

NightJarr

Martech landscape in SA



Marketing
Analytics



Digital
media



Martech



AI in
marketing

Agenda

- The Ad+MarTech 2023 landscape
- The MarTech 2024 Q3 landscape - Cookies are dead!
- Best MarTech options in SA
- Marketing Analytics
- Q&A



Mauritz (Mo) Gilfillan

- 15+ years digital experience
- Google GMP certified
- Acceleration, ClickMaven, Jellyfish, GroupM
- SSA, Nordics, Benelux, UK and US
- <https://www.linkedin.com/in/mauritz/>

My 1st Digital Gig

Nov 2004

The-Night-Owl-Cookie-Monster



Getting to know you!

Instructions

Go to

www.menti.com

Enter the code

2635 1712



Or use QR code

The Ad+MarTech 2023 landscape

The landscape

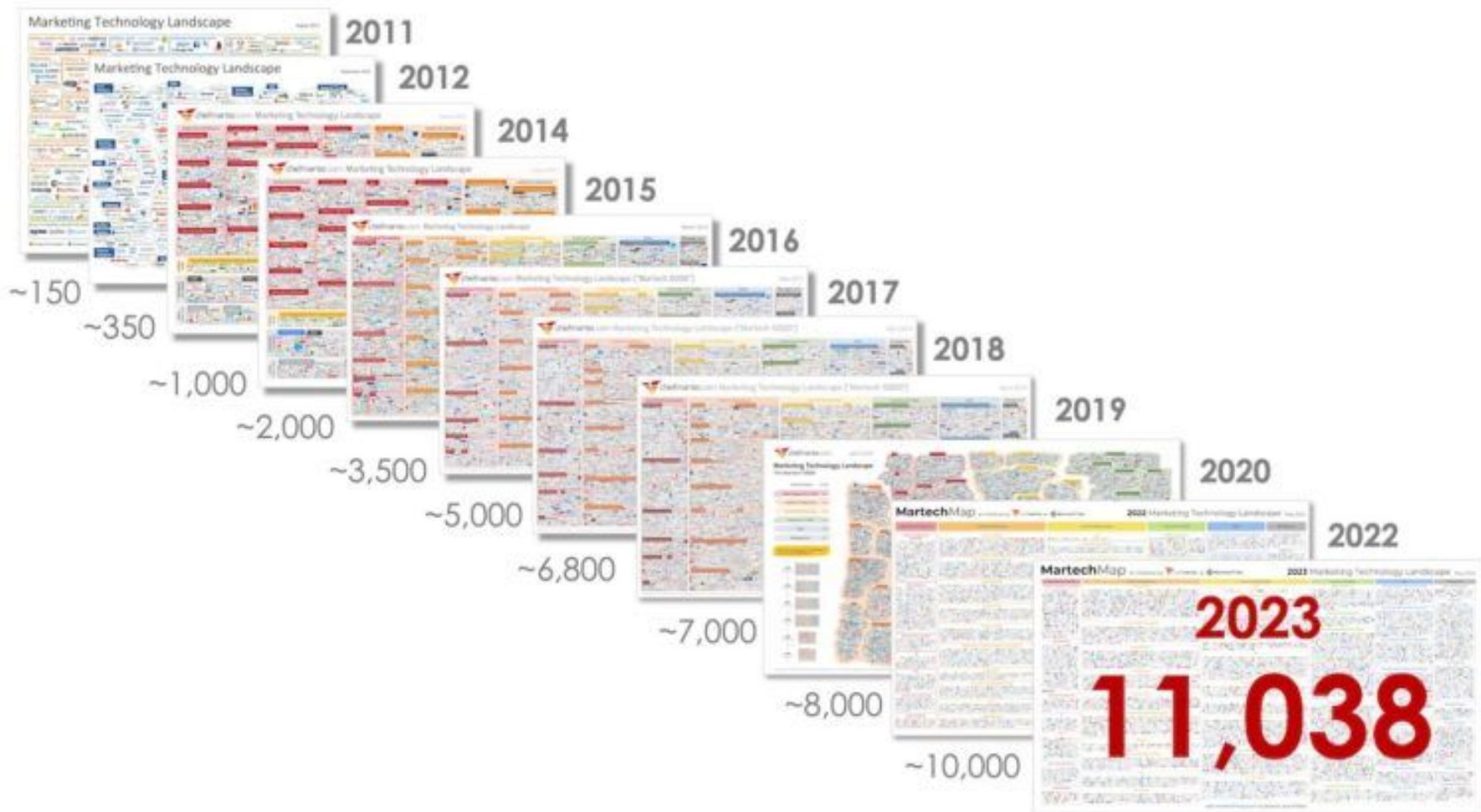
Marketing Technology Landscape

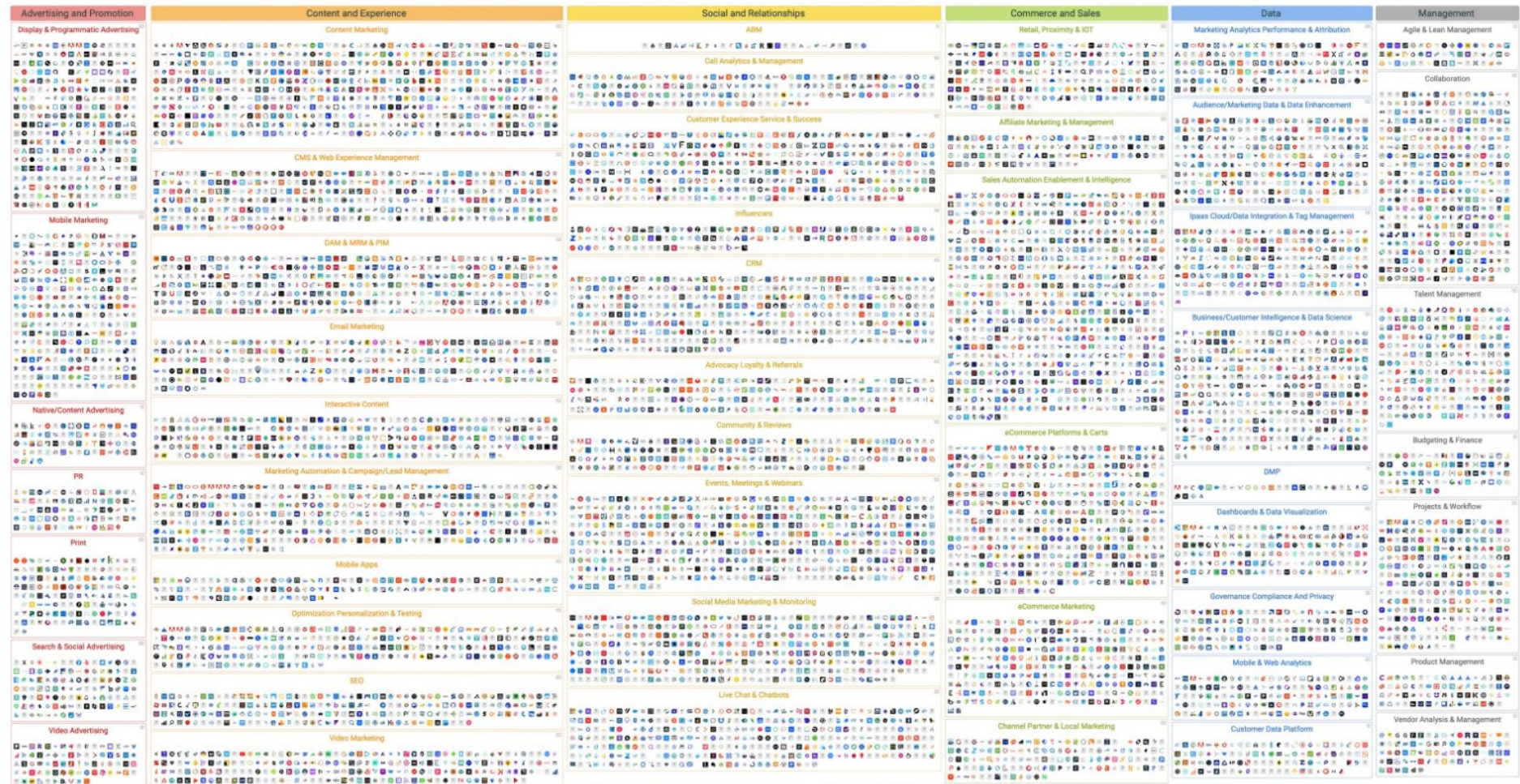
August 2011



External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec <http://www.chiefmartec.com>





YES, AND A
NEW LAYER
FOR DATA
VISUALIZATION.

**TOM
FISH
BURNE**

Consumer trend

1 Demand volatility

Massive numbers of consumers have moved online. Research shows that in sectors ranging from financial services to all manner of consumer goods more people are doing more discovery, familiarization, validation, and buying online.

2 Personalization

Even pre-2020, consumer expectations regarding personalization were rising for both digital and offline engagement

3 Privacy

Consumer privacy concerns are also evolving, and new regulations are shifting industry data practices, such as large tech companies new stance on privacy or the depreciation of 3rd party cookies, altering how brands engage with customers online.

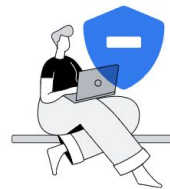


INSIGHT

90% of consumers are willing to share their personal information for the right incentive, such as improved convenience.

Think with Google

Source: Google/BCG, Consumers Want Privacy. Marketers Can Deliver, Jan. 21, 2022.



INSIGHT

80% of consumers in surveyed countries are concerned about the state of their online privacy today.

Think with Google

Source: Google/Storyline Strategies, AU, BR, CA, CN, FR, DE, IN, JP, MX, U.K., U.S., Ad Controls, n=1,000 per market, A18-55 with internet access, March 2022.



ANOTHER IRRELEVANT OFFER?
IT'S LIKE THEY HAVE NO IDEA
WHERE I AM IN THE CUSTOMER
JOURNEY.



© marketoonist.com

NO, I **DON'T** GIVE
CONSENT TO MY
PERSONAL DATA.



NO COOKIES.



NO TRACKING.



NO BROWSING
HISTORY.



THE LESS THIS SITE
KNOWS ABOUT ME
THE BETTER.



HEY, WHY ISN'T THIS
SHOPPING EXPERIENCE
MORE PERSONALIZED?

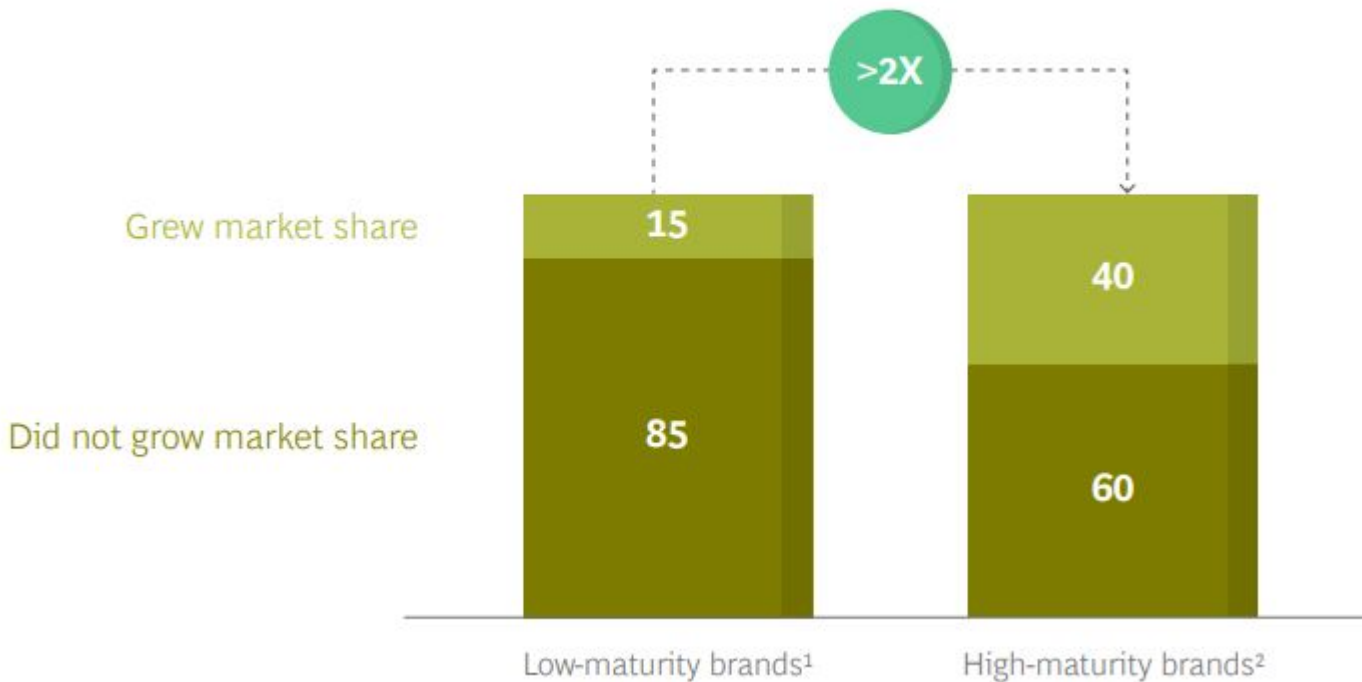


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Who cares

Competition

Brands that grew their market share between from 2020 to March 2021 (%)

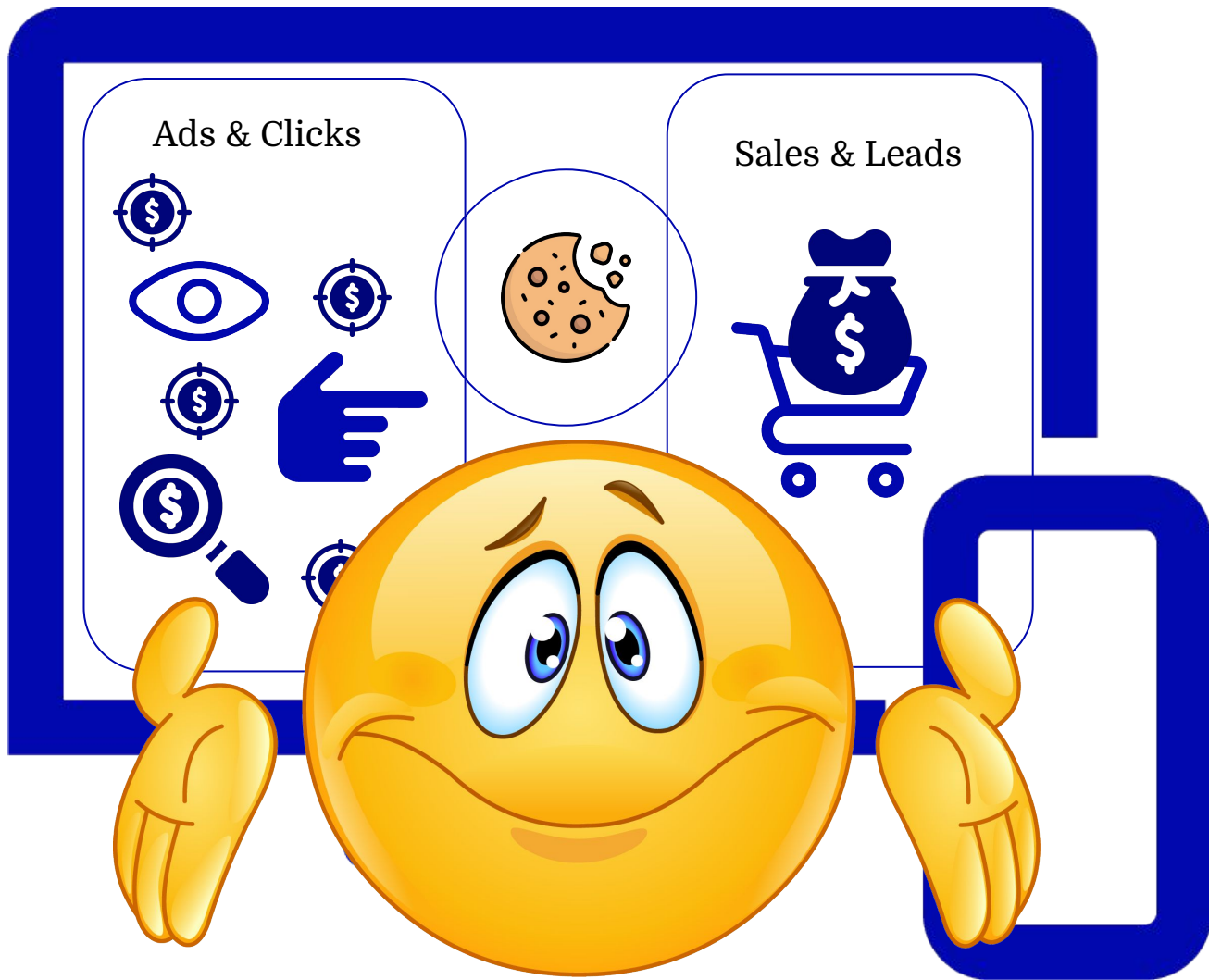


Martech 2024 Q3

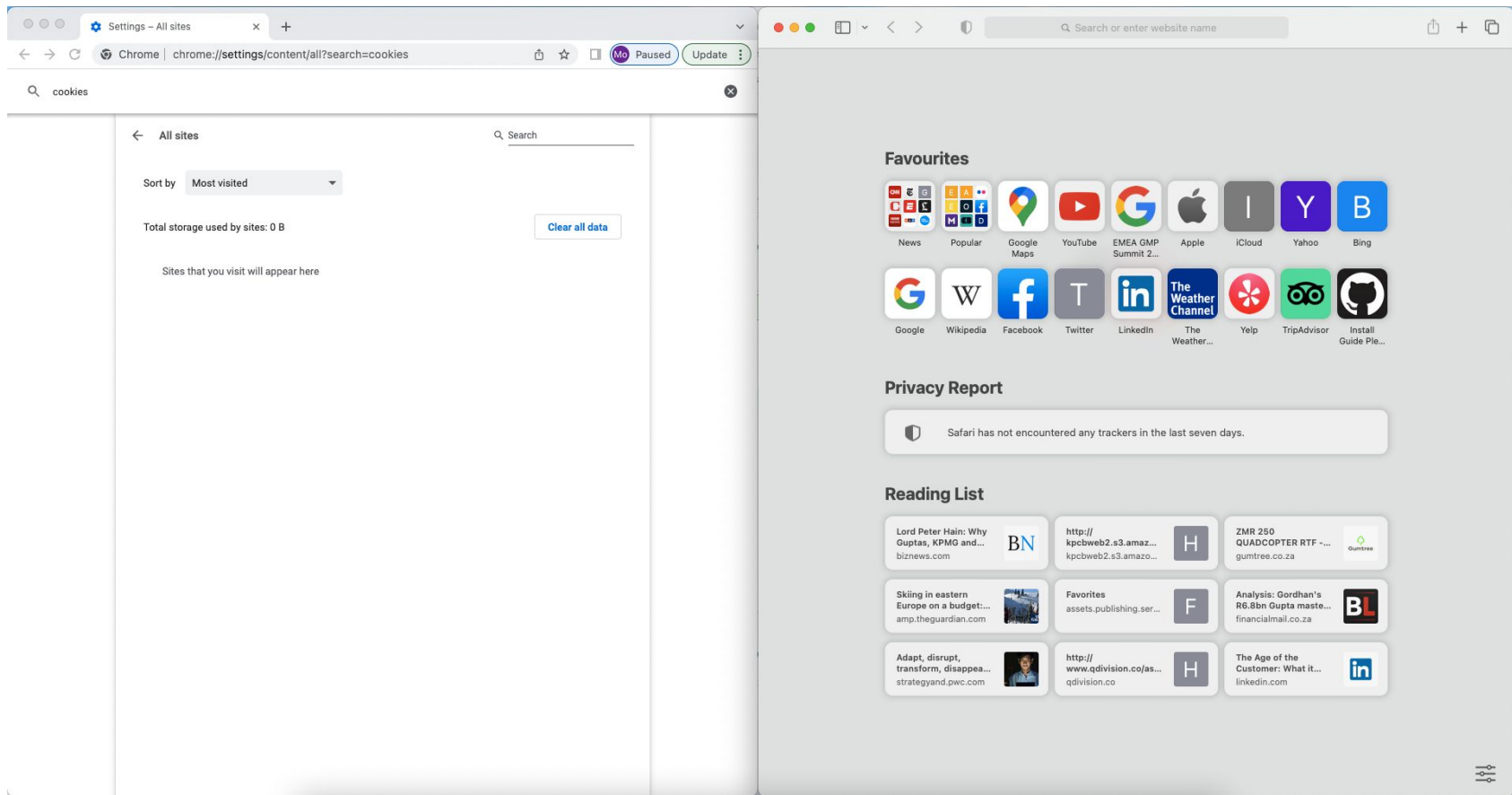
The death of the (3P) cookie

What are Cookies?





Cookie Demo (Live) Eeeeeek !





Google Blog

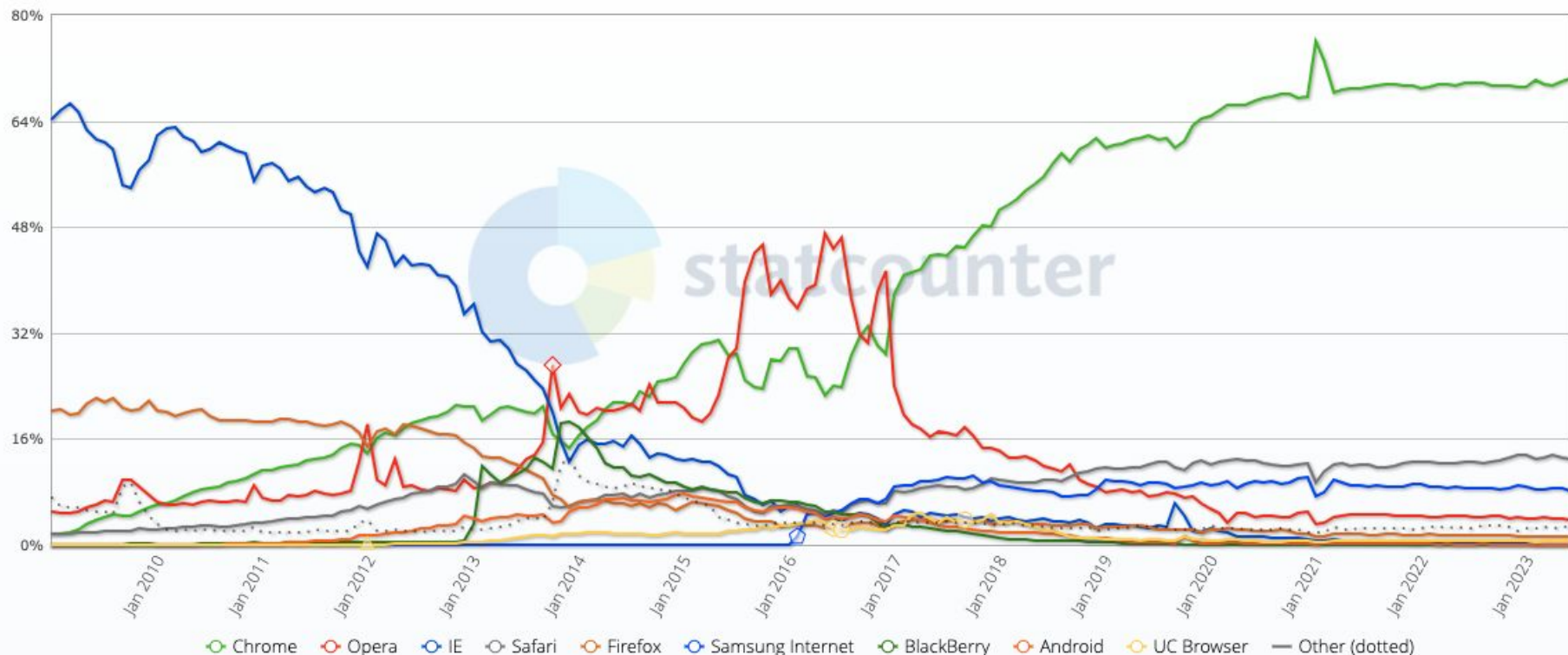
<https://blog.google> › [products](#) › [chrome](#) › [update-testi...](#) ⋮

Expanding testing for the Privacy Sandbox for the Web

27 Jul 2022 — As developers adopt these APIs, we now intend to begin phasing out **third-party cookies** in **Chrome** in the second half of 2024. As always, you can ...

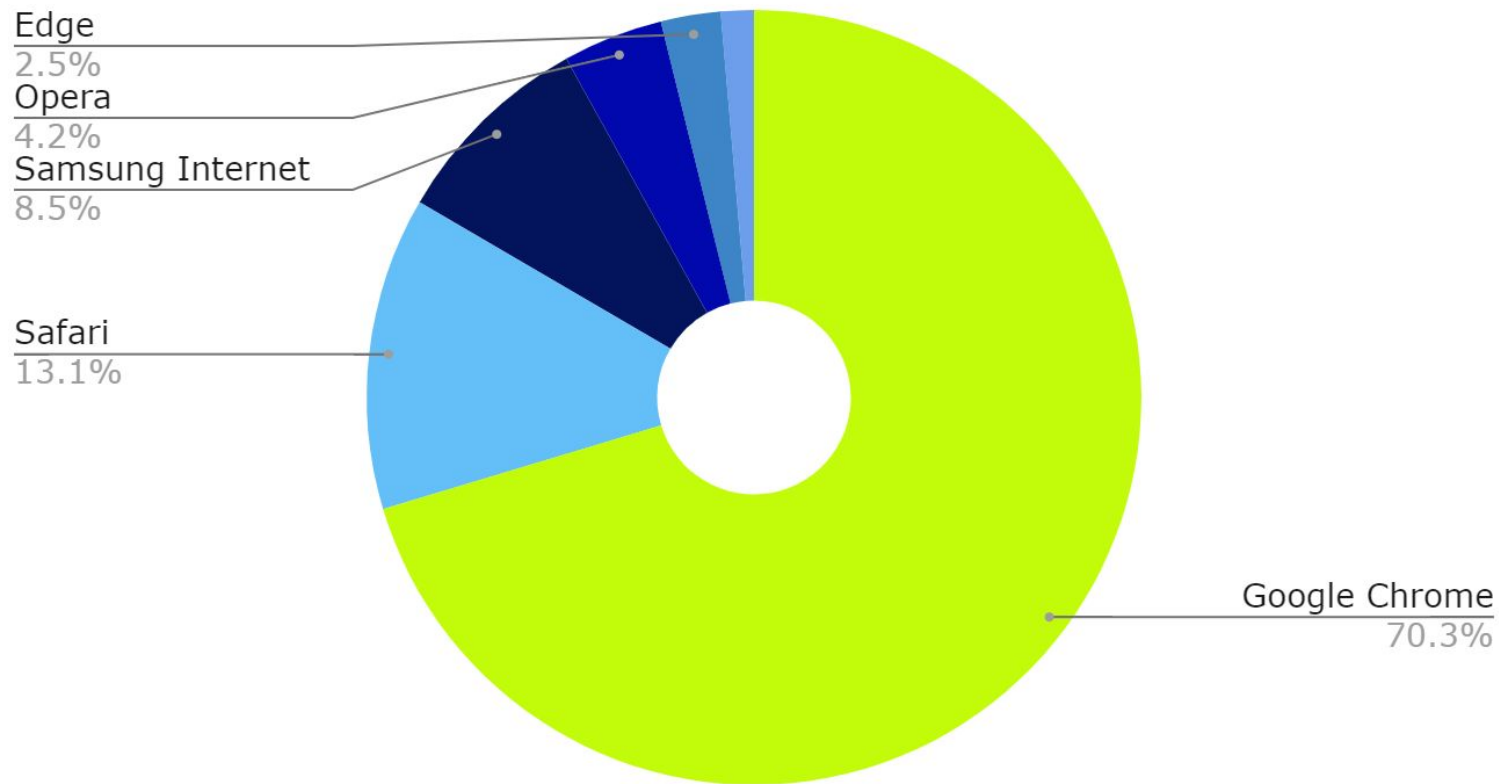
Browser Market Share South Africa

Jan 2009 - June 2023

[Edit Chart Data](#)[Save Chart Image \(.png\)](#)[Download Data \(.csv\)](#)[Embed HTML](#)

```
<div id="all-browser-ZA-monthly-200901-202306" width="600" height="400">
```

Browser market share





Mr. Mark Zuckerberg

Higher user expectations for ads privacy are driving **privacy regulations** and **technology changes** that restrict user-level tracking



Regulatory Changes

Regulations are impacting how user data can be captured and used.



Technology Changes

Browsers and mobile operating systems are shifting away from traditional data collection (third-party cookies and mobile ad identifiers).



Advertisers in Denmark are **missing out on revenue opportunities** due to measurement gaps

Marketers are losing **visibility** on how people interact with their ads and properties due to privacy related changes



Platforms updates

48%

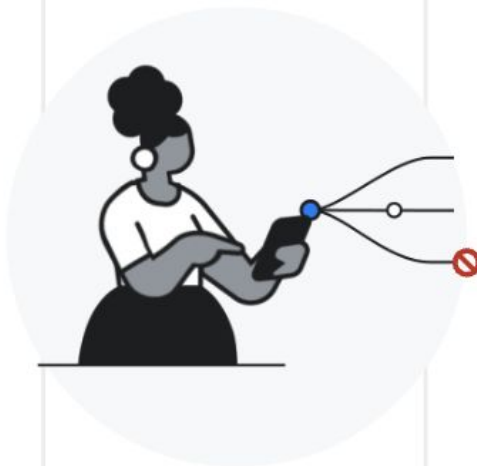
of **consented** traffic is from cookie-blocking browsers**



Regulatory changes

20%

of **traffic is not measured** due to denying consent*



...leading to **artificially inflated CPA and media inefficiency**

creating challenges for budgeting, planning, and business decisions



Data
Visibility

Measurement
Integrity

Bidding
Quality

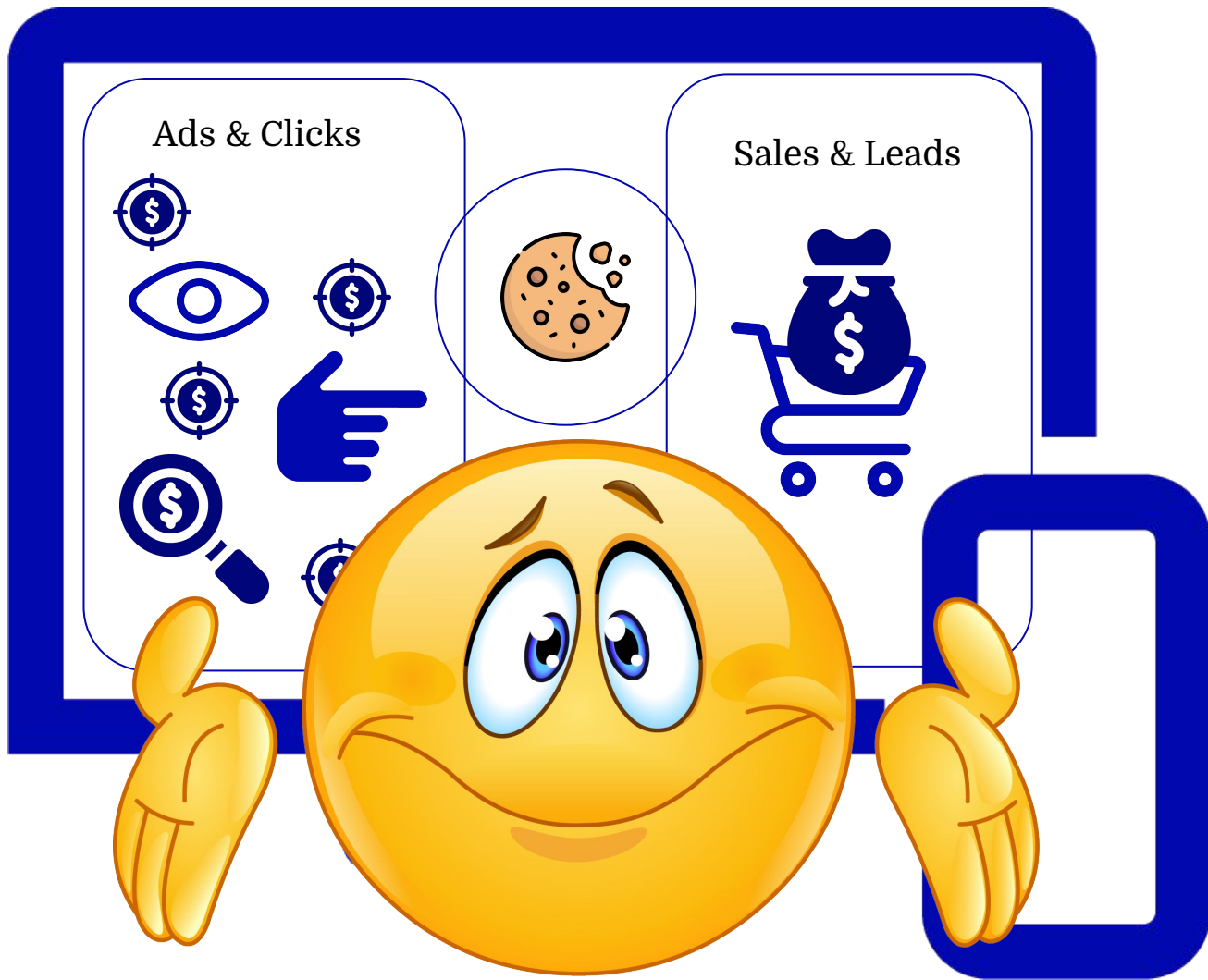
Revenue
Impact

*Assumed 80% opt-in consent rate (consent rate tends to be even lower from paying channels, around 30%)

**53.57% Chrome share of traffic (varies from one website to website, highly dependent on industry) Source <https://gs.statcounter.com>

Illustrative Example







1. DENIAL



2. ANGER



3. BARGAINING



4. DEPRESSION



5. ACCEPTANCE

STAGES OF GRIEF

Ok, so what now?

COOKIES ARE
GOING AWAY.
WHAT DO WE
DO?



TRACK
CONSUMERS
WITH SPYWARE?



USE FACIAL
RECOGNITION
DRONES?



HIJACK
THEIR DEVICE
CAMERAS?



INSTALL
RFID CHIP
IMPLANTS?



HOW ABOUT WE RESPECT THEIR
PRIVACY AND MOVE AWAY
FROM MICROTARGETING?

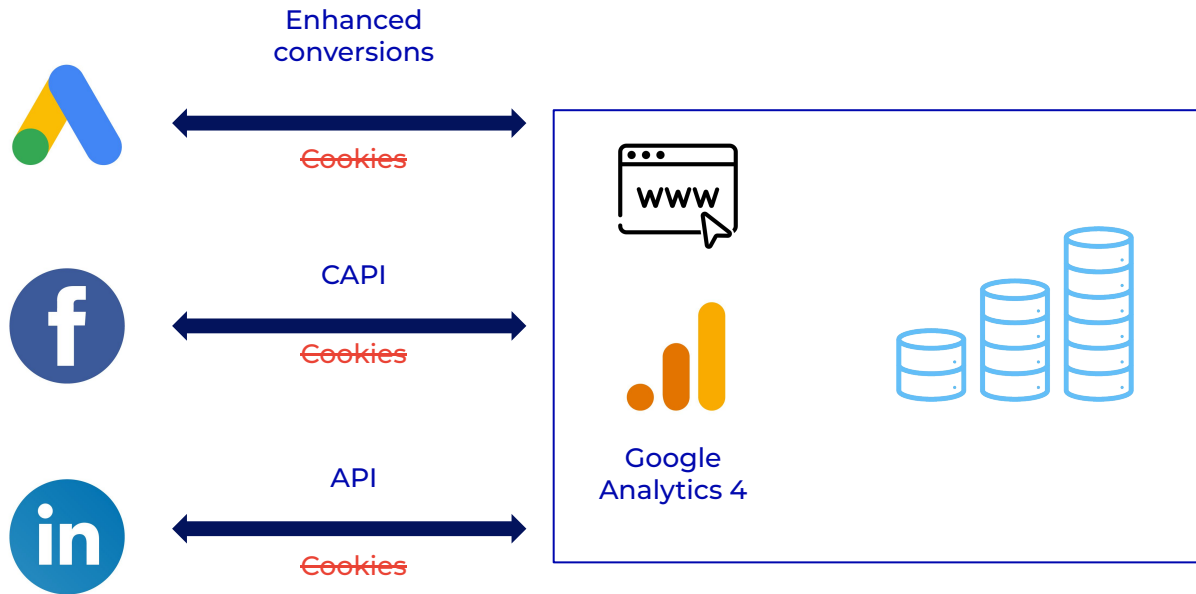


ALAN, LET'S
BE REALISTIC.

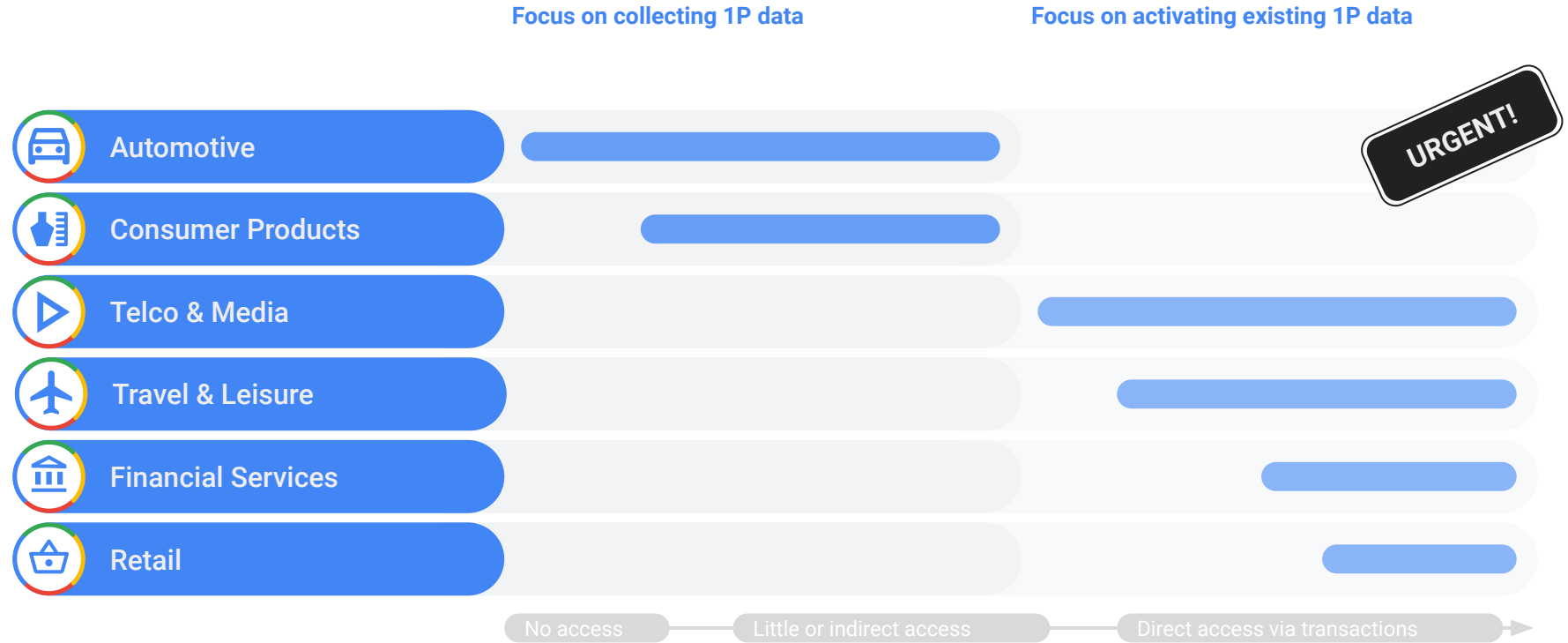




The data economy is here.



Based on your industry, data acquisition needs vary



Action items

1. Get consent from users (and capture it)
2. Build 1st party data assets
 - a. Email marketing
 - b. CRM system (link with Google Ads)
 - c. Customer data platforms (CDP)
 - d. Transaction data
3. Implement Google Enhanced conversions
4. Implement Facebook CAPI

DON'T WORRY, IT'S ONLY
MARKETERS COLLECTING
OUR PERSONAL DATA
SO THEY CAN CREATE
MORE RELEVANT
ADVERTISING FOR US.



TOM
FISH
BURNIE

Free 30 min session

Informal Martech review

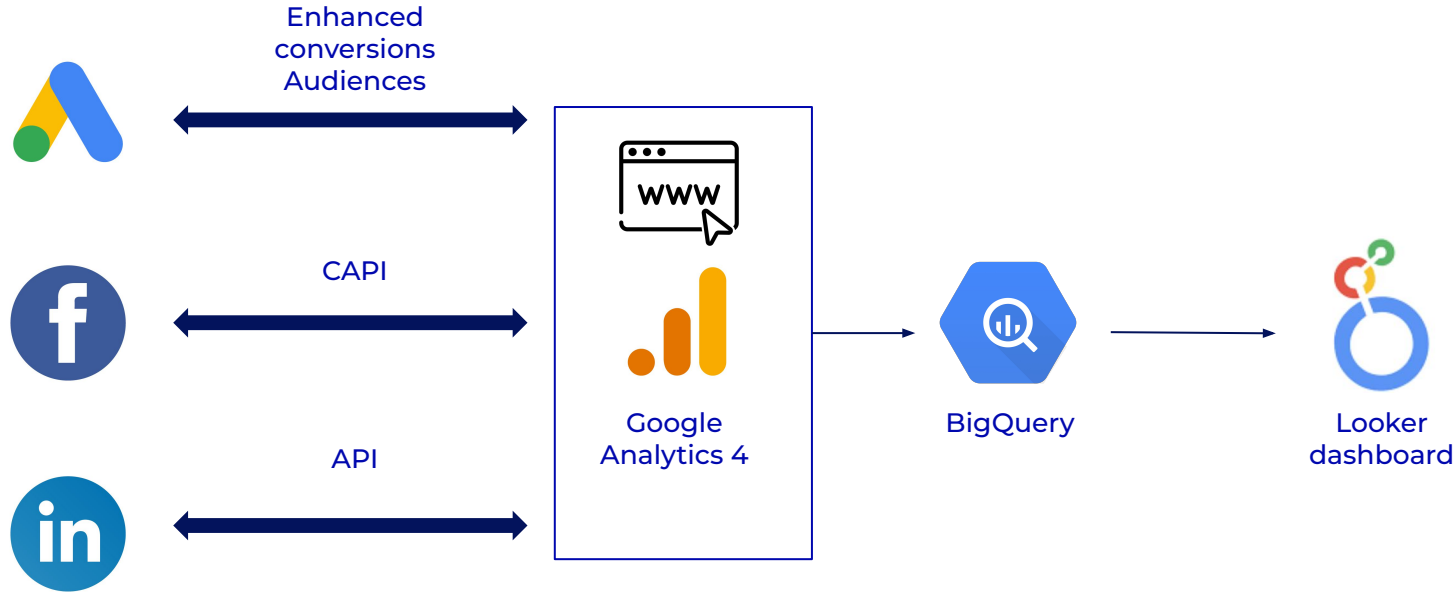
Marketing Analytics
Use cases

Best tech options (In SA)

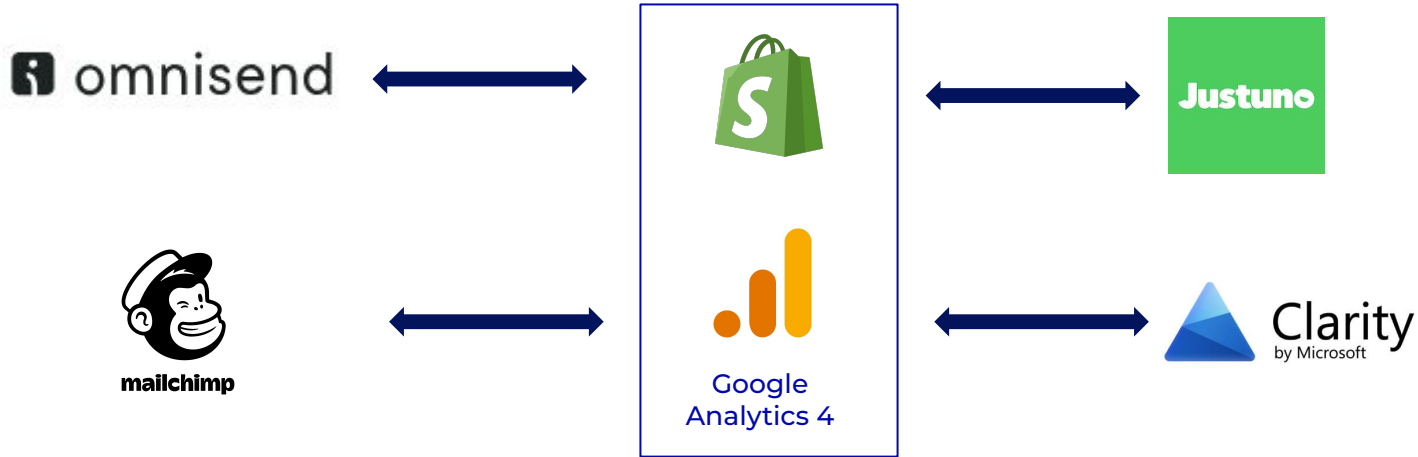
What do you want to achieve?

It's not about the tech

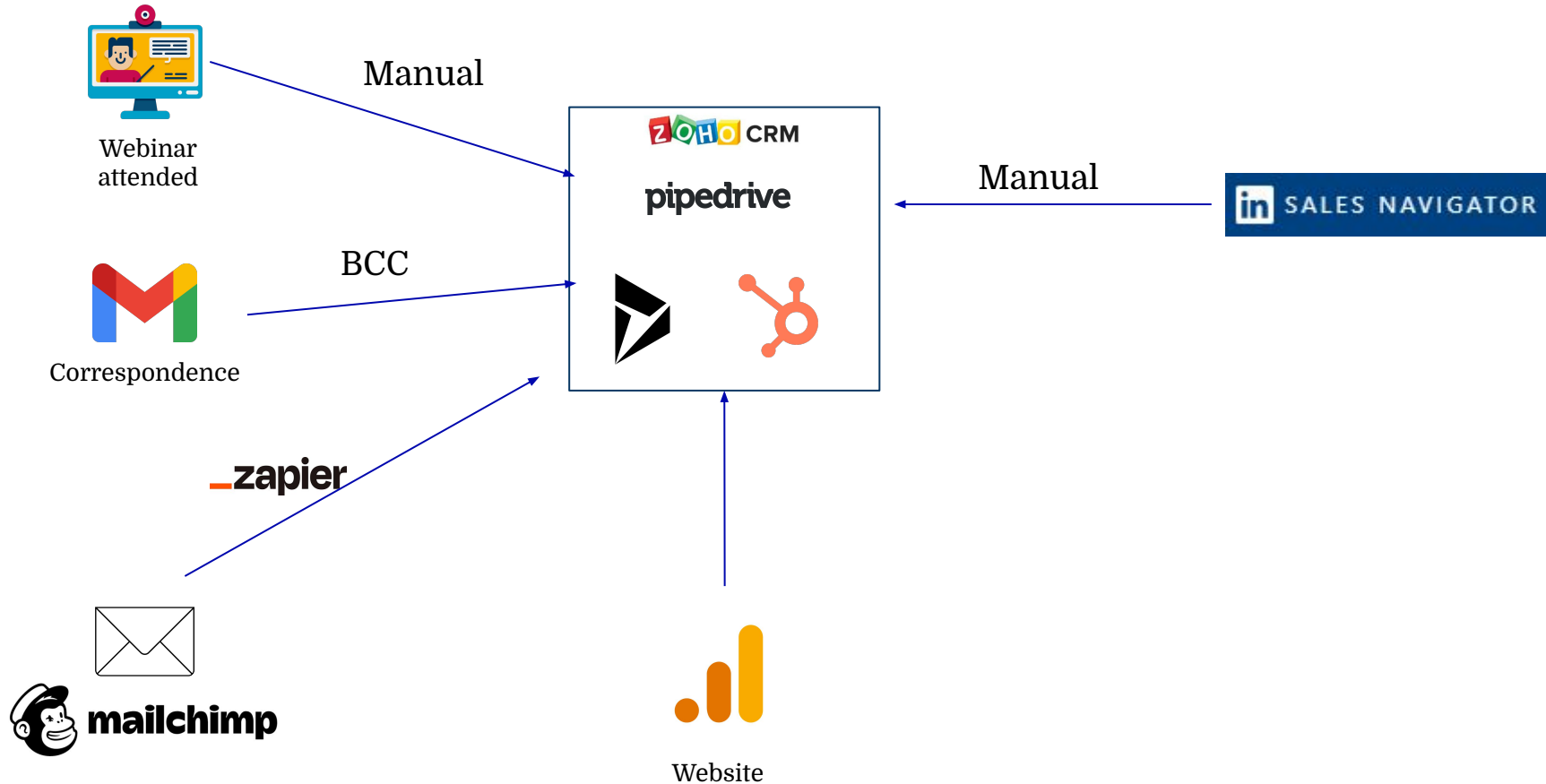
1# Lead generation

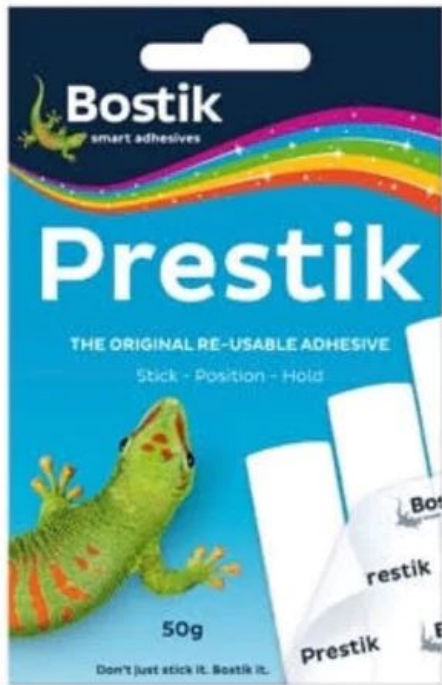


2# Customer loyalty (repurchase)



3# Customer 360 view





=

 **zapier**

Marketing Analytics (Ferdie)

B2C



Google
Analytics 4



Big Query



Looker
Data Studio

B2B / Small companies



B2B / Small companies



Q&A



Marketing
Analytics



Digital
media



Martech



AI in
marketing