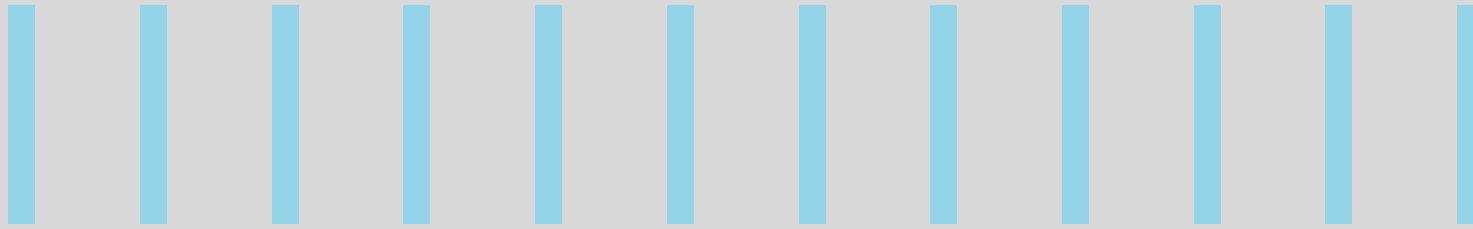# PROGRAMMATIC MEDIA: PURSUING UNKNOWN CUSTOMERS THROUGH ENTERPRISE DATA

Businesses without full customer traceability can still gain great value from data generated by the supply chain. We use that and POS data to view your market opportunity through micro-market surrogates, derive ROI accountability and realign your spend to drive extra sales.

- Optimize use of marketing budgets

- Target customer groups without the need for first-party data collection

- Coordinate supply chain with marketing, creating a coherent, integrated ecosystem

- Identify the quickest path to fund your growth markets

Infosys®
Navigate your next

MOST OF YOUR PRODUCT VOLUME IS BOUGHT AT THE LOCAL LEVEL, SHOULDN'T YOUR MARKETING CONSIDER THIS?

Agencies look for the customer data that will bring them closest to the sale, but that data is often unavailable or regards a small minority of your base. Customer profiling and personalized targeting is the ideal state and PII is the bedrock of programmatic advertising. But in these cases where you don't have customer traceability (for ROI measurement) or strong means to target at the customer level, we use local views of your business as a surrogate.

The supply chain – that is the combined eco-system of distributors and retailers – generates data that proves what is selling best and where. It is anonymous, but if you know where your customers are buying which products and at what average cost, you know where to invest your budgets and through which products to personalize the ads. You don't need to know who they are - just where they buy, and in those hyper-local markets, what you have to sell. By aligning these two simple views, we can use programmatic media as a means to raise demand for your supply.

Infosys®

FISH WHERE THE FISH ARE

A product can sell in one neighbourhood but not the one right next to it. We use this knowledge to make two things happen, instantly and automatically. First, that the appropriate amount of marketing budget is channelled into that specific area, and second, that the supply chain is constantly informed of the need to stock the product locally. We therefore direct marketing budget into the areas where it will have most effect at any particular time. The picture is constantly changing, as buying patterns can shift overnight, and the bid market for programmatic inventory can shift to the moment (those are the two factors that drive your programmatic channel ROI).

A Live Enterprise is able to monitor and process POS data daily, thus ensuring that the way marketing budgets are spent can change just as quickly. Each new day brings a new marketing sweet spot and through our approach, budgets can be dynamically allocated to take advantage.

In this regard, the POS data collection provides a trailing indicator of your market opportunity, but the ability of programmatic inventory in the markets that deliver your ROI and incremental sales metrics can be taken as a leading indicator.

Infosys®

Input

Anonymous POS data

Supply chain data

→ **Programmatic media platform** →

Output

- Value from unused data
- Optimized marketing spend
- Maximized sales

Join us at NRF 2020, from January 12-14, 2020, in New York City, at Booth # 5919, Level 3 expo floor, to experience this concept live.

Infosys®