

Data collection

The 7 mistakes to avoid!



Find the 7 mistakes!

Answers on the last page of the white book

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Created by the EULERIAN team
www.eulerian.com

The importance of data collection

Profitability evaluation, as well as the automation of campaigns for full optimization, has become a key point for advertisers. This is a consequence of the rise of budgets allocated to online marketing, the strong growth of e-commerce financial volume and the intense competition. Advertisers continuously reinvent and analyze their marketing campaigns opting for the “test and learn”. These are analysis on strategic data, which volume increases by the minute.

Even though data collection is rarely the most worrying topic for advertisers on their e-marketing strategy, its quality is nonetheless essential for a successful operation. For it to generate efficient reports, the collected data must be reliable, complete and available in real time.

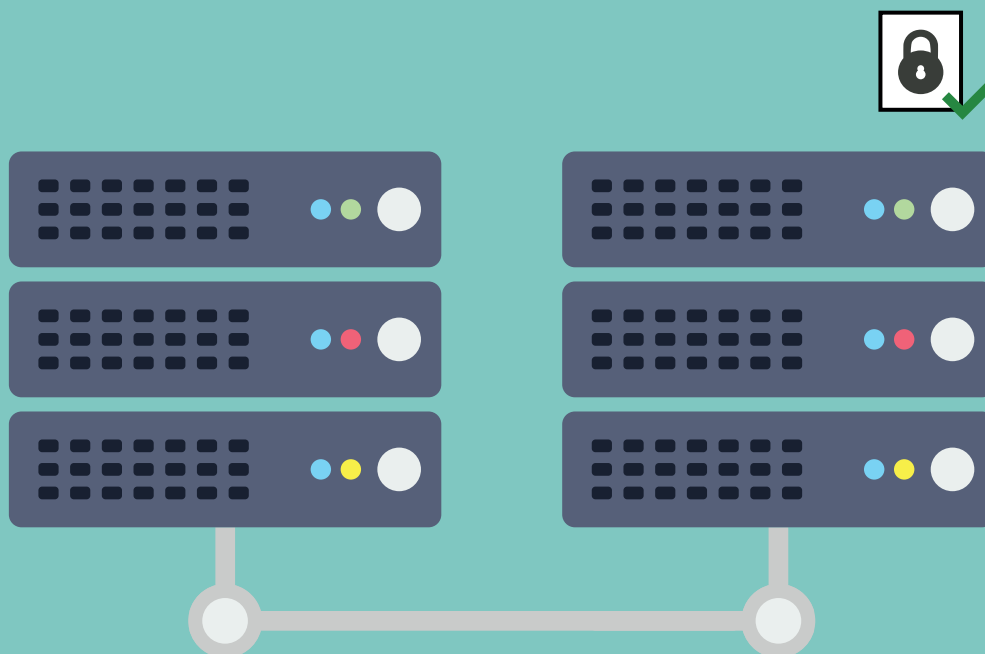


Mistake 1

“As long as I collect data, I don't care for the service provider”

In order to secure the storage and treatment of the data, we must count on a service provider who controls the totality of their network infrastructure.

Server farms supplying functionality in several datacenters, storage capacity adequate to Big Data, 24/7 monitoring with the possibility of on-site intervention, securing of marketing data history and filing strategy are the criteria to discuss with our service provider, always bearing in mind the user's confidentiality.



Mistake 2

“I’m stopping the cookies... tomorrow!”

The cookies – those little text files in the browsers of computers, tablets or smartphones – allow us to collect and storage data about the navigation behavior of the user. We can enable cookies as a first or a third party.

Third-party cookies must be banned since they get associated to an external domain rather than the visited site. More and more users and browsers erase and reject them, especially those from smartphones. In addition, the growing use of adblocking solutions reinforces this tendency. First-party cookies are associated to the site visited by the user, and they get a better treatment by browsers and third-party tools. Internet users tend to accept and understand them as well.

Although first-party cookies are an efficient solution of web tracking, they do not help in the identification of marketing contact points in smartphone or tablet apps. It is mandatory to assure the technology we choose is capable of collecting and associating app data to the marketing history of a user.



Mistake 3

“It’s impossible to gather online and offline data together!”

Sales funnel is getting more and more complex nowadays – different browsers, different types of devices, physical stores visits, call center queries. It is now more important than ever to have a technology able to collect all data generated by the user. For advertisers, the biggest challenge is to integrate all cross-device and offline data in their digital strategy, so they can have a global vision of the buying cycle.

For instance, it is pointless to retarget a display campaign to a person who usually checks a product description and buys this product in a physical store. The key is to take into account the user’s preferences rather than the devices they use. This is only possible if all the interactions, whatever they may be, are collected and centralized around the user.









Mistake 4

“Set up tracking is risk free!”

The oldest tracking tools work passing parameters to the URLs – visit origin (affiliation, sponsored links, emailing), search criteria, clickstream data. All this is added to the URL of the page currently opened. This might carry a number of technical risks affecting the quality of the collected data. In fact, it all depends on the accuracy of the JavaScript code, the loading time, the working tags... Moreover, the reports obtained are also altered. For instance, a user can put this URL on favorites or copy it to send it to another user – this way, every time the site is opened via this URL, we obtain wrong tracking information.

The redirection tracking using a tracking URL is a much more reliable solution. Every click will report to servers and redirect the user to the right page of the site. This type of tracking is entirely transparent for the user. It's done beforehand so the user will be affected by the acquisition channel, even if the destination page is not 100% charged. It equally enables us to obtain two types of information: the effective clicks and the creation of the visit

Passing parameters	Redirection
 Dependent on the presence of the parameter	 Beforehand
 Copy/paste of URL with all parameters	 Transparent for the user
 Dependent on the loading time	 Independent of the site's functioning

Mistake 5

“It’s enough to analyze the visitors of my site!”

Data collection must not be limited to the visitors of the site. It's important to consider the relation between user and advertiser before the visit in order to identify correctly the marketing history of the user.

Given the rising of RTB investments and the constant search for the ROI, the estimation of advertising exposition and the possibility of linking the user's profile to the banners have become essential to analyze the sales funnel. Moreover, the estimation of real visibility (percentage of seen creation and exposition time) is vital to evaluate the real impact of display campaigns of acquisition and/or branding on their sales. Also, the estimation of opened emails, regardless their origin, is very useful to identify the combination of marketing channels that generate transactions.

By measuring all the marketing points, clicks and impressions, between a user and the marketing operations, we obtain a global vision of the efficiency of the e-marketing strategy.



Mistake 6

“Real-time reactivity is worthless!”

Reactivity is a key point in successful e-marketing operations. Given the fact that advertisers are permanently working, especially on e-commerce, opened 24/7, it is essential to react very fast to any unexpected events.

In fact, no matter if it is sales season or a private sale, the financial performance of an e-commerce site can be decided in hours. This means we need to be able to do real-time optimizations in traffic creation operations and in merchandising.

If the follow-up of marketing operations is important, the automatized optimization of actions is equally vital. Acquisition campaigns and performance analysis must be doubled in real-time, to avoid a manual reprocessing of sales attributions. For instance, we must be able to get back in minutes to users who decided not to buy in our site for them to go from potential clients to buyers. An alert system allows us to identify the site's malfunctions and enables us to correct them quickly.



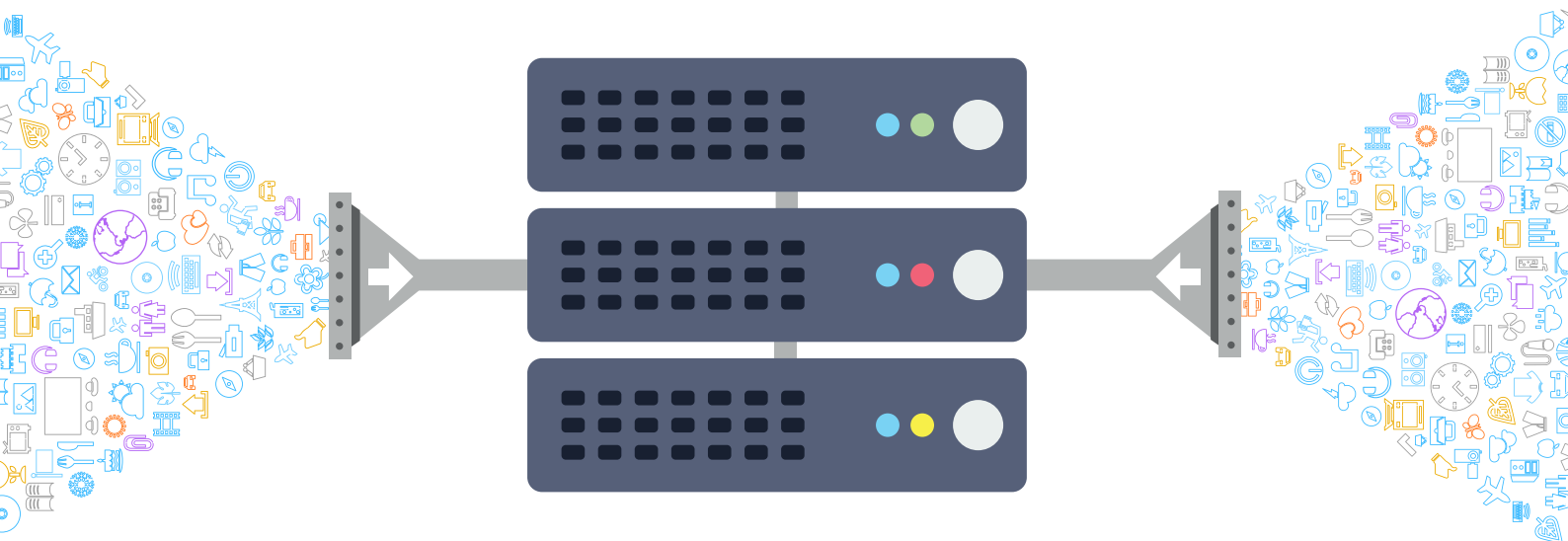
Mistake 7

“I can't help my data scatters!”

Having several solutions connected by passing parameters between each other might distort the data quality and create gaps and inconsistencies.

It is important to collect all data concerning the marketing contact points between an advertiser and the users by using a unique technological solution. This will ensure the consistency and reduce the losses linked to that exchange between different tools. Moreover, by importing the information collected via CRM solutions to a unique technological solution, we will have access to a more specific data (ad-centric, site-centric and CRM-centric) directly linked to the user. The provider we opt for must be able to connect easily to the advertiser's ecosystem by implementing native connectors, in order to import the totality of the data to the interface.

This will enable advertisers to have a complete analysis of marketing performances, integrating the user's profile and the attribution logic. It also allows partners buying an advertising space (especially via RTB) to have continuous access to updated profiles provided by a unique solution to optimize their targeting.



About :

EULERIAN is the French leader in the analysis and real-time optimization of e-marketing operations. Thanks to their innovative data marketing suite and their longstanding collaboration with major advertisers, the independent firm has become a benchmark in their market. The EULERIAN suite is based on exhaustive data collection and includes two modules: a Data Decision Platform, combining web analytics and attribution, and a Data Management Platform, used to manage and activate the data. Among EULERIAN' clients we find leading advertisers on their markets, such as Voyages SNCF, Celio, SFR, 3 Suisses, Fnac, Sarenza, BrandAlley, Galeries Lafayette, Menlook, Photobox, Canal +, Warner Bros, and the list goes on.

Now more than ever, the quality of collected data represents a key role in marketing strategies of every advertiser.

With the constant evolution of devices, browsers, third-party tools and users consumption patterns, the data collection has become more complex. This will quickly make the reports based on old technologies completely useless.

Answers :

- 1 - The books are replaced by a strongbox
- 2 - The avatar on the screen is replaced by the character's avatar
- 3 - There is a new loyalty card
- 4 - The loading icon is replaced by the product
- 5 - There is a new QR code
- 6 - The calendar is replaced by a clock
- 7 - The USB keys are replaced by a hard disk



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commercial@eulerian.com

+33 1 84 16 64 54



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