



3-MINUTE GUIDE TO **MACHINE LEARNING-LED MARKETING**

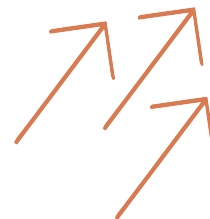
JULY , 2021



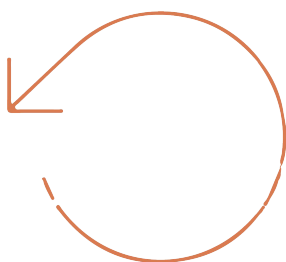
THE FUTURE ML-LED MARKETING

We've come to the end of a cycle in adtech, where past technologies will give way to privacy-compliant solutions. Data protection laws, such as GDPR and CCPA, are creating numerous challenges, leading to some adtech and martech players leaving the European marketplace in reaction to GDPR.

Tomorrow's challenge for brands is to move agilely across a complex adtech and martech landscape, outmanoeuvring their competitors and offering hyper-personalised experiences while maintaining data security and privacy compliance.



TECHNOLOGIES OF THE PAST



For over a decade, marketers have attempted to grasp growing customer-data complexity through a series of often ineffective or incomplete marketing technologies. Data Management Platforms (DMPs) were once seen as the holy grail of marketing. However, they primarily focus on third-party data, which is being challenged due to Google's announcement to drop third-party cookies in 2023 - and are designed specifically to improve ad targeting. Additionally, they only offer marketers the ability to segment based on historical data — offering little insight into future behaviours.

Customer data platforms (CDPs) promise to offer a revamped and easier way to achieve a single customer view from first-party data. However, brand marketers have recently voiced their opinions about how CDPs lack crucial capabilities for identity resolution, data hygiene and cross-channel orchestration — as shown in a recent [Forrester report](#).

The limitations of both [DMPs and CDPs](#) mean brands are often still unable to make sense of who their customers are and what they're doing. This general lack of understanding leaves them with little in the way of actionable customer intelligence. Since customer intelligence is central to smart marketing decisions, where do we go from here?

TURNING DATA INTO INTELLIGENCE

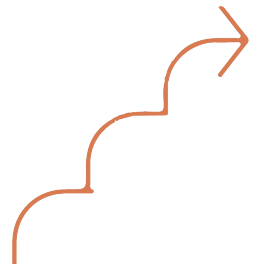
The marketing technologies of the past have focused on improving data capabilities, but have left out a much-needed extra layer of intelligence that's essential in making smarter, real-time, marketing decisions.



Customer intelligence will dominate the new decade, as brands become more sophisticated at developing their machine-learning models and internal algorithms. These can better extract insights, knowledge or intelligence about their customers, their future behaviours and the next best marketing action. Intelligent solutions are being built and improved every day, but how can brand marketers combine them all and gear up for smarter marketing in the new decade?

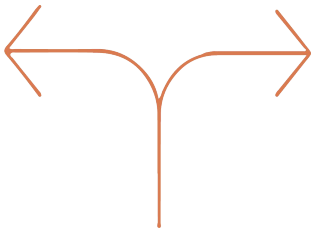
ACHIEVING ML-MARKETING IN 8 STEPS

1. Bring your first-party data together and unify it under one single technology — it's critical when forming single customer views to consolidate as much data as possible.
2. Resolve your current customer identity issues and fully understand their interactions with your own brand across channels (find out more on resolving identity resolution [here](#)).
3. Now that identities are resolved, segment customers based on historical data, or take it one step further with the following steps.
4. Blend your first-party data with additional external data for a 360-degree single customer view that goes beyond your own interactions with them.



5. Apply your own propensity models/algorithms to further and better understand how your customers would likely behave soon.
6. Re-cluster your customers according to future behaviour and decide which cluster is worth additional investment and marketing resources.
7. Finally, create customer-centric strategies that best fit with each cluster and that are fully personalised based on real customer intelligence.
8. Analyse the return on investment from your marketing.

THE FORK IN THE ROAD: WHICH WILL YOU CHOOSE?



As a brand, there are two paths to take. Rely on historical first-party data or tailor your strategy based on real customer intelligence and accurate behavioural future forecasts. Which path will you choose?

MAKE SURE YOUR COOKIELESS STRATEGIES ARE ON TRACK



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