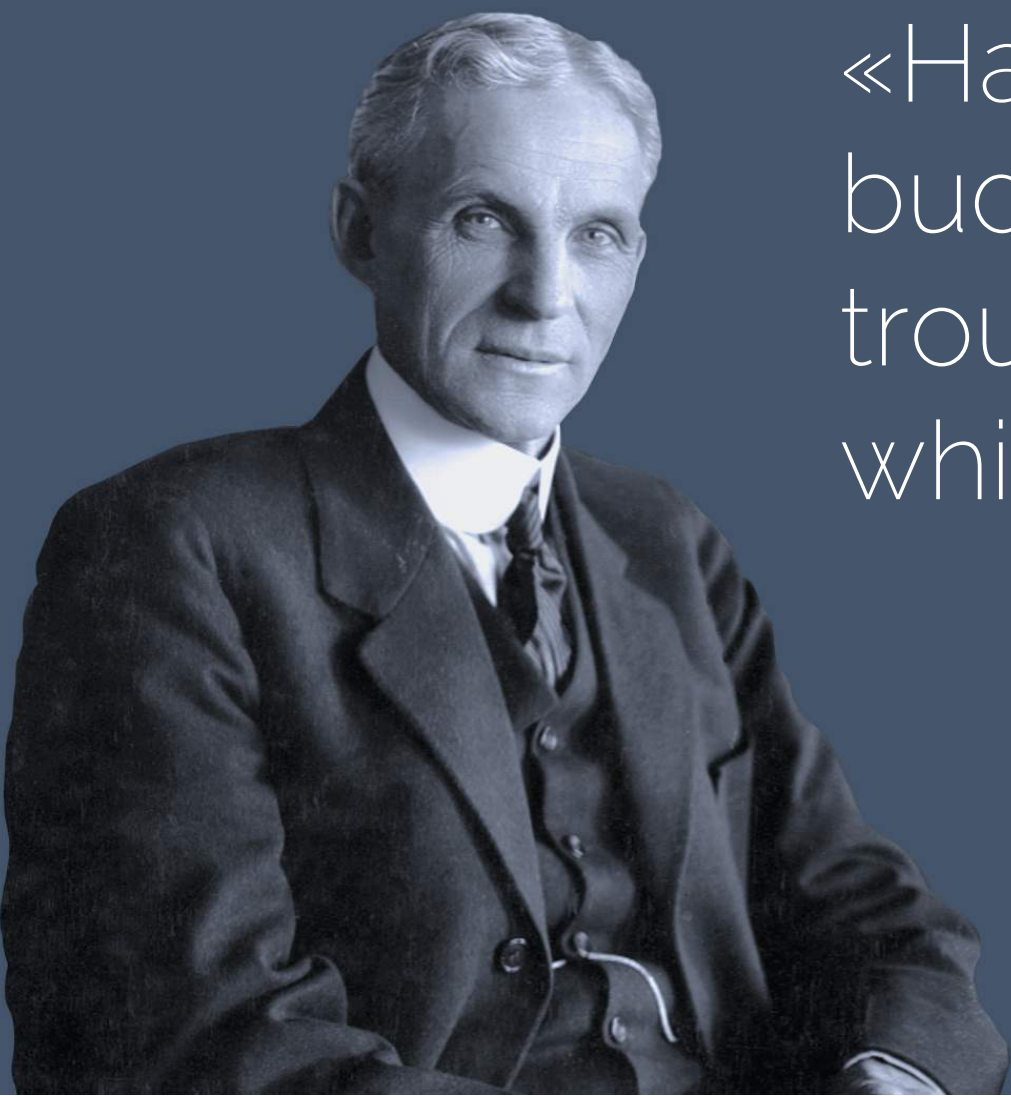


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A black and white portrait of Henry Ford, an elderly man with white hair, wearing a dark suit, white shirt, and tie. He is looking slightly to the right of the camera with a neutral expression. The background is a solid dark blue.

«Half of my advertising budget is wasted – the trouble is I don't know which half»

Henry Ford

Die Kanaleffizienz zu verstehen, wird aber immer wichtiger

Zur Zeit von Henry Ford

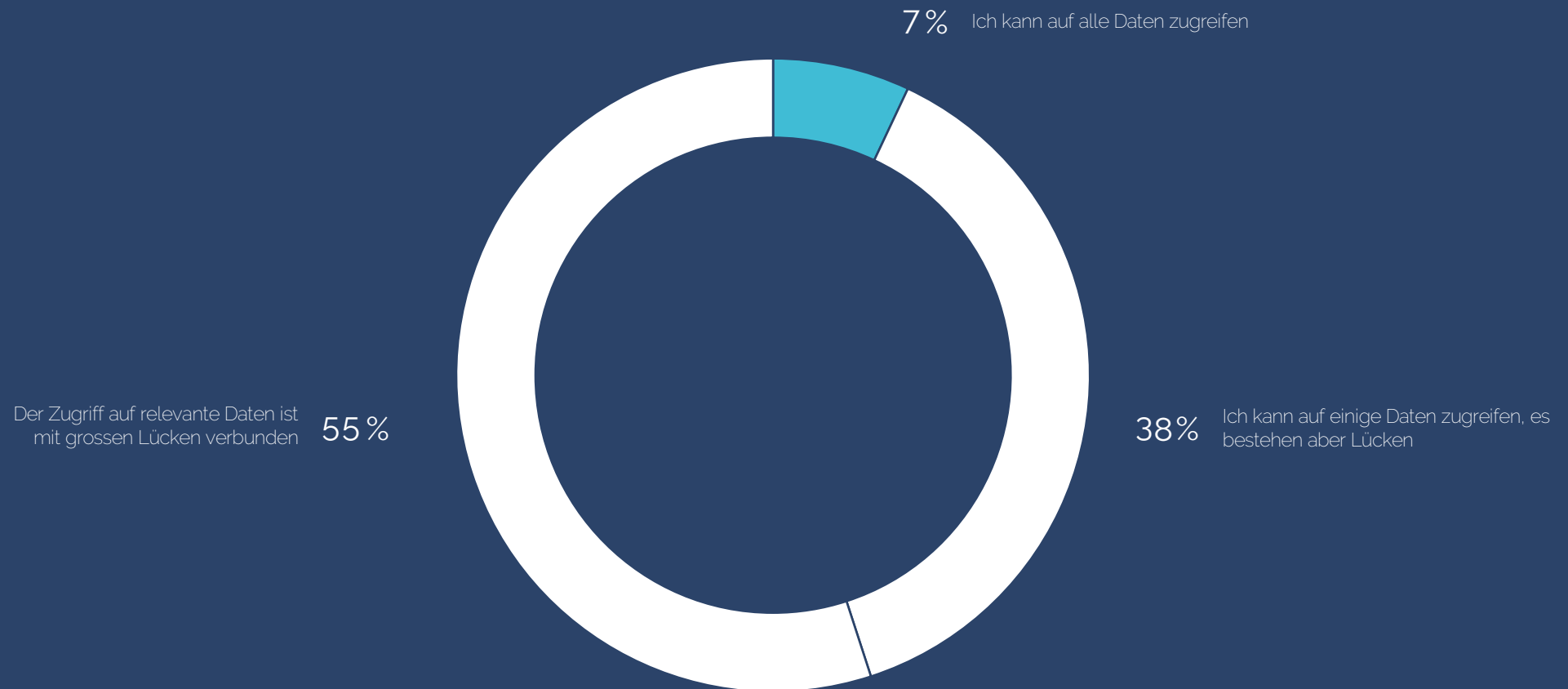


Heute



Aber warum können wir die
verschwendete Hälfte
immer noch nicht
identifizieren?

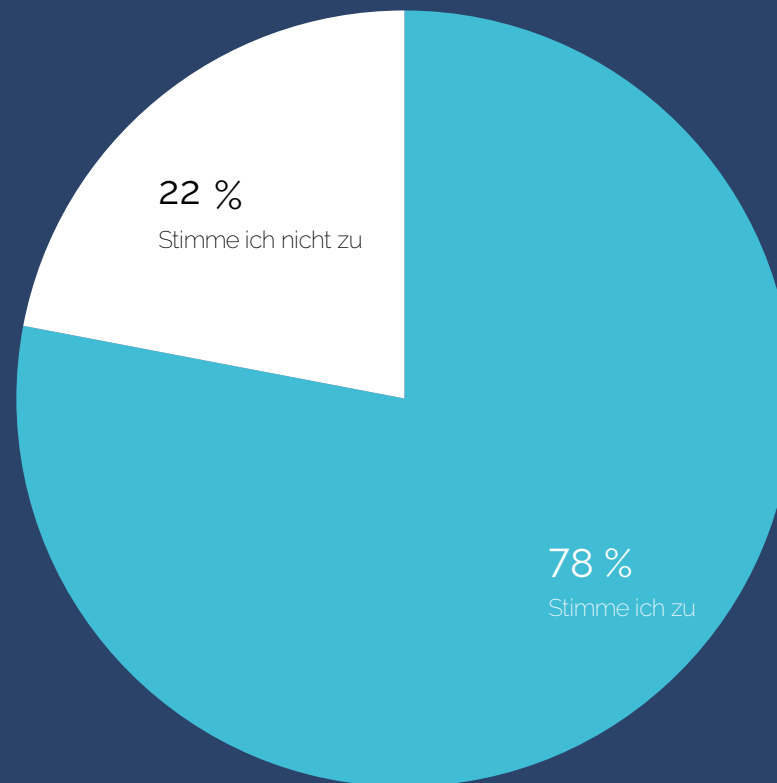
Problem #1: Zugang zu den richtigen Daten



Quelle: KANTAR (2018), GETTING MEDIA RIGHT

Problem #2: Leistungspunkte über die Kanäle hinweg verknüpfen.

Die Beurteilung der Marken-
Performance über verschiedene
Kanäle hinweg ist eine grosse
Herausforderung

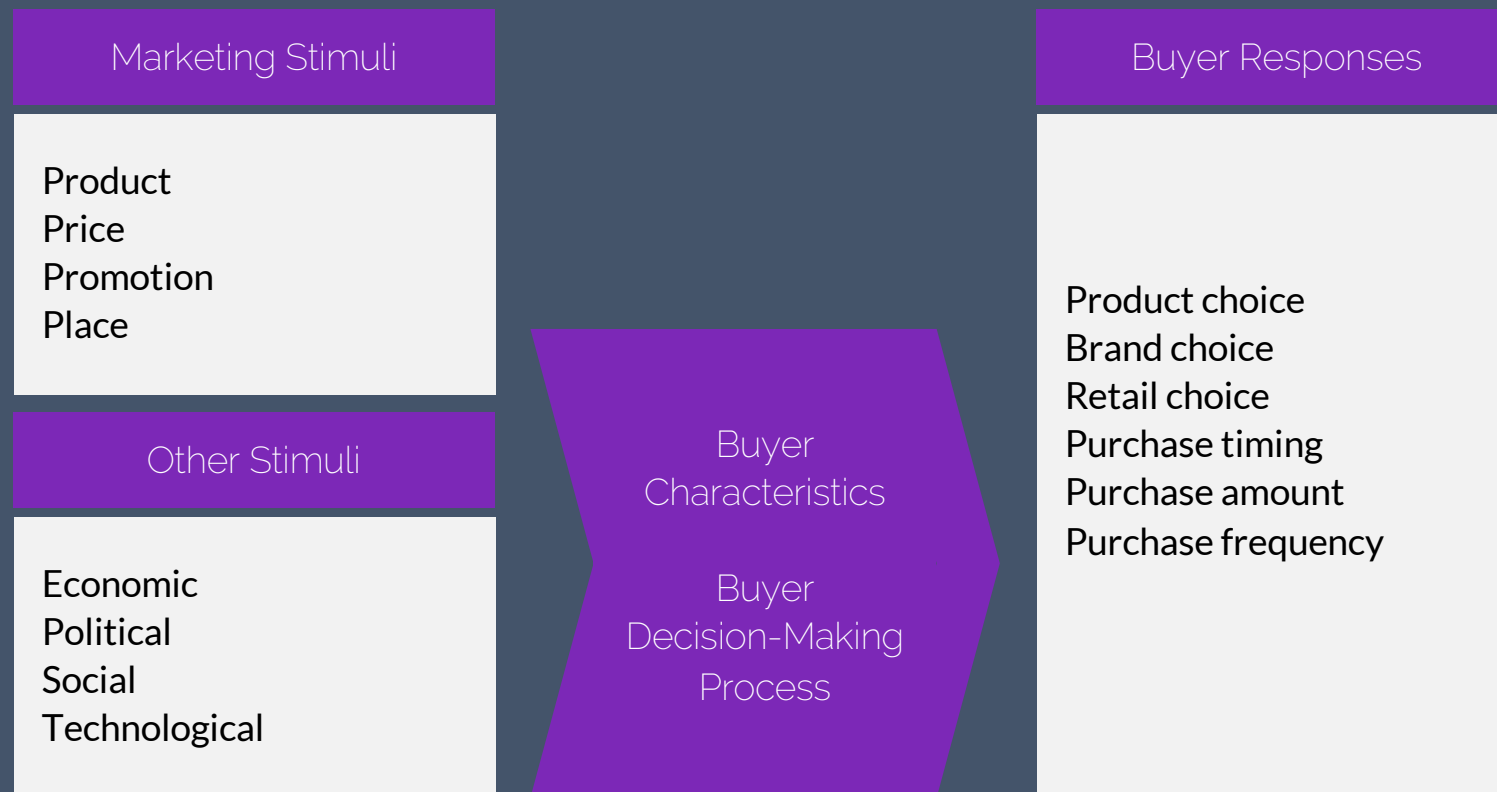


Quelle: KANTAR (2018), GETTING MEDIA RIGHT

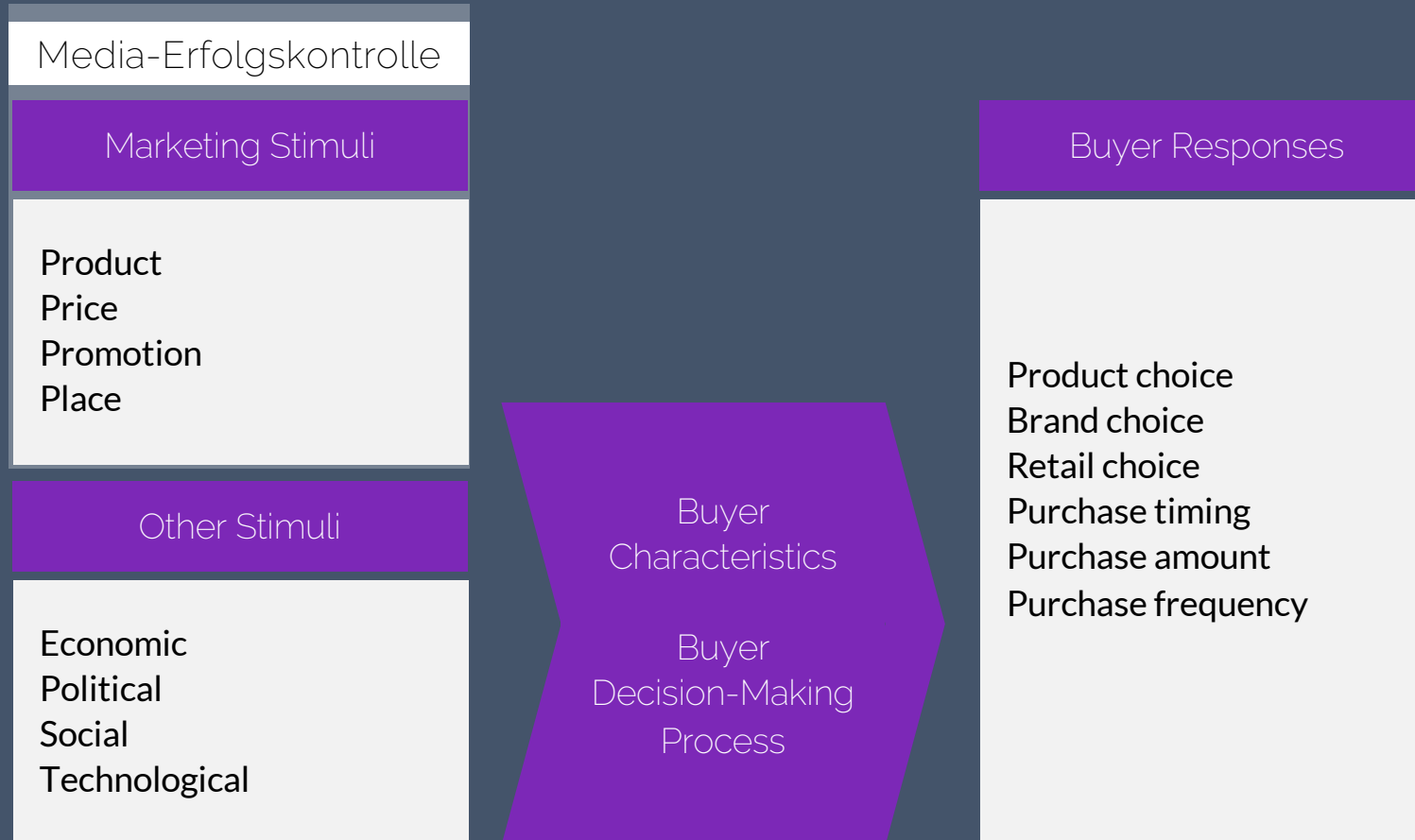
Kampagnencontrolling heute

- Werbewirkungsmessung
- Webanalyse
- Media Erfolgskontrollen

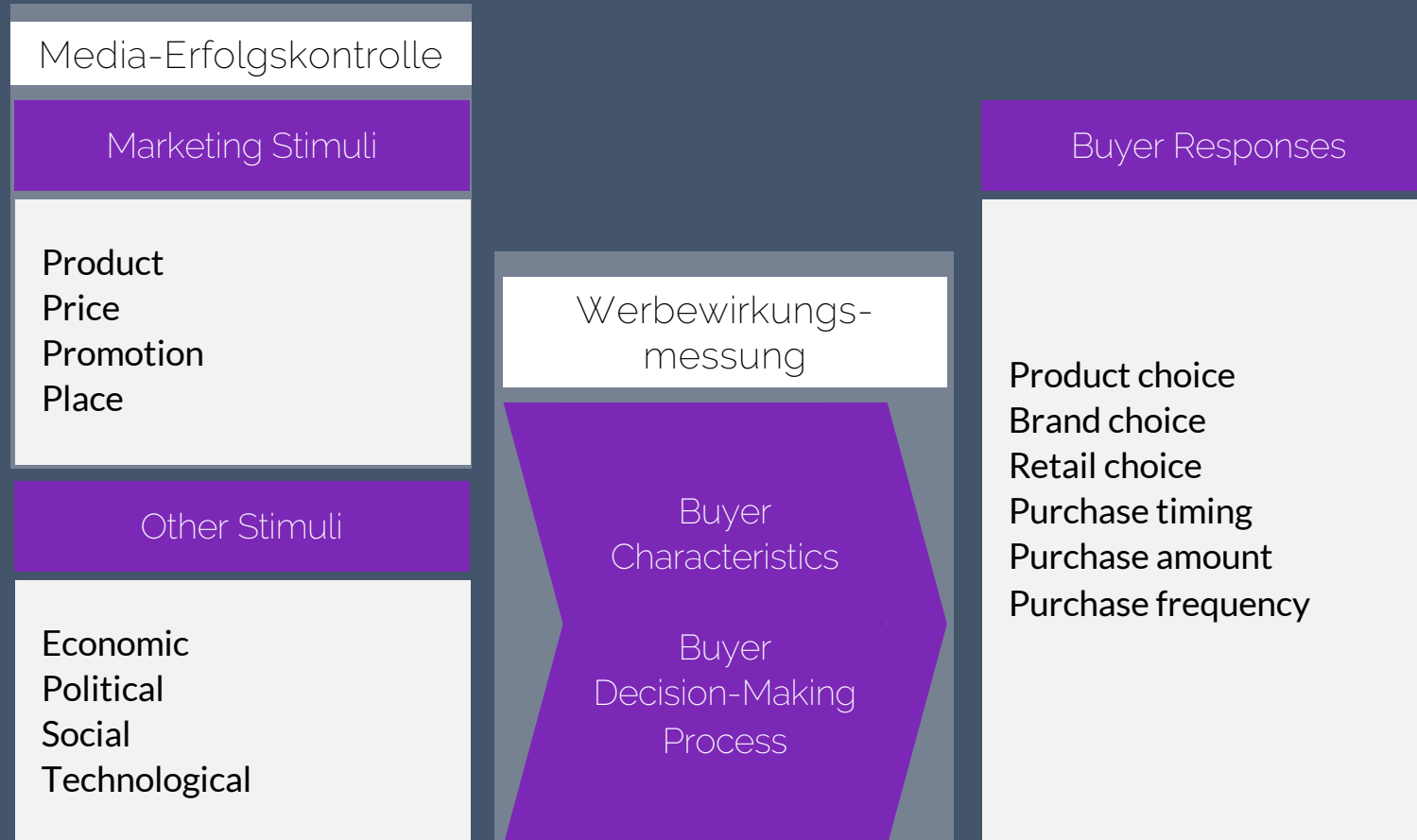
Kampagnencontrolling heute



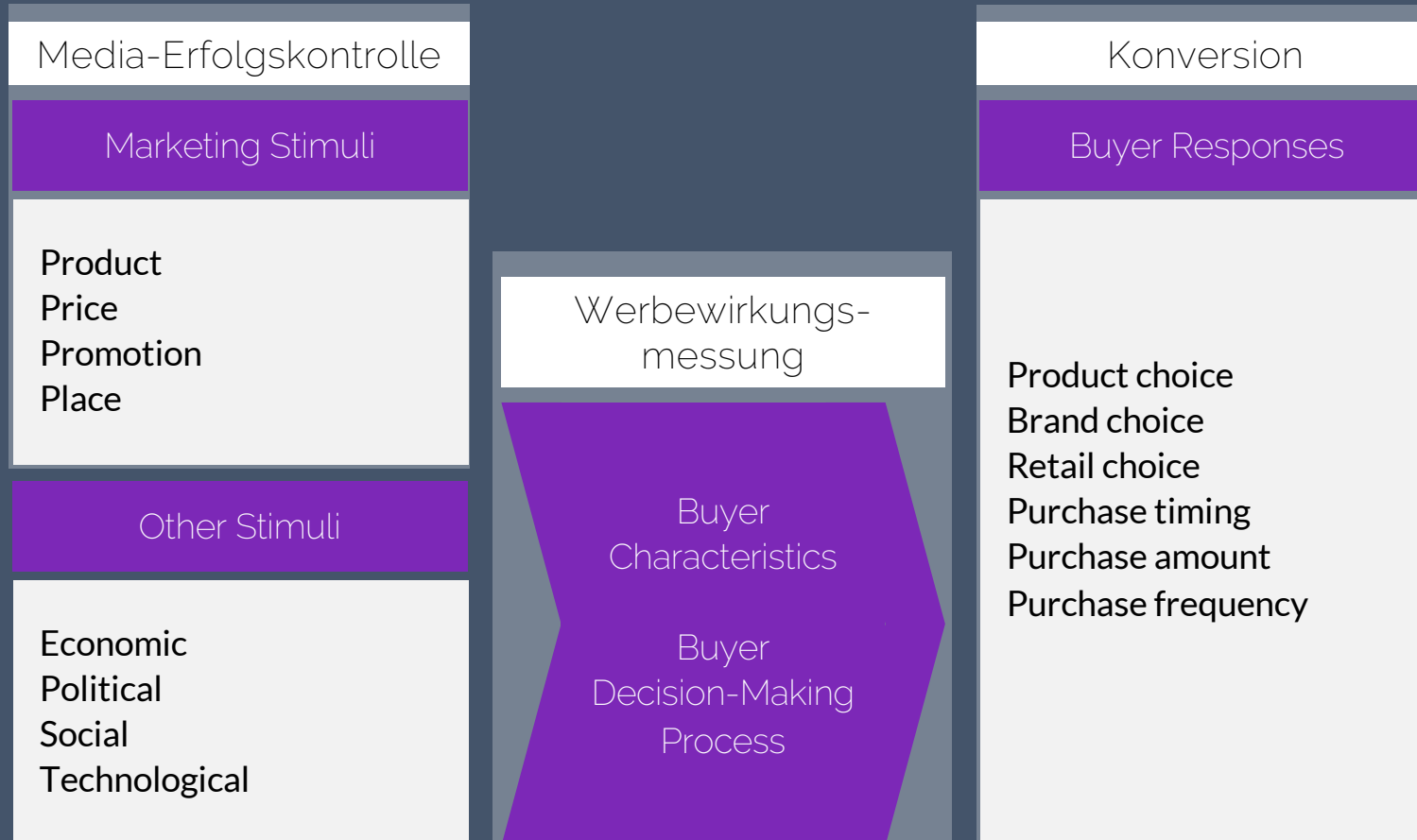
Kampagnencontrolling heute



Kampagnencontrolling heute



Kampagnencontrolling heute

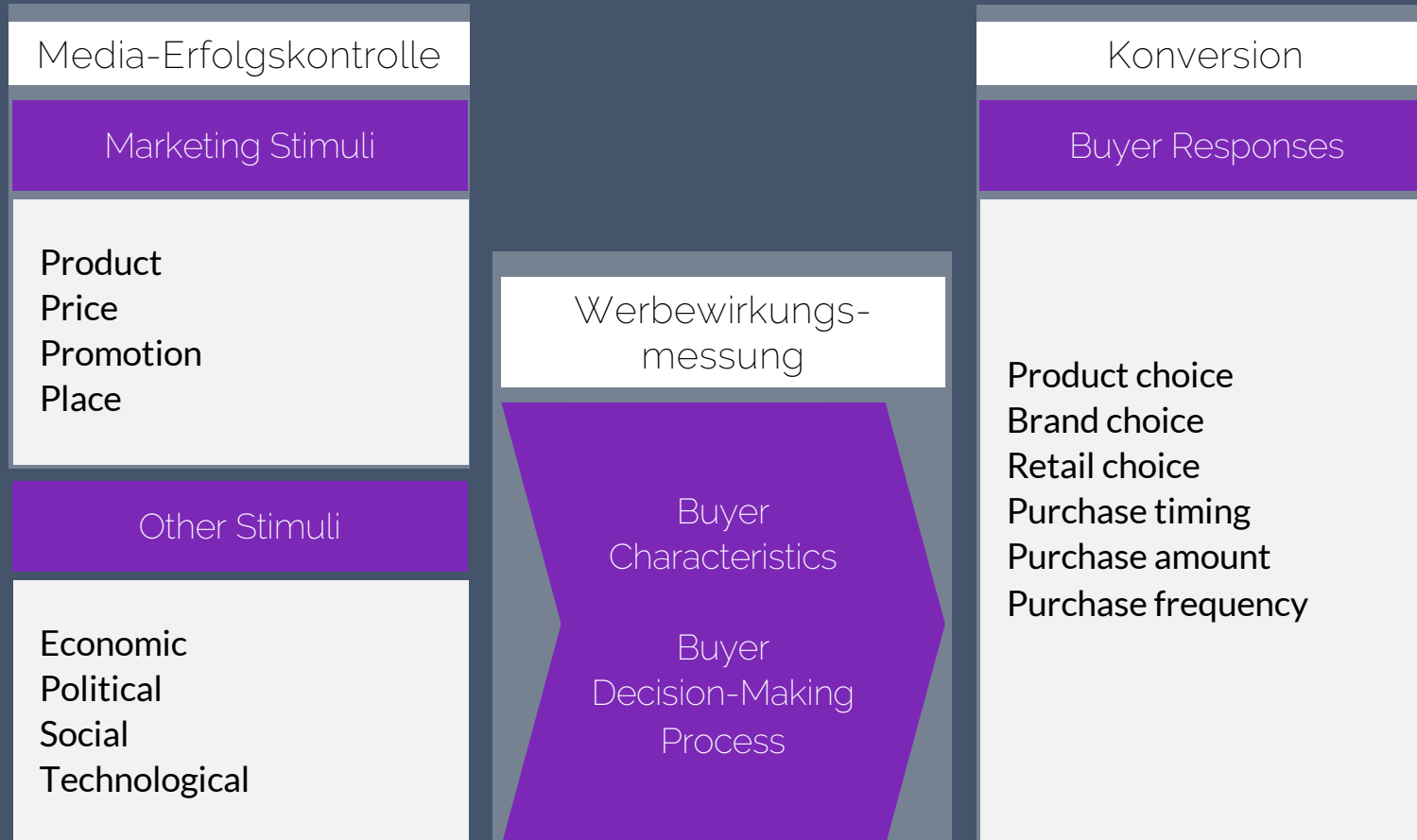


Kampagnencontrolling heute

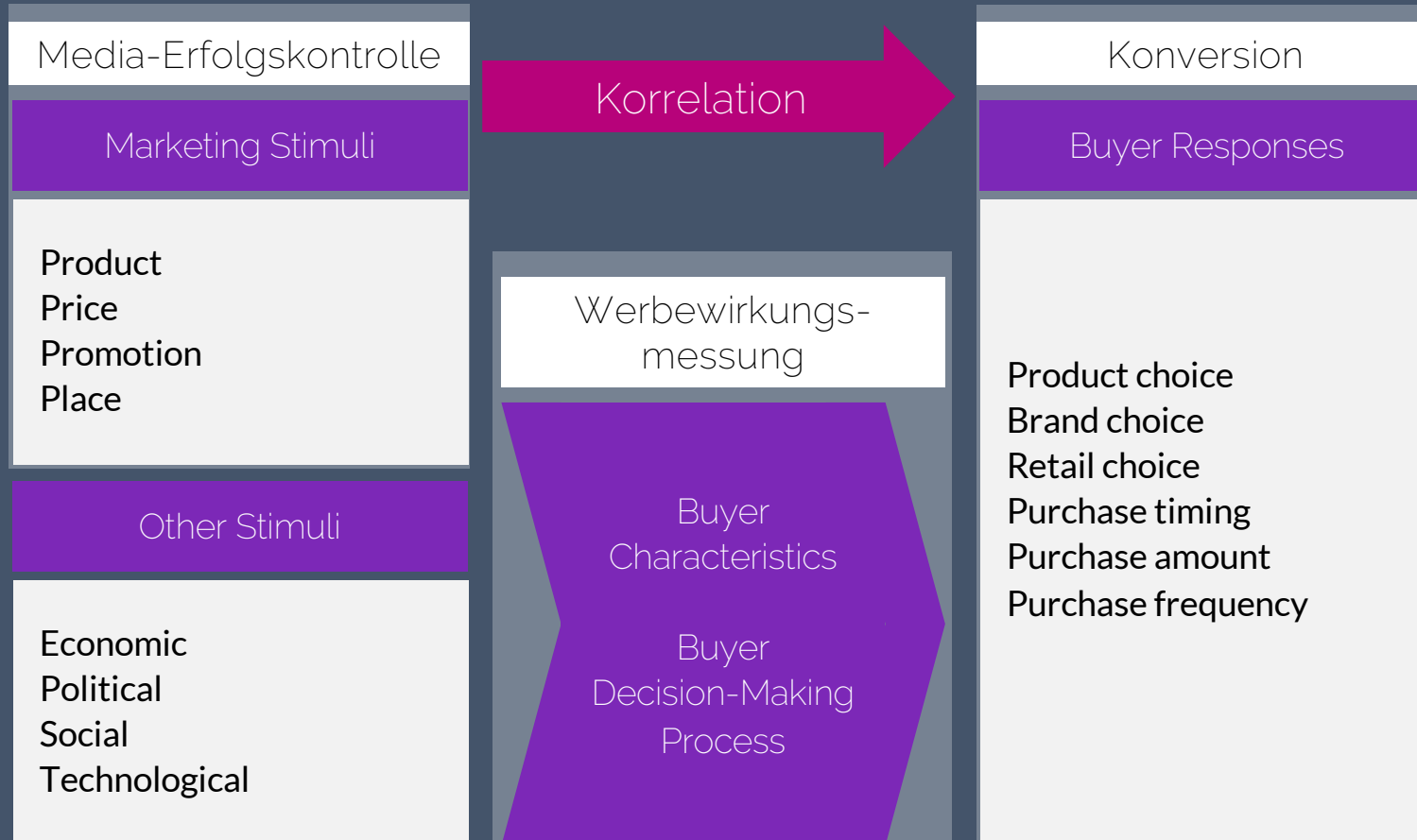
- Werbewirkungsmessung
- Webanalyse
- Media Erfolgskontrollen

**Fazit:
Unvollständig**

Kampagnencontrolling heute



Kampagnencontrolling heute



Setup Forschungsprojekt

Supporters

Know how Media
Agentur



Schweizer Werbe-Auftraggeber-
verband



Implementierungspartner



Wissenschaftliches Projekt

Departement Informatik

Lead



HOCHSCHULE
LUZERN

Departement Wirtschaft

Support



HOCHSCHULE
LUZERN

Initiator / Praxispartner



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Kunden

Retail



Telco



Markenartikelhersteller



Markenartikelhersteller



The Team

R&D, commercialization & customer success



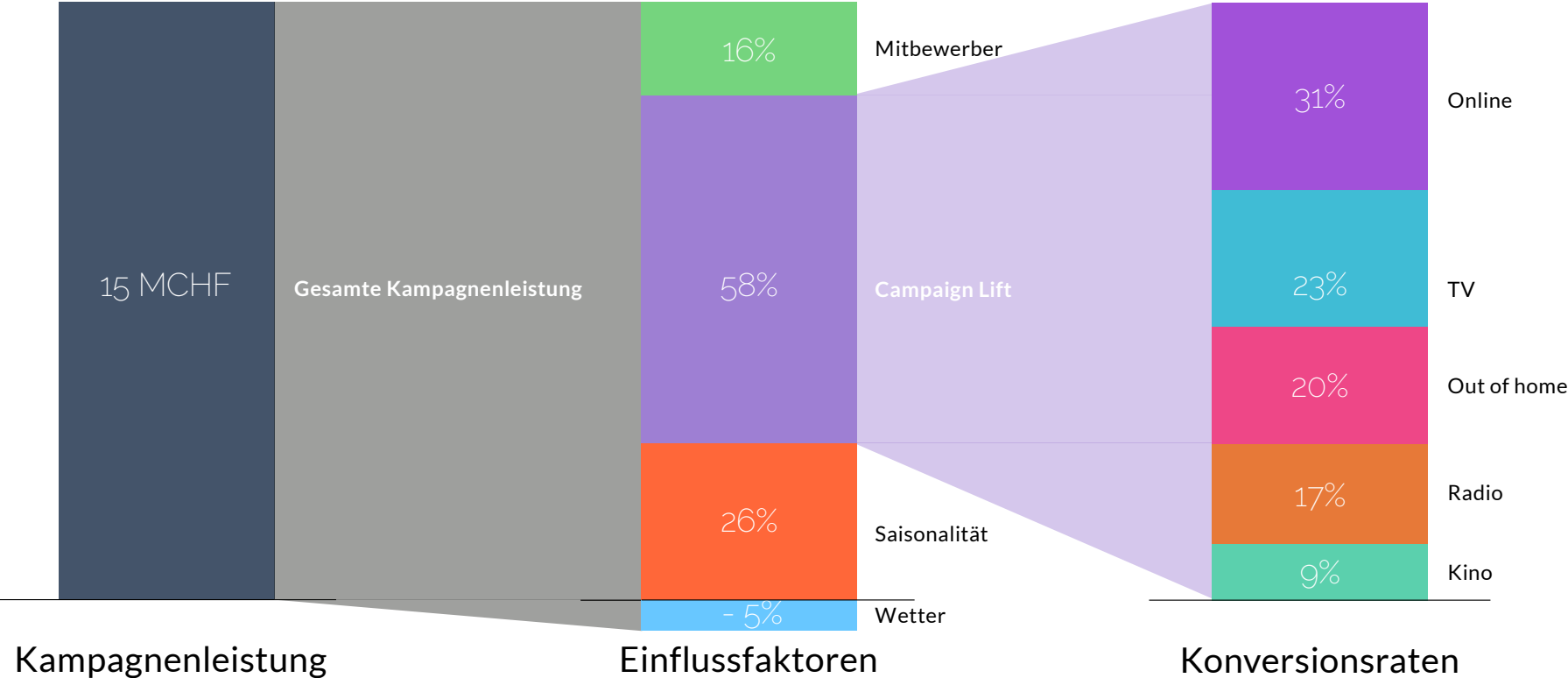
	Esther Cahn CEO & Founder	Simon Göldi COO	Peter Roth CTO	Vanessa Klaas (PhD) Head of Data Science	Núria Duran Adroher (PhD) Data Scientist	Laura Ziemkowski Head of Media Data	Sarah Waldmeier Key Account Manager
Experience	<ul style="list-style-type: none"> Campaign planning for agencies and companies Lastly worked as team leader Customer Analytics for Suva 	<ul style="list-style-type: none"> CRM & data driven marketing in the retail and tourism industry Lastly worked as Head CRM for Globus 	<ul style="list-style-type: none"> Software development Experience in leading international development teams 	<ul style="list-style-type: none"> Dr. sc. ETH Zurich in the domain of data science applied 8 years of industrial experience as a Software and Systems Engineer 	<ul style="list-style-type: none"> Dr. sc. in Psychometrics Great experience in the development of sophisticated models 	<ul style="list-style-type: none"> Many years of media planning experience in leading positions 	<ul style="list-style-type: none"> Many years of sales experience in the field of media planning. Strong network in the CH advertising scene
Education	<ul style="list-style-type: none"> MAS in Digital Marketing and Communication Management (HSLU) Marketing Communication Planner 	<ul style="list-style-type: none"> MAS in Digital Marketing and Communication Management (HSLU) Degree in Business Economics 	<ul style="list-style-type: none"> BSc Computer Science FH, with specialization in Software Systems (HSLU) Scrum Master 	<ul style="list-style-type: none"> Studies of computer science with minor mathematics PhD student, ETH Zurich, Wearable Computing Lab at the Institute for Electronics 	<ul style="list-style-type: none"> BS in Mathematics BS in Statistical Sciences and Techniques Master's degree in statistics 	<ul style="list-style-type: none"> Executive in Communication (Swiss federal diploma) EMBA, EHL Lausanne 	<ul style="list-style-type: none"> Bachelor of Applied Science in General Management (BASc) Swiss federal diploma sales manager Swiss federal marketing specialist

Lösung:

RCC

Required Contacts
per Conversion

Wirkung der Kampagne



Berechnung des RCC

Tag 1

Kanal	Kontakte	Konversionen
TV	100'000	100
Out of home	250'000	417
Print Inserat	800'000	889
Total	1'150'000	1'406

Tag 2

Kanal	Kontakte	Konversionen
TV	150'000	150
Out of home	300'000	500
Print Inserat	500'000	556
Total	950'000	1'206

Tag 3

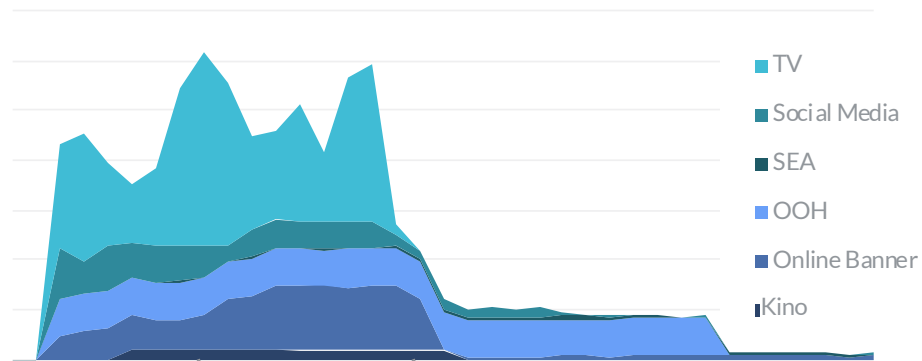
Kanal	Kontakte	Konversionen
TV	75'000	75
Out of home	100'000	167
Print Inserat	975'000	1'083
Total	1'150'000	1'325

Lösung

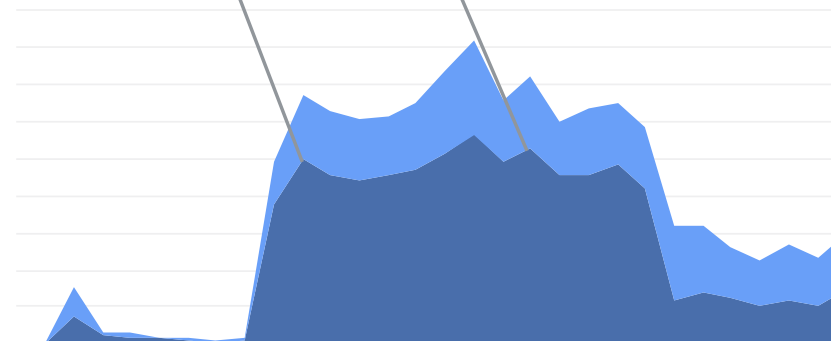
Kanal	Required Contacts per Conversion
TV	1'000
Out of home	600
Print Inserat	900
Average	833

Herausforderung Time Lag

Werbeausgaben



Leads

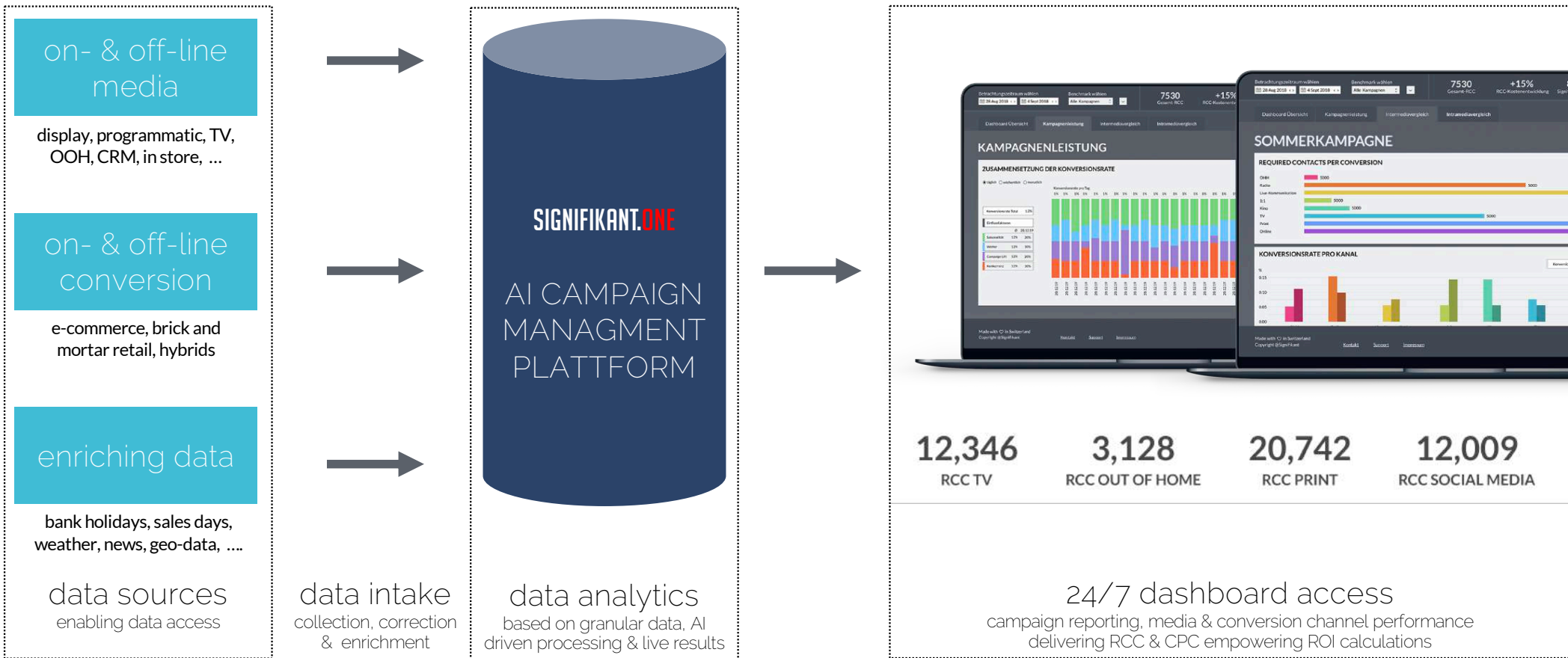


Time-Lag

Die Anzahl der generierten Leads entwickelt sich mit zeitlicher Verzögerung zu den getätigten Kanalinvestitionen

Revolution im Kampagnenmanagement

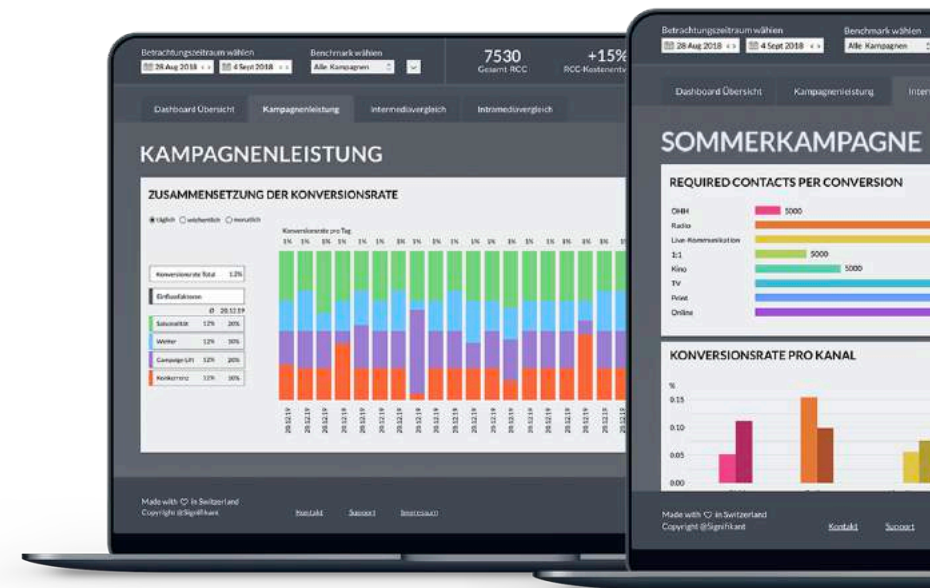
Kanalübergreifende Messung des ROI



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Vielen Dank

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