EUROCHAM CAMBODIA

BritCham Cambodia

From data to marketing success: using the Business Intelligence you already have

D22, Phnom Penh Tower – January 13th 2016

Today's agenda

Welcoming Remarks

Ms. Ratana Phurik-Callebaut
Executive Director, EuroCham

Presentation and Q&A

Ms. Katie Scheding Longhurst
President, Head of Digital, MangoTango

Mr. Christopher McCarthy
CEO, MangoTango

Ms. Nancy Jaffe
Partner, Head of Strategy, MangoTango

What We'll Cover

- Overview of Data and Analytics for Business Planning
- Digital Data: Analytics and Social Listening
- Using Market Research to Drive Business Success
- Wrap-Up and Q&A

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Overview of Data and Analytics for Business Planning

Why Data?

"If we have data, let's look at the data.

If all we have are opinions, let's go with mine."

– Jim Barksdale
    Former Netscape CEO

What is Data?

Facts and information used to calculate, analyze or plan.

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What's the Difference Between Data and Analytics?

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Data is raw information.

Analytics are descriptive or predictive insights, derived from data, that help inform behavior and decisions.

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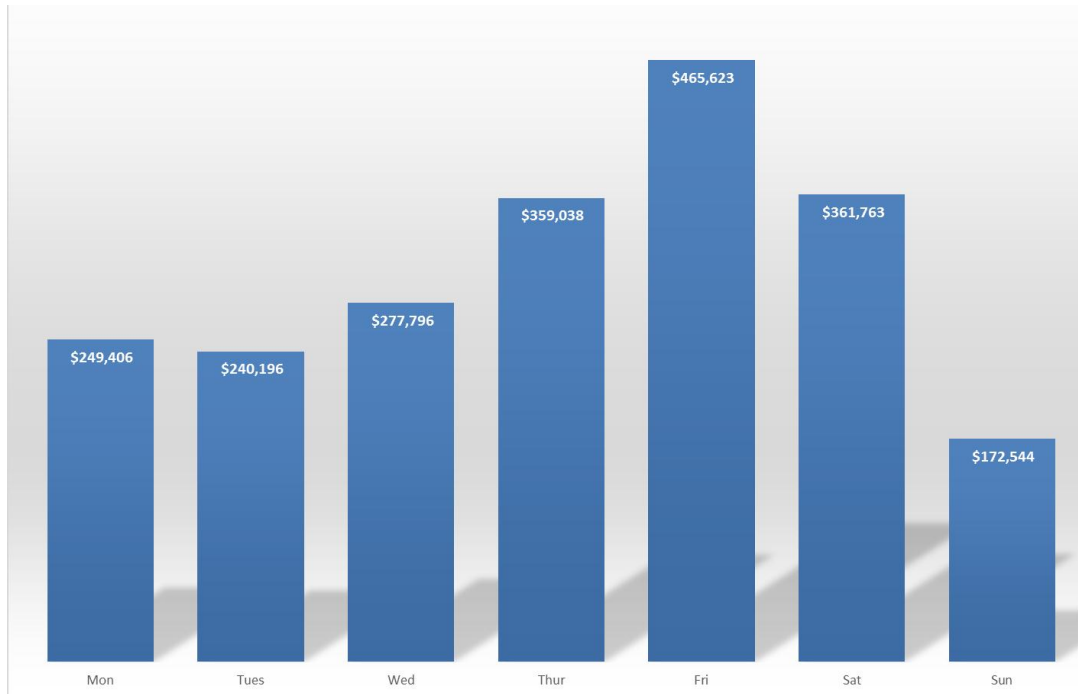# Data Visualization:
Family Size / Life Expectancy

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Dr. Hans Rosling

- https://www.youtube.com/watch?v=hVimVzgtD6w

Data Visualization
For Business Planning

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Sales by Day of Week

HOURLY VARIATION IN STORE TRAFFIC
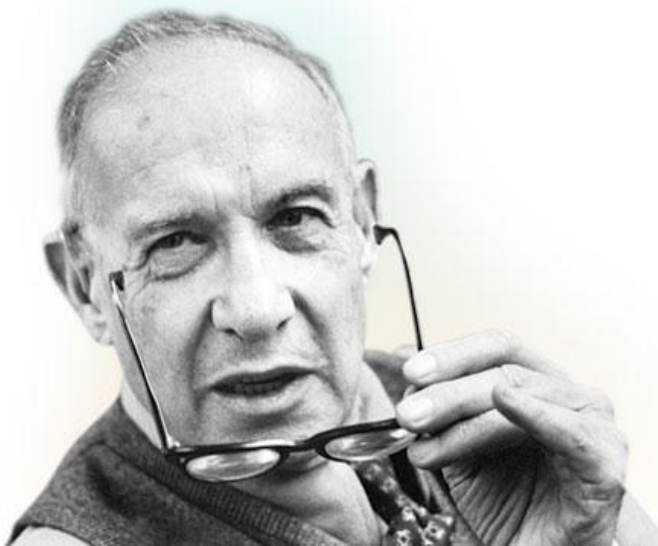A retail chain's customer arrival pattern based on normalized data from 35 stores.

What Can You Do With Data and Analytics?

"Use data to convert experience and intuition into information, diagnosis and recommendations."

Peter Drucker, The New Realities, 1989

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What Can You Do With Data and Analytics?

Understand what converts a prospect into a customer:

A Facebook user reaching 7 friends within 10 days of signing up

Dropbox user who puts at least one file in one folder on one device

Twitter user following a certain number of people, and a certain percentage of those people following the user back

A LinkedIn user getting to X connections in Y days

Sources: Chamath Palihapitiya, ChenLi Wang, Josh Elman, Elliot Schmukler

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What Data Should I Collect?

That depends on what questions you want to answer.

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What Questions Should I Ask?

Questions should have answers that drive a business decision, such as:

- **Is this person likely to become a customer?**

- **Should we open a business in this location?**

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If a measurement won't change behavior, it's probably not worth collecting.

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A good metric is:

Understandable

- If you're busy explaining the data, you won't be busy acting on it.

A Ratio or a Rate

- The only way to measure change and understand the tension between two metrics

Behavior Changing

- What will you do differently based on the results you collect?

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So… What Data Should I Collect?

Collect Data That Answers Questions
You Want to Answer

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Example Scenario

- You are an employee of a Cambodian coffee shop company.

- Your boss wants to expand the business.

- You are considering Laos, Vietnam, Myanmar, and other locations in Cambodia.

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You're going to want to answer some questions:

- What do my current customers look like, how much do they spend?

- What do customers in prospect markets look like – are they the same?

- How much competition is there in the new market?

- Is the prospect market growing or shrinking?

- How easy is it to find workers in the prospect market location?

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What Data Do You Need to Answer These Questions, and Where Do You Find It?

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The data will come from different places:

INTERNAL – Data Evaluation

- What do my current customers look like, how much do they spend?

EXTERNAL – Market Research

- What do customers in prospect markets look like – are they the same?

- How much competition is there in the new market?

- Is the prospect market growing or shrinking?

- How easy is it to find workers in the prospect market location?

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Sources of Data

INTERNAL

- Average Purchase Size
- Frequency of Purchase
- Time Spent in Store
- Hourly, Weekly Spending Rates
- Inventory Tracking
- Social Media
- Customer Service

EXTERNAL

- Prospect Customer Match
- Competition Density
- Economic Trends
- Industry Surveys
- Unemployment Rate
- Worker Education Level

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A word of Advice:
It is not necessary to collect and store every piece of data.
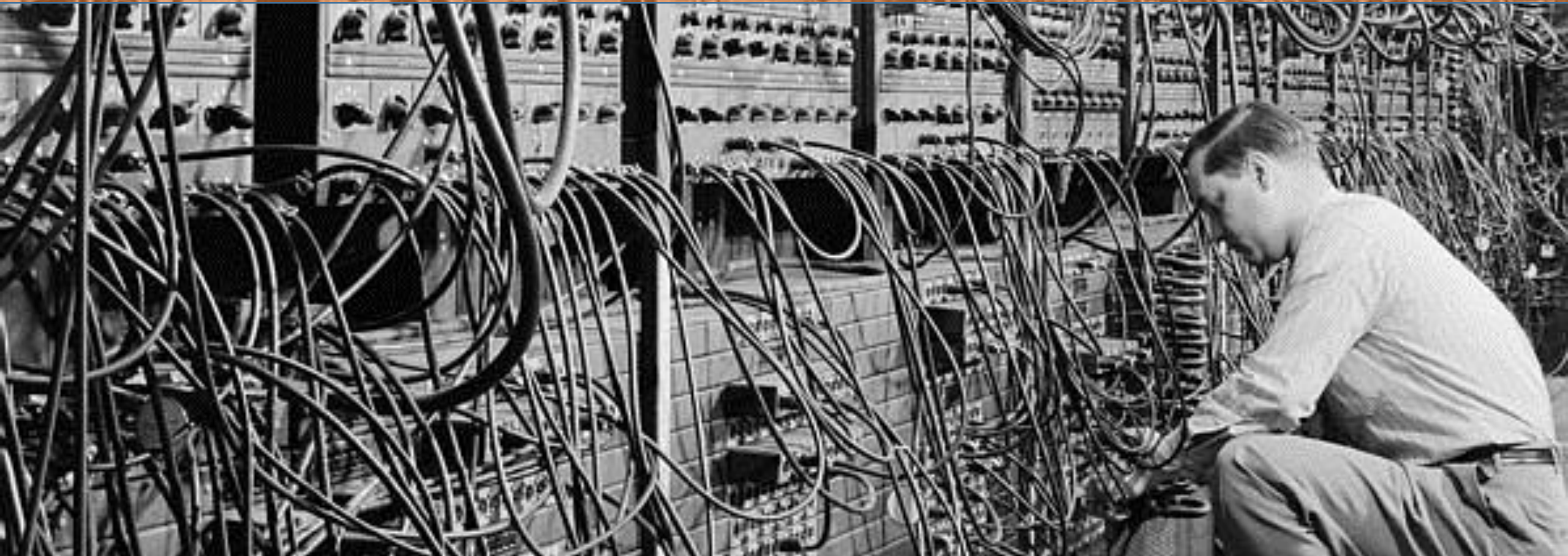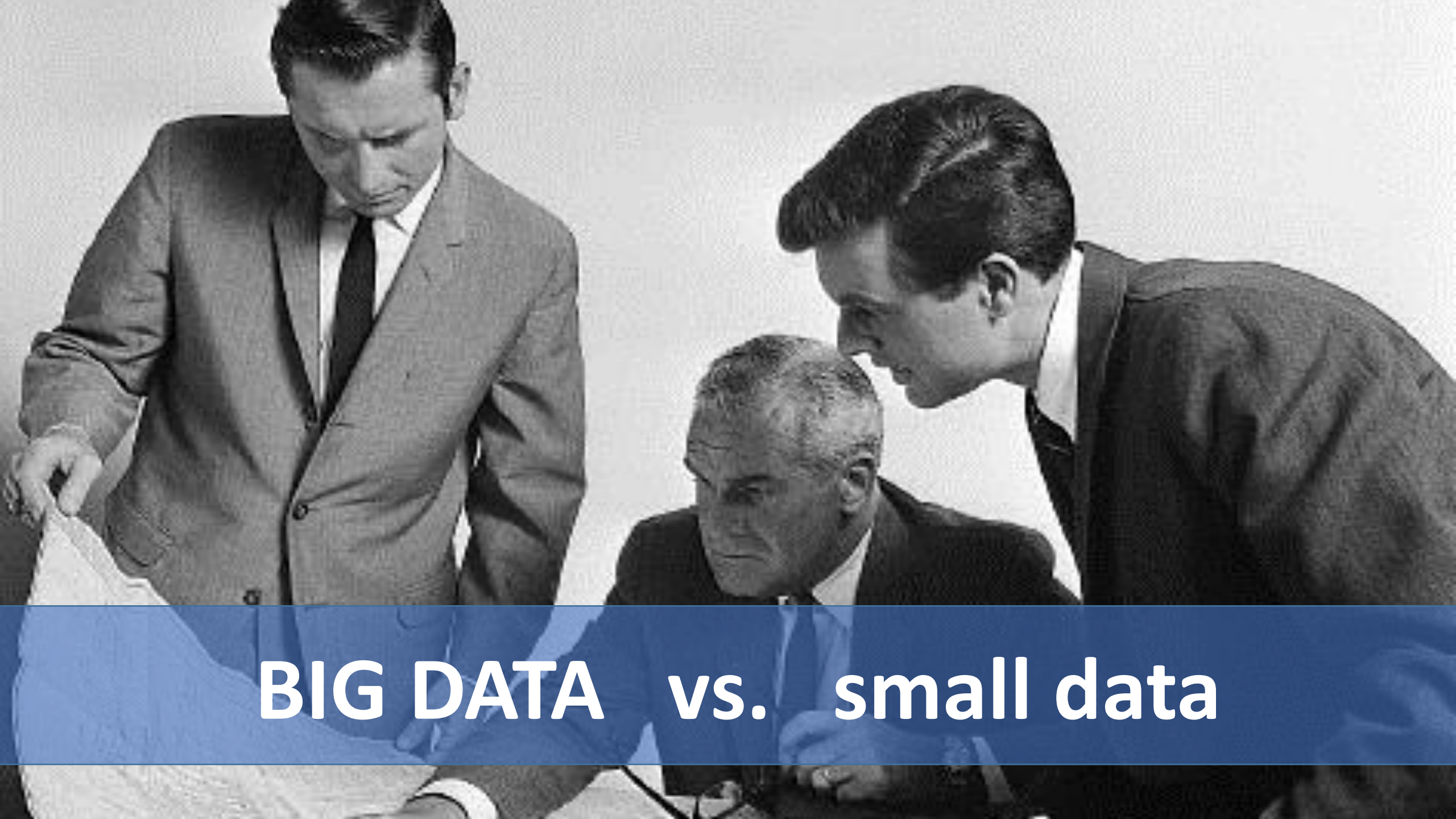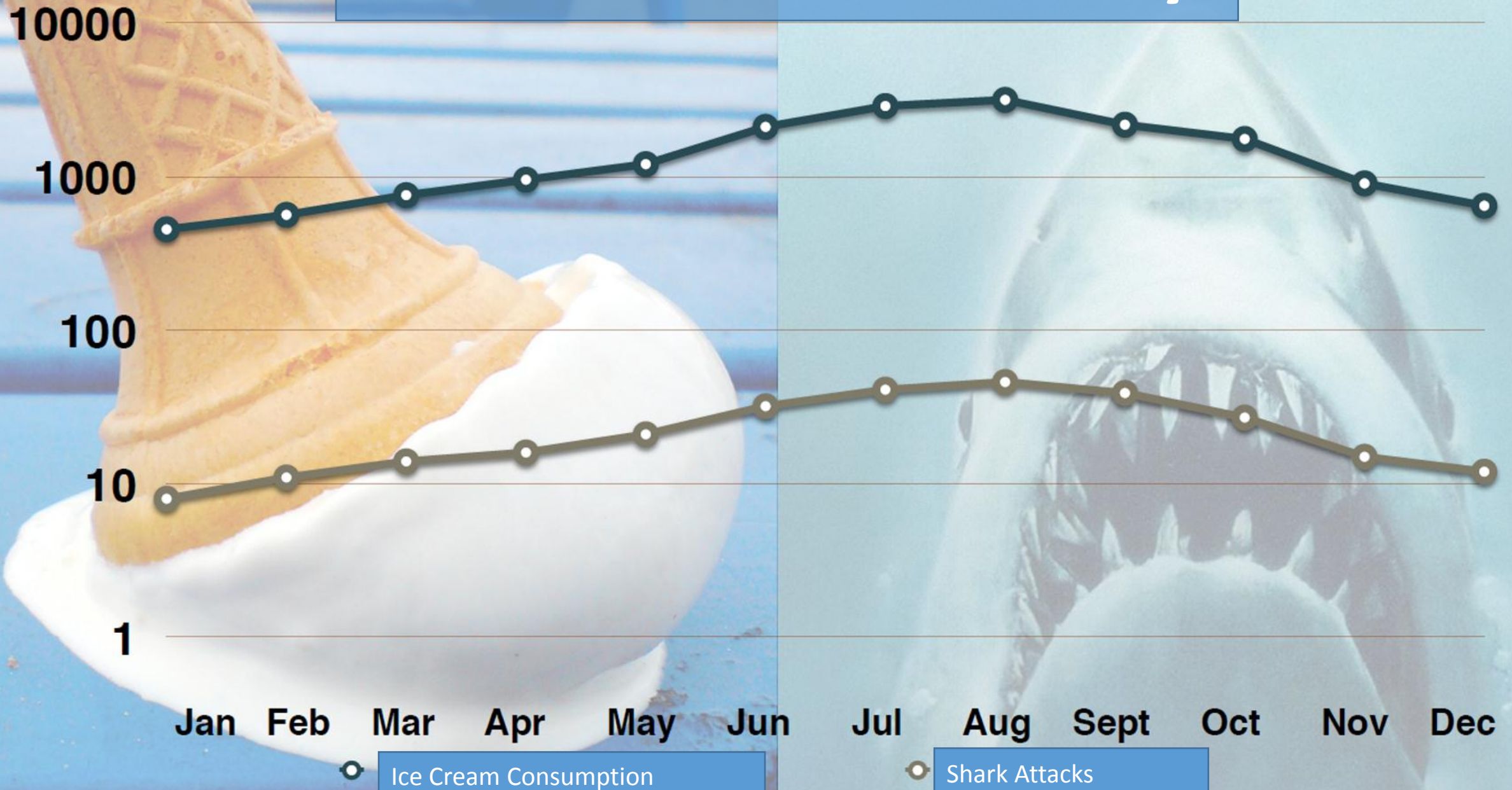
BIG DATA vs. small data

Understanding the Results

Interpreting the Data is Hard Work

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Data Can Be Deceptive

Bill Gates

Correlated

Two variables that are related – but may be dependent on something else

Ice Cream & Shark Attacks

Causal

An independent variable that directly impacts a dependent one.

Summertime & Shark Attacks

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Putting the Data to Work

"Operationalizing the Data"

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"If you want to persuade the boss, you need the data."

Putting the Data to Work

"Operationalizing" the data – using the insights– is the single hardest task in an organization.

Management must have the ability to transform the organization based on the data and analytics.

"Have a clear vision of the desired business impact"

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To Summarize:

QUESTIONS... Should drive behavior.

DATA COLLECTION... Should answer questions.

FINDINGS... Should be put to use.

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Digital Data: Analytics and Social Listening

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Digital Data: analytics and social listening

"Marketing without data is like driving with your eyes closed."

Dan Zarrella, social media scientist and author
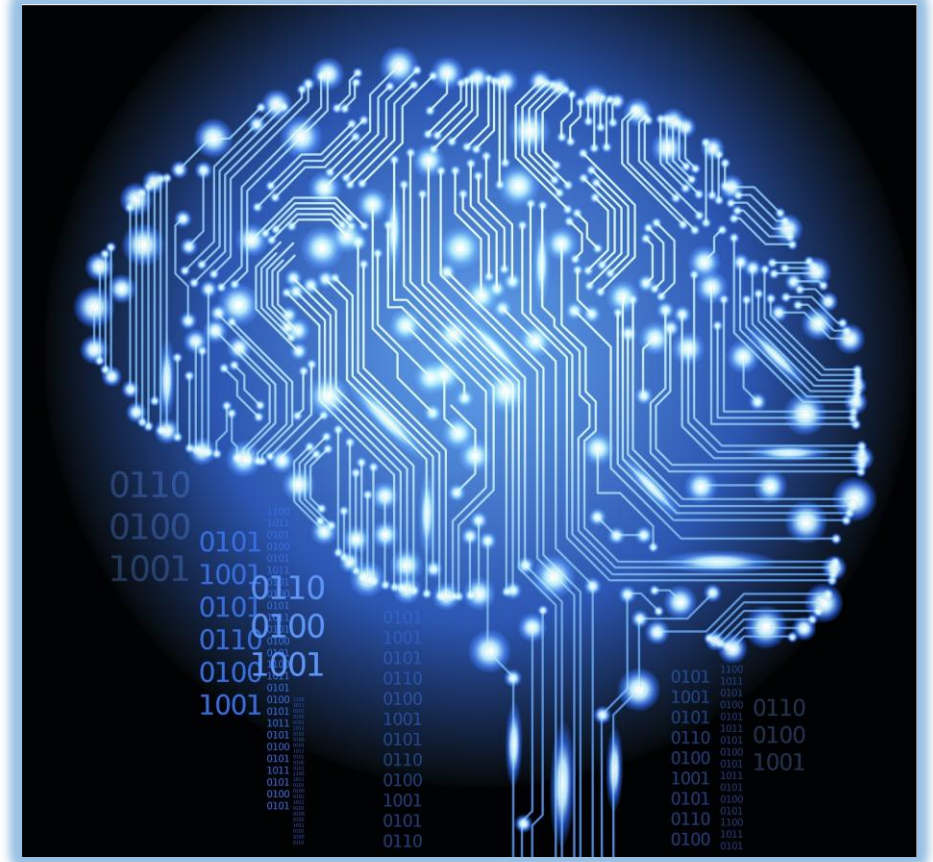
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What digital data do you have?
What digital data can you get?

Internal (your own) data
- Website logs
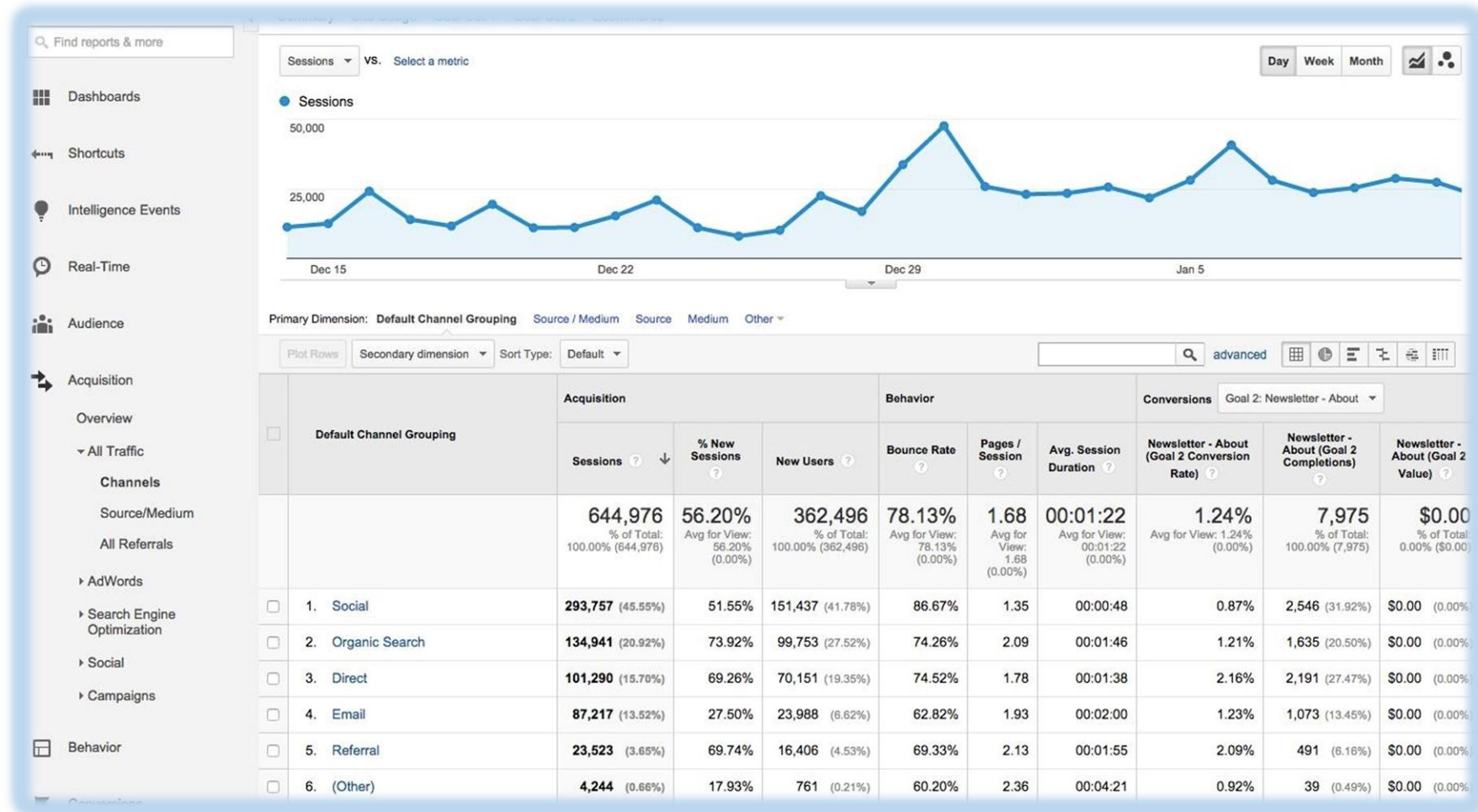- Facebook
- Twitter

External data to inform your planning
- Social listening
- Hashtag and keyword search
- Google and Facebook tools

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What do you want to know?

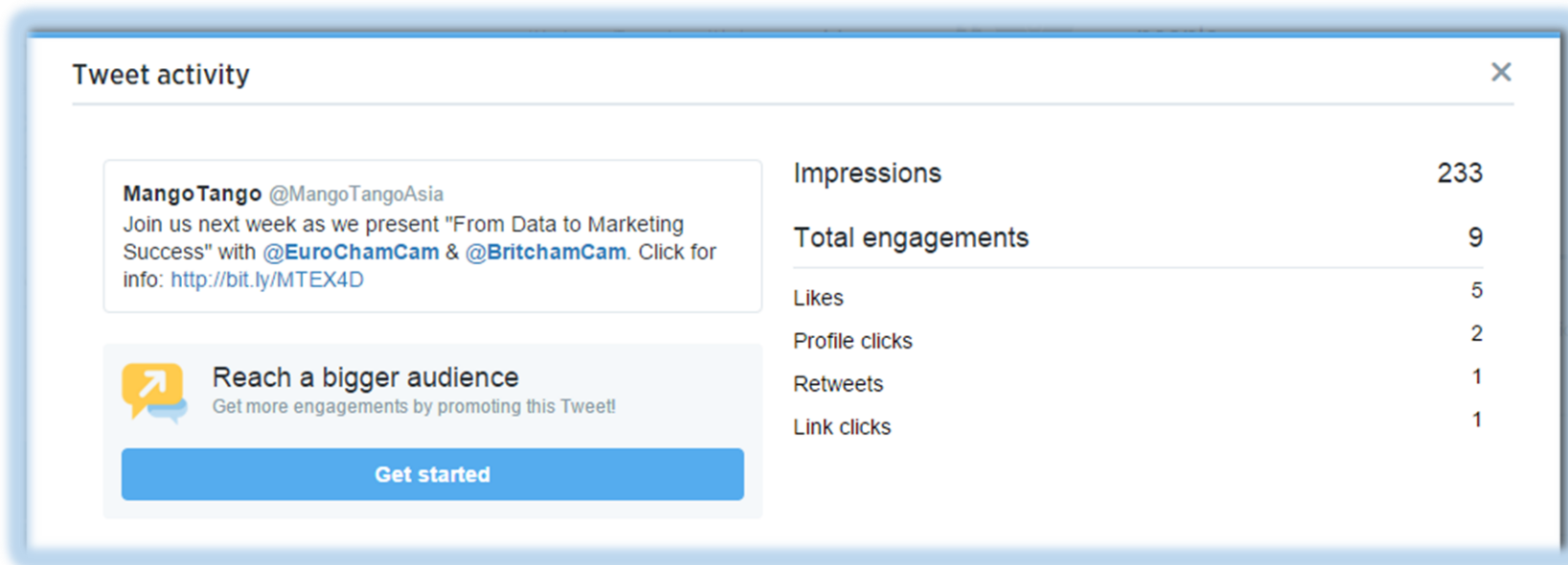|	Your Website	Facebook	Twitter
Who			
What			
When			
Where			

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Web logs (Google Analytics)

Facebook Insights

Twitter Analytics

So now what?

	Your Website	Your Facebook Page	Your Twitter Followers
Who	35% mobile 65% desktop	55% female 45% male	61% "real" followers
What	sales materials	pictures	registrations
When	Mon-Fri	11:00 am & 8:00 pm	midweek
Where	35% Cambodia 25% Korea 15% China 10% Japan 10% Indonesia 5% Malaysia	87% Phnom Penh 9% Siem Reap 4% Battambang	(US data)

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So now what?

Who
What
When
Where

My typical
Twitter Follower

My typical
Facebook Fan

My typical
Website Visitor

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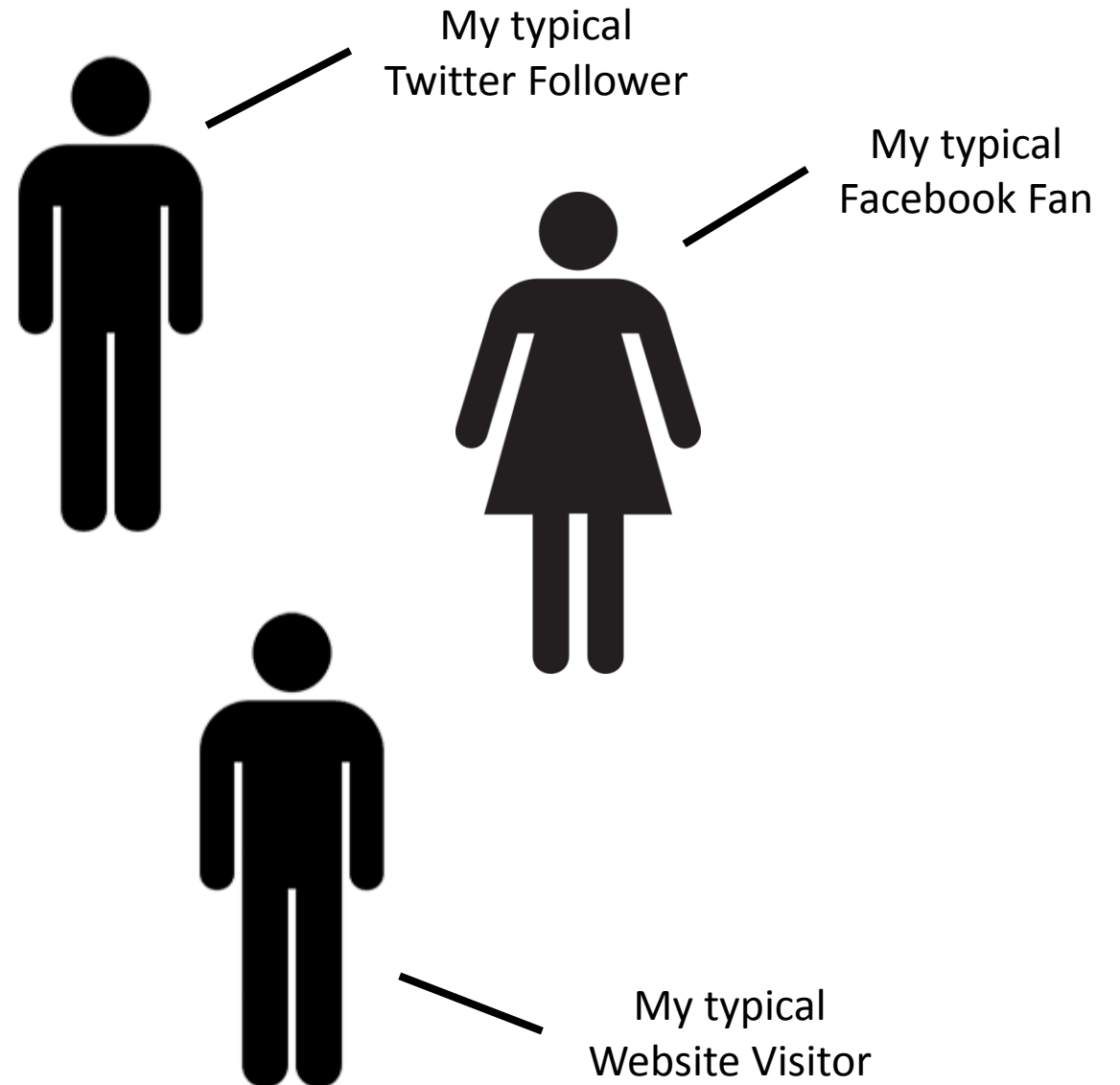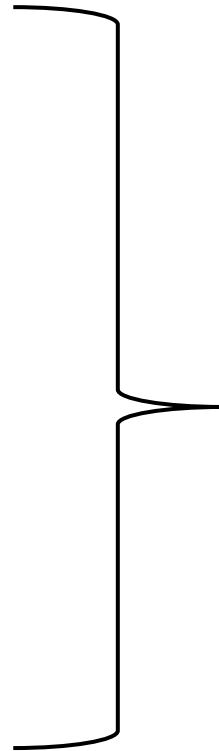
Persona development

My typical Facebook user:

- female

- interested in X Y Z

- prefers photo and video content

- accesses content at 11am and 8pm

- from a mobile device

- from UK

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Persona development

My typical Website user:

- male

- interested in sales materials and whitepapers

- signs up for newsletter

- accesses content at 10am and 3pm

- from a laptop device

- from France

Social listening also known as *social* media ***monitoring***, is the process of identifying and assessing what is being said on social media channels about a company, organisation, or brand.

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Check out these free tools
(if you haven't already)

Social listening / data:
- Social Bakers
- Social Mention
- Twazzup
- TwitterAudit
- SimilarWeb

Hashtags, Headlines, and Keywords:
- RiteTag
- Hashtag.org
- Coschedule Headline Analyzer

Ad buying:
- Facebook Audience Insights
- Google AdWords / Keyword Planner
- Hootsuite

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Using Market Research to Drive Business Success

Using Market Research

To Drive Business Success

Why Use Market Research?

"Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals."

– David Ogilvy, advertising pioneer and founder of Ogilvy Group

Take an Agile Approach to Market Research

Market research is criticized for being too slow and too expensive

Agile market research is a faster process designed to:

- Increase alignment with your business objectives
- Increase the speed and responsiveness of research

Getting answers to your business questions does not have to be expensive, but it does require commitment

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When NOT to use research:

You are beating
a dead horse

The answer is as obvious
as a ham sandwich

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When to Use Research: Coffee Shop Scenario

Market research improves your marketing success by helping you understand:

▸ Who are your potential customers – will they look like your current customers? Or do you need to find a new target?

▸ What food and beverages should you offer?

▸ How will you create awareness of your coffee shop – what media can you use to reach your target customer?

▸ What can you offer that will convince them to try you? Encourage them to return?

▸ What is the competition doing and who is successful?

▸ Is the local economy growing?

▸ How will I find and retain employees?

Define what you need to know to be successful

Learn everything you can about your

▶ Category – is out of home food consumption growing?

▶ Competitors – who else is in the market?

▶ Target Consumers – who will come to your coffee shop?

▶ Their Attitudes – what kind of experience are they seeking?
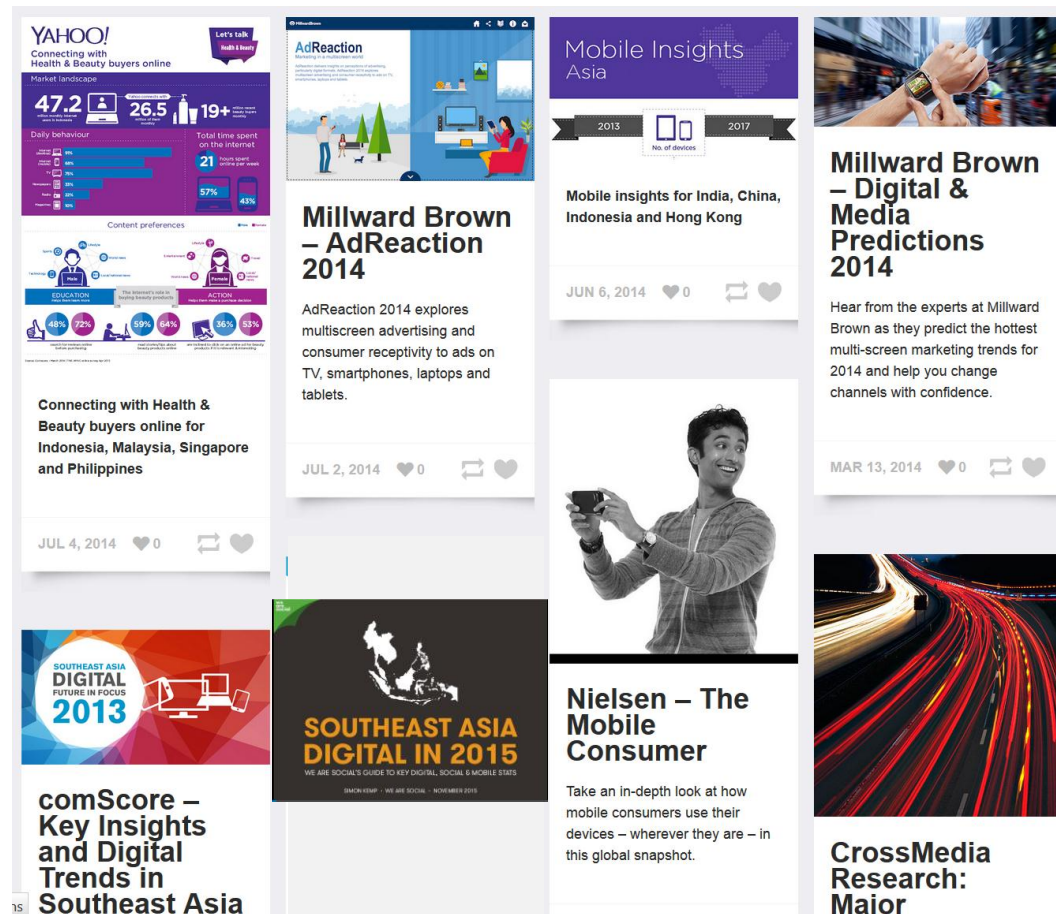
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Desk research is the starting point

Search for information online

- ▸ Reports, discussions, reviews
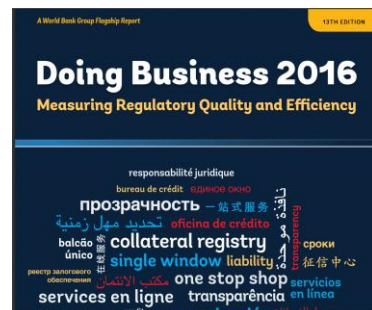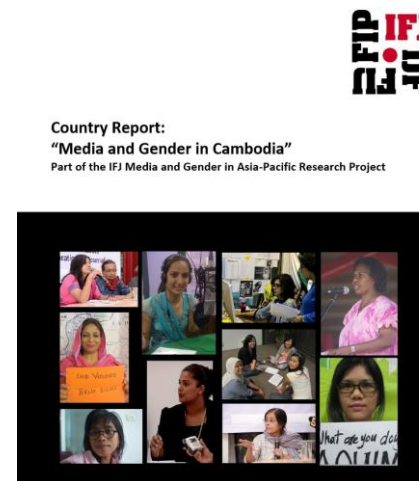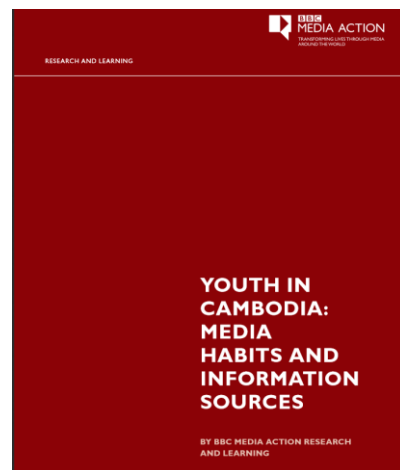- ▸ Social listening
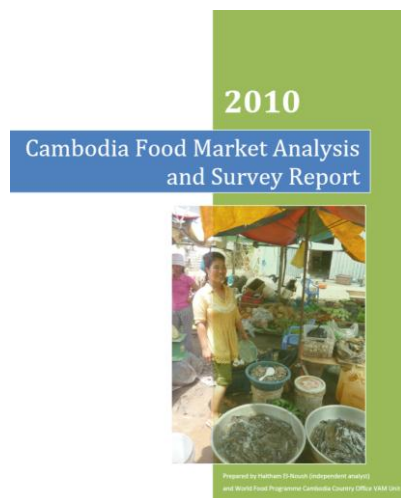- ▸ Websites of your competitors

Then get out!

- ▸ Visit your competitors' coffee shops
- ▸ Use "secret shoppers" to understand the experience

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There are many Free Reports if you look

Free Reports about Cambodia

You Can Buy Industry Overviews

Syndicated Reports are available for many industries – less expensive than doing your own custom research

- ▸ Cambodia and Laos Autos Report Q1 2016: published by: BMI Research
- ▸ The Insurance Industry in Cambodia, Key Trends and Opportunities to 2019: published by: Timetric
- ▸ The Future of Cambodia Telecommunications Market to 2025 - Analysis and Outlook of Cambodia Mobile, Fixed Line and Broadband Sectors: OG Analysis
- ▸ Emerging Opportunities in the Credit Card Market in Cambodia: Market Size, Industry Drivers and Consumer Trends: Timetric

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Understand the Mind of Your Consumer

▸ Syndicated reports are a good way to gain insights into your target audience

▸ You can buy a report and also buy custom analyses

Cambodian Life in 2015
prepared by TNS Cambodia

Do you have enough information?

▶ Review what you know and what you need to know to make business decisions

▶ Identify knowledge gaps and fill them with custom research

Marketplace
- ▶ Environment
- ▶ Trends
- ▶ Competitors

Consumer
- ▶ Demographics
- ▶ Attitudes
- ▶ Beliefs
- ▶ Unmet needs
- ▶ Behavior
- ▶ Segments

Product
- ▶ Awareness
- ▶ Perceptions
- ▶ Attitudes towards
- ▶ Reactions to

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How does research get done?

▸ Most research is designed, fielded, and analyzed by research vendors

▸ They have expertise, experience, and tools

▸ Big companies often rely on research vendors who have lots of experience in a particular type of research, such as A&U tracking or product testing

▸ They can offer norms that show how your results stack up to others

Research can be qualitative or quantitative

▸ Quantitative research includes a large sample and collects numbers – you learn a little about many people

▸ Qualitative can be a small sample and based on discussion – you learn a lot about a few people

Computer Ownership Survey

1. How many computers do you own?

○ None

○ One

◉ Two

○ More than two

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In Cambodia we need to reach people in-person

▶ In Cambodia, in-person research is preferred for both qualitative and quantitative research because it is difficult to reach people online or by telephone

▶ Online Cambodians tend to use Facebook and other apps, and are not reachable to ask questions

▶ There are no good lists of phone numbers

▶ The exception is if you have a list of customers and their contact information

Do It Yourself vs. Hire a Researcher

▸ Be honest with yourself – you are not objective

▸ Be aware of your biases

▸ If you want more objective feedback, use a researcher

▸ Hire a researcher to design and analyze your quantitative research

▸ If possible, do the real thing for qualitative research – use a one-way mirror facility or camera so you can watch and find out what your target really thinks

Secret observation room behind mirror.

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Wrap-Up and Q&A

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What We Covered

- Overview of Data and Analytics for Business Planning

- Digital Data: Analytics and Social Listening

- Using Market Research to Drive Business Success

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MangoTango Data-Valuation

- Discuss your marketing objectives and how data could help drive performance

- Evaluate the data sources you already have

- Find opportunities to collect more data

- Consider syndicated research options

- Develop a plan to adopt data-driven marketing

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Q & A

Ms. Katie Scheding Longhurst
President, Head of Digital, MangoTango

Mr. Christopher McCarthy
CEO, MangoTango

Ms. Nancy Jaffe
Partner, Head of Strategy, MangoTango

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