

# Big Data 2.0

Have we leveraged the opportunities that Big Data allows

October 2015



digivizer

**First a recap.....**

# Who is DIGIVIZER?

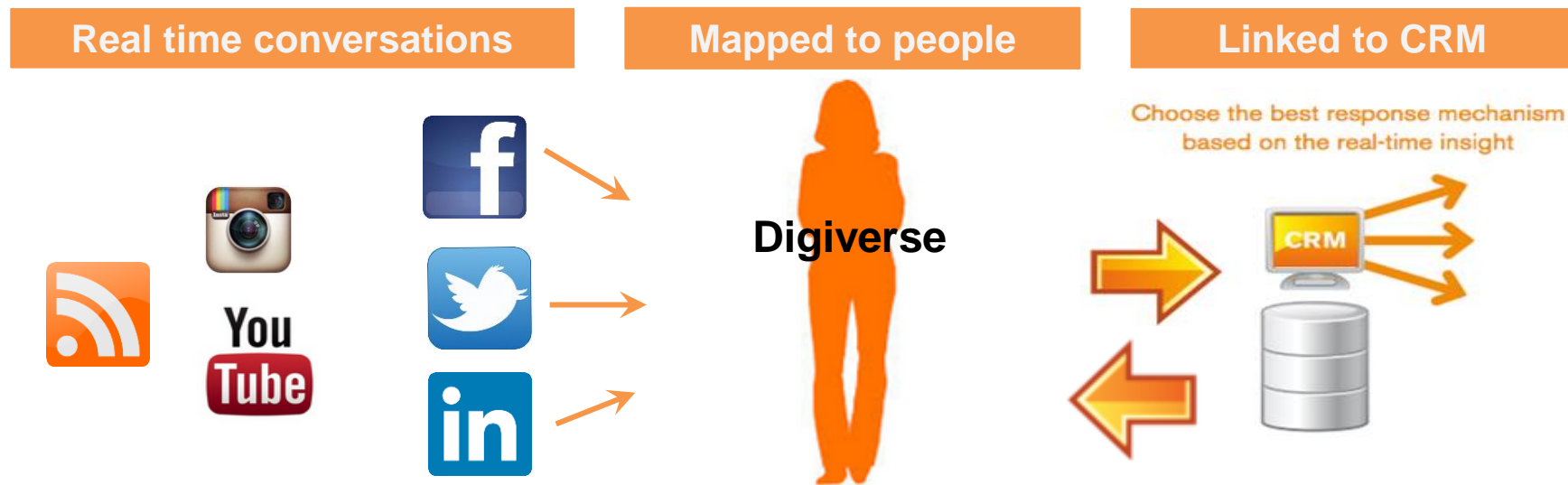
- Social web analytics and insights technology company
- Founded in 2010, deep roots in marketing and marketing analytics
- Strategic Alliance Partner - Deloitte since 2014
- Some of the brands we have helped drive value through the social web:



# DIGIVIZER's Unique Technology

We map people talking on the social web to a customer database and deliver real-time, relevant customer insights and lead triggers for instant actioning

We track every publically available post or social interaction so you always know who is talking about what, when and where and what happens when they do



# Since we last spoke...

## Key highlights for the FY15 financial year:

- Sales Revenue grew by: 280% to \$2.164m (on target)
- Subscription Service Revenues were introduced and represented: 20% of total sales revenue
- Cash is solid and up: 779% to \$852,879
- Assets were up 1163%: to \$1.275m

# Since we last spoke...

## Getting ready for growth:

- Raised Series A equity \$2m to support growth
- Significantly built out our AI/Machine learning/Social and e-commerce development team
- Moved team from contractor to employee status both to secure talent and to reduce overall cost
- Moved offices to support the growing team
- Changed accounting systems to real time Xero & have introduced both inhouse accounting & HR support
- Signed a strategic partnership with Deloitte, now helping us go to NA
- Recognised as an official ad api partner of Twitter
- Selected as a Heads Over Heels Portfolio company

# Busy getting ready to launch ...

- Simple Self Service Leads & Lead Management System
- Targeting SMB's
- Anyone responsible for lead generation with a credit card
- Move from enterprise selling model to SAAS model (digitally marketed/social selling and servicing)

**Why should the best of technology only be available to the few who can afford it?**

# BIG DATA 2.0



**Social is big, unstructured  
and comes from  
numerous sources**

**It needs smart &  
distributed systems  
architecture**

**It needs significant  
investment in natural  
language processing, geo-  
marking, entity matching &  
algorithms that identify  
triggers of interest**

**Requires speed of data  
transfer, processing and  
transformation**

**To drive real ROI  
you also need it to be  
Real-time &  
Actionable**

# To create more personalised & better customer experiences



**And answer  
“how do we  
make  
money”  
question ...**



A group of triathletes in red and black BMC racing gear are competing in a triathlon. They are wearing helmets and are in a hunched position on their bikes, suggesting a time trial or a high-speed race. The background is blurred, showing a crowd of spectators and other participants. The text "What are the performance challenges for corporates?" is overlaid on the image in a large, bold, orange font.

**What are the  
performance  
challenges for  
corporates?**



# Challenges...

- Australia's Data is expensive and slow
- There is a war on talent - for AI/Machine Learning/NLP
- Small population/not much hands on experience in managing real time (big) data
- Out-dated risk views, privacy policies, blockages inhouse
- Out-dated models externally supporting eg Media, Search, PR
- Innovation/investment – tends to further distribution of data and away from the goal of single customer view
- Often the question of who owns the customer experience is not clear in matrix organization

# Time spent backwards...

Historical propensity  
models

Where organizations  
are currently focused



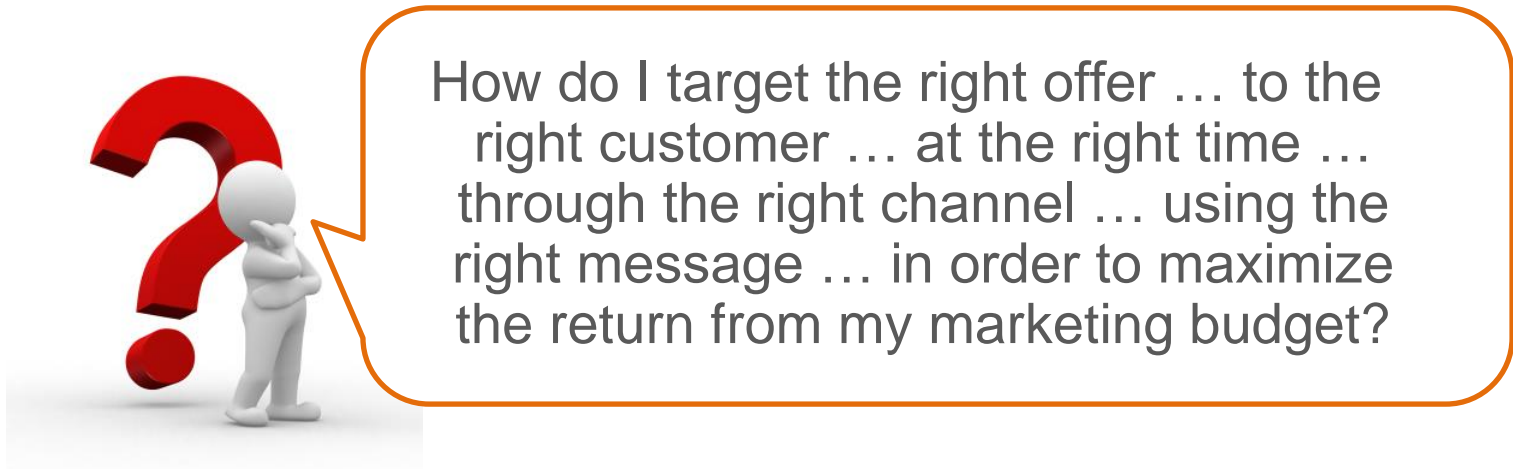
Future revenues/better  
experiences

Real time customers  
talking now

# Corporate decision making process...



# Our challenge as marketers has not changed...



# But our customers have...



... & they are leaving a large digital footprint every time they follow, like, comment, share, retweet they provide real time actionable insight

# Everything is moving to mobile & social

**46%**

of people reach for their smartphones within 15 minutes of waking



**75%**

of 18-24 year olds reach for their smartphones within 15 minutes of waking



**33%**

of consumers use multiple channels when making a purchase



**78%**

of consumers trust peer recommendations



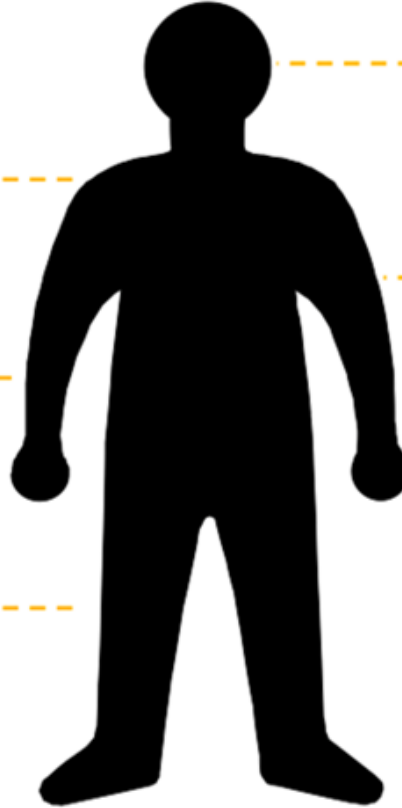
**85%**

of consumers browse online for products daily or weekly



**38%**

of smartphone users have made a purchase using a smartphone



Social drives 31% of referral traffic & Facebook drives 60% of that share

# Big Data is getting bigger

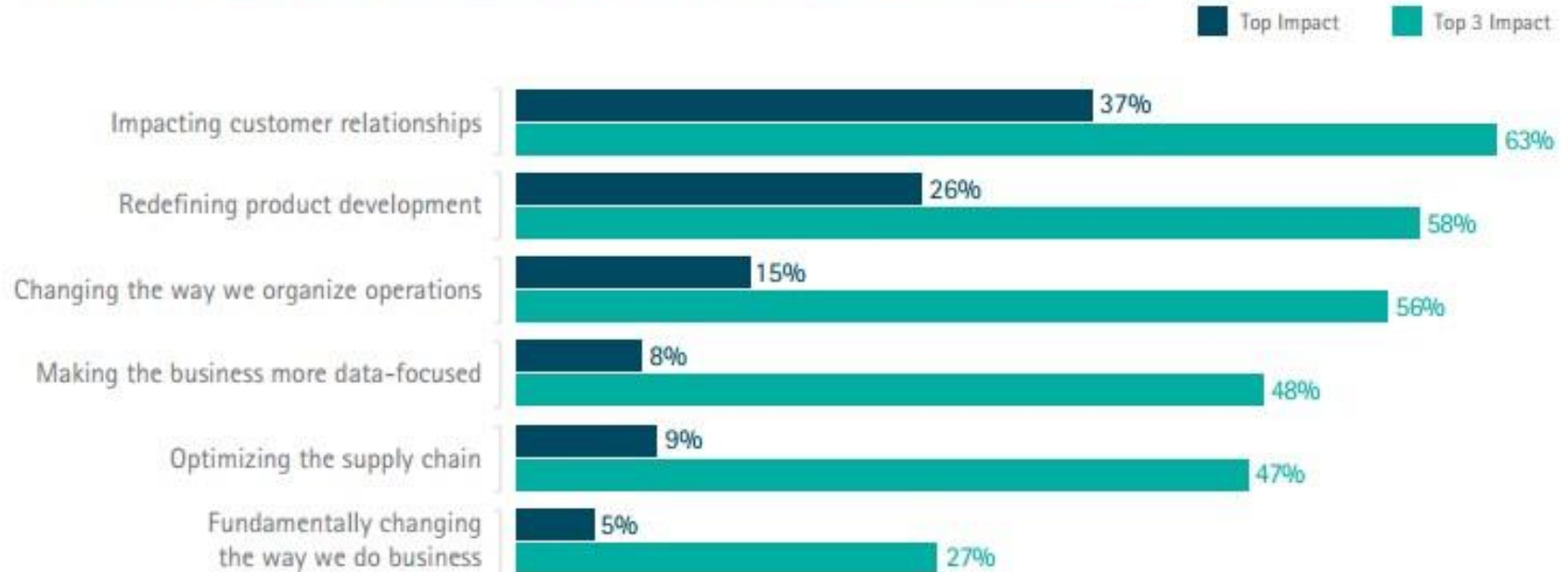
- **The Big Data market will top \$84B in 2026.** The Big Data market reached \$27.36B in 2014, up from \$19.6B in 2013
- **89%** of business leaders believe big data will revolutionize business operations in the same way the Internet did
- **85%** believe that big data will dramatically change the way they do business
- **79%** agree that 'companies that do not embrace Big Data will lose their competitive position and may even face extinction

Source: Forbes, Wikibon, Forrester 2015



# Big Data is getting bigger

Where will big data have the biggest impact on your organization in the next five years?



Source: Accenture 2015



# Big Data is getting bigger



You must know your customer  
better than anyone else and  
know how they are feeling &  
behaving in real time

By taking a data-driven approach, you can now ask more interesting questions and engage your customers in new ways

# Opportunities with Big Data:

- 
1. Real-time analytics that provide real-time actionable audience insights
  2. Tapping into digital triggers & behaviours that allow for real-time response & mass personalization
  3. Crowd sourced & democratized sales, service, support & content creation
  4. Activations that delight and target passion points & active audience participation

# Competitive Advantage in Big Data:

Those with the best questions,  
that drive the best algorithms,  
that leverages real time-data  
will win

# Thankyou

In the spirit of seeing value in the social web, please connect

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