

Allianz  | 

# Allianz Capability Demonstration

21<sup>ST</sup> SEPTEMBER 2023

# What you've seen so far

## Connected People



### Learn faster together:

De-siloed Teams are 28% more likely to achieve the highest levels of revenue growth

## Connected Thinking



### Efficiency and effectiveness across the consumer journey:

26% more likely to top customer satisfaction

## Connected Platform



### Applying Intelligence:

Infrastructure efficiencies of 15% in first year



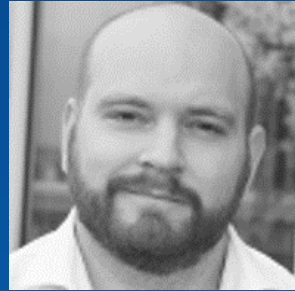
# Meet the Team



**Blake Cuthbert**  
Global Executive Lead



**Akguen Karakas**  
Global Business Lead



**Miles Pritchard**  
Global Data & Tech Lead



**Nitya Varma**  
Global Operations Lead



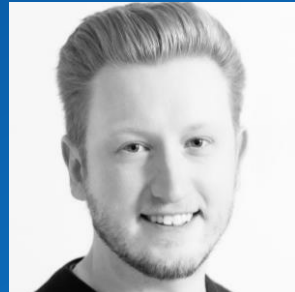
**Tom Wilson**  
Global Omni Lead



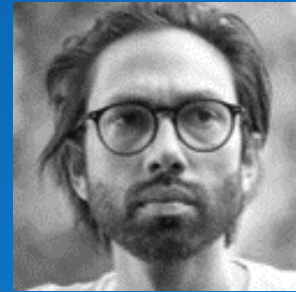
**Dominika Wynne**  
Global Performance Lead



**Clare Ritchie**  
Global Programmatic & In-Housing Consultant



**Alex Hyndman**  
UK Search Lead



**Andrew Raymond**  
Global Strategy Lead



**David Thimann**  
German Strategy Lead

# How we Plan to Use Our Time Today

## A Data-Driven Approach

**10m**

Global Data Platform

Integrating Allianz Data

Global Data Maturity

## Global Enablement Framework

**10m**

Consistent Planning Process

Connected Measurement

Global Media & Data Ops

## Campaign Process – Strategic Planning

**25m**

Portfolio Investment

Cross-Channel Budget Allocation

Audience Insights & Activation

## Campaign Process – Set-Up & Activation

**60m**

Campaign Process

Inventory Curation

Campaign Set-Up & QA

Campaign Optimisation

Performance Reporting

# A Data-Driven Approach





# A Platform Built to Deliver a Connected Consumer Experience

**+1B**

Consumer IDs



**+10K**

Attributes

# The Forrester wave

## Global Media Management Services

FORRESTER®

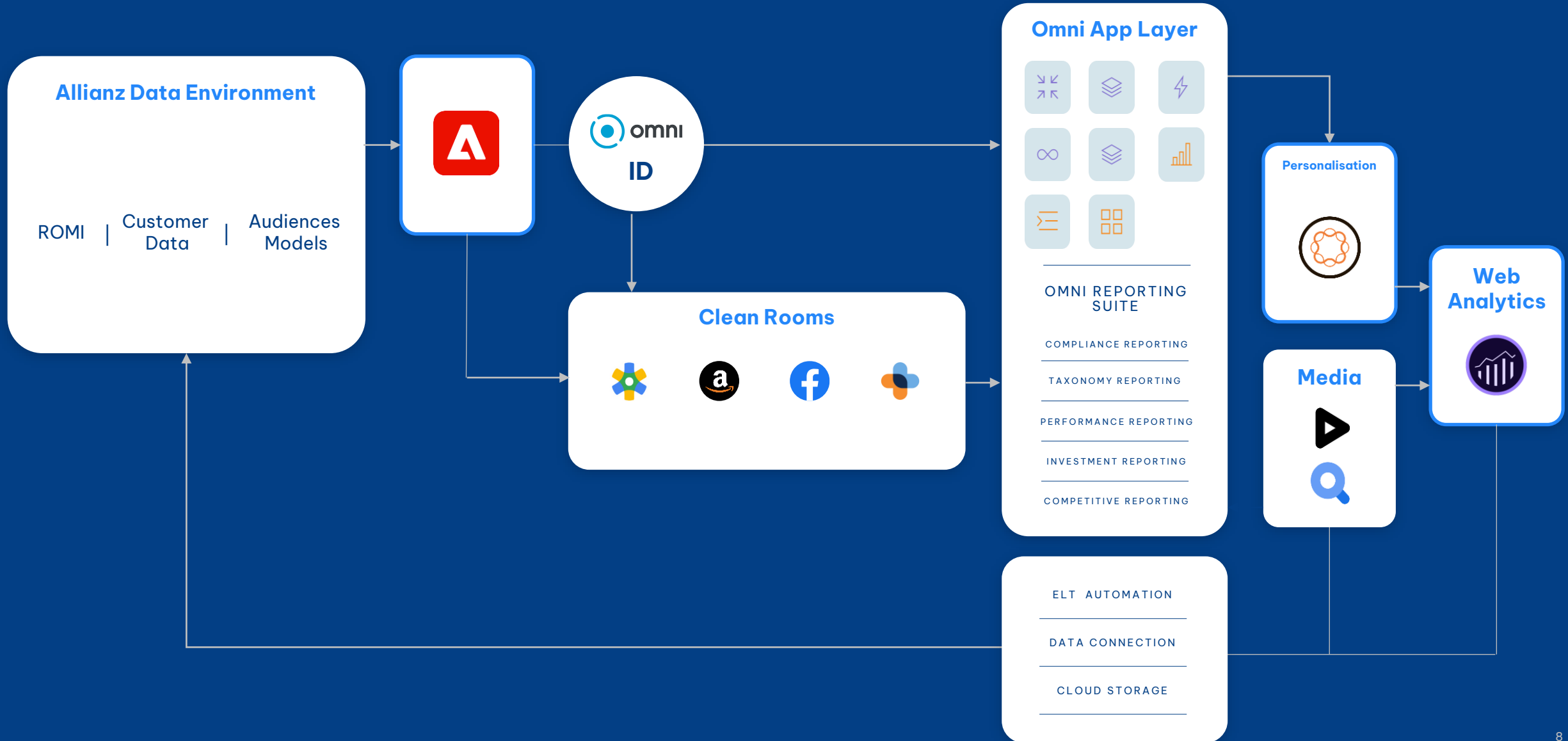
*“Omnicom Media Group has the strongest **current offering** score in this evaluation. It leads in retail and commerce media, audience intelligence capabilities, optimization, operations automation and their innovation roadmap.”*

Q3 2022

Current Offering	Dentsu Media	GroupM	Havas Media Group	IPG Mediabrands	<b>OMG</b> Omnicom MediaGroup	Publicis Media
Retail media	3.00	3.00	3.00	3.00	<b>5.00</b>	5.00
Commerce media	5.00	3.00	1.00	3.00	<b>5.00</b>	3.00
Intelligence and insights	3.00	1.00	3.00	5.00	<b>5.00</b>	3.00
Optimisation	3.00	5.00	3.00	3.00	<b>5.00</b>	3.00
Operations	3.00	3.00	1.00	3.00	<b>5.00</b>	5.00
Innovation Roadmap	3.00	3.00	1.00	1.00	<b>5.00</b>	5.00



# Co-Created Infrastructure for Connected Impact



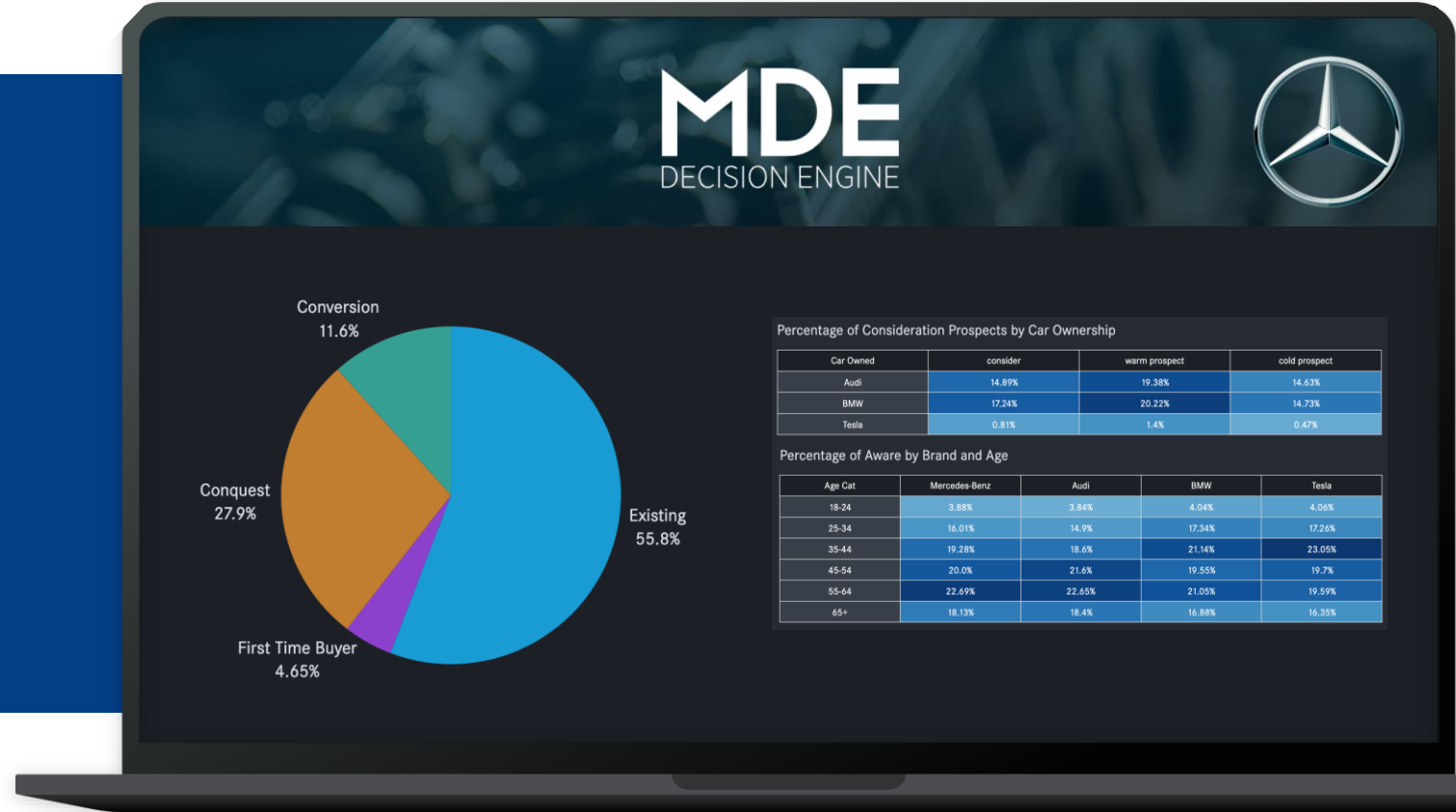


# Completely Customisable to Meet Allianz Needs

A unique fused 1<sup>st</sup> party data set with a tailor-made global panel and real-time audience insights

Propensity models that predict the likelihood to consider and purchase

Simulations to enhance creative recommendations



# Unlock Global Specialist Talent



**Platinum Partner Status.** The only Adobe Partner Specialised across the entire **Adobe Experience Cloud**



Boasting over 300 Adobe Certifications across **200+ Specialists**, including Adobe Experience Platform (CDP)



Awarded by Adobe for Customer Success, Implementation Proficiency, and Technical Expertise



Proven global service model with over 12 years delivery Adobe solutions for worlds best known brands



# Global Enablement Framework



# A Global Enablement Framework



**Globally  
Consistent  
Planning**



**Connected  
Measurement &  
Reporting**



**Unified Media  
& Data Ops  
Infrastructure**



# Globally Consistent Planning



## Design

**Allianz Hub**

**Allianz**

**Allianz Global Response**  
01/12/2023 - 10/02/2024

**OBJECTIVE**  
Pitch response

**BUDGET**  
€10,000,000

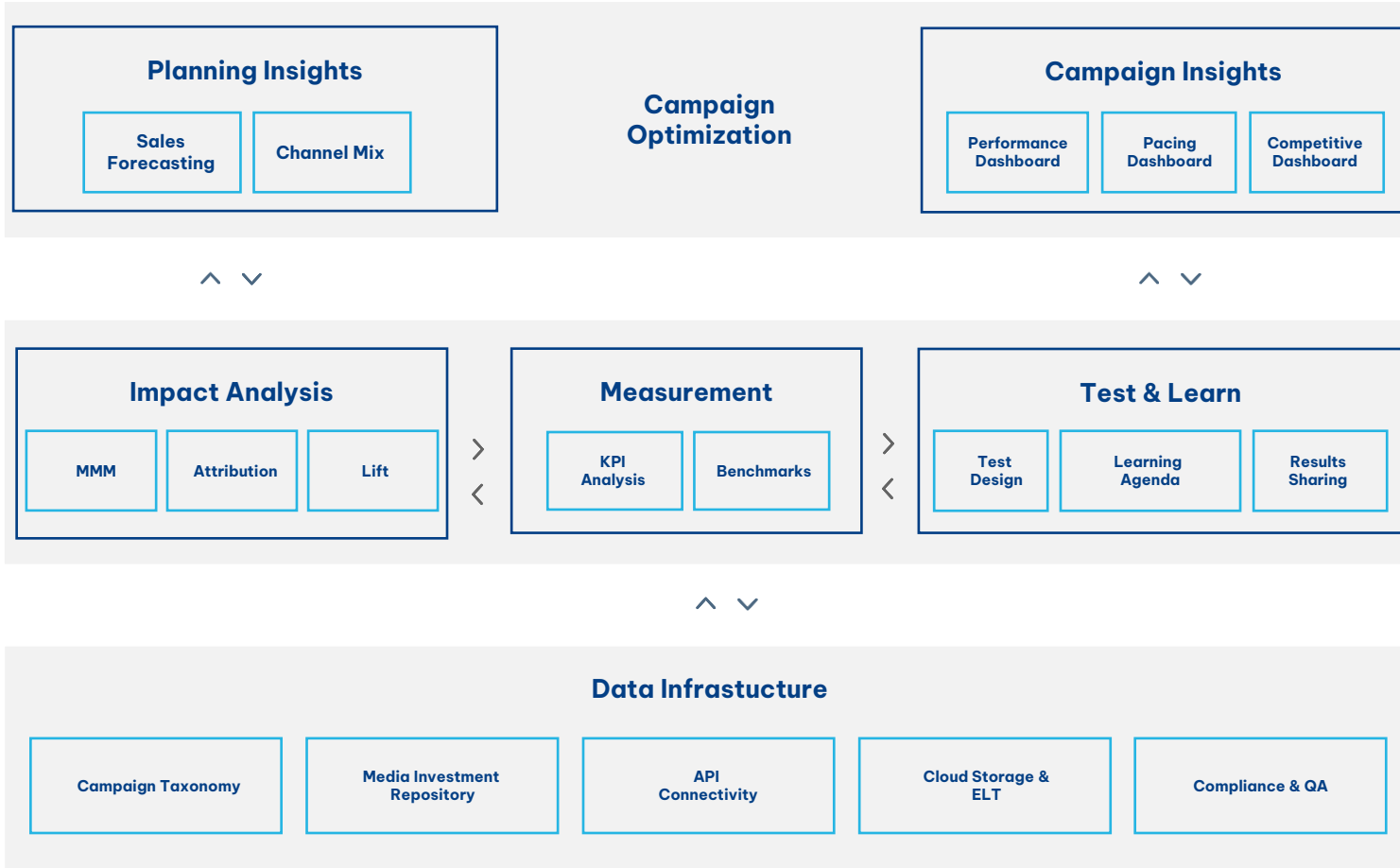
**PROGRESS**  
44%

**Growth Mapping**  
6 of 6 steps completed

- Collaboration space  
**Growth Mapping Hub**
- Decision 1  
**Design Brief**  
What are the objectives and what do we believe will be needed to achieve them? How will we maximize consumer attention?
- Decision 2  
**Growth Mapping**  
Where will the required business growth come from?
- Decision 3  
**Investment Planning**  
What will the required budget be to achieve the growth OR what growth will we achieve from the supplied budget?

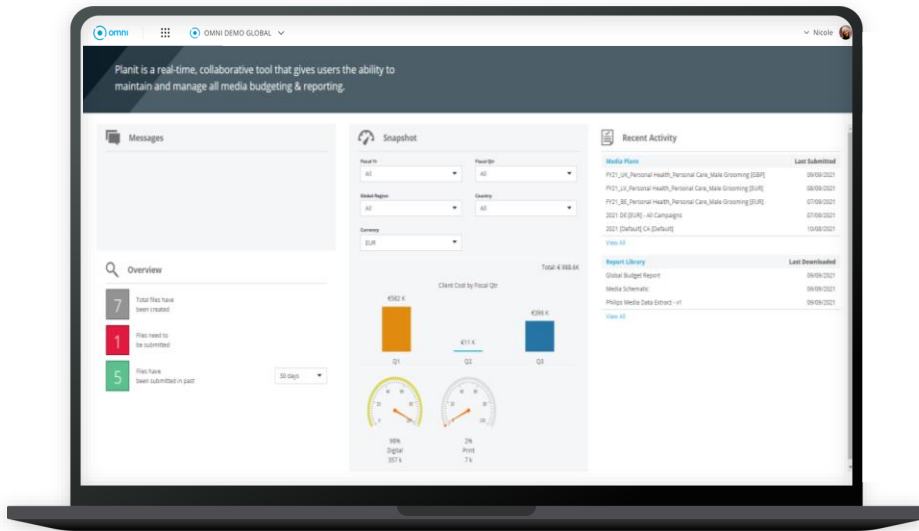
**Audience ...** **Planning** **Activation...**

# Connected Measurement & Reporting



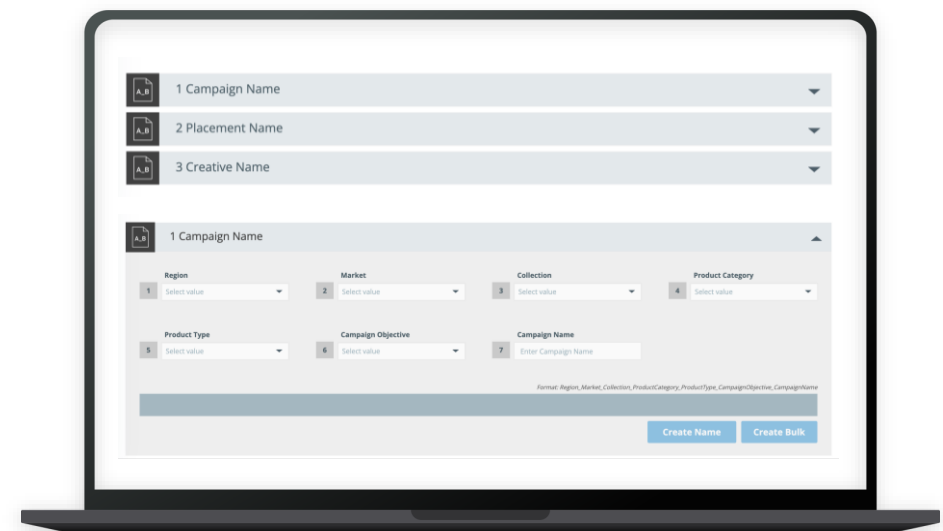


# A Unified Media & Data Ops Infrastructure



## PlanIT

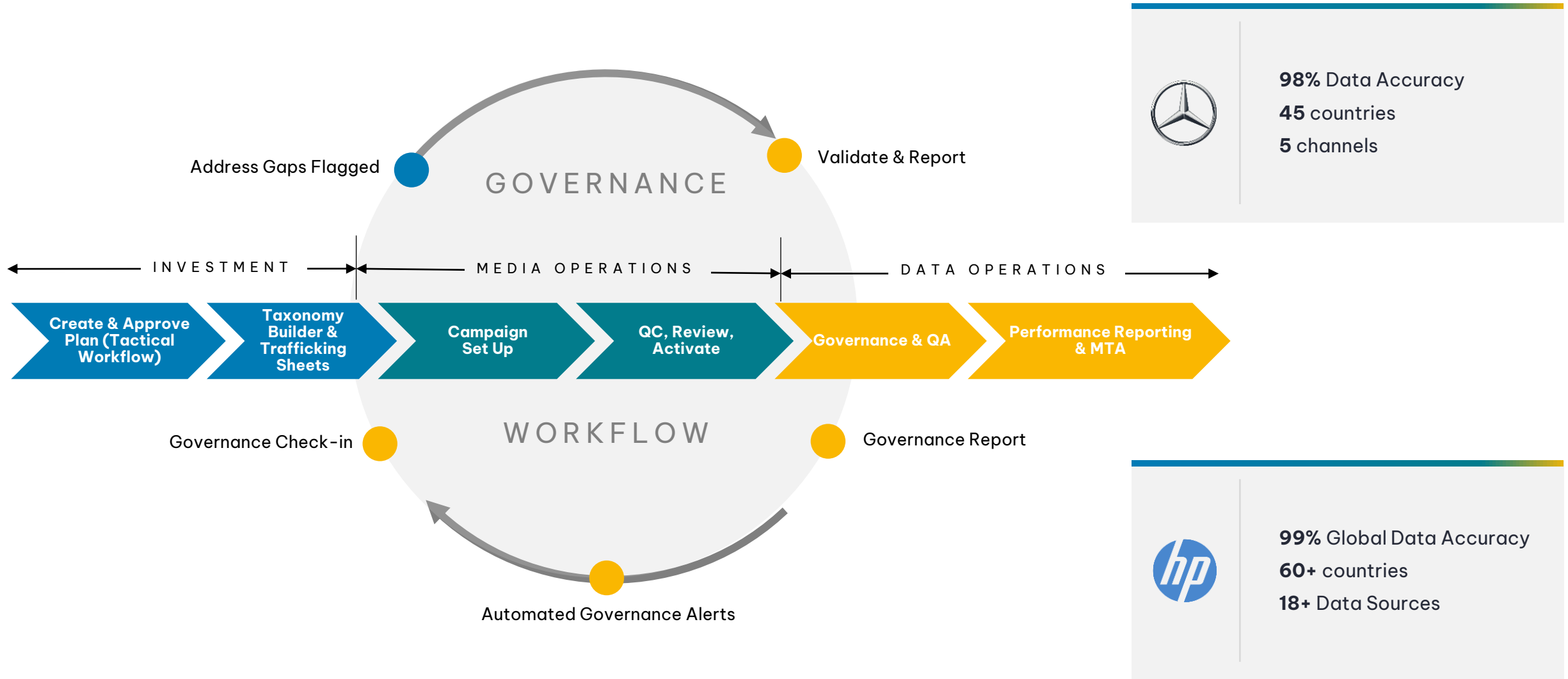
A global media plan template and central reporting system capturing planned, booked and actualised investment at market, campaign, and placement level



## Taxonomy Builder

A universal taxonomy building tool for media and analytics taxonomy generation, with in-built data validation and cascading logic

# Clean and Accurate Data with Global Compliance







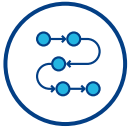
# Campaign Planning & Activation Process



# Campaign Planning & Activation



## Strategic Planning



**Investment  
Scenario**



**Audience  
Insights**



**Channel  
Planning**

## Campaign Activation



**Campaign  
Set-Up**



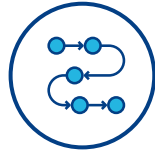
**Campaign  
Optimisation**



**Campaign  
Reporting**

# Market Leading, Full Funnel Capability

## Strategic Planning



**Investment  
Scenario**



**Audience  
Insights**

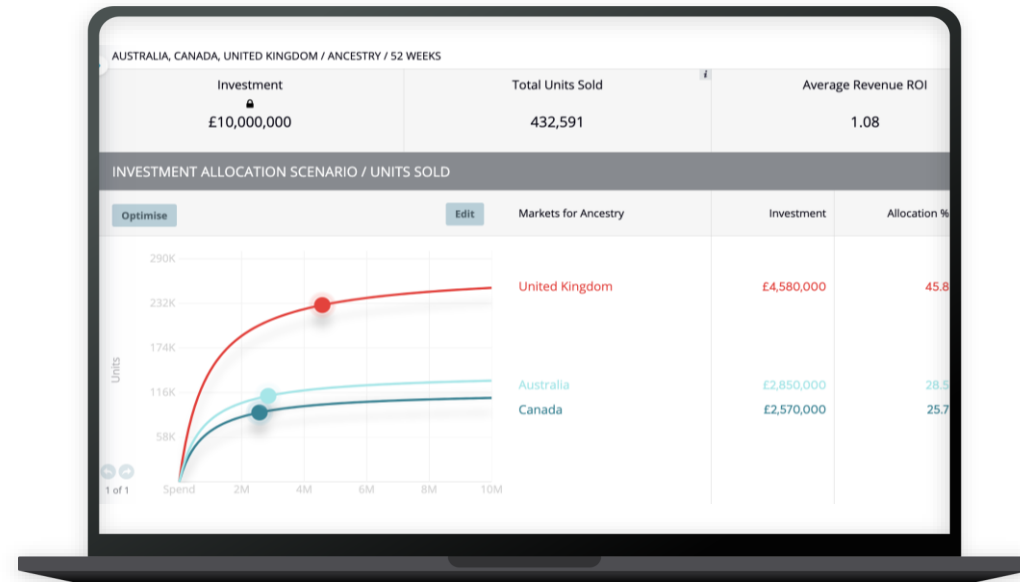


**Channel  
Planning**



# Investment & Portfolio Planning

How should we be investing our budget to maximise our revenue and return on investment?

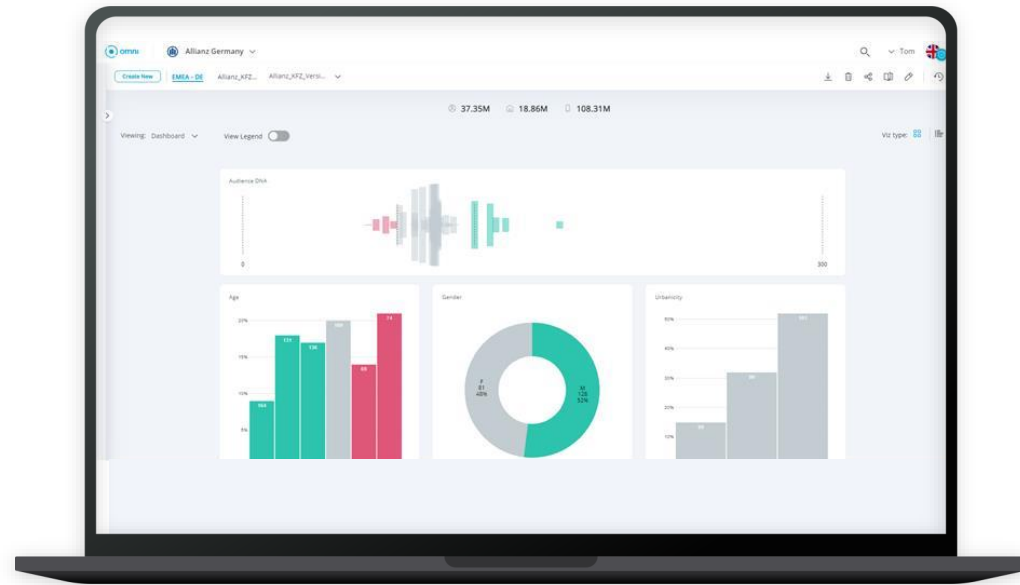


## Investment Planner

Plan media investment across markets, product portfolio and strategy based on tailored category response curves

# Audience Segmentation & Insights

Which audiences should we be looking to reach to drive the greatest impact?

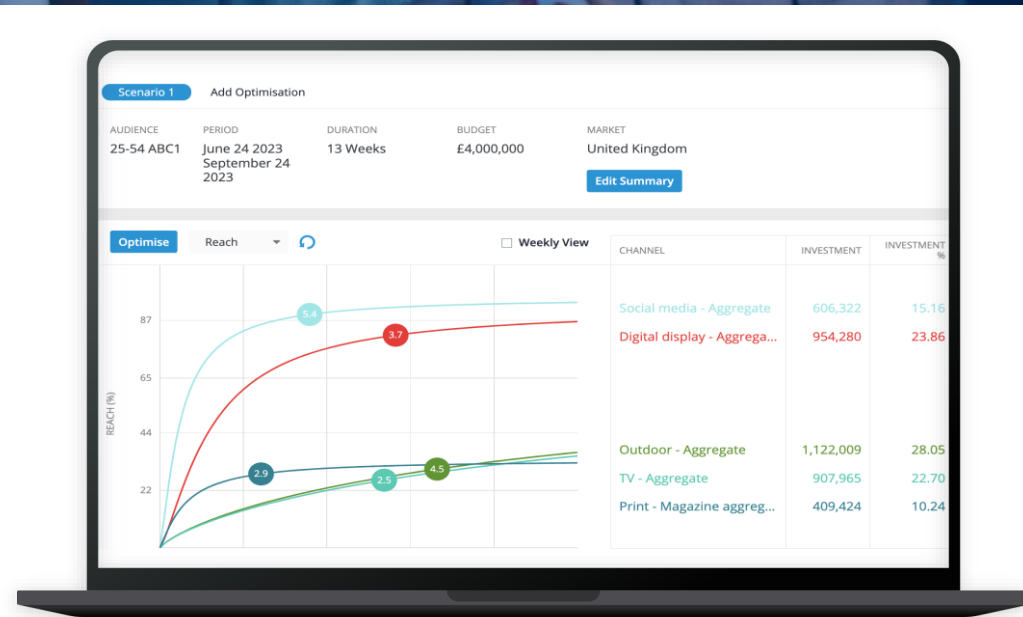


## Audience Explorer

Leverage best in class Identity and Audience partners to create audiences and understand their composition and preferences

# Channel Budget Allocation

What Channels should we use to maximise our media and business performance?



## Channel Planner

Generate the optimal media mix using channel response curves from thousands of studies world-wide





# Precision Audience Activation



## Omni ID

Direct integration of hashed IDs to media activation platforms



## Clean Room Activation

Working with neutral clean rooms for data integration and activation with known partners



## Audience Fusion

An NLP translation of audience definitions to the data dictionaries of media activation platforms



## Owned



## Paid



# Driving Performance

## Omni ID Activation

### The Challenge

Levi's were looking to be more data-driven in their targeting approach, using past purchase data (online and offline) to deliver targeted messaging, and to suppress recent purchase activity

### The Approach

We integrated 1<sup>st</sup> party customer data, creating segmentation for offline and online purchase at a product category level to create an audience layer within our search targeting strategy

**1.25X** ROAS Uplift

## Audience Fusion

### The Challenge

Mercedes-Benz were looking to target globally defined brand personas within their activation platforms, across programmatic and social channels

### The Approach

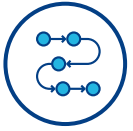
We leveraged machine learning and NLP techniques to convert brand persona definitions into in-platform audiences and contextual-based targets, driving upper-funnel prospecting

**40%** Reduction in Cost-Per-User

# Campaign Planning & Activation



## Strategic Planning



**Investment  
Scenario**



**Audience  
Insights**



**Channel  
Planning**

## Campaign Activation



**Campaign  
Set-Up**



**Campaign  
Optimisation**



**Campaign  
Reporting**



**BREAK**



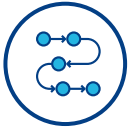
**Welcome Back!**



# Campaign Planning & Activation



## Strategic Planning



**Investment  
Scenario**



**Audience  
Insights**



**Channel  
Planning**

## Campaign Set-Up & Activation



**Campaign  
Set-Up**



**Campaign  
Optimisation**



**Campaign  
Reporting**



# Focusing on the Digital Process

## Campaign Set-Up & Activation



**Digital  
Campaign Set-  
Up and QA**



**Campaign  
Optimisation**



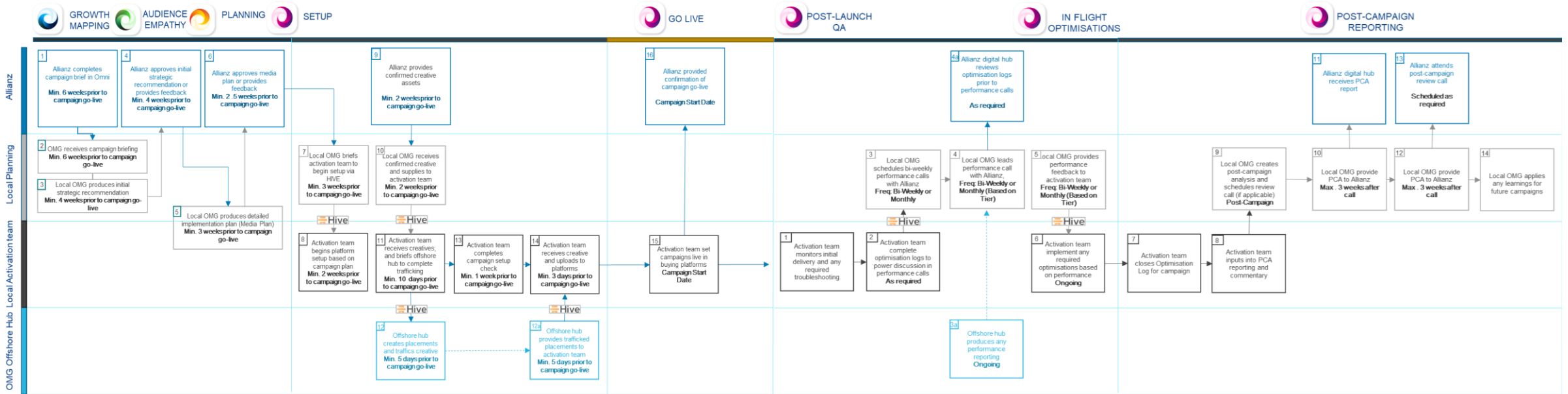
**Campaign  
Reporting**



# Globally consistent campaign go live framework incorporated into your OMNI instances

17. Tactical Recommendation		18. Implementation & Optimisation			19. Reporting & Learnings
Audience Curation	Inventory & Format Curation	Set Up	Governance & Q&A	Optimisation	Connected Intelligence
> Audience Targeting	> Partners & inventory curation	> Ad tech set-up	> Bidding checks	> PPC & SEO Integration	> Test & Learn Data & Insights Capture
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> Data Partnerships & Integrations	> Benchmarking of KPIs	> Campaign builds	> Audience checks	> Targeting optimisation	> PCA scheduled
	> Media plans shared for sign off	> Creative & audience assignments	> Brand safety checks	> Creative optimisation	> MBR / QBR results sharing
		> Post-Modern Search			
		> Trafficking			

# Complemented by clear process workflow



# Our Digital Activation Process

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# An approach to Inventory Curation to maximise leads and protect the brand

## Global Enablement

### OMG DIGITAL best practice

**Accountability & transparency framework**

- Code of conduct and best practices for digital partners

**Upholding Industry accreditations**

- IAB 2.0 Transparency & Consent Framework and TAG certifications

### OMG Inventory tools

**Performance inventory list**

- Best performing and scaling inventory for driving actions

**OMG Marketplaces**

- Connecting with publishers directly in our Supply platform

**Omnicom Video Intelligence**

- Curating inventory for YouTube

### OMG SERVICES

**Trusted Vendor List**

- Scoring and vetting data vendors for risk/benefit evaluation

## Local Execution



17. Tactical Recommendation

### Inventory & Format Curation

> Partners & inventory curation

> OMG Investment Solutions

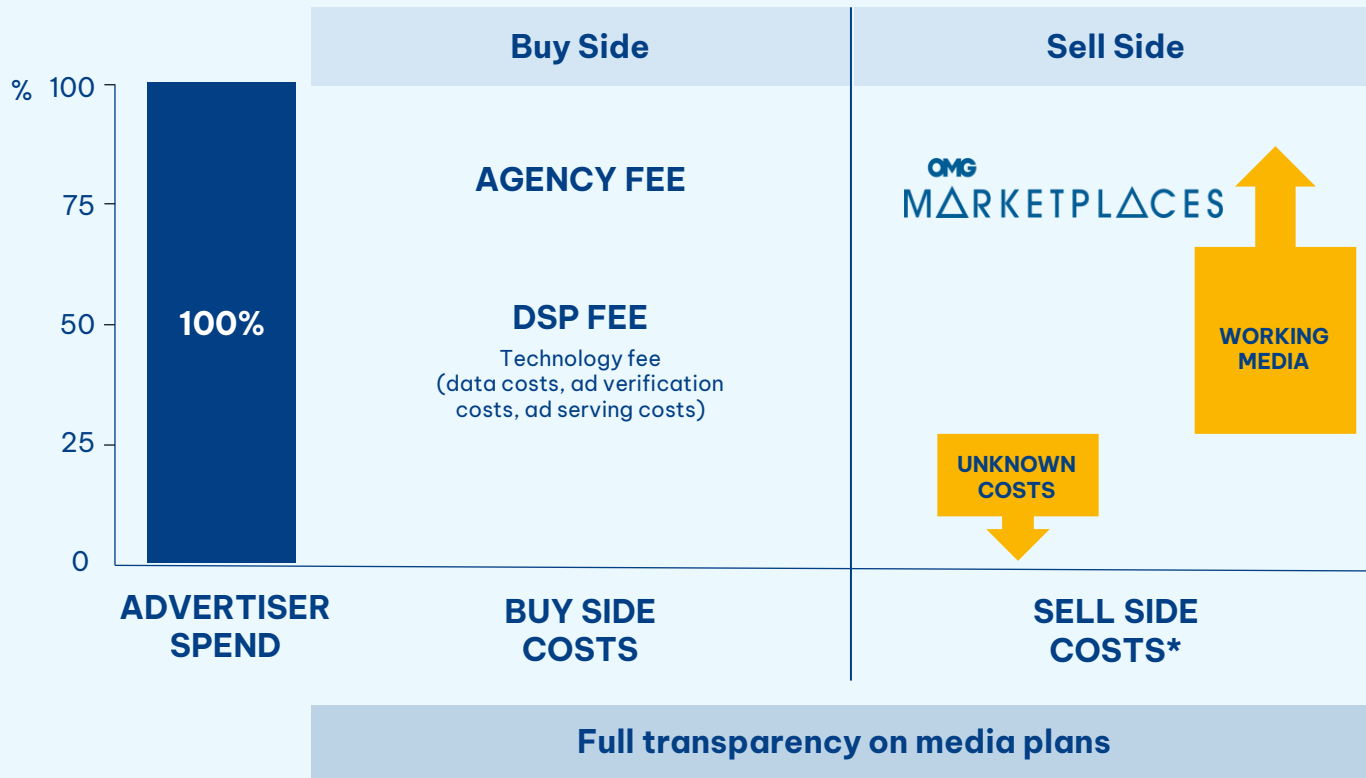
> Format choices and creatives specs

> Benchmarking of KPIs

> Media plans shared for sign off

# Unparalleled transparency into the supply chain through MarketPlaces

## Global Enablement



**UK travel Brand**  
**30.5% CPA improvement**

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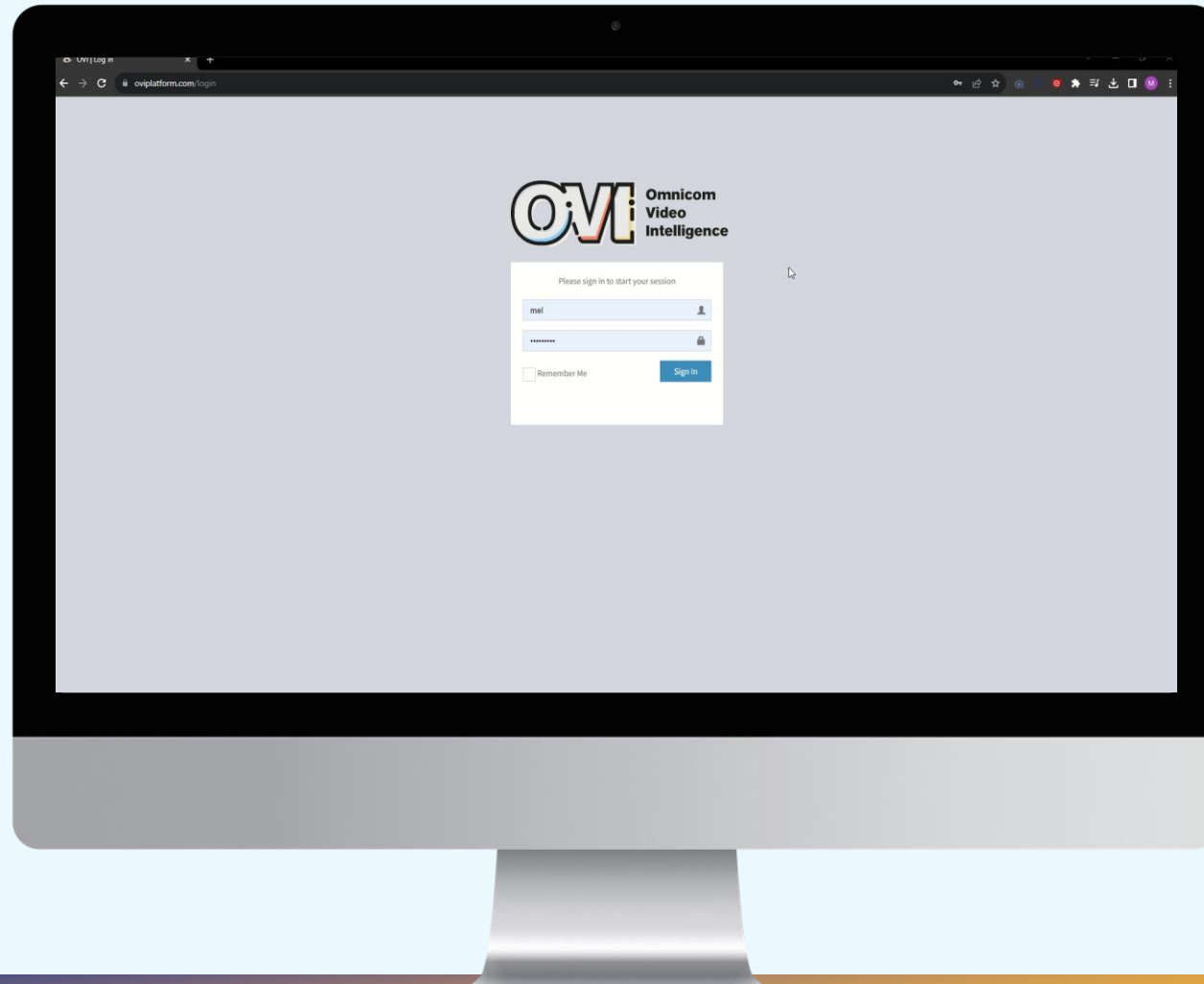
**DE Auto**  
 outperformed ~**123%** the non-OMG Marketplaces part in **eCPM by 123%**

## Local Execution

- 17. Tactical Recommendation
- Inventory & Format Curation**
- > Partners & inventory curation
- > **OMG Investment Solutions**
- > Format choices and creatives specs
- > Benchmarking of KPIs
- > Media plans shared for sign off

# Video inventory curation within YouTube, going beyond Safety and Suitability

## Global Enablement



## Local Execution

17. Tactical Recommendation

Inventory & Format Curation

Partners & inventory curation

OMG Investment Solutions

Format choices and creatives specs

Benchmarking of KPIs

Media plans shared for sign off

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		> Trafficking			



# Efficient and optimised set-up process customised for Allianz

## Global Enablement

## Local Execution

### OMG DIGITAL best practice

**Channel playbooks and guides**  
 - New activation frameworks or emerging channels



### OMG SERVICES

**TRRKN**  
 - Omnicom team to support GMP set-up and optimisation



### OMG Set-up tools

**Automated process workflows for detailed set-up steps**  
 - Placements creation and creatives trafficking



#### Search Connect

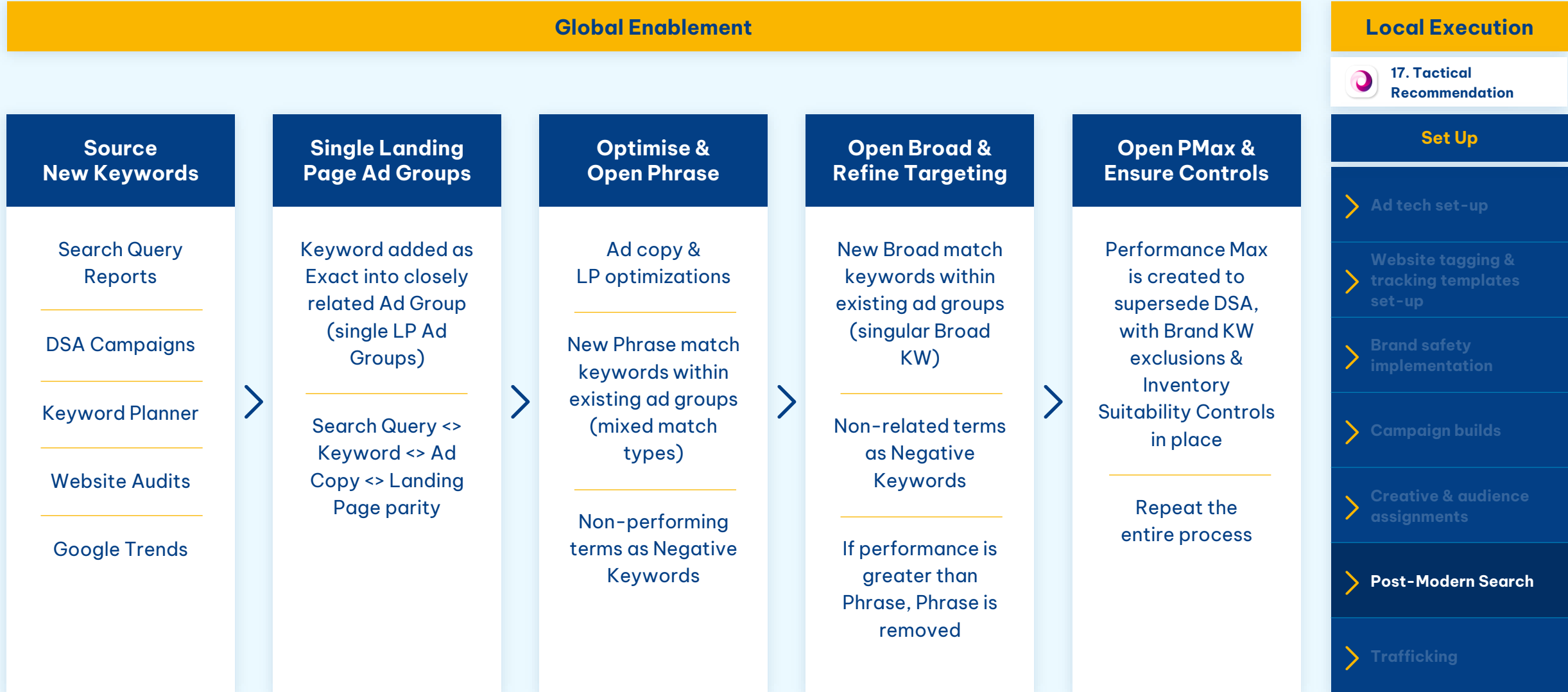
- Optimise PPC & SEO holistically across both branded and non-branded keywords

### 17. Tactical Recommendation

#### Set Up

- > Ad tech set-up
- > Website tagging & tracking templates set-up
- > Brand safety implementation
- > Campaign builds
- > Creative & audience assignments
- > Post-Modern Search
- > Trafficking

# A globally consistent approach to search best-practice implementation & expansion using Our 5-Step Process



# SearchConnect simplifies and automates cross-channel workflows between SEO and PPC

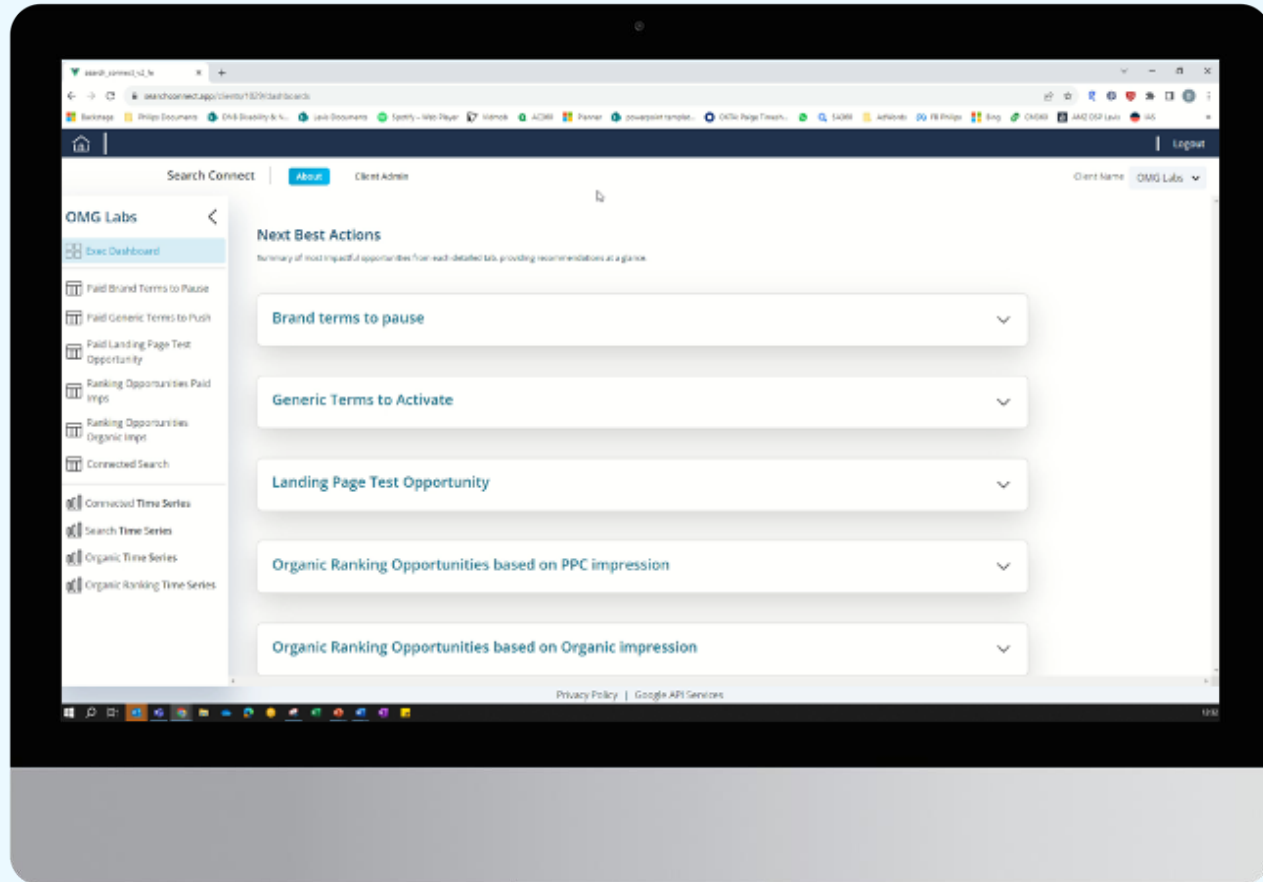
## Global Enablement

## Local Execution

### 17. Tactical Recommendation

#### Set Up

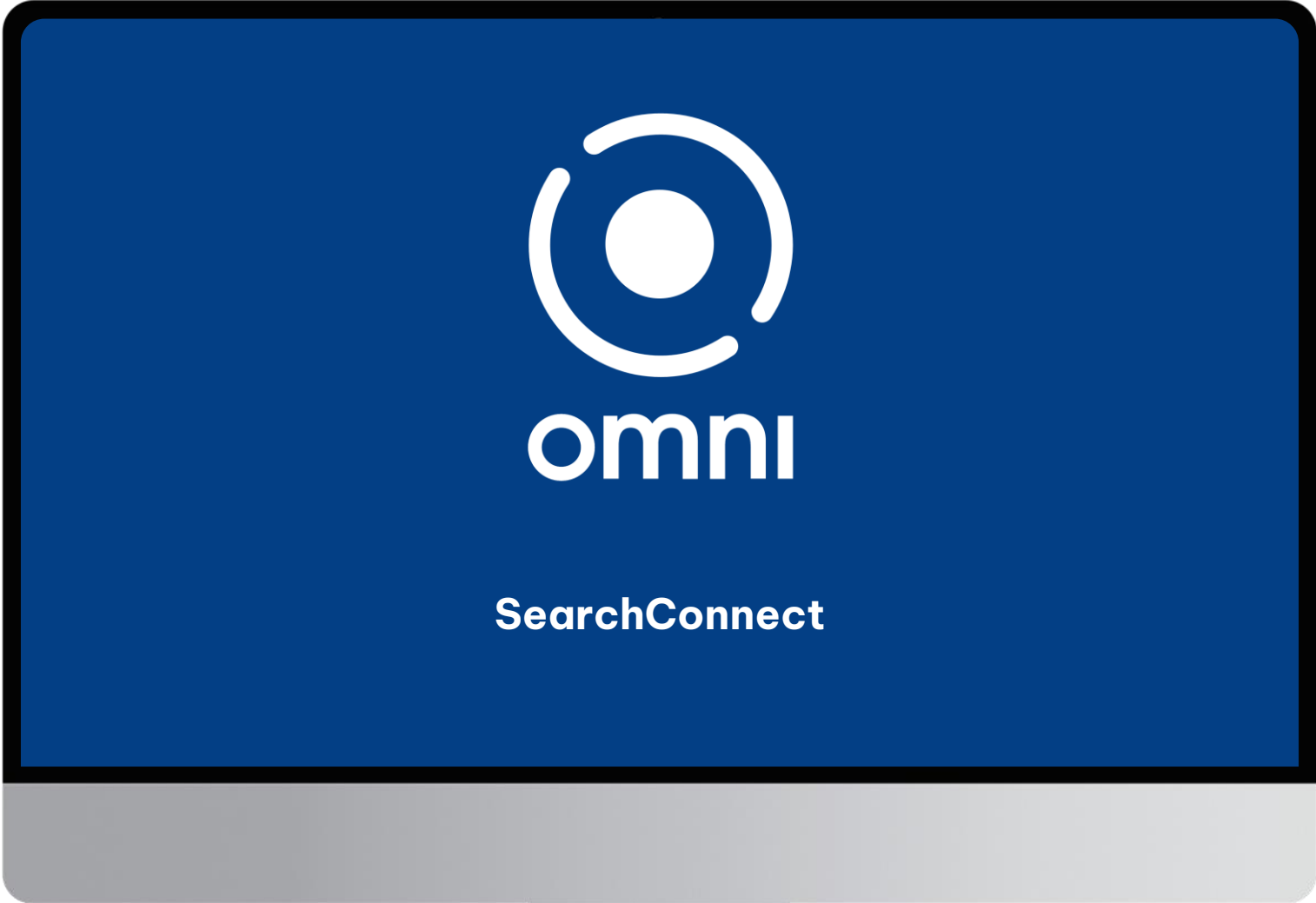
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For a finance client Search Connect drove:

**20% Budget Saving**

**36% CPC Reduction**



# Our Digital Activation Process

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**Do you have a globally consistent approach to QA?**

**What are your local challenges with media governance today?**

# Industry leading approach to QA and Governance

## Global Enablement

## Local Execution

### OMG DIGITAL best practice

### OMG QA Tools

#### Globally maintained QA checklists

- Cross-market partner best practice lists
- Brand safety checklists

#### Omni Governance Suite

- Search Toolkit
- Automatic prioritisation of the most critical issues

#### Governance QA

- One Tech enablement for automated execution and error prevention
- Centralised monitoring
- Consistency in execution

#### Meta AutoQA

- Co-built with Meta's engineering team

#### 18. Implementation & Optimisation

#### Governance & Q&A

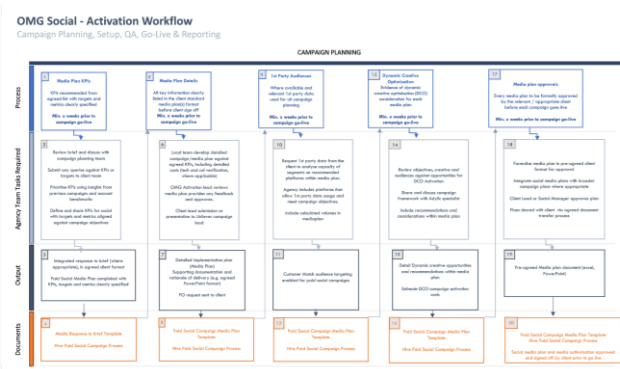
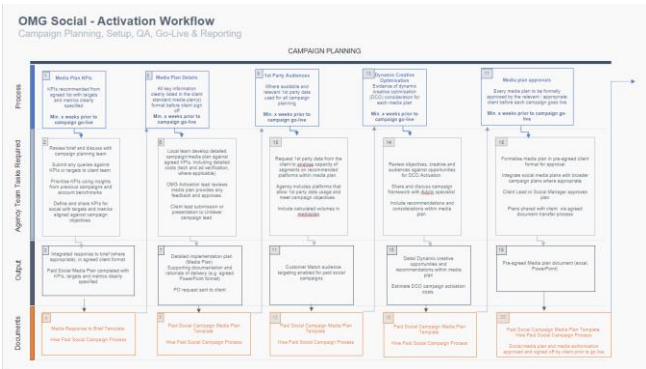
#### > Bidding checks

#### > Taxonomy checks

#### > Budget checks

#### > Audience checks

#### > Brand safety checks



# Search toolkit is a customised technology that allows us to tailor, control, and measure PPC best practice

## Global Enablement

## Local Execution

18. Implementation & Optimisation

### Governance & Q&A

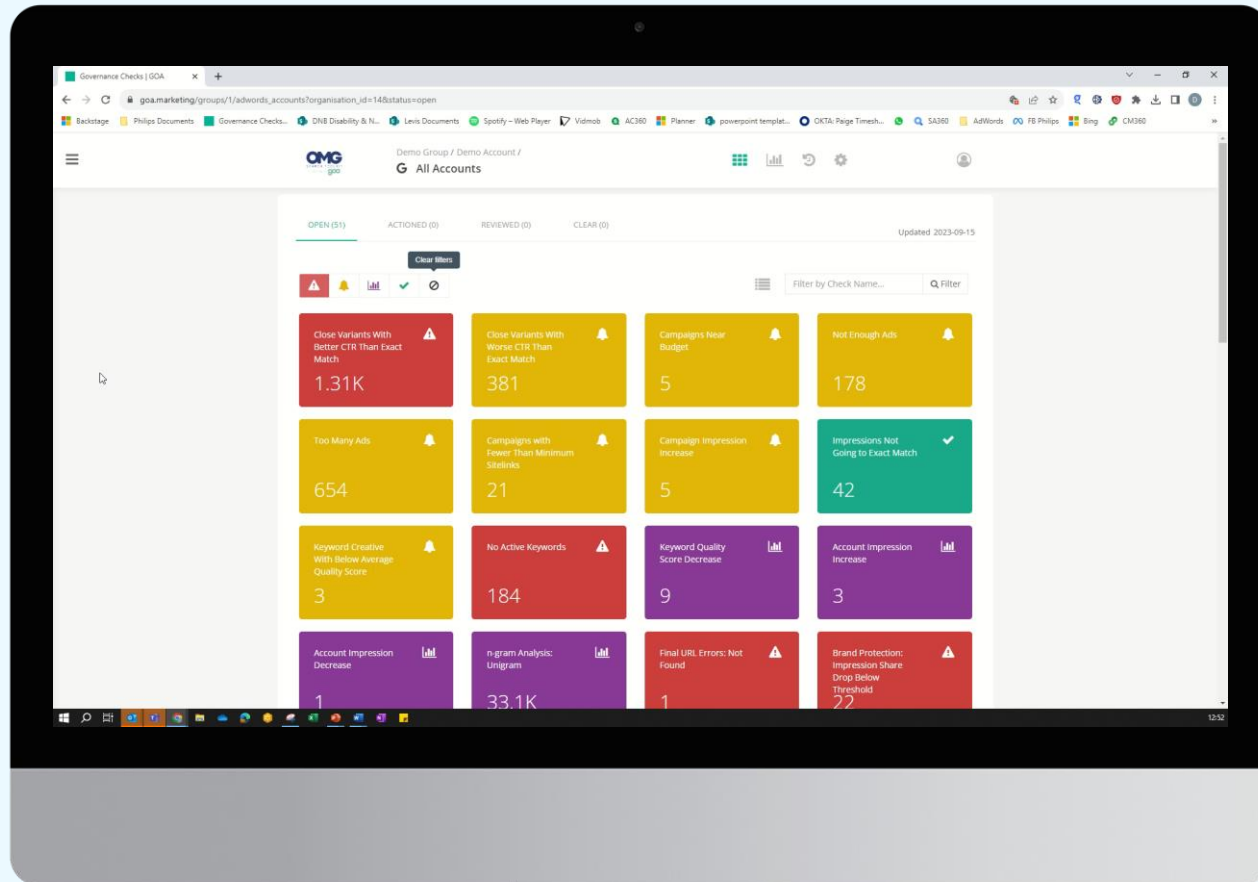
> Bidding checks

> Taxonomy checks

> Budget checks

> Audience checks

> Brand safety checks



For an autos client Search Toolkit drove: **-56% CPA**

# Omni Governance QA is custom monitoring and automation system for Search, Social & Programmatic

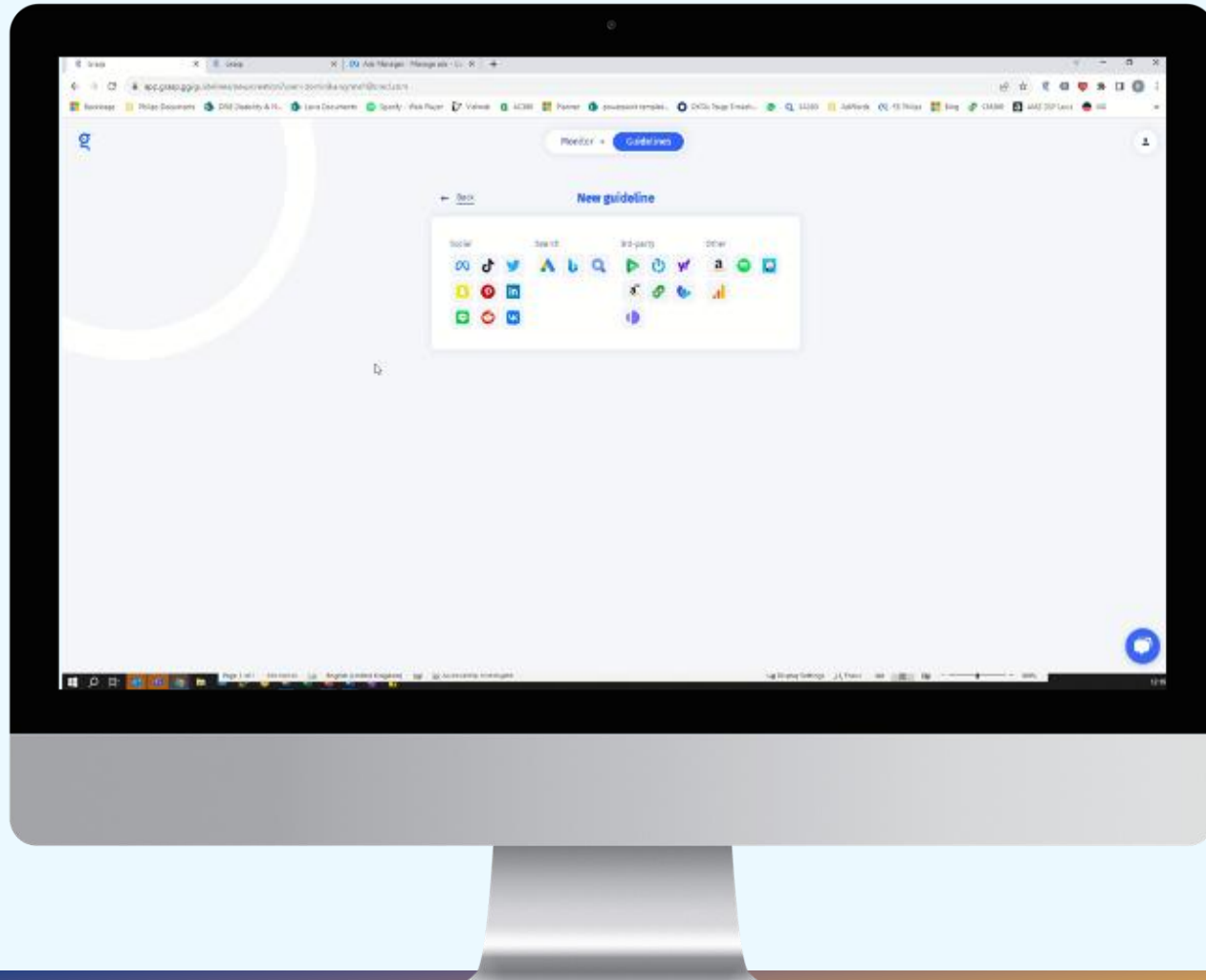
Global Enablement

Local Execution

18. Implementation & Optimisation

Governance & Q&A

- > Bidding checks
- > Taxonomy checks
- > Budget checks
- > Audience checks
- > Brand safety checks



Preventing **80%** of activation set-up errors

Saving **~1h / brief** vs correcting set-ups manually





# Market Leading, Full Funnel Capability

## Campaign Set-Up & Activation



Digital  
Campaign Set-  
Up and QA



**Campaign  
Optimisation**



Campaign  
Reporting

# Our Digital Activation Process


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# Supporting local countries with tools and content solutions for effective optimisation

## Global Enablement

Tools	Services
<p><b>SearchProtect</b></p> <ul style="list-style-type: none"> <li>- Automates keyword activation in the presence of competitors, driving efficiency and rebalancing PPC &amp; SEO</li> </ul> <p><b>Performance Planner</b></p> <ul style="list-style-type: none"> <li>- Optimise lower funnel performance channels in flight based on recent historical data</li> </ul> <p><b>Social Intelligence Suite</b></p> <ul style="list-style-type: none"> <li>- Optimise audience targeting against global benchmarks</li> </ul>	<p><b>DCO capability</b></p> <ul style="list-style-type: none"> <li>- Dynamically optimise creatives and match to relevant 1PD &amp; prospecting audiences</li> <li>- Customise offers based on latest audience signals and interactions</li> </ul>

## Local Execution

 18. Implementation & Optimisation

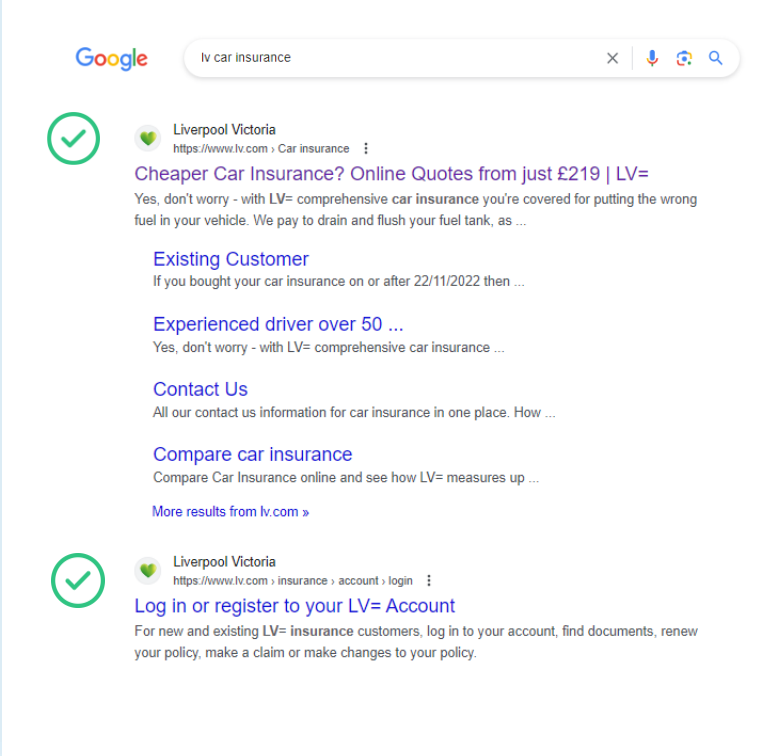
- Optimisation**
  - > PPC & SEO Integration
  - > Cross channel optimisation
  - > Investment reshuffles
  - > Targeting optimisation
  - > Creative optimisation

# SearchProtect Automates PPC activation based on Competitor Insurance Activity

## Global Enablement

## Local Execution

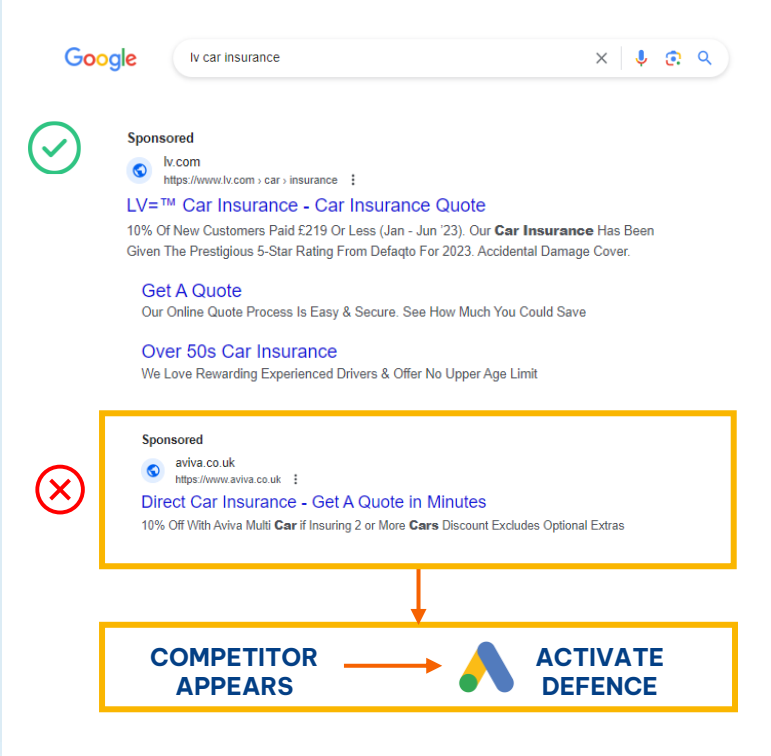
### NO COMPETITOR



Google search for "lv car insurance". Results include:

- Liverpool Victoria** (checked): <https://www.lv.com> > Car insurance > **Cheaper Car Insurance? Online Quotes from just £219 | LV=**. Description: "Yes, don't worry - with LV= comprehensive car insurance you're covered for putting the wrong fuel in your vehicle. We pay to drain and flush your fuel tank, as ...". Links: Existing Customer, Experienced driver over 50 ..., Contact Us, Compare car insurance.
- Liverpool Victoria** (checked): <https://www.lv.com> > insurance > account > login > **Log in or register to your LV= Account**. Description: "For new and existing LV= insurance customers, log in to your account, find documents, renew your policy, make a claim or make changes to your policy."

### COMPETITOR



Google search for "lv car insurance". Results include:

- Liverpool Victoria** (checked): Same as above.
- Sponsored** (checked): **lv.com** <https://www.lv.com> > car > insurance > **LV=™ Car Insurance - Car Insurance Quote**. Description: "10% Of New Customers Paid £219 Or Less (Jan - Jun '23). Our **Car Insurance** Has Been Given The Prestigious 5-Star Rating From Defaqto For 2023. Accidental Damage Cover." Links: Get A Quote, Over 50s Car Insurance.
- Sponsored** (crossed out): **aviva.co.uk** <https://www.aviva.co.uk> > **Direct Car Insurance - Get A Quote in Minutes**. Description: "10% Off With Aviva Multi **Car** if Insuring 2 or More **Cars** Discount Excludes Optional Extras".

Diagram: A box labeled "COMPETITOR APPEARS" with an arrow pointing to a box labeled "ACTIVATE DEFENCE" with the SearchProtect logo.



For a retail client Search Protect drove: **£700k** Saving on Brand PPC

### 18. Implementation & Optimisation

### Optimisation

### > PPC & SEO Integration

### > Cross channel optimisation

### > Investment reshuffles

### > Targeting optimisation

### > Creative optimisation

# Performance planner looks at the most recent historical data to build smarter budget allocation in flight

## Global Enablement

## Local Execution

### 18. Implementation & Optimisation

### Optimisation

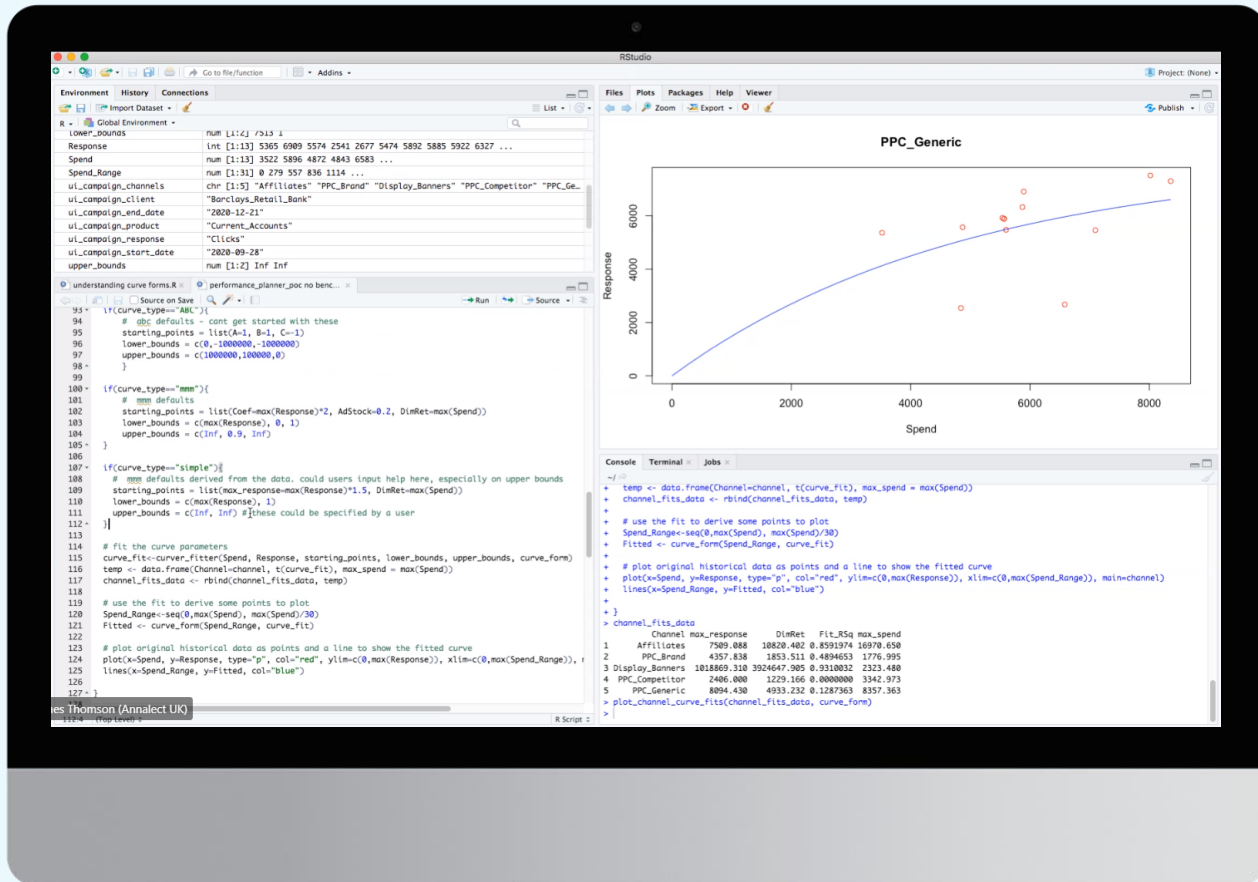
➤ PPC & SEO Integration

➤ Cross channel optimisation

➤ Investment reshuffles

➤ Targeting optimisation

➤ Creative optimisation



Alpha product – early tests show:  
9ppt Greater Planning Accuracy  
**-27% CPA**



# Optimising creative to drive performance and maintaining creative consistency via Omni's DCO Content Engine

## Global Enablement

**Audience**

- Ingestion of Omni audiences
- Creation of campaign decision tree
- Assign creative variants to audiences



**Workflow**

- Creative templating for local markets
- Multi-stakeholder



**Deployment**

- Auto-feed creation
- Integration with Ad Server

## Local Execution

 18. Implementation & Optimisation

- Optimisation**
- > PPC & SEO Integration
- > Cross channel optimisation
- > Investment reshuffles
- > Targeting optimisation
- > **Creative optimisation**

# Content engine in action

## Global Enablement



For a client focused on lead generation  
DCO enabled  
**+25% CVR**  
vs non-DCO creatives

## Local Execution

18. Implementation & Optimisation

### Optimisation

> PPC & SEO Integration

> Cross channel optimisation

> Investment reshuffles

> Targeting optimisation

> Creative optimisation

# Market Leading, Full Funnel Capability

## Campaign Set-Up & Activation



Digital  
Campaign Set-  
Up and QA



Campaign  
Optimisation



Campaign  
Reporting

# Our Digital Activation Process

17. Tactical Recommendation		18. Implementation & Optimisation			19. Reporting & Learnings
Audience Curation	Inventory & Format Curation	Set Up	Governance & Q&A	Optimisation	Connected Intelligence
> Audience Targeting	> Partners & inventory curation	> Ad tech set-up	> Bidding checks	> PPC & SEO Integration	> Test & Learn Data & Insights Capture
> Audience translation in buying platforms & sizing	> OMG Investment Solutions	> Website tagging & tracking templates set-up	> Taxonomy checks	> Cross channel optimisation	> Live API dashboard connection
> Audience Custom Bidding Set Up	> Format choices and creatives specs	> Brand safety implementation	> Budget checks	> Investment reshuffles	> Weekly / Bi-weekly performance meetings scheduled
> Data Partnerships & Integrations	> Benchmarking of KPIs	> Campaign builds	> Audience checks	> Targeting optimisation	> PCA scheduled
	> Media plans shared for sign off	> Creative & audience assignments	> Brand safety checks	> Creative optimisation	> MBR / QBR results sharing
		> Post-Modern Search			
		> Trafficking			

# Consistent, easy to access reporting and insights sharing

## Global Enablement

## Local Execution

### Frameworks

### OMG DIGITAL best practice

### 18. Implementation & Optimisation

### Connected Intelligence

#### Rigorous Test & Learn Framework

#### Consistent templates and WoW to capture learnings and insights

- Test not captured = lost opportunity for scaling

 **Test #7: "Testing Newlywed Audiences in Meta channel in Awareness to increase Ad Recall & Consideration"**

What & How did we test?	What were the results?	..And now?																				
<p><b>Reason for this test?</b> We integrated Newlywed into the Meta campaign as we know marriage is an important life event which prompts higher interest in properties and therefore interest in mortgage insurance.</p> <p><b>Hypothesis:</b> If we target newlywed audiences our ad recall and consideration will be higher vs BAU targeting at similar cost efficiency.</p> <p><b>Set-up of the test:</b> 2 cell A/B test</p> <p><b>KPI's to measure success:</b> Brand: Ad Recall &amp; Consideration Cost: CPM &amp; Cost per Ad Recall Uplift</p>	<p>Conclusion: TBC</p> <table border="1"> <thead> <tr> <th>KPI</th> <th>Standard targeting</th> <th>Newlywed</th> <th>Result</th> </tr> </thead> <tbody> <tr> <td>Ad Recall</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Consideration</td> <td></td> <td></td> <td></td> </tr> <tr> <td>CPM</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cost per Ad Recall</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	KPI	Standard targeting	Newlywed	Result	Ad Recall				Consideration				CPM				Cost per Ad Recall				<p>Next steps • xxx</p>
KPI	Standard targeting	Newlywed	Result																			
Ad Recall																						
Consideration																						
CPM																						
Cost per Ad Recall																						

Details here

#### Allianz 360 global dashboard

- Real-time cloud solution
- Fully customisable views depending on performance forums, e.g. MBRs, QBRs
- Integrated investment pacing

#### > Test & Learn Data & Insights Capture

#### > Live API dashboard connection

#### > Weekly / Bi-weekly performance meetings scheduled

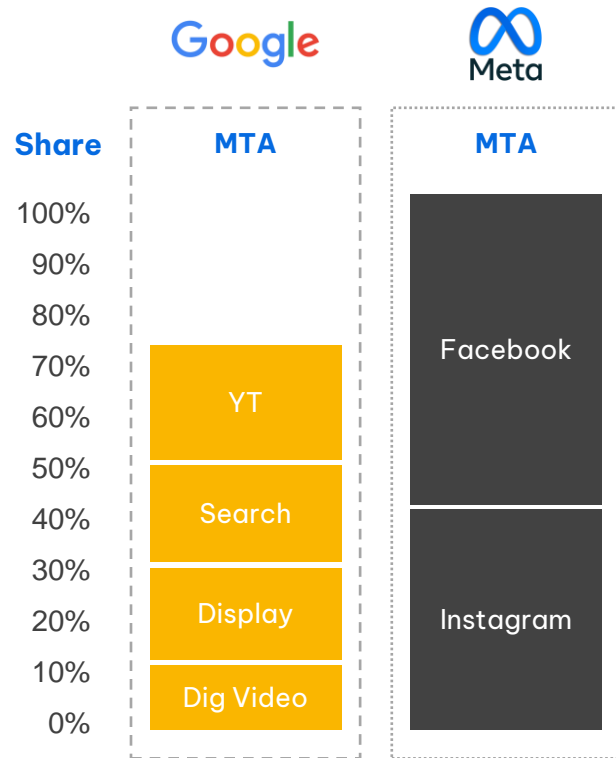
#### > PCA scheduled

#### > MBR / QBR results sharing



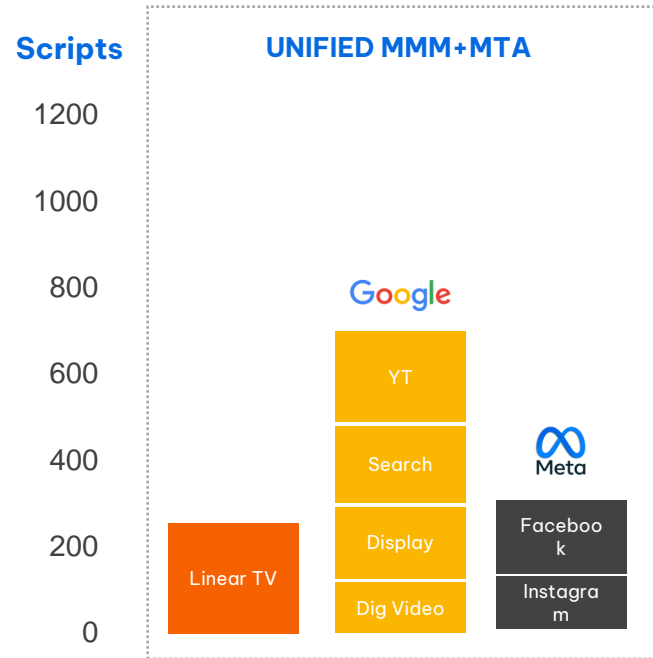


MTA is used to measure the share of conversions using an identifiable/ measurable sample within each cleanroom environment



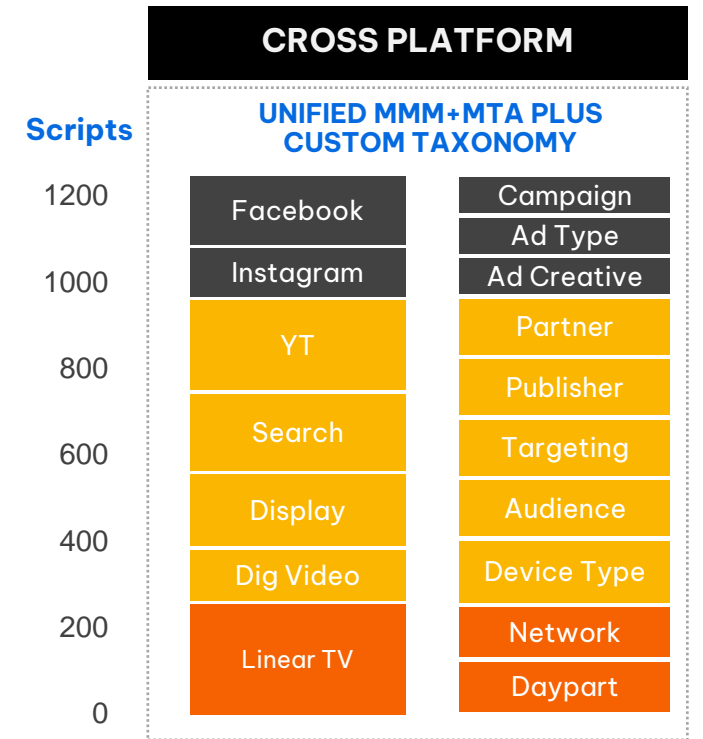
MMM is used to set the overall impact of the measured channels in each MTA, this ensures that results across cleanrooms can now be compared

The share of conversions from MTA are preserved



Holistic cross platform and channel optimization

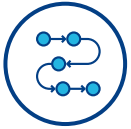
Allocations can now be completed across all channels



# Globally Enabled Strategic Planning & Activation



## Strategic Planning



Investment Scenario



Audience Insights



Channel Planning

## Campaign Set-Up & Activation



Campaign Set-Up



Campaign Optimisation



Campaign Reporting

OMD Design

Connected Measurement & Reporting

Media & Data Ops

# Delivering You Connected Impact Across Your Business

Connected  
**People**

Connected  
**Thinking**

Connected  
**Platform**



A photograph of a man and a woman driving in a car. The man is in the driver's seat, wearing sunglasses and a blue shirt, smiling. The woman is in the passenger seat, wearing a white top, with her eyes closed and a joyful expression. The image is overlaid with a semi-transparent blue filter. In the center, the Allianz logo (the word 'Allianz' followed by a circle containing three vertical bars) and the OMG logo are displayed in white. A vertical line separates the two logos.

**Allianz**  | **OMG**