

How Technology is helping brands

Martech Marathon

June 13, 2018 | CNBC | ABG - Shiv





Structure

- A Digital World
- Technology and Brands
- Some examples

A Digital world

- > 6 Billion Phones
- 3.6 Billion Internet Users; 49% penetration
- 33% penetration of social media
- 450 million Wi Fi networks in 2017
- Netflix has 118 Million users
- Prices dropping in USA in Ecommerce and offline
- iOS apps 2 million today, 5000 ten years ago
- How much has changed in one year?

One Digital Minute

| | 2017 | 2018 | % |
|-----------------------|---------------------|---------------|--------|
| Netflix | 70,017 | 266,000 hours | 4 fold |
| Online spend | \$751,522 | \$862,823 | 15 % |
| E mails | 156 million | 187 million | 20 % |
| What's app | 38 million messages | | |
| Google Search Queries | 3.5 million | 3.7 million | 6 % |
| Instagram | 46,200 | 174,000 | 4 fold |
| Voice led devices | 50 | 67 | 34% |

TV and Internet Spend

| Billion \$s | Total Spend | TV Spend | Internet Spend |
|-------------|-------------|----------|----------------|
| 2017 | 575 | 200 | 175 |
| 2008 | 450 | 175 | 40 |

India Data

| | 2017 | 2020 |
|--------------------------|------|------|
| Smart Phones Millions | 330 | 500 |
| Online citizens millions | 400 | 650 |
| Online spend \$ billion | 40 | 100 |
| Non English search | 50 % | |
| Non Tier 1 cities search | 67% | |

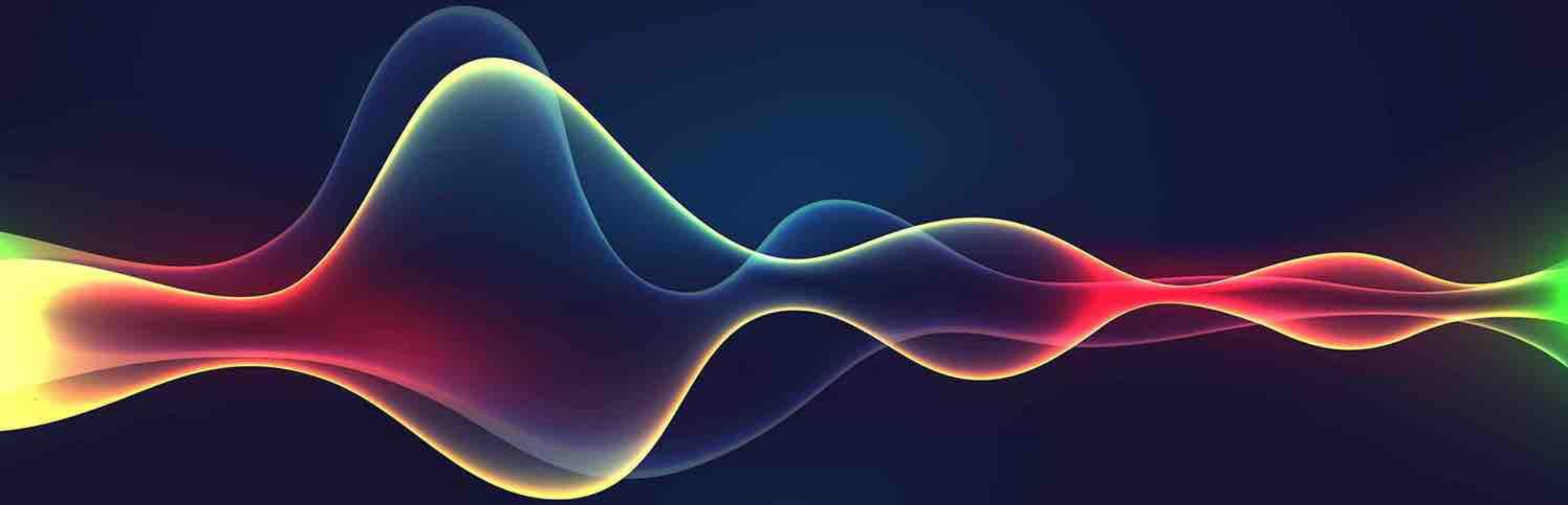
Source : IAMAI/Google 2017 report



Embrace or be left behind

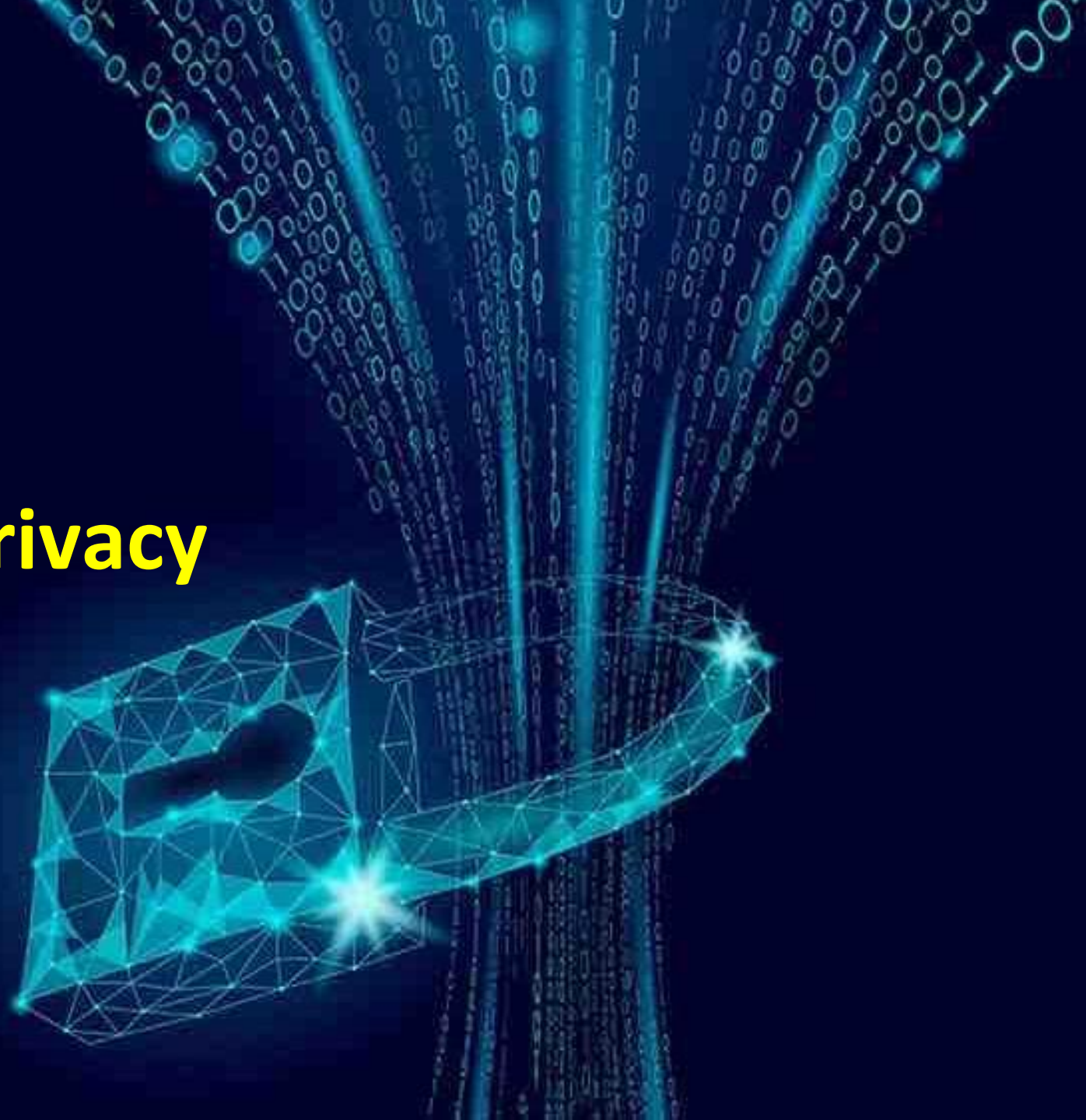


**Advertising and
Purchase at
same place and
time**



PR: What you said versus lead generation

Personalization & Privacy



79% willing to share personal data for a benefit



Trust



Examples






2016 – Electronic payments > cash payments globally

Los Angeles Times

PROPERTY OF
LOS ANGELES TIMES
LOS ANGELES, CA 90033





**E Commerce – lacks
Interaction and engagement-
VR can be a big help**

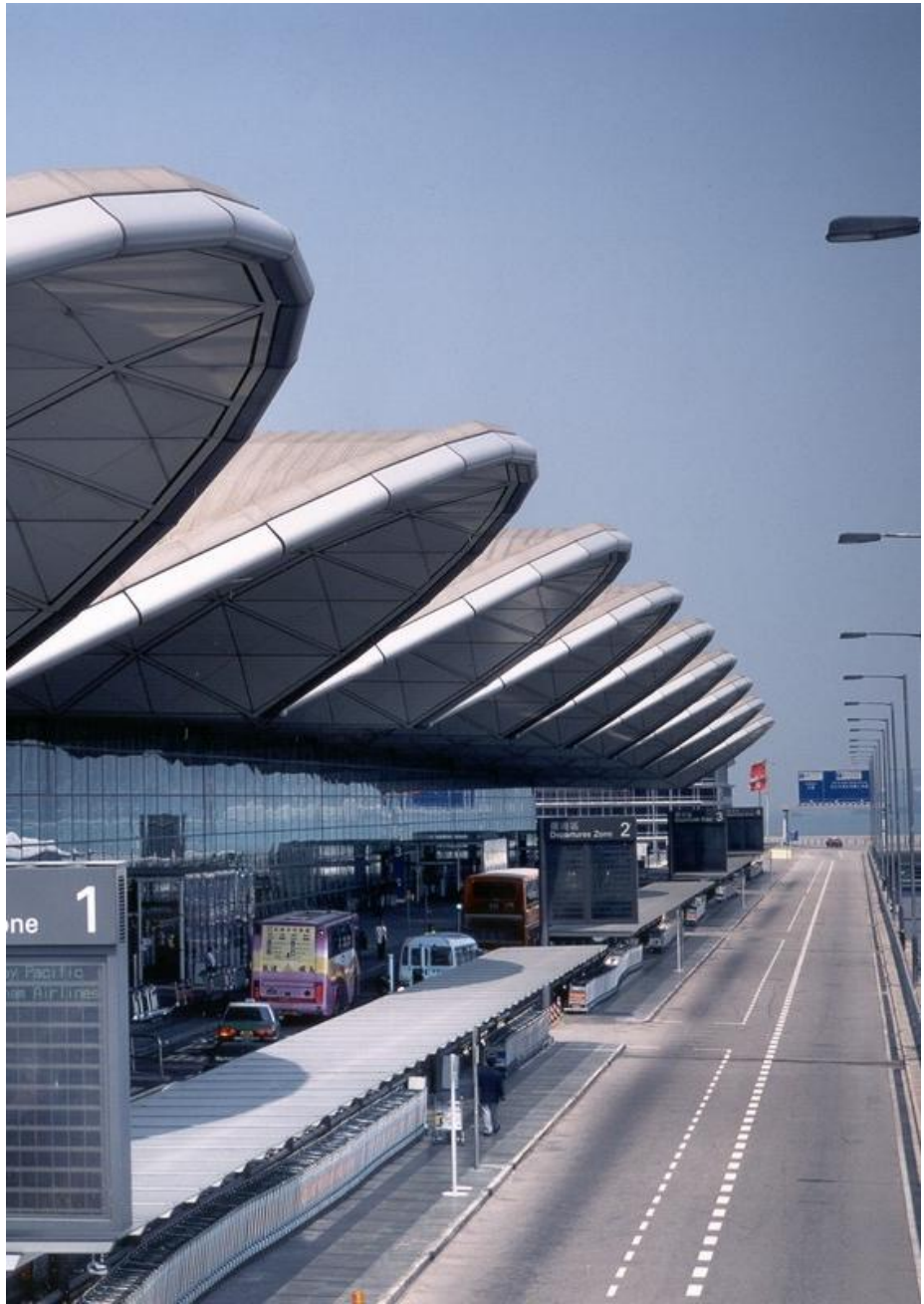


Fine targeting in eCommerce blurs advertising and offer

WARBY PARKER

eyewear









All DIY is video led now









India's 1st Matrimonial Platform linked with Aadhaar

REGISTER FREE!

LOGIN



Introducing

LV Elite



Dream it. Believe it. Make it happen!

Looking for a Bride



20 yrs



30 yrs



Select Religion



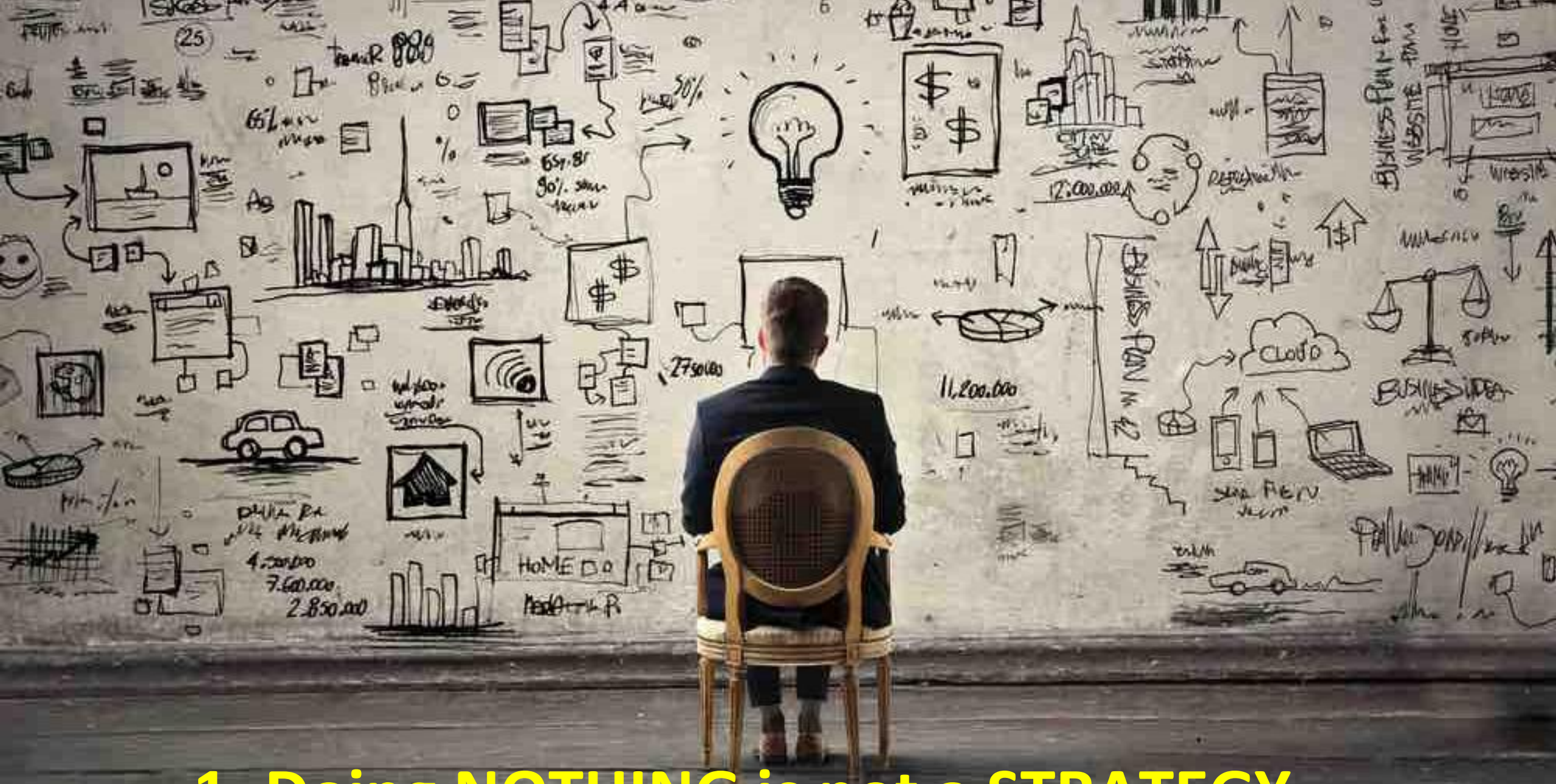
SEARCH

40+ Languages
Offering Multilingual Choices

480+ Castes
Within India & Abroad

3200+ Cities
Across 4 countries of operation

4 Countries
Connecting beyond borders



1. Doing NOTHING is not a STRATEGY

2. Brands need to TALK less and LISTEN more



A portrait of a middle-aged man with grey hair, a grey beard, and dark-rimmed glasses. He is wearing a red velvet jacket over a blue shirt. The background is a solid grey color.

**3. A brand that
has moved with
technology**



**4. Technology increases exchange of information
but reduces time of personal interaction**

5. Think Digital, Act Human, Stay Authentic



Summary

