



CREEKSTONE CREATIVE

Wine Retailers and the AI Revolution

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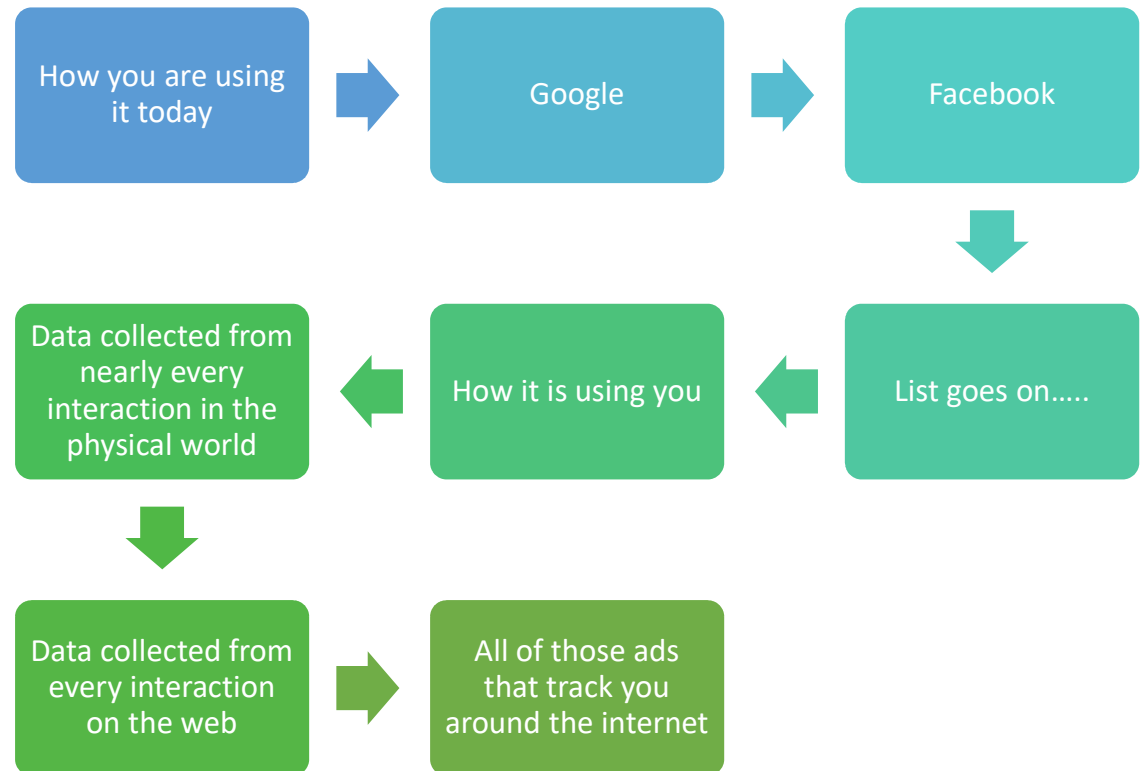
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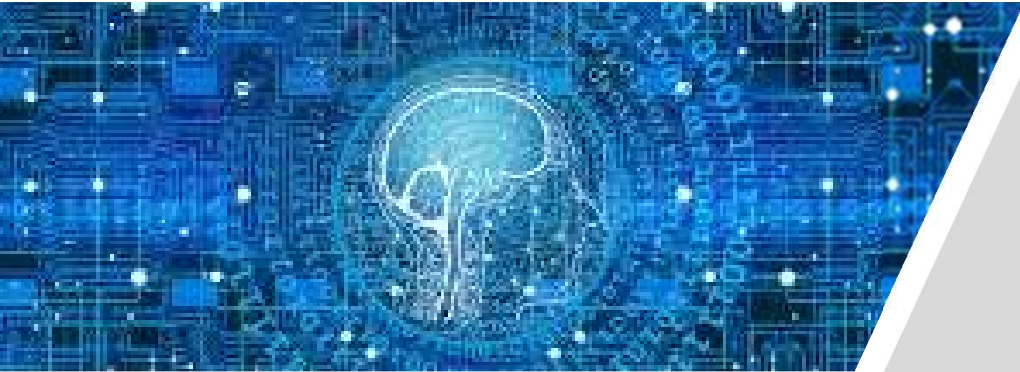


What we are here to discuss

What impact will accessible artificial intelligence tools have on wine retailers, particularly those selling via the Internet and shipping interstate?

AI is already
in our
everyday lives



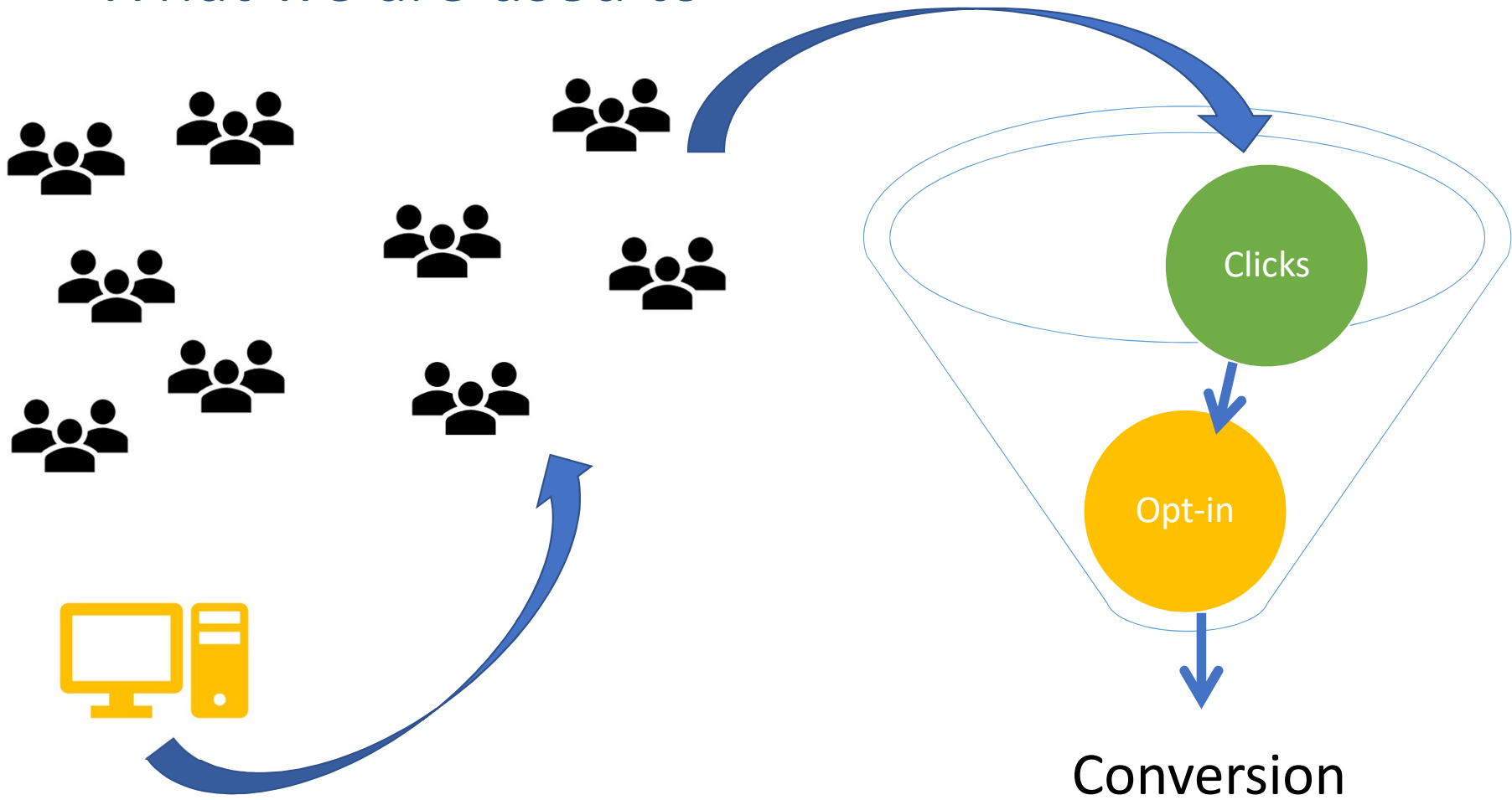


The question is no longer what is your digital strategy, but what is your strategy in a digital world?

Traditional Audience Targeting

- Based upon what is called “3rd Party Segments”
- AI is may be used to build those segments
- Segments are static, not dynamic
- Example: Facebook ad targeting

What we are used to



AI Audience Targeting

- Ensures recency by using active captures. At Creekstone Creative, we use a real-time capture. Industry standard is a 20 day window.
- Behavioral based with a demographic filter, not demographic based.
- Updates happen in milliseconds, as the behavior is occurring.
- Active retargeting of engaged audiences from anywhere in cyber-sphere, not just your website.
- Can include physical world presence.
- Similar spend, amazingly better results.

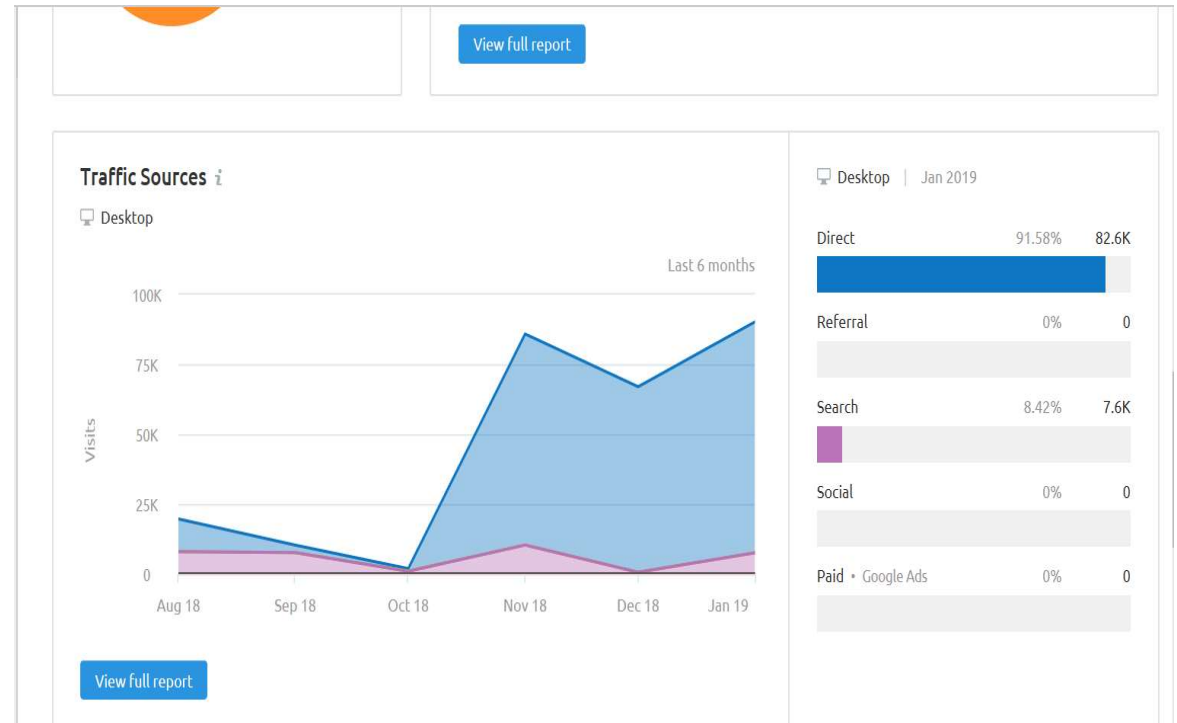
Actual Customer

Start Date: October 31, 2018

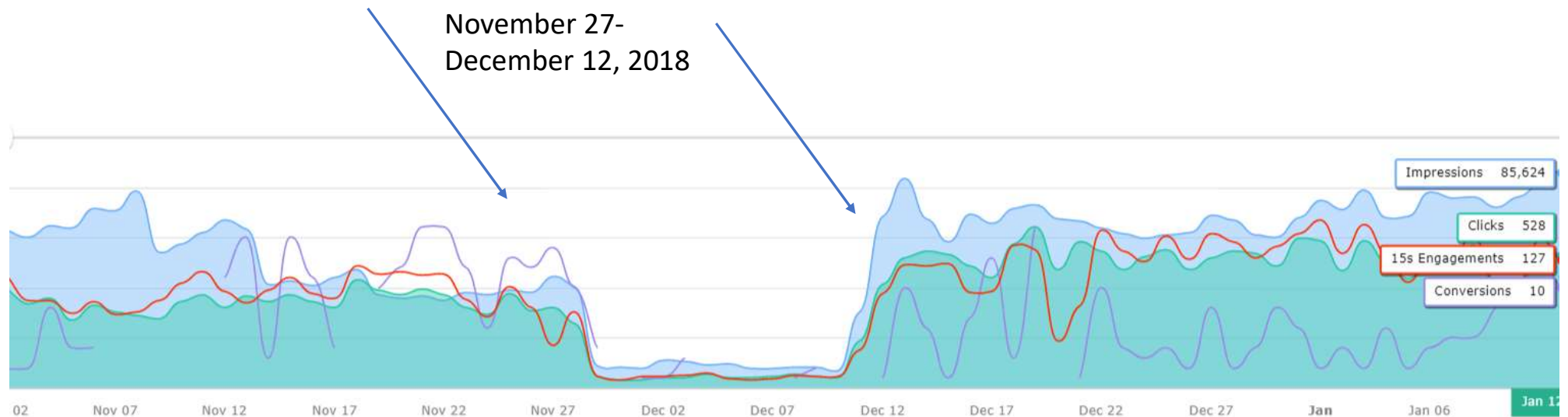
Diverted budget from Social and PCP

6 month direct traffic increase measured at **91.58%** even though our campaigns had only run 3 months

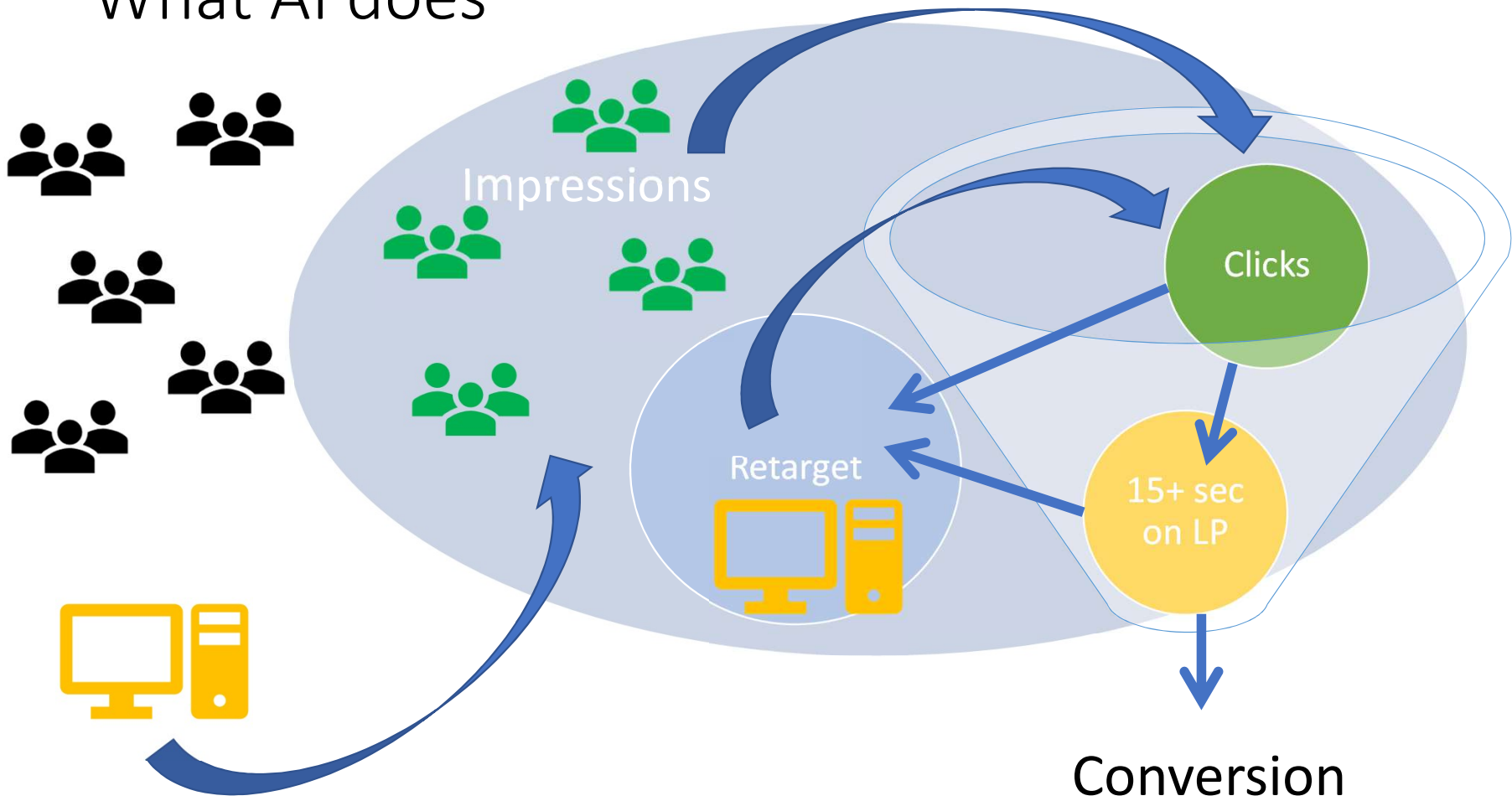
Why the dip in December?



This is a high ticket seasonal business. Their website provider is also the SEO and Google Ads provider. They swore that the growth was seasonal and had nothing to do with the AI so the AI ads went on life support, returning to their previous strategy for about 2 weeks.



What AI does



How does it do that?

AI Across Multiple Funnel Positions



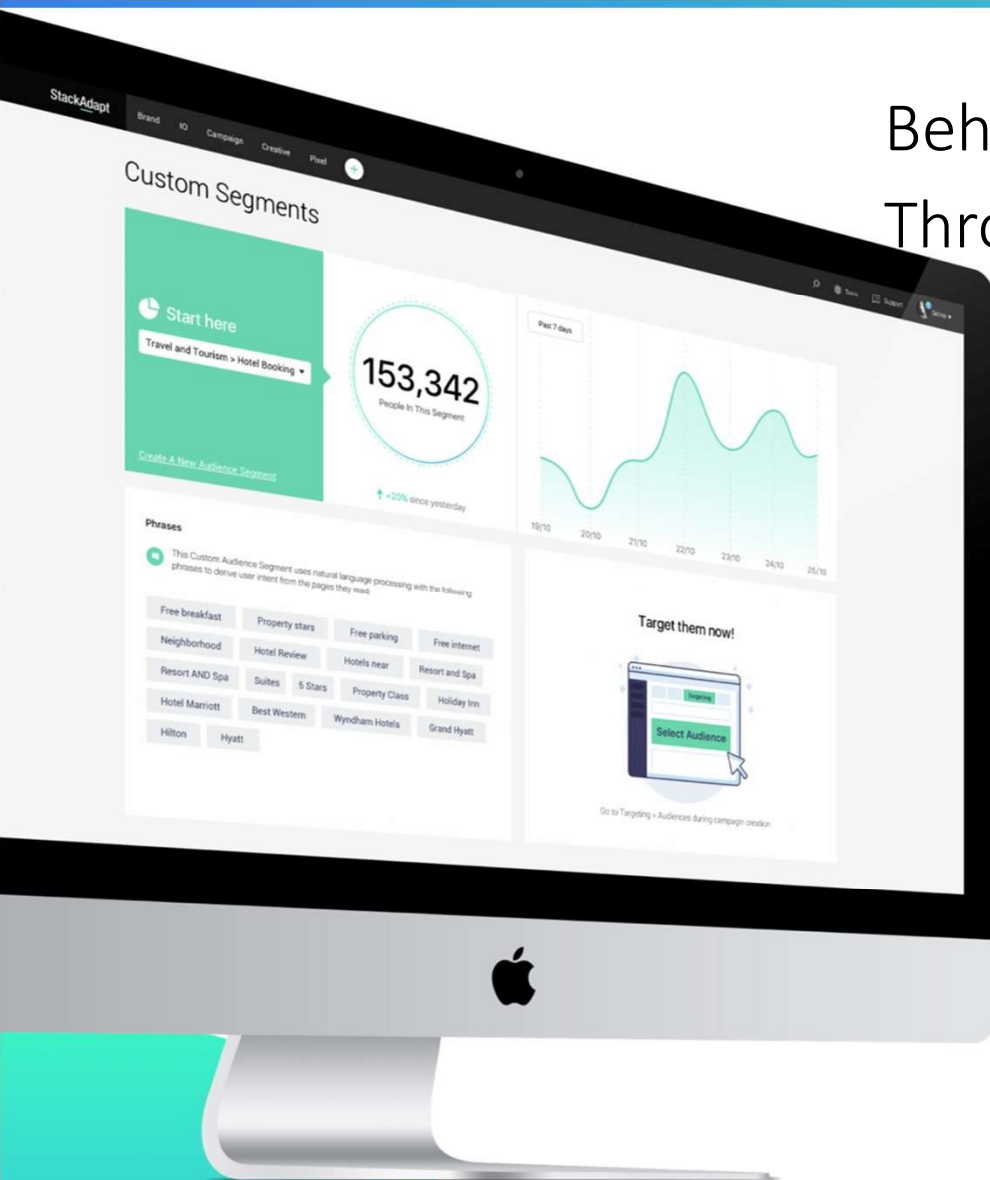
Reach Consumers At All Stages

- Segment wine based audiences using natural language processing.
- Engage identified audiences through algorithmic ad delivery.
- Use machine learning to optimize engagements towards purchase .
- Nurture new customers towards repeat purchase and positive brand lift.
- Create brand advocates through re-engagement after purchase.

Behavioural Audience Identification Through Natural Processing

How It Works

1. People across the public internet are showing intent by engaging with content specifically relevant to [Wine Enthusiast](#) intent signals.
2. A smart caching system uses natural language processing to understand the content of 800,000+ articles every second and digs deep to find the unique audience you've described.
3. We transform an ocean of open RTB data into a segmented pool of relevant users and store them for any specific period of time (i.e. 5 days, 10 days etc.)
4. Target this constantly refreshed in-market intent based audience with Native, Video and Display advertising campaigns across the reachable web.

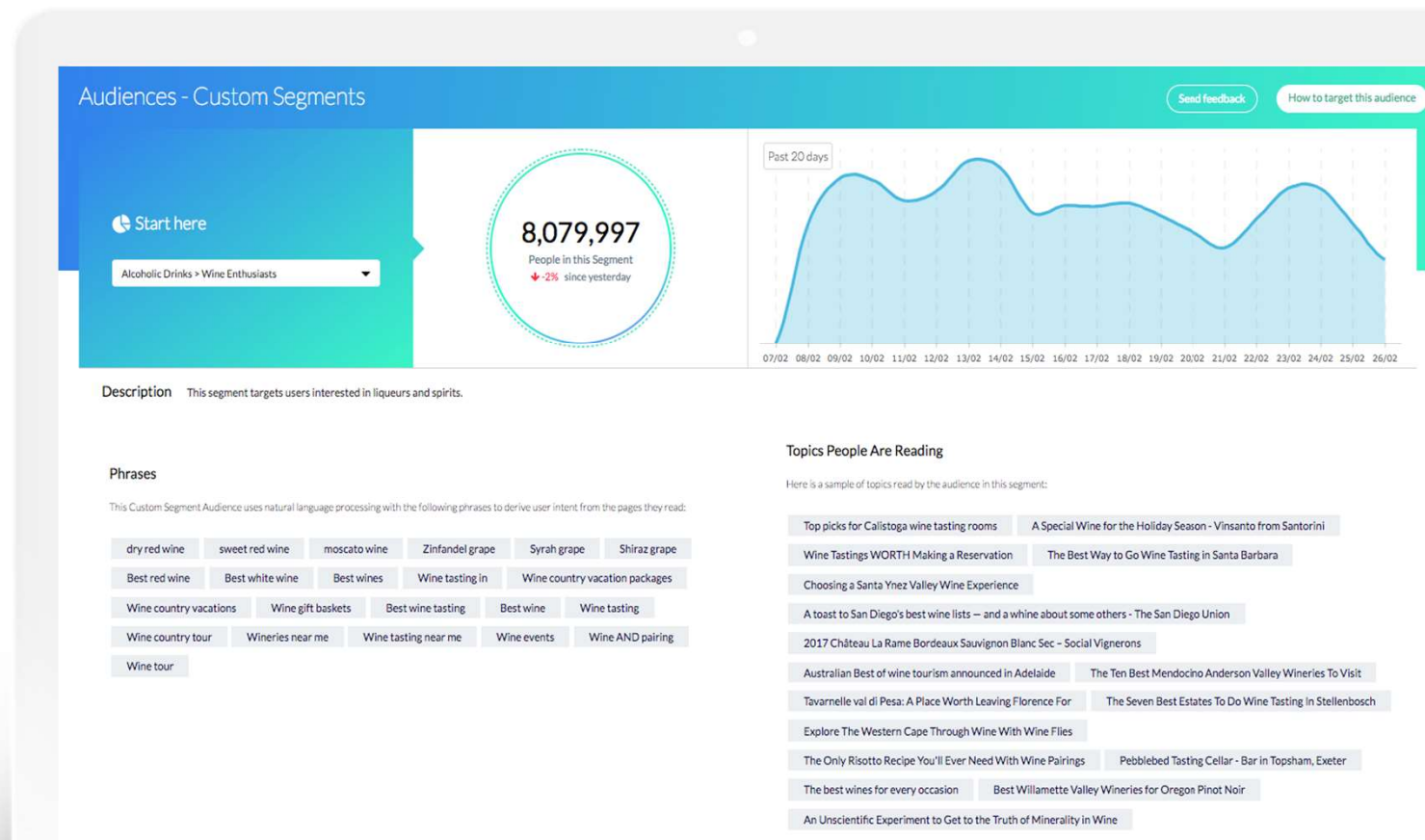


Behavioural Audience Identification

Identify and segment 'Wine Enthusiasts' based on browsing behavior detected through natural language processing.

Ensure recency within identified audience targets through lookback window capping.

Only those seen to exhibit wine related behavior within the past 20 days.



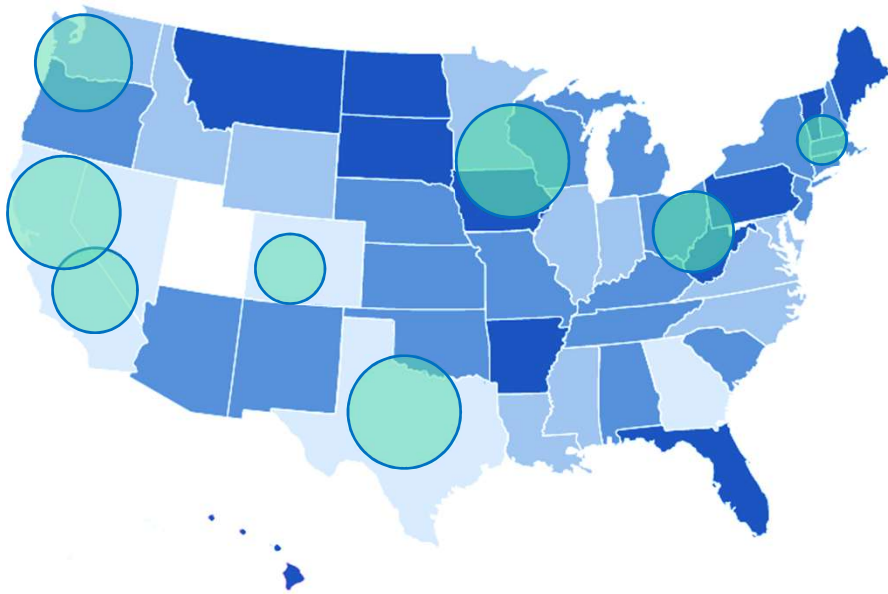
3rd Party Audiences



Leverage A Premier DMP

- Relationships with the worlds top data providers gives buyers access to a fully integrated **Data Management Platform**.
- Reach 3rd party audiences derived from different collection, deterministic, modelled, & known sources.
- Targets like Demographics, Ethnicity, Household Income, Education, Real Estate Ownership, & Purchase Data can be pulled from 3rd Party.

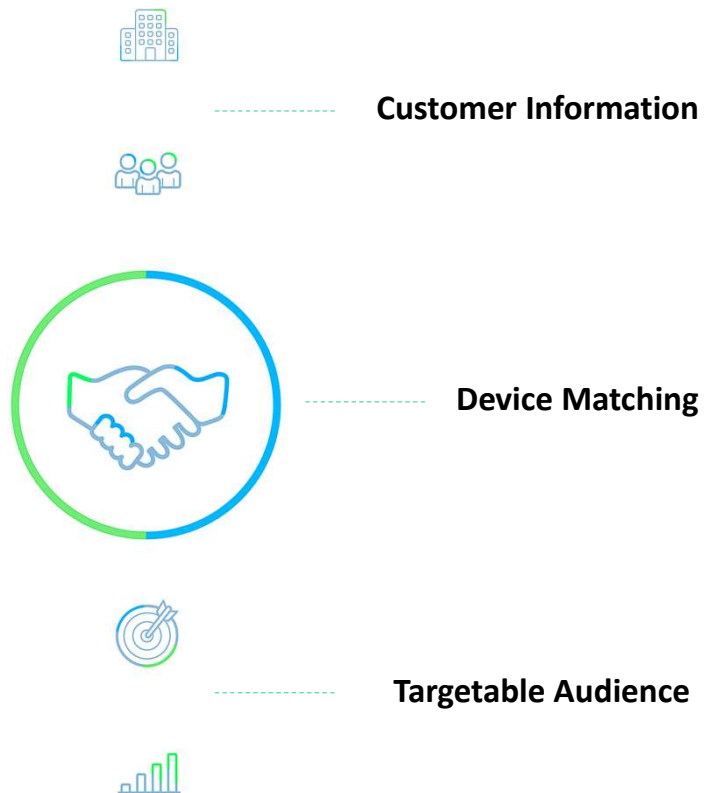
Location Based Audience Identification



Define Radii, Capture Audiences

- Continually target users based on frequent visits to product retail locations.
- Capture and store visitors to wine focused events and festivals.
- Ensure an always on presence in high intent bar and restaurant areas.
- Zone in on specifically identified zip codes and wine production regions.
- Use the smart relevancy of location to improve machine learning results.

Retailer CRM Segmentation



Utilize Customer Data

- CRM segmentation allows for hyper-targeted advertisements across the reachable web eco-system through a variety of ad formats.
- Retailer CRM Data can be uploaded confidentially for CRM based targeting.
- Customer contact data is synced using AI driven cross device matching.
- Prospective or churned customers can be targeted with awareness tactics.
- Existing customers can be excluded or re-engaged with nurture campaigns.

Data Driven Optimization



Metrics That Matter To You

- Advanced Bidder Technology gives digital ad buyers an edge through predictive modelling based on buyer defined KPI parameters.
- Algorithmic Optimization drives performance across all metrics.
- Machine Learning synergizes with user input to produce best results.
- Data Science models drives both performance and inventory quality.
- Buyers can achieve their goals while ensuring absolute brand safety.

Brand Safety

Modelling and Quality Assurance are half the battle. Validation tools ensure absolute safety for brands.

FORENSIQ

- Pre-Bid Detection

IAS Integral
Ad Science

- Post-Bid Measurement



- 3rd Party Accreditation



- Always On Cybersecurity

For the bigger
budgets

- If your annual spend is upwards of \$200,000 additional options are available.

Measure Brand Lift

Nielsen allows advertisers to measure media performance by linking native, display, and video ad exposure to positive impact on brand image

Brand Lift Research is conducted in a control vs exposed methodology. Brand Lift performance can be analyzed and broken down within a real-time dashboard. Study results are comparable against vertical benchmarks



Measure Foot Traffic

PlaceIQ allows measurement of native, video, display distribution on the lift in visitors to physical locations relevant to product purchase.

The post-campaign report contains a summary and a visual representation of insights such as:

- Lift over control group
- Insight on other locations your audience visits
- Time from exposure to visit visit report
- Day-of-the-week breakdown

...and more



PlaceIQ draws polygons around specific locations for **precise measurement**

Measure Sales Lift

Sales Lift allows advertisers to measure the media performance by linking native ad exposure to offline sales.

By accessing POS and store level data of over 95,000 retail stores such as Costco, Target, and Safeway, IRi allows measuring the impact of your advertising initiative in a given geography over control (markets not exposed to advertising) for over 307 product categories.



Questions? Comments??

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- Feel free to contact me at any time. Seriously.



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Thank you

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