



# Data: Our Approach & Case Studies

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# What we hear from clients

## Current Situation

Complexity, redundancy – companies don't know what data they have

Lack of connectivity across different kinds of related data

Unknown sources, quality, risks

Great insights trapped in Powerpoint and Excel files

## Desired State

Simplified, better utilization of existing data

Multiple "tributaries" flowing together, closer to a single customer view

Strategically managed, clean, secure

Continuous, ever-changing – data ready for more "real-time" decisions and actions

CONSUMER INSIGHT

MEDIA

RELATIONSHIP  
MARKETING  
(web, CRM, email)

SALES

OPERATIONS

OTHER COMPANY  
SOURCES

TECHNOLOGY & SYSTEMS  
INTEGRATION

# What we hear from clients

### Current Situation

Dashboard fatigue  
Single-purpose data

### Desired State

Streams, not dashboards  
Data commons with multiple uses





**THE  
DATA  
ALLIANCE  
WPP**

# Case study

## Bridging diverse data through WPP collaboration

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### **REACH**

Who should I be talking to?  
Where do I find them?

- Confectionary client
  - Oral care client
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### **RESONANCE**

What are people thinking,  
feeling, saying about my brand?

- Financial services client
- 

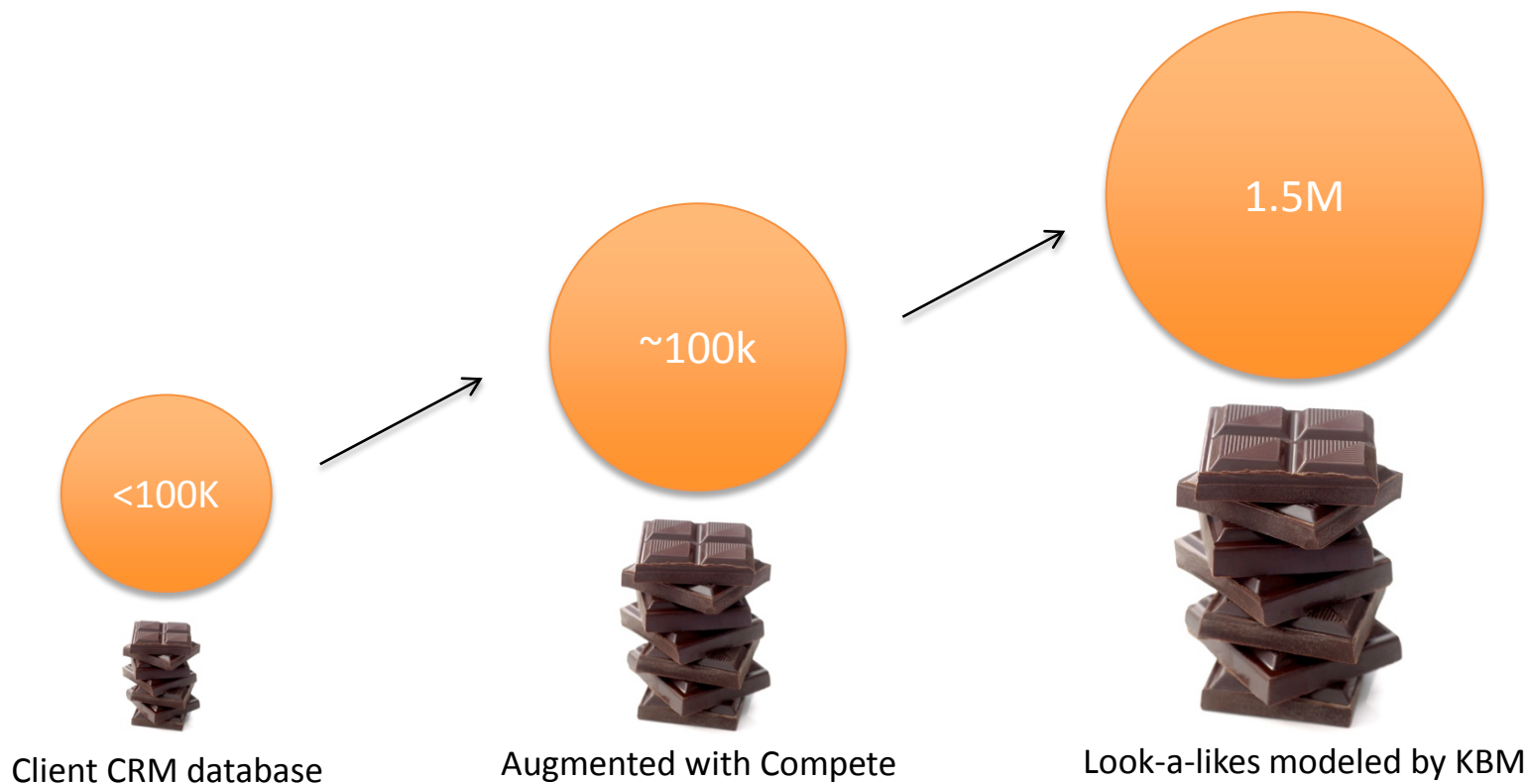
### **RESPONSE**

What did people do as a result?

- FMCG client
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# Confectionary Client

## Finding chocolate lovers online



WPP COMPANIES

**MEDIACOM**

@-Behavior™

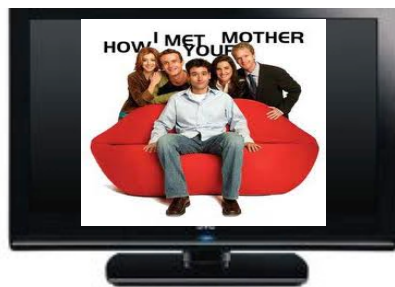
compete

X AXIS

# Oral Care Client

## Using purchase behavior to buy media

New Buyers



Brand Switchers



New Buyers & Brand Switchers



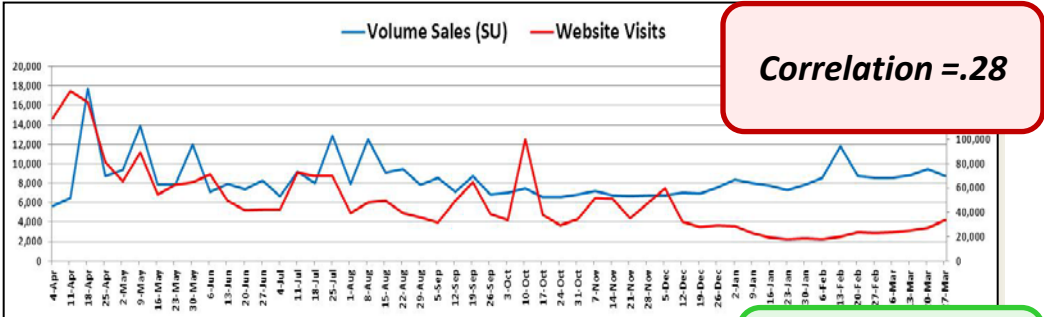
### WPP COMPANIES



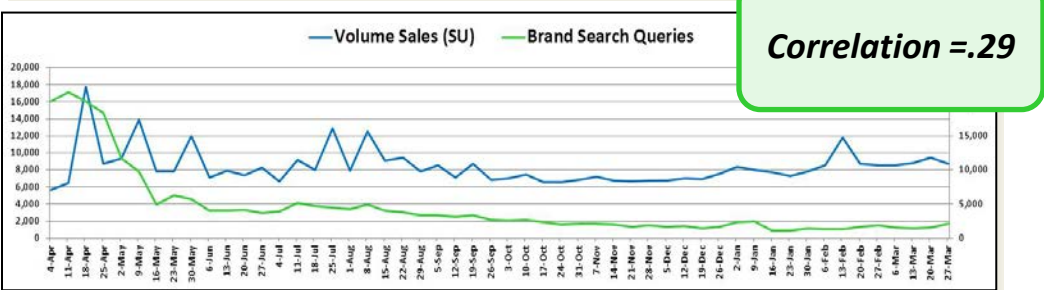
# Financial Services Client

## Combining speed and rigor

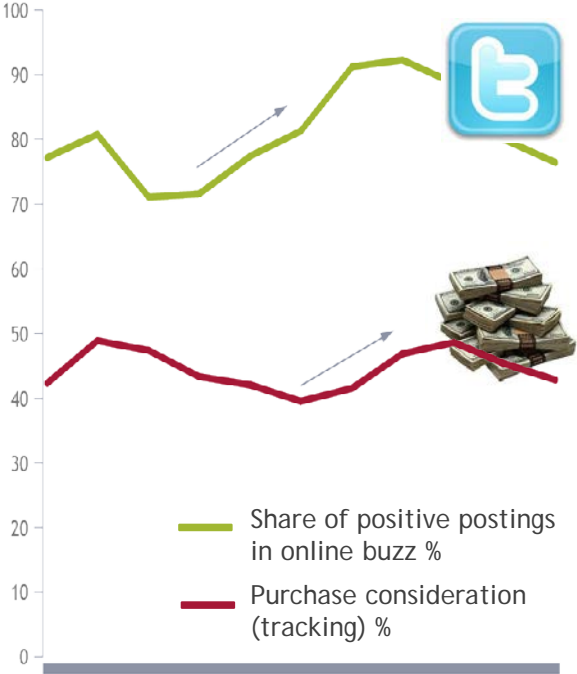
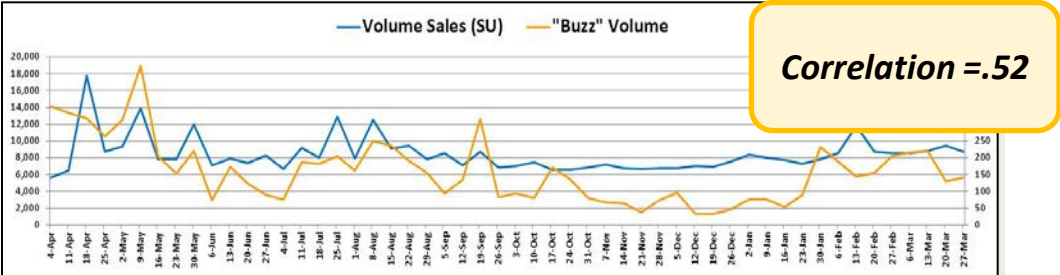
Site Visits



Brand Search



Social Buzz



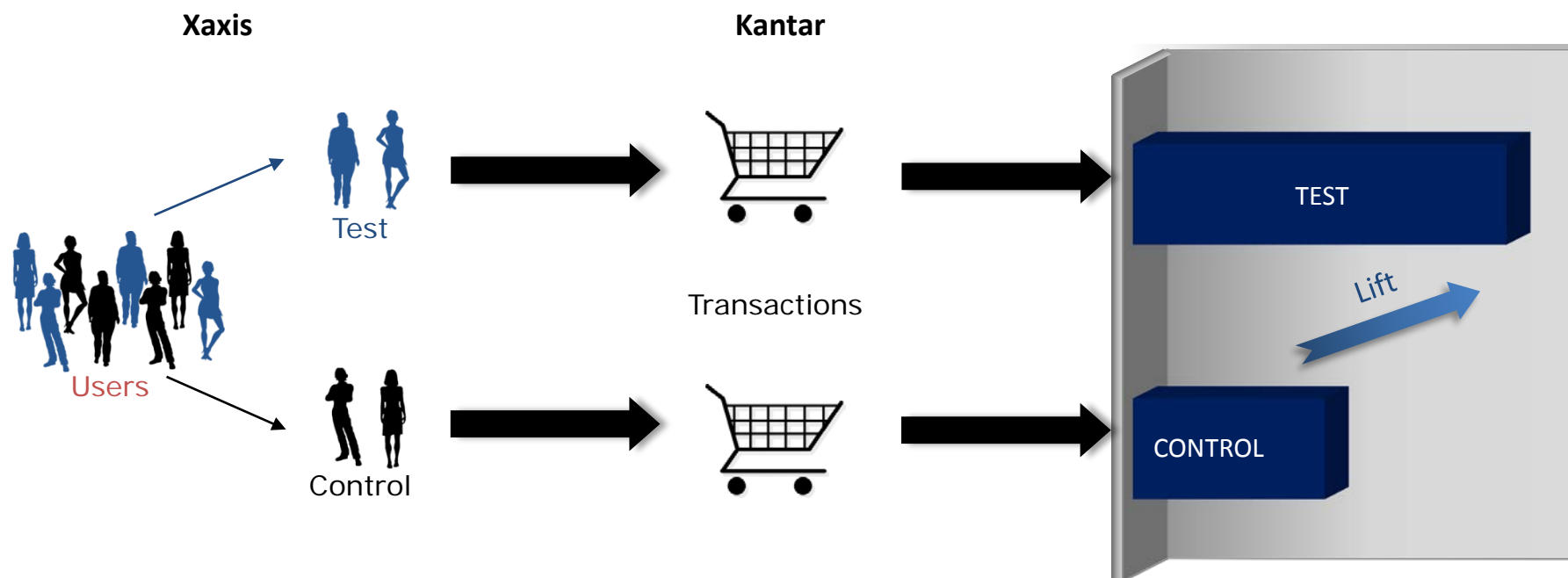
WPP COMPANIES





# FMCG Client

Connecting online exposure to offline sales



WPP COMPANIES

X AXIS KANTAR SHOPCOM

**THE  
DATA  
ALLIANCE  
WPP**



# In summary...

## Leading Position

- 30% of revenues from digital activities
- Leading position in media, technology and data
- Strong global digital brands such as Wunderman, OgilvyOne, Possible Worldwide, Xaxis

## Strong Growth

- Continued strong secular transition to digital
- Trend to digital enhances share of media spend and revenues
- Margins at or above WPP benchmarks

## New Opportunities

- Leveraging WPP proprietary technology – first to launch audience buying platform
- Leveraging data across WPP linking GroupM and Kantar with other assets