



CONSEIL DATA MARKETING
& TECHNOLOGIES



Deep dive into MarTech & AdTech

Training

July 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

Deep dive into MarTech & AdTech

Purpose: Understanding the technological ecosystem of data marketing and the responses to advertisers' challenges, knowing the solutions & the technology publishers

TRAINING CONTENT

- INTRODUCTION : Overview of the data marketing technology landscape
- Under the hood of the main bricks
 - 1- Marketing automation
 - 2- Ab testing and customization
 - 3- Media and programming
 - 4- Web analytics and TMS
 - 5- DMP and CDP
- Between best-of-breed and marketing suites: how to build your strategy?

On each brick:

- How it works
 - Do & do not
 - Technology & Solutions Publishers
 - Concrete examples of uses, practical cases
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- Review of the scopes and strengths & weaknesses of the major marketing suites: Google, Adobe, Salesforce & Oracle

PARTICIPANTS & FORMAT

Participants:
Digital & Marketing Departments

Up to 6 participants

3 hours

Where: in your office

When: to define 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.



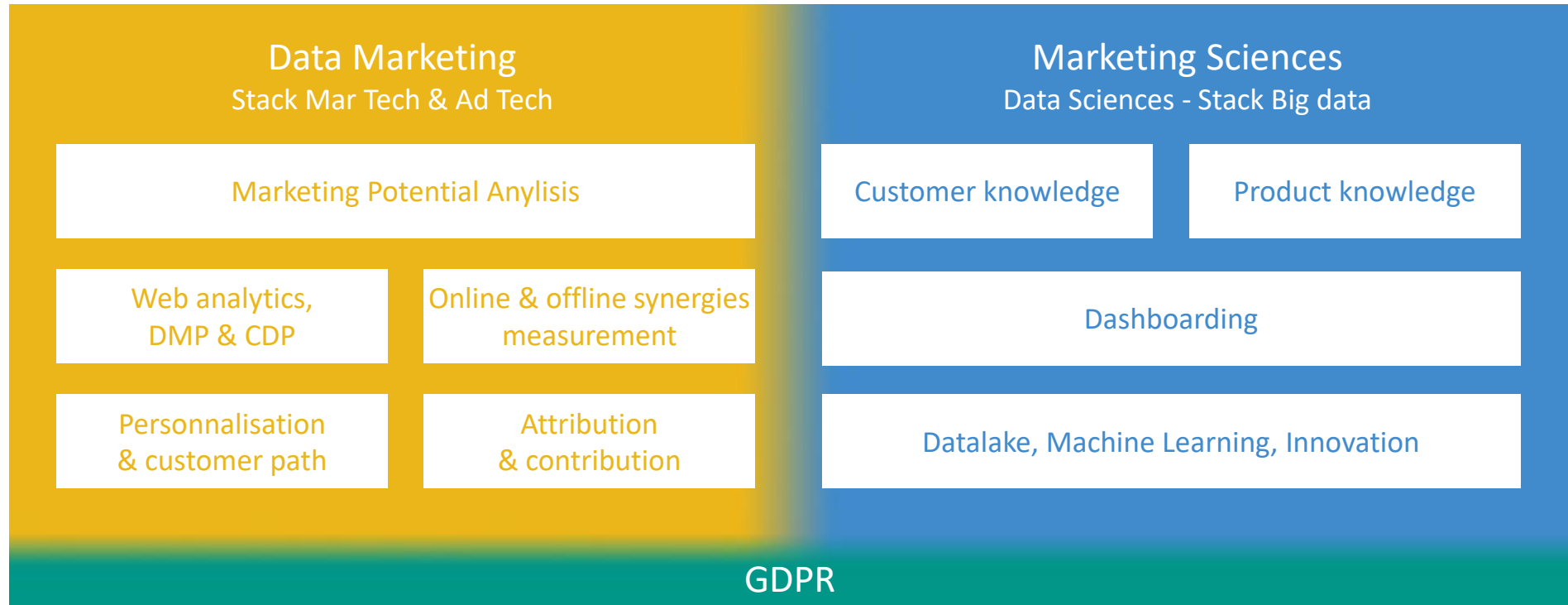
Organisation & Compliance

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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