

7 Success Factors for Real Time Advertising

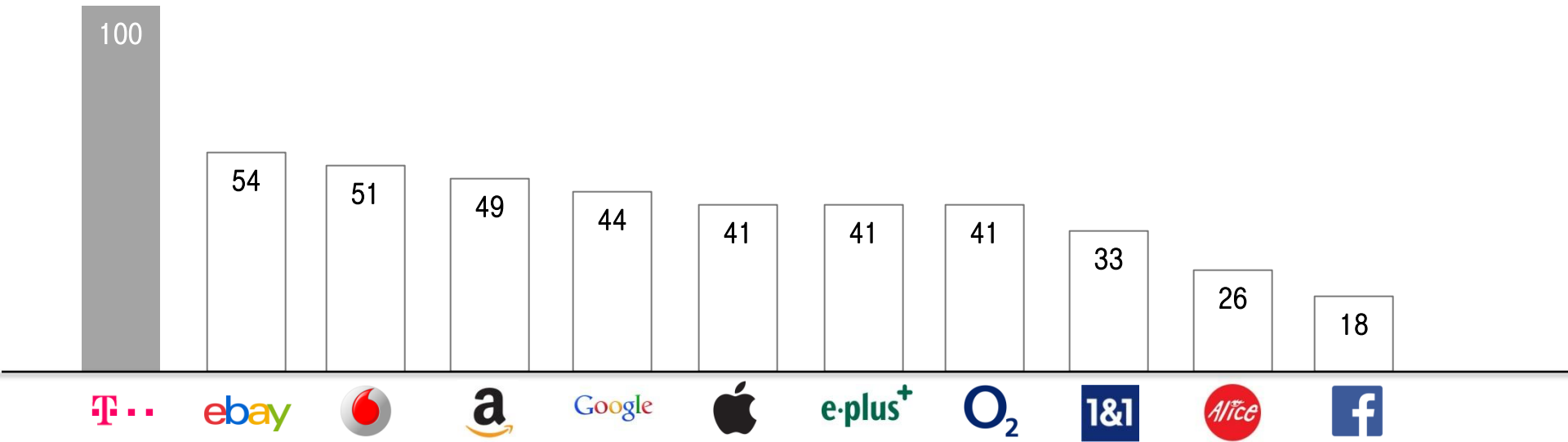
Hamburg, 10th of March 2015

Christoph Schallenberg – VP Sales & Service Consumer - Telekom Deutschland GmbH – VD-INTS



ERLEBEN, WAS VERBINDET.

MOST TRUSTED INTERNET AND MOBILE BRAND



Ad-Tech Company Shuts Down 'Zombie' Cookie

Embarrassing Moment For Verizon's Digital Ad Push

By [Alex Kantrowitz](#), [Mark Bergen](#). Published on January 16, 2015. 1



Verizon's foray into the digital ad business isn't going all that smoothly.

AdvertisingAge[®]

SUCCESS FACTORS FOR REAL TIME ADVERTISING

1

Ensure Data Ownership



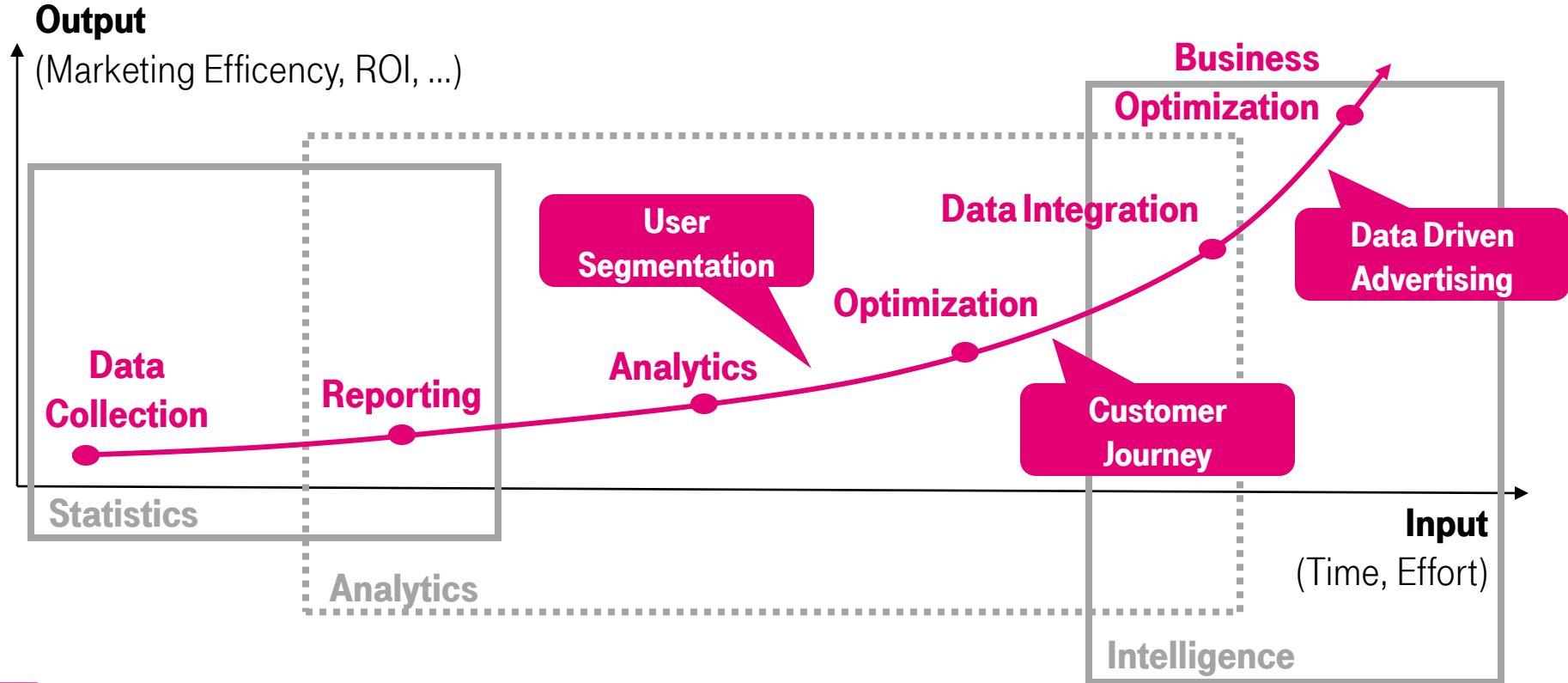
SUCCESS FACTORS FOR REAL TIME ADVERTISING

2

Reduce Data Silos



DATA IS BECOMING AVAILABLE AND ACTIONABLE



SUCCESS FACTORS FOR REAL TIME ADVERTISING

3

Create In-House Competences



SUCCESS FACTORS FOR REAL TIME ADVERTISING

4

Cooperate with Partners



ERLEBEN, WAS VERBINDET.

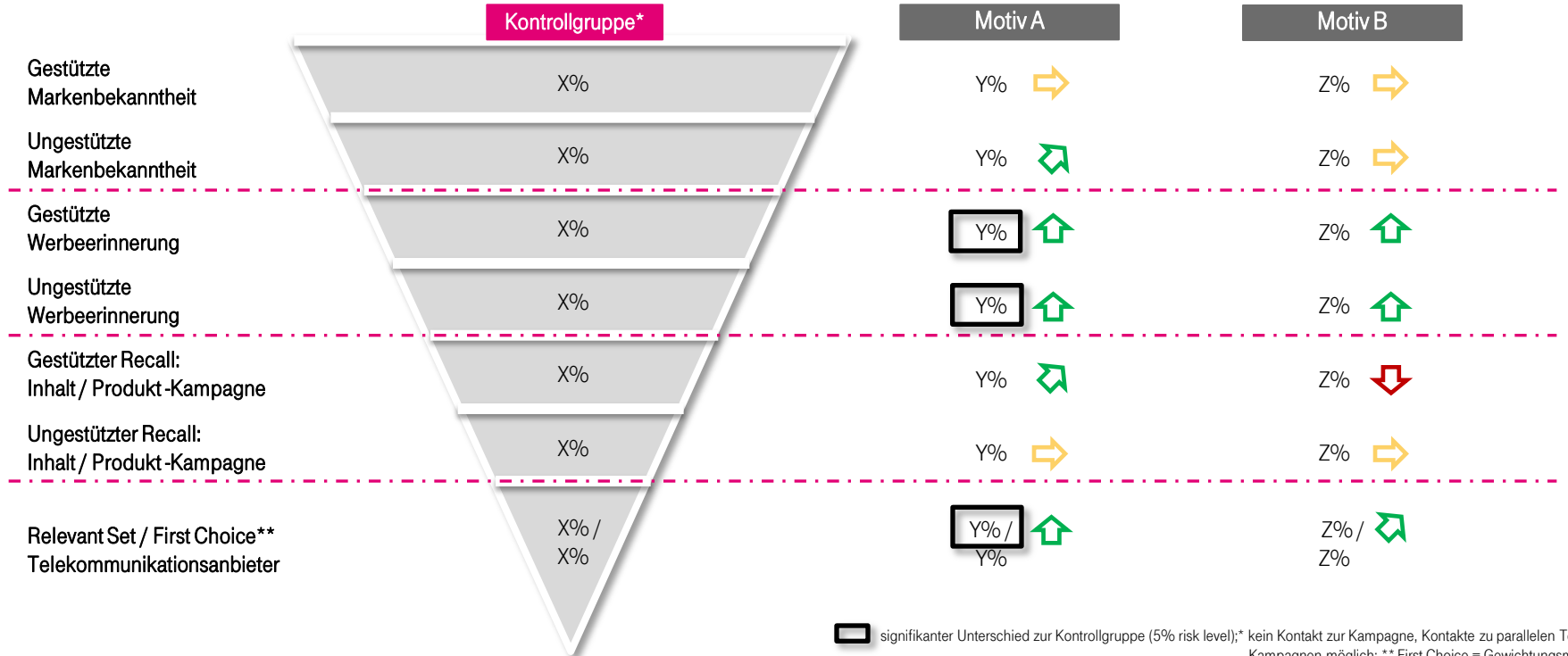
SUCCESS FACTORS FOR REAL TIME ADVERTISING

5

Combine Marketing and
Performance



BRAND FUNNEL



SUCCESS FACTORS FOR REAL TIME ADVERTISING

6

Use Multi Touch Attribution

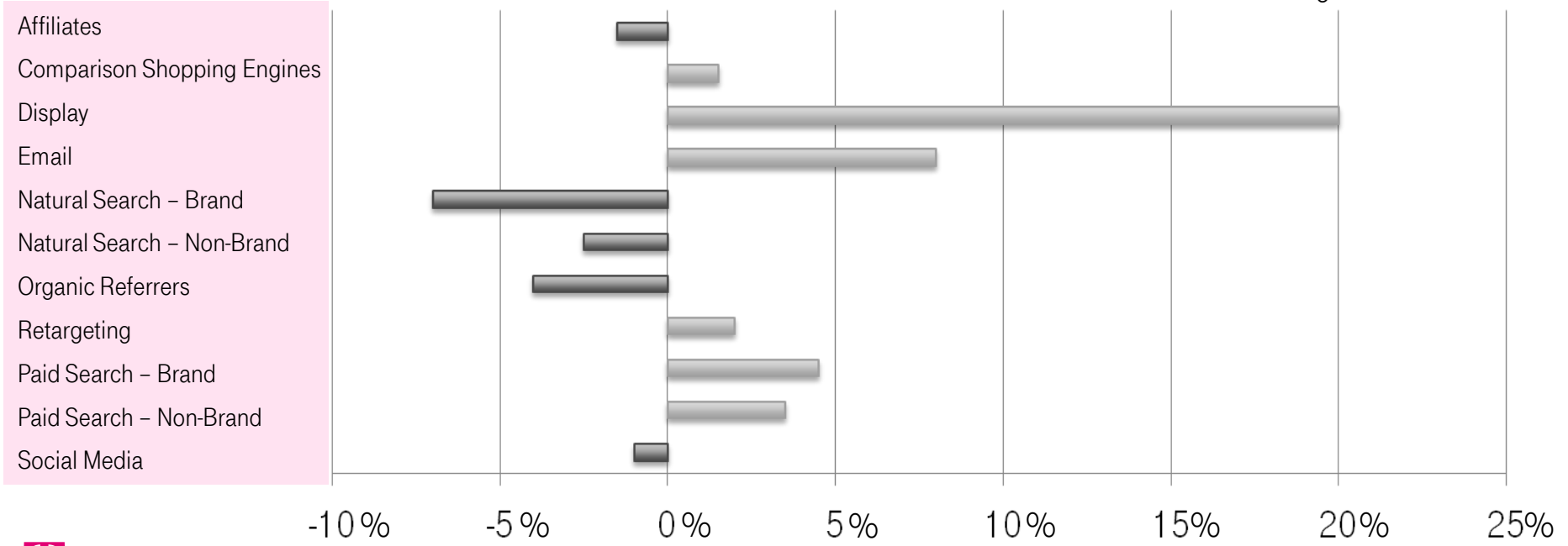


OPTIMISED MEDIA PLANS

CHANNEL CONTRIBUTIONS SHIFT

EXAMPLE

Percentage Shift in Multi-step Channel Revenue by evolving from Last Click



SUCCESS FACTORS FOR REAL TIME ADVERTISING

7

Build your own Eco System



ECO SYSTEM AT TELEKOM DEUTSCHLAND

