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Cierant AXIOM: Deconstructing the Agency Model | Prioritizing Analytics Investments | Going Beyond Basic

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Marissa, assemble the ultimate analytics toolkit. Four-step guide.
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Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue looks at how P&G is igniting a reinvention of the agency model, how CGs are prioritizing and driving their analytics initiatives, and why customer-centric analytics need to be brought into focus.

Strategy

Assembling a Next-Gen Analytics Toolkit



From artificial intelligence and machine learning to cloud architecture, the analytics marketplace is rapidly evolving. Yet despite there being infinite technologies available for powering granular-level insights and predictive data, configuring a master analytics toolset is proving to be a difficult task.

Retailers and CGs are both aggressively exploring next-gen analytics solutions, but are soon to realize that winning the analytics arms race depends on far more than technology. Winning requires building an organizational infrastructure to support—it requires a reshaping of internal processes, culture, governance, talent pools and partnerships. In a time of strapped funding, it also means strategically prioritizing analytics efforts and supporting software investments.

To better understand how CGs and retailers are focusing their analytics investments to get the most bang for their buck, we sponsored CGT and RIS's annual *Retail & Consumer Goods Analytics Study*. Read on to explore the findings and how high-maturity organizations are building next-gen analytics toolkits.

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Management

Building the Agency Model of the Future



At the Interactive Advertising Bureau's Annual Leadership Meeting of 2017, P&G's Chief Brand Officer, Marc Pritchard called for the industry to join the company's efforts to "clean up the media supply chain" and improve areas such as viewability, ad fraud and measurement. He labelled the current system "antiquated" and unable to cope with the shift to digital.

Since his infamous speech, P&G and other consumer goods companies have halved the number of agencies they work with and brought a significant amount of creative work in house. In fact, P&G recently announced the creation of a super in-house agency to be comprised of top talent from several of the global agencies they work with to leverage collective capabilities.

The rallying cries of the industry have been heard. Agency models must evolve or face extinction. But rather than waiting for brands to force change, agencies can take back the reins and transform on their own. They can do this by digitally enabling their customer and creative management processes to support high-performance output at minimal cost and maximum transparency. Read on to explore how.

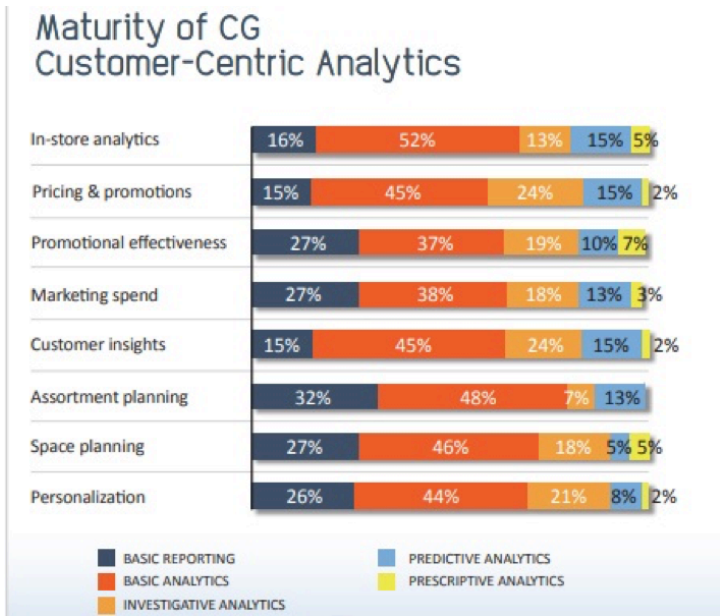
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Trends

Failing to Progress to Predictive

Customer insights, including profiling and analysis, rank as the top analytics priority of retailers and CG companies due to the widespread belief that the path to success lies in better understanding and serving the customer. Given that retailers are the customers of CGs, analytics are critical to understanding retail demand and the effectiveness of different trade, shopper marketing and pricing strategies at the local level.

While CG companies have made bounds in empowering their supply chain with advanced analytics, other essential customer-centric functions have failed to progress to predictive or prescriptive levels of analytics maturity, as evidenced by the chart below from the *2018 Retail and Consumer Goods Analytics Study*. 27% have only basic reporting capability for promotional effectiveness and marketing spend.



Source: CGT and RAS, Retail and Consumer Goods Analytics Study, 2018

Resources