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Busting Digital Myths in the Middle East

The Big Idea

Digital marketing transformation has become the pivotal agenda for every marketer. However, this process is mired in assumptions and 'perceived obstacles'.

Positive side of the story?

These assumptions and 'perceived obstacles' are myths.

With this webinar, we have taken up the challenge of debunking some for the marketing community.

Our Speakers

Sandeep Poduval

Head of Marketing,
Commercial Bank of
Dubai

Prasad Shejale

CEO, LS Digital

Venugopal Ganganna

CEO, Langoor

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MYTH 1

Branding campaigns only drive reach

Opinion of Our Speaker

"Branding campaigns do much more than just drive reach especially in categories such as banking, insurance etc. where the mother brand plays a huge role."

- Sandeep Poduval

Busting the Myth

Customers who have an **emotional connection** to a brand tend to be more valuable over time.

New **measurement approaches** to brand campaigns like addressable TV, digital 'brand lift surveys' and campaign manager.

Data-driven **full-funnel marketing** strategy

Case Study

Tata AIA Life Insurance leverages Youtube via DV360; leading to a positive impact on key upper & lower funnel metrics

BUSINESS OBJECTIVE AND CHALLENGE

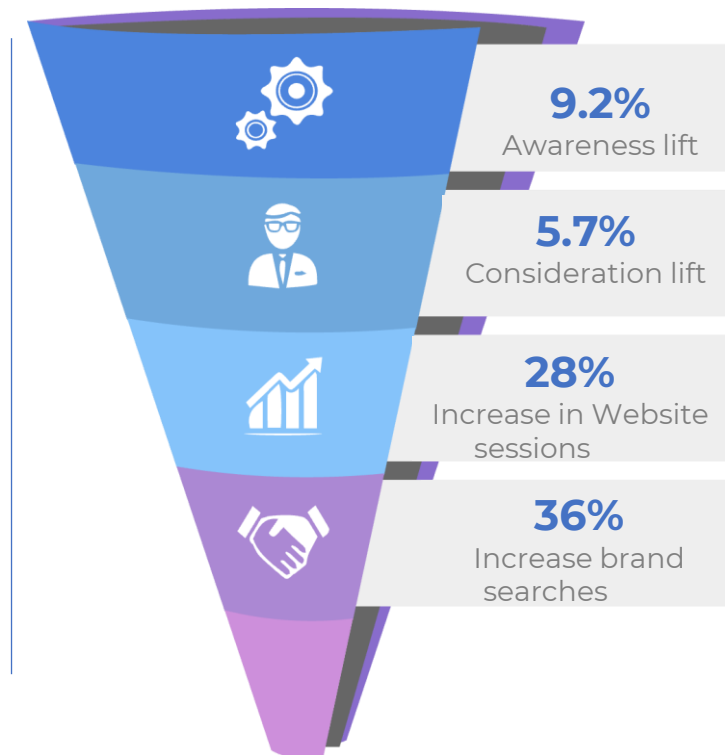**To build awareness for their brand in the category, especially among women**

The brand's research showcased an emerging segment of women, as decision makers for insurance products - a segment not targeted in the industry with a bias that women are not decision-makers for insurance products.

They also wanted to test if brand awareness campaigns could have a direct impact on their brand search queries.
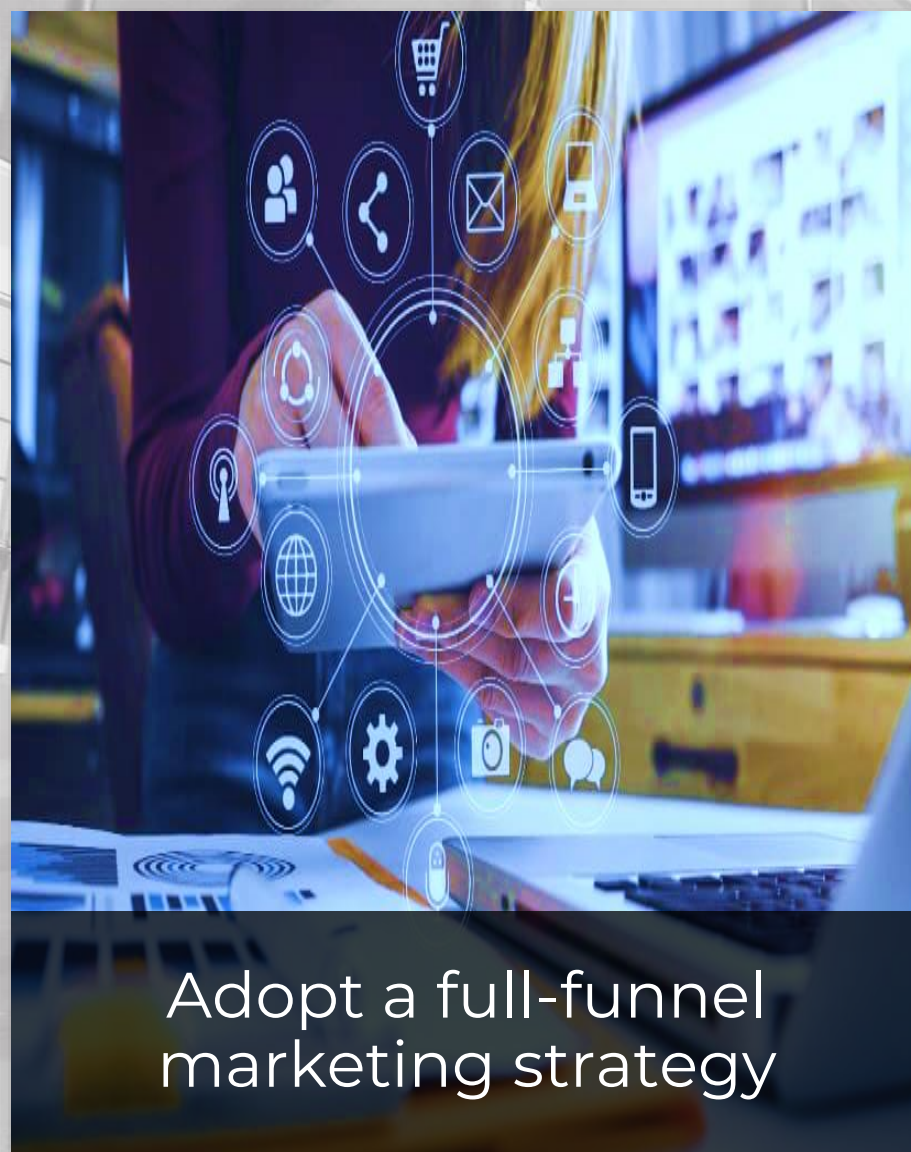
APPROACH

- **Identifying the Audience:** Mapped Tata AIA's 1P data with Google audiences to identify Women, 25-54 yrs as a high potential TG for Life Insurance.

- **Getting the Creative right:** Conducted a CAT Audit during the production stage, helping us get digital ready creatives with 30s & 6s edits.

- **Media Planning:** Planned for target reach of at least 60% of the TG at an average frequency of 4, layered with above mentioned audiences.

- **Deployment & Measurement:** Leveraged frequency management on DV360. Setup BLS for measuring brand metrics, YT- Search correlation to study the impact of the DV3 campaign on brand search queries, RnF targets for a successful campaign.
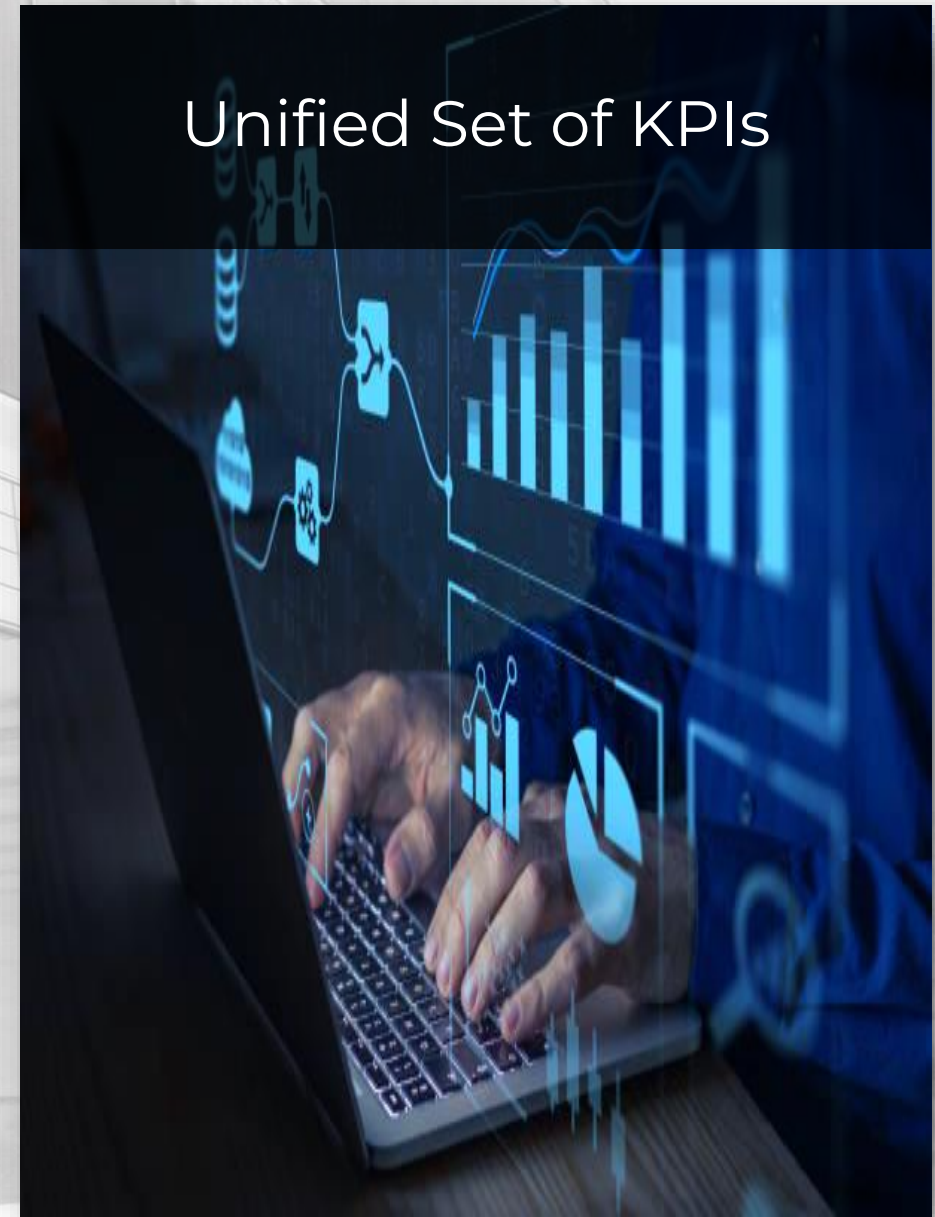
RESULT

9.2%
Awareness lift

5.7%
Consideration lift

28%
Increase in Website sessions

36%
Increase brand searches

What should brands do?

Adopt a full-funnel marketing strategy

Unified Set of KPIs

Opinion of
Our Speaker

Google has announced 1st July 2023 as the date of demise for Universal GA and your Universal GA data will not be migrated to GA. Hence, the urgency is "today".

- Prasad Shejale

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Busting the Myth

GA 4 is no longer an option, it's a **compulsion**.

Reporting accuracy of GA4 depends on the data collected in it, thus the sooner you start the better the data repository.

Platform **for everyone-** including businesses with either a presence on web or app and for brands with a hybrid existence.

GA4 vs. GA3

GA4	No measurement link between Mobile/Web data Rollup	Sampled data	Predictive Metrics	CRM Integrations	Flexible yet structured reporting through User Pathing reports and built in ML	Integrations across GMP**	Big Query Integration
GA3	Mobile/Web data Rollup	Unsampled Data	No Predictive Metrics	No CRM Integrations	Time Intensive Analysis	Integrations with only Gads and GSC	No Big Query Integration

Case Study

BUSINESS OBJECTIVE AND CHALLENGE

To reach their audiences with timely communication at various phases of their purchase journey.
Goibibo relied on GA360 to understand the visitors and define the communication strategy.

However, the 28-day attribution model in GA made it difficult to trigger a convertible audience at the right time leading to poor conversion rates and a low ROI.

APPROACH

- Explored beyond Google Analytics' default attribution model to achieve higher conversions at better ROAS.

- Built a 1-day attribution model using a customized JavaScript using GTM which could deliver brisk attribution.

- The new bespoke attribution model gave a clear view of the convertor's journey across channels instantaneously, enabling Goibibo to trigger the convertible audience at the right time.

- This also made it easy for Goibibo to define the campaigns effectively and optimize the ROAS daily.

Goibibo achieves 2.2x increased ROAS with the help of personalized enhanced attribution strategy.

goibibo

RESULT

33%
Improvement in ROAS

17%
Better conversion rate

"
We collaborated with LS Digital to get custom attribution configured for Golbibo for mid-funnel and order metrics. This has helped us compare channel efficiencies and take informed decisions on allocation of marketing monies across various paid channels. The creation of multiple custom attributions has brought in efficiencies by democratizing complex data availability.""

—Deeksha Jaiswal, Marketing Director, Golbibo
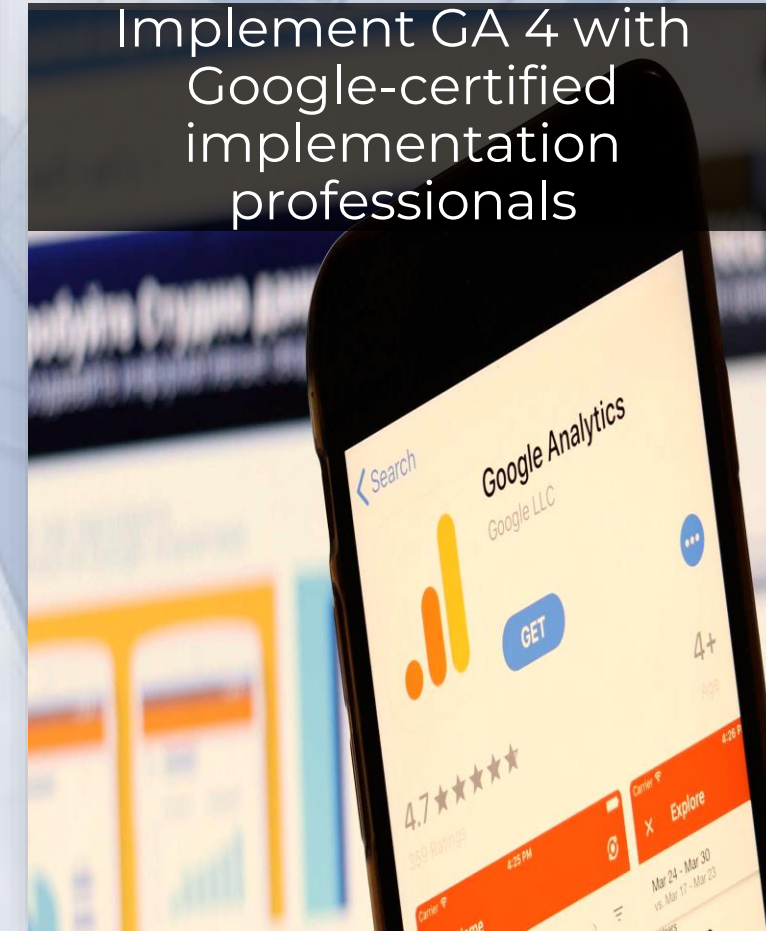"

What should brands do?

Understand the key differences between GA3 and GA4
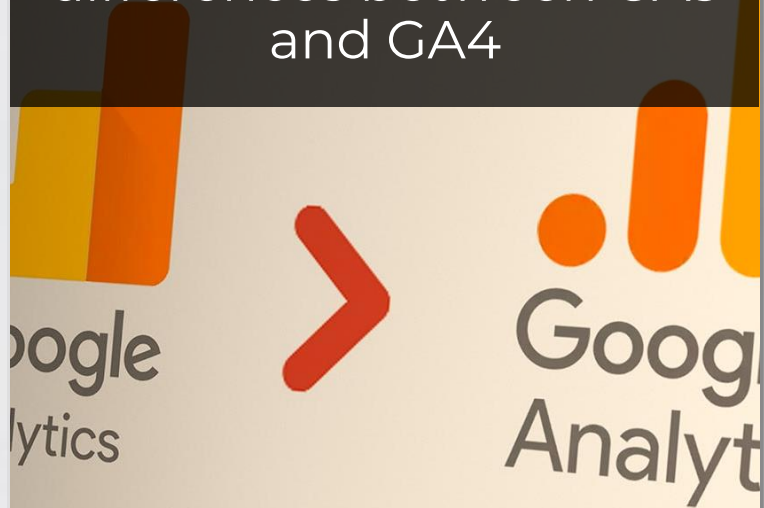
Finalize the primary KPIs and required customizations in data collection

Implement GA 4 with Google-certified implementation professionals

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MYTH 3

Campaign ROI doesn't depend on Digital Marketing operations

Opinion of
Our Speaker

Digital Marketing operations are
critically entangled with marketing ROI.
When your team is spending too much
time on generating daily reports with
manual data processing you are loose
important communication in lengthy
mail trails. Bottlenecks are the main
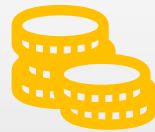cause of opportunity losses and wastage
of marketing spends.

- Prasad Shejale

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Busting the Myth

20 to 30 %

of revenue lost to marketing inefficiencies every year

Companies can **increase up to 60-70% ROI** with managing digital marketing operations.

Opportunity loss due to low operational efficiency.

Case Study

DIGIVERSE

BUSINESS OBJECTIVE

To bring operational efficiency to their digital marketing efforts and measure its impact on:
- Media strategy
- Performance Growth
- Data Readiness
- Seamless Partner Communication

A leading Fintech company, Bajaj Finserve, saved 1044hrs/yearly in report collation thereby boosting their ROI.

APPROACH

DigiVerse helped with the following:

- Storing media plans from various partners
- Mapping platform APIs , analytics and CRM to auto fetch performance reports
- Mapping LMS API for online + offline tracking
- Raise and track invoices against each campaign.
- Storing and reviewing campaign history for media mix modeling
- Extract the data using multiple dashboards for informed decision making.

RESULTS.

3-4 hours daily
Saved on operational efforts

100%
Reporting accuracy

What should brands do?

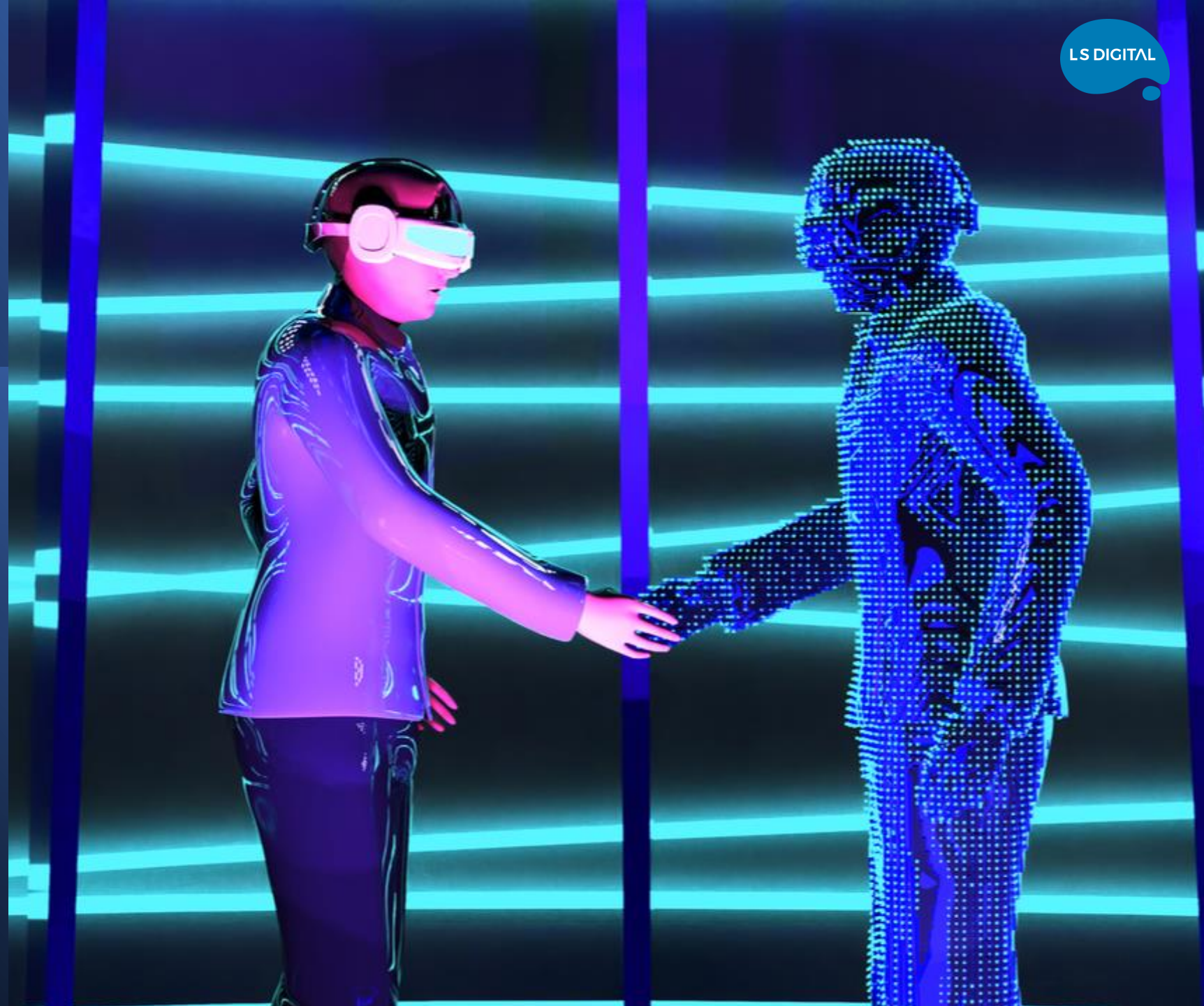Use ERP software to manage your day-to-day digital marketing operations.

Optimise finance and budget Management

Our New age digital operations management solution 'DigiVerse' for operational efficiency.

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MYTH 4

Making Metaverse work for a brand is complex and expensive

Opinion of
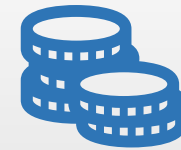# Our Speaker

Digital Marketing
- Venugopal Ganganna

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Busting the Myth

Its basically **a technological advancement**

A wide set of use cases right from basics like virtual employee training to extravagant virtual Real estate displays

High ROI with lower human intervention, better efficiency and wider scope for creativity.

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Use Cases

59% of consumers are excited to transition their everyday activities to Metaverse

Activities they are excited about are Social, Entertainment, Gaming, Travel and Shopping

Enterprise use cases are about marketing campaign and launches, learning and development for employees, meetings, events/conferences and finally product design

Examples

Rexona hosts the world's first metaverse marathon

Getting Closeup and personal in Decentraland

Sunsilk's safe space for girl gamers on Roblox

Examples

New model

- Leverage top 4-5 platforms and build pilots

- Build not for one event/campaign but for mid-long term

- Interoperability, connecting to digital assets, linking commerce, gaming, chatbots – Build features as commodities which can be reused

- Metaverse as-a-service – Including license, land, werable fee can be amortized

Let's sum up

- If applied correctly, branding campaigns can drive ROI.

- GA4 needs immediate attention.

- Automated Digital Marketing Operations is vital for a successful marketing strategy optimization.

- Metaverse needs to be tactfully grafted in the overall digital marketing transformation strategy.

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Questions