

The Future of Marketing – Data-Driven Advertising: Adapt or Die, Game On!



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PH.D. DINH LE DAT BIO



Dr. Dinh Le Dat (1982)

**Co-founder & CEO of ANTS,
BigData & Digital Business Evangelist,
Expert in Big Data/Data-Driven Marketing at FPT Corporation.**

- Co-founder, CEO of ANTS – Big Data in Advertising and Data-Driven Marketing Solution (ANTS.vn).
- Former Chief Technology Officer at FPT Online Service JSC.
- I worked for Boeing-Luxoft Russia, FPT Online Service JSC, FPT Technology Innovation.
- 15+ years in Internet Technology and Product EcoSystem experience including Social Network/ Social Media (Banbe.net, Nhacso.net), Online News (VnExpress.net, Ngoisao.net), Games Online (Gate.vn), eCommerce (Sendo.vn) and Online Advertising (ANTS.vn, eClick.vn).
- 10+ years in Technical Architect of High Scalability for Web/Mobile & Big Data/Analytics in Digital Content and Online Advertising.
- Co-founder, Former CTO of Yola JSC – Leading English E-learning Platform (Yola.vn)
- Awarded Doctor of Philosophy in Physics and Mathematics (Ph.D.) at M.V. Lomonosov Moscow State University with research “METADATA MODEL ONTOLOGY FOR GEOSPATIAL DATA AND SERVICES” (2008).
- Finished with diploma with honors & medalist at Faculty of Computational Mathematics and Cybernetics, M.V. Lomonosov Moscow State University (2004).

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DIGITAL TRANSFORMATION

Business leaders don't think of **digital** as central to their business because in the past, it hasn't been. But now your **customers, your products, your business operations,** and **your competitors** are fundamentally **DIGITAL**.

"Assessing your organization's digital readiness, how much do you agree with the following statements?"
(8, 9, or 10 on a scale of 1 [completely disagree] to 10 [completely agree])

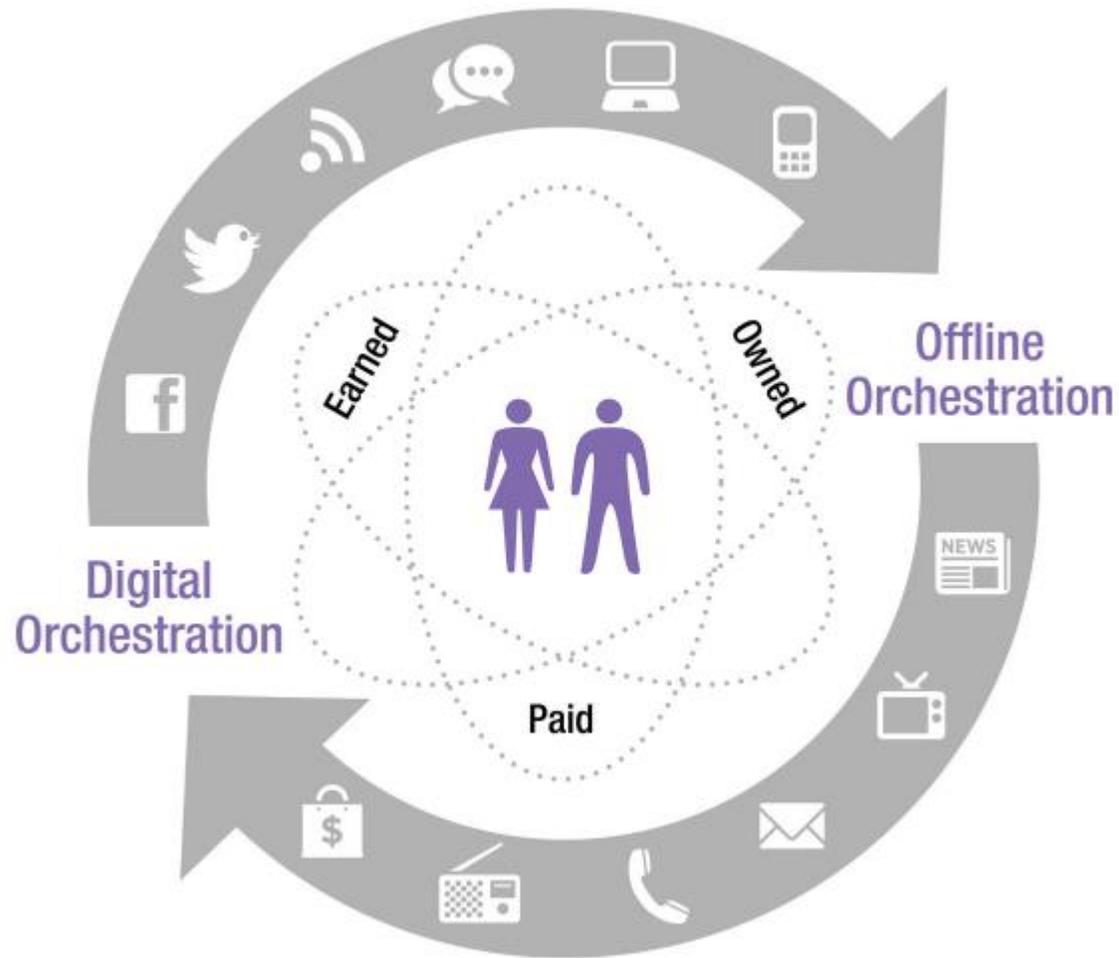


Base: 1,254 executives in companies with 250 or more employees

Source: Forrester/Russell Reynolds 2014 Digital Business Survey

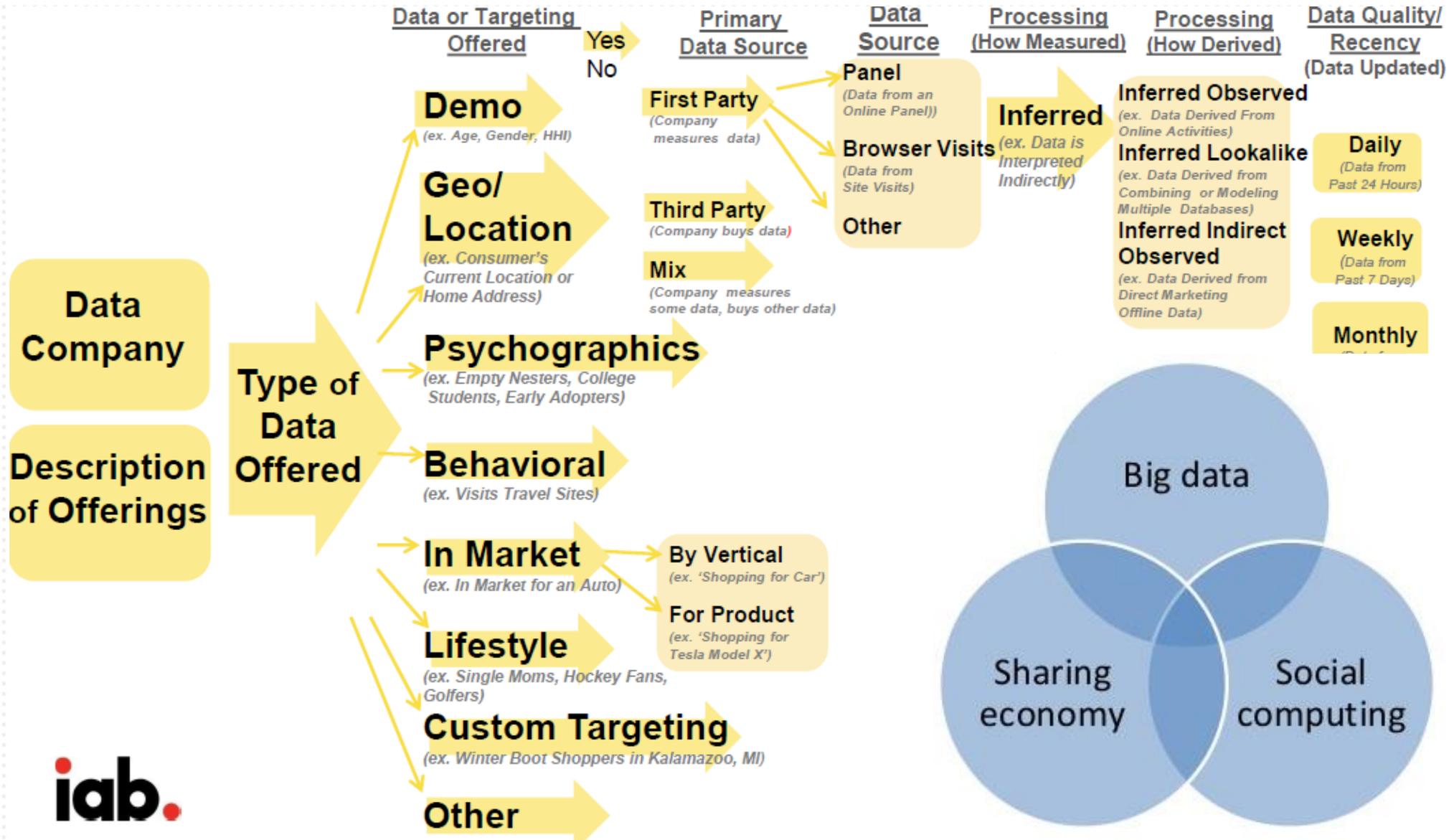


DIGITAL MARKETING IS DATA DRIVEN



Gartner - Data-driven marketing refers to **acquiring, analyzing** and applying **information about customer and consumer** wants, needs, context, behavior and motivations.

BIG DATA & DATA SOURCES



DATA-DRIVEN ADVERTISING



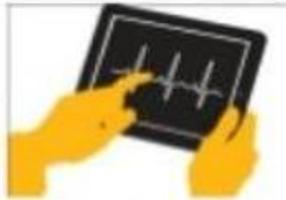
Marketing Optimization



Personalized Lead Delivery to sales agents



World-wide Demand Management & Optimization



CMO Dashboard



Digital Experience Personalization, Optimization & Insight



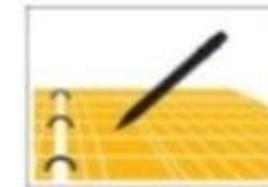
Social and Voice of the Customer Insight



Insight-Driven Events



Always on Marketing Effectiveness



Product Recommendations

CASE STUDY

This, will go everywhere...



DATA-DRIVEN: RE-INVENTION OF EVERYTHING

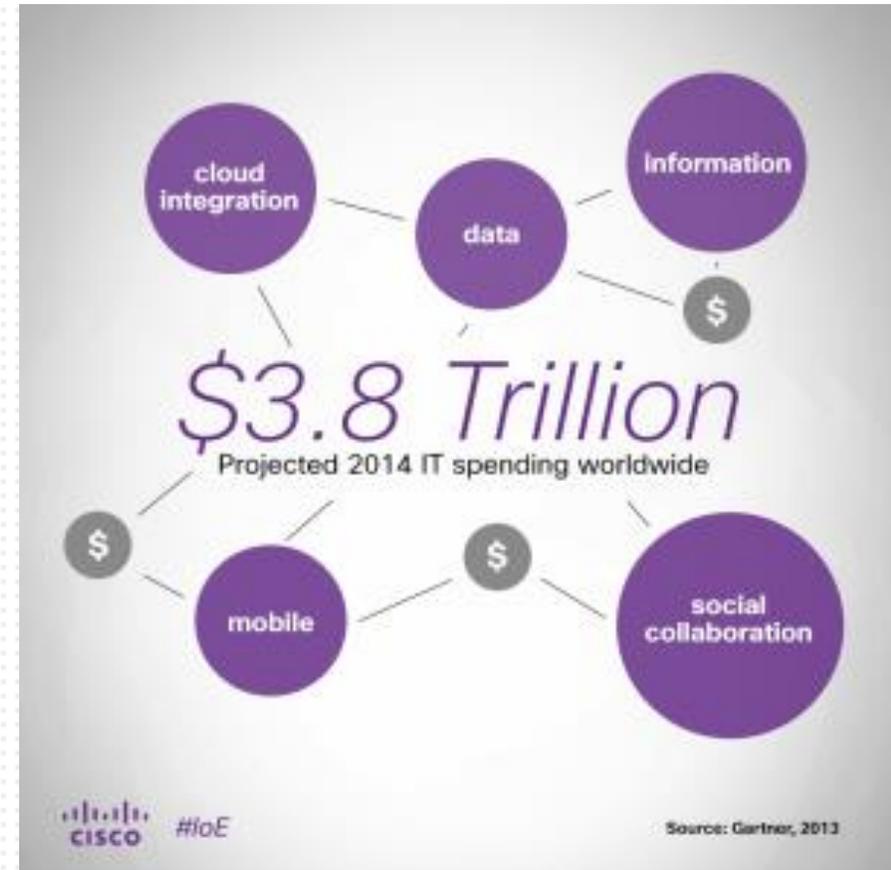
#DigitalIndustrialEconomy



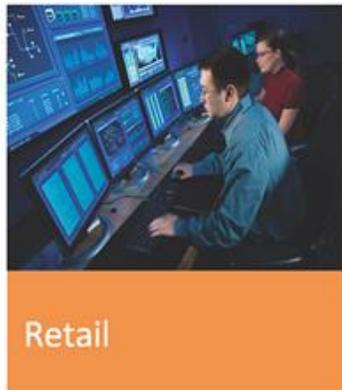
#DataDrivenEconomy



[Sondergaard writes](#), “In 2009, 0.9B sensors and 1.6B personal devices – so roughly 2.5B ‘things’ – were connected. But by 2020, that will grow to become 30B ‘things.’ In fact, by 2020 all products costing more than \$100 should have sensors embedded...”



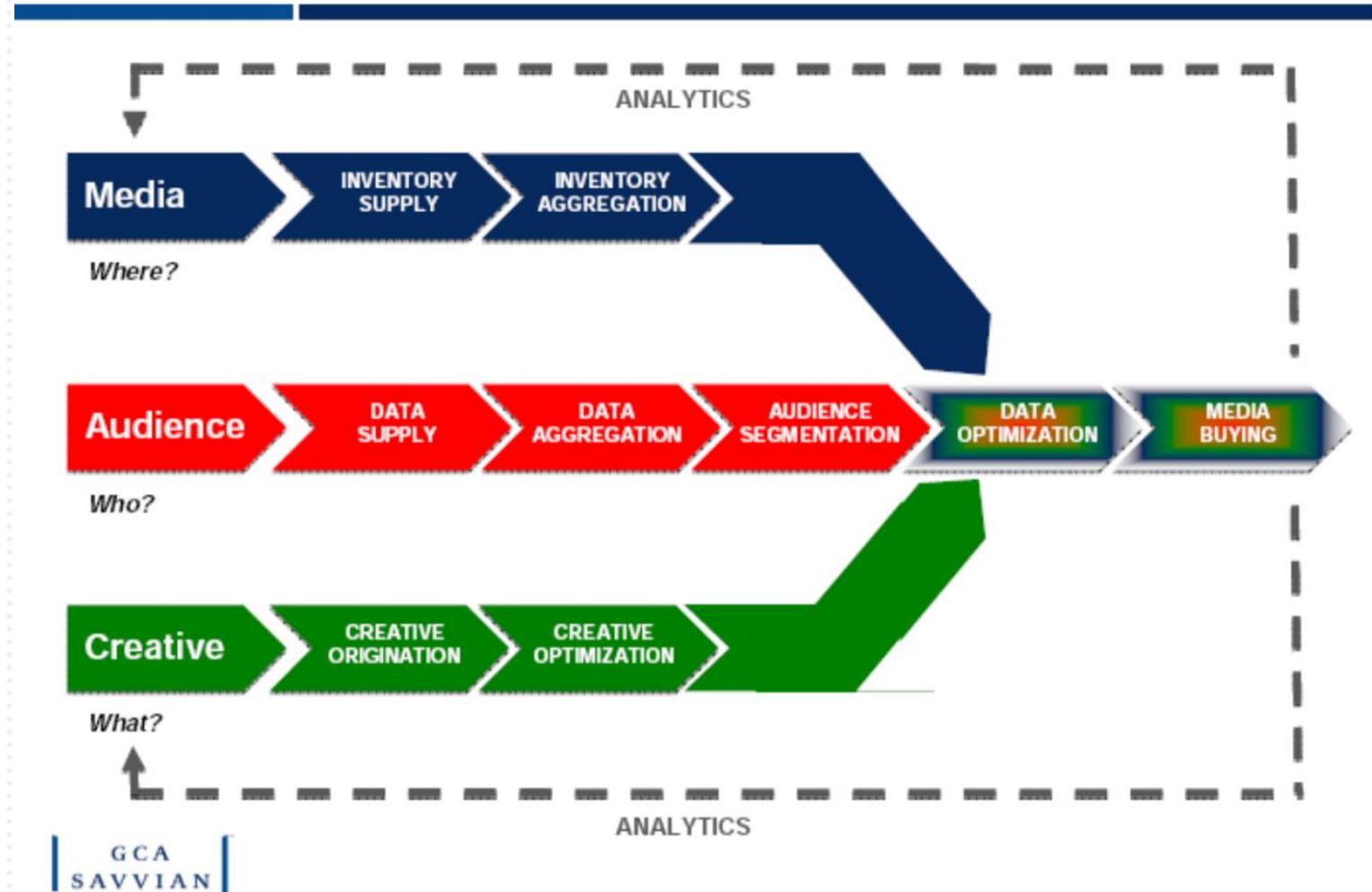
DATA-DRIVEN: RE-INVENTION OF EVERYTHING



DATA-DRIVEN: RE-INVENTION OF ADVERTISING



Parsing the Ad Tech Value Chain



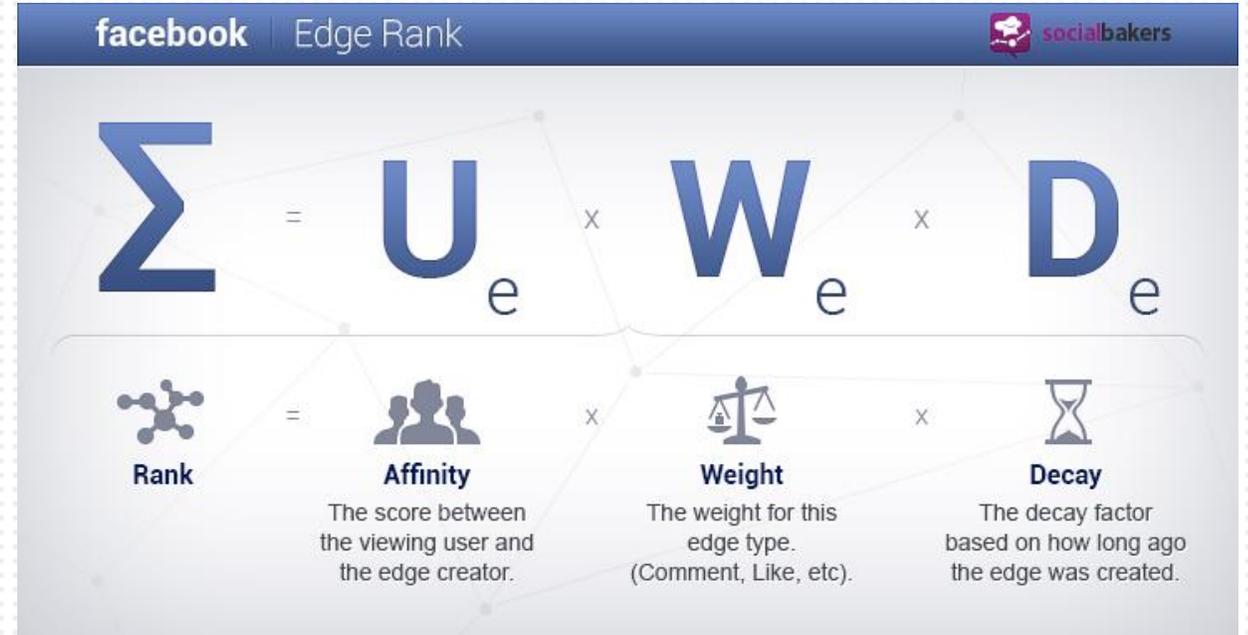
- Google
- Microsoft
- Facebook
- Yahoo!
- Wikimedia Foundation
- Amazon.com
- Baidu
- Tencent
- Alibaba
- Sohu.com

GCA SAVVIAN

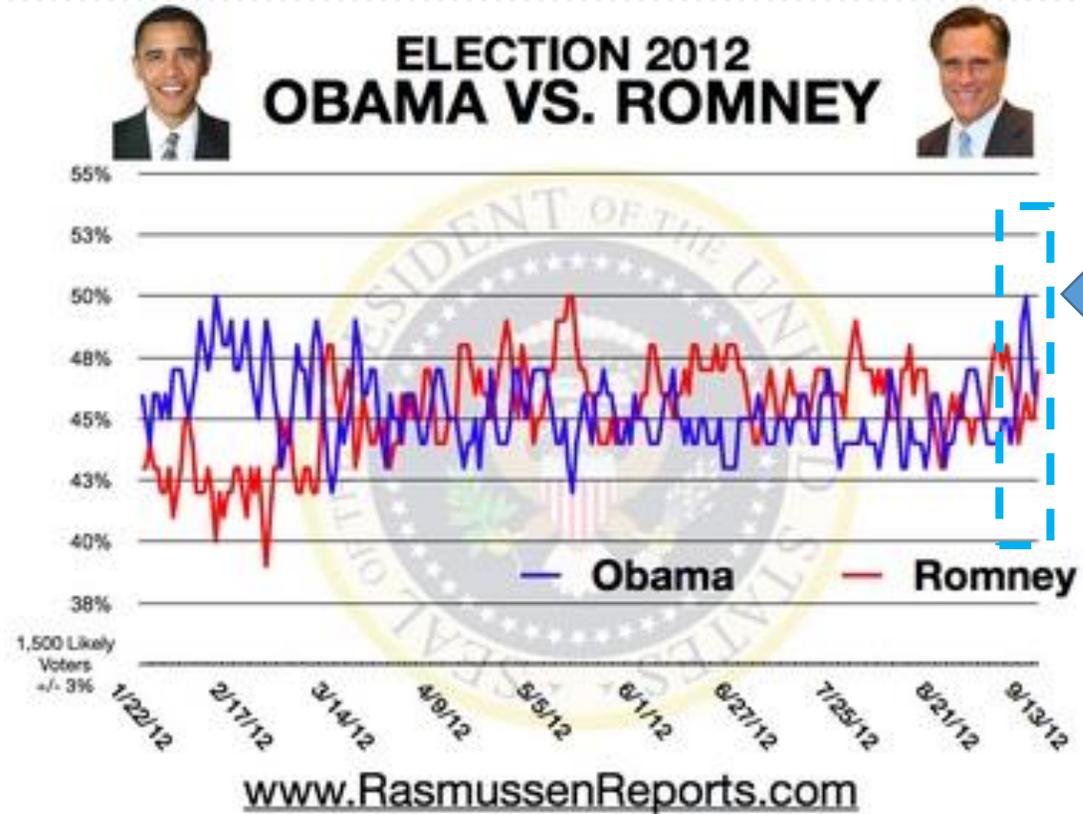
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DATA-DRIVEN: RE-INVENTION OF ADVERTISING



RE-INVENTION OF POLITICAL



A More Perfect

Last 24H
Million of Non-decision making target audience

MIT Technology Review

the Atlantic

Politics | Business | Tech | National | Global | Health | Sexes | Entertainment

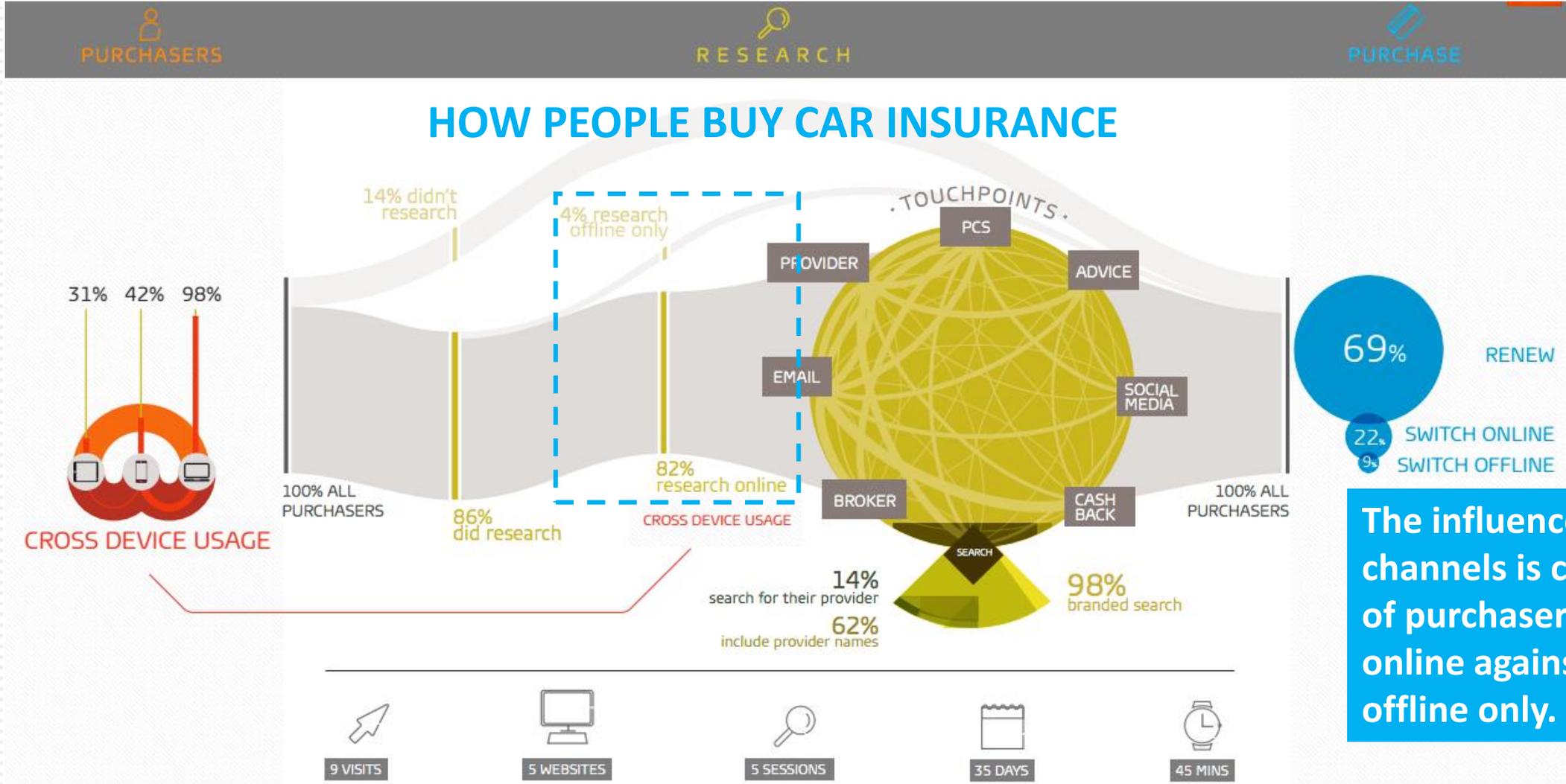
When the Nerds Go Marching In

BIG DATA WILL SAVE POLITICS

Cheer Up, America! Things Aren't So Bad.

What It to Be Earned

RE-INVENTION OF INSURANCE

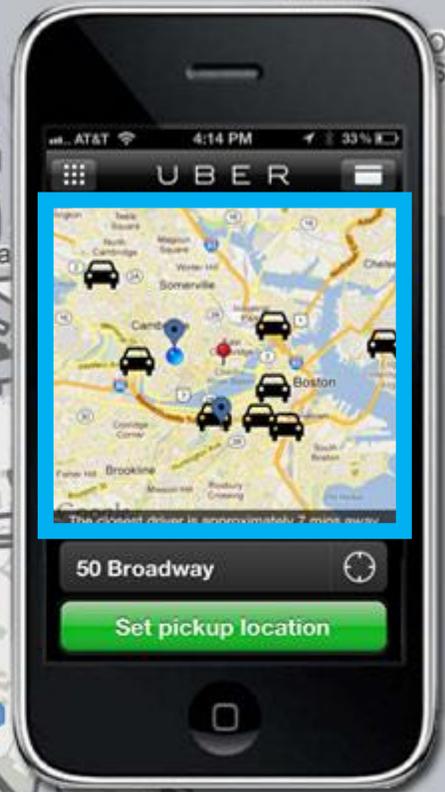
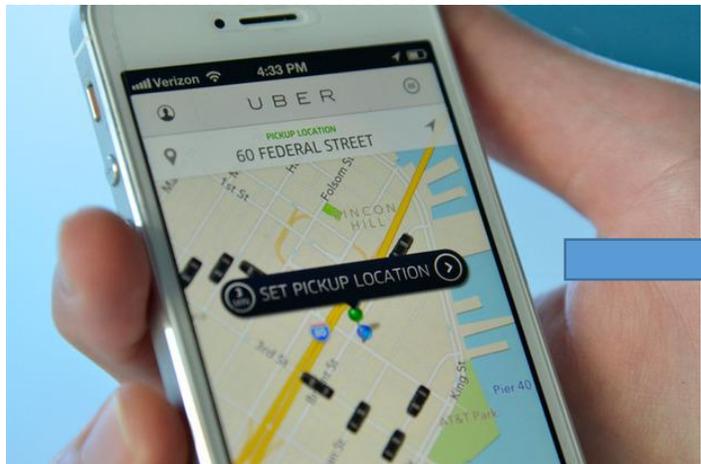


The influence of online channels is clear with 82% of purchasers researching online against 4% using offline only.



UBER

RE-INVENTION OF LOGISTIC

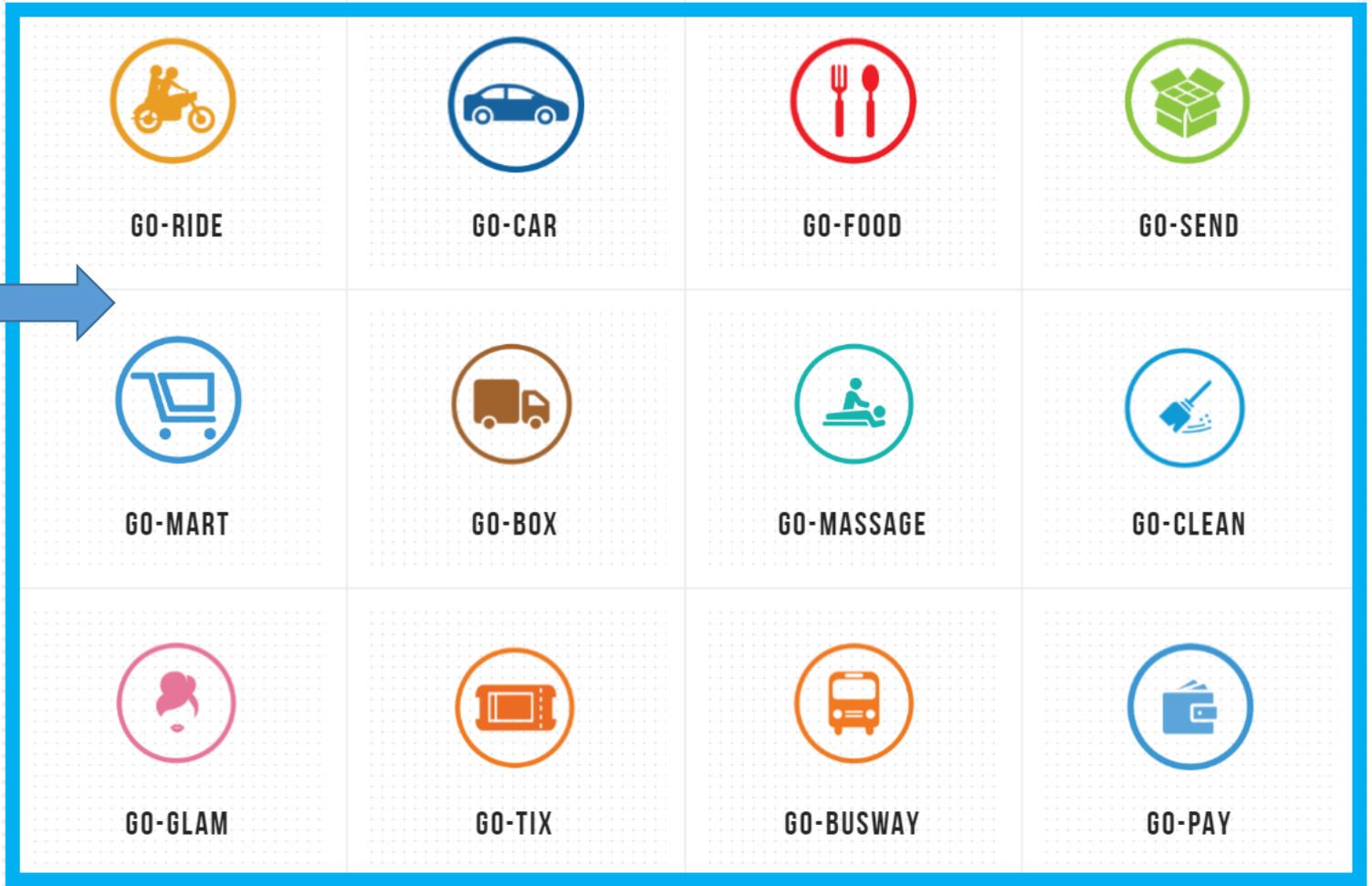


- Driver & User Experiences
- Real-time Traffic Data
- Dispatcher Optimization
- Scheduling
- Fraud Prediction
- ...

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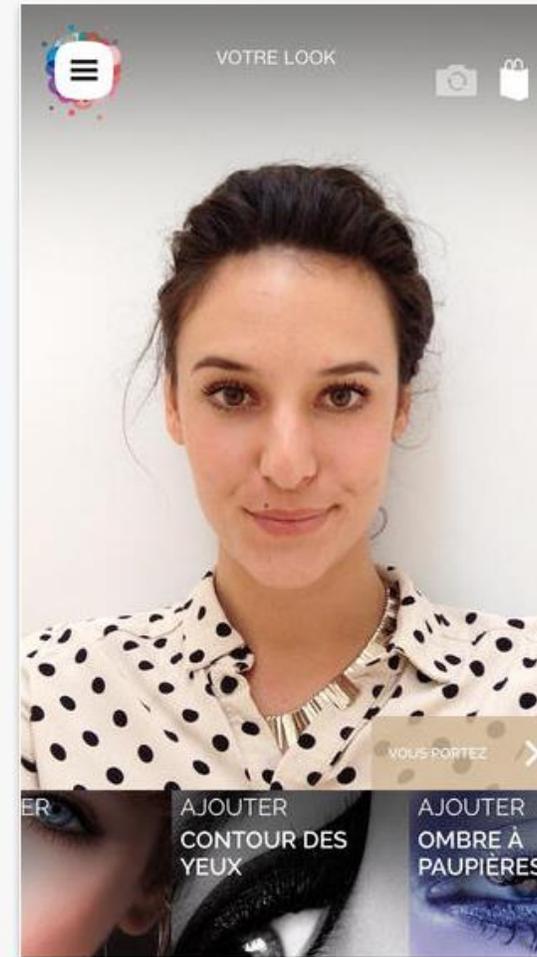


RE-INVENTION OF LOGISTIC



RE-INVENTION OF RETAIL

- Mobile & Social
- Augmented Reality
- User Experiences
- Real-time
- Recommendation
- Up-Sale/Cross-Sale
- Connected Consumer
- ...





RE-INVENTION OF TV

75% of users select movies based on
RECOMMENDATIONS



- 27M Users
- 30M Plays/Day
- 40B Events/Day
- 4M Rating/Day
- 3M Search/Day

- OTT
- International
- Social Media
- Internet

- 2nd Screen
- Gamification
- Content on-demand
- Recommendation (75% views)

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RE-INVENTION OF REAL ESTATE



RE-INVENTION OF EDUCATION



- Driver & User Experiences
- Real-time Traffic Data
- Dispatcher Optimization
- Scheduling
- Fraud Prediction
- ...







Unleash the full economic potential of #Digital Business!

- Maximize Publisher Revenue
- Demographic, Contextual Targeting
- Yield Optimization with Ad Exchange
- Pricing Models: CPD, CPM, CPC, CPV, CPA
- Manage Ad Across PC, Mobile, Video and APPs



- Real-Time Statistics
- Audience Insight
- Authors, Contents & Folders Statistics
- Topic, Keywords & Trending Forecast
- Support Google Analytics API

- Real-Time & Static Bidding
- Maximum Reach Across Top 100 comScore Vietnam
- Re-Targeting, Dynamic Re-Targeting
- Powerful Omni-Channel Campaign Management



THANKS FOR WATCHING



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