

Making People's Lives Better Through Transformative Data and Analytics

What's New and Coming Soon at EA



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President

Environics Analytics

Welcome



Our EA Mission:

To make people's lives better and our clients more successful through transformative data and analytics





18th ANNUAL
EA
UC



You are part of a community
that makes people's lives better



Welcome Attendees



Welcome Attendees



Thank you for the work you do

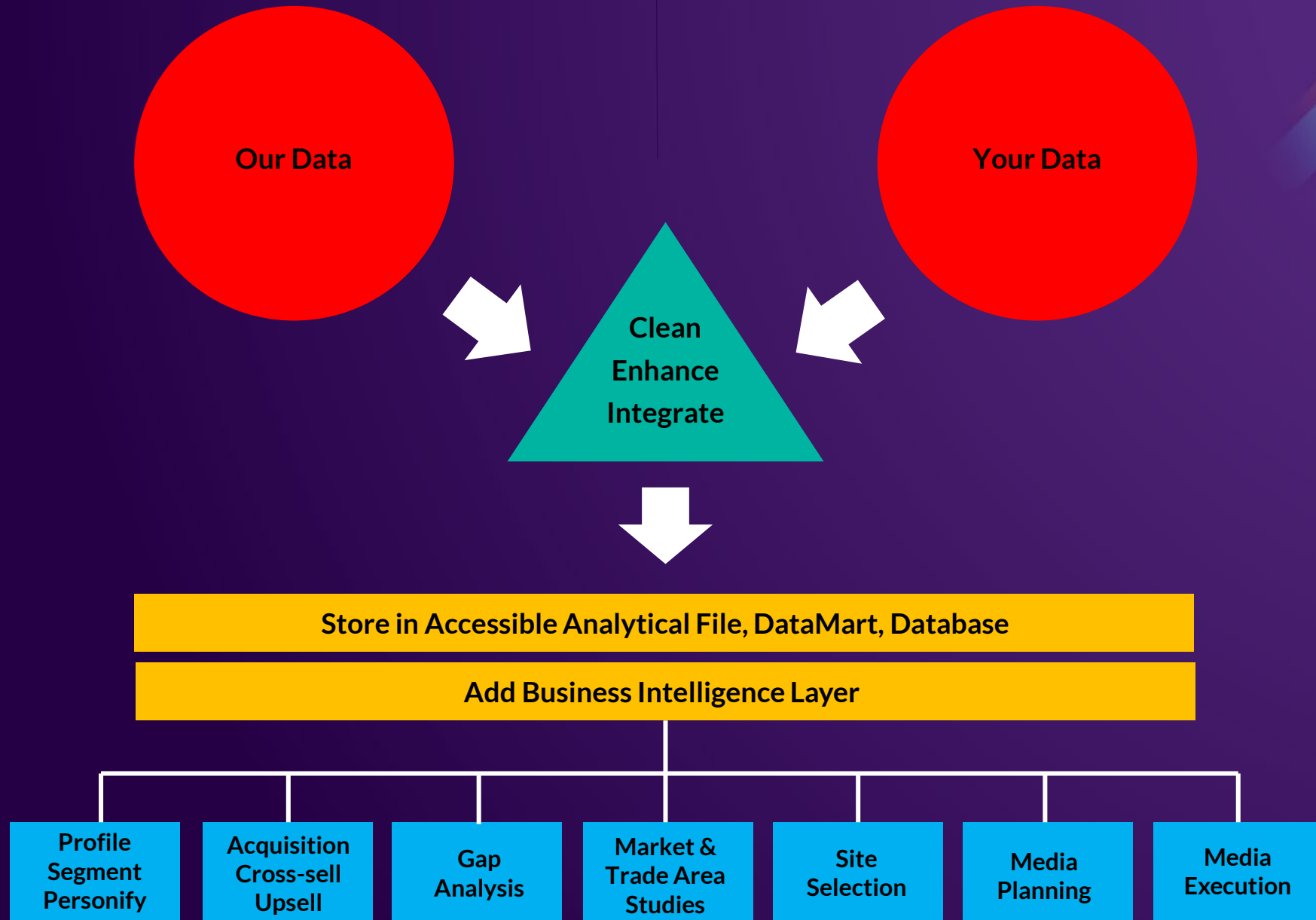


Wow, that's not the Environics I know

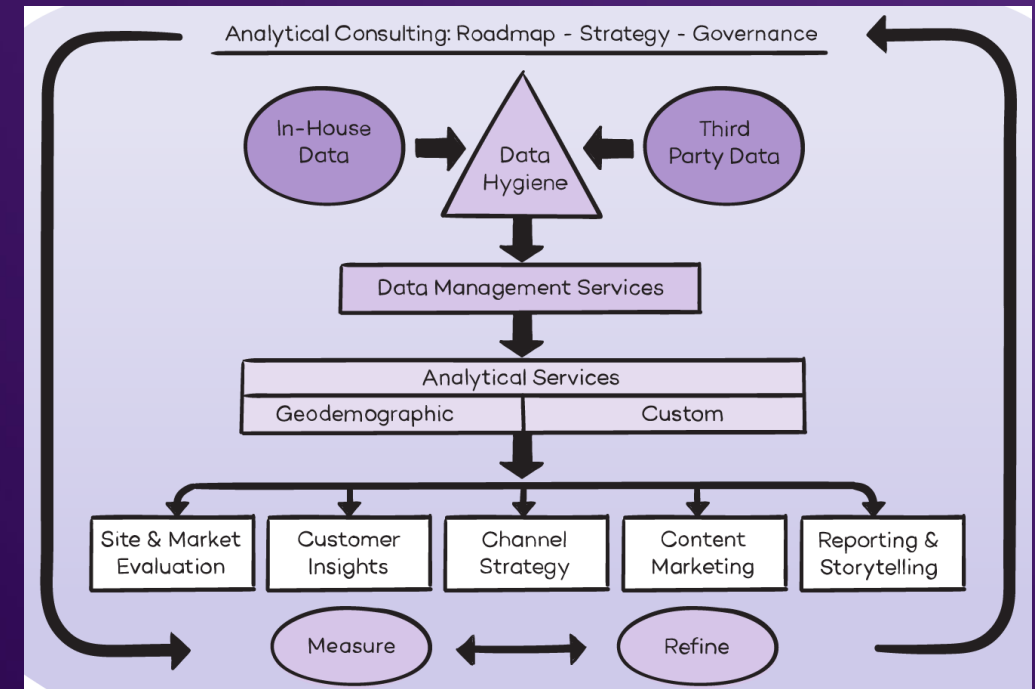
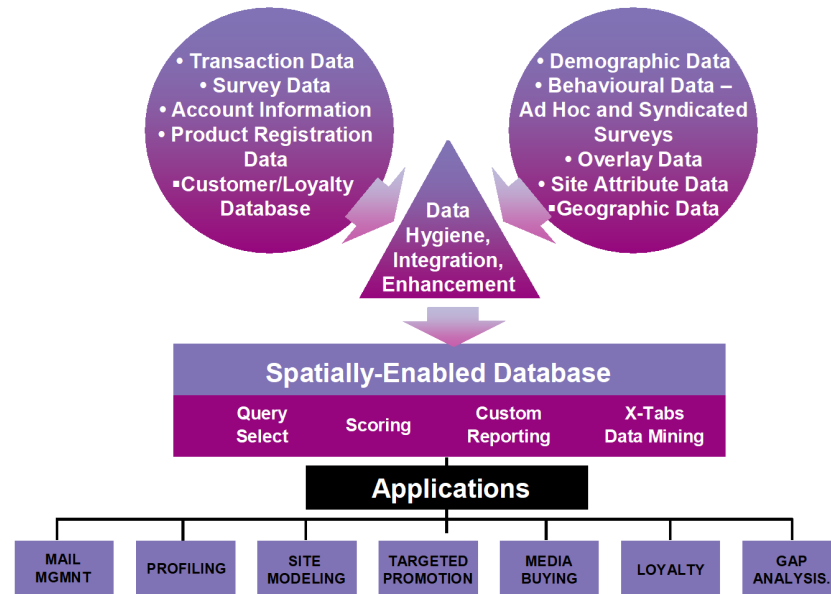


What we do – the elevator pitch





The Integration of Geodemography with CRM "More than Direct Mail"



*More and
different data
and channels*

Our Data

*Including 1st Party
data from other
organizations*

Your Data

Clean
Enhance
Integrate

*With enhanced tools and a lot of
regulations ...requiring cleanrooms
and privacy enhancing technologies*

*Anywhere – cloud, on-
prem, on your desktop
or phone*

Store in Accessible Analytical File, DataMart, Database

Add Business Intelligence Layer

Yours, ours, COS

*And many more
applications
and uses*

Profile
Segment
Personify

Acquisition
Cross-sell
Upsell

Gap
Analysis

Market &
Trade Area
Studies

Site
Selection

Media
Planning

Media
Execution

And now adding the ability to measure the outcome!

And we have simplified all of this for you

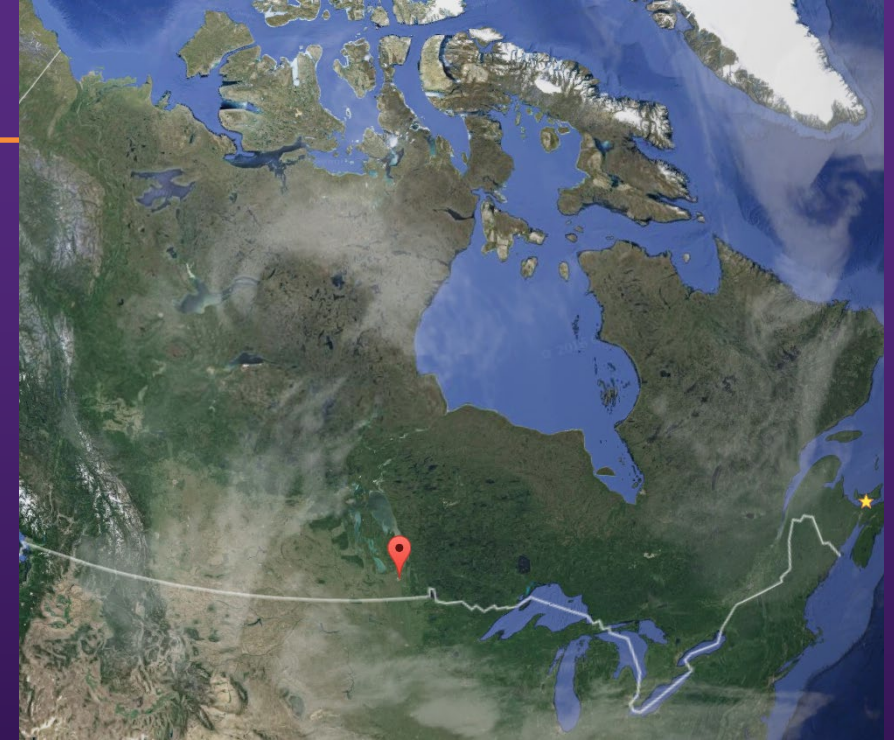


So you can enable your organization to
make better business decisions



Better data, better insights, better decisions

1. 1st Party versus 3rd Party? It's not a contest
2. It starts with the census ...and geography
3. "I'm not really like my postal code"
4. Connecting disparate sources (fusion) is not easy
5. Methodology matters



EA data are the best quality, most comprehensive, safest available in Canada: the common thread from insights and location analysis to activation and measurement.

An enterprise data strategy is essential

1. CEOs and CFOs need a data strategy
2. One view of the customer is essential ... not there yet
3. One view of the customer is possible
4. Accessing and creating usable data is half the battle
5. Silos inside and outside



Marketing, real estate, IT, research – your advocacy is required. Investments are being made in tech and talent to leverage data. It is the responsibility of data community to help show value.

Data hoarding is out, data sharing is the way forward

1. No brand, agency or vendor can do it alone
2. Especially in Canada
3. “Collaboration is the future” ... future is now
4. Use your voice with industry advocates
5. Don’t let technology trump methodology



Bring your data, analytics, technology, activation and measurement providers together. We are willing – please get everyone at the table. All boats will rise.

Privacy is a Customer-Centricity Issue

1. Not true that nobody cares
2. Your customer relationship comes first
3. Transparency and consent are data and legal issues
4. De-identified, pseudonymized, anonymized
5. GDPR compliant ... so what?



There doesn't have to be a contradiction between being data-driven and respecting the right of Canadians to privacy. Build it in, don't bolt it on.

Knowing What Works Matters

1. I know half my advertising works...but which half?
2. Moving from old to new paradigm ... slowly
3. Outcomes, outcomes, outcomes
4. Reach, frequency across screens and media
5. Good ... in fact, better ... but let's not wait for perfect



Together with our partners we are ready to help you move forward. EA can now: measure reach/frequency across screens; provide measurement of outcomes in clean rooms.

It's our time!



We have great advocates Partners in building this community

EA Partners: Industry Associations



Caribbean Tourism Organization



EA Partners: Data Providers



EA Partners: Technology Platforms

/LiveRamp



EA Partners: Resellers

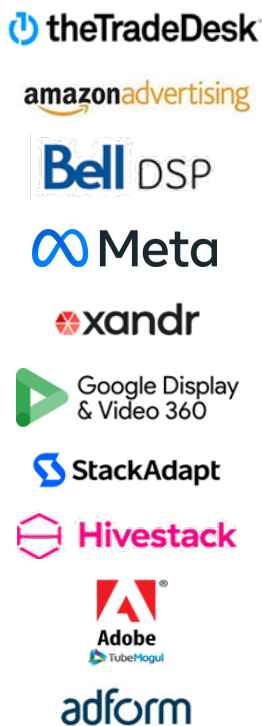


EA Partners: AdTech Partners

OOH/DOOH



DIGITAL



DSP



DIRECT MARKETING



AGENCIES



MEDIA PLANNING



MEDIA PUBLISHERS



EA Partners: Educational Outreach

