targeting vs. Data Privacy

Solutions

- Legitimate interest? (Art. §6 Abs. 1f)
- Consent Solution
- 3rd Party (TrustArc/Evidon)
- Data Alliance(s)
Data Privacy Compliance (EU-GDPR/ePR)

Impact ePR

Contact:

affilinet GmbH
Alwin Viereck
Sapporobogen 6-8
80637 Munich

t. +49 89 435 710 193
f. +49 89 435 710 100
e. aviereck@affili.net
www.affili.net