



Social Media als Bestandteil der Customer Journey

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Frankfurt, 19.6.2015

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Experian

Globale Präsenz

- Präsenzen in 40 Ländern
- 17.000 Mitarbeiter
- US\$4,8 Milliarden-Unternehmen, FTSE 100 gelistet

Wächter der Daten unsere Kunden

- 100% der Top 50 Banken
- Sicheres Hosting von mehr als 30 Petabytes an Daten
- Mehr als 800 M Konsumenten und 100M Unternehmen
- 1,2 Mill. Kredittransaktionen pro Jahr

Größter Marketing Services Provider

- Nr.1 Dienstleister für die wichtigsten 500 Internet Retailer
- Mehr als 300 Milliarden versendete E-Mails pro Jahr
- Segmentierungen von 2,2 Milliarden Konsumenten
- 1,000+ Mitarbeiter in Marketing Services Europa

Strategischer Partner für internationale Brands



Agenda



Inhalte

- Konsumenten heute
- Stellenwert von Social Media für Unternehmen
- Social Media Landschaft
- Social Media im Kaufprozess
- Vernetzung – Cross Channel Marketing
- Was es jetzt braucht

Konsumenten



Always
on



Data

Image rights: Harvard.Tweetmap



Enorme Datenmengen werden in kürzester Zeit generiert



Volumen

Große Datenmengen aus einer steigenden Anzahl von Quellen



Vielfalt

Daten-Strukturen und -Formate werden komplexer und vielfältiger



Geschwindigkeit

“Always on” heißt auch: mehr Daten werden immer schneller generiert



Probleme

91%

aller Unternehmen haben signifikante Probleme mit der Korrektheit der erhobenen Daten.

Quelle: Experian Marketing Services Studie 2014 „Datenqualität als kritischer Erfolgsfaktor“

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Herausforderungen

83%

aller Unternehmen sehen es als Herausforderung an, aus unstrukturierten Datenmengen brauchbare Informationen zu ziehen und diese für eine einheitliche Cross-Channel-Kommunikation zu nutzen.

Quelle: Experian Marketing Services Studie 2014 „Datenqualität als kritischer Erfolgsfaktor“

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Vorbereitet

33%

aller Nutzer geben an, mit der Nutzung der generierten Daten, vor allem mit der Verknüpfung von Daten aus verschiedenen Kanälen, überfordert zu sein.

Quelle: Experian Marketing Services Studie 2014 „Datenqualität als kritischer Erfolgsfaktor“

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Unternehmen



Bedeutung für werbetreibende Unternehmen

1,350 Mrd.
Nutzer

verzeichnet Facebook Q3/2014

Quelle: <http://investor.fb.com>



Bedeutung für werbetreibende Unternehmen

868 Millionen Nutzer
oder 64,29%

sind täglich auf Facebook aktiv

Quelle: <http://investor.fb.com>



7 Milliarden US-Dollar

erwirtschafteten Unternehmen aus
Deutschland mit Facebook.

Quelle: Deloitte Studie Facebook's Global Economic Impact



Werbung auf Facebook – Facebook Ads

Desktop News Feed

 **Jasper's Market**
Sponsored ·  Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds
WWW.JASPER5-MARKET.COM [Learn More](#)

Like · Comment · Share ·  3  1

Most effective type of ad

Mobile News Feed

 **Jasper's Market**
Aug 20 ·  

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.




Fig Tart with Almonds
The simplicity of this tart perfe... [Learn More](#)
www.jaspers-market.com

3 Likes · 1 Comment

 Like |  Comment |  Share

Over 75% of Facebook users are on mobile



Social Media ist ein effizienter Werbekanal

Gefällt mir · Antworten · 16. Juni um 20:51



Gefällt mir · Antworten · 16. Juni um 20:51

Neben einer exzellenten Rede über die Zukunft der digitalen Wirtschaft überbrachte Herr MdB Peter Altmaier die Glückwünsche aus dem Bundestag mit expliziten Grüßen von Frau Merkel...

Gefällt mir · Antworten · 8 Std. · Bearbeitet

und 4 weitere(n) Personen gefällt Outfittery.

 **Outfittery**

Gesponsert · 

Wir stellen Dir Outfits zusammen, die genau zu Dir und Deiner Persönlichkeit passen. Melde Dich einfach an und lass Dich überraschen!




 **OUTFITTERY**

Immer gut angezogen

Kostenloser Versand und Rück...



 **OUTFITTERY**

Finde neue Looks

Lass Dich inspirieren!



Outfits für

Top gestylt

34 „Gefällt mir“-Angaben · 2 Kommentare · 2 geteilte Inhalte

 Gefällt mir

 Kommentieren

 Teilen



Gesponserte Werbeformen nehmen zu

XING PREMIUM **PREMIUM Vorteilsprogramm**
Vor 13 Stunden



[Wann waren Sie zuletzt mit Ihrem Partner in Paris?](#)
Als Premium-Mitglied nutzen Sie den HRS Business-Tarif beruflich sowie privat - und sparen bis zu 30 % auf den Hotelpreis ...
xing.com

★

41 Mitglieder finden das interessant.

In 5 Tagen fit in Digital Marketing - Mit Diplom - Sonderpreis bis 28.7.15



Digital Marketing School

Professional Diploma Digital Marketing

Professional Diploma in Digital Marketing - in 5 Tagen
Mi, 4. Nov 2015, 9:00
Köln, Deutschland

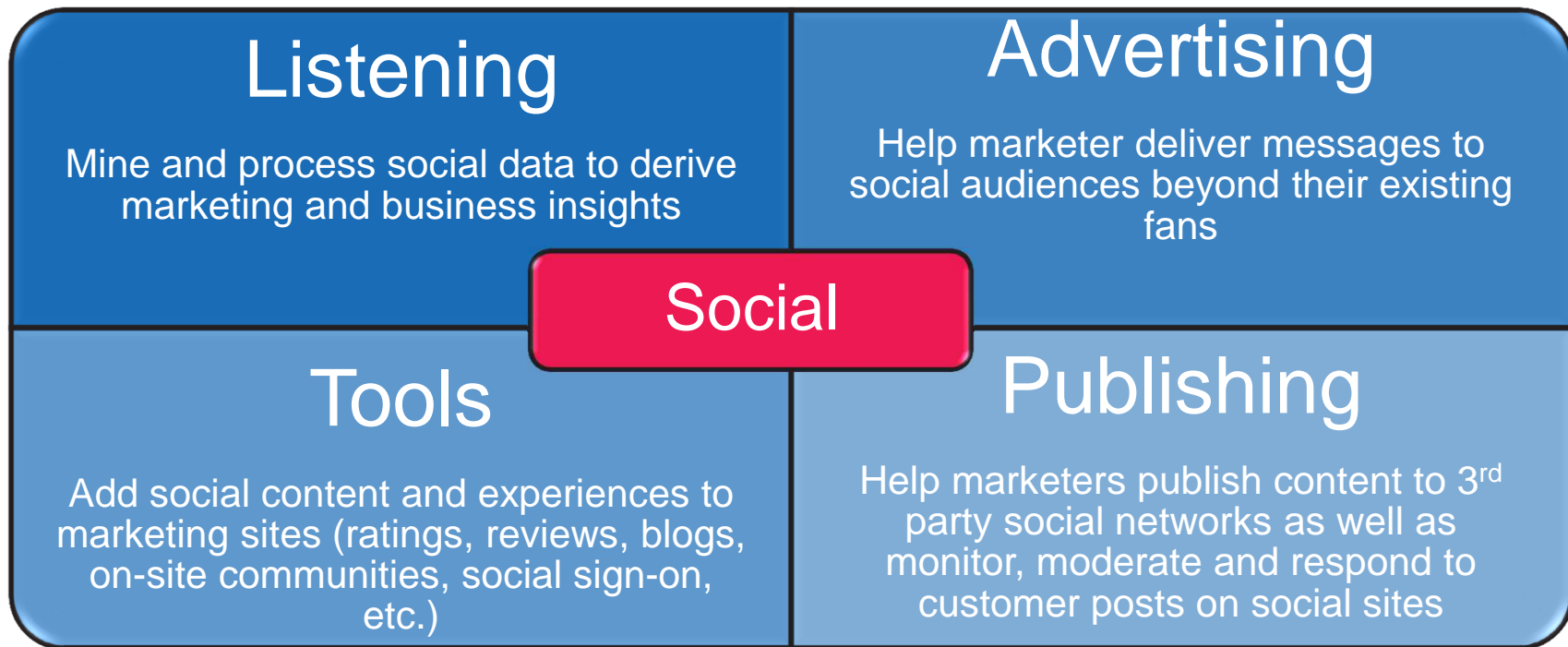
★

5 Mitglieder finden das interessant.

Social Media Landschaft



Die Social Media Landschaft



SOCIAL LUMAscape

ENTRIPRISES

Social Marketing Management
 BUDDY MEDIA, SHOUTLET, SYNCAPISE, vitrue, involver, Content Optional

Social Publishing Platforms
 Spredfast, awareness, Flowtown, Socialware, MUTUALMIND, SPIRITSOCIAL

Social Promotion Platforms
 offerpop, extole, Strutta, Seeemic, Soda Amp, NORTH SOCIAL, Zuberance, votigo, fan appz

URL Shorteners
 bitly, tiny arrows, TinyURL.com

Stream Platforms
 UberMedia, TweetDeck, twit, Aol, Lifestream

Twitter Apps
 tweetmeme, twitpic, StockTwits, wefollow, Last.fm, Cadmus, flickr

twitter

facebook

Social Advertising Platforms
 Adaptly, vurve, appsocial, aridPerlor, nanigans, 140 Proof, BLINQ MEDIA, epic social, BUZZLOGIC, TBG, SAM, socialvibe, Marin, SOCIALTYZE, EfficientFrontier, KENSHOO, Clickable

Analytics
 mixpanel, kontagent, TOMNTURE!, MarketShare, webtrends

Content Curation
 memolane, hunch, Pigeon, SkyGrid

Facebook Apps
 LIKESTER, BranchOut, snapto, bado, smile, causes, booshaka

FB Commerce Platforms
 Noontea, SHOP TAB, Payment, Adregate, markets, Moloko, muncorn, trialpay, shop, FLUID, VendorShop, mifyon

Facebook Gaming
 Playdom, zynga, MetroGames, socialpoint, Wild Need Cards

Social Ad Networks
 OneRiot, rockyou, LINE STREET, spruce MEDIA

Social Graph Data
 radium, meast, degrees, RapLeaf

Social Search
 TOPSY, wuk, Aardvark, greplin, spokeo

Social Business Software
 casagener, lithium, jive, telligent

External (Customer) Facing
 Ngage, Satisfaction, Leverage Software, PLUCK, Kik Apps, mzingo, Assistly

Internal (Employee) Facing
 huddle, cubetree, acquia, IGLOO, Yammer, moxie, Socialtext, SOCIALCAST

Blogging Platforms
 tumblr, posterous, WORDPRESS, SQUARESPACE, Joomla!

Location-Aware Apps
 FourSquare, loopt, TWIX, waze, Gowalla, Places, Foursquare, ROOMAH, Foodspotting, pelago, glu

Social Networks - Other
 LinkedIn, GetGlue, miso, renren, my, friendster, goia, plaxo, myYearbank, orkut, Path, FLUE Networks, MarketCap, counter, ISU, helloworld

Social Commerce
 Swipely, LOCKERZ, ShopSocially, kaboodle, zappli, SUPPLY, GiantHerd

Content Sharing (Reviews/Q&A/Docs)
 fotopedia, slideshare, DpcShare, yelp, Angie's list, Quora, Scribd

Photo Sharing
 SmugMug, flickr, ZangZing, Picasa, photobucket

Listening Platforms
 asyomo, BuzzLabs, trackur, brandprotect, KLOUT, backtype, synthesio, SCOUT24, VISIBLE

"Social Enterprise"

Community Platforms
 mixxt, GROU.PS, Kik Apps, Ning, DailyPress, yku

Plug-ins/Widgets
 bynt, Razaar, nice, Badgeville, conduit, ShareThis, janrain, echo, clearspring, gigya, PowerReviews, Mass Relevance, meeb, PowerReviews

Traditional Publishers
 DAILY CANDY, ON, The New York Times, Glam Media, THE WALL STREET JOURNAL, Hearst Corporation

AUDIENCE

Social Media im Kaufprozess

The Customer Journey

Call



Website



Display



Email



SMS



Social



App



Print





**Aktive
Konsumenten**



Aktive Konsumenten Fordern intelligente Interaktion

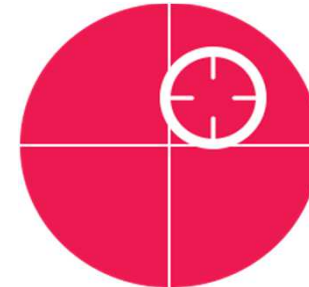


Anforderungen

Sie wissen wer ich bin

Sie verstehen mein Verhalten

Sie liefern Angebote und Nachrichten die auf meine Bedürfnisse zugeschnitten sind

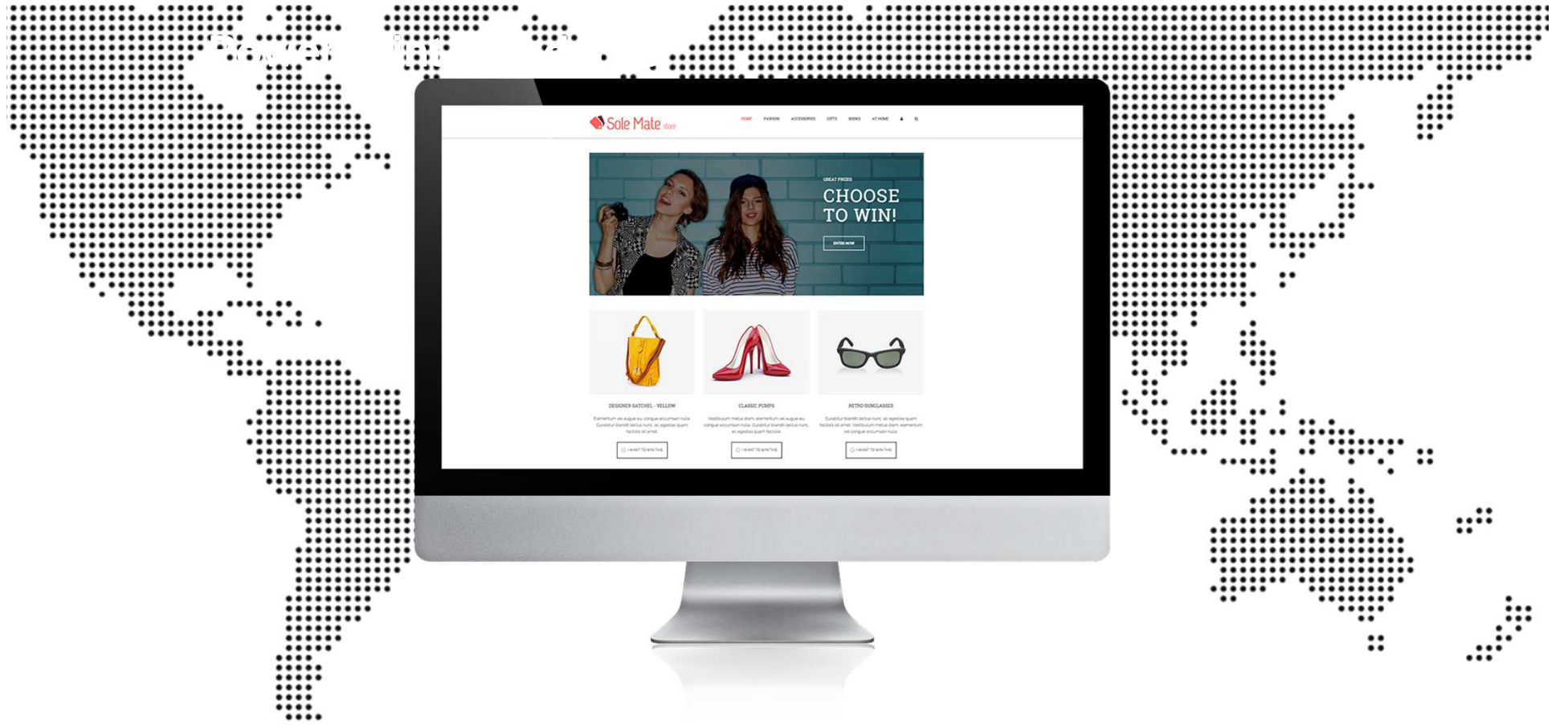


Probleme

Anbieten von Produkten, die ich nicht brauche

Mich nicht verstehen trotz aller meiner Interaktionen

Zu viele unnötige Nachrichten, die ich erhalte



Demo

Fashionista Friends

A blog about all new fashion.
Welcome to the cutting edge blog about the latest trends

Snaps from Fashion Week

Frances Doe • [Trends](#)



Fusce non turpis enim. Vivamus accumsan nulla pulvinar, condimentum velit ullamcorper, lacinia ligula. Phasellus sed rhoncus nisi. Maecenas suscipit venenatis eros, at semper sapien malesuada vel. Etiam accumsan placerat nisi ac rutrum. Quisque ac egestas nisi. Etiam sed consequat dolor. In ultrices purus placerat massa.

[Read More](#)

Great way to wear your hair

Frances Doe • [Demonstration](#)



Featured Partner

Sponsored link • [Sole Mate store](#)

Sole Mate store

Choose to win!

Click here

[Read More](#)

Runway Video

Frances Doe • [Demonstration](#)





DESIGNER SACHEL - YELLOW

Elementum vel augue eu, congue accumsan nulla. Curabitur blandit lectus nunc, ac egestas quam facilisis sit amet.

I WANT TO WIN THIS



CLASSIC PUMPS

Vestibulum metus diam, elementum vel augue eu, congue accumsan nulla. Curabitur blandit lectus nunc, ac egestas quam facilisis.

I WANT TO WIN THIS



RETRO SUNGLASSES

Curabitur blandit lectus nunc, ac egestas quam facilisis sit amet. Vestibulum metus diam, elementum vel congue accumsan nulla.

I WANT TO WIN THIS

PLEASE ENTER DETAILS

Constructed in cotton sweat fabric, this lovely piece, lacus eu mattis auctor, dolor lectus venenatis nulla

First Name *

NEWSLETTER & COMPETITION TERMS

I wish to subscribe to Sole Mate store's newsletter.

By subscribing to our newsletter, you will receive

FREE SHIPPING ON ALL EU ORDERS OVER 50 €

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HOME FASHION ACCESSORIES GIFTS BOOKS AT HOME



THANKS! PLEASE CHECK YOUR MAIL.

Thank you for subscribing to our newsletter.
Please check your inbox for an email from Sole Mate store to confirm your email address.

DISCOVER OUR STORE



Fashion



Accessories



Gifts



Books

CONTACT DETAIL

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Aenean semper, neque non faucibus.
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placerat erat suscipit. Fusce cursus, erat ut
scelerisque.

Enter your email here

Google

Gmail

heise online News - NSA-Skandal: Neuseelands Premier kann Massenüberwachung nicht ausschließen - vor 3 Stunden

Dana, please confirm your newsletter subscription

Sole Mate <Sole_Mate@experian-marketing-services.fagms.de> an mich

11. Sep. (vor 6 Tagen)

Englisch > Deutsch Nachricht übersetzen Deaktivieren für: Englisch

Web-Clip

Die offizielle Gmail App

Das Beste von Gmail steht nur in der offiziellen App zur Verfügung.

Jetzt testen

SCHREIBEN

Posteingang

Markiert

Gesendet

Entwürfe

Misc

Notes

Mehr


Dana

Keine aktuellen Chats

Neu starten

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Sole Mate store



Welcome. Please confirm your subscription.

Dear Dana,
Welcome to Sole Mate store.
Simply click on the button below to confirm your newsletter subscription.

Confirm subscription

If you have received this email communication by mistake and do not wish to subscribe to our newsletter, simply ignore this email.
Your friends at Sole Mate store.

Sole Mate store natus inventore veritatis.
Natus error sit voluptatem accusantium doloremque la quae ab illo inventore veritatis.
natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.

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placerat erat suscipit. Fusce cursus, erat ut
scelerisque.

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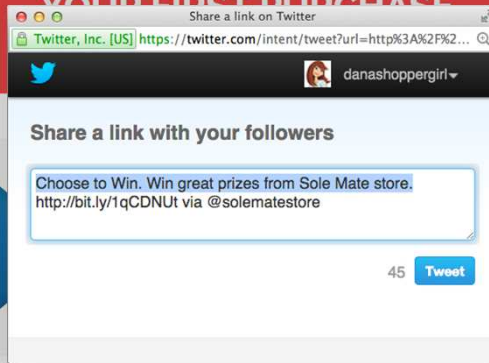
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SHARE THIS COMPETITION AND GET 20% OFF YOUR FIRST PURCHASE



SHARE ON FACEBOOK



SHARE ON GOOGLE+

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USEFUL LINKS

Track Orders, FAQs, Services, Premium Member Services, Terms and Conditions, Privacy Policy, Community Guidelines

TAGS

Fashion, Accessories, Gifts, Books, At Home, Music, Sale, Best Sellers

DON'T MISS OUT

In venenatis neque a eros laoreet eu placerat erat suscipit. Fusce cursus, erat ut scelerisque.

Enter your email here



REGISTER TO CLAIM YOUR 20% DISCOUNT.

PLEASE ENTER DETAILS

Constructed in cotton sweat fabric, this lovely piece, iacus eu mattis auctor, dolor lectus venenatis nulla

 Sign in with Facebook

Country *

Title *

First Name *

Last Name *

Company Name

Address *

Town / City *

Postcode *

Email Address *

Ship to billing address?

I agree to the Terms and Conditions of Sole Mate store.

PHONE SMS SERVICES

Subscribe to SMS services

(info)

SMS services give you the latest offers wherever you are. You don't need to be online to receive special offers with time limit or local discounts in your area.

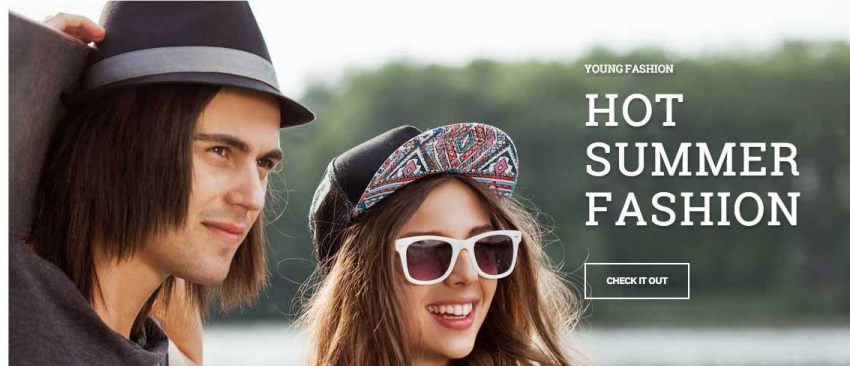
REGISTER

FREE SHIPPING ON ALL EU ORDERS OVER 60 €

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HOME FASHION ACCESSORIES GIFTS BOOKS AT HOME



LATEST PRODUCTS



Classic Dress
Jackets **119.99 EUR**



Poplin shirt with fine
pleated bands **25.99 EUR**
Shirts



Cotton Jumper **39.99 EUR**
Women's casual wear



Lorem ipsum dolor **59.99 EUR**
Blazers



Classic Dress

119.99 EUR

Select Size



1

ADD TO CART

SKU: 54329843
Categories: Leather, Jeans, Men
Tags: Shoes, Jeans, Men, T-shirt

Description
Korem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. qui dolore ipsum quia dolor sit amet.

Addition Information

Reviews (3)

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Fax: (123) 456-7890
E-mail: info@solematestore.com

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HOME FASHION ACCESSORIES GIFTS BOOKS AT HOME

SHOPPING BAG

YOUR SELECTION (2 ITEMS)

Item	Product name	Price	Quantity	SubTotal	
	Weave Handbag	64.99 EUR	- 0 +	64.99 EUR	
	Classic Dress	119.99 EUR	- 1 +	119.99 EUR	

PROMOTIONAL CODE

Enter promotional code if you have one

Enter promotional code here

APPLY PROMOTION

CALCULATE SHIPPING

Enter your destination to get a shipping estimate.

Select a country

State/Province

Zip/Postal Code

UPDATE TOTALS

SHOPPING BAG SUMMARY

Cart Subtotal 119.99 EUR

Shipping Free Shipping

Total 119.99 EUR

UPDATE SHOPPING BAG

PROCEED TO CHECKOUT

CONTINUE SHOPPING

CONTACT DETAIL

No.123 Pellentesque nec erat.

Aenean semper, neque non faucibus.

Phone: (123) 456-7890

Fax: (123) 456-7890

E-mail: info@solematestore.com

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Enter your email here

- SCHREIBEN**
- Posteingang
- Markiert
- Gesendet
- Entwürfe
- Misc
- Notes
- Mehr
- Dana

Keine aktuellen Chats
[Neu starten](#)


Vistaprint UK - Your business card - Get 100 Economy business cards for Free or 100 Standard business cards for just £4.99! Warum sehe ich diese Anzeige?

Dana, grab your piece of summer Posteingang

Sole Mate <Sole_Mate@experian-marketing-services.fagms.de> 11. Sep. (vor 6 Tagen)

Latein > Deutsch [Nachricht übersetzen](#) Deaktivieren für: Latein

Sole Mate store – Summer collection on sale – [View the web version](#)




Grab your piece of summer


Dear Dana,
Check out our new summer collection at Sole Mate store. Lorem ipsum natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.

[View collection](#)

It's a cool, cool summer



Patterns of the season



Die offizielle Gmail App

Das Beste von Gmail steht nur in der offiziellen App zur Verfügung.

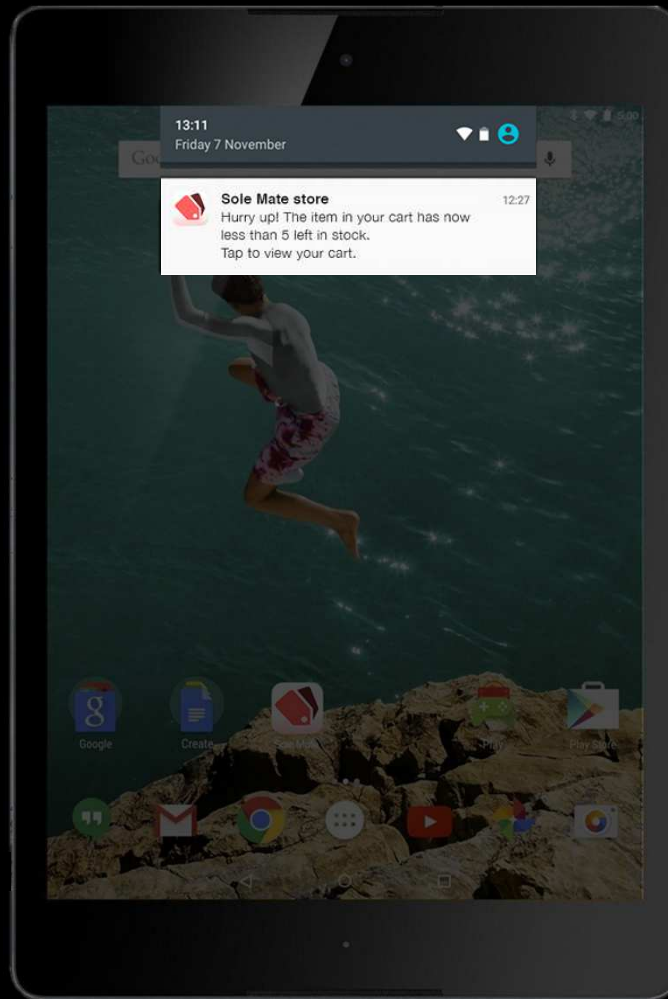
[Jetzt testen](#)

Anzeige

VISTAPRINT UK

Your business card

Get 100 Economy business cards for Free or 100 Standard business cards for just £4.99!

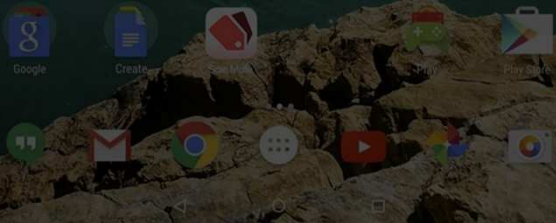


13:11
Friday 7 November



5:00

 **Sole Mate store** 12:27
Hurry up! The item in your cart has now less than 5 left in stock.
Tap to view your cart.



LOGIN

If you're a member, login here.

Username

danashoppergirl@gmail.com

Password

Password

[Create new account](#) [Request new password](#)

LOG IN

CONTACT DETAIL

📍 No.123 Pelientesque nec erat.
Aenean semper, neque non faucibus.
📞 Phone: (123) 456-7890
📠 Fax: (123) 456-7890
✉ E-mail: info@solematestore.com

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TAGS

[Fashion](#) [Accessories](#) [Gifts](#)
[Books](#) [At Home](#) [Music](#) [Sale](#)
[Best Sellers](#)

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In venenatis neque a eros laoreet eu
placerat erat suscipit. Fusce cursus, erat ut
scelerisque.

Enter your email here

FREE SHIPPING ON ALL EU ORDERS OVER 60 €

MY ACCOUNT



HOME FASHION ACCESSORIES GIFTS BOOKS AT HOME

SHOPPING BAG

YOUR SELECTION (2 ITEMS)

Item	Product name	Price	Quantity	SubTotal	
	Weave Handbag	64.99 EUR 32.49 EUR	- 1 +	32.49 EUR	
	Pumps - Gold	72.99 EUR	- 0 +	72.99 EUR	

PROMOTIONAL CODE

Enter promotional code if you have one

Enter promotional code here

APPLY PROMOTION

CALCULATE SHIPPING

Enter your destination to get a shipping estimate.

Select a country

State/Province

Zip/Postal Code

UPDATE TOTALS

SHOPPING BAG SUMMARY

Cart Subtotal 119.99 EUR

Shipping Free Shipping

Total 105.48 EUR

UPDATE SHOPPING BAG

PROCEED TO CHECKOUT

CONTINUE SHOPPING

CONTACT DETAIL

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Fax: (123) 456-7890
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placerat erat suscipit. Fusce cursus, erat ut
scelerisque.

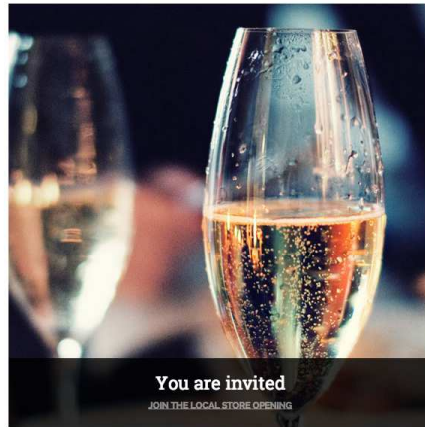
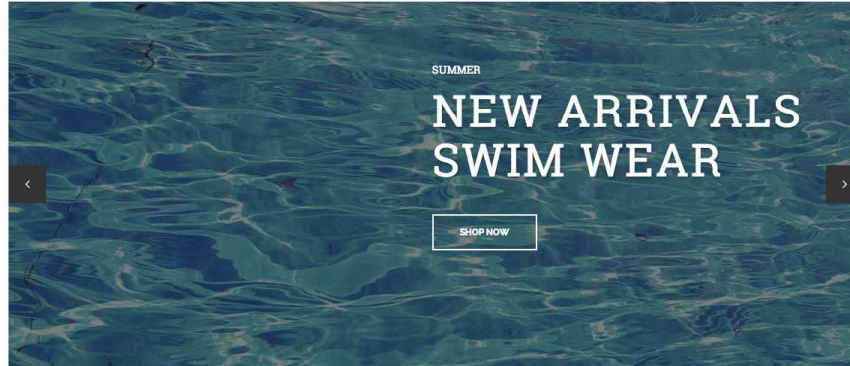
Enter your email here

FREE SHIPPING ON ALL EU ORDERS OVER 60 €

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Werbewirkung (E-Mail + Social)

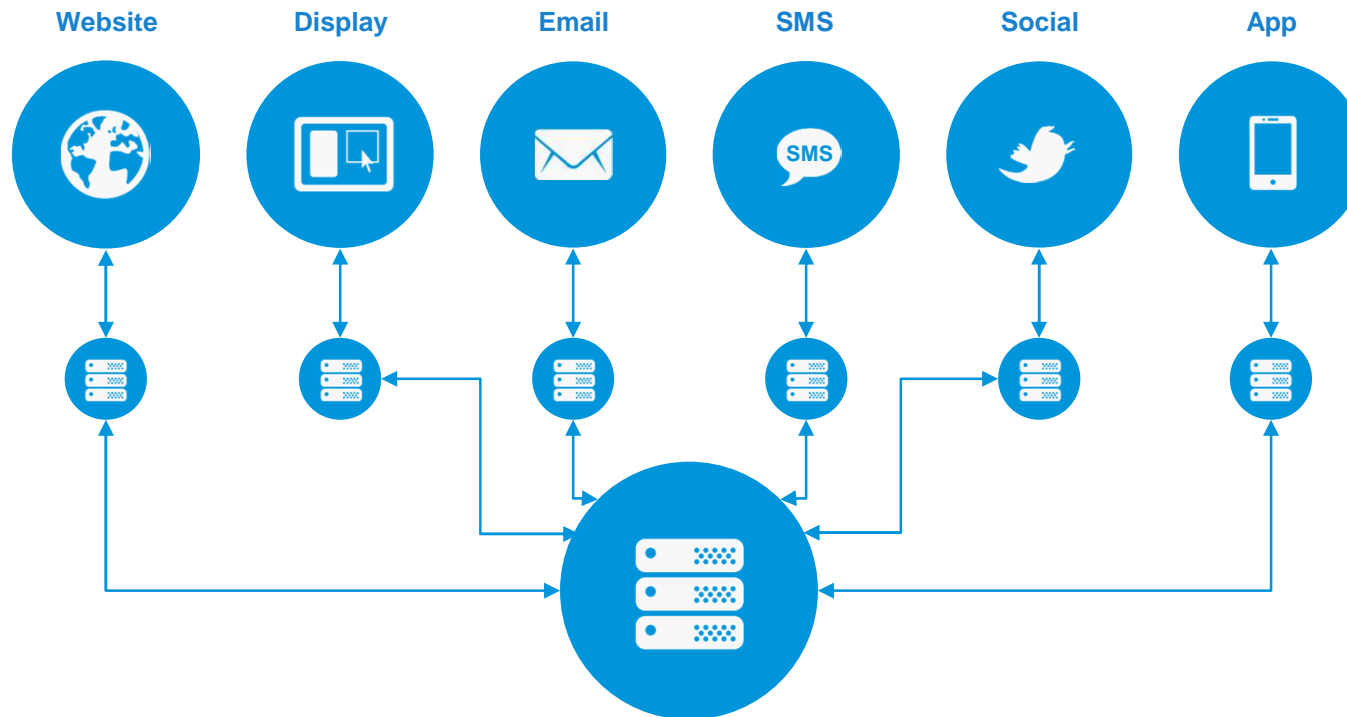
22%

HÖHERE KAUFWAHRSCHEINLICHKEIT ALS ÜBER E-MAIL
KAMPAGNEN (ALLEINSTEHEND)

Vernetzung



Cross Channel Marketing





In Echtzeit

Website



Display



Email



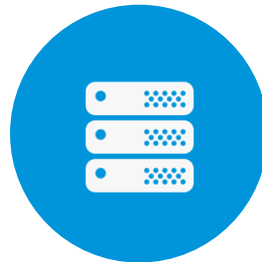
SMS



Social

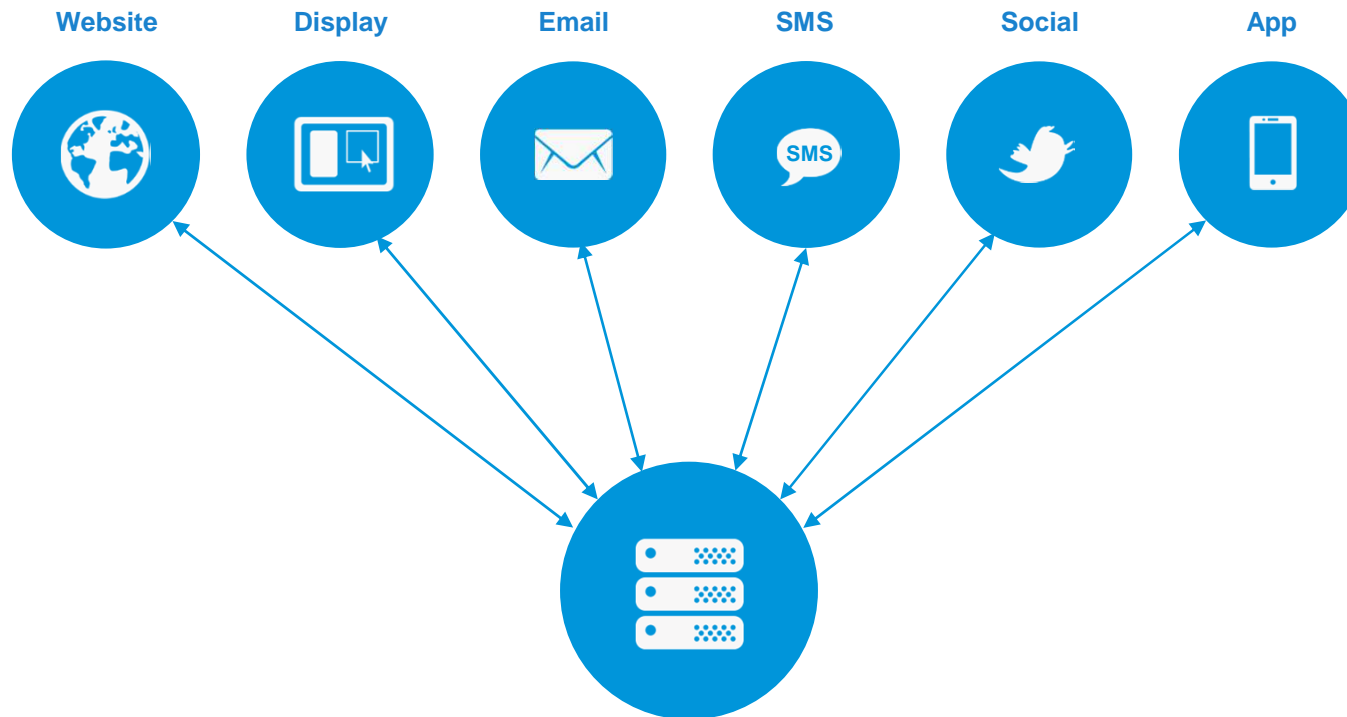


App





User erwarten vernetzten Dialog über alle Kanäle





Es braucht dringend...

- Konsistente und allgemeine Methoden, wie Daten kanal- und endgeräteübergreifend verknüpft werden können – und auch dürfen.
- Angepasste State-of-the Art Gesetze, die für Marketer verständlich und anwendbar sind und die Rechtsicherheit gewährleisten.
- Ein europäisches Verständnis von Datenschutz / eine europäische Agenda
- Mehr Transparenz für den Kunden (what you get / what you give)
- Schulterchluss zwischen IT-Sicherheit, Datenschutz / Verbraucherschutz und Marketing.



Intelligent interactions. Every time.