



CONSEIL DATA MARKETING
& TECHNOLOGIES



Data, Phygital & Drive to Store

Training

October 2019

▣ Training

M13h Scope of Work

Methods & available trainings

METHODS

Our methods focus on practical feedbacks (market insights and illustrated use cases), organized around theoretical contributions.



Keynotes and theoretical contributions

Objective: Sharing common vocabulary and general principles, on business and technical points



Illustrated use cases

Objective: involving participants by projecting themselves into their daily lives, as employees or consumers



Market insights

Objective: Providing insights about the key players and figures in the ecosystem

TRAININGS

TRAINING #1

Deep dive into
MarTech & Adtech

TRAINING #2

Introduction to
Data Science

TRAINING #3

Data, Phygital
& Drive to Store

Data, Phygital & Drive to Store

Objective: Understanding the possible measures between online and offline - Drive to store & Phygital

Are the GAFAs, once again, on the critical path? Do the alternatives have enough reach to be representative? Are experiments and/or data modeling a mandatory part of the process? How to involve the offline?

TRAINING CONTENT

- **INTRODUCTION** – Challenges & actors
- **[Phygital] Between innovation, data, customer experience & store productivity**
 - What does it mean?
 - [Web to store] Web to store initiatives to save time for customers and salespeople
 - [Digital in store] Digital in store initiatives to enrich the experience and drive conversions
 - [Store to web] Store to web initiatives to digitalize customer relations
- **[Technology] Investments that deserve an appropriate measure: new technology or recycling one?**
 - [Ad Tech] GAFAs, specialized agencies & data onboarders (almost) offer integrated solutions
 - [Mar Tech] The web analytics & custom datalake tools capitalize on your phygital paths
 - [Others] How can we do without GAFAs and phygital pathways? AB Geographic test and modelling
 - [Synthesis] What operational strategy should be adopted?
- **CONCLUSION** – How to build its roadmap?

- How it works
- Do & do not, opportunities & limits
- Technology & Solutions Publishers
- Concrete examples of uses, practical cases

PARTICIPANTS & FORMAT

Participants:
Digital & Marketing Departments

From 1 to 8 participants

3 hours

Where: in your office

When: to be defined together

Training

■ **M13h Scope of Work**

Multidisciplinary data approach to address your key strategic focuses

Passionate consultants to address your digital marketing and data challenges



Data marketing

The ability to extract meaningful data to serve digital marketing challenges: customer knowledge and marketing performance

Potential analysis, studies, strategic recommendations, customer journeys, choice of KPIs, use cases, test & learn



Marketing Technologies

Thorough knowledge of the marketing technologies ecosystem and operational excellence to deploy and use these technologies

*Ad tech/Martech Stack
Web analytics, DMP/CDP, attribution, personalisation & recommendation, etc.*



Data science & AI

Top-tier expertise in modelling and analysing large volumes of data, algorithmic design and visualization

Descriptive and predictive analysis, segmentation, churn, dashboard, lifetime value, econometrics, etc.



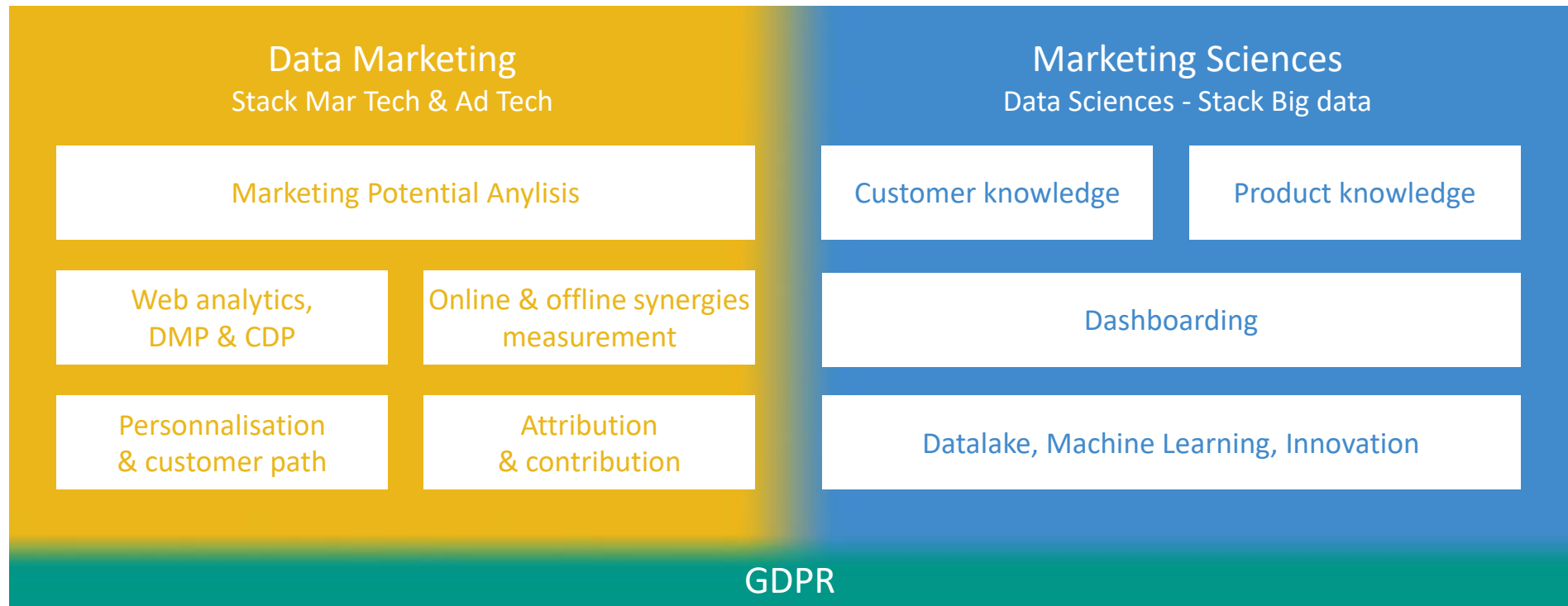
Organisation & Compliance

The ability to support you on the path to an advanced marketing organisation that complies with regulatory requirements

Documentation & GDPR/e-privacy compliance plan, change management, master plan, RACI

M13h, est. 2014, joined the **LABELIUM** group at the start of 2018

M13h Scope of work M13h: the challenges of Marketing Departments



Some of our latest collaborations



Our values



Technological Independence

Total independence from the technological players of the market

Ability to work with the tools you have and to challenge technology choices as needed, without any external bias



Simplicity

We were rocked with the slogan "what is simple is strong"

We seek to make a complex ecosystem more readable with simple, formalized and structured explanations through our advice DNA, for informed choices



Proximity and co-construction

A soul of builders and a natural proximity with our client thanks to the agility of our structure

A real willingness to train your teams, for sustainable projects

Thank you

Your contact

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The M13H logo, featuring a stylized 'M' with a diagonal line through it, followed by the numbers '13H' in a bold, sans-serif font.

M13H

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