

WEBINAR SERIES

# HOW SIGNIFY REDESIGNED THEIR DATA STRATEGY AND INCREASED ROI BY 30%

DESIGNING THE

**MARKETER'S  
DATA SET**

FOR BETTER EXECUTION

FEATURING TARA CHAHAL,  
MARKETING EXCELLENCE SPECIALIST

 Signify

JOIN THE LIVE DISCUSSION

#MOpsWebinar

# Speakers



**Sam Melnick**  
VP, Marketing  
**Allocadia**



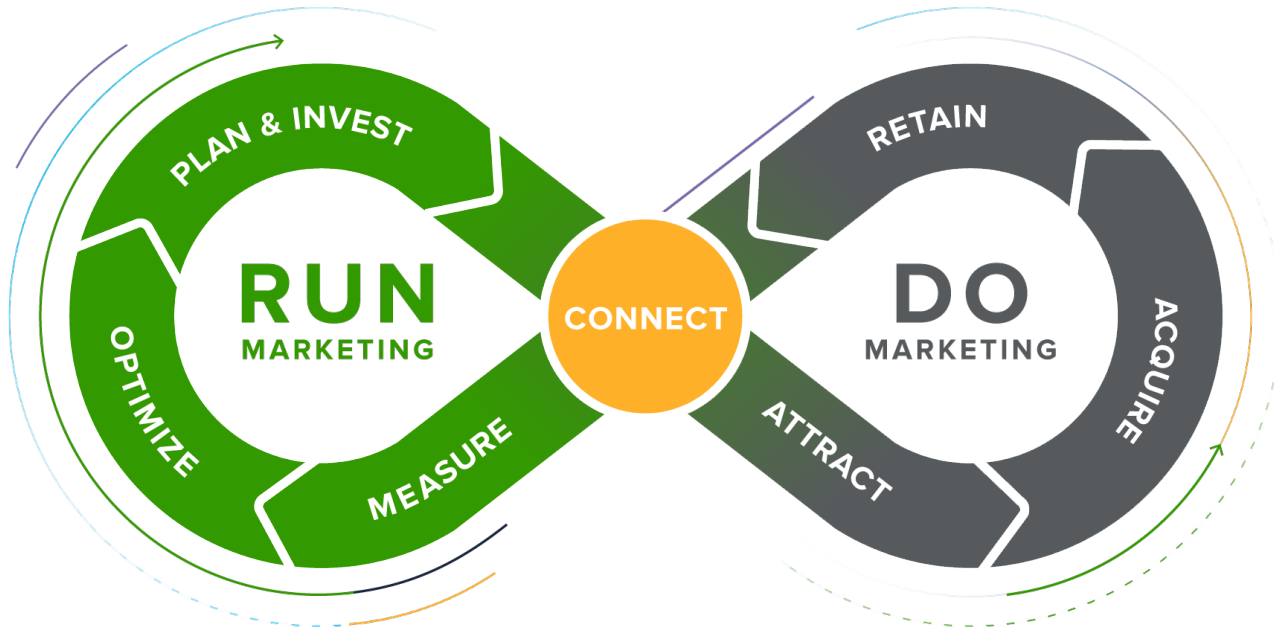
**Tara Chahal**  
Marketing Excellence Specialist  
**Signify**

# Join the Conversation

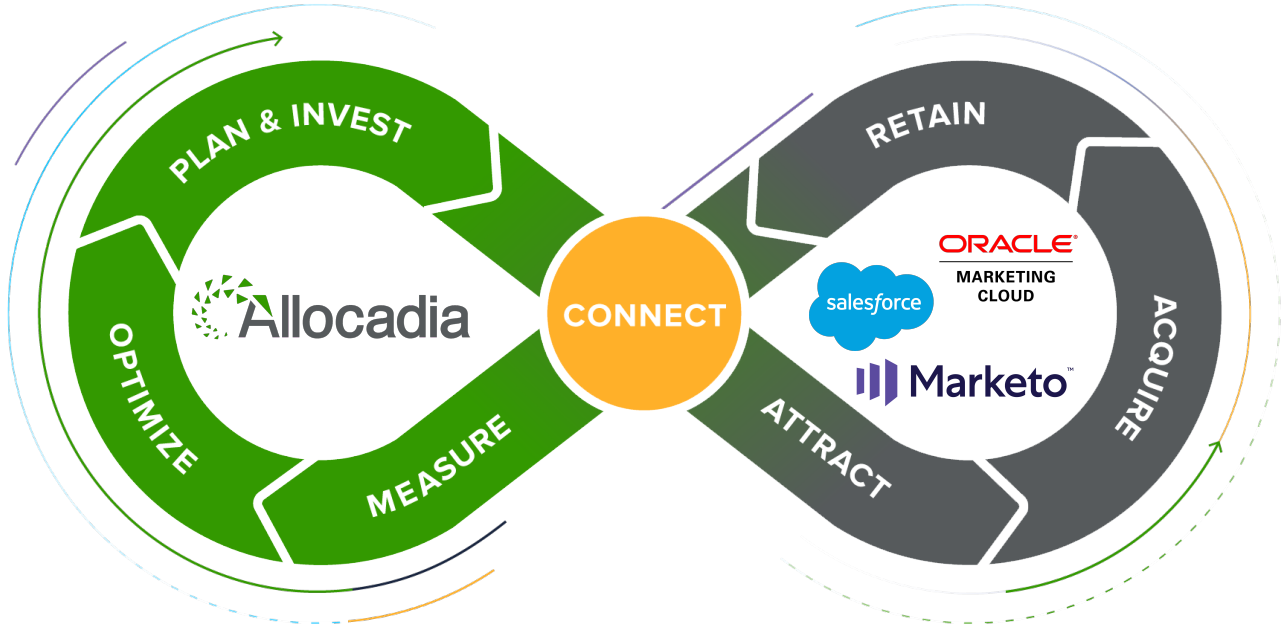


**#MOpsWebinar**  
**@Allocadia**

# Marketers Must Focus on Both Sides of Marketing



# Allocadia Helps Marketers Run Marketing Like a Business



# Signify (formerly Philips Lighting) is the world leader in lighting

We provide high-quality energy efficient lighting products, systems and services

## Light sources



## Luminaires



## Systems and Services



# No. 1

Conventional.  
LED, Connected

# €7bn

sales in 2018,  
~ 75%  
professional

# 32,000

people in 70 countries

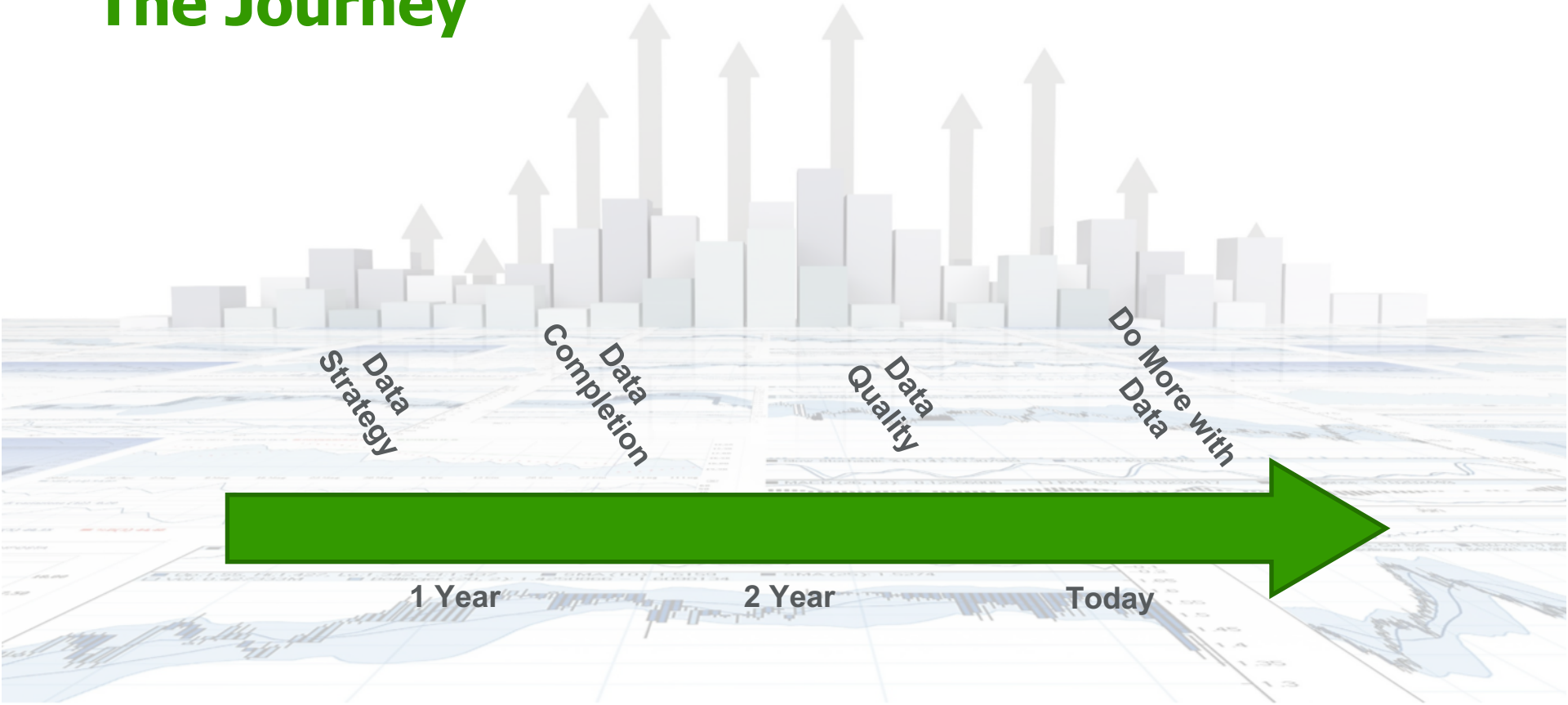
# No. 1

Industry leader  
Dow Jones  
Sustainability Index

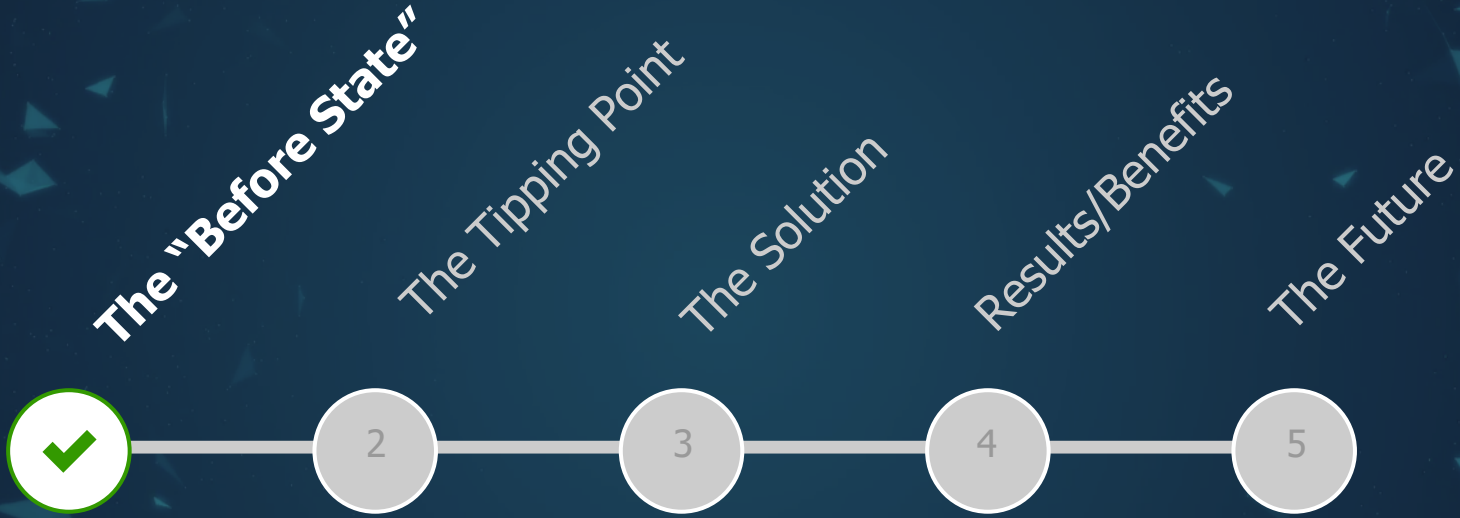
# Marketing Excellence Mandate

Enable and orchestrate impactful & lasting change to **drive excellence** across the marketing function by **improving marketing operations, competencies, embedding learning culture**, driving meticulous **marketing planning, execution & optimization** and helping the company to **grow**.

# The Journey

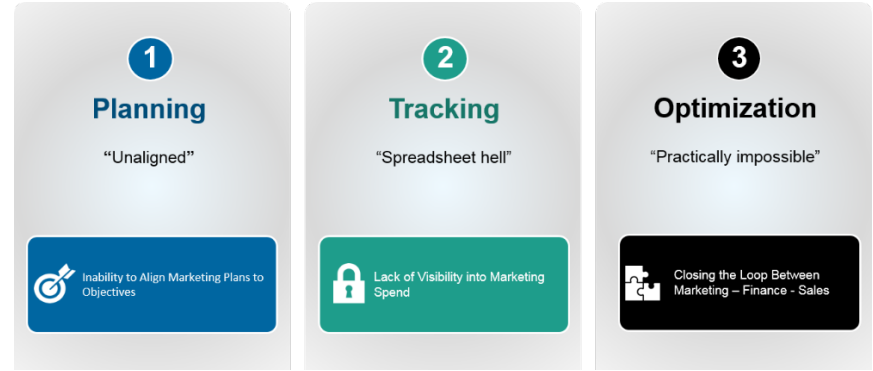






# Planning and Effectiveness 2016

- “We don’t have a **common way of planning and tracking**, aligned to the corporate strategy process”
- “We all measure **effectiveness & KPIs differently**”
- “Workbench does not provide **actionable insights**”
- “We **spend days** on reporting, administration”
- “Our marketing budget is an **Excel and PowerPoint HELL**... and it never matches”
- “We have limited visibility or comparability with **other markets**”



# Planning and Effectiveness 2016

| 2017 Campaigns                    | Campaign description  | Activity                                | Description   | Supplier (s) Needed                  | R-FDR | * to be cash | Flagpost of Revenue |
|-----------------------------------|---|---|---|--------------------------------------|-------|--------------|---------------------|
| Product Activation Programme      | Increase awareness of new products to access design-thr                       | Connected PR                            | Promotion of SR and supporting concepts   | Publicis Corporate Revenue           | 20    | 0            | 0                   |
| Product Activation Programme      | Increase awareness of new products to access design-thr                       | Connected Content Production            | Promotion of SR and supporting concepts   | Publicis                             | 20    | 0            | 0                   |
| Product Activation Programme      | Increase awareness of new products to access design-thr                       | Connected Brochure                      | Promotion of SR and supporting concepts   | Publicis, Responser                  | 20    | 0            | 0                   |
| Product Activation Programme      | Increase awareness of new products to access design-thr                       | Connected Samples PR                    | Promotion of SR and supporting concepts   | Multiple                             | 20    | 0            | 0                   |
| Product Activation Programme      | Increase awareness of new products to access design-thr                       | Emerging Advertising                    | Promotion of SR and supporting concepts   | ResponserMedia                       | 20    | 0            | 0                   |
| Product Activation Programme      | Increase awareness of new products to access design-thr                       | Emerging Content                        | Promotion of SR and supporting concepts   | Multiple                             | 20    | 0            | 0                   |
| Training and Innovation Programme | Bring in, updating and engaging top OEM customers                             | Round Table Event                       | Intimate all encompassing training event with top customers                         | Yellowfish (Booking Service)         | 20    | 0            | 0                   |
| Training and Innovation Programme | Bring in, updating and engaging top OEM customers                             | Workshop                                | Innovation training and relationship protection                                     | Multiple                             | 20    | 0            | 0                   |
| Training and Innovation Programme | Bring in, updating and engaging top OEM customers                             | Commercial Technical Roadshow           | Face to face training aimed at locking in the technical and product decision makers | Yellowfish (Booking Service)         | 20    | 0            | 0                   |
| Training and Innovation Programme | Bring in, updating and engaging top OEM customers                             | Building Block, Roadshow & R            | Intimate all encompassing training event with customers                             | Yellowfish (Booking Service)         | 20    | 0            | 0                   |
| Training and Innovation Programme | Bring in, updating and engaging top OEM customers                             | End-user Innovation Trip                | Technical training aimed at locking in the end decision makers                      | Multiple                             | 20    | 0            | 0                   |
| Service Awareness Campaign        | Be and after service proposition - look in new business, decrease bottom line | OEM Services Launch Content Development | Official launch education campaign  | Publicis, Responser, Responser Media | 20    | 0            | 0                   |
| Service Awareness Campaign        | Be and after service proposition - look in new business, decrease bottom line | OEM Services Launch Content Development | Official launch education campaign  | Multiple                             | 20    | 0            | 0                   |
| Lead Generation                   | Unblocking new business   | Virtual Sales Conference                | New business outreach   | Multiple                             | 20    | 0            | 0                   |
| Customer Support                  | High marketing activities with select OEM partners                            | Multiple                                | Multiple  | Multiple                             | 20    | 0            | 0                   |

PHILIPS Marketing Workbench

Need help? Ask the Marketing Workbench team!

Marketing Workbench

Please login

Feedback

| Supplier          | Actual 2016 | 2017 | activities                       | Pros | Cons |
|-------------------|-------------|------|----------------------------------|------|------|
| Northstar         |             | 0    | 0                                |      |      |
| Solutions Diverse |             | 0    | 0                                |      |      |
| Technomend        | 4k          | 0    |                                  |      |      |
| Yellowfish        | 5.7k        |      | Venue finding fee only - minimum |      |      |
| Ketchum           | 0           | 0    |                                  |      |      |
| MMC               | 0           | 0    |                                  |      |      |
| Havas             | 0           | 0    |                                  |      |      |

Not funded this year:

| Costs to think                                   | Actual | Marcom Funded |
|--|--------|---------------|
| Event Unit + Utilities + sample service          | 25000  | 25000         |
| Mallouts / MMC warehousing usage                 | 22000  | 22000         |
| Social Media always on outreach                  | 30000  | 30000         |
| CRM / Emailing (154 emails this year) / DS costs | 40000  | 40000         |

Budget name =

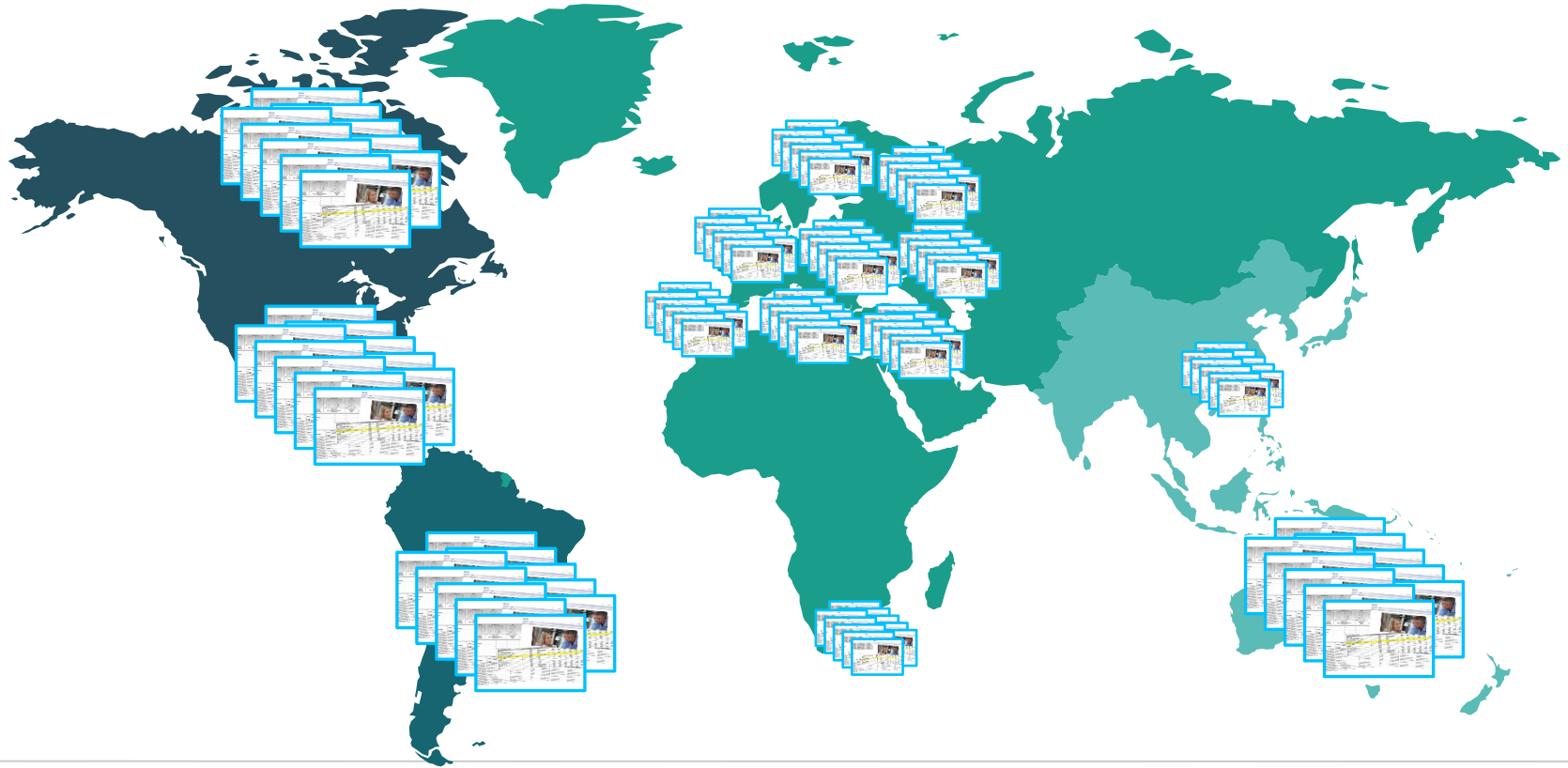
Remaining money in budget =

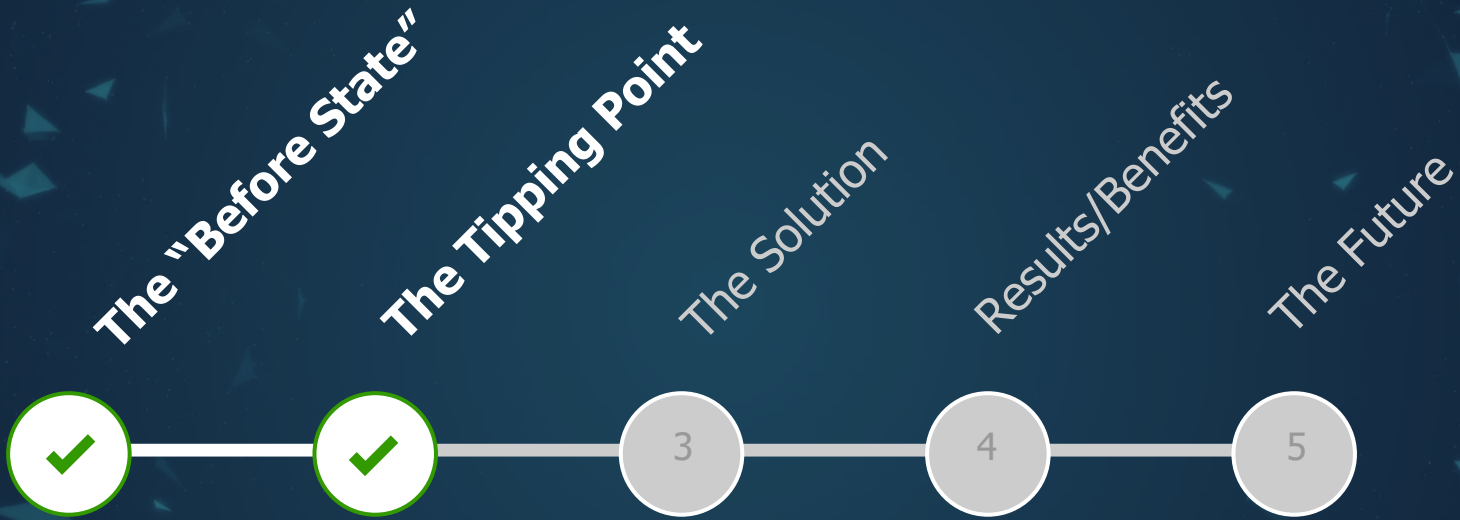
| Campaign                          | Activity                             | MWB Instruments used             | Intended spend on the Activity | Cost |
|-----------------------------------|--------------------------------------|----------------------------------|--------------------------------|------|
| Product Activation Programme      | Entry Level Launch Campaign          | Ads in newspaper/magazine        | 1                              | 30   |
| Product Activation Programme      | Entry Level Launch Campaign          | Asset and Content Production     | 2                              | 1    |
| Product Activation Programme      | Entry Level Launch Campaign          | Philips brochures/leaflets       | 3                              | 1    |
| Product Activation Programme      | Entry Level Launch Campaign          | Sample Boxes                     | 15                             | 5    |
| Product Activation Programme      | SimpleSet/ Connected Launch Campaign | Ads in newspaper/magazine        | 1                              | 1    |
| Product Activation Programme      | SimpleSet/ Connected Launch Campaign | Asset and Content Production     | 4                              | 1    |
| Product Activation Programme      | SimpleSet/ Connected Launch Campaign | Philips brochures/leaflets       | 4                              | 1    |
| Product Activation Programme      | SimpleSet/ Connected Launch Campaign | Sample Boxes                     | 1                              | 1    |
| Product Activation Programme      | SimpleSet/ Connected Launch Campaign | Asset and Content Production     | 1                              | 1    |
| Product Activation Programme      | Summer Promo                         | Give-Aways (e.g. pens with logo) | 2                              | 1    |
| Product Activation Programme      | Summer Promo                         | Sample Boxes                     | 2                              | 1    |
| Product Activation Programme      | Summer Promo                         | Philips brochures/leaflets       | 25                             | 2    |
| Product Activation Programme      | Summer Promo                         | Ads in newspaper/magazine        | 2                              | 2    |
| Product Activation Programme      | Driver Family Awareness Campaign     | Professional event by Philips    | 45                             | 5    |
| Product Activation Programme      | Outdoor LAC Innovation Event         | Professional event by Philips    | 8                              | 1    |
| Training and Innovation Programme | 2016 Innovation Conference           | Asset and Content Production     | 2                              | 50   |
| Training and Innovation Programme | OEM Services Launch                  | Philips brochures/leaflets       | 7                              | 2    |
| Service Awareness Campaign        | OEM Services Launch                  | BCD                              |                                |      |
| Service Awareness Campaign        | NA                                   |                                  |                                |      |
| Marcoms Infrastructure Cost       |                                      |                                  |                                |      |

| Campaign name                          | Cost  | Ring Fenced | Cost  | Ring Fenced | Cost  | Ring Fenced | Cost  | Ring Fenced |
|--|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| Volturnum                              | 24000 | 0           | 1500  | 1500        | 166   | 166         | 166   | 166         |
| Ratings and Reviews                    | 3000  | 3000        | 166   | 166         | 10000 | 5000        | 10000 | 5000        |
| Content editing for syndication        | 1000  | 1000        | 10000 | 10000       | 875   | 875         | 875   | 875         |
| Ribbit                                 | 50000 | 50000       | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Posteject selector                     | 1000  | 1000        | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Everest/everest/everest                | 3000  | 3000        | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| AV                                     | 10000 | 10000       | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Setting Inv 3300 Tara                  | 3000  | 3000        | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| SEI                                    | 24000 | 0           | 1500  | 1500        | 166   | 166         | 166   | 166         |
| Sample storage - January               | 3000  | 3000        | 166   | 166         | 10000 | 5000        | 10000 | 5000        |
| Light-Building - January               | 1000  | 1000        | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Sample storage - February and March    | 3000  | 3000        | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Installation Guide 2015                | 10000 | 10000       | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Emergency Portfolio Product Guide 2015 | 10000 | 10000       | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Light-Building                         | 3000  | 3000        | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Sample storage - April                 | 3000  | 3000        | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Training Roadshow Oxford               | 45000 | 45000       | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Light-Building - Leeds                 | 3000  | 3000        | 875   | 875         | 14875 | 14875       | 14875 | 14875       |
| Training Roadshow Birmingham           | 50000 | 50000       | 875   | 875         | 14875 | 14875       | 14875 | 14875       |

| Payment method | Cost        | Currency       | Shopping Cart name                     | Explanation of Purchase              |
|----------------|-------------|----------------|--|--------------------------------------|
| PO Process     | 3134 GBP    | Pound Sterling | Event storage and utilities            | Event storage and utilities          |
| PO Process     | 200 GBP     | Pound Sterling | Light-Building                         | Update design                        |
| PO Process     | 1274 GBP    | Pound Sterling | Sample storage - January               | Sample storage - January             |
| PO Process     | 3594.18 GBP | Pound Sterling | Light-Building                         | Light-Building                       |
| PO Process     | 282.1 GBP   | Pound Sterling | Sample storage - February and March    | Sample storage - February and March  |
| PO Process     | 700 GBP     | Pound Sterling | Light-Building                         | Light-Building                       |
| PO Process     | 163.86 GBP  | Pound Sterling | Emergency Portfolio Product Guide 2015 | Design edits to last years catalogue |
| PO Process     | 163.86 GBP  | Pound Sterling | Light+Building                         | Design edits to last years catalogue |
| PO Process     | 163.8 GBP   | Pound Sterling | Sample storage - April                 | Sample storage - April               |
| P-Card         | 2575.2 GBP  | Pound Sterling | Technical Training Event               | Technical Training Event             |
| BACS           | 3661.8 GBP  | Pound Sterling | Technical Training Event               | Technical Training Event             |
| BACS           | 2465 GBP    | Pound Sterling | Technical Training Event               | Technical Training Event             |









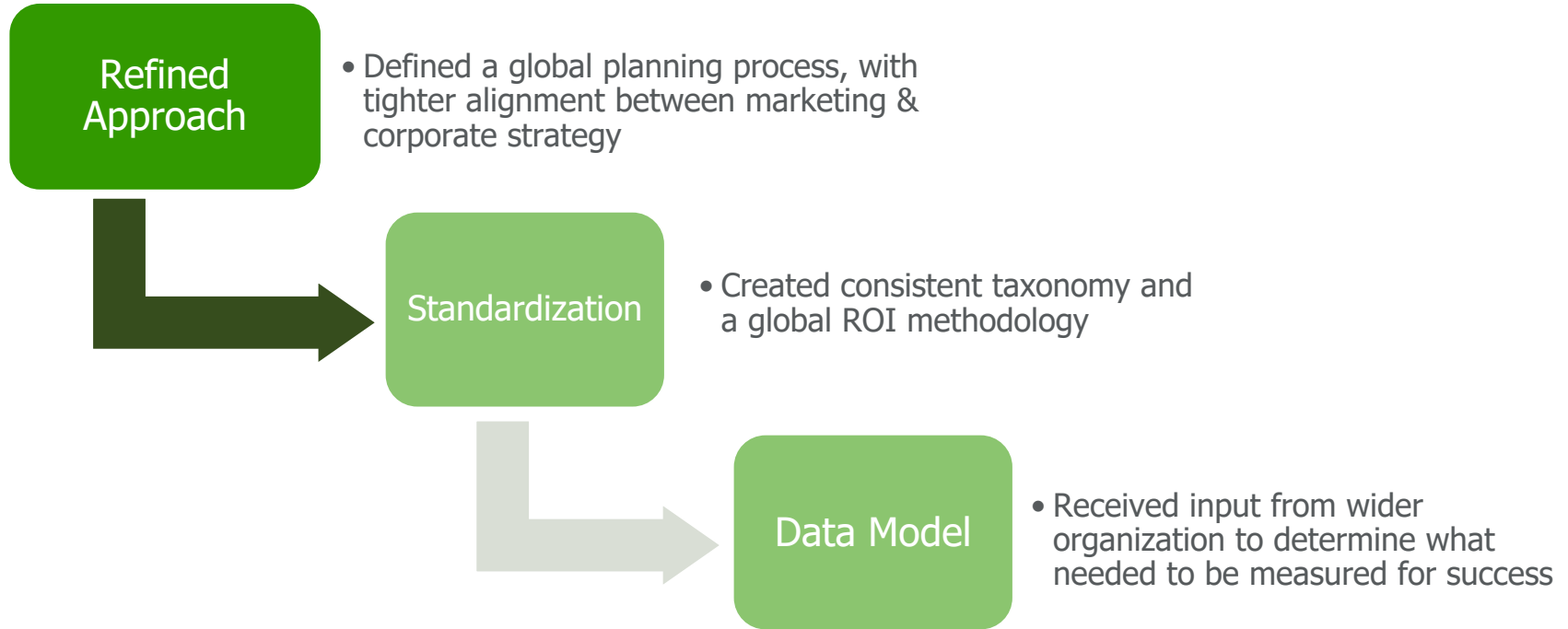
“**Half** the money I spend on advertising is **wasted**; the trouble is, I **don't know which** half.”

John Wanamaker

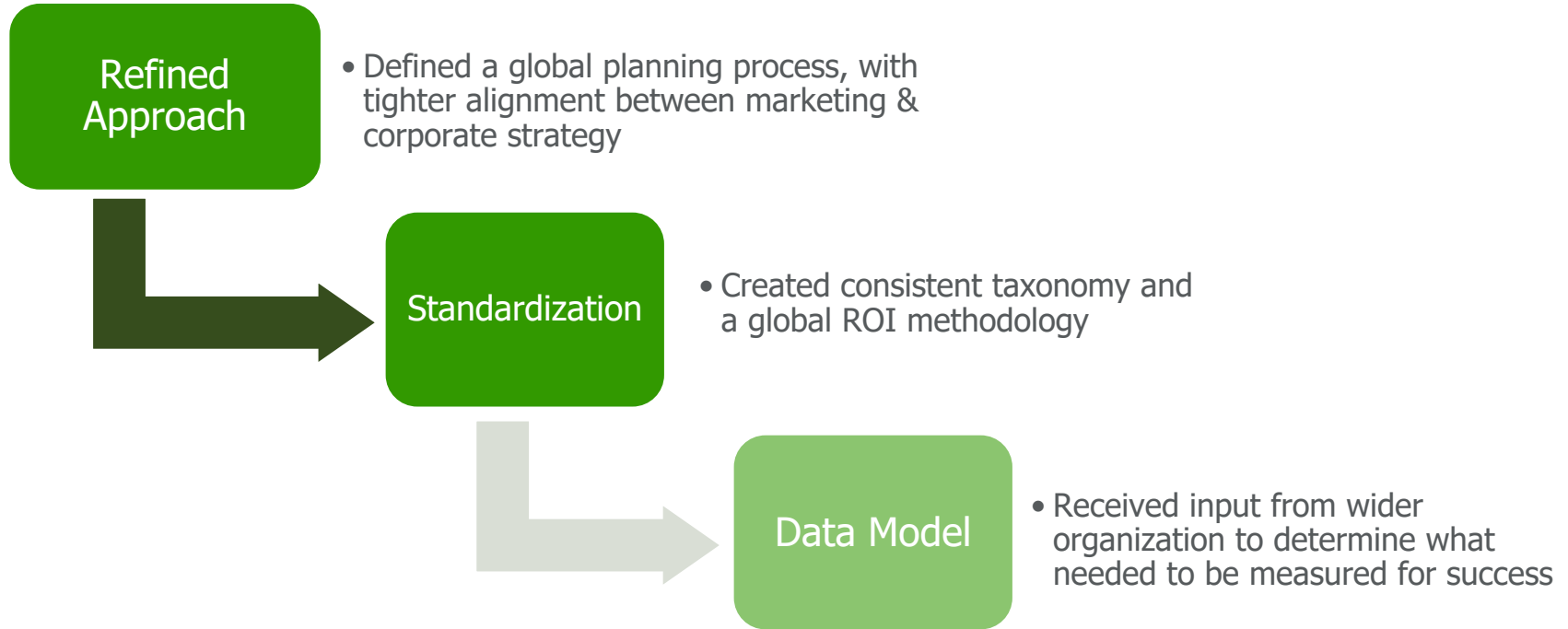




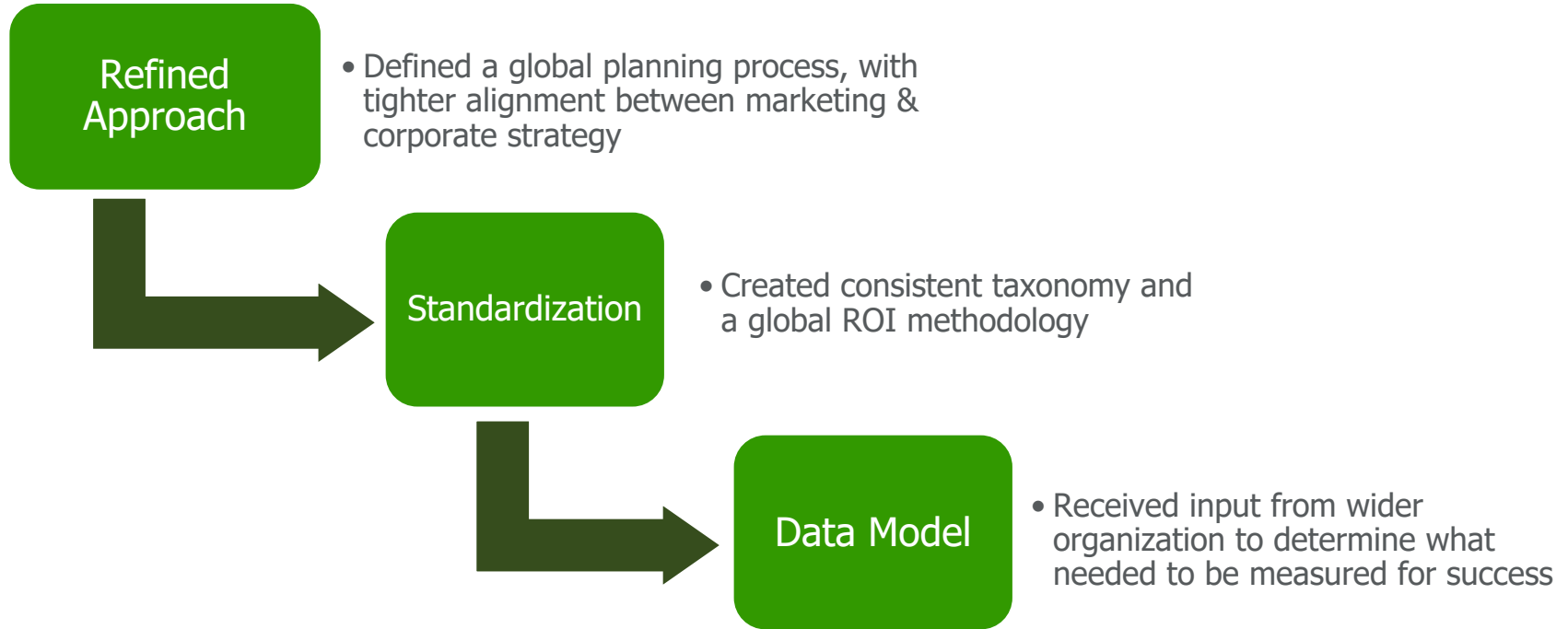
# A Multi-Step Project – Data Strategy



# A Multi-Step Project – Data Strategy



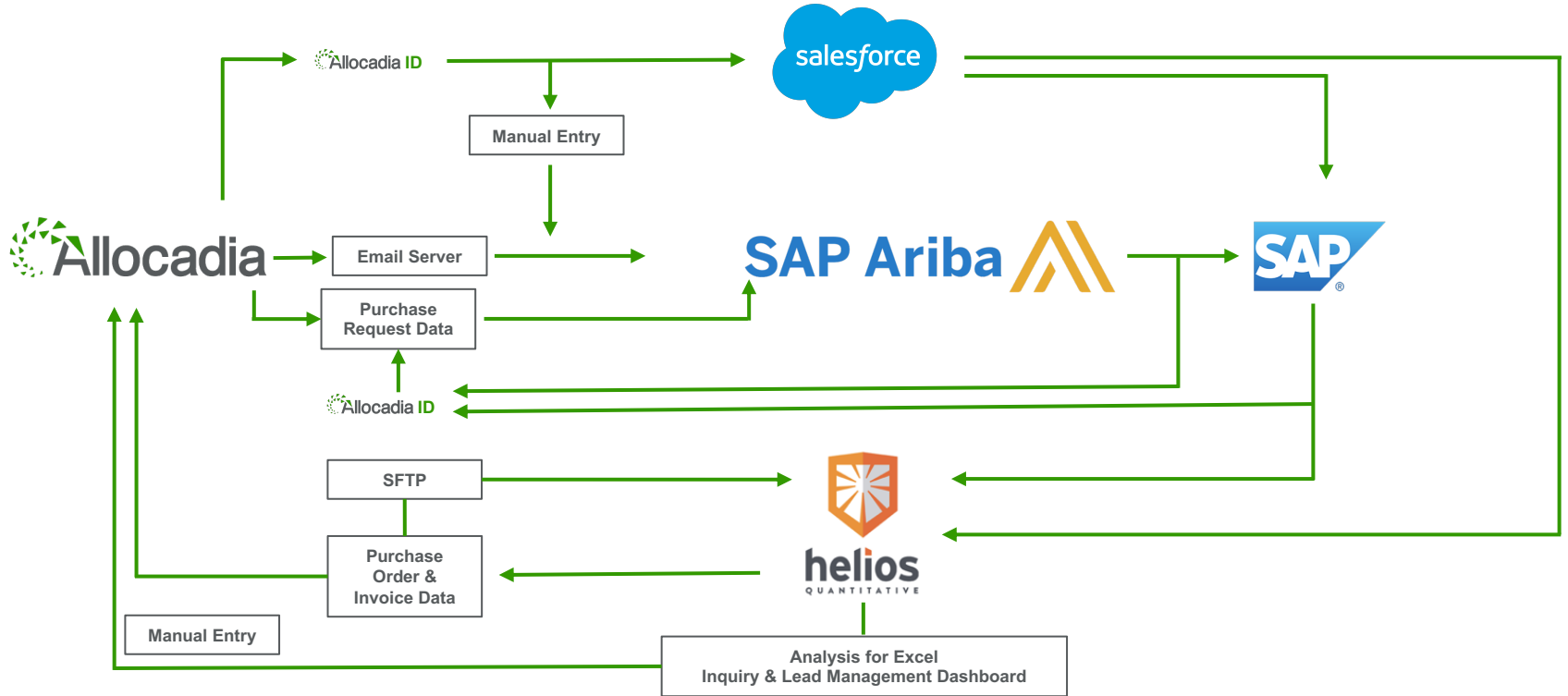
# A Multi-Step Project – Data Strategy



# Let's talk about change

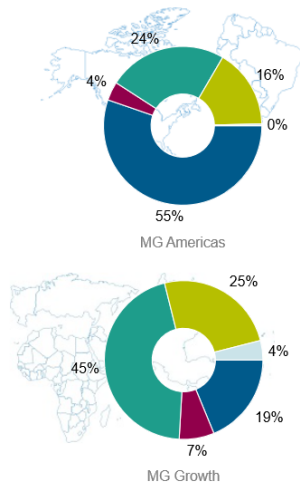
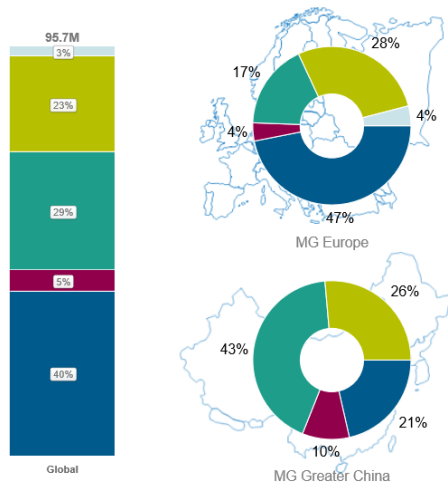
1. Acknowledge that it's a big change
2. Approach the project from the marketer's point of view
3. Balance the desire for *lots* of metrics with the ability to actually collect data

# A Connected Tech Stack



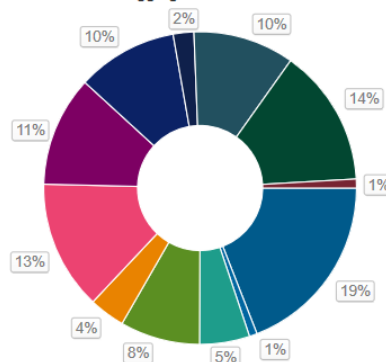
\*example data

# Data as the Foundation



5% Local Content Creation  
95% Local Activation

Program 3 - SVAL Initiative Tagging

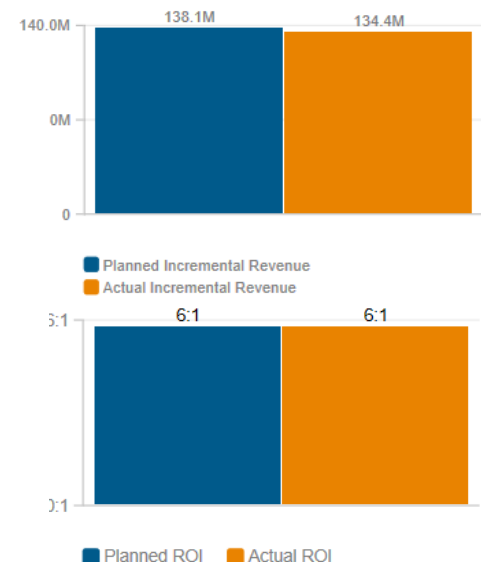


Baseline Revenue from Previous Year 🔍

€29,800,000 EUR ▾

Targeted Revenue Generation 🔍

€39,500,000 EUR ▾



| Global CEB Benchmarks | Actual %    | Variance |
|-----------------------|-------------|----------|
| 25%                   | 37%         | +12%     |
| 21%                   | 29%         | +8%      |
| 17%                   | 10%         | -7%      |
| 12%                   | 2%          | -10%     |
| 12%                   | 11%         | -1%      |
| 7%                    | 7%          | -0%      |
| 6%                    | 3%          | -3%      |
| <b>100%</b>           | <b>100%</b> |          |

## Planning

Instrument Family \*

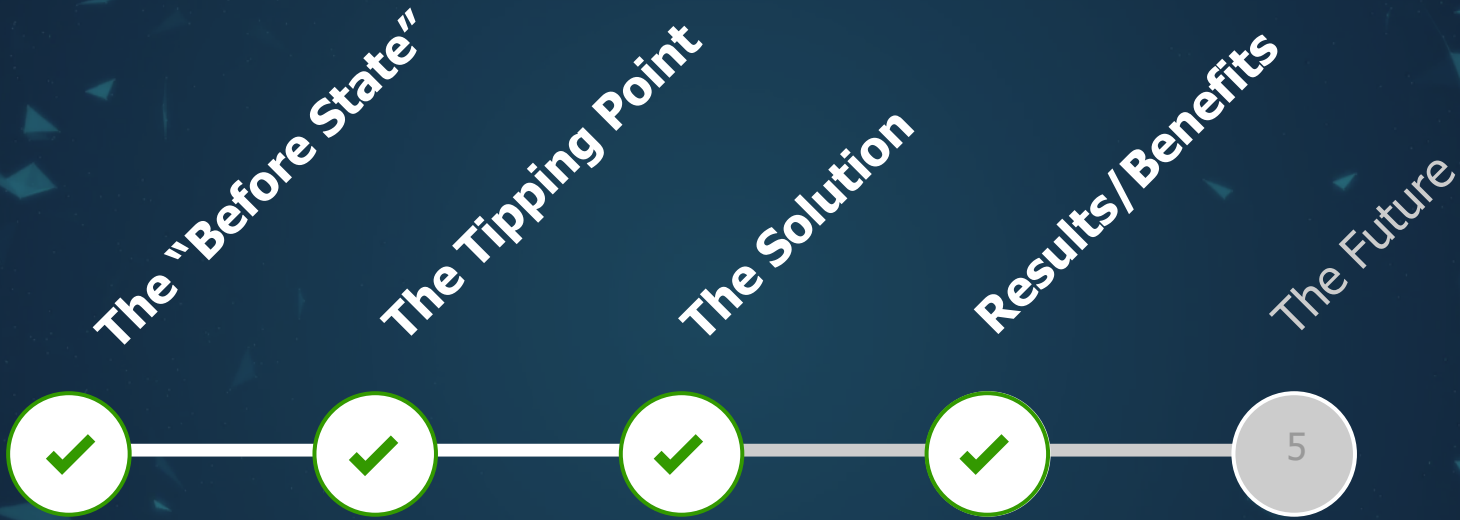
Online advertising ▾

Instrument \*

Banners ▾

- Advertorials
- Advertising at 3rd party retailers
- Banners**
- Digital Mobile
- Own website
- Search Engine Advertising (SEA)
- Social Media Advertising
- Maintenance: social media
- Content Marketing & Programmatic





# How Our Marketers Benefit

Giving marketers **confidence** in where they are spending their time and resources



# How Our Company Benefits

**Company is more confident in marketing supporting the business**

# By The Numbers

## Smarter Marketing Mix

- 66% of campaigns have 3+ instrument family types
- 65% reduction in sponsorships and partnerships
- 25% more invested in online advertising

# By The Numbers

## Fewer Initiatives Created

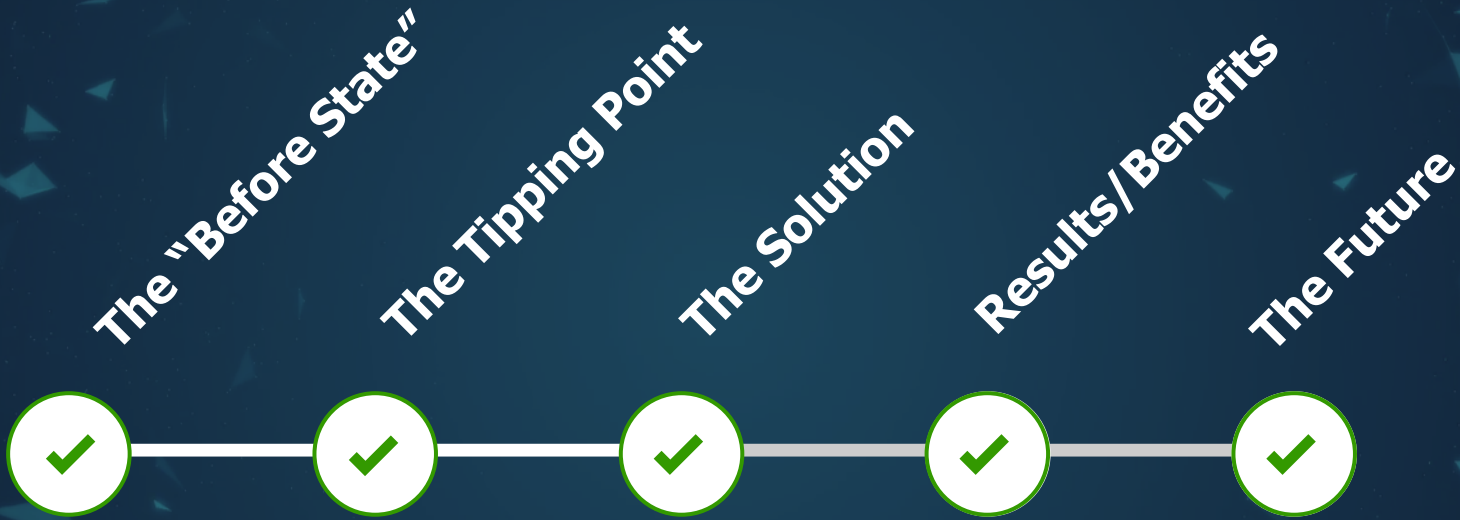
- More investment in fewer initiatives
- Teams working closer to create integrated campaigns
- Majority of spend invested in revenue-generating initiatives

# By The Numbers

**30%**

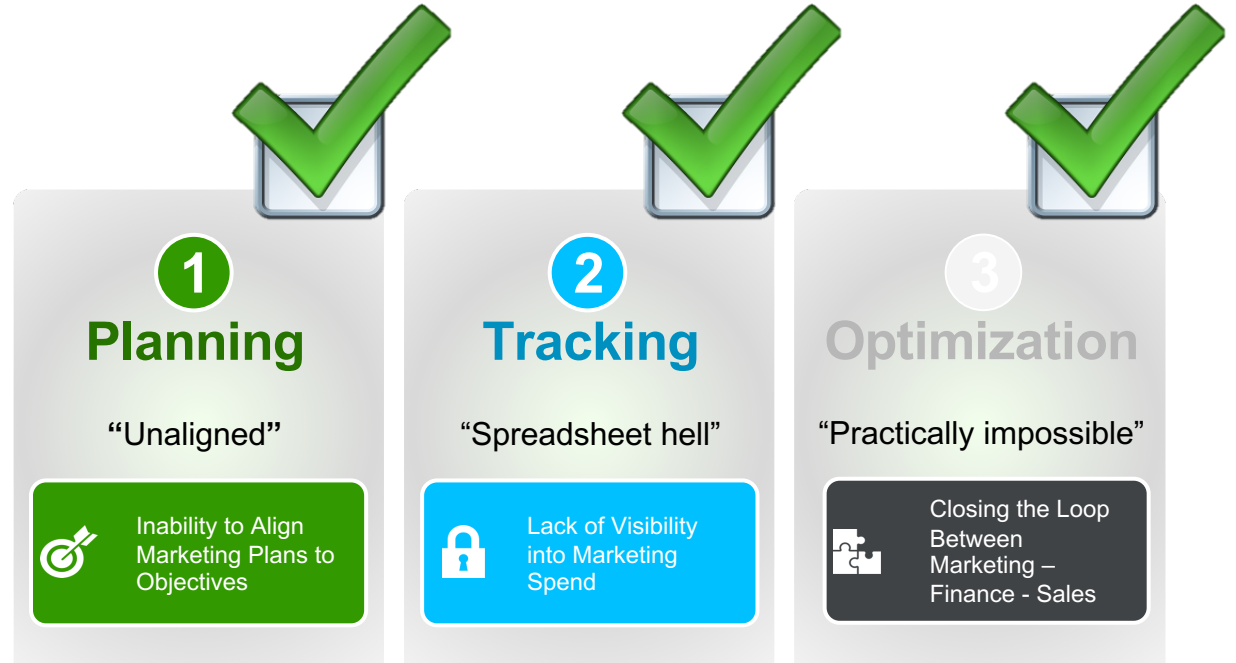
**Increase in Marketing Program ROI**

- 50% reduction in local content creation
- 50% improvement in our activation/creation ratio
- 10% more investment in Global Programs



# With MPM We Achieve

- Alignment to strategic goals
- Transparency
- Right content for markets
- Common methodology of ROI
- Prioritization & guidance
- Reduced admin time
- Increased return on investment



**Single Source of Marketing Truth**

A photograph of a business meeting around a table, with hands pointing at various data visualizations like bar charts and line graphs on papers and a tablet. The image is overlaid with a dark blue semi-transparent filter.

# Do **More** With Data

# How Allocadia Can Help You



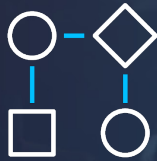
Reduce Complexity of  
Marketing Planning



Alignment to Strategic  
Goals



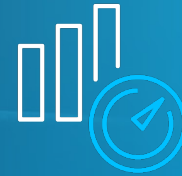
Take Control of  
Marketing's Investment



Create Efficiency From  
Planning to Execution



Connected Data for  
Actionable Insights



Measure and Optimize  
Performance



# Questions?



Join us **September 10** as we continue the series!

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