

Business Analytics & the Rise of the Digital CMO

(or why I'm hanging up my tap shoes and investing in analytics instead)



► How life is becoming more digital than ever

of global consumers want to use their mobile device to complete retail transactions

67%



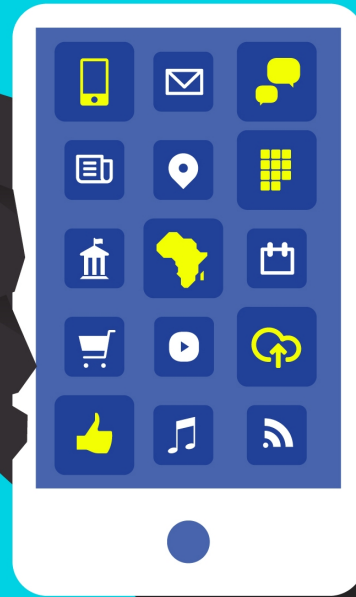
of Africa's GDP is expected to be handled through mobile money transfers by 2015

18%



1 out of every 7 minutes spent online is on Facebook

1:7



40%

of people socialize more online than they do face-to-face



80%

of new apps will be distributed or deployed via the cloud



1/3

of consumer data will be stored and accessed in the cloud by 2016

► How leaders are using technology to better know and reach their customers

73%

of CEOs are prioritizing investments in customer insights



82%

of CMOs plan to increase the use of social media



74%

of CIOs say mobile solutions are part of their vision for increasing competitiveness



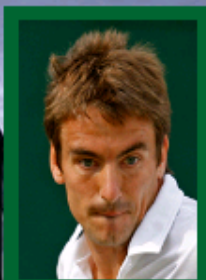


WIMBLEDON

24 JUNE - 7 JULY 2013

GENTLEMEN'S SINGLES - CENTRE COURT - THIRD ROUND
A.Murray currently leads T.Robredo by 1 set to love

SLAMTRACKER
SMARTER ANALYTICS BY



87%

CHALLENGES
POSITIVE SENTIMENT



T.ROBREDO [32]

0 2 0

SERVE SPEED: 107 MPH

POINTS 1 2 3 4 5



A.MURRAY [2]

0 6 0

MATCH DURATION

34

TOTAL POINTS WON

21

30



83%

CHALLENGES
POSITIVE SENTIMENT

FOLLOW

1 2 3 4 5

MATCH

ANALYSE

ALL COURTS

ROBREDO'S KEYS TO THE MATCH



BETWEEN 4 & 9



1ST SERVES



ACES

MURRAY'S KEYS TO THE MATCH



BETWEEN 4 & 9



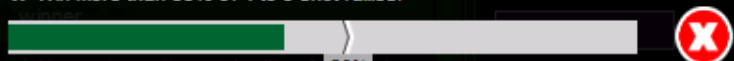
1ST SERVES



RETURN POINTS

Robredo's Keys to the match

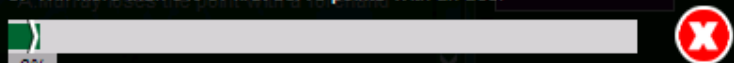
1. Win more than 56% of 4 to 9 shot rallies.



2. Win more than 70% of points on first serve.



3. Win more than 6% of first serve points with an ace.

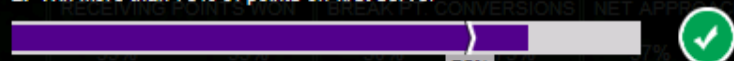


Murray's Keys to the match

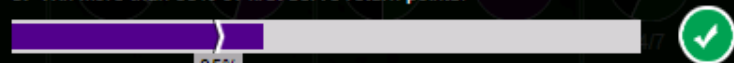
1. Win more than 52% of 4 to 9 shot rallies.



2. Win more than 75% of points on first serve.



3. Win more than 35% of first serve return points.



MPH

KMH

Like 3.5k

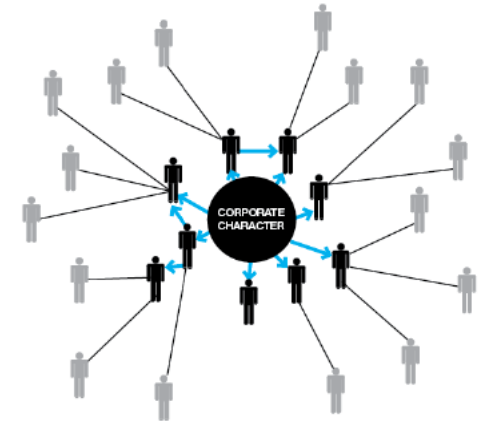
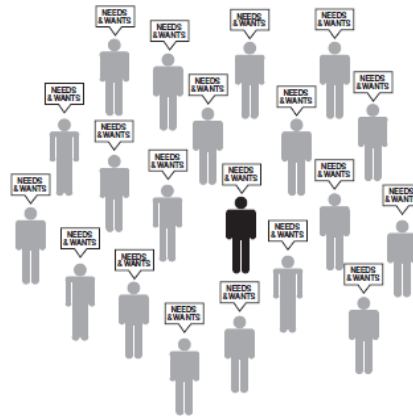
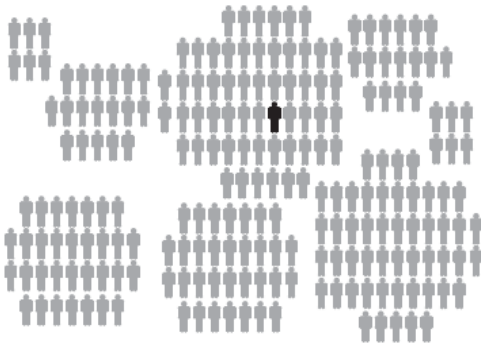
Tweet 744

LIVE @ WIMBLEDON
RADIO >

Marketers have always been responsible for *knowing* the customer

Marketers have always been responsible for defining *what* to market, and *how* to market it

Marketers have always protected the *brand promise*



Understanding each customer as an *individual*

Creating a *system of engagement* that maximizes value creation at every touch

Designing your culture and brand so they are *authentically* one



