



LAUNCH+
LEARN

4.0

VPC from Google Transformed Into Props

Rob McLaughlin | Sandy Ghuman | Bal Basra



AGENDA

- 5 mins – Bal Basra – Sky & Syntasa
- 20 mins – Rob McLaughlin – Interpreting Personalisation
- 20 mins – Sandy Ghuman – DMP & Speed to Value
- 5 mins – Q&A



INTRO



Bal Basra

Syntasa

Solution Consultant



Rob McLaughlin

Sky

Head of Digital
Decisioning & Analytics



Sandy Ghuman

Sky

Audience Targeting
Capabilities Consultant





INTRO

Award Winning team & Sky

Adobe Business Awards

AI Drive Personalisation Award.
Omnichannel Orchestration Award

National Business Awards Rob
McLaughlin judging the 'Data
Category' Award





CHALLENGE STATEMENT

“Customers interact with Sky across a range of digital platforms. These platforms are tracked using Adobe Analytics. In order to better understand our customers needs and requirements we need to consider all of the data we have on our customers and bring the clickstream data in to our Google Cloud Platform instance and join with the the rest of our customer data”

OR

“Speed up to time value of our GCP investment by quickly bringing in digital data sources and having outbound connectors to move customer insight data from GCP to our marketing applications”

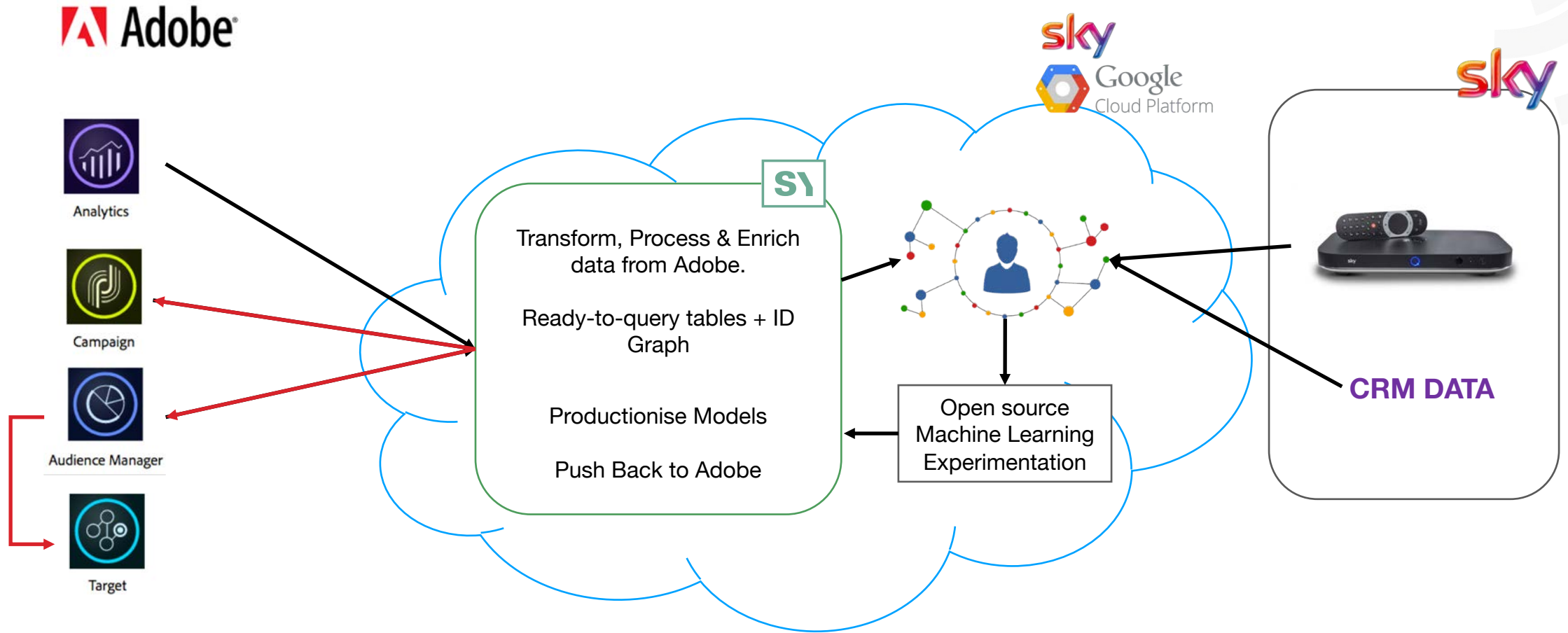


CUSTOMER WISHLIST

- Speed up time to value for Google Cloud Platform investment
- Create Omnichannel data
- Ensure digital data is not ignored
- Increase value from Adobe Marketing Cloud toolset
- Allow non-digital specialists to use digital data
- Utilise open source querying, visualisation and machine learning techniques on all customer data



SY THE SOLUTION





WHY SYNTASA?

“Syntasa lives natively in our GCP environment”

“We want to work with fast growing orgs with new technologies”

“The capability is where the data is”

“Syntasa are receptive to new ideas and we want to co-create solutions”

“There is a big focus on existing customers”

A promotional image for Sky Cinema featuring Wolverine. He is standing in a desolate, hilly landscape under a bright, orange-yellow sky, likely at sunrise or sunset. He is wearing a dark suit over a light-colored shirt and has his signature adamantium claws extended from both hands. The 'Sky' logo is superimposed over him, with the letters appearing to be made of a reflective, metallic material. The 'S' and 'Y' are white with a yellow-to-orange gradient, while the 'K' is a solid, reflective silver. The background shows a dark silhouette of a horizon line with rolling hills.

Sky

Logan

sky cinema



Rob McLaughlin

Head of Digital Decisioning & Analytics

Insight & Decision Science

Sky UK



@robanalytics



in/robanalytics

1

Europe's leading
entertainment &
communications
business

2

22.5m customers,
11m households
across 5 countries

3

Over 30,000
employees across 32
locations

Agenda

- Interpreting Personalisation
- Human & Machine
- Defining What's Next

Personalisation

Customers are diverse, vanilla is always wrong

Prioritise Opportunities for Differentiation

Driving 100% Product Recommendation



Sky Cinema:



Sky Sports:



Sky Broadband



Sky Multiscreen:

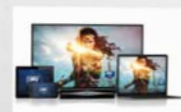
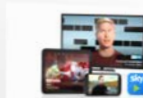


Boxsets Bundle:



Complete Bundl

In-Life Engagement b



Have
L

Sky VIP

Anticipating need

BB Activation

Sim Card Activation

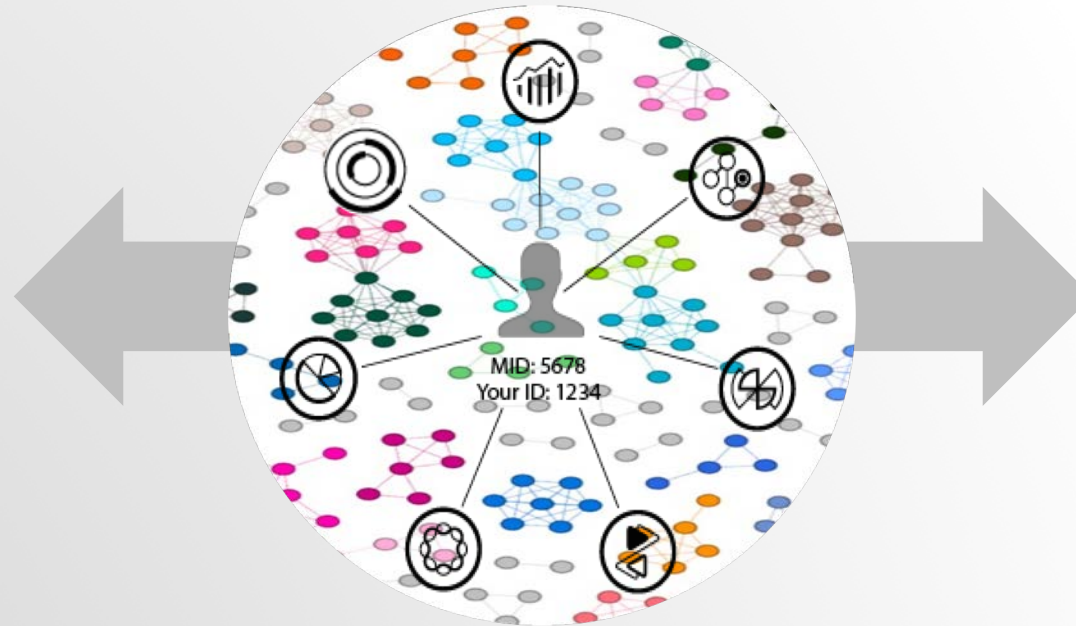
Engineer Visits booked

Serving the right experience to the user bases on persona

[illegible]

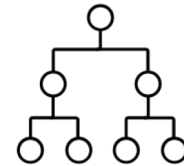
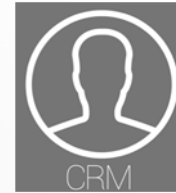
Identity

Customer
Intelligence



Customer
Recognition

Omnichannel Traits & Events



1st, 2nd & 3rd Party Data
Unified & Actionable

SYNTASA[®]

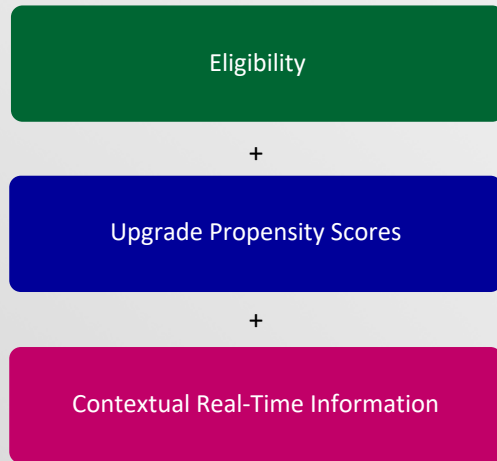


Google Cloud Platform

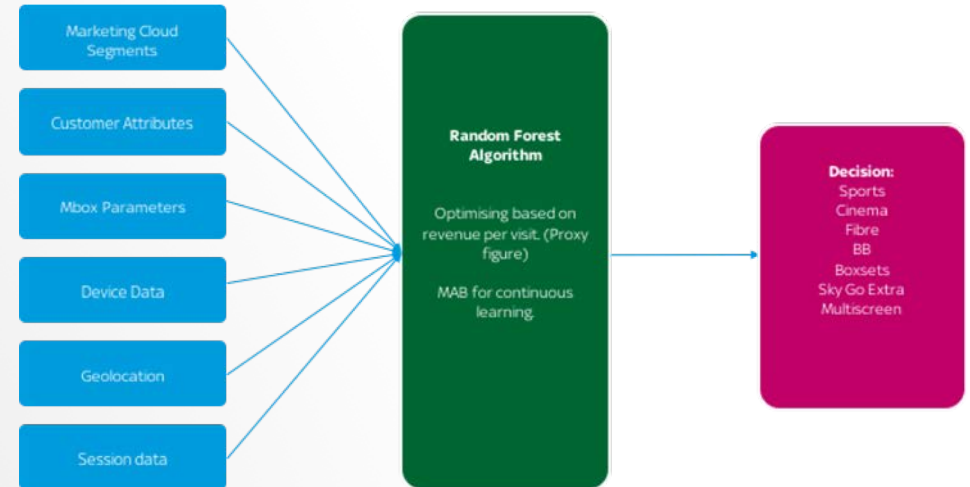
Maximising Serendipity

Increasing the likelihood you see something relevant

Human & Machine



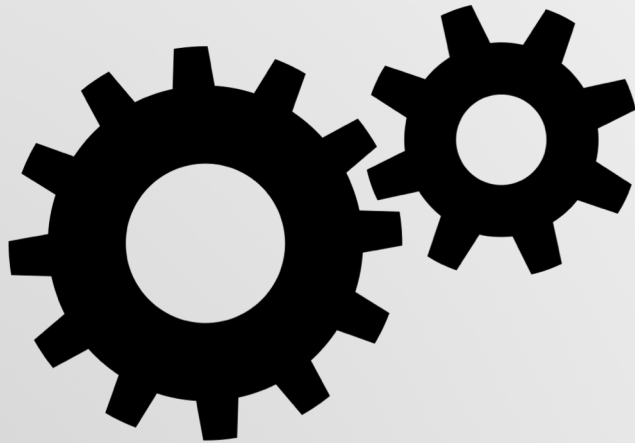
Business Rules



Automated Personalisation

Thinking Fast & Slow

Central Brain

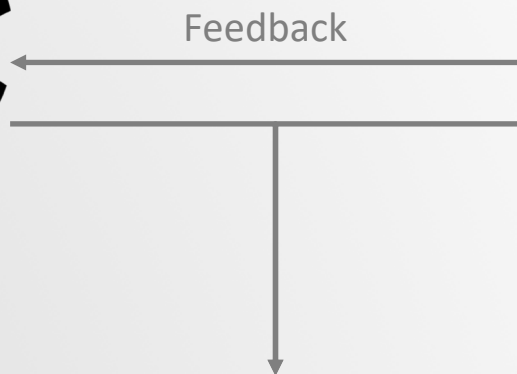


Feedback

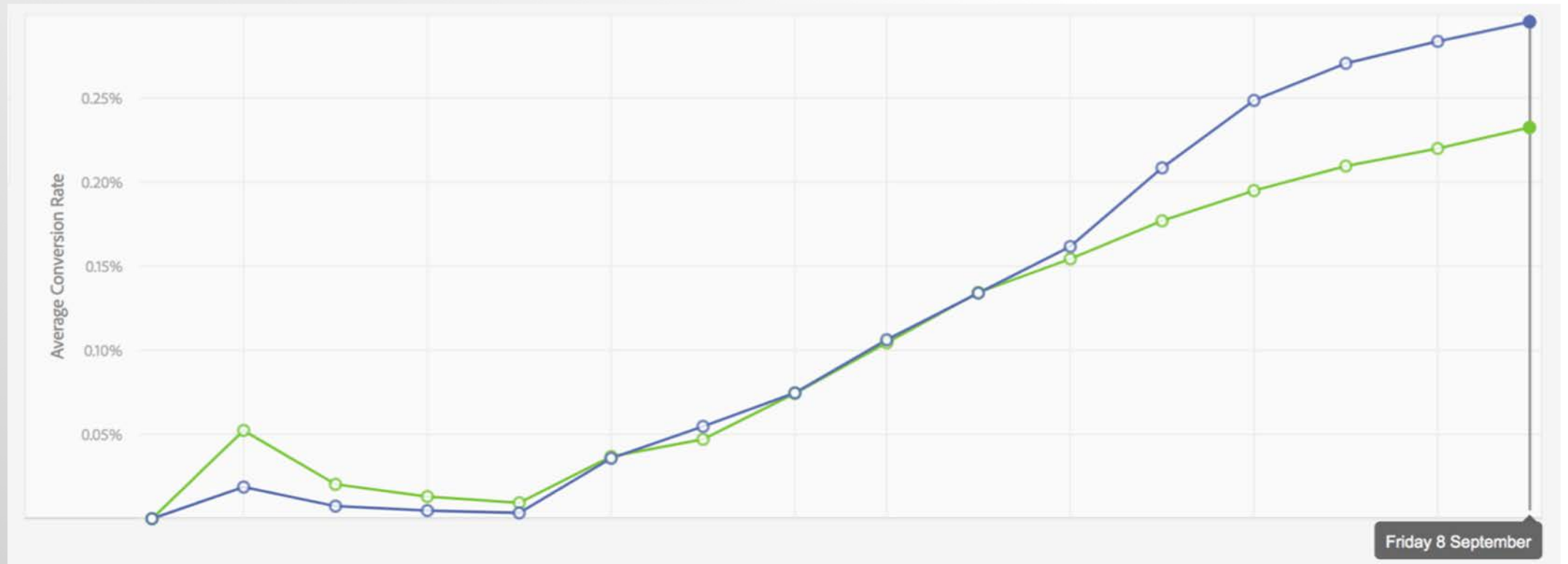


Contextual Layers

Decision



A machine...learning.

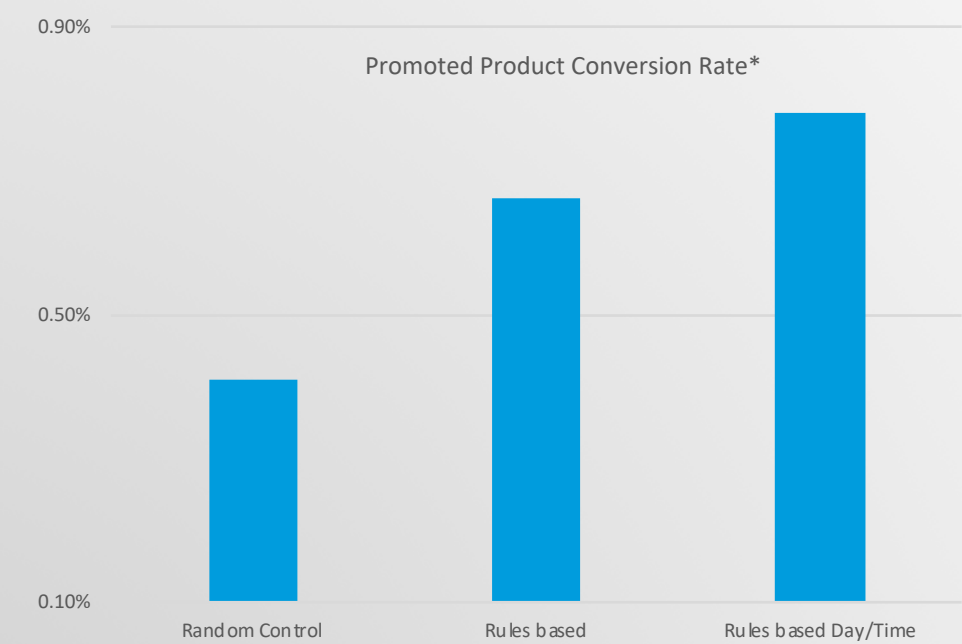


Explore & Exploit

Leverage what works, experiment to discover more



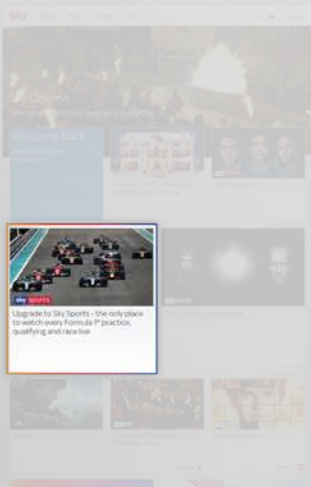
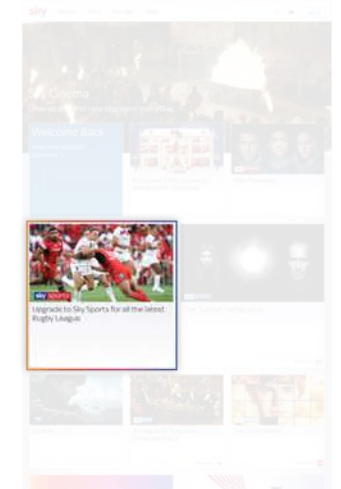
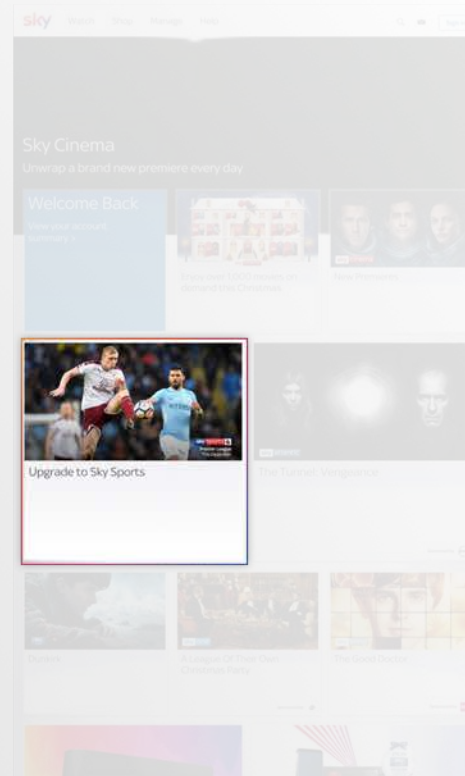
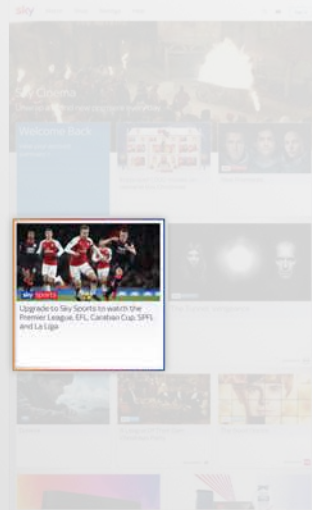
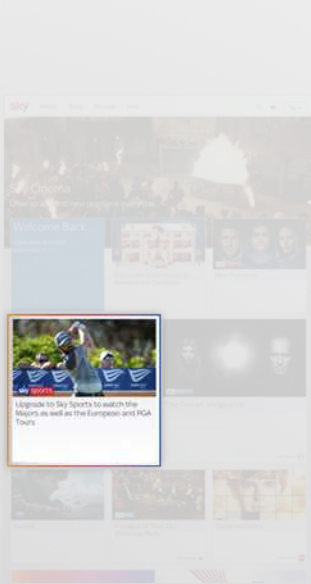
Contextual optimisation based on day/time



	Mon		Tue		Wed		Thur		Fri		Sat		Sun	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Cinema	58%	97%	73%	101%	65%	97%	60%	122%	71%	105%	93%	137%	89%	132%
Sports	70%	84%	80%	82%	44%	76%	63%	98%	96%	121%	188%	163%	118%	129%
Complete	50%	108%	88%	100%	47%	116%	66%	108%	47%	109%	107%	116%	118%	130%
SGE	110%	60%	59%	101%	84%	93%	83%	104%	54%	116%	107%	129%	104%	122%
Boxsets	77%	104%	92%	119%	84%	122%	108%	109%	70%	89%	80%	117%	78%	87%
BB	131%	92%	91%	113%	62%	126%	64%	134%	61%	62%	133%	175%	45%	52%
Fibre	118%	83%	87%	119%	80%	138%	85%	102%	62%	86%	77%	81%	95%	108%
MS	72%	112%	72%	107%	82%	108%	76%	116%	76%	102%	100%	114%	108%	95%

Increased purchase rates
by **18%**

Sports Preferences driving personalised recommendations



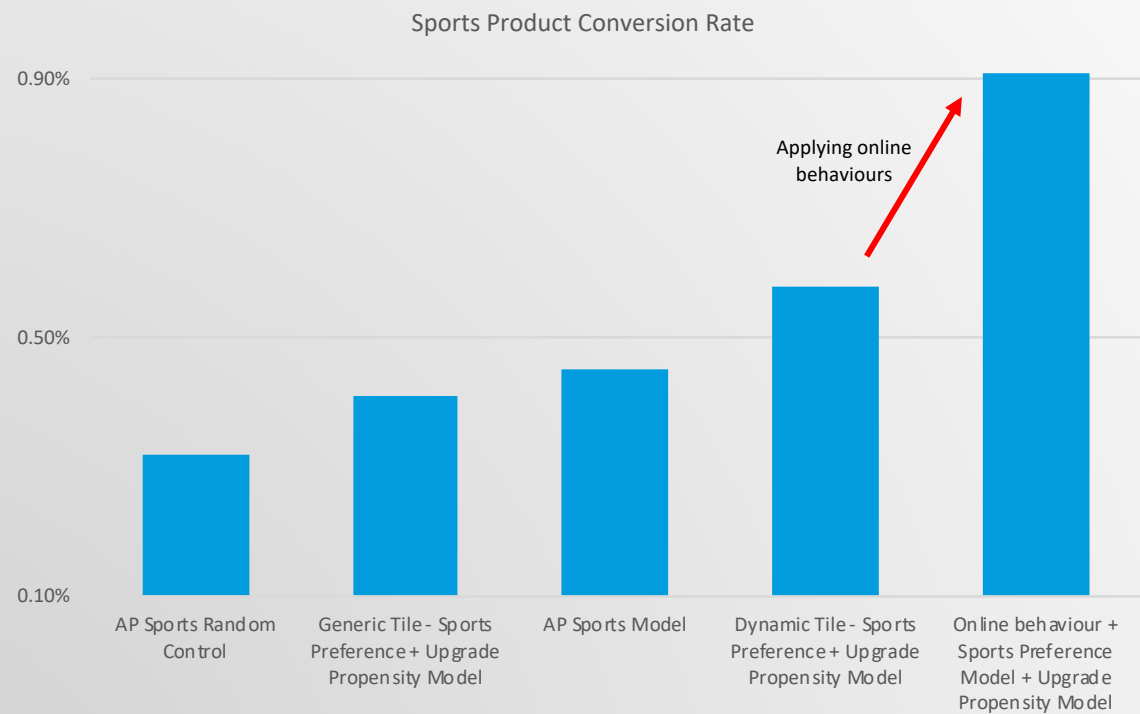
Customer behaviours determine sports preference:

Viewing behaviour – Which sports customers are watching, including non-Sky

Browsing behaviour – What content the customer consumes on SkySports.com

Sports & team preference – Which sports & teams do customers explicitly follow within Sky Sports apps

Online sports preference drives performance



Drives improved purchase rates
by 57%

In-Life Engagement based on behavioral traits & retention



Have Box sets but not watching

↳ Have Sky Go but not using

↳ Eligible for VIP but not signed-up

↳ No Sky Store usage

↳ Have kids but no Kids app

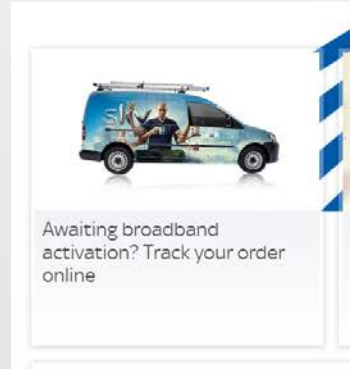
↳ Don't use MySky app

↳ Don't use Sports app



Anticipating need in customer service

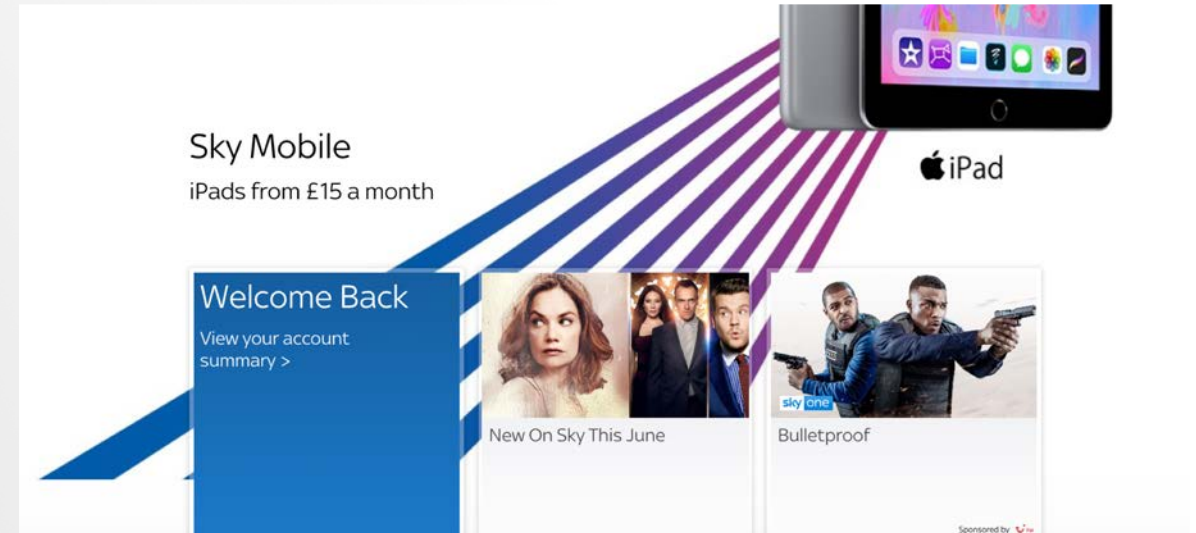
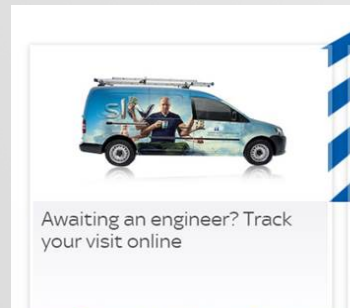
BB Activation



Sim Card Activation



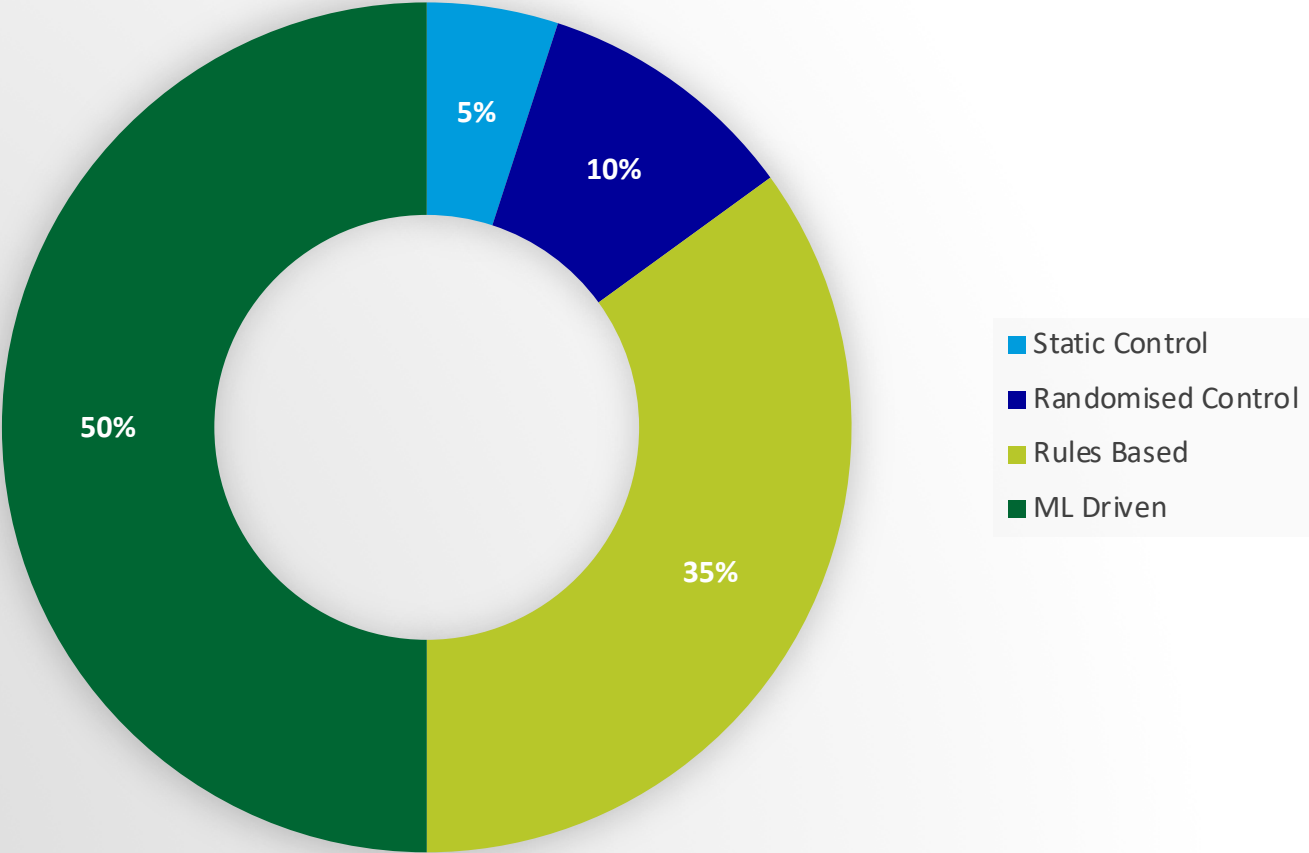
Engineer Visits booked



Real Incrementality

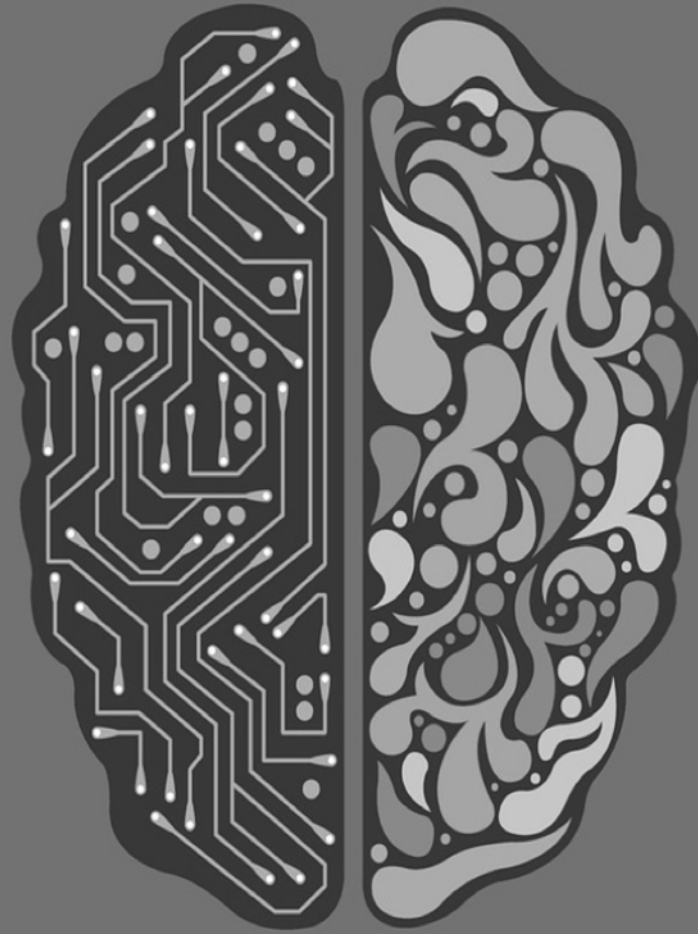
Digital experiences, real-world impact

Omnichannel Uplift & Evaluation



Omnichannel Experience

Blending Inbound & Outbound Customer Interactions



Personalisation via Human & Machine

Driving Customer Experience & Business Performance with Artificial Intelligence

Written by Rob McLaughlin, Head of Digital Decisioning & Analytics at Sky UK



Rob McLaughlin

Head of Digital Decisioning & Analytics

Insight & Decision Science

Sky UK



@robanalytics



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A promotional image for Sky Cinema featuring Wolverine. He is standing in a desolate, hilly landscape under a bright, orange-yellow sky, likely at sunrise or sunset. He is wearing a dark suit over a light-colored shirt and has his signature adamantium claws extended from both hands. The 'Sky' logo is superimposed over him, with the letters appearing to be made of a reflective, metallic material. The 'S' and 'Y' are white with a yellow-to-orange gradient, while the 'K' is a solid, reflective silver. The background shows a dark silhouette of a horizon line with rolling hills.

Sky

Logan

sky cinema



Sandy Ghuman

Audience Targeting Capabilities Consultant,
Sky Digital Decisioning

[in/sandyghuman/](#)

DMP - Speed To Value

Agenda

- Leveraging data
- The tech stack
- Audience targeting

£400m+
media budget

4bn

Display impressions served each year

3.5bn

Social impressions served each year

1bn

Search impressions served each year

2m

Web & app sessions per week

We care about
Targeting &
Personalisation

Audience Targeting

Based on behavior, insight, eligibility & mindset

Do they have Sky already?

Customers

Buy More - sales
Watch & Use More - Retention
Inform - service

Prospects

Sell Sky
Create Awareness

Does everyone in the household need to know?

Household

Serve relevant consistent experience in all devices & platforms –
Based on their mindset

Individual

Serve relevant experience tailored to individual device usage within
household based off insight

Intelligence & Signals & Tech Stack

We use intelligence & collect signals to fuel our data enrichment & audience targeting

1st Party Data Collected by us	2nd Party Data A partners 1 st party data	3 rd Party Data Externally sourced
<ul style="list-style-type: none">• Customer data• Owned onsite behavioural signals• App usage & data• Response data• Researched data	<ul style="list-style-type: none">• A business partner• A media partner• An affiliate• A complimentary brand	<ul style="list-style-type: none">• Can be purchased from data vendor such as Acxiom, Experian, Zeotap etc

We use various techs to facilitate audience design and activation – DMP / Data Matching Platforms

Data Management Platform (DMP)

How do we exploit all of this data > DMP – Adobe Audience Manager
A central repository to unify, manage and activate digital marketing data



SYNTASA®



Google Cloud Platform

Unified view of each
profile

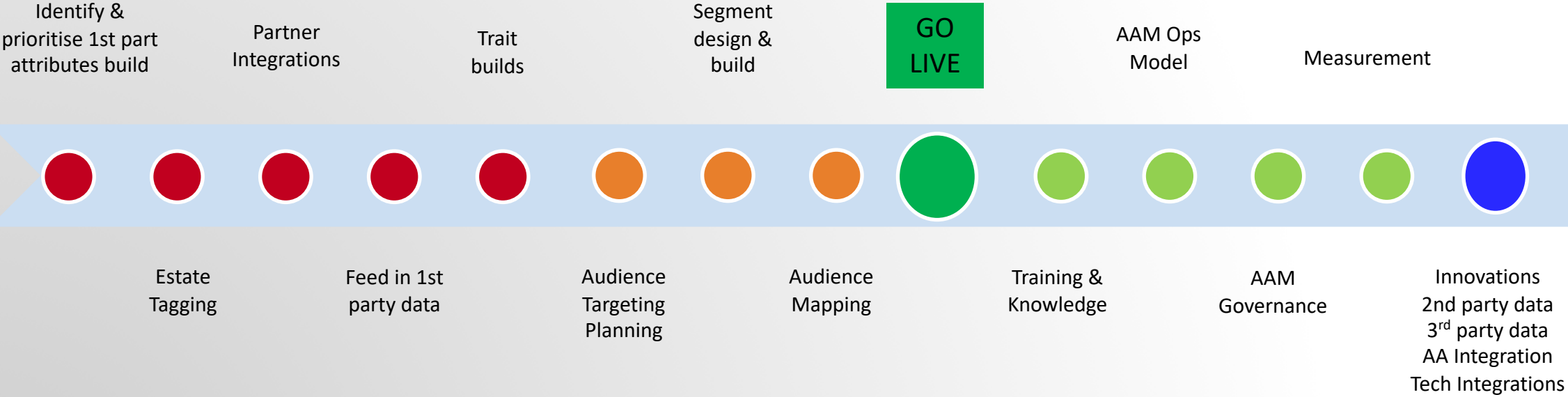
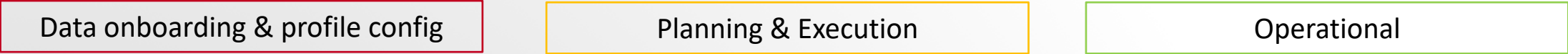
Actionable insights >
Audience Design

Real time actions &
engagement

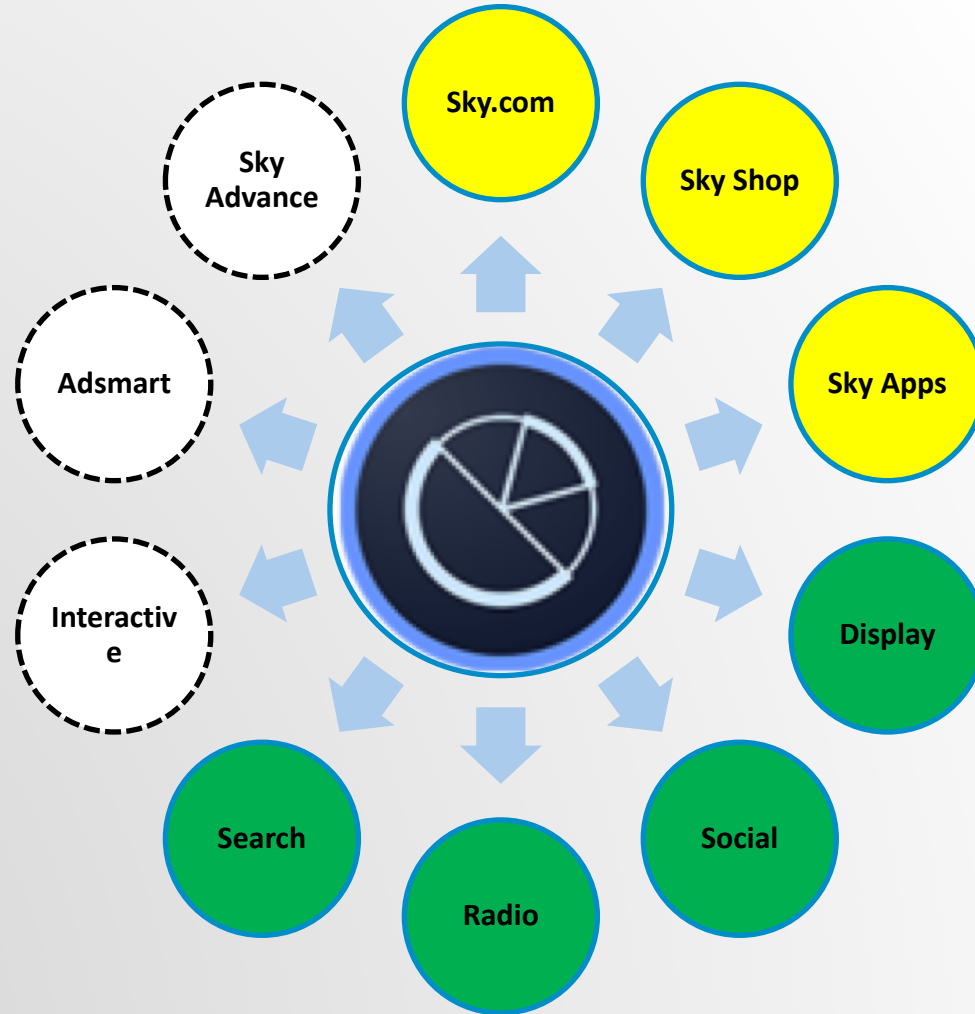


DataXu

Launching a DMP



Exploitation across owned & paid platforms



Targeted Media : Audience Design



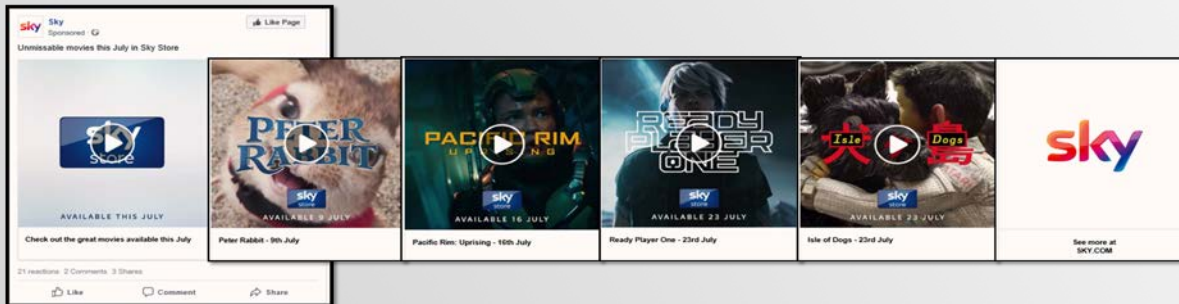
Sports : Targeting Sky Customers No Sports

Propensity to upgrade to Sports , football, premier league interest, shop visitors, abandoned basket, campaign response "excited about Premier League" – Golden nugget segments – not contatable in Email, Direct Mail or Telemarketing



Mobile : Targeting Sky Customers No Mobile

Propensity to upgrade to mobile , affinity to iPhone, shop visitors, abandoned basket, likely to pass credit check, profile enrichment, contract runs out in 1 to 3 mnths and phone itself matters to them most



Sky Store : Targeting Sky Customers Active Sky Store User

Medium interst, active Sky customer low frequency 1 transaction in last months, regular Sky Store.com visitor



Sky TV : Targeting Sky Customers

High interest – visited shop – spots product page, basket abandonment, propensity to buy Sky, lookalike modelling – similar to best performing customers

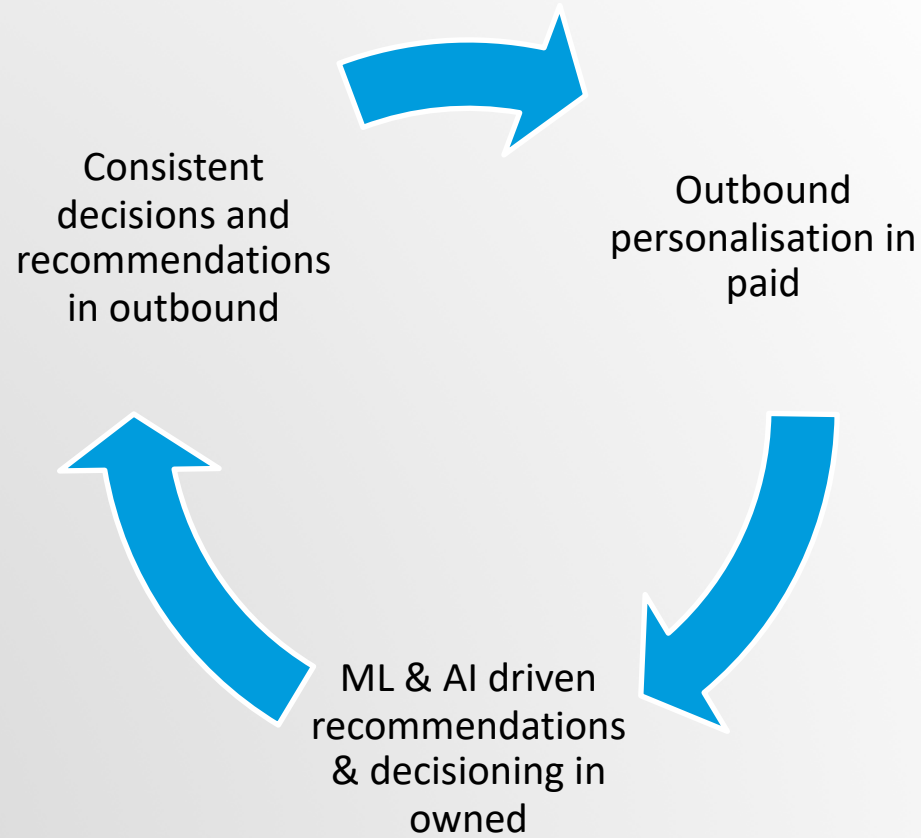
Serving the right experience to the user bases on persona

Online Product	Online Publisher	DMP Segment	DMP Segment ID	Impressions	Clicks
Sky Sports	AppNexus	Customer Abandon Basket - Sports	9245477	300,343	171
Sky Sports	AppNexus	Matched - Shop Visitor Without Sports Football High (EPL)	9245477	6,831	5
Sky Sports	AppNexus	Matched - Shop Visitor Without Sports SPM F1 HIGH	9245545	30,130	18
Sky Sports	AppNexus	Matched - Shop Visitor Without Sports SPM Football HIGH	9244720	22,704	14
Sky Sports	AppNexus	Matched - Shop Visitor Without Sports SPM Golf HIGH	9245423	7,083	3
Sky Sports	AppNexus	Matched - Shop Visitor Without Sports SPM PL HIGH	9245540	7,621	5
Sky Sports	AppNexus	Matched - Shop Visitor Without Sports SPM RugbyL HIGH	9245446	6,581	5
Sky Sports	AppNexus	Matched - Shop Visitor Without Sports SPM RugbyU HIGH	9245452	10,718	7
Sky Sports	AppNexus	Matched - Without Sports Football High (La Liga)	9214977	837,117	631
Sky Sports	AppNexus	Matched - Without Sports Football High (La Liga)	9214977	24,088	12
Sky Sports	AppNexus	Matched - Without Sports SPM F1 HIGH	9215066	213,368	93
Sky Sports	AppNexus	Matched - Without Sports SPM Football HIGH	9214910	271,741	161
Sky Sports	AppNexus	Matched - Without Sports SPM Golf HIGH	9214945	16,220	14
Sky Sports	AppNexus	Matched - Without Sports SPM PL HIGH	9215018	46,526	33
Sky Sports	AppNexus	Matched - Without Sports SPM RugbyL HIGH	9214967	24,876	17
Sky Sports	AppNexus	Matched - Without Sports SPM RugbyU HIGH	9214981	13,303	13
Sky Sports	AppNexus	Matched DTV LIMA - Basket = Sky Sports Cricket AND NOT purchase	9246104	169	0
Sky Sports	AppNexus	Matched DTV LIMA - Basket = Sky Sports Football AND NOT purchase	9246110	472,909	291
Sky Sports	AppNexus	Matched DTV LIMA - Basket = Sky Sports Golf AND NOT purchase	9246105	289	0
Sky Sports	AppNexus	Matched DTV LIMA - Basket = Sky Sports Premier League AND NOT purchase	9246108	166	0
Sky Sports	AppNexus	Matched DTV LIMA - Basket = Sky Sports Rugby AND NOT purchase	9246094	381	0



1-1 Personalisation

Fuel to customer decisioning in owned and back out in paid





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[in/sandyghuman/](#)

THANK YOU!

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