



Reach new levels of ad performance. On demand.

A once-in-a-generation transformation of digital advertising is upon us. Deloitte Digital helps brands master first-party customer data and leap to improved performance across paid advertising through our combination of services and assets, our global scale and depth, and our flexible, powerful tech-with-talent models. The result? Better return on your marketing investment and elevated experiences for your customers.



WE HEAR WHAT YOU'RE SAYING

We aren't ready for the loss of third-party cookies.

Tactics like targeting, retargeting, lead generation and lookalike modeling are at risk due to changes to what's possible on browsers and devices. What's next?

It's past time to master our first-party customer data.

Consumer-led privacy regulations, along with the loss of third-party cookie data, make privacy-compliant, connected and actionable customer data more valuable than ever.

Our measurement capabilities aren't meeting business needs.

Omnichannel attribution and optimization is the goal—but getting there comes with layers of complexity that demand fast, strategic evolution across talent, tech and processes.



THE CAPABILITIES YOU NEED, AT SCALE

Audience orchestration—We help unlock the insights within your customer data to dynamically model hundreds of discreet audiences across closed and open media platforms. Employing leading artificial intelligence and machine learning tools, we can customize messages and offers across customer touch points.

Advertising operations—Our solutions leverage Deloitte's scalable, global resources, assets and experience in combination with your data and tech environment—to provide control and transparency into media planning, budgeting and forecasting against your marketing KPIs.

Measurement & attribution—By deploying our end-to-end, omnichannel analytics capabilities, we can provide a real-time understanding of marketing return on investment, attribution and campaign performance—helping you make smarter, faster decisions that meet the needs of customers and your business.



DELIVERING STANDOUT HUMAN EXPERIENCE

1 Leap the gaps

Building on your existing data, tech and talent resources, we apply our end-to-end capabilities and industry know-how to improve advertising performance across closed, open and social media environments.

2 Connect to elevate

We provide tight integrations and Deloitte assets to help stand up sustainable, privacy-compliant, experience-focused solutions across paid and owned channels as well as across closed media and martech solutions.

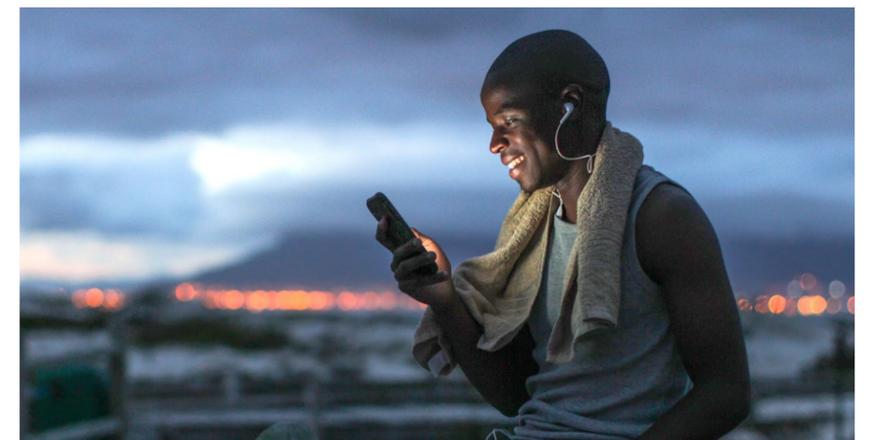
3 Scale for growth

Our global scale, shared-accountability mindset and build-operate-deliver model mean that we can quickly stand up and run what you need while helping you bring critical capabilities in-house.



CONNECTING THE ECOSYSTEM

We work closely with leading adtech and martech platforms, publishers and social platforms, cloud service providers, customer relationship management platforms and other tools and services to help you achieve omnichannel engagement and deliver more human experiences.





MAKING THE LEAP THROUGH ADVERTISING PERFORMANCE.

How a **wholesale retailer** drove new membership sign-ups online and in the warehouse through improved advertising performance.



AMBITION

A wholesale retailer sought to drive customer acquisition online via membership sign-ups, while adhering to new consumer privacy regulations. Most of the company's customer conversions occur in-store, so an advanced closed-loop attribution framework would be required for accurate calculations of media return on investment. Deloitte's objective was to prove the effectiveness of prospecting and acquisition via digital media, starting with two social platforms; and, in two test markets over eight weeks, to drive new prospects from online to stores.



SOLUTION

We implemented server-to-server connections to bridge the client's first-party customer data with the social platforms' user data to strengthen conversion signals and integrate with audience and creative optimization tool sets built into the platforms. Additionally, we analyzed in-store purchase, seasonality and weather data of test markets and developed a creative concept that leveraged dynamic creative optimization (DCO) technology to serve and improve 16 ads to high-value audiences. Over time, we used the client's first-party customer data to test and improve audience targeting, creative images and ad copy.



IMPACT

Our test-and-control framework and closed-loop measurement and attribution framework made it possible to accurately attribute conversions from the campaign.

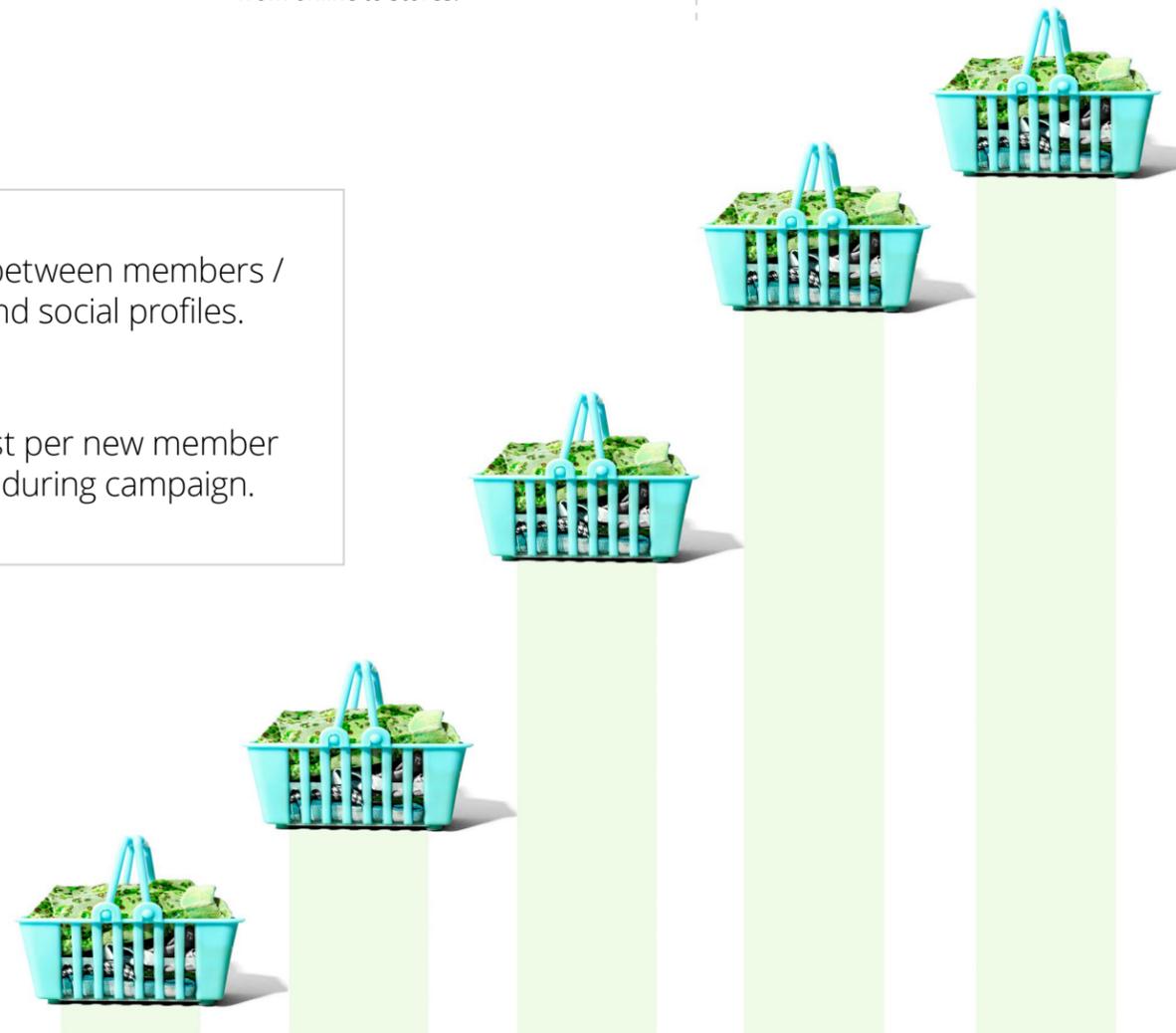
- The client was able to identify a significant improvement in audience performance attributed to optimization of our first-party-data-driven model.
- We also achieved significant improvements in creative optimization using DCO assets and tools within the social networks.
- Most important, the client achieved a nearly 250% return on investment across the campaign through new membership sign-ups.

41% improvement in audience performance.

70% match rate between members / prospects and social profiles.

105% improvement in creative optimization.

40% lower cost per new member acquired during campaign.



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GET IN TOUCH

Michelle McGuire Christian
National Market Offering Leader –
Experience Management
Deloitte Consulting LLP
mmcguire@deloitte.com

Ken Nelson
Managing Director
Deloitte Consulting LLP
kennelson@deloitte.com