

# Environics Analytics

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## Leveraging 1<sup>st</sup> Party Data for Advanced Digital Targeting

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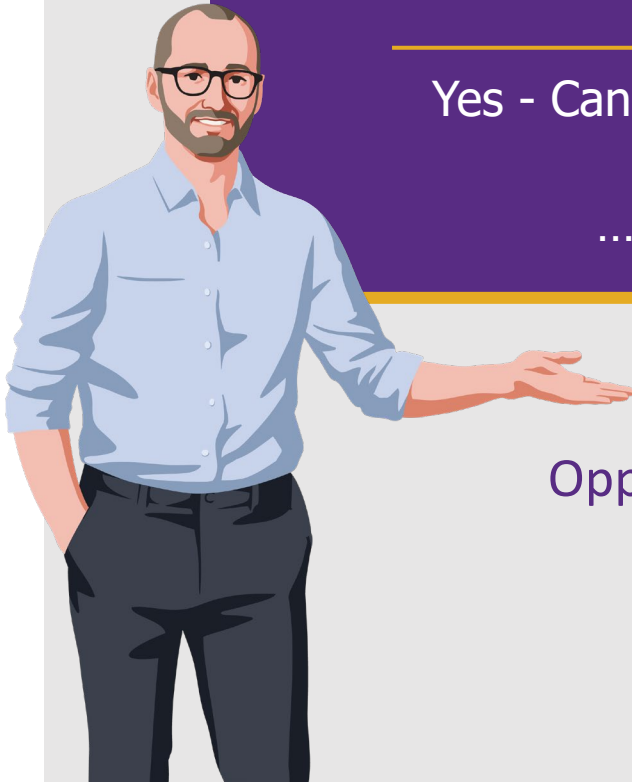
# Where are we in Canada?

Yes - Canadian businesses are becoming more data-driven...

...But we could be doing better

## Opportunities To Scale & Optimize

- Get the Fundamentals Right
- Leverage the Data Across the Business
- Be Future Proof on Privacy
- Insights to Activation to Measurement
- Clean room data collaboration



# Fundamentals

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Audience

Offer

Creative

Channel

Time

It's all about getting to the right people, with the right message, in the right channel, at the right time.

How are you doing?

# Fundamentals – Be More Data Driven

Audience

Offer

Creative

Channel

Time

1. Use all 1<sup>st</sup> Party data at your disposal – CRM, POS, Digital, Loyalty
2. Enhance & Scale with 3<sup>rd</sup> Party data – demographic, behavioural, financial, psychographic
3. Develop data-driven creative briefs – insights should influence imagery, message, keywords, tone
4. Leverage the data available in digital channels – precise/quality vs. vanilla/quantity
5. Know your customer – complement 1<sup>st</sup> Party data with other dynamic/realtime sources to make their lives easier (but not creep them out)

# Leverage the Data Across the Business

1. Break down the siloes - make it happen
2. Align internal stakeholders on priorities and use cases – led from the top
3. Ensure agencies and other suppliers work together and align to your end-to-end strategy
4. Execute on an enterprise data and analytics roadmap
5. Clean up the data – build in privacy principles & track your permitted uses



# Be Future Proof on Privacy

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1. Privacy and data strategy can co-exist - respecting the trust that individuals put in us when they give data does not stop us from being data-driven
2. We have had strong privacy laws but they need to be updated (in process....) – TCFs, CMPs
3. Build data strategy on choice, transparency, consent – ‘Zero-Party’ data will become the norm
4. Know where the puck is going to be



# Insights to Activation to Measurement

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1. Spend the time & allocate resources to connect customer insights to media planning/buys
2. Push for campaign measurement & attribution – who saw my ad, across which channels, and did it generate the expected return
3. Capitalize on dynamic messaging (e.g. DOOH) by understanding commuter flows, audiences, time-of-day targeting
4. Leverage a clean room for data collaboration/scale opportunities & more in-depth attribution

# Why A Clean Room?

1. Organizations need to find new opportunities for audience growth – IDFA deprecation, disappearance of 3<sup>rd</sup> party cookies
2. Provides a secure, neutral environment for organizations to blend, match and activate their 1<sup>st</sup> party data...without compromising consumer privacy
3. Across internal data owners, multiple advertisers, advertiser and publisher, data owner and advertiser, agency or publisher
4. Look for a Made in Canada solution to ensure it's built around Canadian privacy principles, data matching parameters, comprehensive analysis, and the right media connections



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Evan Wood

EVP & Chief Strategy Officer

Environics Analytics

[evan.wood@environicsanalytics.com](mailto:evan.wood@environicsanalytics.com)

416 708-2849

