# Big Data and Data-Driven Marketing in Brazil

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# Introduction

- There's an increasingly and multifaceted set of data that grows progressively (Lohr, 2012)

- We must follow a dispersive evolution of existing channels

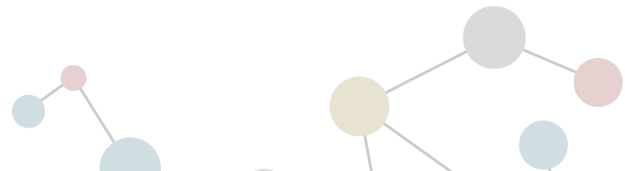- Marketing automation provides technologies that optimize interactions across channels and monitor customer behavior

# Introduction

"Which marketing strategies related to Big Data are being implemented by Brazilian companies in different sectors."

# Big Data Adoption

- The Real-World use of Big Data
  - IBM Institute for Business Value & Saïd Business School
    - 1144 professionals, 95 countries and 26 industries
    - Big Data: Volume, Variety, Velocity and Veracity
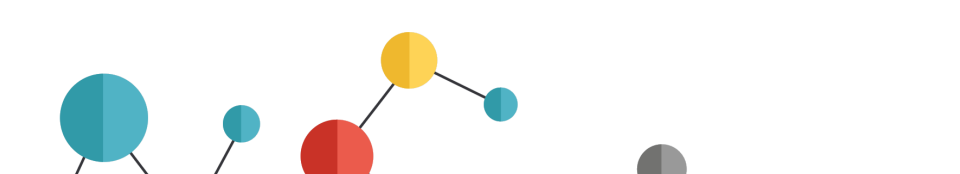    - Five common trends were found

# Big Data Adoption

- The Real-World use of Big Data
  - Usage of big data focusing on consumer centricity;
  - Demand of an extensible and scalable information management system to develop big data;
  - Exploitation of internal data for the first efforts in the area;
  - The need for great analytical capacity in order to obtain greater data value;
  - **Identification of four stages of big data adoption;**

# Big Data Adoption

- The Real-World use of Big Data
  - Identification of four stages of Big Data adoption:
    - Education (24% of respondents)
    - Exploration (47%)
    - Engagement (22%)
    - Execution (6%)

# Methods

- Exploratory research

- Qualitative

- Data collection technique: bibliographical, documentary research and semi-structured interviews

- Study unity: Three managers and four Big Data specialists

- Study of multiple cases

- Analysis technique: category analysis and content analysis

# Methods

Bibliographical and Documentary Research

| Interviews | Multiple Cases |
|---|---|

Analysis

Conclusion
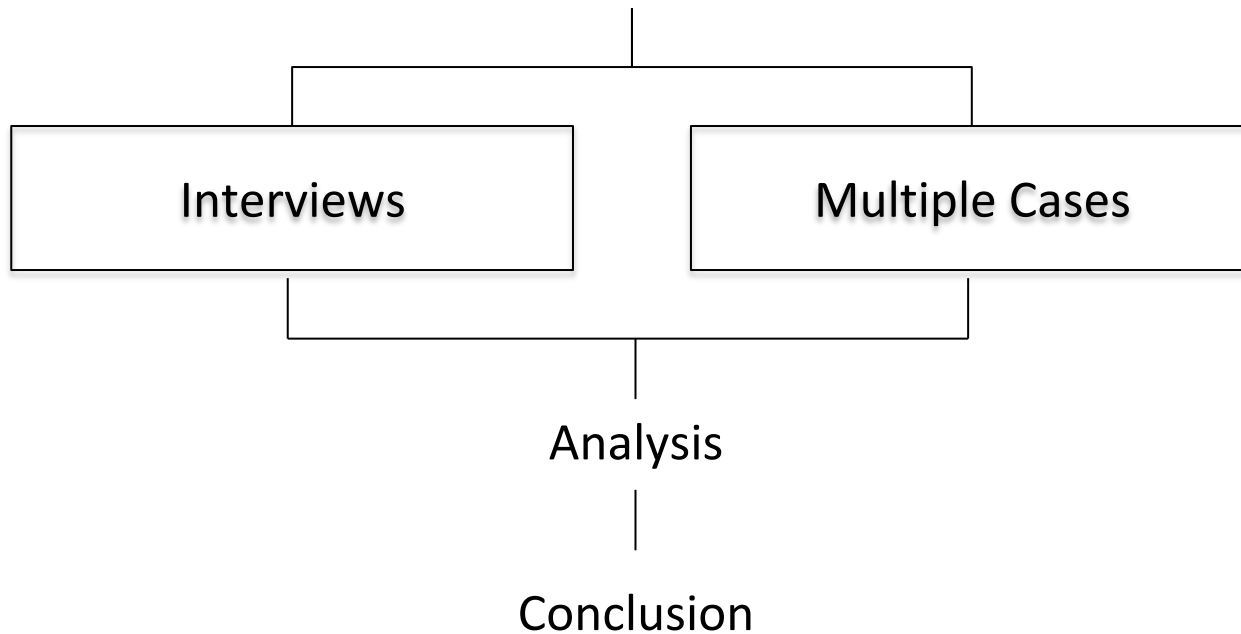
# Methods – Interviews

| Interviewee | Education | Position | Company | Experience | Company's Industry |
|---|---|---|---|---|---|
| G01 | Business Administration | Founder and CEO | Pmweb | 20 years | Data-driven Marketing |
| G02 | Business Administration | Sales Partner | Pmweb | 8 years | Data-driven Marketing |
| G03 | Journalism, with graduation in Marketing Digital | Professor and CEO | Fabulosa Ideia, PUCRS e ESPM | 10 years | Content Marketing and College/University |
| E01 | Business Administration | Professor | ESPM | 12 years | College/University |
| E02 | Advertising, with masters in Marketing | Solution Architect | Pmweb | 10 years | Data-driven Marketing |
| E03 | Business Administration focusing on Innovation and Leadership | Data Scientist | Cappra Data Science | 3.5 years | Data Analysis and its application |
| E04 | I.T. Analyst, specialized in Digital Marketing | Founder and CEO | Raizzer | 12 years | Data Analysis |

# Methods – Multiple Cases

Company 1 – Retail Store

Company 2 – E-marketplace

Company 3 – Wine E-Commerce

Company 4 – Airline Company

# Results – Interviews

- Big Data still has countless meanings
  - Volume, Variety and Velocity (E02 and E03).
  - Performing complex analyses never seen before (E04).
  - Ability to deeply analyze a large amount of data, these being transformed into useful information.

# Results – Interviews

- What can be done with such an immense amount of data worth more than the fact that it is voluminous.
    - Personalization of user experience.
    - Predictive actions regarding demands and behaviors.

# Results – Interviews

- Brazilian reality
  - There are some big data adoption in Brazil, but there's no company that fully explore it.
    - Serasa: usage of predictive models based on crossing databases and unstructured data (social media).
    - Bibi: usage of predictive analysis to forecast customer's needs.
  - There are three main limitations:
    - Maturity of data collection.
    - Professional qualification.
    - Corporate selfishness.

# Results – Cases

Before turning big data into a single concept that involves a binary "yes or no" response to its adoption, it must be understood that it encompasses a number of strategies and actions that may be used in whole or in part by companies
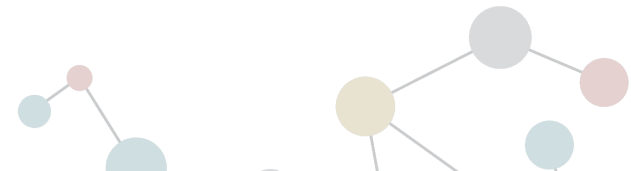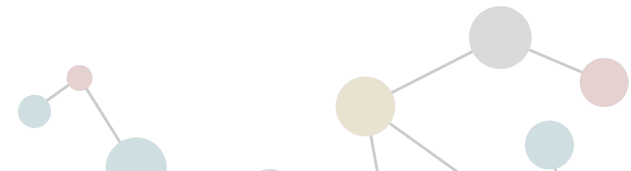
# Results – Cases

- Volume
  - The definition of what constitutes a large amount of data varies according to the industry studied (Schroeck et al., 2012).
  - All cases have volumes of data starting from millions of users.
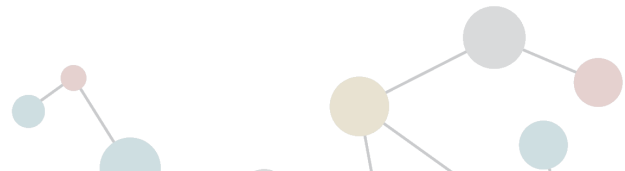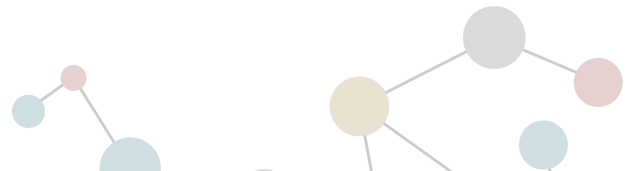
# Results – Cases

- Variety
    - The studied companies have a small adoption, specially on unstructured data.
    - Company 2 uses different data sources.
    - Company 4 crosses data from behavioral and transactional sources.

# Results – Cases

- Internal Data
  - The usage of internal data is the first effort in working with Big Data (Schroeck et al., 2012).
  - Company 2 analyses users origin in order to create specific approaches for each nationality and culture.

# Results – Cases

- Customer Centricity
    - The usage of data to customize and optimize user experience is the main aspect to be worked with big data (G01).
    - Company 1 understands the customer's lifecycle through automated programs and according to consumer interactions.

# Discussion

- The characterization of big data takes place both in the technical aspects and in the real use of data

- Although a certain part of big data conceptualization has been covered by the companies' actions in their data and communication works, there are points defined as essential by interviewees and scholars which were not mentioned.

  - The use of semi-structured and unstructured data.
  - The ability to forecast future trends and behaviors.

# Discussion

- In short, it is possible to recognize the existence of strategies geared towards big data - advanced data extraction and analysis - in Brazilian companies, but they cannot be classified as big data users.

# Future researches

- What's the real value of unstructured data to digital marketing?

- How can we use new technologies such as IoT in digital marketing?
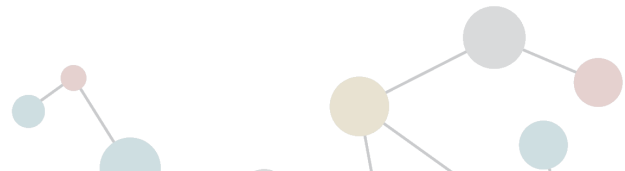
# Thank you

*"It has become appallingly obvious that our technology has exceeded our humanity."*

Albert Einstein