

MARKETING

Leading marketers own their digital destiny, says Google exec

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Data is valuable for marketers

By BRIELLE JAEKEL

NEW YORK While so many luxury marketers have access to data, a Google executive is stressing the importance of acting on this information in real time.

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During the session "Data-Driven Marketing: The New Meaning of Time" at Forrester's Consumer Marketing Forum 2018 conference on April 5, the executive explained that the use of data is more important than the amount. Leading marketers use data for a clear picture of their customers and to determine what they can do to suit them better.

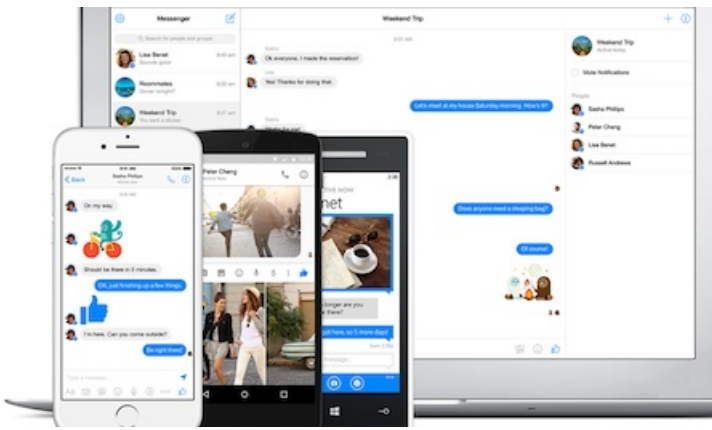
"If you are taking the investment as a CMO or head of marketing in a big data strategy and you understand your consumer better than you have ever understood them, are you actually using that to drive collaboration across the enterprise," said Sean Downey, vice president of platforms at Google. "Are you bringing in organizations that you would have never worked with before to make business decisions definitely?"

"There are great examples of folks that have used these insights they have delivered to create these campaigns and drive business decisions," he said.

Who is the customer?

Luxury brands need to consider the question, "What can they do better?"

Data should be used to determine how marketers could make their experiences and messaging better for consumers in regards to every aspect of the customer journey, even marketing.



Facebook taps data on a variety of devices. Image credit: Facebook.

Every marketer is, and should be, looking to get a complete picture of their customer. But many drop the ball on what to do afterwards.

Brands should be investing in how to use this data once they have that full view of their audience.

All team members should have access to the customer information, and businesses should have their data integrated throughout their enterprises.

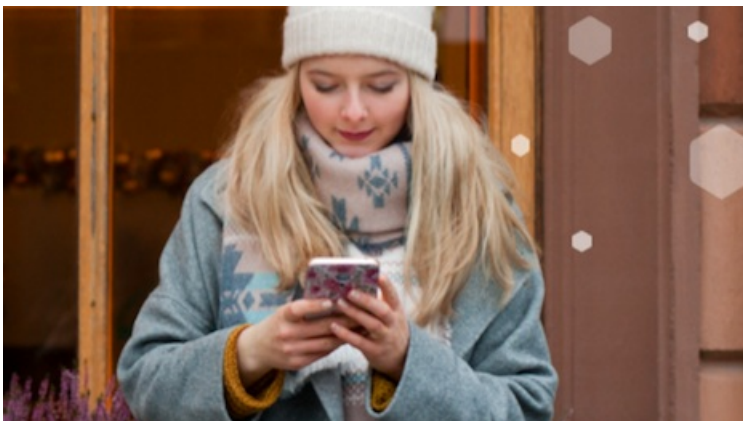
They need to invest in people and organization processes that can use this data to determine what technology to use and how it should be implemented.

With so much data available to even the smallest brands, it is how marketers use the data that will make a difference.

The Google executive cited an example of how vital updating strategies in real time is based on data with a film campaign.

A studio used data analytics through YouTube, theater visits, digital platforms and more to get a clear picture of their audience for a film.

While the film was in theaters, the studio realized through this data campaign that their main audience was different than it previously believed. The studio thought its prime audience was women with children, but the actual customer based was much younger.



Google is one of the largest companies acquiring data.

Once the film's marketing strategy was updated, the studio saw a 60 percent lift.

Many luxury brands have a preconceived notion of what their consumer base is, but it is important for brands to use data to make sure they are catering to the right audience.

Additional insight

A deep dive into digital data can provide the kinds of insights a brand needs to reinvent its marketing strategy to fit modern consumers.

Speaking at Luxury Interactive 2017 on Oct. 17, a senior executive from Crystal Cruises explained the ways that the company has used data to take a hard look at the mistakes it was making in determining who its customers were. Even for brands that are mainly a physical, in-person experience with little online shopping presence, digital data

can still help provide valuable insights ([see more](#)).

Chinese consumers play a massive role in the luxury business right now and make up a key part of how brands can accurately identify who their consumers are today.

Speaking at an event hosted by Bloomberg Media Group and Sotheby's International Realty in New York City, a panel of analysts from Bloomberg Intelligence spoke about the trends and challenges in the luxury world today, with a specific focus on what is disrupting the luxury business as a whole. The conversation ranged from real estate to retail to watches and jewelry ([see more](#)).

"If you are starting to think about how you are leveraging ad technology, remember a couple of things," Mr. Downey said. "Remember that ad technology and any technology is an enabler. It is not the answer.

"You need to have a really relevant strategy about how you are going to use technology to make it work really well for yourself," he said. "You need to make sure you are thinking about how you are going to have secure data in your enterprise."

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