

# Data and AI Market Trend

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# Latest Digital Trends

## 1 Embracing for the Cookieless World

The 3<sup>rd</sup> party cookies will be fully phased out by end of 2024 but only a few companies are prepared for the cookieless future

**How Will the Change in Support for Third-Party Audience Cookies Affect the Use of Data for Data Professionals in North America?**  
% of respondents, May 2020

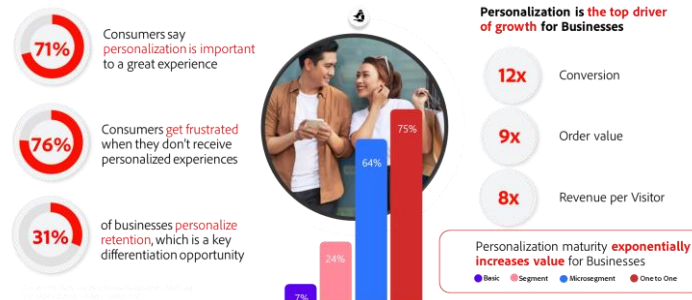
Change in Support for Third-Party Audience Cookies	% of respondents
Increase spending/emphasis on use of first-party data	49.4%
Increase interest in third-party identity resolution solutions	37.7%
Engage with third-party industry groups to build identity resolution solutions	35.9%
Increase efforts to build second-party data relationships	35.9%
Increase focus on developing custom/in-house identity resolution solutions	35.9%
Increase spending/emphasis on contextual advertising	34.0%
Increase testing/investment in new solutions	32.1%

Source: Watersberry Group, "The State of Data 2020" in partnership with Interactive Advertising Bureau (IAB), July 22, 2020  
201477 www.iab.com



## 2 Raising Customer Demand in Personalized Experiences

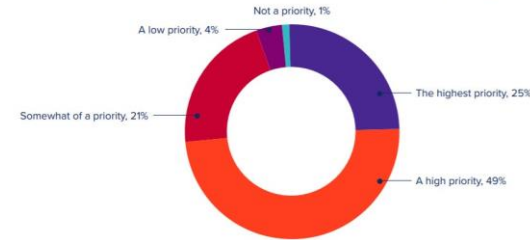
Personalization is the top driver of growth for businesses now



## 3 Emerging Use of 2<sup>nd</sup> & 3<sup>rd</sup> Party Data

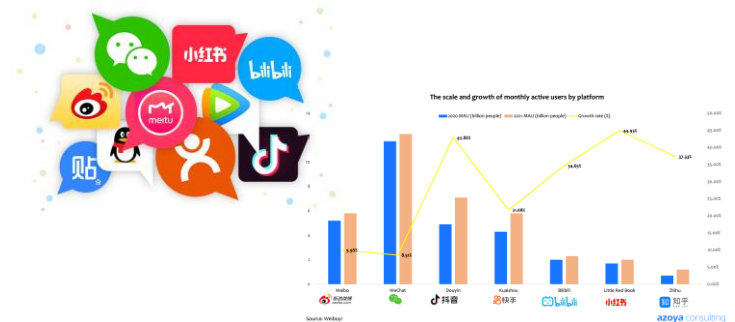
Big companies are starting to incorporate 2<sup>nd</sup> party data from their partners into their marketing operation

FIGURE 9: How important are second-party data partnerships to your organization?

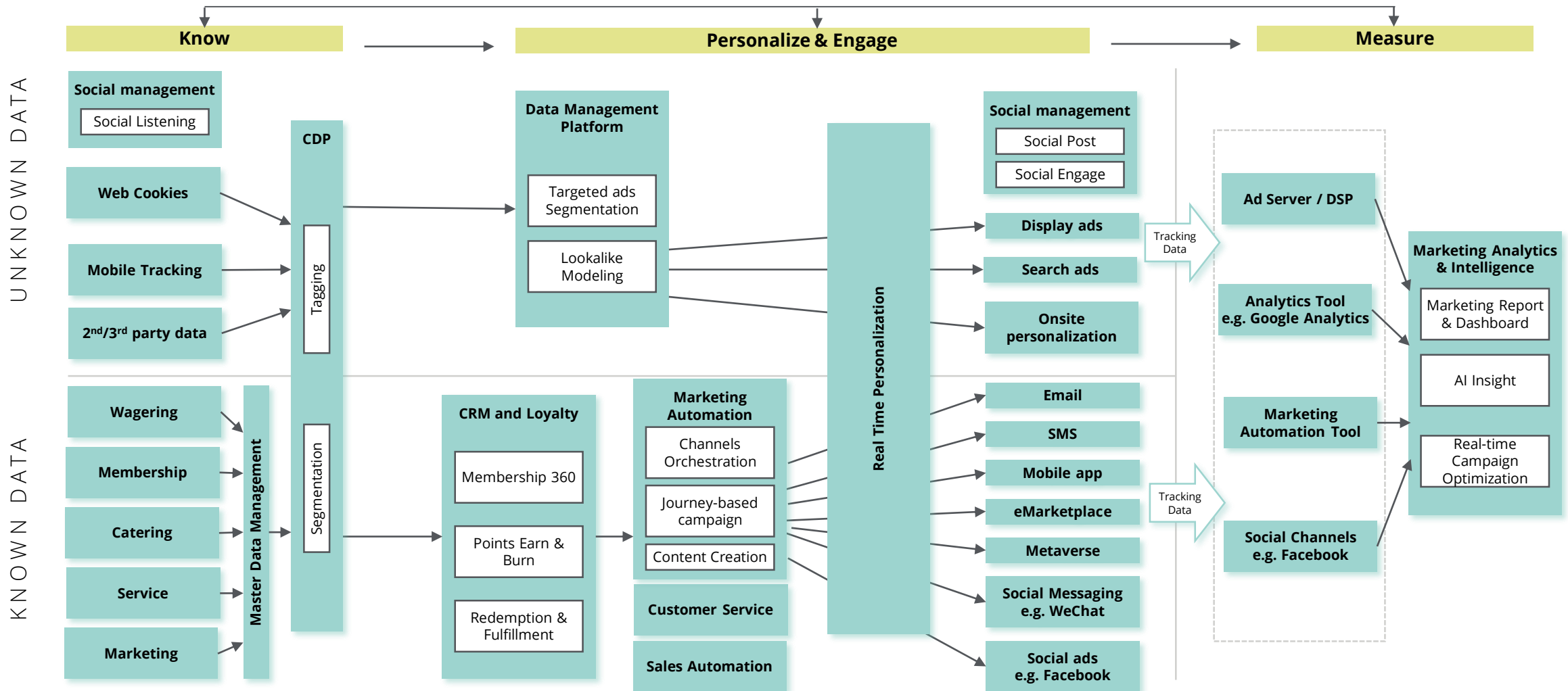


## 4 GBA is the Trend

Mainland visitor is a key force which the engagement ecosystem in China is different from HK/International.

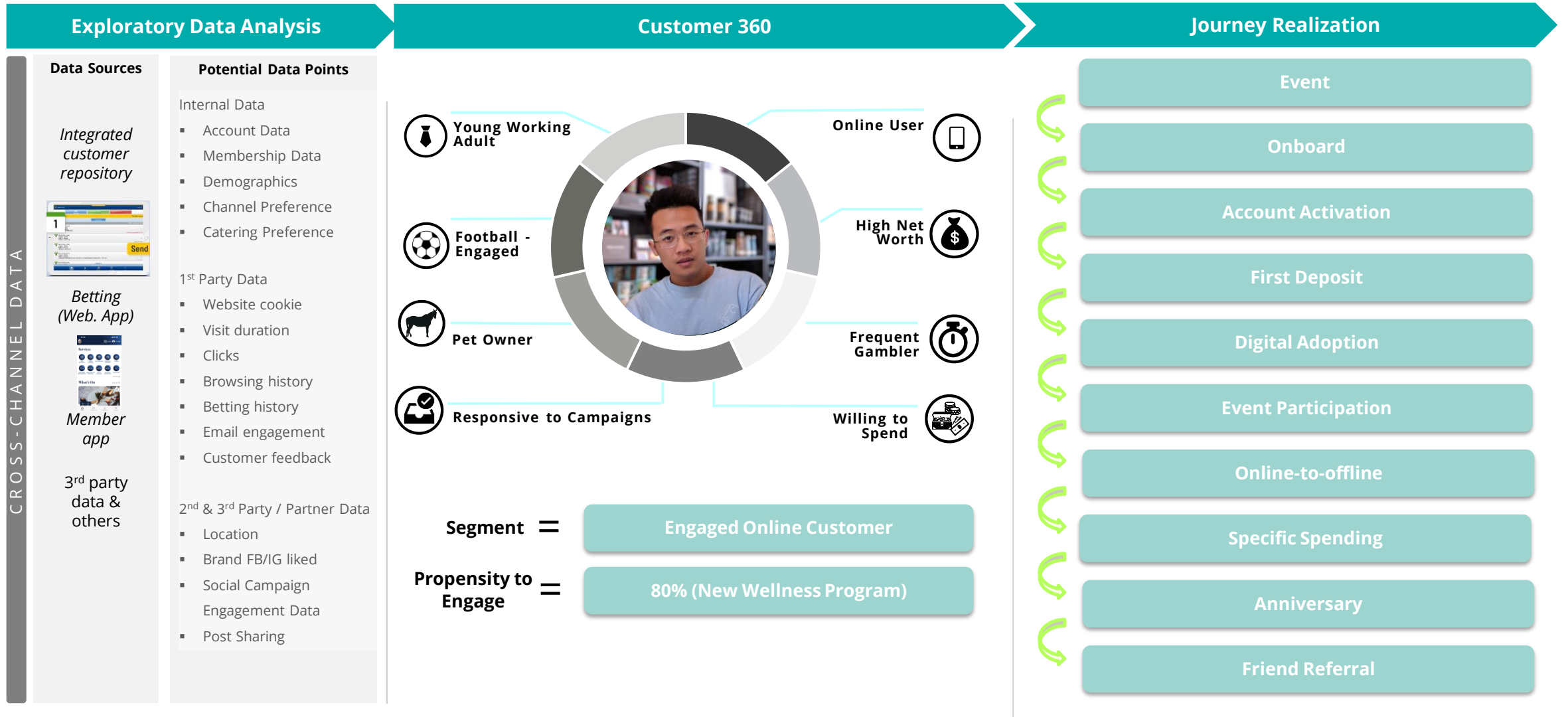


# Data Driven Customer Engagement Platform



# Closing the Digital Feedback Loop

Connecting scattered touchpoints and interactions as a progressive and cohesive journey



# Year 1 Methodology – Foundation & Experiment (6-Months Quick win)

## 1 Insight-Driven Organizational (IDO) Strategy Plan

*Business and Technical Consultants to map out current states and formulate the best QUICK WIN action plan*

### **Deliverables:**

- Data Maturity Assessment Report
- Data Capturing Initiative Roadmap
- Journey backlog & prioritization

### **Key benefits:**

- Provide a solid blueprint for tagging and C360 design
- Select most impactful journey for end-to-end test

## 2 Tagging Design & Implementation

*To design & implement tagging on C360 in a structured and reusable manner*

### **Deliverables:**

- Tag and Persona Library
- Tag implemented on C360 for data activation test & analytics

### **Key benefits:**

- Increase the quantity (e.g. tag per customer) and quality (e.g. touchpoint coverage per customer, type of tag per customer)

## 3 C360 Foundation & Analytics Insight

*To implement C360 on Cloud Data Platform, provide a data foundation for segment generation & new customer insights*

### **Deliverables:**

- C360 implemented on Cloud data platform with Teradata and offline files
- Tableau dashboards for C360 and tagging

### **Key benefits:**

- Act as foundation for Year 2 realization with more journeys
- Dashboards to visualize biz values, e.g. increase in conversation rate, lower CPA, etc.

## 4 End-to-End Data Activation Test

*To run a campaign with sophisticated A/B test to prove an enhancement in biz KPIs*

### **Deliverables:**

- Campaign designed and executed with measurable KPI enhancement
- Testing methodology and future recommendations

### **Key benefits:**

- Proven biz results, e.g. increase edM open rate, lower advertising CPA, higher engagement rate on digital channel, higher conversion, etc.

# Further demonstration of our work.

Our proven technical capabilities, business know-hows, industry experience, and well-rounded strength across the globe



Leading Property  
Developer



Leading Real-Estate  
Developer



Global Luxury  
Fashion House



Leading Automotive  
Company



French Luxury  
Conglomerate

## Tech

*Customer Data Platform  
App  
Loyalty Engine*

*Customer Data Platform  
App  
Loyalty Engine*

*Customer Data Platform  
MDM/DQM  
CRM (Service & Marketing)  
Mobile pp*

*Customer Data Platform  
MDM center  
On premise data lake*

*Customer Data Platform  
China Data Lake*

## Benefit

Streamlined customer  
and marketing  
campaign management

Single view of customer  
across channels

Reward redemption  
across 8 shopping mall  
in one app

Upselling opportunities  
managed on a  
centralized platform

Reduced campaign  
time-to-market by 34%

Enabled sales advisors  
to provide better  
services through  
tailored mobile app

Improved customer  
retention rate by 10%

Enhanced internal work  
efficiency

Personalized  
recommendation on  
front-end application

Increased capacity for  
data analysis through  
cleansed data