

No Legacy, No Limits

How DIRECTV Rebuilt Customer Experience from the Ground Up

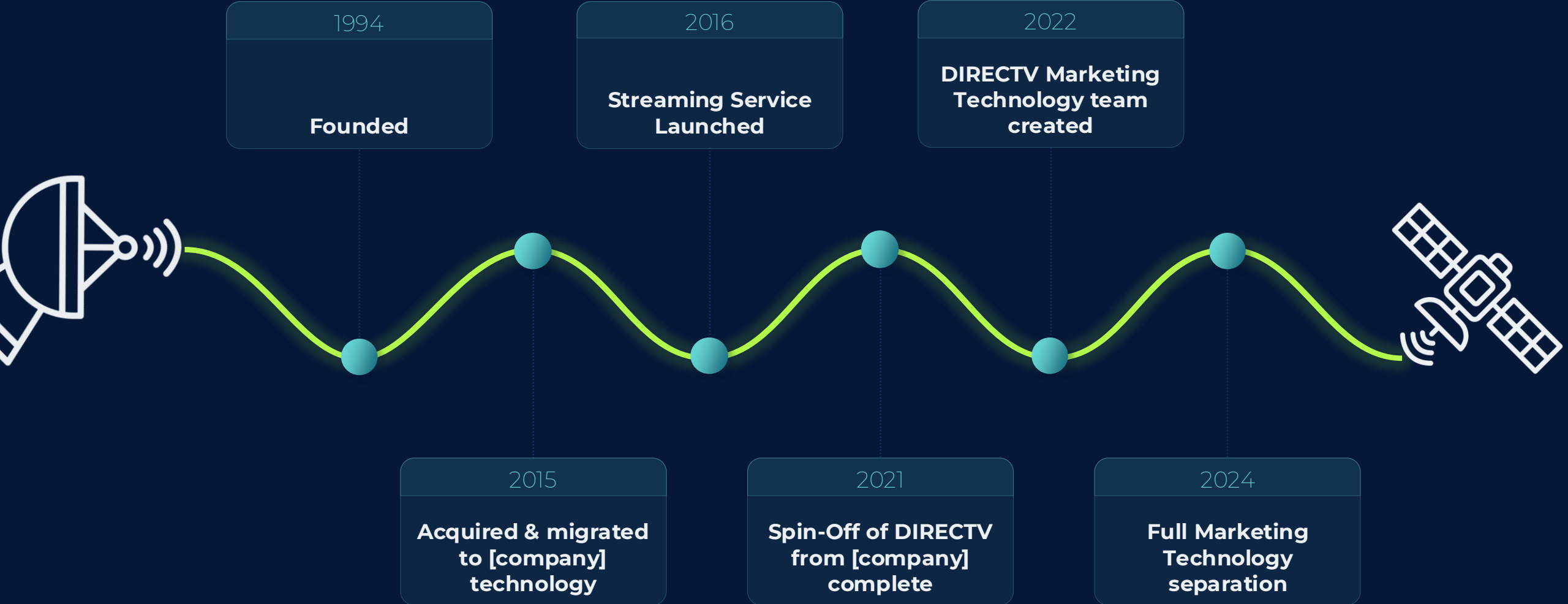
DIRECTV



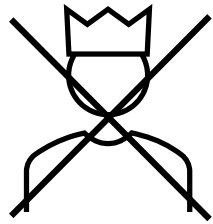
Mark Loovis

Director, Marketing Technology

History Lesson

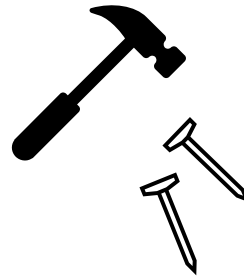


The Tools That Were Used



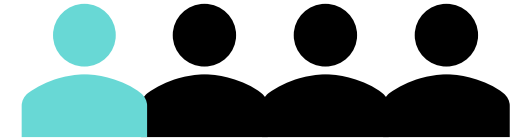
Not Best-In-Slot

Products used in a novel way
and not in-line with
marketplace standards



Homebrews

Custom created.
Antiquated the moment
it is released



Disconnect Enterprise Tools

Part of a much larger tech
stack and not designed to be
leveraged independently.

The Predetermined Stack





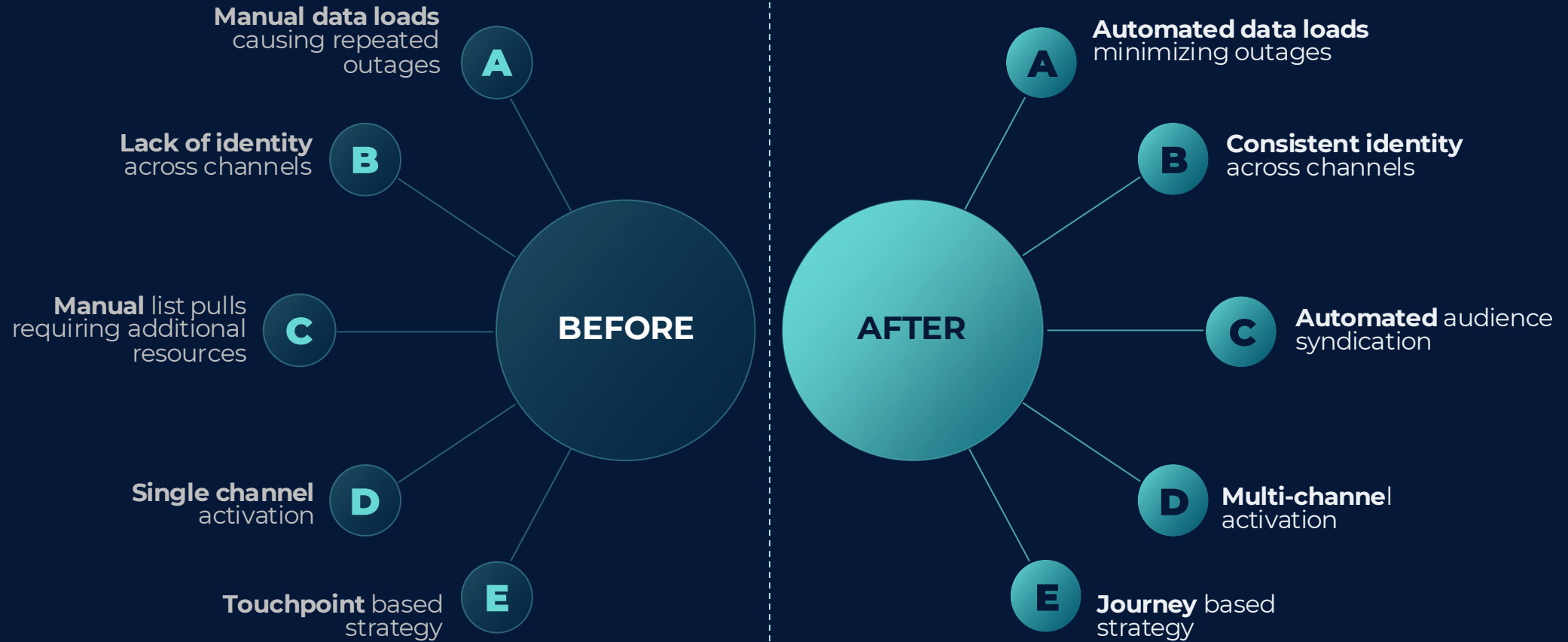
**"Change almost never fails
because it's too early. It almost
always fails because it's too late."**

Seth Goden

Talk to Everyone



Create Your Vision



Create Your Plan



TECHNOLOGY STRATEGY	ACTIVATION	IDENTITY RESOLUTION	CONTENT	ORCHESTRATION	DATA SCIENCE	DATA MANAGEMENT
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Identify Critical Enablers

ONE

Develop Customer Centric Operating Model

- Define **segments** and create customer experience **journeys**
- Customer first strategies are an iterative process but will build guiding framework for personalization
- **Customer journeys** can then be tested, measured, and improved along the transformation process

TWO

Expand Snowflake Marketing Data Platform Scope

- **Central source of truth** that holds all the data required for enabling the customer experience and analytics
- Leveraged by **multiple business units**; marketing, service, analytics, etc.
- **Empower** Business Units with actionable data to be more efficient in their work

THREE

Implement Enterprise Identity Solution






- Ownable Identity Solution that combines both Online & Offline data points to provide **holistic view of the customer**
- Ability to connect disparate data sources by standardizing identification
- Foundational for creating **people-based experiences** at scale

FOUR

Select & Implement Customer Data Platform (CDP)

- Enables ability to orchestrate **real-time audience management**
- Actionable profiles and signals of known and unknown customer records for **quick distribution** to channel for personalization
- **Omni-Channel customer experiences** that move consumers down lifecycle funnel

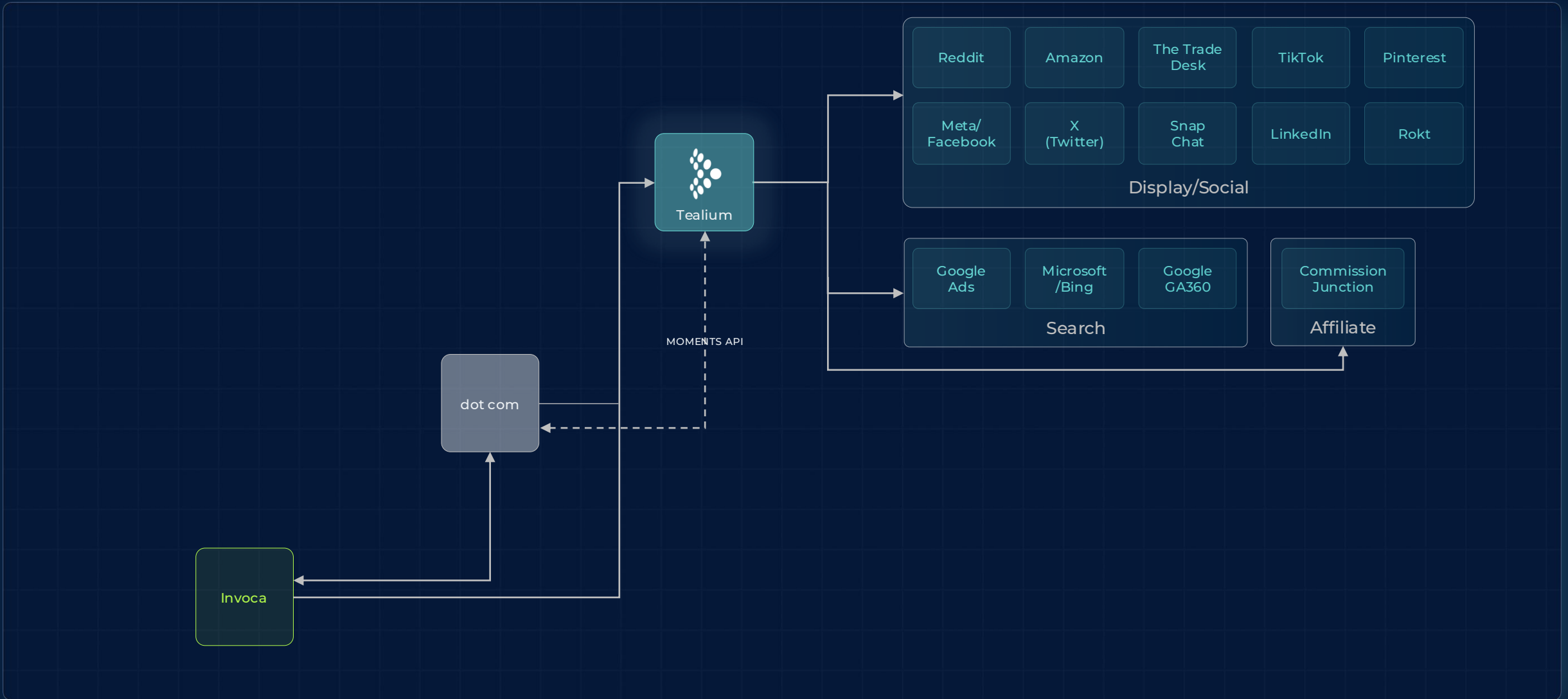
Data Strategy Before Platform Execution

-  **DATA HUB LAYER (CDO)**
The largest amount of data. Contains all data from all sources.
-  **CONSUMPTION LAYER (CDO)**
A filtered view of the data hub with data required across the enterprise.
-  **IDENTITY LAYER (CDI)**
A subset of the consumption layer with an identity overlay.
-  **ORCHESTRATION LAYER (CDP)**
The data necessary for a defined campaign.
-  **ACTIVATION LAYER**
Identities and attributes needed to activate in a specific channel

CRITICAL ENABLER
Expand Snowflake Marketing Data Platform Scope

CRITICAL ENABLER
Implement Enterprise Identity Solution

CRITICAL ENABLER
Select & Implement Customer Data Platform (CDP)

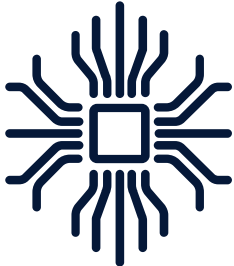


Successful MarTech Requirements



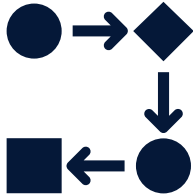
PEOPLE

The right people bring the strategic thinking, technical skills, and cross-functional collaboration needed to align marketing technology with business goals.



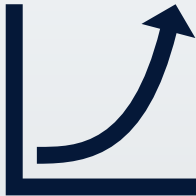
PLATFORMS

Effective platforms serve as the backbone of marketing operations, enabling automation, personalization, measurement, and scalability.



PROCESS

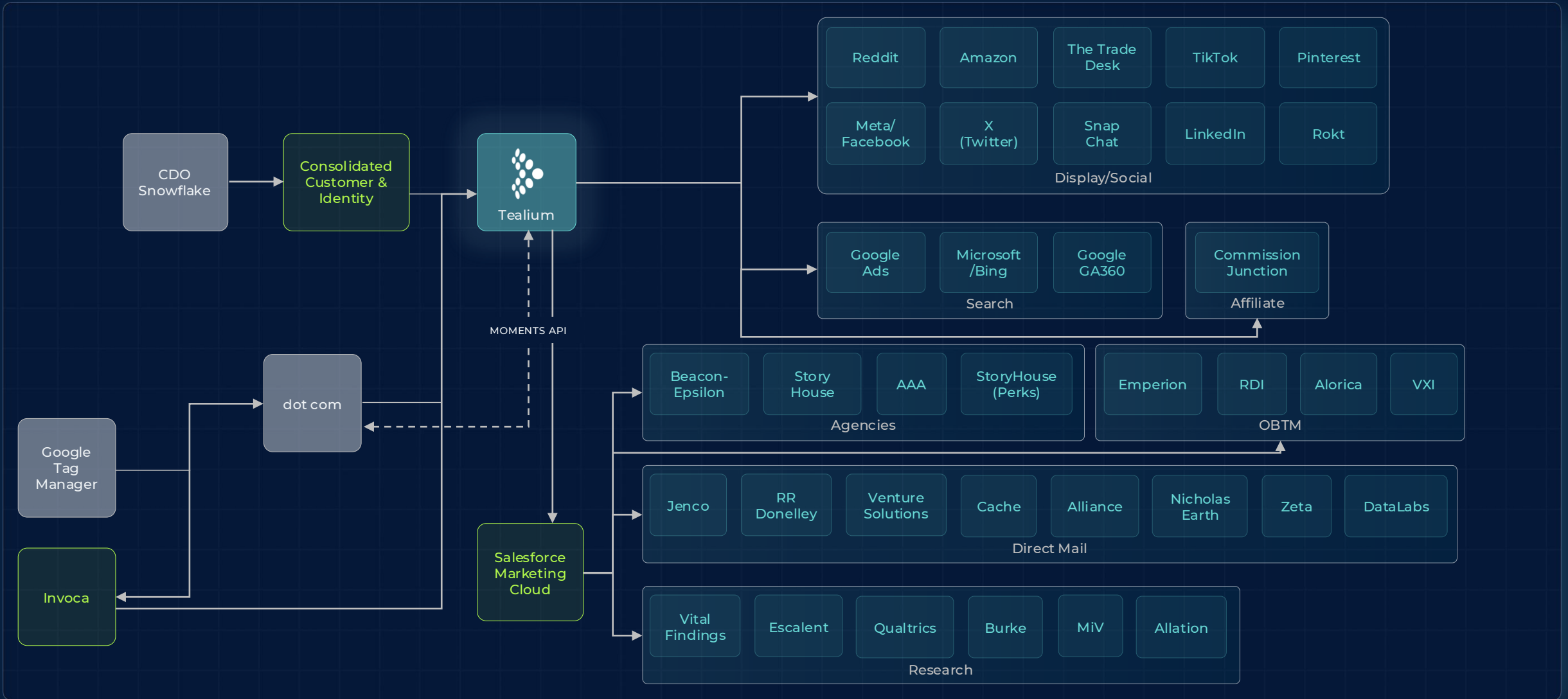
Defined processes ensure that MarTech tools are used consistently and efficiently across campaigns, teams, and functions.



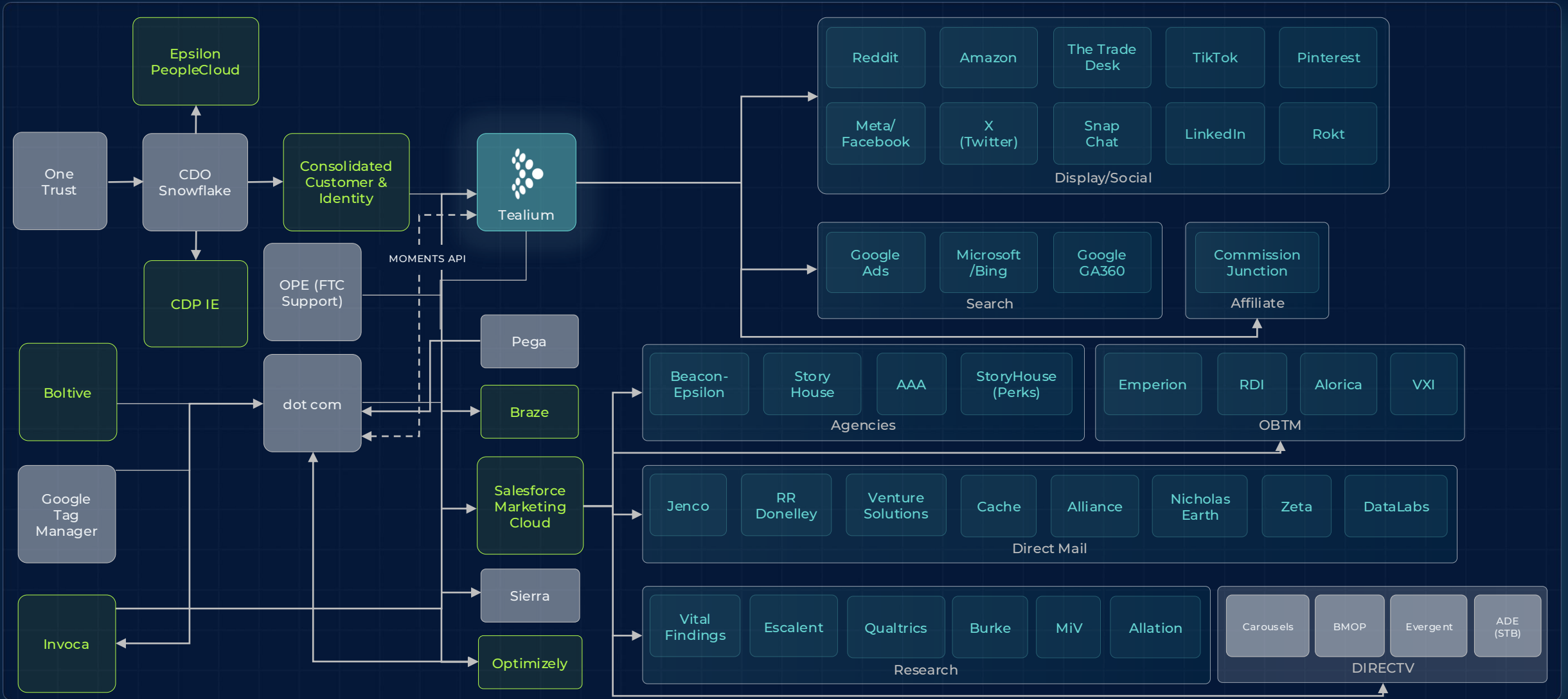
ADOPTION

Technology delivers value only when it's fully adopted by the people who use it day to day. Driving adoption means investing in training and ideation with strategy teams.

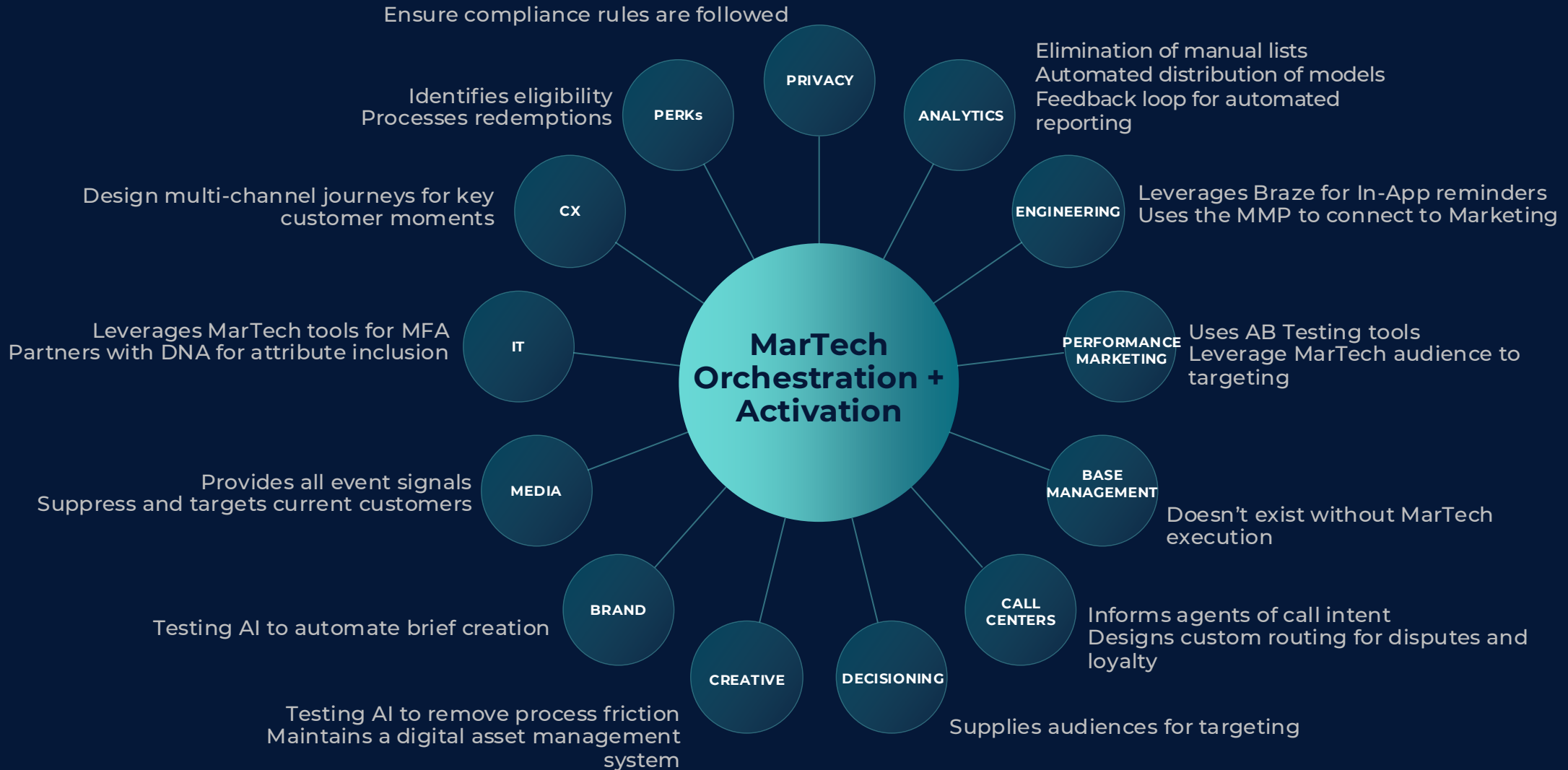
Execute More



Execute Even More



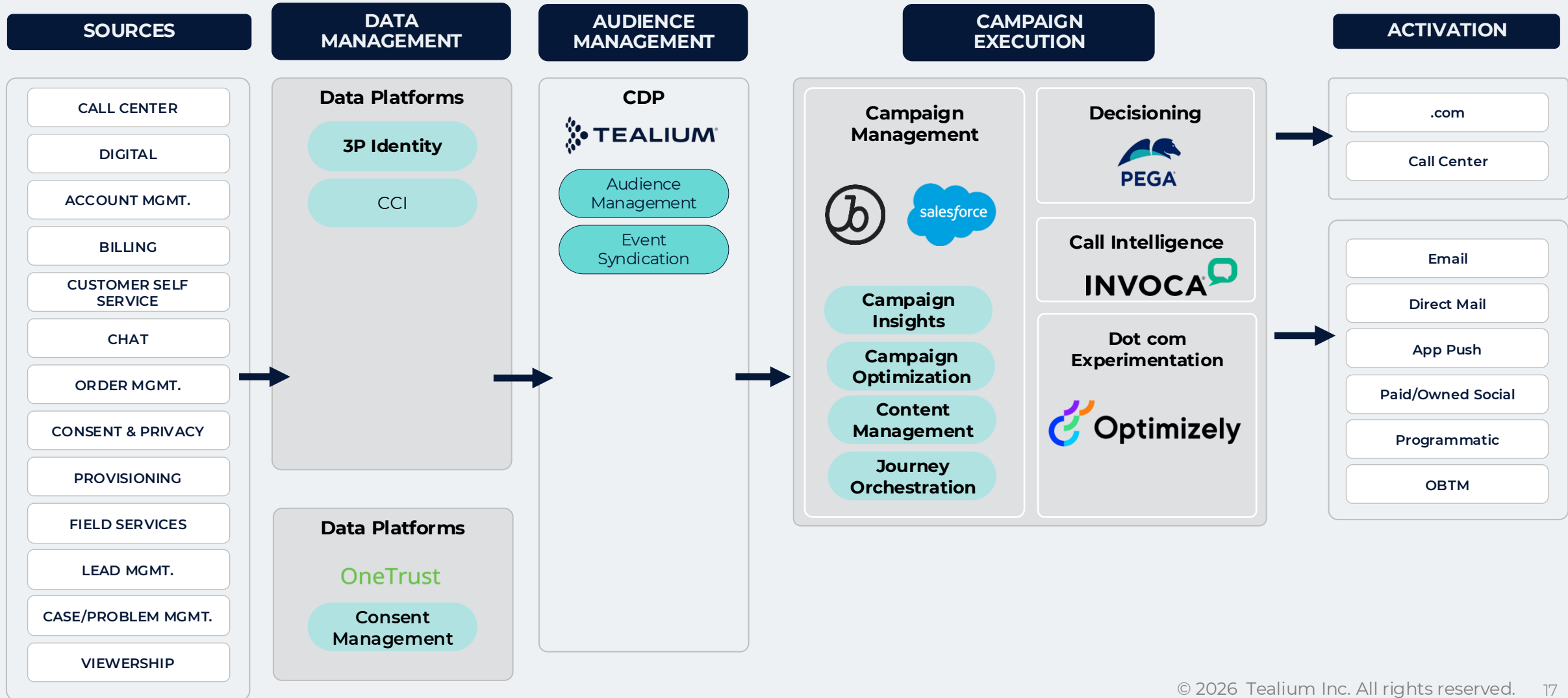
MarTech Helps Everyone



FUTURE FOCUS

Martech Enablement: Present Day

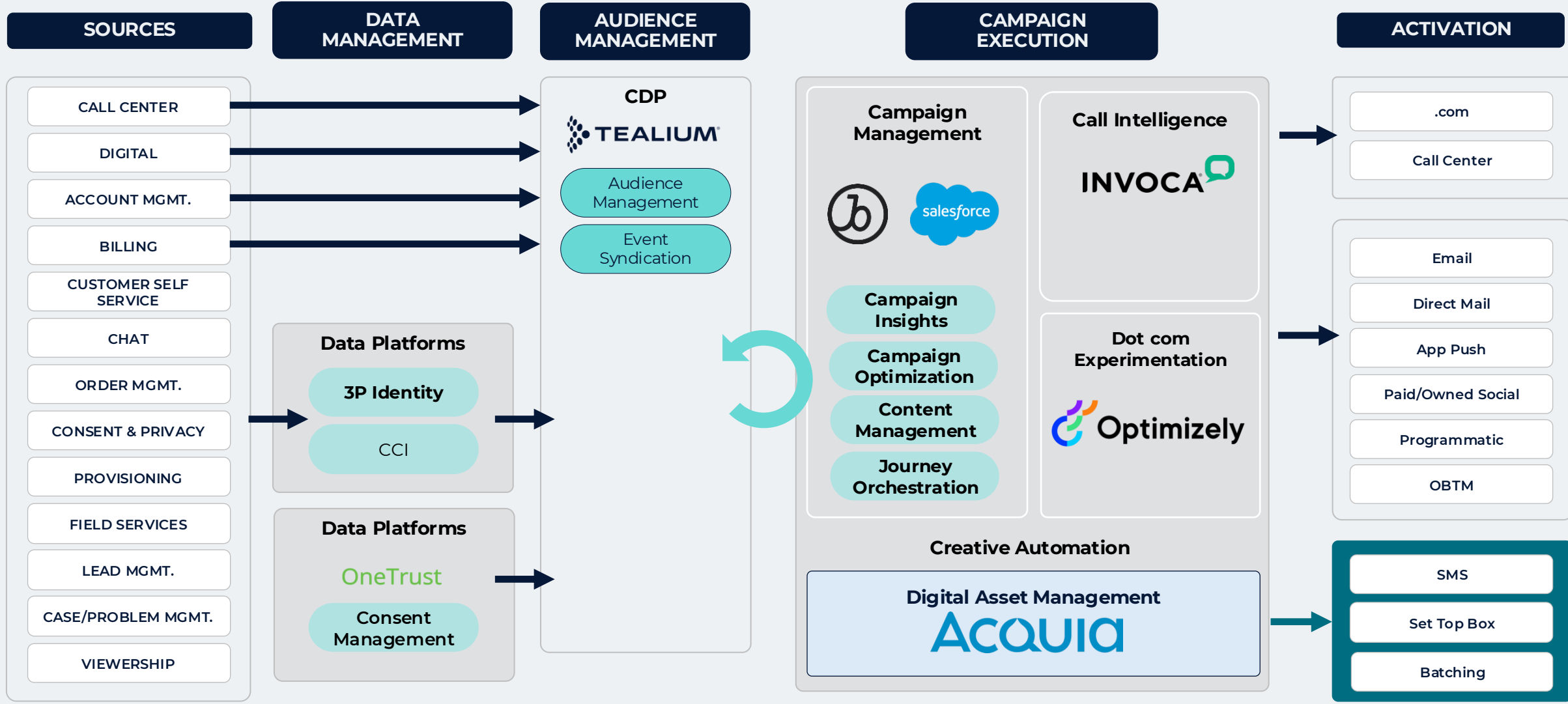
Current architecture, while powerful, does not represent MarTech's final vision for the future



Martech Enablement: Architecture for the Future

Updated architecture leads to a better, stronger, and faster Marketing execution

- 1 Data Speed
- 2 Retargeting
- 3 Consolidated Assets
- 4 More Channels



Lego Block Audiences



HOW THIS DRIVES EFFICIENCY

Reusable audience building blocks with consistent logic reduce the need for custom coding and increase audience development speed. **USED EVERYWHERE**

CURRENT USE CASE

119 Lego blocks currently in place.
Turnkey process to add more in place.

FUTURE OPPORTUNITIES

Broad adoption required: **Aiming for 80% of all audiences to be fully Lego Block by Q426!**

Socialization across BU teams to increase awareness

Become more proactive in the creation of new Lego Blocks when existing architecture doesn't work.

<i>INCLUSION</i>	<i>EXCLUSION</i>

Satellite Customer

Showtime Customer

Email Marketing Eligible

MGM+ Prospect

Signature with Device

Max Customer

Telemarketing Eligible

Max Prospect

Signature without Device

MGM+ Customer

Push Notification Eligible

Showtime Prospect

Strengthen Center & Martech Connection



01

Call Intent

What did they call from? How consistent is that signal?
What experience should we present?



02

User Data

What channels does the user watch? When is the next field appointment?



03

And What?

How does marketing change based on the outcome?





DIRECTV

Learn more at
[Tealium.com](https://tealium.com)