COMPUTERWORLD

THE POWER OF BIG DATA SYMPOSIUM

6.26.12 | NYC

Optimizing **Big Data** for Real-Time Business Transformation

COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

Harnessing the Power of Big Data for Connected Brands

Peter Randazzo
Chief Technology Officer
iCrossing

COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

Is Big Data new?

- What and when was the first big data project in the United States?

- What is new?
  - Volume
  - Velocity
  - Processing Power
  - Ambition

1790 - First US Census

COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

Understanding data opportunities

- Data talent
- Availability of universal data
- Volume and Velocity
- Instrumentation of operations
- Data differentiation

icrossing

COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

The critical success factor

- Agile Decision Making
  - Accepting change
    - Opportunity
    - Risk
    - Reality
  - Failing fast
  - Testing and revising hypotheses
  - Taking a long view

COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

Who is iCrossing?

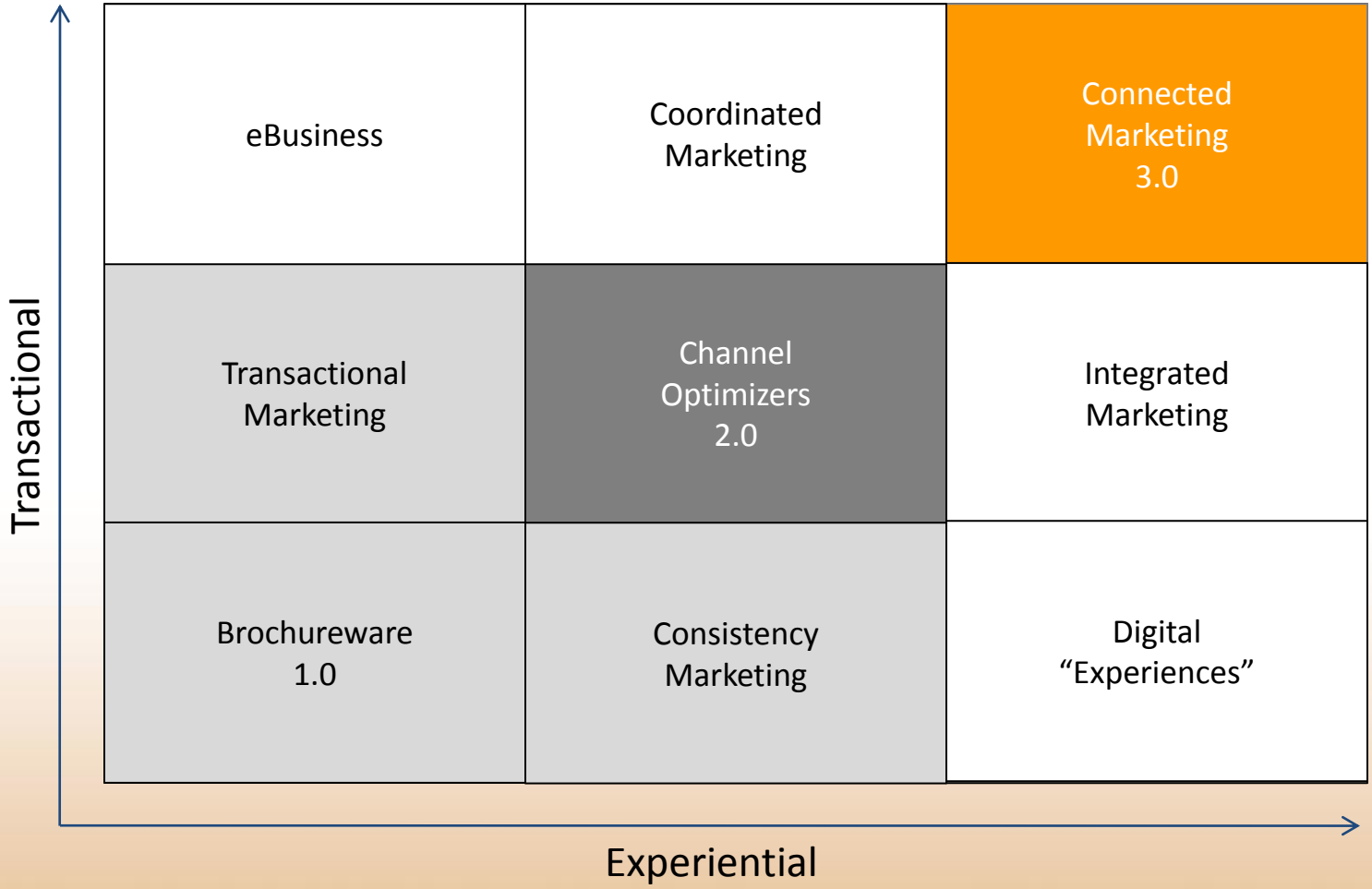
850 people in 19 global offices

We build Connected Brands

A connected brand **creates a close relationship with its audience** by being **visible**, **useful**, **usable**, **desirable**, and **engaging**.

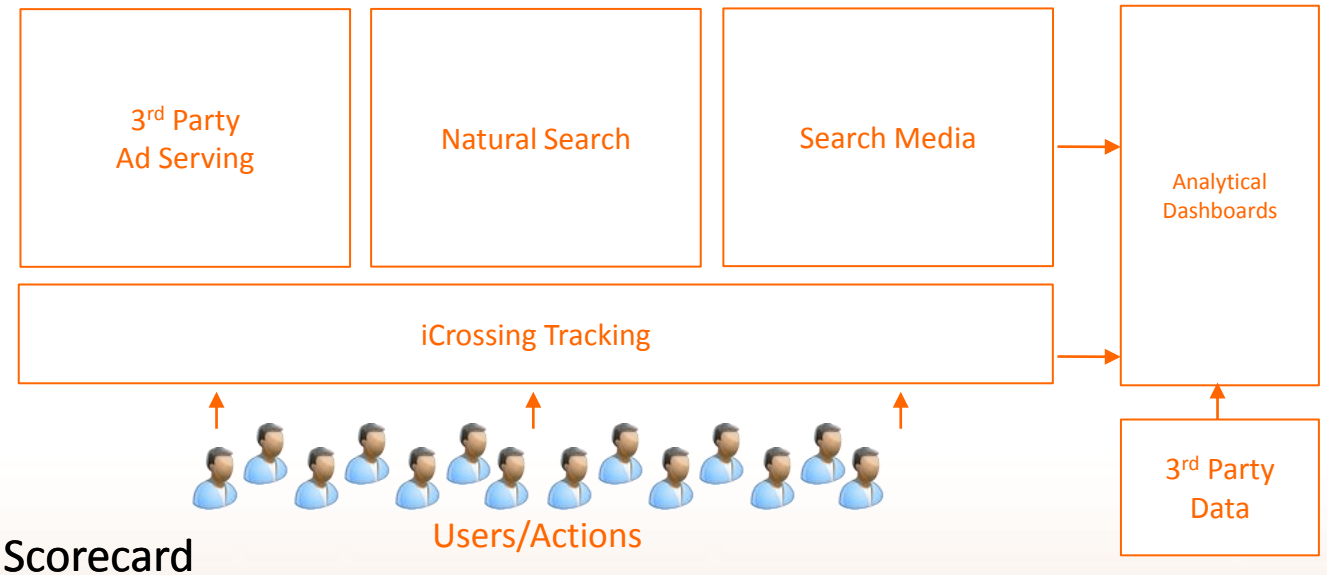
COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

We have evolved



COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

2007 : Legacy platform

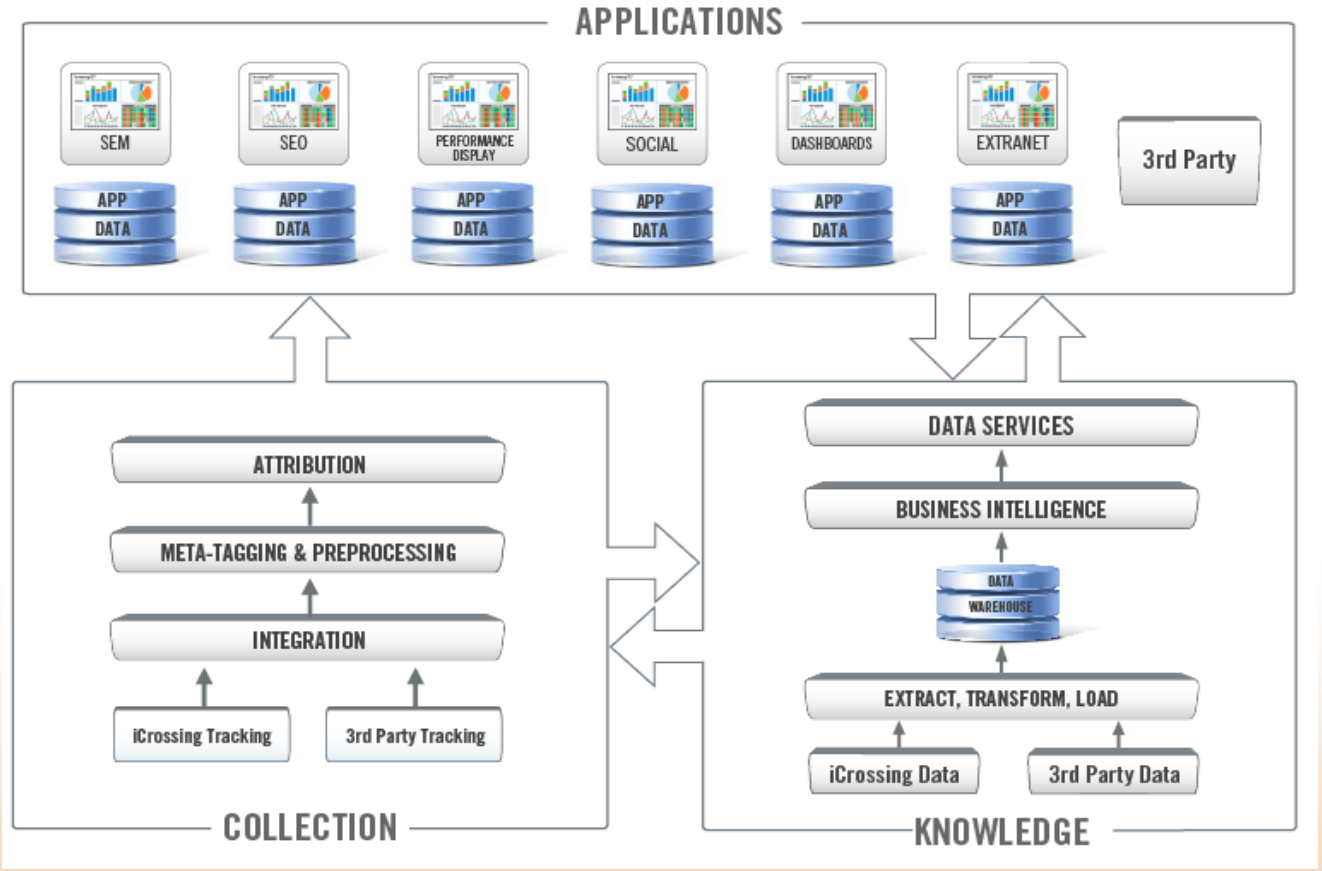


Big Data Scorecard

- Data talent
- ~~Availability of universal data~~
- ~~Volume and Velocity~~
- Instrumentation of operations
- Data differentiation

COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

Connected Marketing Platform



COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

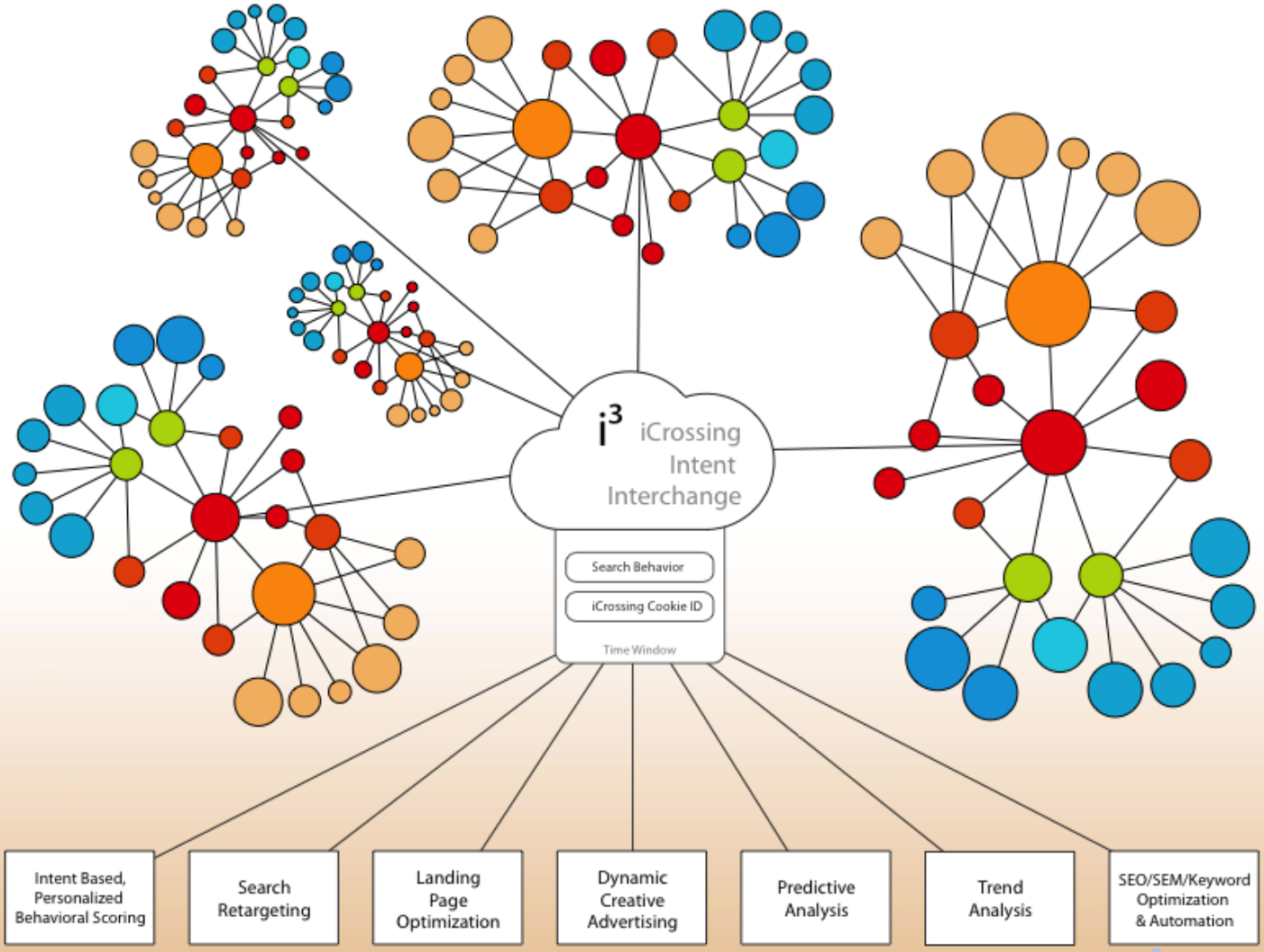
2010 : Enter Hearst

Big Data Scorecard

- ~~Data talent~~
- ~~Availability of universal data~~
- ~~Volume and Velocity~~
- ~~Instrumentation of operations~~
- Data differentiation

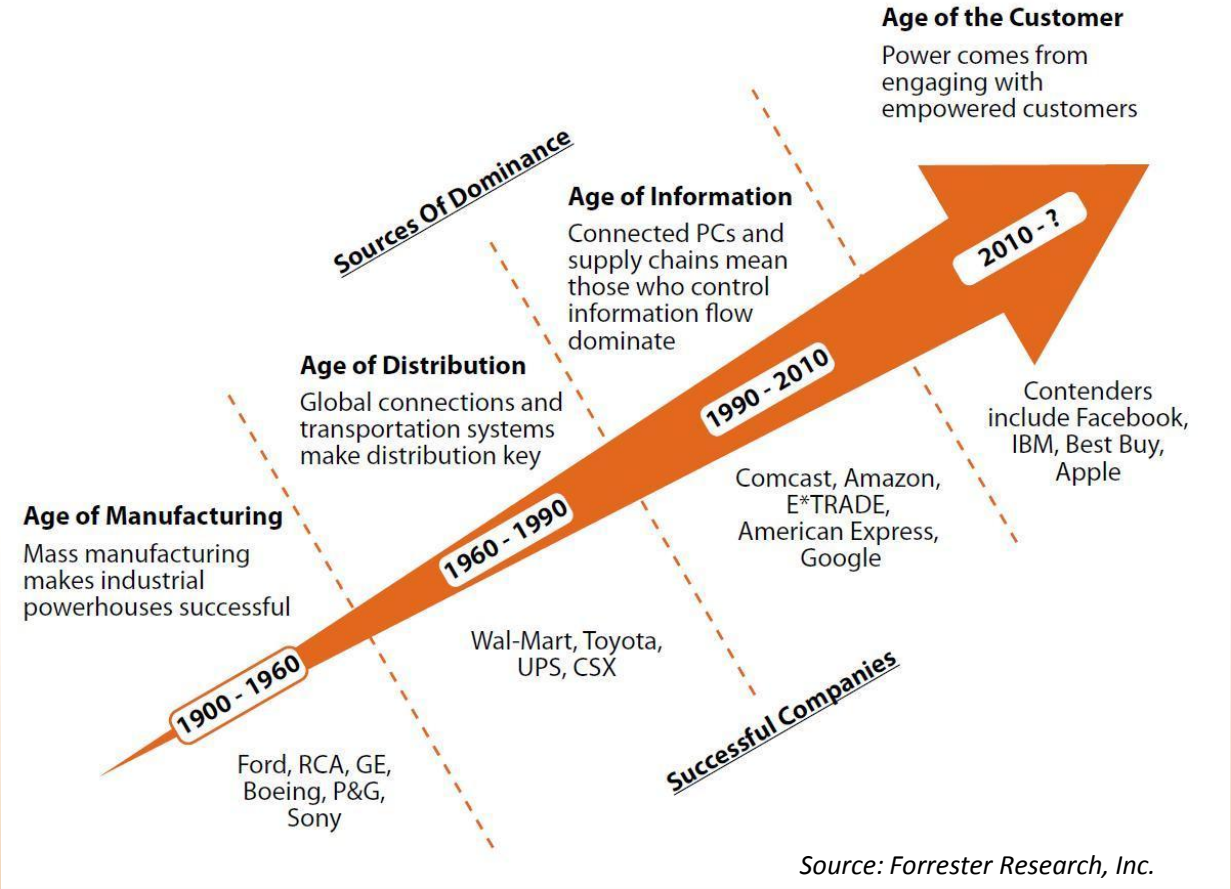
COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

i3 Data Collective



COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

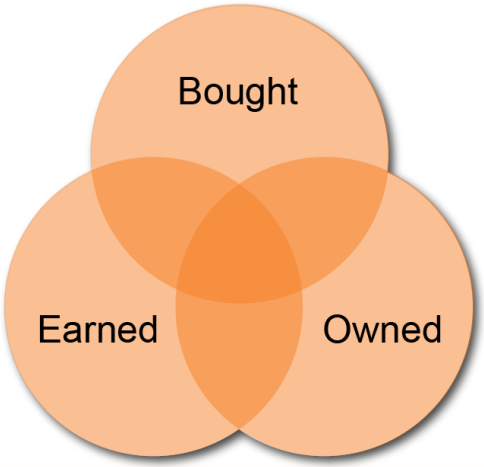
The "Age of the Customer"

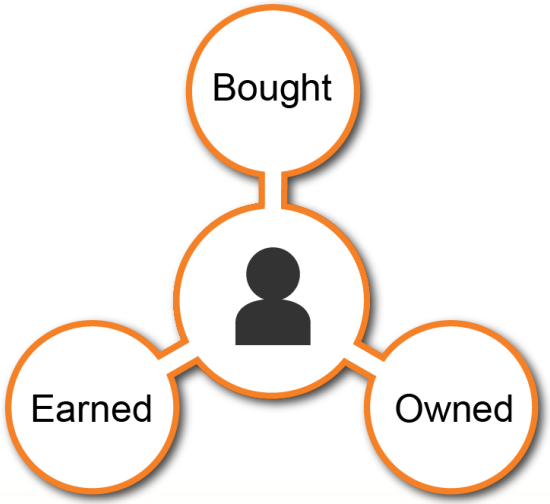


icrossing

COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

2011 : A need arises





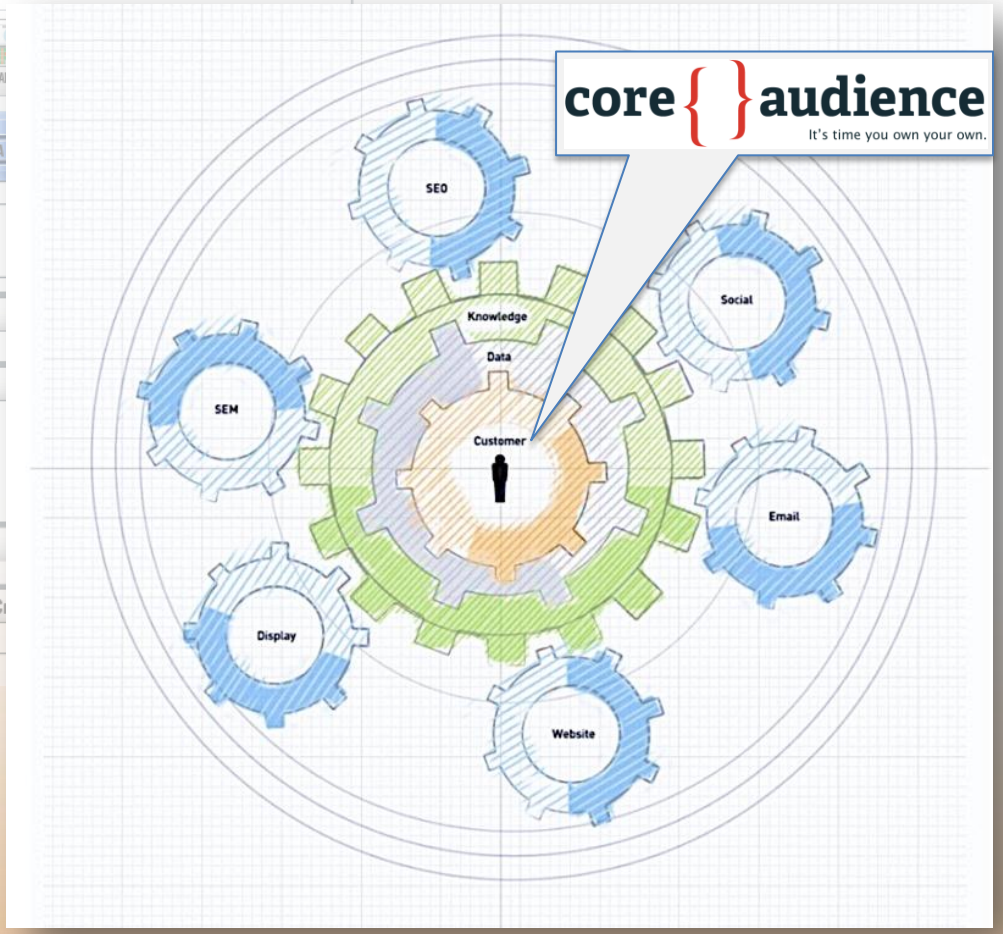
Big Data Scorecard

- Data talent
- ~~Availability of universal data~~
- Volume and Velocity
- ~~Instrumentation of operations~~
- ~~Data differentiation~~

icrossing

COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

Connectedness evolves



COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

An objective look back

Positive

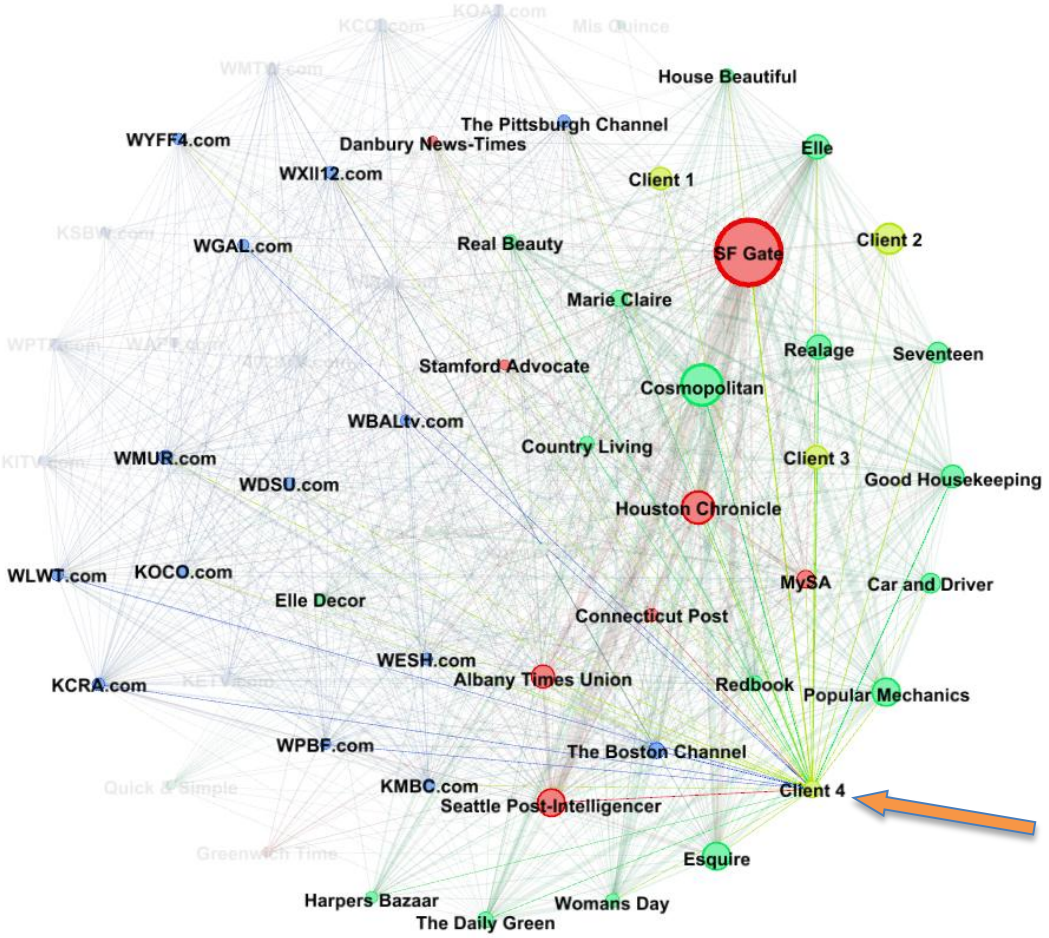
- Currently processing clickstream, search and audience data for over 130 million monthly uniques in the US
- One universal view of customer across all applications and Hearst NA properties
- Refresh of paid media application completed in 2012

Negative

- Some application refreshes delayed
- Technology personnel needs exponentially higher due to niche skill sets (Hadoop, MapReduce, Netezza)
- Maintaining the long view can be career restricting

COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

The value of sharing



icrossing

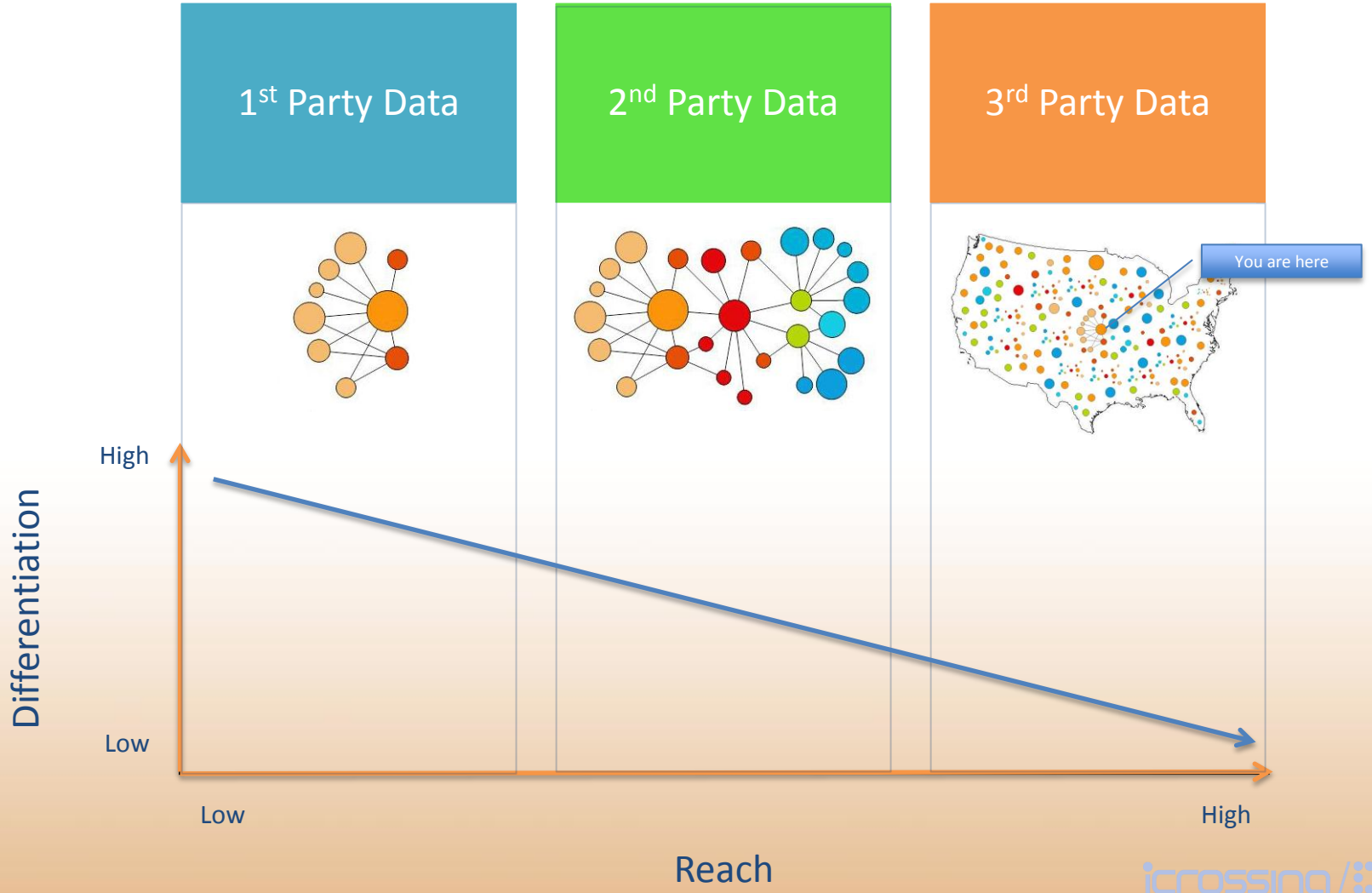
COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

The opportunity

- Site, search, social targeting
- Premium audience profiling and extension
- Pixel management and attribution
- Audience profile management – lifetime visitor value
- Landing page optimization
- SEO automation
- Site-side content personalization
- Dynamic display
- Email ad-insert targeting
- 1st party data differentiation

COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

Reach vs. differentiation

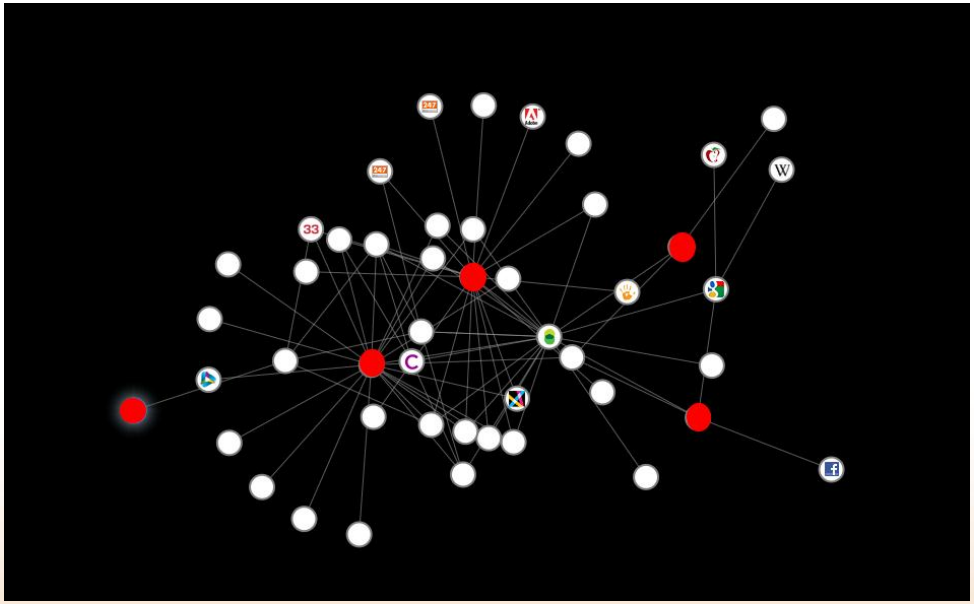


COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

Choose partners carefully

Important Considerations

- Data leakage
- Data security
- Data ownership
- Privacy
- Vested interests



Source: Collusion , A Firefox Plugin.

icrossing

COMPUTERWORLD THE POWER OF BIG DATA SYMPOSIUM

Learnings

Remember DAVID

- Data talent
- Availability of universal data
- Volume and Velocity
- Instrumentation of operations
- Data differentiation

Be Agile

- Accepting change
  - Opportunity
  - Risk
  - Reality
- Failing fast
- Testing and revising hypotheses
- Taking a long view

icrossing

COMPUTERWORLD
THE POWER OF BIG DATA SYMPOSIUM

THANK YOU!

Peter Randazzo
Chief Technology Officer
iCrossing

COMPUTERWORLD

THE POWER OF BIG DATA SYMPOSIUM

6.26.12 | NYC

Optimizing **Big Data** for Real-Time Business Transformation