

From Third Wheel to Center Stage: First Party Data Marketing

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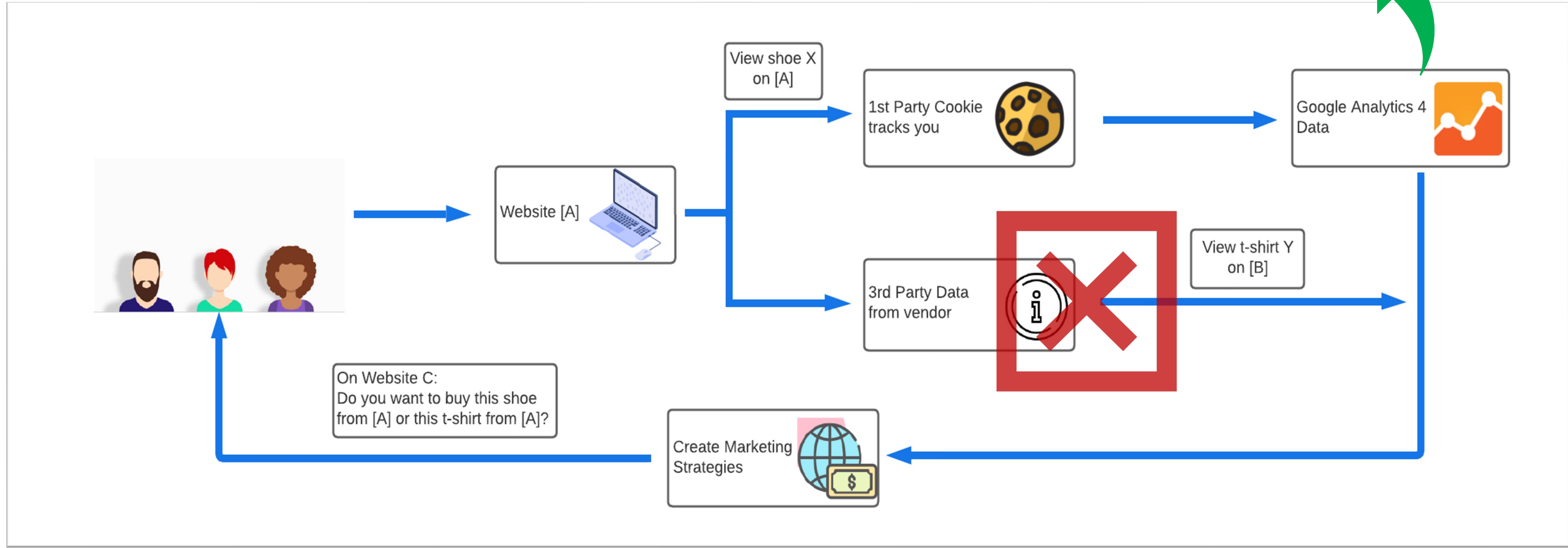
Problem Statement



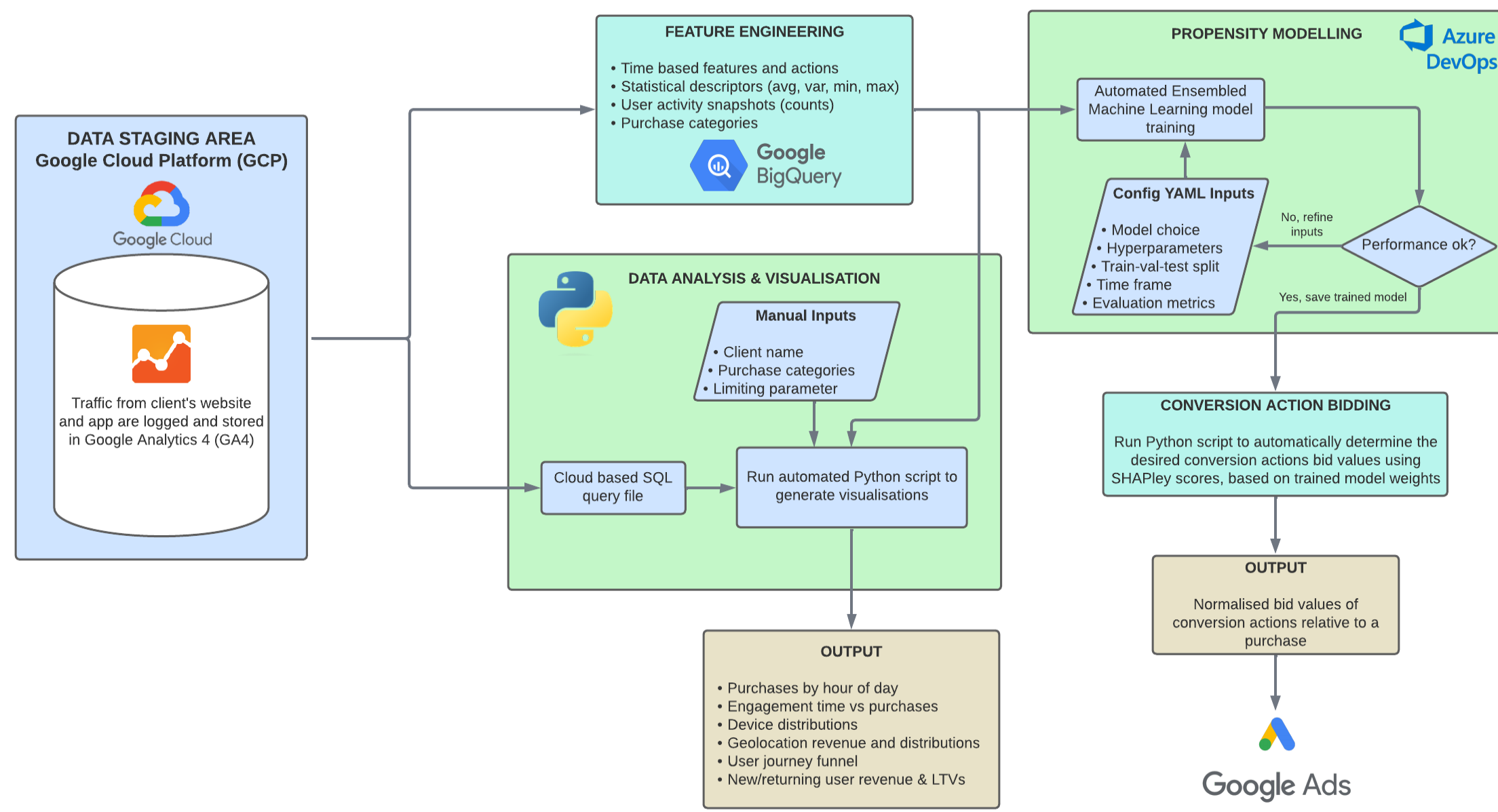
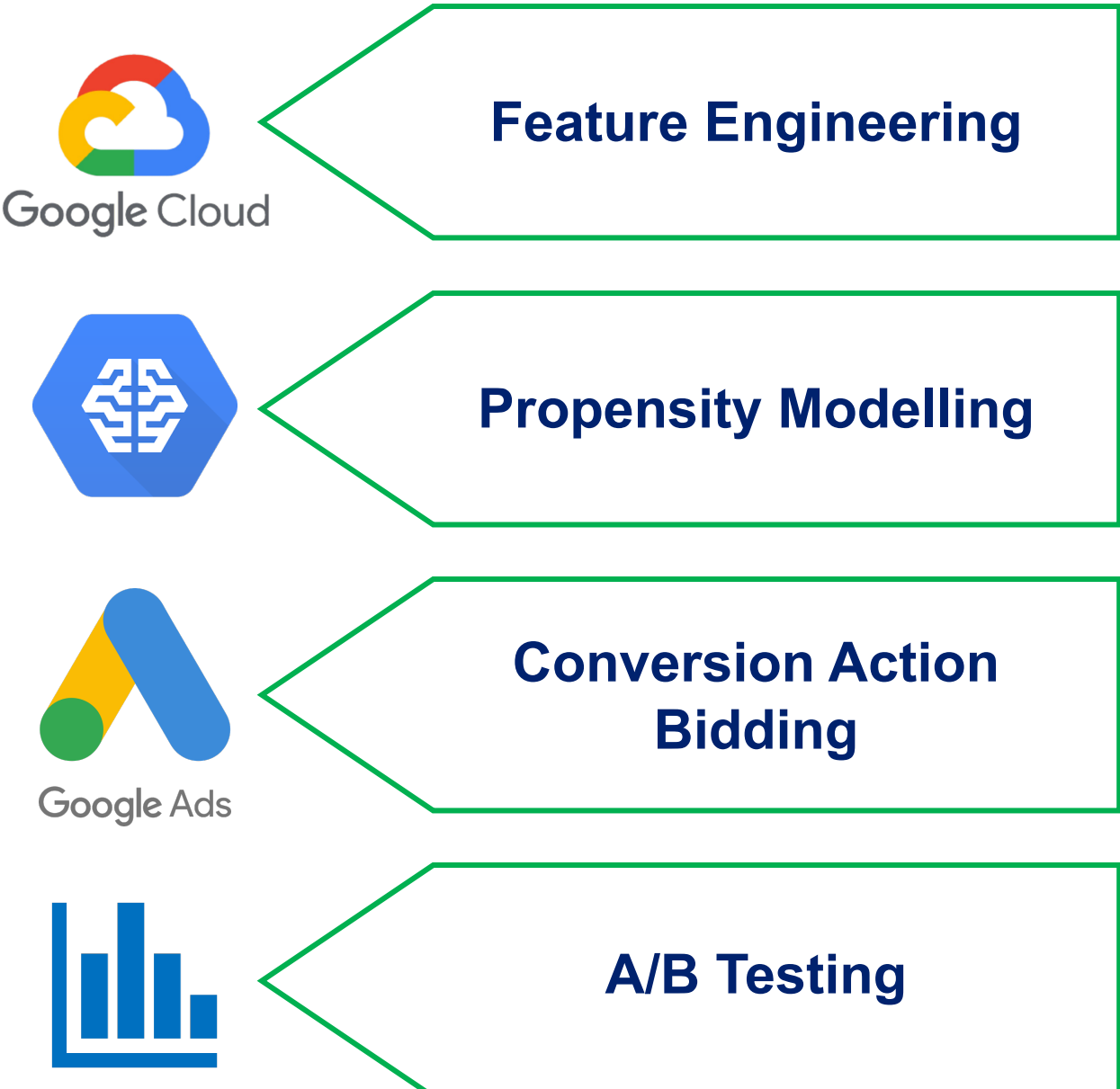
Background

Privacy concerns and regulations like the GDPR and CCPA are driving a shift in digital marketing. Consequently, third-party data, which informs which users to target, are being deprecated. Hence, companies are pivoting to first-party data from customers for marketing. This shift addresses privacy issues and builds more direct and transparent customer relationships.

Can we repurpose first party data, typically used for user experience, for marketing?



Data and Methodology

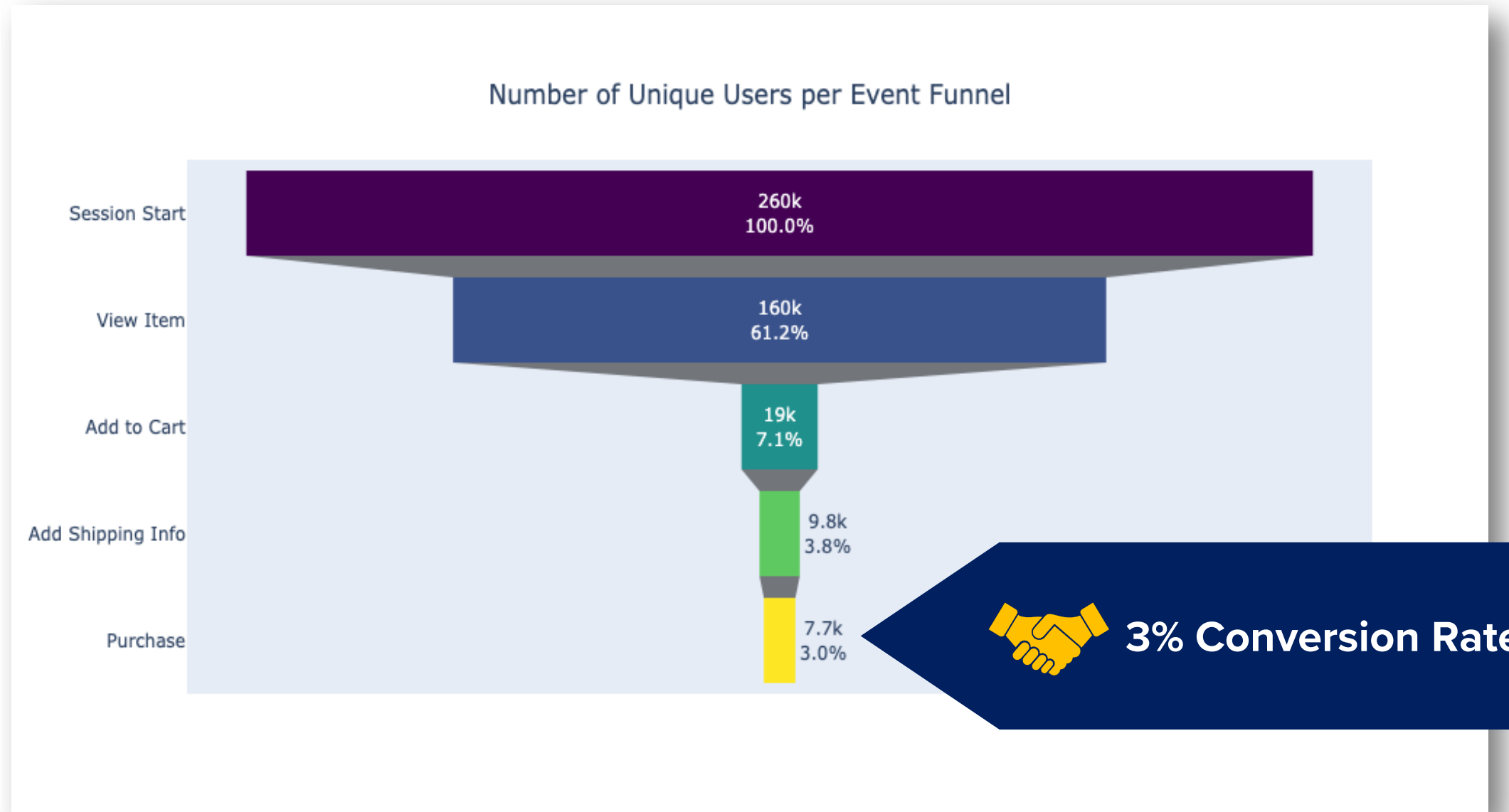
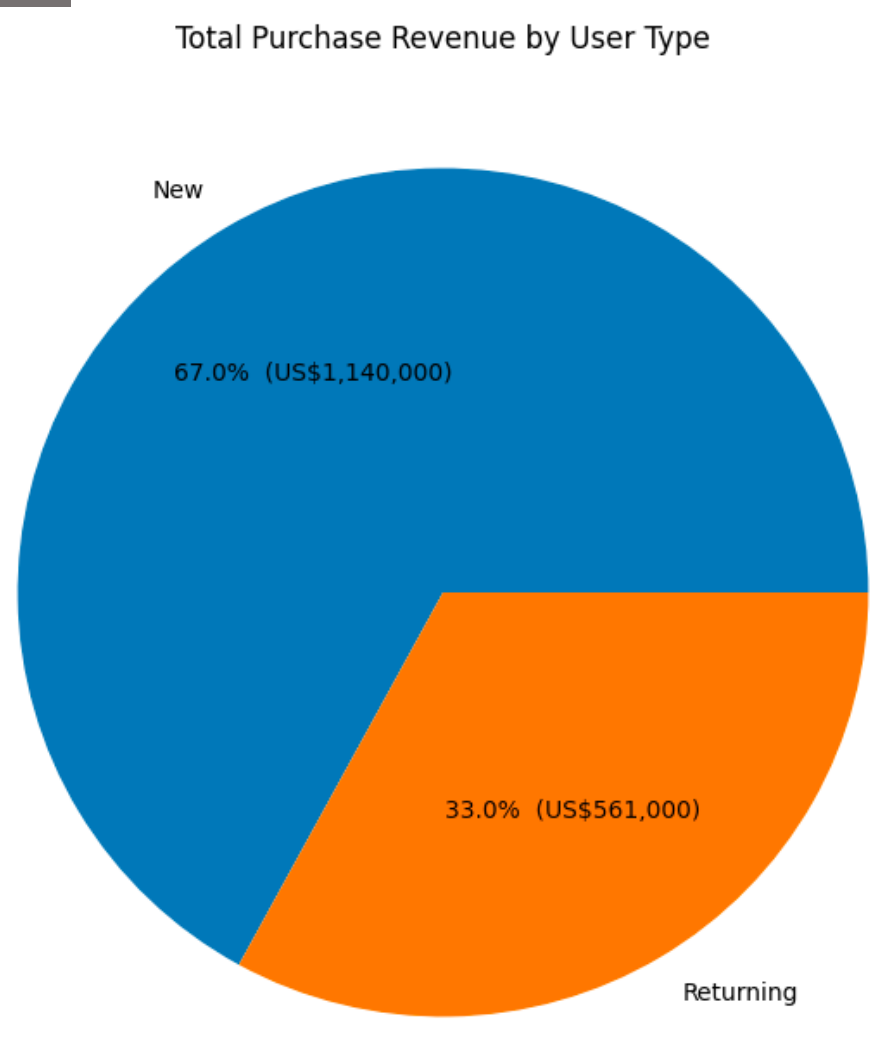


Google Analytics 4

- User Actions & Engagement
- Lifetime Value & Revenues
- Geolocation
- Device & Traffic Source

Exploratory Data Analysis

- Summary Statistics
- Sweden, Denmark, Norway
- Monthly Revenues: US\$1.6M – US\$9.3M
- 80% of users spend ~5 mins or less on the website



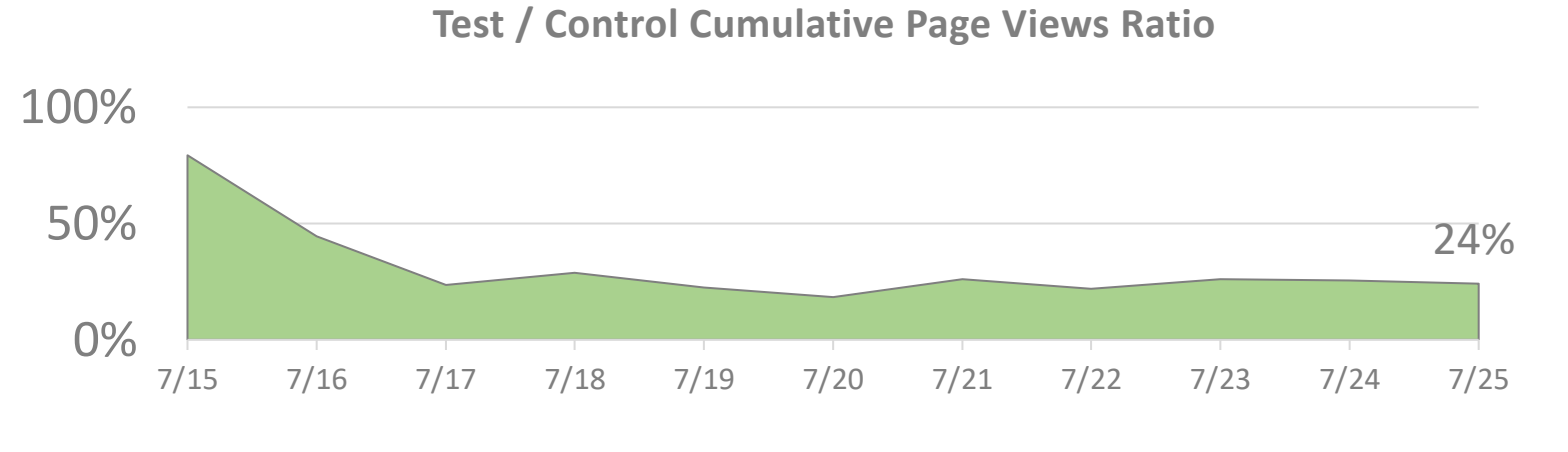
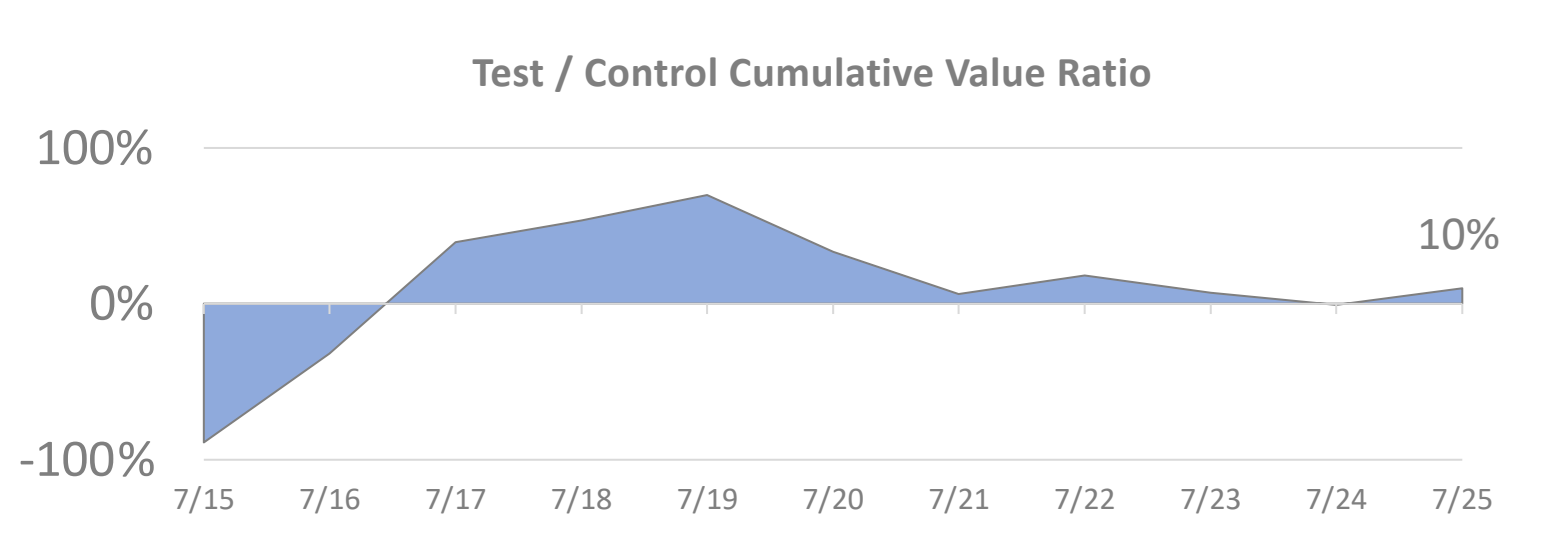
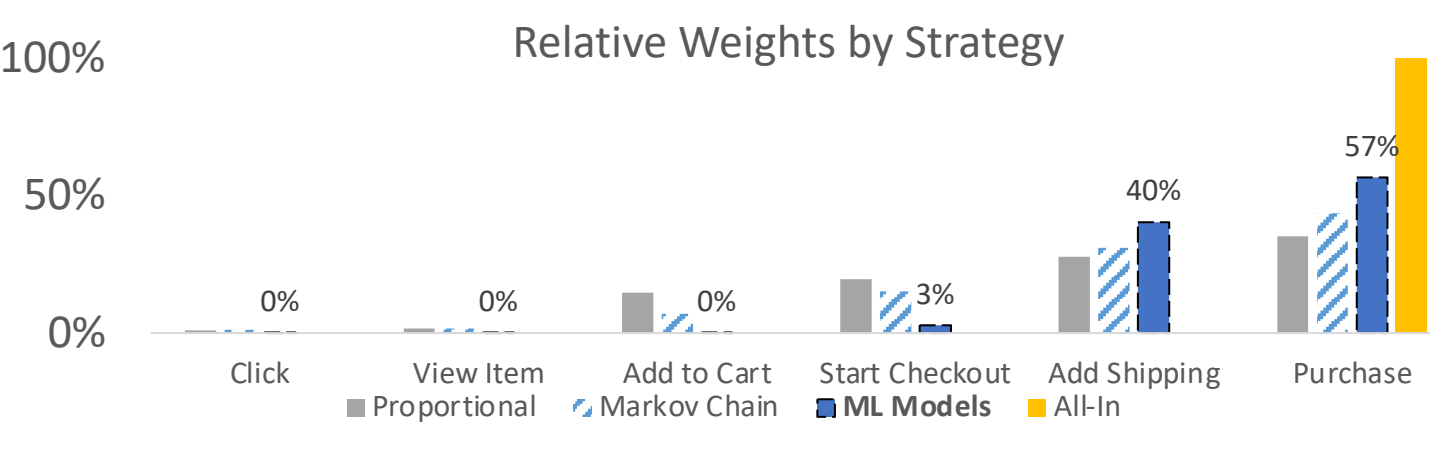
Results

- Ensembled Machine Learning Model
- 93% True Positive Rate
- 10% Improvement in ROAS*
- 24% Increase in Page Views*

*Not statistically significant

Model Evaluation Metrics

	F1 Score	Balanced Accuracy	ROC-AUC
LR	0.7358	0.9850	0.9927
LASSO	0.7364	0.9838	0.9927
Ridge	0.7383	0.9839	0.9926
XGBoost	0.8149	0.9815	0.9938
Ensemble	0.8444	0.9731	0.9957



Next Steps

Due to the inconclusive testing results based on only 2 weeks of data, we recommend Acceleration Group continue the running A/B tests for at least an additional 5 weeks.

Handoff of EDA and model pipeline code with configuration files will allow GroupM to replicate these results and extend them to 2 additional clients

Deliverables

- Azure Dev-Ops Repo
- Acceleration Group Presentation