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BIG DATA ELLER BIG BROTHER?

Markedsføringens mantra

- For å skape verdier for kundene (og aksjonærene), må man vite så mye som mulig om kundenes nåværende og fremtidige behov.
- Return on Marketing handler om å sette inn virkemidlene der hvor de har størst effekt og avkastning.

Kundeinformasjon

- Gir grunnlag for
 - Prisdiskriminering
 - Skreddersydde tilbud
 - Skreddersydd reklame
 - God kundeoppfølging/CRM
 - Innovasjon
 - Økt effektivitet og bekvemmelighet
- ➔ Økt kundeverdi

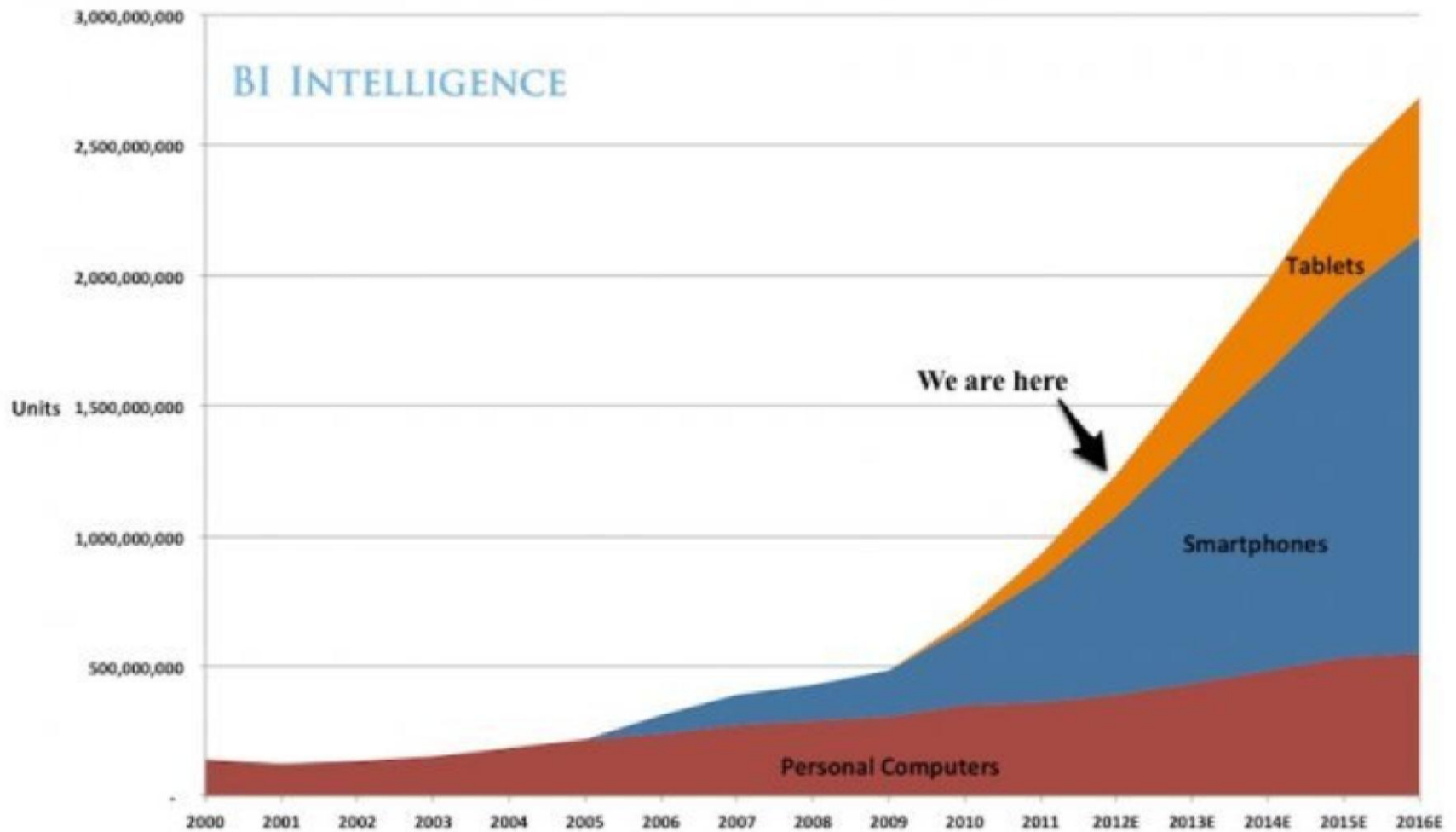
Tradisjonelle informasjonskilder

- Kjøpshistorikk
- Henvendelser
- Segmentering

Nettbaserte Informasjonskilder

- Sosial bruk
 - Facebook
 - Twitter
 - Pinterest
 - SnapChat
 - Smartphone
- Kommersielt bruk
 - Bedrifters hjemmesider
 - Netthandel
 - Engasjement

Global Internet Device Sales



Source: Gartner, IDC, Strategy Analytics, company filings, BI Intelligence estimates

Folk er aktive

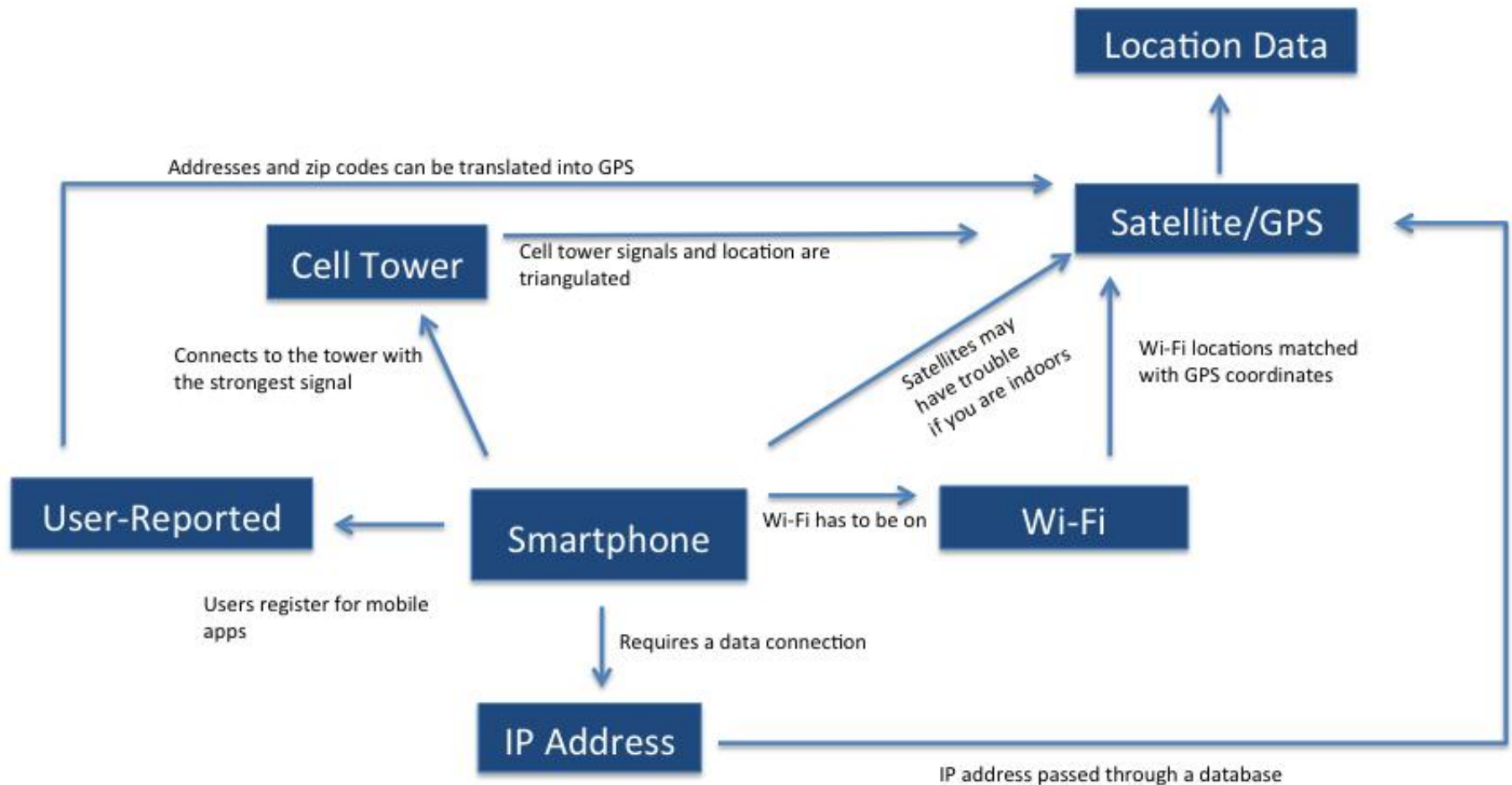
How people express affinity	How often they do it
Liking and voting for things	83 billion Facebook likes per month 1.5 billion Instagram likes per month
Talking about things	12 billion tweets per month 39 million WordPress blog posts per month
Reviewing things	More than 6 million Amazon.com reviews per month 1 million Yelp reviews per month
Spending time with things	4 billion hours of YouTube video watched per month 110 million Foursquare check-ins per month
Sharing things	57% of items shared online are sent by email.* 77 billion Facebook shares per month
Making friends	140 billion Facebook friend connections US Twitter users are followed by 74 people, on average.†

†Base: 5,718 US online adults (18+) with social networking site accounts

Folk er aktive

- I følge nettstedet Data on Big Data ble det i 2012 skapt ufattelige 2.5 kvintillioner bytes av data (1 etterfulgt av 18 nuller) - hver dag.
- Smartphones er en vesentlig bidragsyter

How Location Data Is Collected



BI INTELLIGENCE

Digitale fotavtrykk

- “[I]s the data trail left by interactions in a digital environment; including the use of TV, mobile phone, the World Wide Web, the Internet and other connected devices and sensors.”

WIKIPEDIA





Return on time



Mobility



Always logged-in

8 Trend er



Nowism



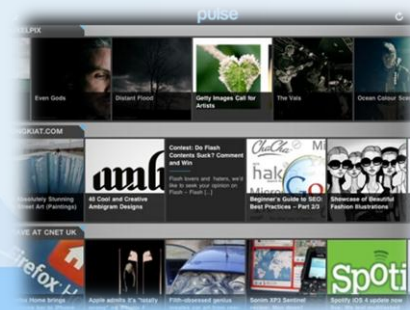
Privacy and safety



BI
NOR
BUSINESS SCHOOL
Sustainability



Look at me



Quality data faster

EFMD
EQUIS
ACCREDITED

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did



[+ Comment Now](#) [+ Follow Comments](#)

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. [Target](#), for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.

Charles Duhigg outlines in the [New York Times](#)



TARGET

Interesse om Privacy

Interest over time ?

The number 100 represents the peak search interest

☒ News headlines ☐ Forecast ?



Privacy

Explore trends

Hot searches

Search terms ?

× facebook privacy

× google privacy

× Apple privacy

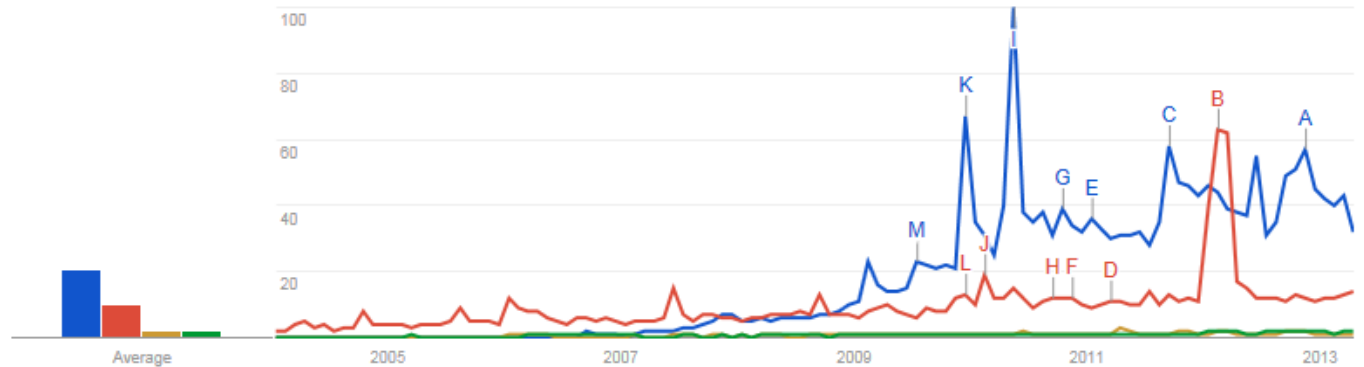
× Amazon privacy

+ Add term

Interest over time ?

The number 100 represents the peak search interest

☒ News headlines ☐ Forecast ?



Hva betyr dette for bedrifter?

- Kundene vet at bedriftene samler info om dem
- Kundene vil beskytte seg
 - Valg av bedrifter
 - Hva de gir fra seg av informasjon
 - Kjøp av Privacy software
- Kundene vil kreve innsyn
- Kunden vil kreve eierskap til sine data

Hva betyr det for bedriftene?

- De må ha et sterkt merkenavn
 - For å tiltrekke seg kunder
- De må ikke misbruke kundeinformasjon
 - Bygge tillit
- De må sikre kundeinformasjonen
 - Beskytte kundene



Takk for oppmerksomheten