



EDITORIAL

The rise of the ‘right place, right time’ marketer

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Will Bishop, UK Country Manager at ADventori, explains how embracing the potential of digital’s real-time data is leading to the rise of a new kind of marketer.



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Ever since the birth of smart technology, very few moments now go by when we aren’t connected to the online world in some way, whether it’s through our mobile devices or other gadgets – ranging from smartwatches to fitness trackers to kitchen appliances.

The vast majority of consumers have embraced this newly connected world. Most of us have benefited from personalised products, bespoke online offers and engaged with the vast sums of specific information garnered from a connected device, which help us get on with our daily lives.

Marketers have a huge amount to gain too. The opportunity to provide tailored messaging to an individual based on hard data has never been greater. Furthermore, due to unprecedented levels of connectivity, the number of moments a consumer can be reached is constantly growing.

However, many marketers are yet to see the light of day. Most marketing campaigns currently fail to take advantage of the opportunities on offer. All too often, advertising messages are unresponsive to the consumer, their environment and their history. Examples of this include when retargeting leads to the same message hitting a consumer multiple times, despite the fact they have shown no interest in the ad in the past. Or worse still, products continue to be pushed to a consumer who has already made the purchase and, therefore, no longer needs convincing. Advertising like this will not only frustrate the recipient, it’s also evidence of the huge amount of waste that currently exists in the online marketing world.

Harnessing the right real-time data will not only help marketers avoid these all-too common mistakes, but also align marketing messages with the rest of our online experiences – making them hyper-relevant, personalised and, above all, useful. Spinning advertisements from an irritation into a useful resource.

The homo sapien to micro-targeting’s Neanderthal

Of course, targeting in advertising using data is nothing new, but modern marketers now have the resources to take a fresh approach

It’s no longer enough to design a message for a particular audience or segment. Instead each individual needs to have a message which is tailored to them; at the particular moment and in the particular place that ad is displayed to them. Judging the scenario that a customer is in there and when is now just as important as knowing who that person is and what they like, and requires a different approach to handling that data available.

Take a train provider who wants to fill seats for a particular journey, for example. By using geolocation data, the train provider can approach people who live in close proximity to each station the train stops at on its particular journey, therefore only targeting those who might be interested in the trip.

This is easy enough, however there are now more things to consider that will increase the effectiveness of the campaign. For example, the campaign could filter potential customers further still by using browsing history data to tailor the potential destinations an ad appears to the places the customer has already expressed an interest in going. You could also factor in the weather or particular live events taking place at different destinations, which might spur the consumer to buy a ticket. Delving into data like this means your advertising becomes a useful service, rather than an intrusive nuisance.

The growth of the decision tree

A ‘right place, right time’ marketing approach requires marketers to rethink both their strategy and the way they handle data when devising creative campaigns.

Data remains king...

In order to have a truly responsive message, marketers cannot think about data in a linear way –there are simply too many variables. Relying on simple, mechanical triggers doesn’t give you the full perspective on the customer, which is necessary for genuine personalisation. Instead, marketers need to think about a multi-level decision tree, where a wide-range of relevant, real-time data can be brought together, with each branch having an effect on the message. This is the only way to create a message which is targeted not only to the right person, but also at the right time and place.

...but creativity is the new performance measurement

Of course, creativity is still central to effective advertising. A message can be as hyper-relevant as you like – but if it fails to attract the consumer’s attention, it’s useless. This means putting personalisation at the heart of the creative concept. Personalisation and the use of data should open up new doors to creativity that previously didn’t exist. The opportunities for new innovative concepts are endless, and I for one am excited to see what’s in store.

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