

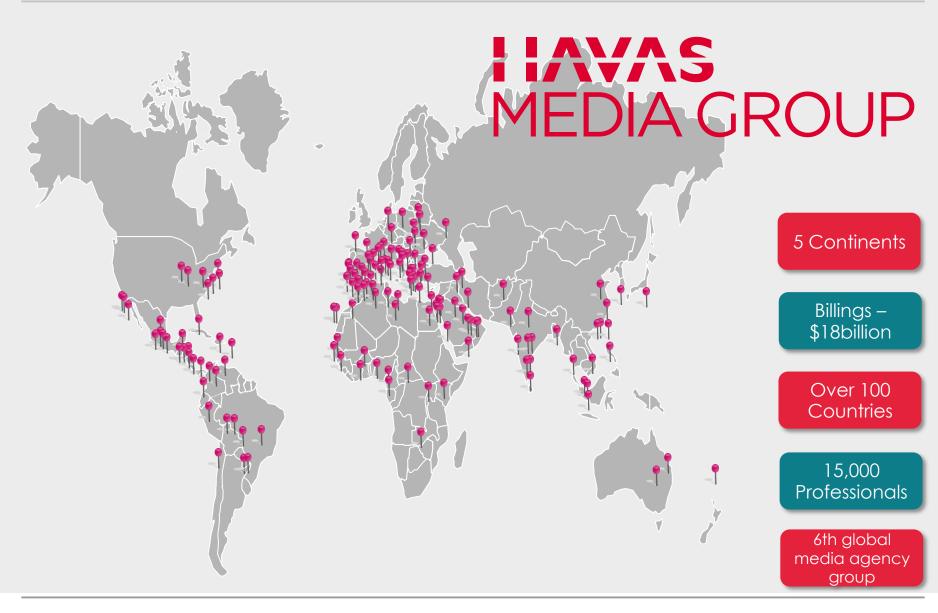
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Strong European presence



Havas Media has the leading position in the key European markets:

UK, Germany, France, Italy, Spain



Our clients









Beauty & Fashion Group



5,000+ customers all over the world

100+ international customers









































Our job

- To establish relevant touch points between brands and consumers
 - Intermediating between brands and media for optimising advertising budget allocation
 - 80% of global advertising budget is managed by media agencies
 - Ensuring that brands' messages reaches consumers efficiently (maximising ROI)

HAVAS

"Our aim is to be the world's best company at connecting brands with people using creativity, media and technology"



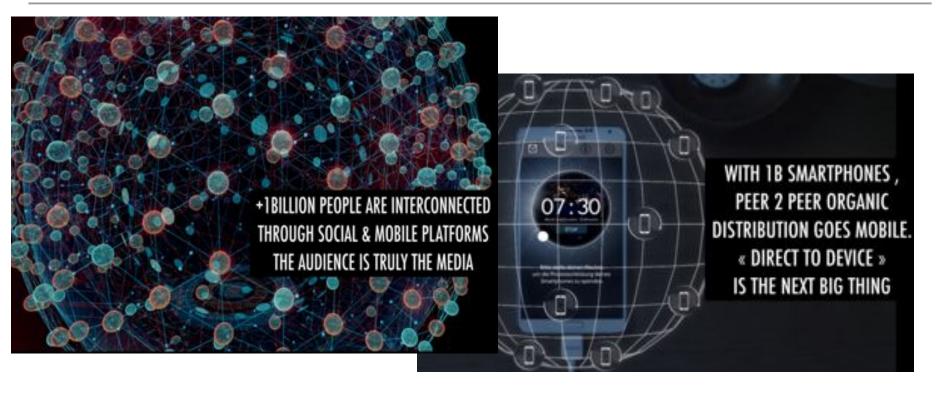
From a traditional communication model...



- Investment in mass media (TV, Radio, Press, Outdoor, ...)
- Communication performance measurement made through KPIs based on audience (Gross Rating Points)
- Consumer insights are obtained through opinion surveys



...to a digital world



- Consumers are the most influent media (producing content in social media)
- Communication **performance measurement** is performed through many different KPIs (visibility, engagement, conversion, recommendation)
- Market insights are extended with the analysis of content published in social media by consumers



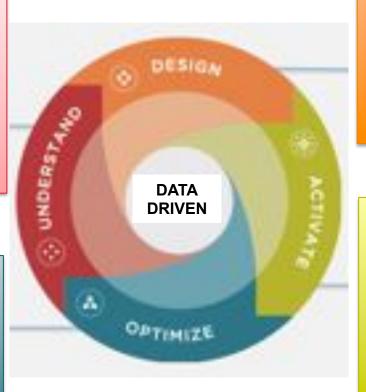
Havas Media Communication Process

<u>Understand</u> consumers through data analysis

- Decision-making drivers
- Brand recommendation factors

Optimise communication processes

- KPIs evaluation
- Performance measurement through data analysis



Design communication strategy

Cross-media environment (paid, owned and earned)

Activate communication strategy

- Budget Allocation
- Automated real-time communication with consumers

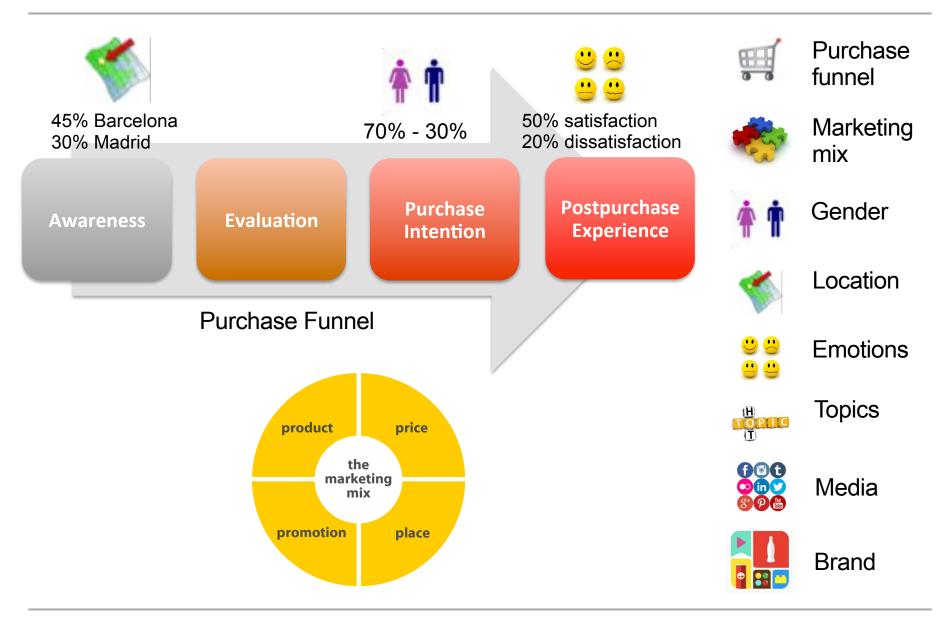


! RESEARCH

on content analytics at Havas Media

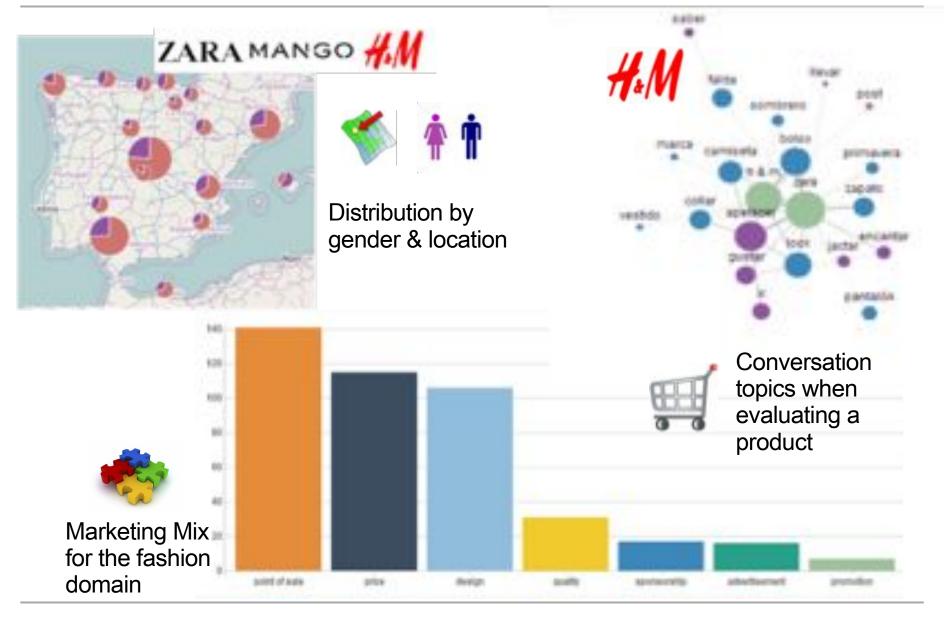


Intelligent Consumer Profiling



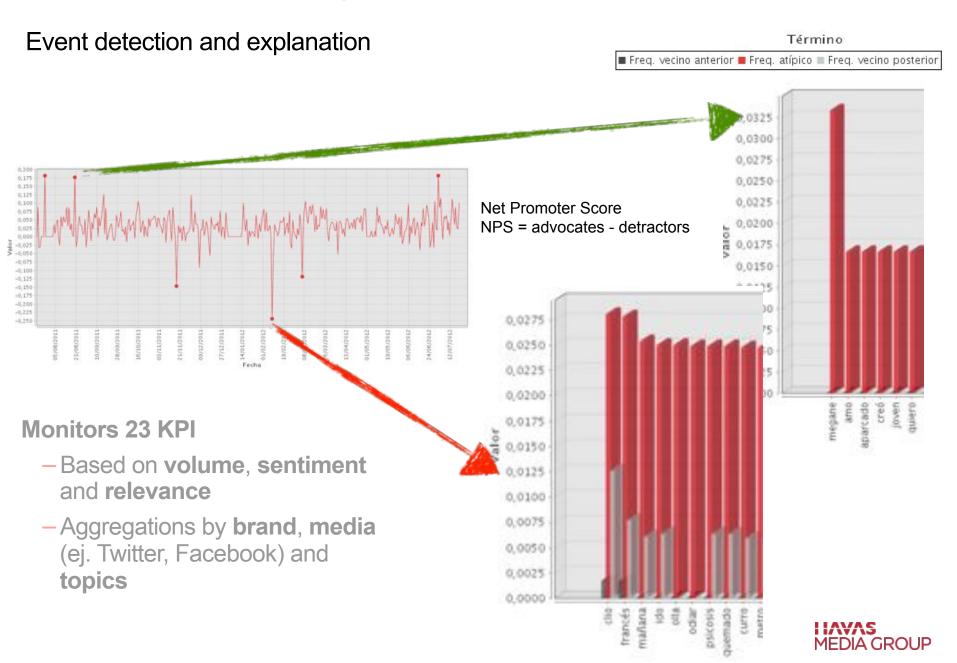


Intelligent Consumer Profiling





Time series analysis

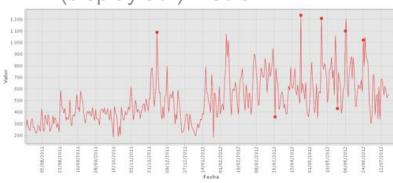


Time series analysis

Analysis of relations between social buzz and advertising pressure

Advertising Pressure

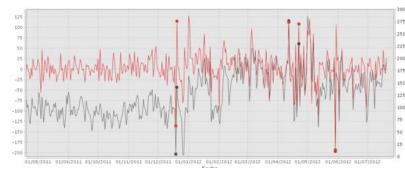
- –Audience (GRP) & Investment (€)
- Offline (TV, radio, press) y online (display ad.) media



Social buzz

- -23 KPIs based on volume, sentiment & relevance
- -Brands, Media & topics





Discovery of relations between series

- Correlation analysis
- Events shared



Social Graph Analysis

Community Analysis



Detection of influencers, brand ambassadors, detractors, viralisers, ...

Fashion Domain







Social graph analysis

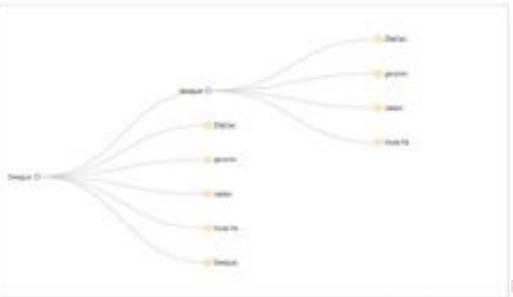


Content propagation

- Posts most viralised (owned & earned, positive y negative)
- Cross-channel analysis of the propagation tree beyond Twitter (blogs, forums, ...)







! CHALLENGES

for Media Agencies



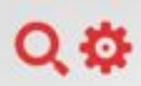
Variety and Velocity of data sources











Digital Display Advertising

- * Structured
- * Heberogeneous

Fine grained: (meconateevents)

Social Media

- Highly unstructured
- * Heterogeneous

Fine grained (second postsylwents)

Search Engine Marketing

- Structured
- * Heterogeneous

Fine grained (seconds, events)















Customer Data (CRM, Sales, Sensors)

- * Structured
- * Highly Heterogeneous

Fine graned and aggregated

Site Analytics

- * Structured
- Heterogeneous

Data aggregated (data; weekly, monthly)

Offline Advertising

- * Structured
- Highly Heterogeneous.

Data aggregated (minutes hourly daily monthly...)



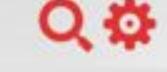
Volume of data sources











Digital Display Advertising

Social Media

Search Engine Marketing

4,895 brands 1.3 B records 230 TB 8,940 brands 116.182 M records 178 TB 1,913 brands 6,108 M records 61 TB









Customer Data (CRM, Sales, Sensors)

Site Analytics

Offline Advertising

301 brands 1,411 M records 13 TB



Consumer Connected Platform



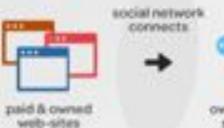
https://vimeo.com/88775576

- Tracking of consumers across online and offline touch points generating consumer profiles
- Real time automation of communication processes
 - * Online ads, push messages sent to the smartphone, email recommendations, ...



Consumer Connected Platform

Simplistic workflow (circular)





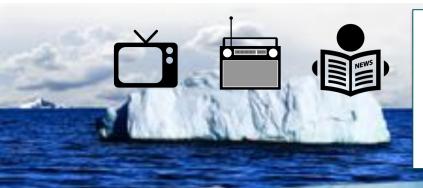




Tracking technique	/in Cookies	₽ User IDs	(A) Sensors
Knowledge gathered	Online Behaviour Preferences Online Purchases	Social Graph (friends family) Opinions Interests	Offline Behaviour Offline Purchases
Outcomes	Advanced product recommendations in online shops Customized product offers (e.g. email newsletters) Well-timed communications (e.g. SMS when a client is near the store)		
	Communications targeted to the appropriate purchase decision makers (e.g., parents) Accurate consumer insights (e.g., cross-channel analytics)		



Conclusions & Challenges for media agencies



- Understand consumer through audience measurement and opinion surveys
- Segmentation of consumer groups
- Small tabular data
- Batch budget allocation



- Understand consumers through Content Analysis,
 Web Analytics & social media interactions
 - Insights must go **beyond polarity** detection
 - Multilingualism beyond main European languages
 - Accuracy of the algorithms is a key issue
- Segmentation of **individual** consumers
- Big Linked Data
 - Integration of multiple heterogeneous & unstructured data sources at scale
- Communication with consumer activated in real time
 - Meaningful recommendations beyond display advertising
 - Online-offline integration through mobile devices

! THANK YOU

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