

Transamerica Marketing Analytics & Innovation Accelerator

March 2022

The Team & Agenda

Proprietary + Confidential



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1

Intro

5 mn

2

Marketing Analytics
Tom

20 mn

3

Innovation
Accelerator
Andre/Luc

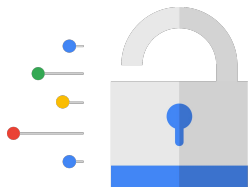
20 mn

4

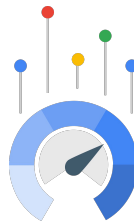
Q & A - Next Steps
All

15 mn

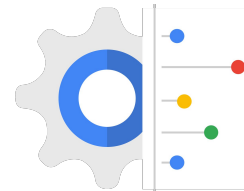
The Digital Advertising Landscape is experiencing a paradigm shift



Brands need to be more strategic, prioritizing a **durable privacy-forward** data strategy

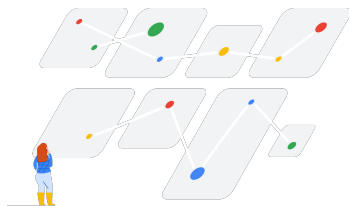


A clear roadmap needs to be set to **collect, activate, and measure** first-party data



Marketing teams must **break down silos** between products and **enable multi-channel execution**

The main challenges we come across



Data Silos

Inability to bring together marketing and ads data from multiple systems, platforms and point SaaS solutions for holistic insights



Understanding ROI

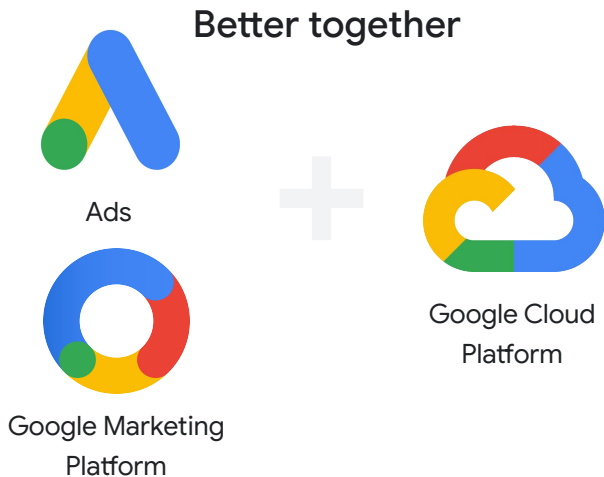
Struggling with understanding Return on Ads and Marketing investments through channels and adjusting spend across media channels based on models



Marketing Innovation

Inability to quickly infuse AI/ML into marketing activities to develop first-party, differentiated audience segments and understand customer churn or lifetime value

We can make the most of your data **insights to action**



Trendspotting

Data Driven Segmentation

Sentiment Analysis

Lifetime Value Prediction

Personalization Engine

Predict Marketing Outcomes

Purchase Prediction

And more...



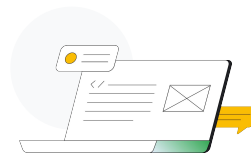
Drive marketing and customer service success with a Customer Data Platform



Breakdown Data Silos to connect sources, leverage native integrations and gain a holistic view of the customer

1**Collect & transform**

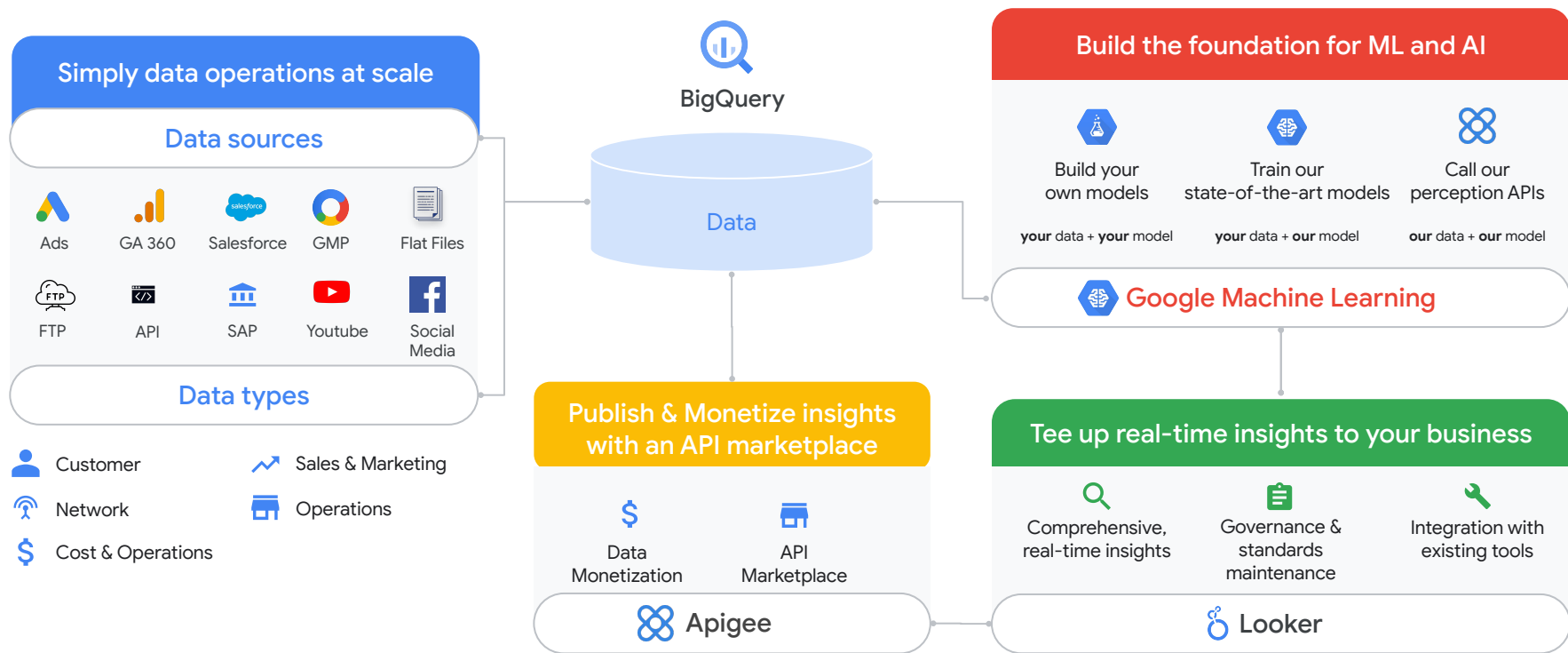
Visualize and Share real-time, AI and ML-enriched insights across the organization to empower data-driven business decisions and customer segments

2**Analyze & visualize**

Personalize marketing and customer experiences by activating data in your marketing & customer service platforms to increase customer engagement and grow sales

3**Activate in real-time**

Marketing Analytics



Google Cloud can help you make the most of your data



Unlock Consumer Insights

Bring together data (Ads, Web, CRM, Marketing etc.) from siloed systems to gain comprehensive insights into campaigns and consumer trends

- Ease of integration - Google Ads & GMP
- Real time Insights [Zulily](#)



Predict Marketing Outcomes

Leverage Google Cloud's leading AI/ML capabilities to build custom, data-driven audience segments with self-service analytics

- Empower End users: BQML using standard SQL [20th Century Fox](#)
- Lower TCO: Serverless and interoperability



Activate Across Channels

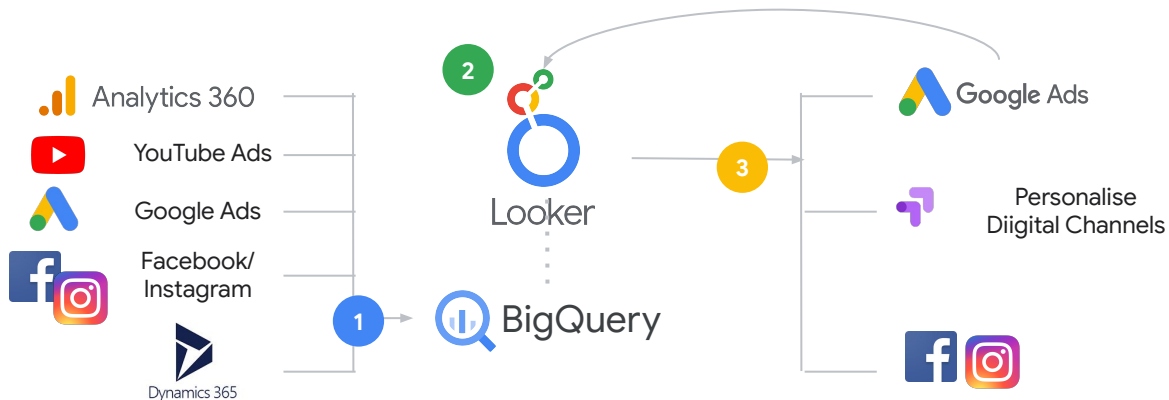
Activate data-driven audiences across channels (Ads, Email, CRM etc.) and measure campaign performance

- Faster time to value: Looker Blocks for Marketing

How to get started **improve targeting the right audiences**

Remark:

- Select market and target segment to work upon
- Select campaign



0

Define Goals & KPI's

And define strategy to measure and track KPI's

- ↑ Audience Data Quality
- ↑ Segmentation Precision
- ↑ NPS
- ↓ Cost per Acquisition

1

Collect & Transform

Create a richer customer profile

- A. Collect 1 P, Analytics, Social data
- B. 2P or 3P data?
- C. Enrich profiles, create holistic view

2

Analyze & Visualize

Identify high value targets

- A. Evaluate data quality
- B. Use predictive modelling to identify highest value targets
- C. Build marketing list

3

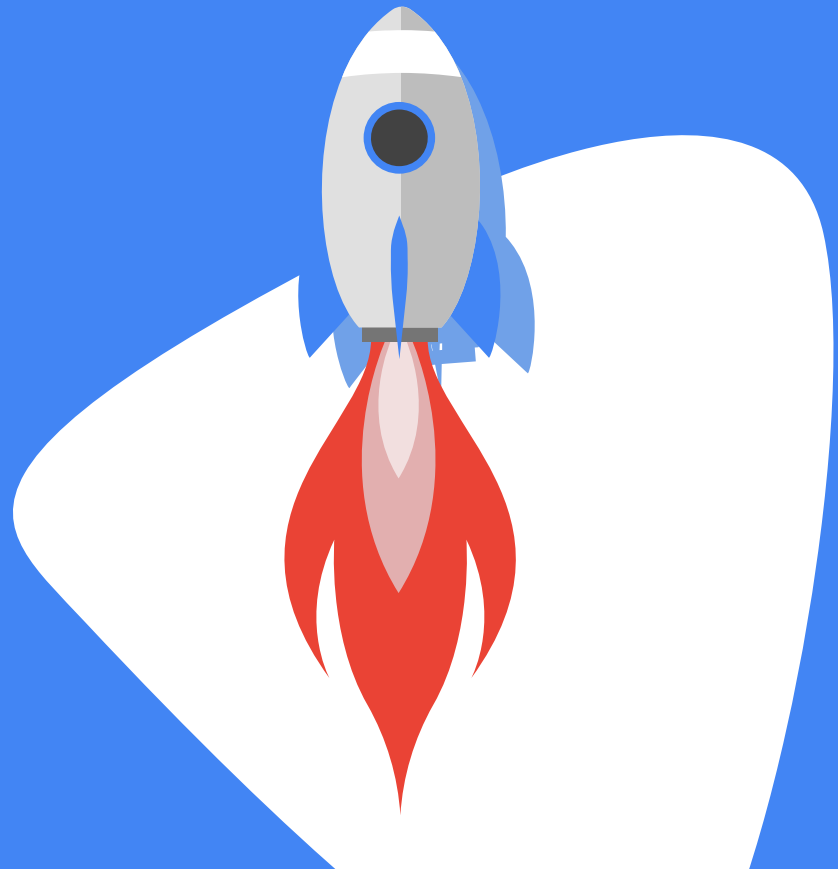
Activate

Seamlessly pass to audiences

- A. Google Ads
 - a. 1 P Lists
 - b. Google Audiences
 - c. Customisation
- B. Personalise
- C. (optional) Salesforce

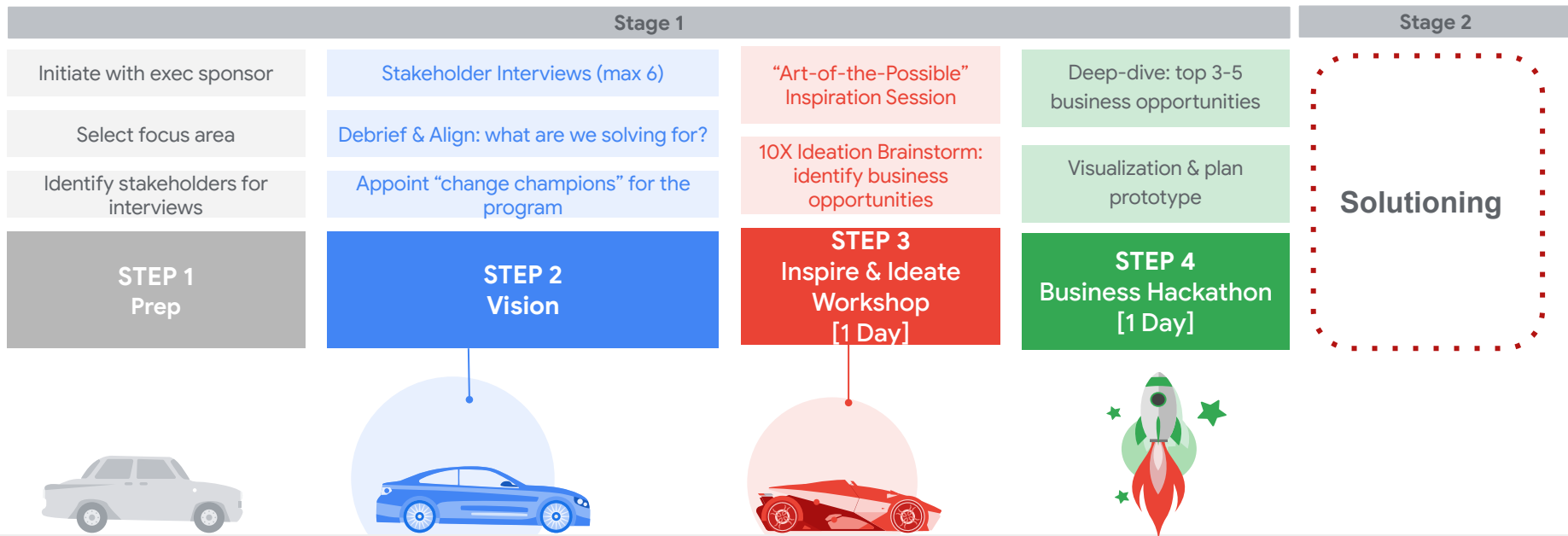
Innovation Accelerator

Transamerica + Google



Innovation Accelerator

From a business challenge to a plan for success



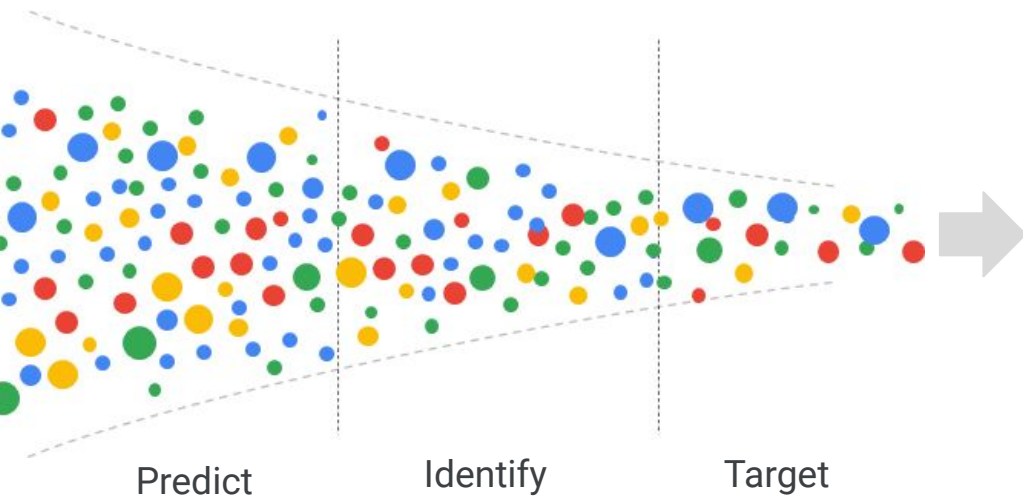
Delivery team: Google Innovation lead (a.i.), implementation partner (tbd), Google account team, Engineering/Practice leads, ONE Google collaboration

Transamerica team: x-functional change champions (business & IT), executive sponsor

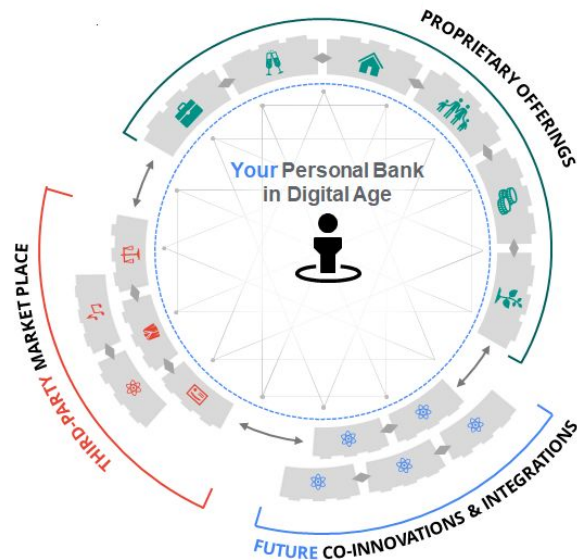
Strategic (10x) Vision of Large European Bank

To accelerate our vision to be a personal bank in a digital age we need to better :

1. Find & activate young affluent customers and
2. engage in a continuous conversation based on their lifestyle needs and preferences.(incl. Workplace solutions)



Activation

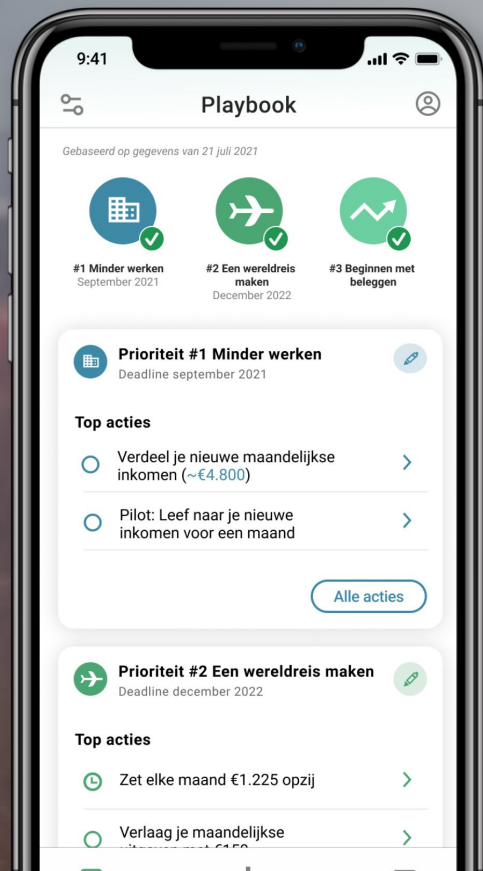


Engagement engine

VLAM



Build the life you want.
Be financially free.



Get your playbook

Set your priorities so we can create a personalized playbook that helps you achieve financial freedom

Make your money work

Grow your money by getting the basics rights, i.e. follow a number of rules of thumb & allocate budget to the right buckets

Track your progress

Get insight into your progress based on the priorities you've set

Make informed decisions

Visualize choices and trade offs (i.e. save for retirement, switch jobs), understand how decisions will affect your financial situation

Accelerate your path to financial freedom

We recommend relevant products and boosters (incl. beyond banking) to accelerate your path to financial freedom

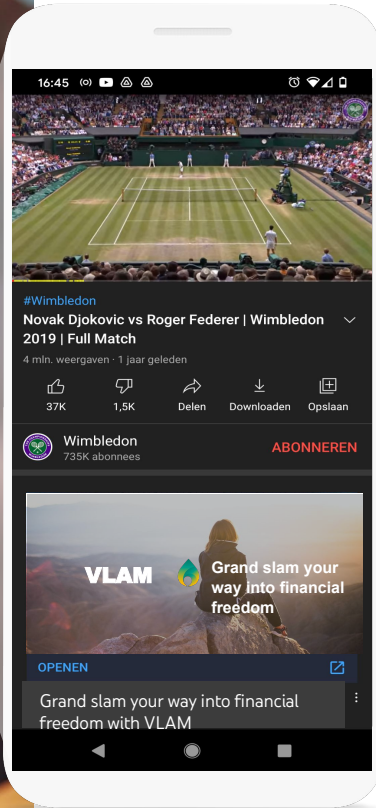
Connect your support network

Connect to advisors, experts & coaches, securely sharing your priorities and financial position for relevant and hassle-free advice

Customising Campaigns to Reach the Young Affluent



Grand Slam your way to *financial freedom*, Jamie!



Jamie is watching tennis on YouTube

She gets an adjusted creative content based on her interest in Tennis and intent to purchase an apartment

A click on the advertisement leads her to VLAM

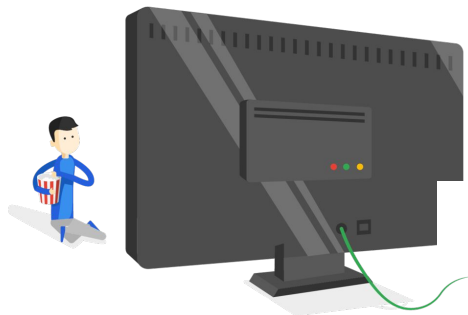
Note: Will not apply to people who've chosen not to see personalized ads

Appendix

We are living in the predictive era, an **opportunity** for growth

Broadcast Era

Reach and engage your customers more effectively by bringing digital measurement to your Broadcast advertising.



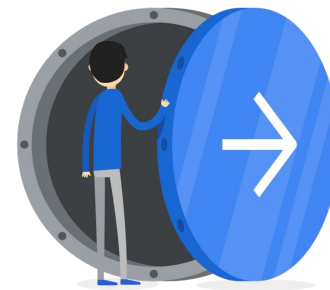
Precision Era

Target the right customers at the right time with Programmatic advertising.

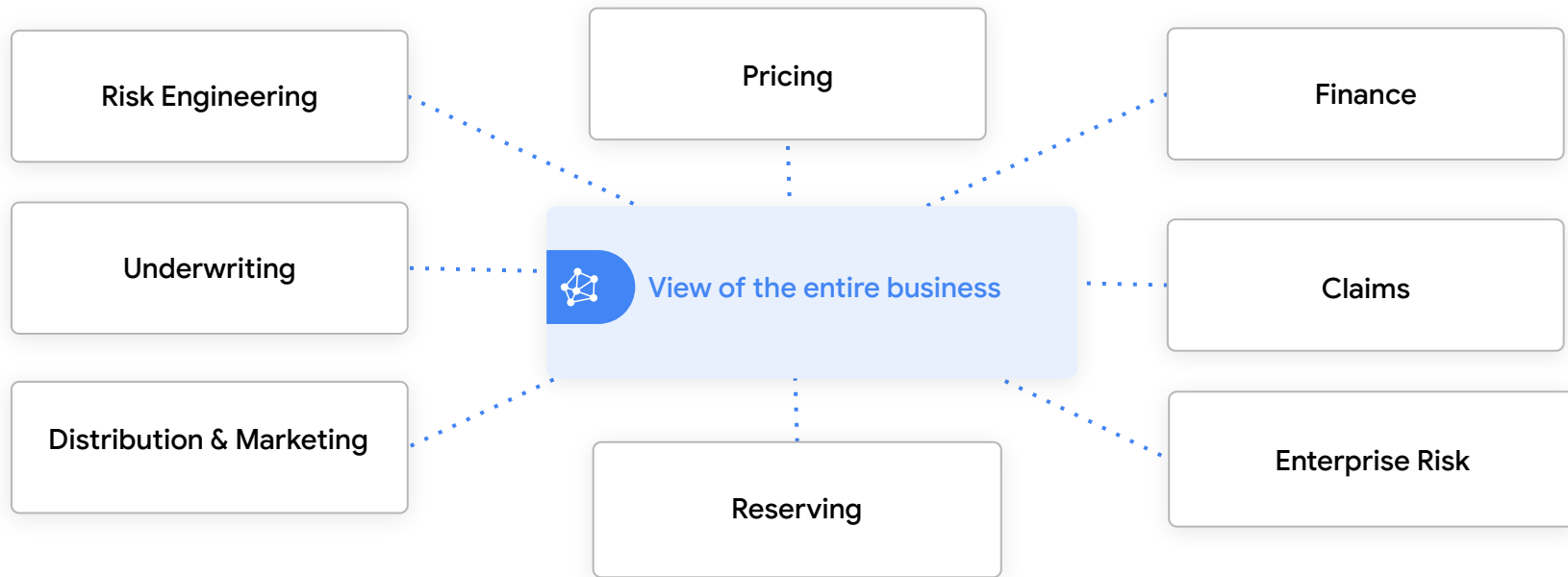


Predictive Era

Sophisticated algorithms, artificial intelligence and machine learning to anticipate consumers' needs and interests.



The better you organize data across the firm, the faster you can select the optimal ROAS to grow at any given time



Google Cloud can help **connect each division to a shared data hub**, enabling each division to have **'right-now' visibility** into other areas, and providing leading data & analytics capabilities for better business decisions

Google data can help improve your understanding of customer value

Your 1P customer
data



Conversion data from GMP /
Google Analytics



More dynamic
predictions of value

Device
Operating system
Browser
Ad creative
Content category
Language
Application
Time of day
Conversion path
Search network partner
Actual query
Location

etc. etc. etc.

Use BigQuery to Consolidate Data Sets

Customer Objective: Use 1P data for smarter media buys and optimization

Challenge

1P data can help smarter bidding but data is unorganized or inaccessible to media teams

Solution

Use BigQuery to store all data sets (ads, CRM, 3P)
(Tech Infrastructure Consolidation)

Enhanced with Cloud

Create match tables to join tables into a single customer view
(Storage /Joining)

Leverage APIs to automate data processes
(ie into dashboards or ads platforms)



Use BigQuery to Drive Valuable Conversions

Customer Objective: Drive more customers to convert

Challenge

Conversions are delayed or occur offline, making it difficult to optimize towards

Solution

Train a model to optimize media towards users with site behaviors indicating a high-likelihood to convert
(Predictive Analytics)

Enhanced with Cloud

Combine GA360 log data + 1P/Offline sales data
(Storage /Joining)

Build custom model to predict conversion at time of signup (not possible with conversion probabilities)
(BQML)



Use BigQuery for Cookieless Measurement

Customer Objective: Better measurement across all digital tactics

Challenge

Youtube or CTV are blind spots in current MTA reporting

Various DSPs and social channels are siloed in reporting

3P cookie deprecation

Solution

Build a durable attribution model across all digital tactics

(Data Driven Attribution)

Enhanced with Cloud

Combine media data across all digital channels: GMP, social, cost data

(Storage /Joining)

Build customizable model using aggregate (not user-level) data for smarter media optimizations

(BQML)

