

ANSWER 1

“

Demographic data
is the **worst data**
to predict purchase

but marketers always use it.

”

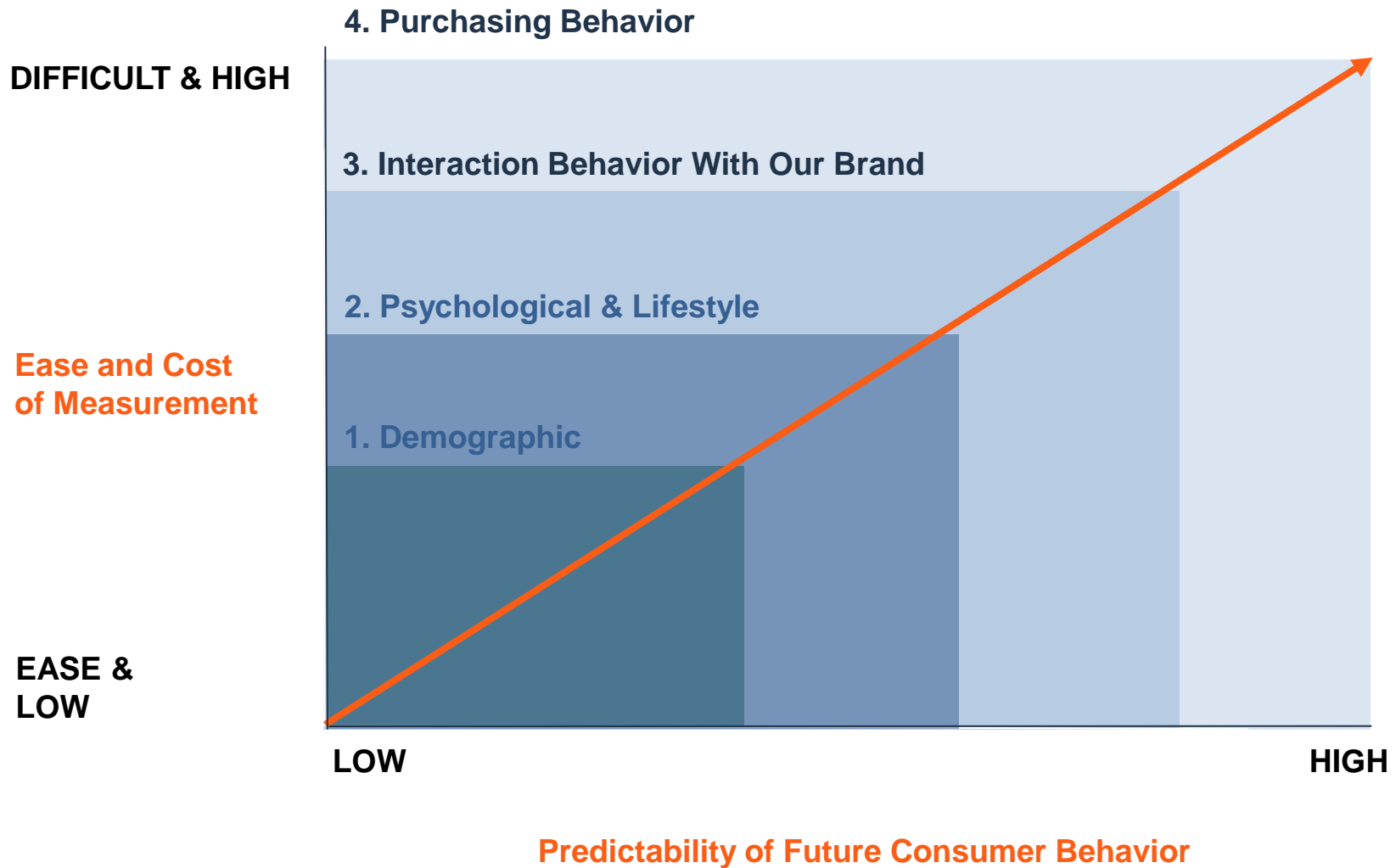
A large, detailed mushroom cloud from a nuclear explosion dominates the center of the image. The cloud is a mix of bright yellow and orange, with darker, smoky grey tones at its base and in the surrounding air. The background is a dark, stormy sky with several bright, streaking objects that look like meteors or falling bombs. The ground below is a fiery, orange-red landscape, possibly a city or industrial area being destroyed. The overall scene is one of catastrophic destruction.

TRADITIONAL MEDIA

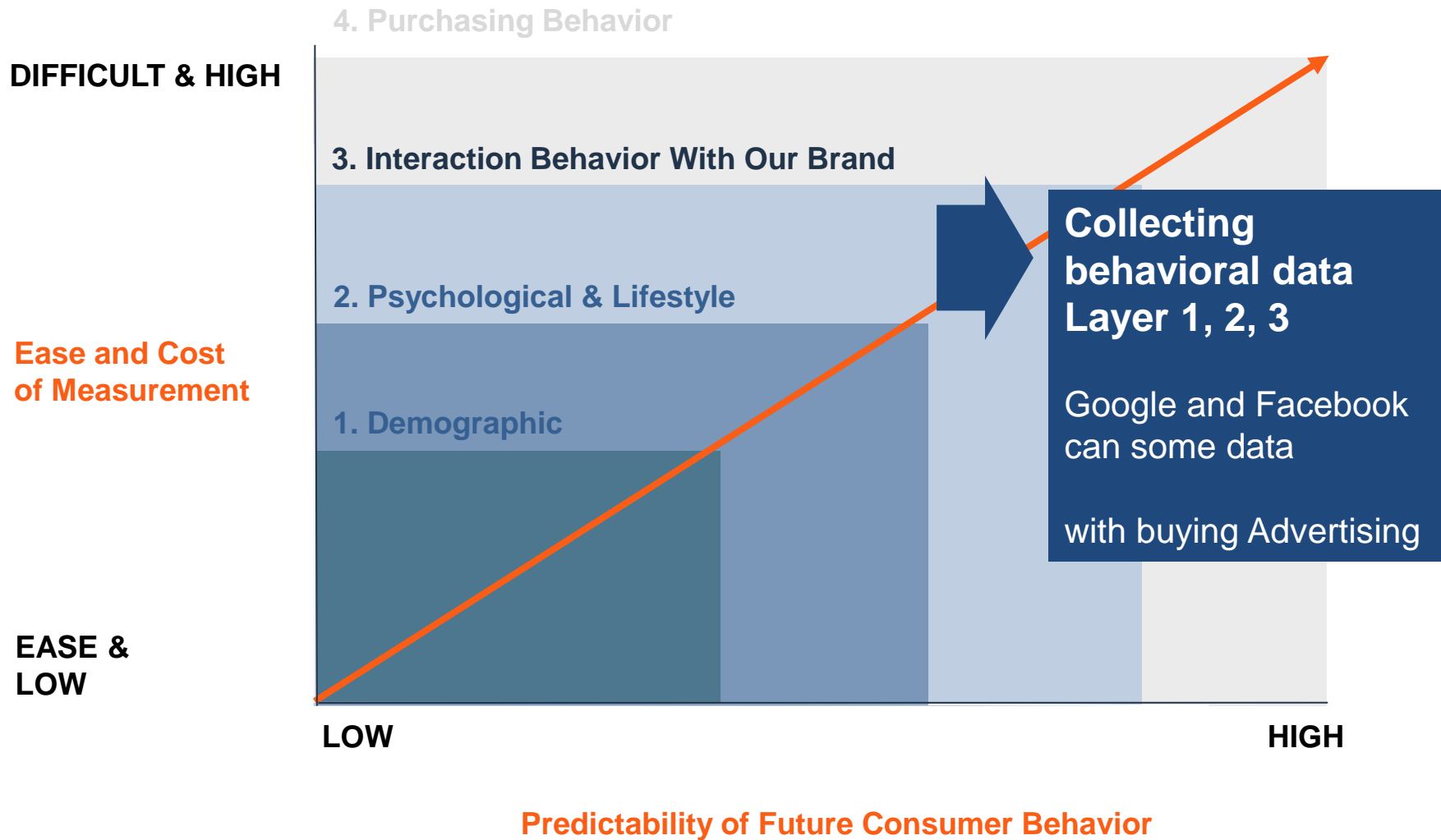


DIGITAL MEDIA

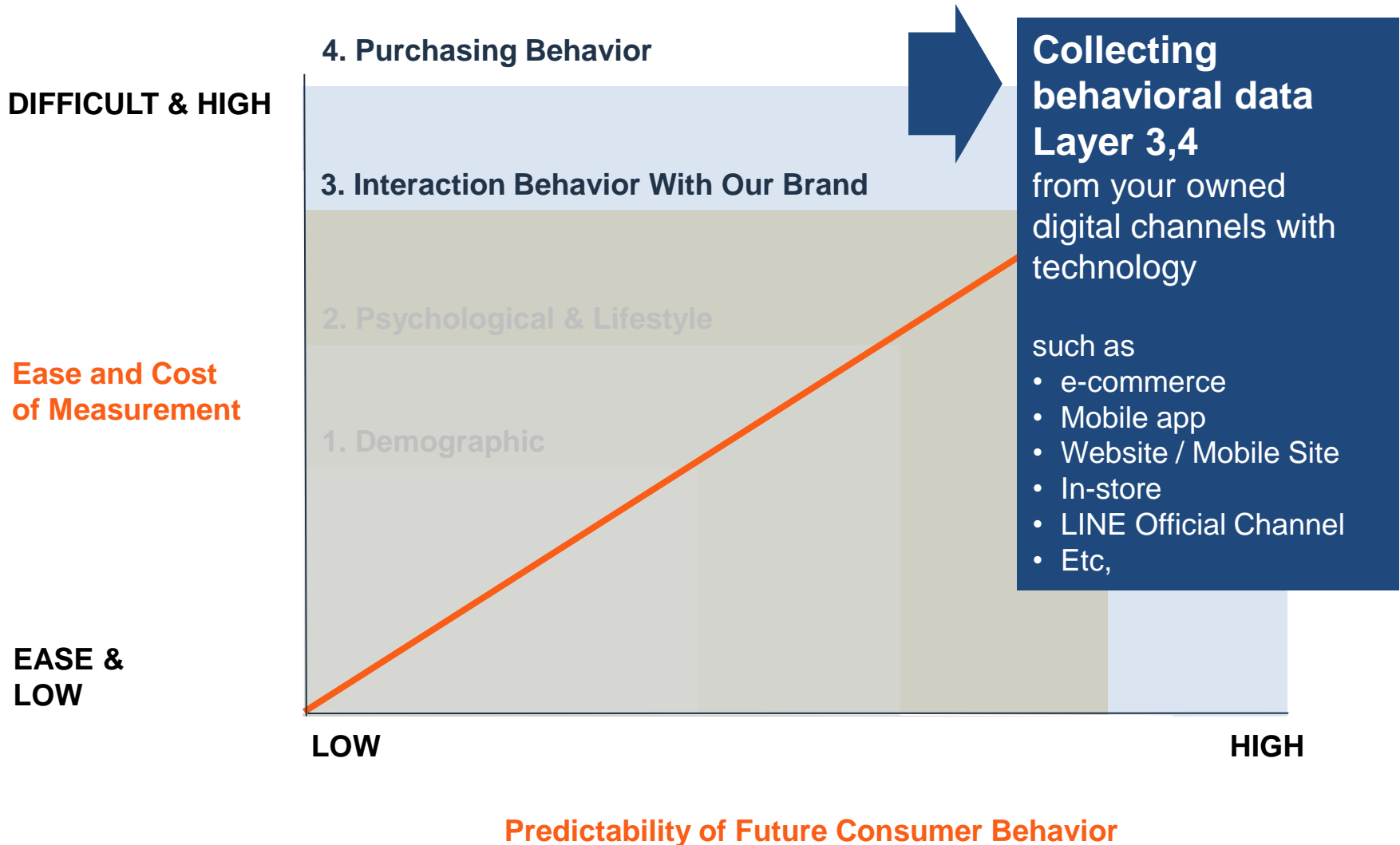
Consumer's Data

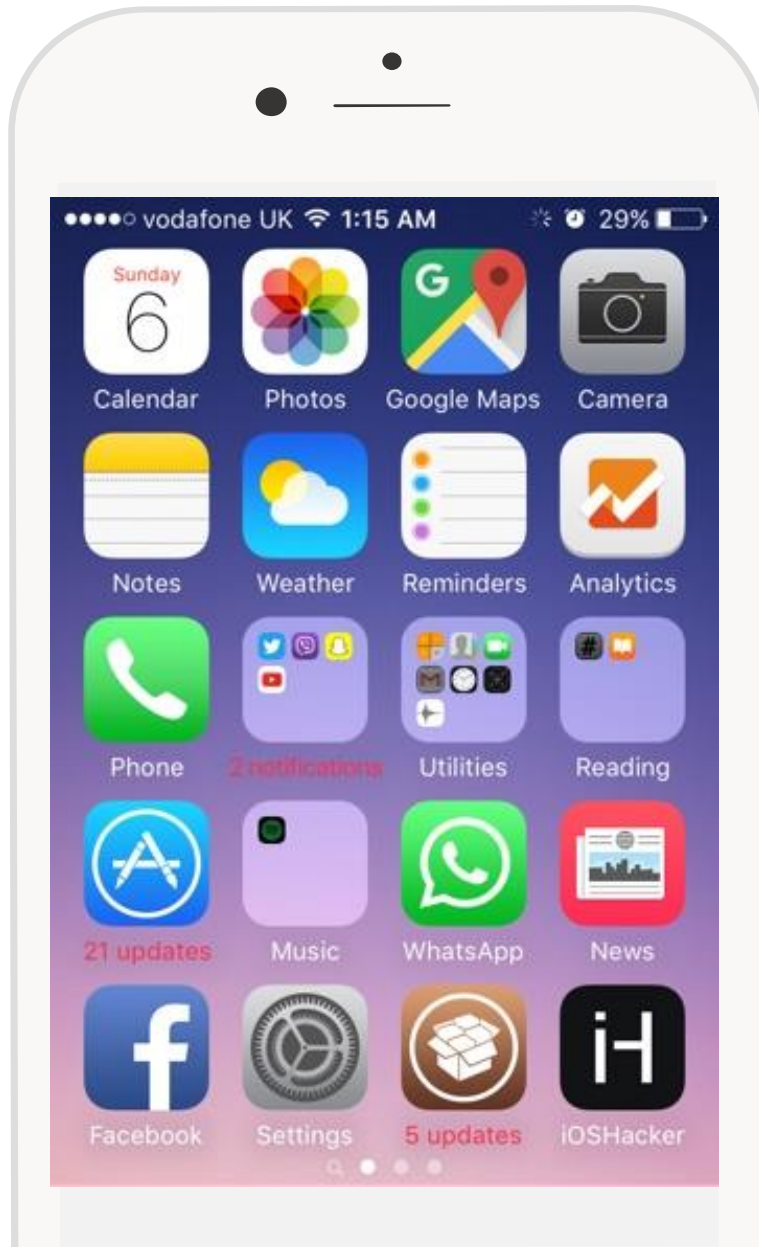


Consumer's Data



Consumer's Data





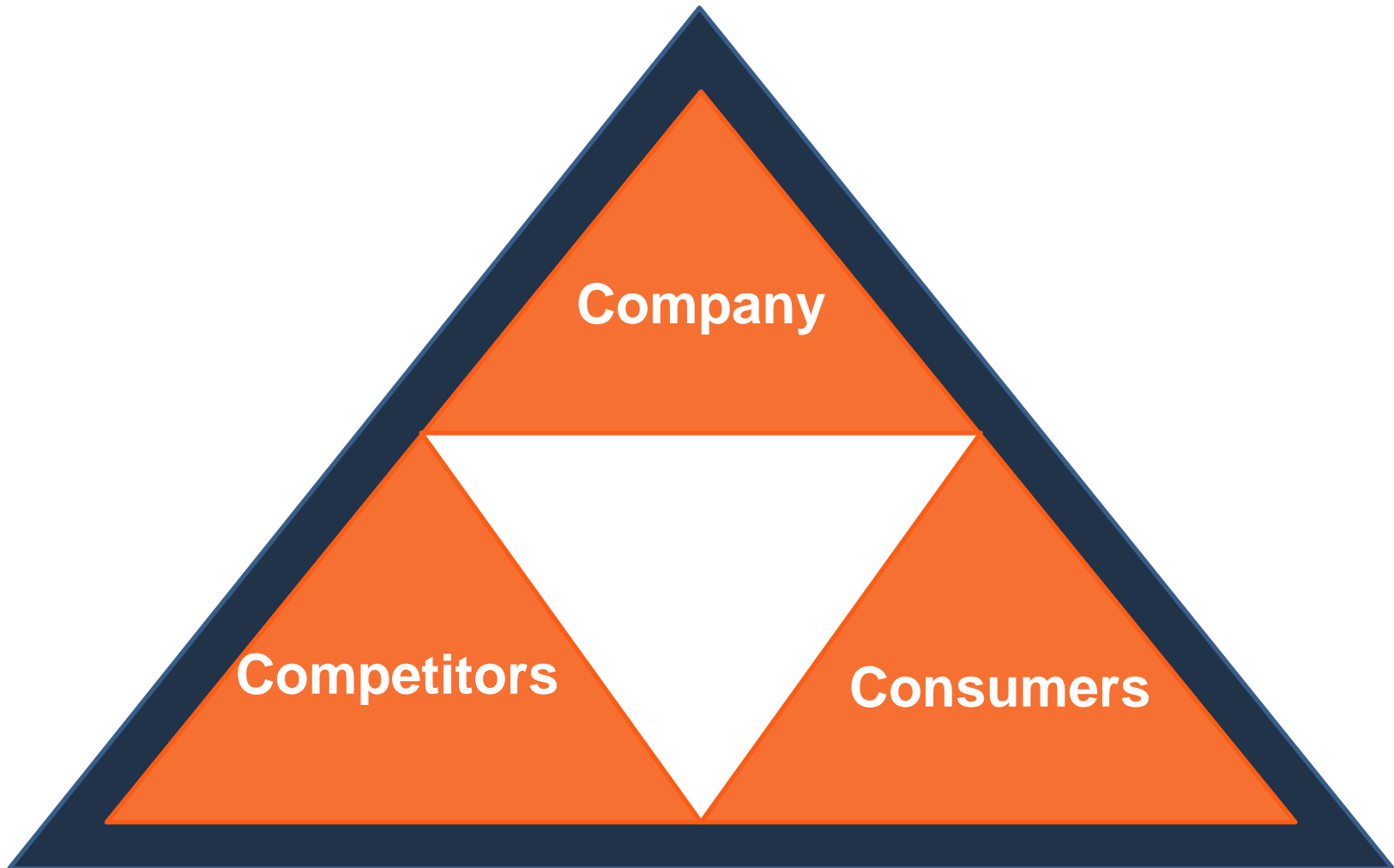
OPPORTUNITY

Mobile phone & Technology

opens the door of capturing data.

Utilize Digital Data for Analysis

Consumer's Lens



ANSWER 2

“

Buying Ad is
more efficient
when Brand utilizes
customer's data

”

How to buy Ad effectively

Design your segmentation and target audiences:

Female aged 25 – 55:

Potential Reach 14,000,000

If we spend 50,000 Baht Ad per month,
we will get 11,000 – 69,000 reach

or 0.49% of your potential reach

Audience Size



Your audience selection is fairly broad.

Potential Reach: 14,000,000 people ⓘ

Estimated Daily Results

Reach

11,000 - 69,000 (of 9,500,000) ⓘ

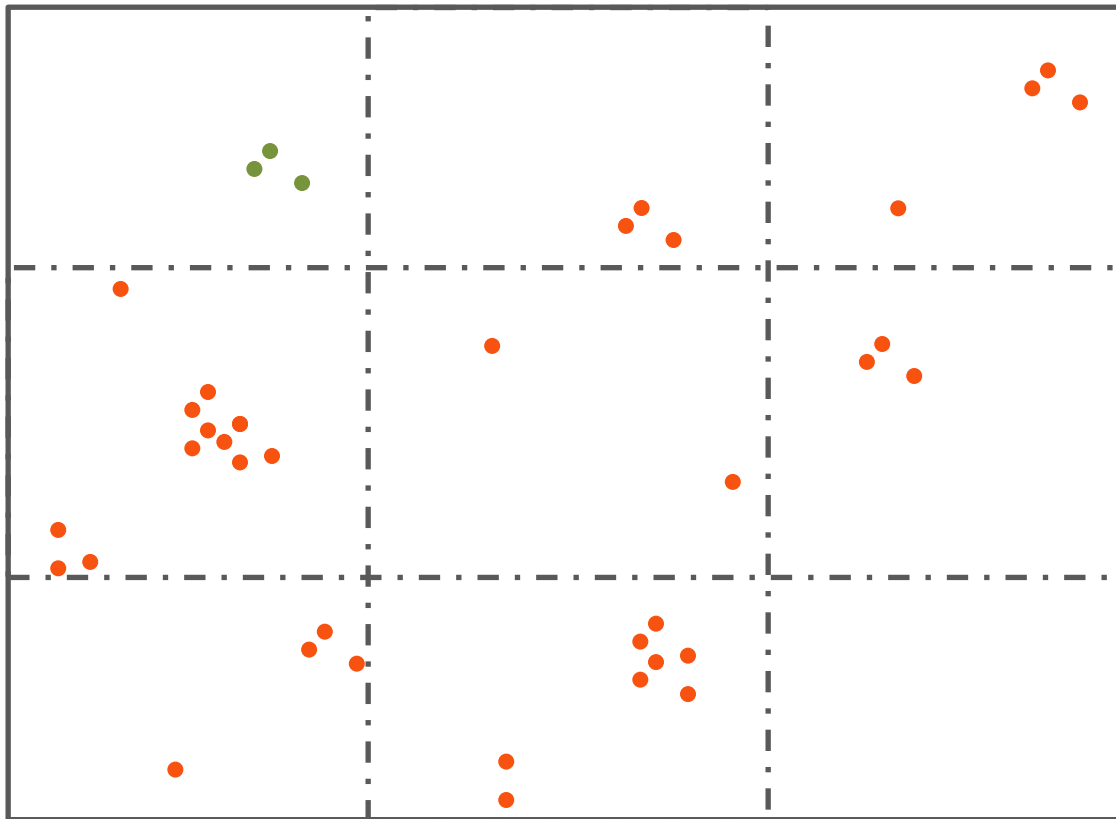
The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

How to buy Ad effectively

Design your segmentation and target audiences:

Female aged 25 – 55:



If we spend 50,000 Baht Ad per month, we will get 11,000 – 69,000 reach

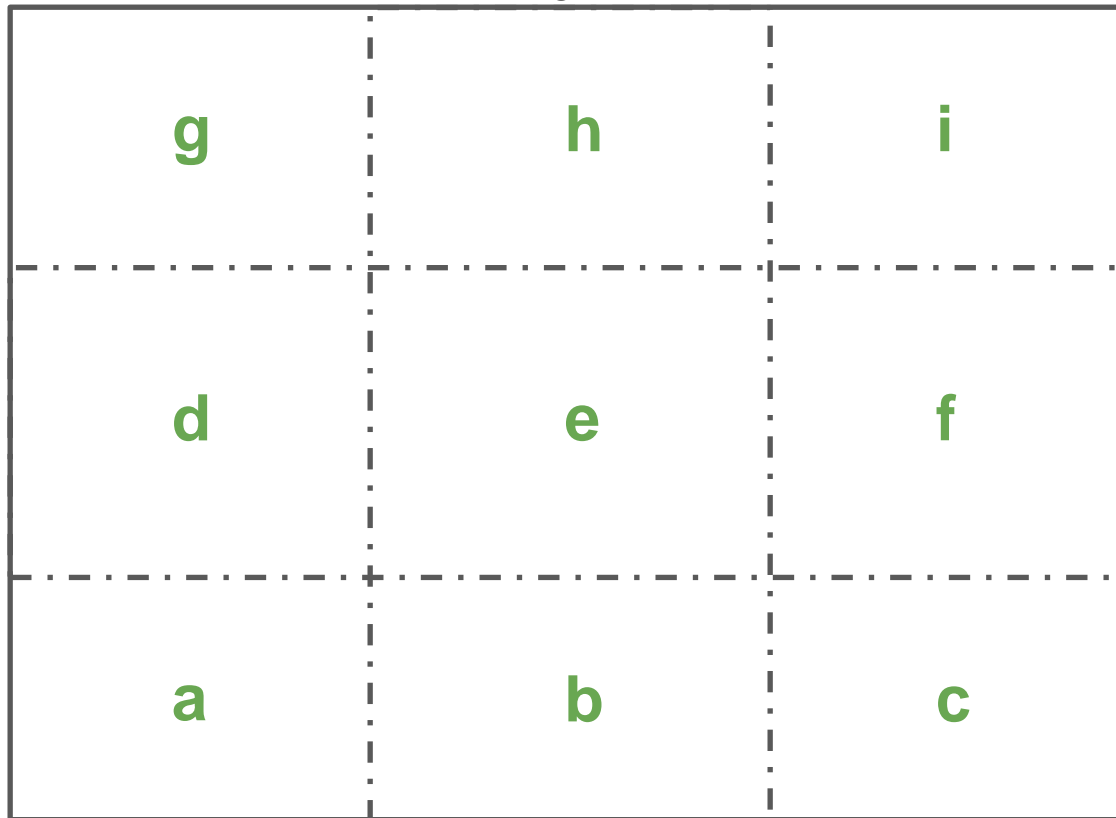
or 0.49% of your potential reach

Your campaign will be show to your target audience like this.

How to buy Ad Effectively

Design your segmentation and target audiences:

Female aged 25 – 55:



Segment your target audience and to define the most potential one.

1) Your existing customers

- a) Custom Audience from your data base
- b) Retargeting
- c) Who engage with your page
- d) Look a Like

2) Competitor customers

- e) Competitor A
- f) Competitor B
- g) Competitor C

3) New customers

- h) Who interest in your category (exclude competitor)
- i) Who has lifestyle that match to your product

How to Make Effective Facebook Ad

- Design your segmentation and target audiences:

Female aged 25 – 55:



Segment your target audience and to define the most potential one.

1) Your existing customers

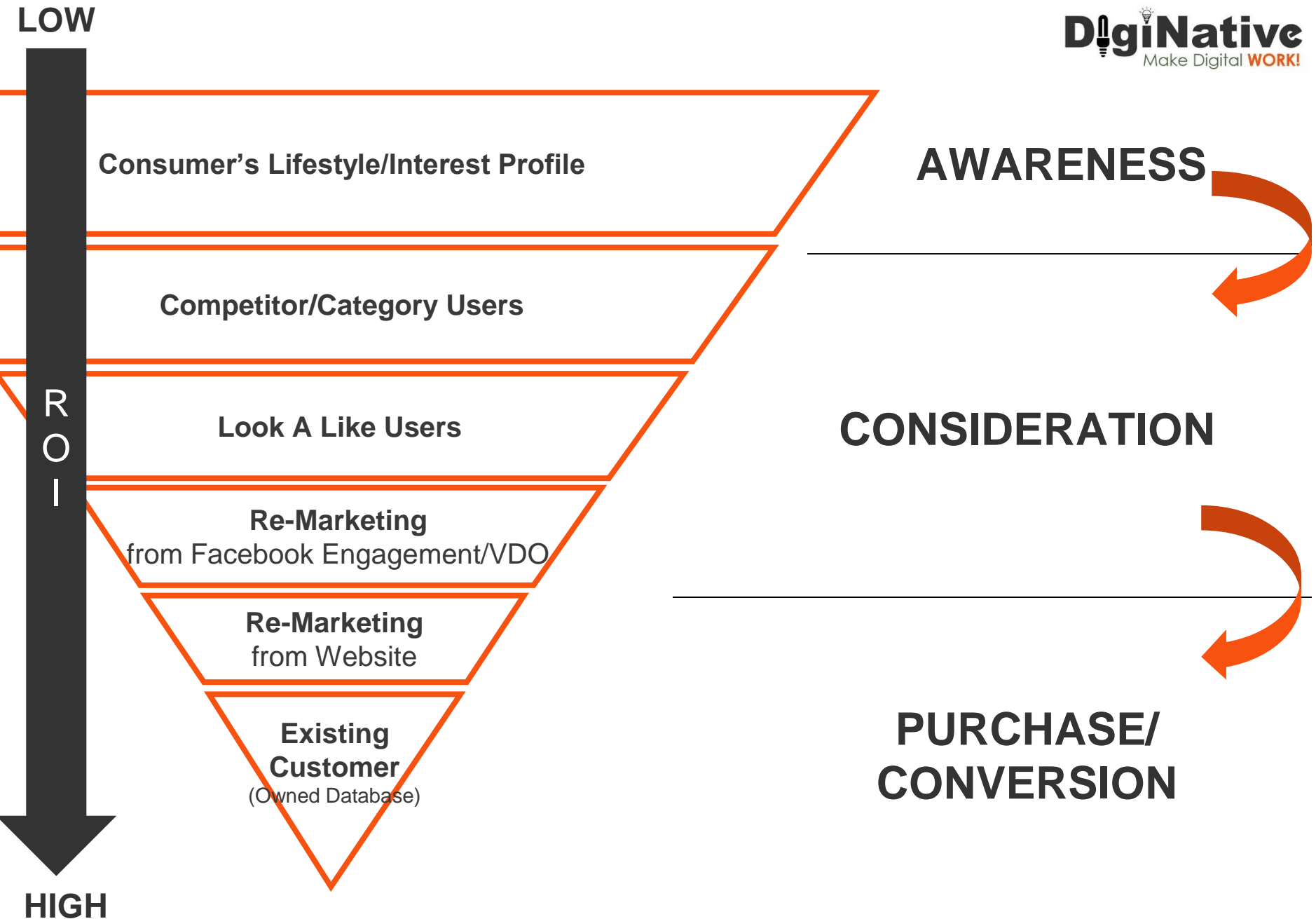
- a) Custom Audience from your data base
- b) Retargeting
- c) Who engage with your page
- d) Look a Like

2) Competitor customers

- e) Competitor A
- f) Competitor B
- g) Competitor C

3) New customers

- h) Who interest in your category (exclude competitor)
- i) Who has lifestyle that match to your product



Evolution of Data & Marketing

WE ARE HERE



PERSONALIZED PRODUCT

Quality info for YOU product
Data point : Behavior, Transaction,
Interaction, Context
for the best product solution for you.

**SEGMENTED & PERSONALIZED
COMMUNICATION**

Quality info for relevant message to consumer
Data point : Social media, Behavior, Interest,

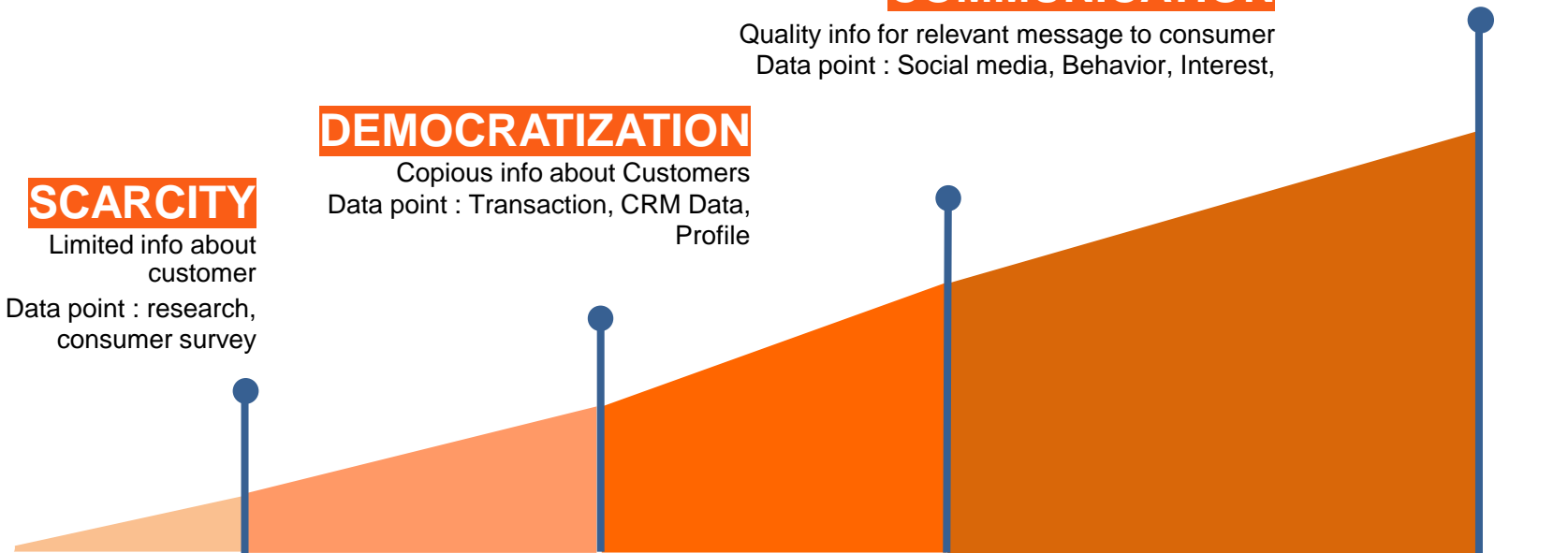
DEMOCRATIZATION

Copious info about Customers
Data point : Transaction, CRM Data,
Profile

SCARCITY

Limited info about customer
Data point : research,
consumer survey

Ability to
use data



Marketing 1.0

Marketing 2.0

Marketing 3.0

Marketing 4.0

Evolution of Data & Marketing **FUTURE HERE**



PERSONALIZED PRODUCT

Quality info for YOU product
Data point : Behavior, Transaction,
Interaction, Context
for the best product solution for you.

SEGMENTED & PERSONALIZED COMMUNICATION

Quality info for relevant message to consumer
Data point : Social media, Behavior, Interest,

DEMOCRATIZATION

Copious info about Customers
Data point : Transaction, CRM Data,
Profile

SCARCITY

Limited info about customer
Data point : research,
consumer survey

Ability to
use data

