

THE DMP CHECKLIST

7 QUESTIONS TO ASK TO
ENSURE A SOLID CORE





It's not uncommon to find slick-looking user interfaces, well-run product demos, and exciting sales narratives when evaluating a data management platform (DMP), but don't let those features distract from the elements needed for day-to-day and long-term strategic success of a DMP.

Whether you're looking to invest in a DMP for the first time or want to switch to a new provider, there are a few crucial factors to consider before signing on the dotted line.

Key functionality, architecture, and partnership dynamics are all important factors, but they rarely surface until your team is hands-on and using the platform. Once you dig in, it can quickly become apparent that a shiny interface and smart storytelling are a distraction from what really matters—at this point, it's often too late.

Avoid buyer's remorse by considering these seven facets of all DMP providers before making your decision.

HOW WILL YOU CUSTOM-BUILD DATA AND ANALYTICS STRATEGIES?

Why it matters

Marketers sometimes think of a DMP as a piece of software they activate and then leave to their ops teams and agencies to handle. In reality, the first step to executing any successful campaign within a DMP is to establish strong strategic partners to get you where you want to go.

A solid strategic vision of your business needs, key performance indicators (KPI), and campaign roadmaps are just the start. In today's complex digital advertising ecosystem, marketers need all components to be centralized—from customized plans to hands-on consulting with the highest level of expertise—to deliver the results your business deserves.

How a DMP provider should check the box

To make the most of a DMP, you need one that goes above and beyond, incorporating all of your strategic needs into both its high-level approach and day-to-day operations. A service model and client-success roadmap sound great, but aren't enough to guarantee success.

Companies today have unexpected needs, plus multiple teams with varying levels of knowledge and different goals. These complex challenges require expertise. Look for client-facing data scientists and strategists available to you 24/7 who are ready to solve even the most complex problems.

“It’s very important for La-Z-Boy to attract new people to our brand. We’re fortunate enough to work with Oracle and work with a partner who’s willing to co-innovate with us. We’ve found it to be incredibly valuable. We brought Oracle opportunities and questions that we had, and Oracle helped make a substantial impact on our business. They took our challenges and were willing to act upon them. They marketed solutions that previously didn’t exist.

“To leverage that third-party data to target those people and get our message in front of them early in the process—and in a much more tailored way than we can now—is something we’ve been unable to do without the access to the third-party data we now have through the DMP.”

– Doug Collier

L A Z B O Y®



WHAT PERCENT OF AN AUDIENCE CAN I TARGET?

Why it matters

As the volume button on your campaign, scale is often the most obvious benefit of acquiring a DMP. It’s a common myth that reaching a large audience and delivering a resonant message is mutually exclusive.

Amplify your campaign by combining first- and third-party data to create the most powerful, relevant segments possible, and then make sure those audiences are delivered as promised. After all, what good is building an audience if you can’t reach the majority of them online?

How a DMP provider should check the box

Many DMPs will experience significant “drop off” in delivering audiences to media platforms because of deficiencies buried deep within their backend architecture. While they might say one thing upfront, it’s not uncommon to hear of 30 to 60 percent delivery of an audience once the campaign is launched. Dig into the numbers before you kick off with a potential DMP provider to ensure you can execute your campaign at the scale you want.



Intel needed to increase incoming traffic and the company wanted to do it in a smarter way. Intel developed predictive models using third-party data available in Oracle Data Cloud to generate look-alike models—large-scale audiences built from an ideal “seed” audience. Using this approach, Intel saw a 75 percent cost-per-engagement reduction for the campaign.

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HOW QUICKLY WILL AN AUDIENCE BE DELIVERED AND SCALED?

Why it matters

Timing is everything, particularly with lower-funnel strategies like site optimization. The speed at which you launch a new campaign, upload audiences, or optimize creative can be the difference between capitalizing on that specific window of time and completely missing the mark. While speed might seem like an obvious facet to consider, make sure you address it upfront to understand potential backend limitations with critical integrations.

How a DMP provider should check the box

Audiences from many DMPs will take between two to four weeks to initially scale and up to 48 hours to add new users because of infrastructure limitations. Often DMPs will say they can deliver data in real time, which might be true, but only if an ID is already matched, which most DMPs don't maintain. Look for a provider with a well-established identity solution to execute fulfillments globally and sync new users within milliseconds.



HOW DO YOU SOURCE IDENTITY?

Why it matters

Identity may not be the first thing you think about when looking for a DMP, but as with any other data-driven effort, it's critical to the conversation. Digging into the source and makeup of the DMP's identity graph is critical to your campaign because identity sets the stage for all data and analytics. Get identity wrong and your data and analytics will follow suit.

How a DMP provider should check the box

Often, DMP providers position themselves as owners of identity assets. In reality they often only have the most rudimentary identity points and attempt to piece together the rest by licensing fragments from third parties. This approach is suboptimal because it relies on guesswork and assumptions that cause accuracy and quality issues. Look for a provider who ties together the core identity points to paint a holistic picture of your target audiences.



WHAT DATA ASSETS DO YOU OWN?

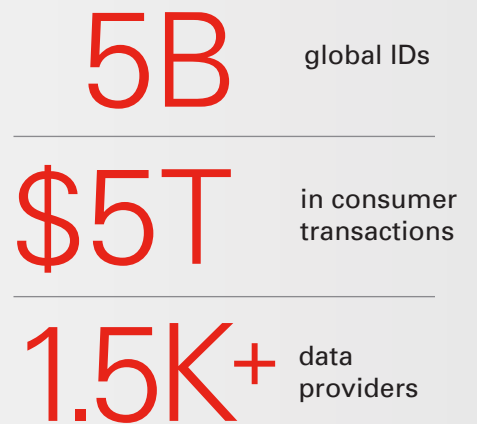
Why it matters

Data is integral to successful digital marketing strategies and increasing campaign success, but it also crowds and complicates the digital advertising landscape. You know the basic premise of a DMP is that it connects the power of your owned first-party data with second- and third-party audiences to create a robust picture of your customer. Determining the valuable data assets from the clutter is critical because not all data is created equal.

How a DMP provider should check the box

No matter how much data a brand has, the data assets are always limited. Other data sources are necessary to provide truly complete insights and strategies, whether with retention of existing customers or acquisition of new ones. While nearly all DMPs enable access to some second- or third-party data, this availability is often the minimum viable offering with hidden gaps, complications, and insufficiencies. You need a provider with a breadth of datasets—from purchased-based data to B2B and everything in between—in one centralized location to access with ease.

Oracle Data Cloud gives marketers access to 5B global IDs, \$5T in consumer transactions, and 1.5K+ data partners available through the Oracle Data Marketplace. With 50K+ prebuilt audiences spanning demographic, behavioral, B2B, online, offline, and transactional data, we bring together more data into a single location than any other solution.





HOW WILL YOUR ANALYTICS HELP MY BUSINESS?

Why it matters

What good is success if it's not measured? Analytics tools are only as good as the objectives they help you achieve. Your campaign can't be measured and optimized without the right insights into the optimal elements of your activation.

How a DMP provider should check the box

Many Software as a Service (SaaS) platforms have analytics suites with data visualizations that look impressive, but their insights come up short. To truly understand the impact of your digital and advertising investments, you need a provider to connect your offline and online worlds. Rigorously vet your provider's analytics to ensure authentic online activity and ensure tangible business results. Only then can you go beyond the standard media and site analytics most DMPs offer.



HOW WILL YOU PROVE YOUR CLAIMS?

Why it matters

While having these conversations with potential providers is a great first step, the reality is you need more than just words. Before you commit to an expensive, multi-year deal with a DMP provider, make sure you have solid proof that their claims are backed by evidence and experience.

How a DMP provider should check the box

Your business and reputation are far too important to make investments based upon unsubstantiated claims, smartly scripted demos, and flashy user interfaces. Anyone can write great RFP responses, and sales reps are always provided with carefully crafted sales narratives. Test your providers and then make evidence-driven investments.



To identify and win new customers, the Dell marketing team used the Oracle DMP and Oracle third-party data to build look-alike models to find those in-market for computer-related products.

This allowed Dell to efficiently expand their customer base by defining new, high-value audiences.

1,000%

Increased view through revenue on advertising spend

15%

Increased click-to-visit rate

SUMMARY

Businesses today are faced with many challenges, not least of which is the dwindling attention span of consumers. Finding new ways to reach highly targeted audiences at the right time and with the right message is critical to growing your business. What good is advertising if it never reaches the people who will be impacted by it?

A DMP can help you understand your audience, optimize campaigns, prospect, and retarget your customers—all of which should increase ROI.

The bottom line is that using a DMP can be incredibly powerful, providing you do your research and choose a vendor with integrity. Bells and whistles might grab your attention initially, but to successfully use data, you need a DMP provider who is happy to answer these seven questions to your complete satisfaction.

THE DATA HOTLINE

oracle.com/thedatahotline | Turn big ideas into great campaigns

Oracle Data Cloud | @OracleDataCloud

Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

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