



Unleashing the Power of Data-Driven Strategies in Digital Communication and Paid Media

Joana Wahnsiedler

Senior Manager Content Marketing and Amplification, Robert Bosch GmbH

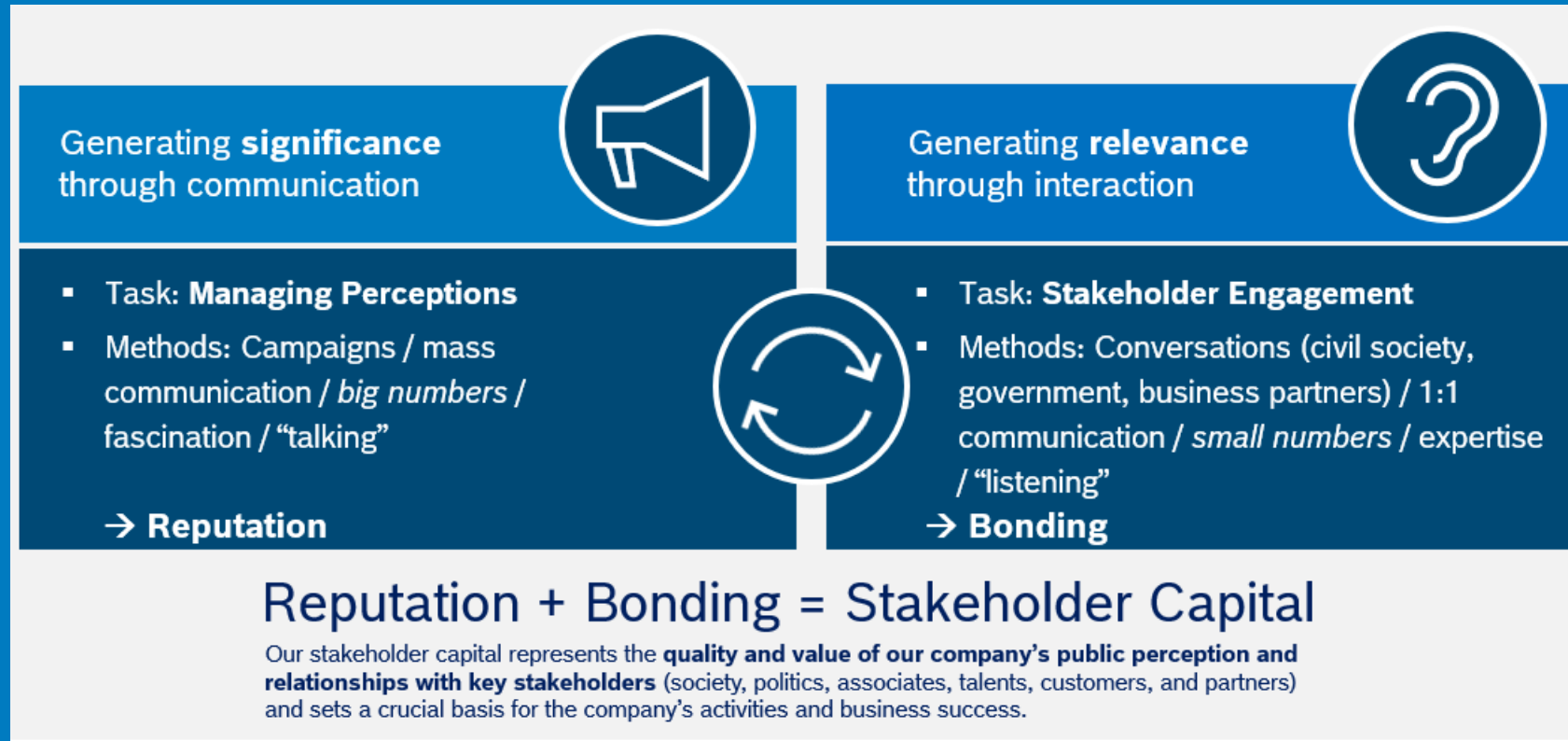
Technik

fürs Leben



Wir wollen mit unseren Produkten und Lösungen Begeisterung wecken, die Lebensqualität der Menschen verbessern und zur Schonung der natürlichen Ressourcen beitragen.

What is our task as Corporate Communication?



Why do we need to amplify our content?



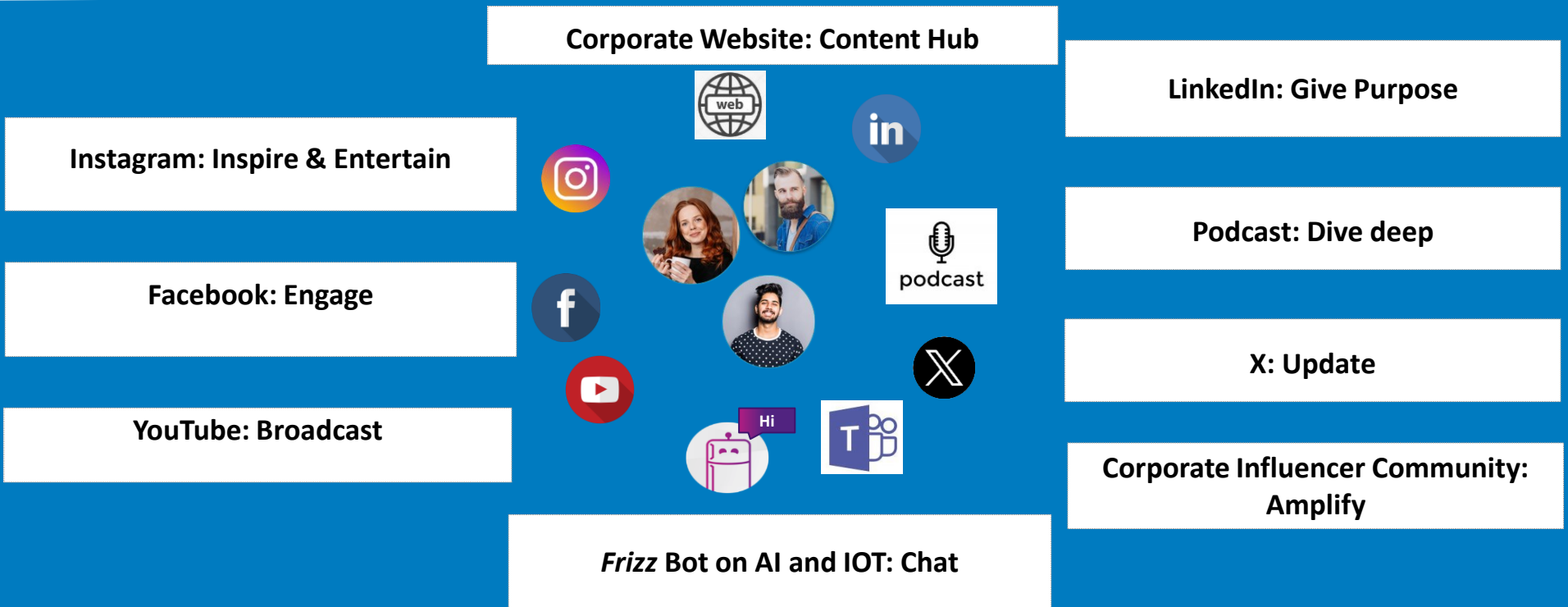
Business Case For Content Amplification:

The growth of content marketing and social media makes it difficult, if not impossible, for our information to get noticed.

During one online minute a ton of new content is distributed across websites, messaging, email and mobile apps.

The average piece of content gets lost!

Being where the target group is

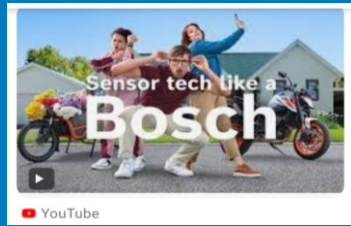
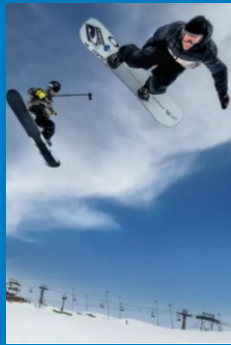


Platform for all Bosch Global channels

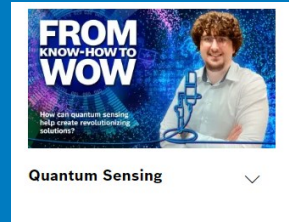
Content Management System, Data Security, Compliance Digital Offers, Dialogue Management, Channel Management, Analytics & Monitoring, Reporting/KPI, Tagging, Tracking etc.

Focus: 1 topic, 1 quartal, all channels – Bosch Content Waves

example: "Power up your senses" Q1 2023



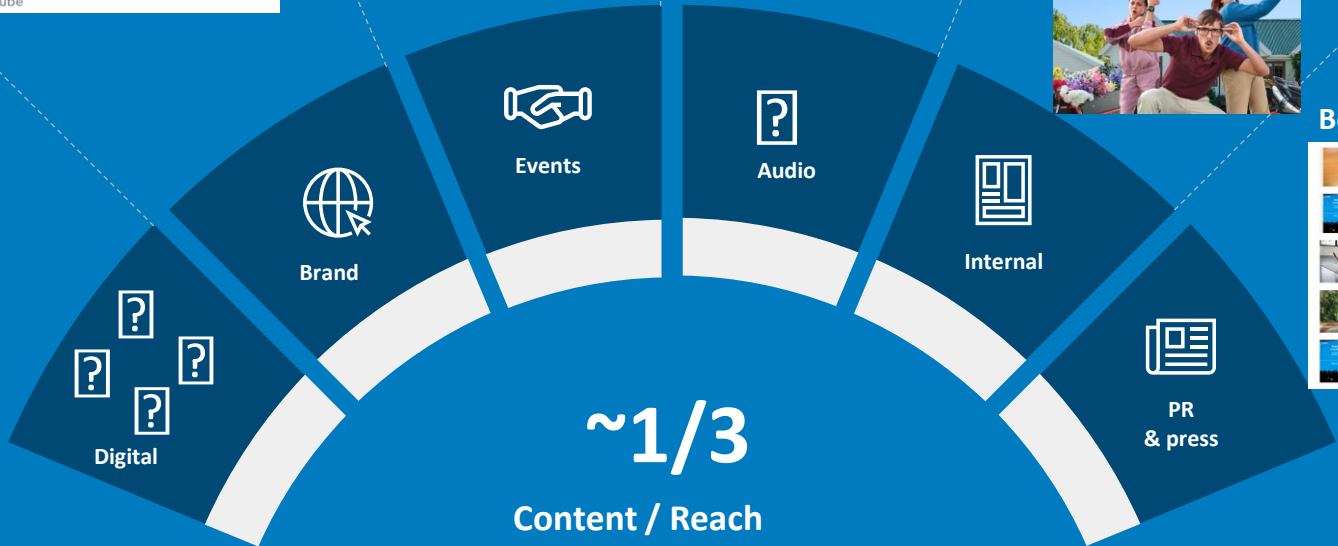
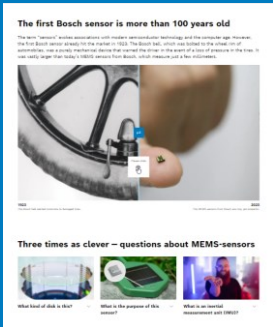
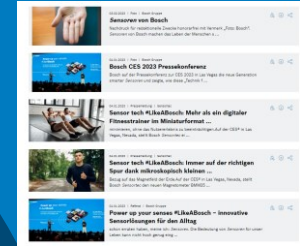
CES in Las Vegas



Quantum Sensing



Bosch Media Service



How do I make the most of data in Paid?



Strategy #1: Apply demographic data in your targeting

Outcome: More context in your targeting

Example: specific age range plus interest cluster in always on campaign w/ over the benchmark ER on Meta

Take away: Dive deep into data of different sources and find out what your target group looks like, to get closer to what are their desires and needs, conduct a UX study



Strategy #2: Geo targeting for more context

Outcome: Reach people where they are in the state of mind to deal with a topic

Examples: Tech Day Digital Out of Home plus Paid Social Advertising

Take away: Context is queen



Strategy #3: Utilize trends from one paid media campaign/channel to inform another

Outcome: Never start a new campaign with a blank slate

Example: targeting evolves from one campaign into the next

Take away: Get ready to go on a learning journey and be open to adapt over and over again. It's a marathon, not a sprint.



Strategy #4: Measure success as a series of smaller steps

Outcome: Diagnose problems and explain trends more easily

Example: podcast advertising via paid social “one-click-away” approach was a game changer

Take away: Reduce the number of steps a user needs to take before the desired action (KPI).

There is always room for improvement. Data can help make this process continuous.



Strategy #5: Assess the impact of industry changes on your own campaigns

Outcome: Respond to changes efficiently and effectively

Example: Twitter engagement

Data driven Evaluation process:

Step 1: Compare data before the date of change to the current date and watch out for trends and anomalies

Step 2: Be prepared to take action quickly!

Take away: Constantly monitor the industry and be ready to take action. Challenge the status quo!



Strategy #6: Look for interesting events to focus on

Outcome: Higher awareness and impactful communication

Example: content flow

Take away: focus & reduced complexity



Strategy #7: conduct surveys to find blind spots

Outcome: Aim for long term improvements

Example:

GER & US Energized > focus on 1-2 markets that are more relevant due to room for improvement in terms of reputation

Take away: Every single step counts, but you must inform yourself constantly to make informed decisions



7 key elements of data driven paid media



#1 Know your target group.



#2 Use Geo targeting for more context.



#3 Get ready to go on a learning journey. It's a marathon, not a sprint!



#4 Measure success as a series of smaller steps.



#5 Assess the impact of industry changes on your own campaigns.



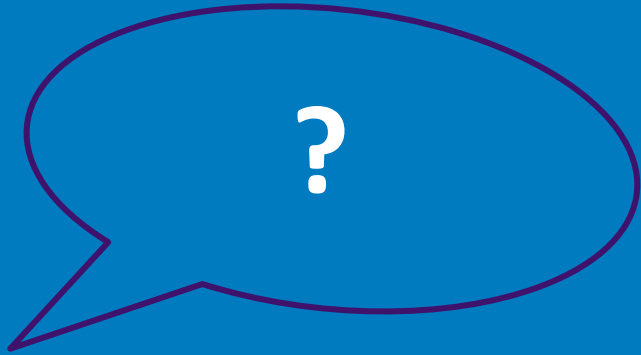
#6 Look for interesting events to focus on.



#7 Conduct surveys to identify blind spots.



Time to talk



- How do you plan paid advertising campaigns?
- In what area are you the most active? (Product Marketing/ Corporate and Branding)
- How do you manage to gain an overall understanding throughout your different paid campaigns to make the utmost of learnings and monetarize them in following advertising campaigns?
- What have been your „AHA“ moments in the last two years in your advertising campaigns?