

DATA-DRIVEN WHAT?

ΘΕΝΚ ΓΙΟΥ :))

I'M GEORGE!
GM @ **adjust.**



ABOUT **adjust.**

A Digital-at-heart Company

Creative / Strategy / Performance

32 People

15 Awards in 2019

I HAVEN'T PRESENTED IN #ATFI SINCE 2012 :(

AND, IT WAS REALLY HARD TO DECIDE **THE THEME.**

adjust.

THE FIRST THING THAT CAME TO MY MIND:
TALK ABOUT A CLIENT OF OURS.

THE FIRST THING THAT CAME TO MY MIND:
TALK ABOUT A CLIENT OF OURS.
SHARE **THE STORY BEHIND THE STRATEGY.**



adjust.

BUT THE SHOW IS STILL ON AIR.

adjust.

MY ANSWER TO "WHAT ARE YOU GOING TO PRESENT?"

MY ANSWER TO "WHAT ARE YOU GOING TO PRESENT?"
"IT'S COMPLICATED"

TAKING A STEP BACK.
THINKING ABOUT OUR STRATEGY.

adjust.

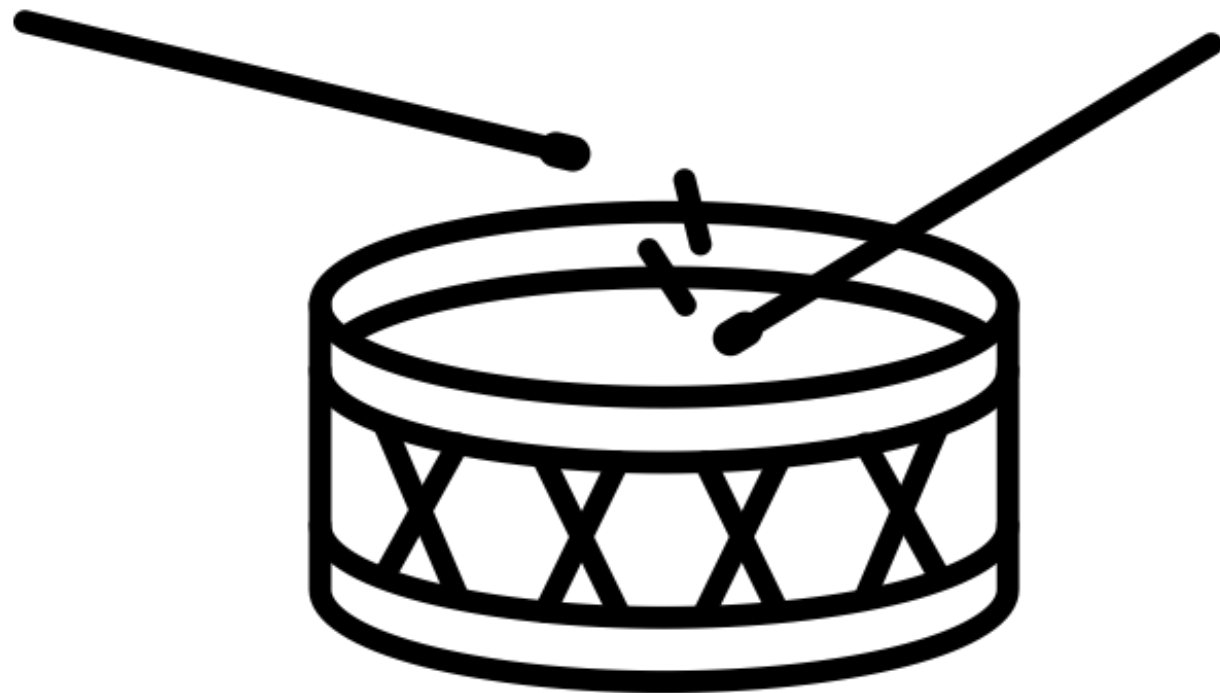
WE CANNOT REVEAL OUR STRATEGY.

adjust.

BUT

adjust.

WE CAN REVEAL **THE MOST COMMON MISTAKE**
WHEN COMING UP WITH A STRATEGY.



adjust.

BEING DATA-DRIVEN

adjust.

DATA-DRIVEN CONTENT STRATEGY

DATA-DRIVEN CREATIVITY

DATA-DRIVEN MARKETING

WE LIKED THE TERM TOO. EVERYONE DID.

● data-driven marketing

Όρος αναζήτησης

Παγκοσμίως ▾

1/7/12 - 18/2/20 ▾

Ενδιαφέρον με την πάροδο του χρόνου ⓘ



BY SPYING OUR COMPETITORS
& LOOKING AT OUR HISTORICAL DATA,

BY SPYING OUR COMPETITORS
& LOOKING AT OUR HISTORICAL DATA,
WE ENTER A LOOP OF RECYCLED STRATEGIES.

EVERY INDUSTRY IS STARTING TO EMBRACE
A CONTENT **PATTERN.**

adjust.

EVEN THE TV INDUSTRY.

adjust.

COMING SOON
MAKING OF
BEST OF

USUALLY, THEY WORK.
PATTERNS WORK.
IS THAT BAD?

PUPPIES ALSO WORK.
WHY DON'T WE USE THEM?

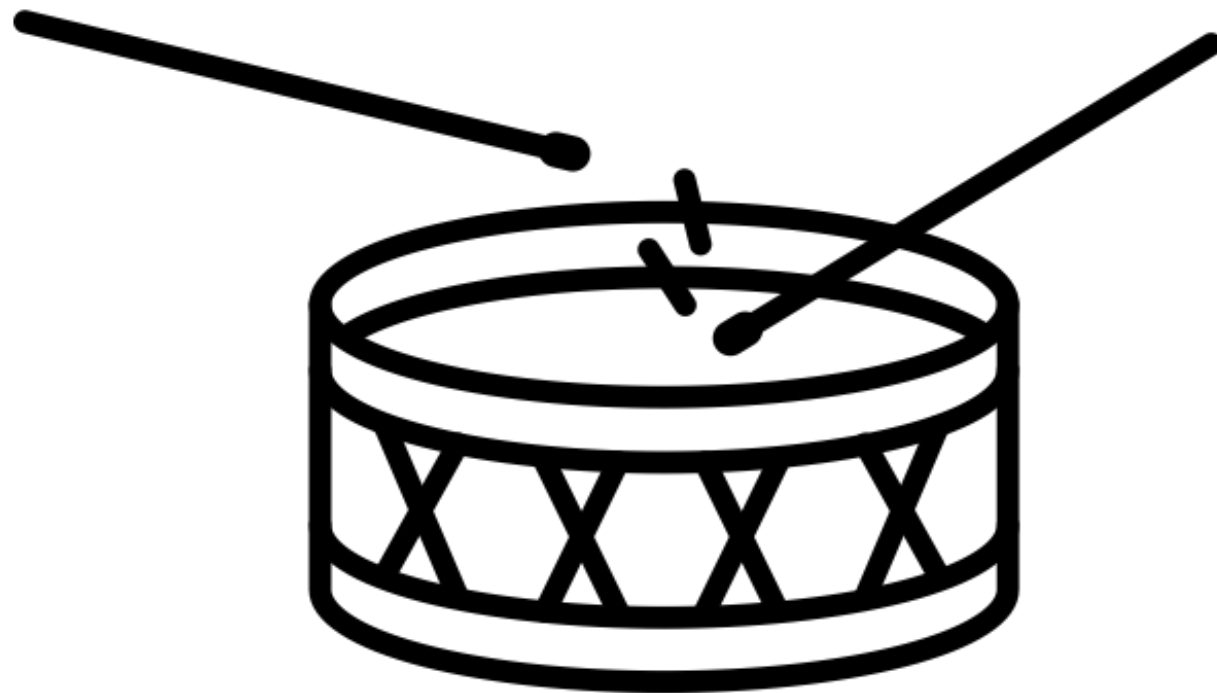


adjust.

THE PROBLEM ARISES WHEN
WE SQUEEZE
AND PUSH
AND PULL
THE BRAND'S STRATEGY

THE PROBLEM ARISES WHEN
WE SQUEEZE
AND PUSH
AND PULL
THE BRAND'S STRATEGY
TO MAKE IT FIT WITH OUR COMPETITOR'S
BEST SCORING CONTENT.

WHAT SHOULD WE DO THEN?



(AGAIN)

adjust.

WE SHOULD BE DATA-INFORMED.

adjust.

WE SHOULD BE DATA-INFORMED.

adjust.

FACEBOOK DOES A HELL OF A JOB
PROVING US WITH GOOD **INSIGHTS.**

adjust.

BUT

adjust.

THERE IS NO NEED
TO BE BIASED AGAINST HUMAN INTUITION & CREATIVITY.

adjust.

THERE IS NO NEED
TO SQUEEZE THE BRAND'S CHARACTER INTO A SAUSAGE.

adjust.

WE CAN **ALWAYS** TAKE INTO ACCOUNT
ALL THE AVAILABLE DATA.

WE SHOULD **ALSO** TAKE INTO ACCOUNT
ALL THE AVAILABLE PARAMETERS.

AND I'M NOT TALKING ABOUT PUPPIES.

adjust.

BONUS TIP!

THERE ARE A LOT OF OTHER SCIENCES
THAT HAVE THEIR OWN UNIQUE ROLE IN MARKETING;

THERE ARE A LOT OF OTHER SCIENCES
THAT HAVE THEIR OWN UNIQUE ROLE IN MARKETING;
PSYCHOLOGY IS ONE OF THEM,
ESPECIALLY WHEN IT COMES TO CONSUMER BEHAVIOUR.

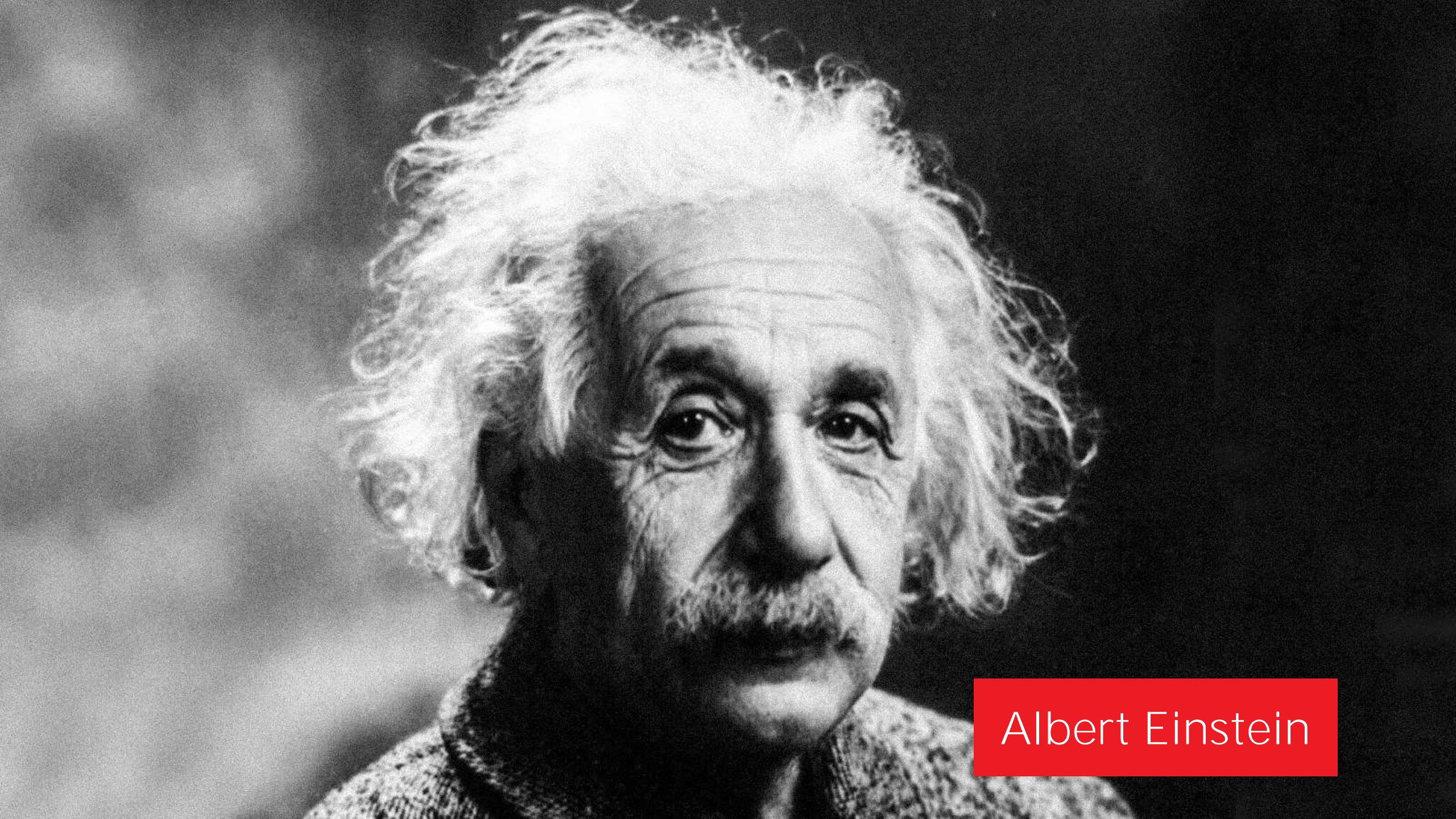
DIFFERENT SCIENCES CAN HELP US TO
DEFINE WHICH IS THE BEST STRATEGY.

//

Not everything that
can be counted counts.
Not everything that
counts can be counted.

//

- William Bruce Cameron, Sociologist



Albert Einstein

HENCE, APART FROM DATA SCIENTISTS,
WE SHOULD **CONSIDER HIRING SOCIAL SCIENTISTS** TOO.

AFTER ALL, COMMUNICATION IS A SOCIAL SCIENCE.

adjust.



adjust.

WE ALL UNDERSTAND THE IMPORTANCE OF DATA.

adjust.

TO MAKE THE BEST USE OUT OF IT,
WE SHOULD **APPROACH DATA WITH CRITICAL THINKING.**

WE HAVE A GUT FEELING
WHEN WE CRAFT A GREAT CONTENT STRATEGY.

adjust.

WE KNOW DEEP INSIDE **THAT IT'S GREAT.**

adjust.

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MasterChef GR @masterchefgr · 28 Μαρ 2019

Θείε Λεωνίδα, σε ζηλεύουν... #MasterChefGR #StarChannelTv
@StarChannelGr @KoutsopoulosLeo



adjust.



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adjust.



WE KNOW DEEP INSIDE THAT IT'S GREAT.



adjust.

starHD

 MasterChef
GREECE

THAT'S HOW WE MANAGED TO GET AN ORGANIC REACH
OF **>1,5M USERS** ON A SINGLE POST.

 MasterChef
GREECE

#MasterChefGR

WHEN IT WORKS, YOU KNOW IT.

adjust.

DATA IS HERE TO PROVE YOU ARE ON THE RIGHT PATH.

adjust.

WHEN IT COMES TO CONTENT STRATEGY...

adjust.

STOP BEING
DATA-DRIVEN

adjust.



STOP BEING
DATA-DRIVEN



TRUST
YOURSELF



STOP BEING
DATA-DRIVEN



TRUST
YOURSELF



BE
DATA-INFORMED

adjust.

IT WILL SERVE YOU WELL.

adjust.

“ At the end of the day, we have to have a gut to make bold decisions without data. ”

- Adam Mosseri, CEO of Instagram

ΘΕΝΚ ΓΙΟΥ :))