DIGITAL MARKETING OPTIMIZATION

Kx for Retail Solutions
ABOUT US

Kx has been the global software leader for complex analytics on massive-scale streaming data for over two decades. The Kx technology is an established and trusted standard for trading, surveillance and research in financial services.

Kx for Retail brings the power of this cutting edge technology, combined with true retail industry and analytical expertise to help businesses unlock the full value of their data through innovative but simple and executable solutions.

Kx is a division of First Derivatives plc. Listed on the London Stock Exchange [FDP:LN] First Derivatives is a specialist software and consulting organization with a uninterrupted track record of customer success and profitable growth since it was listed in 2002.
Digital and targeted media spend continues to grow at the expense of traditional above-the-line media, as the retail model moves ever more multi-channel. According to Forrester Research, 35% of total marketing spend in 2016 was on digital media, with that figure rising to over 60% for retail businesses. ATL media such as Print, TV and Radio continue to decline. The traditional retail model of ATL to drive footfall, with in-store conversion, is no longer relevant, and retailers are switching spend to more targeted, traceable and cost-effective digital channels.

Brands now need to engage with customers at a 1 on 1 level across multiple channels. Data drives and enables this. High street retailers have not tended to have or need this deep data analytics experience or capability in house, and this is where Kx can help. With its real-time, streaming and time-series analytics engine, Kx can enable truly optimized media campaigns, incorporating digital intent data and switching campaign spend where it will deliver the best conversion and ROI.
DIGITAL MEDIA IS EVOLVING

A key challenge with performance media is that it is rapidly evolving. All retailers, whether operating a direct response distance selling model or not, will need to keep up with the change. Data is the lifeblood of any successful optimization algorithm, and the ROI of any performance media campaign depends on a strong data management platform, and carefully controlled and configured media spend profiles. Businesses need a flexible data management platform that can quickly integrate and leverage new data sources, and re-optimize algorithms in real-time. Kx delivers a flexible solution, which enables it to integrate seamlessly with all the major ad-exchange platforms, or can be used to manage media with its own technology.
LEVERAGING DATA & TECH TO DELIVER REAL-TIME CAPABILITY

Kx offers products and services that can help your business leverage data to drive personalised, targeted and effective digital media campaigns.

// Business Problem
1. Costly and difficult to create data management platforms
2. Inability to link data for accurate attribution
3. No ability to configure and adapt campaigns real-time

// Kx Solution
1. Simple integration: Kx seamless DMP (Data Management Platform) preparation
2. Real-time: ability to manage: Big Data instantly
3. Machine-learning: OCM (Optimized Campaign Management)
Kx SOLUTIONS FOR DIGITAL MEDIA OPTIMIZATION...

Leveraging our flexible, real-time, machine learning technology, Kx have developed solutions which enable businesses to deliver optimized campaigns:

1. Real-time Optimization
2. Data Management Platform Integration
3. Digital Attribution
4. Algorithm Ownership
5. Prelytix - Digital Intent Based Optimization
DMP PREPARATION & INTEGRATION

Kx technology’s ability to integrate multiple data sources, and optimize through intelligent machine learned decisioning makes it ideal for Data Management Platform (DMP) preparation. Kx provides a cost effective solution enabling your business to have the best possible data for optimizing campaigns, that is easy to adopt and agile, allowing you to leverage new data sources as they arise. Kx is infrastructure lite and compatible with all key data sources and media optimization engines, including DoubleClick. Kx enables businesses to leverage their own customer and product data, coupled with digital content to ensure you have a campaign optimized around your own margin and customer loyalty. Applying Kx machine learning algorithms to your DMP delivers the intelligence required to move in to a real-time management of your performance media campaigns.

BENEFITS OF AN EFFECTIVELY MANAGED DMP WITH KX:

// Re-targeting removed following a customer purchase, reducing wasted advertising spend

// Bid management based on customer loyalty and product margin – directing spend on profitable sales

// More targeted advertising driving increased customer engagement, conversion and ROI

// Flexible integration of new data sources, staying ahead of competitors in the ever changing digital landscape
DIGITAL ATTRIBUTION

Accurate attribution is critical to successfully optimising digital media campaigns. Utilising the Kx technology, we can combine, process and match digital activity with purchase and customer behaviour in order to help maximise ROI. Identifiable audiences are key to successful performance media management. Our customer mapping and matching algorithms help deliver an accurate view on the sales attributed to each activity and enable businesses to configure, tailor and adjust campaigns accordingly to drive more effective campaigns.

ALGORITHM OWNERSHIP

Ad exchange algorithms tend to be black box, and businesses are restricted to configuring campaigns on limited criteria. Kx technology enables businesses to take back control of their campaign optimisation, deploying existing models, and building optimised algorithms or by deploying machine learning to media management. Kx enables transparent models for you or your media company to manage spend and provides a full end to end service, or we can integrate our technology with existing processes and partners.
DIGITAL INTENT OPTIMIZATION & TARGETED PERFORMANCE MEDIA THROUGH PRELYTIX™

Serving content to customers at key stages of the buying cycle is critical to successful conversion, and ensuring your brand is front of mind at the point of purchase.

Kx leverage their Prelytix software and capability to understand digital intent data to determine where a shopper is in the buying cycle, and enable businesses to optimize their bid management strategy accordingly. Our Prelytix software and technology can seamlessly integrate with ad exchanges to enable digital intent data to be incorporated.

This provides an ability to optimize campaigns in real-time, switching spend across performance media channels depending on customer research patterns in real-time, delivering a solution for all businesses aiming to maximize their digital marketing budget.
Performing analytics on real-time intent data, coupled with historical customer and product data to feed into ad exchanges, requires an immediacy and agility that is often difficult to achieve.

Kx technology can easily integrate with these systems and link together your data sources to achieve improved ROI for digital media campaigns.