# The 21st Century Leadership – Convergence and Divergence

Orlando Lyomu, Group CEO The Standard Group PLC

**Venue:** Sarova Whitesands Beach Resort & Spa, Mombasa
**Date:** 2nd – 4th October 2019

# Lexicon / Definitions

**Data Driven Decision Making (DDDM) -** A process involving collecting data based on measurable goals or KPIs, analyzing patterns and facts from these insights, and utilizing them to develop strategies and activities that benefit the business in a number of areas.

**Data Management Platform (DMP) -** is a technology platform used for collecting, organizing and managing data.

# SG's Business Environment:

| | | |
|---|---|---|
| Regulatory Changes | Digital Disruption | Scattered Audiences |

| | |
|---|---|
| Changing Consumer Habits | Shrinking Audience Segments |

VALUE

# Linking Human Behaviour with Data Driven Decision Making

**04** — Data helps to think outside of the box

**03** — Data is a great rational equalizer.

**02** — Data fuels the courage to make decisions.

**01** — Data takes away emotions in decision making.

# Why we invested in a DMP?

**Manage**
multiple online campaigns across different ad networks, exchanges, and publishers

**Control**
over data assets, maximize segmentation, prevent leakage, and monitor partner usage

**Enhance**
niche-targeting, messaging capabilities, and scalability
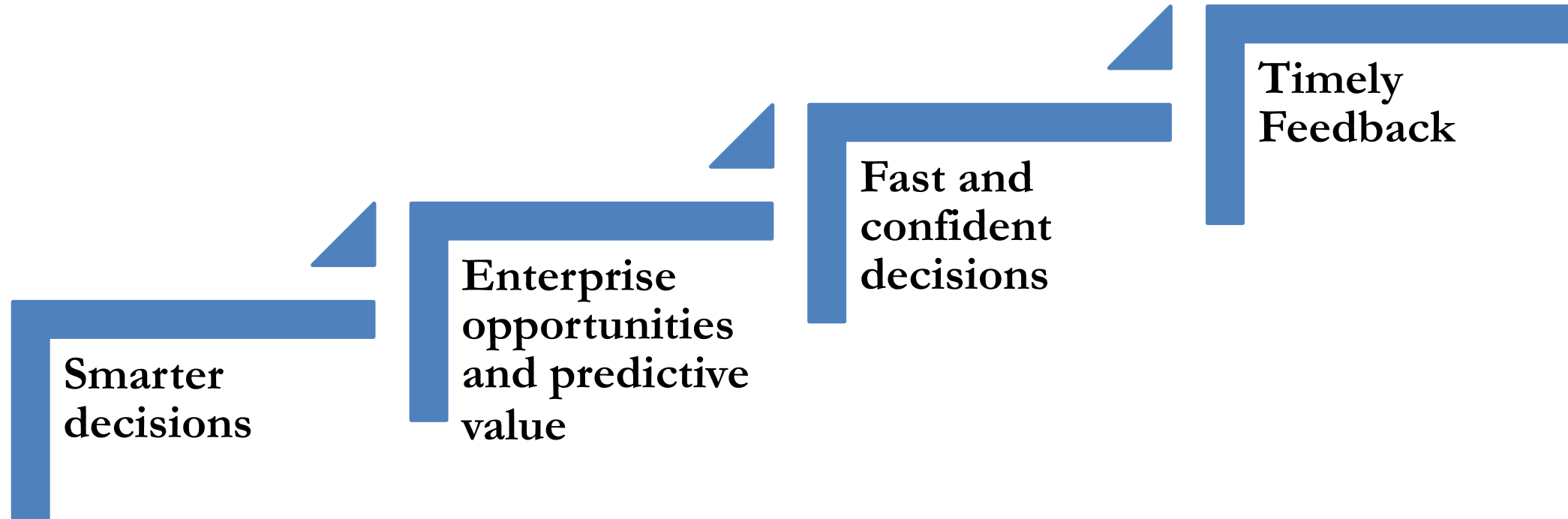
**Improve**
response rates, conversion, and brand recognition

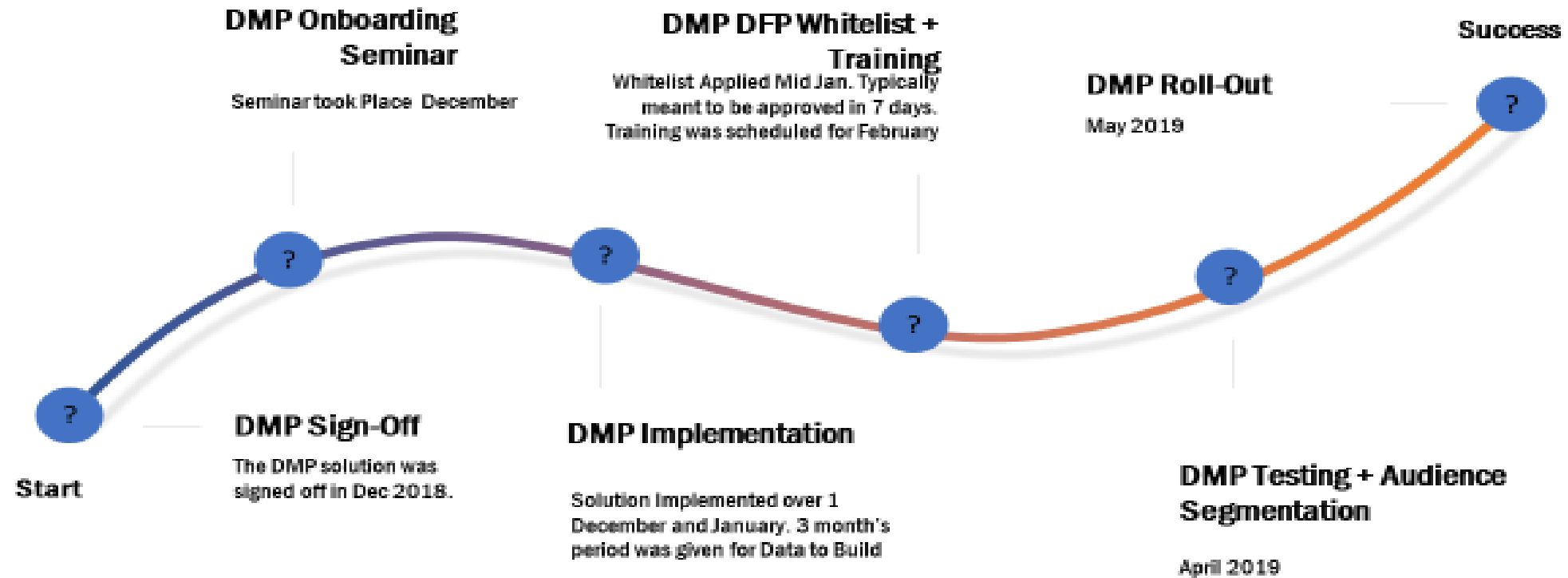**Control**
advertising costs and improve overall ROI

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# Benefits of data-driven decision-making

**Smarter decisions**

**Enterprise opportunities and predictive value**

**Fast and confident decisions**

**Timely Feedback**

# SG DMP: Envisioned Journey

**5** | **SG DMP: Envisioned Multi-step Journey**



**DMP Onboarding Seminar**

Seminar took Place December

**DMP DFP Whitelist + Training**

Whitelist Applied Mid Jan. Typically meant to be approved in 7 days. Training was scheduled for February

**DMP Roll-Out**

May 2019

**Success**

**Start**

**DMP Sign-Off**

The DMP solution was signed off in Dec 2018.

**DMP Implementation**

Solution implemented over 1 December and January. 3 month's period was given for Data to Build

**DMP Testing + Audience Segmentation**

April 2019

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# Basic Snapshots

**46%** AGED 21-49

**24%** HOMEOWNERS

**64%** IN A RELATIONSHIP

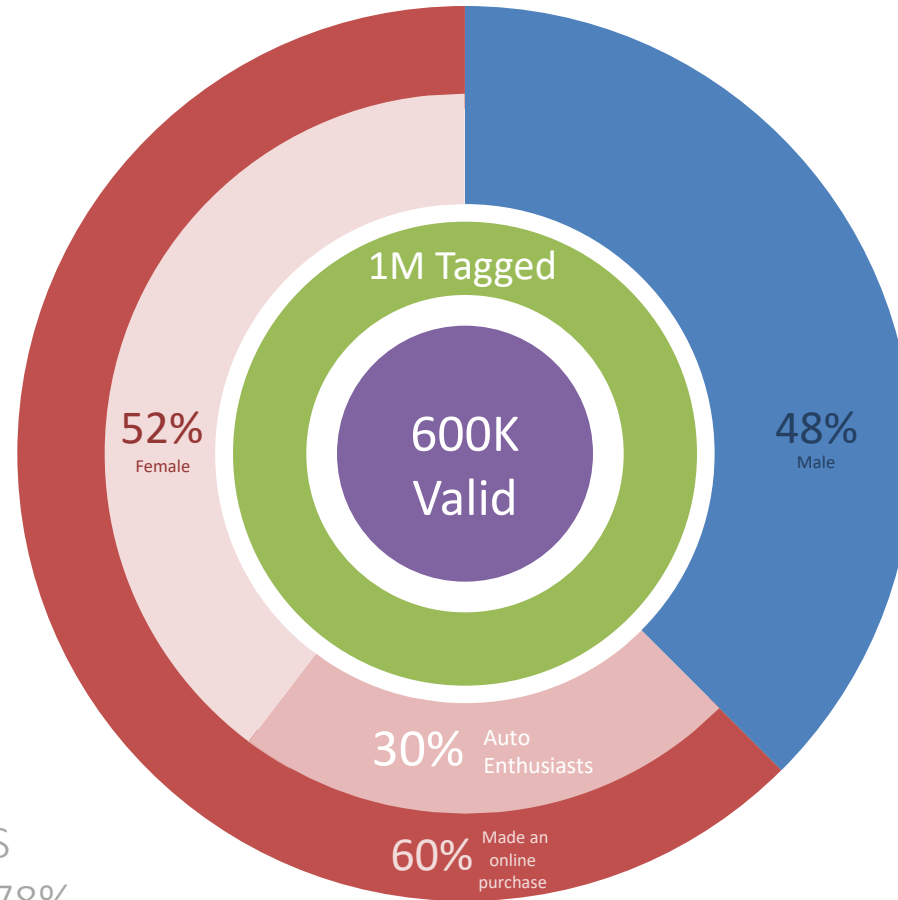**70%** OF COOKIES IS FROM THE USA, 78% OF TRAFFIC IS FROM KENYA

**80%** HAVE CHILDREN/TODDLER IN HH
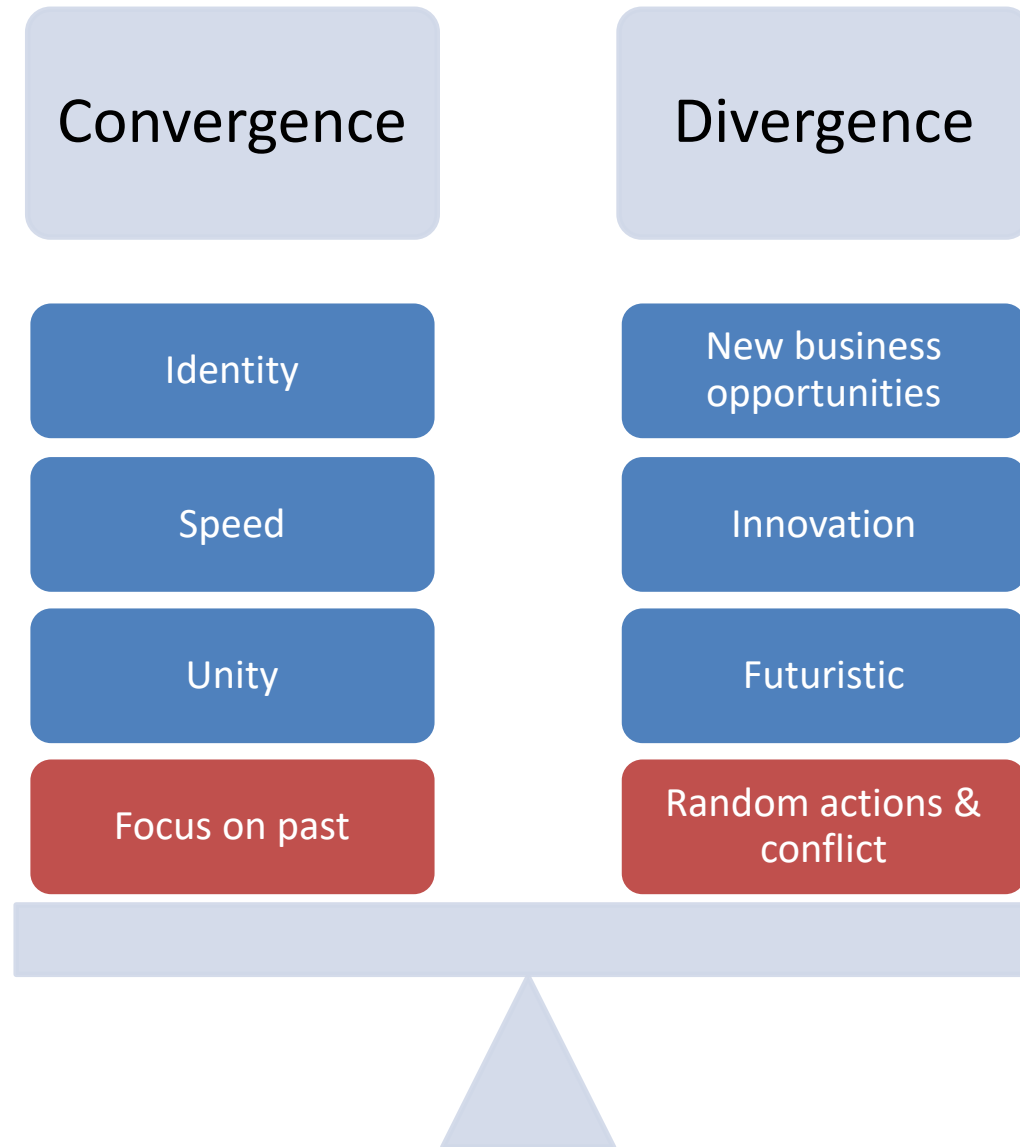
**80%** OF TRAFFIC IS DIRECT/ORGANIC

1M Tagged

600K Valid

52% Female

48% Male

30% Auto Enthusiasts

60% Made an online purchase

● 60% Mobile
● 33% Desktop
● 7% Tablet

Source: DMP, Google Analytics

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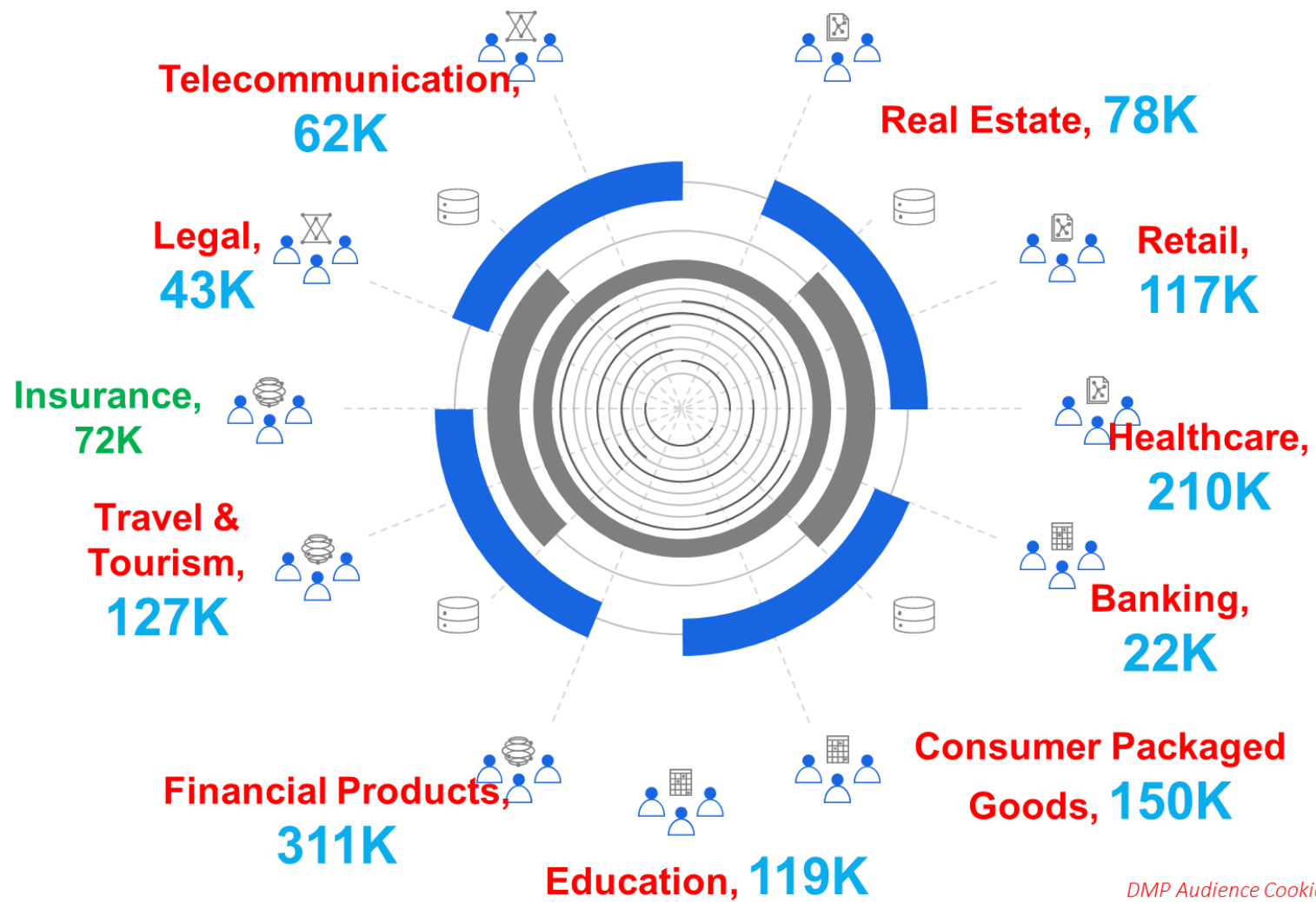
DMP: Interests

Where are the Audiences Converging....?

Telecommunication, 62K

Real Estate, 78K

Legal, 43K

Retail, 117K

Insurance, 72K

Healthcare, 210K

Travel & Tourism, 127K

Banking, 22K

Financial Products, 311K

Consumer Packaged Goods, 150K

Education, 119K

DMP Audience Cookie Data over the last 90 days

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# Convergence and Divergence areas

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1 Structures

2 People & Skills

3 Technology

4 Products & Services

# The Old Newsroom

INTAKE → PRINT → OUTPUT

INTAKE → TELEVISION → OUTPUT

INTAKE → RADIO → OUTPUT

INTAKE → DIGITAL → OUTPUT

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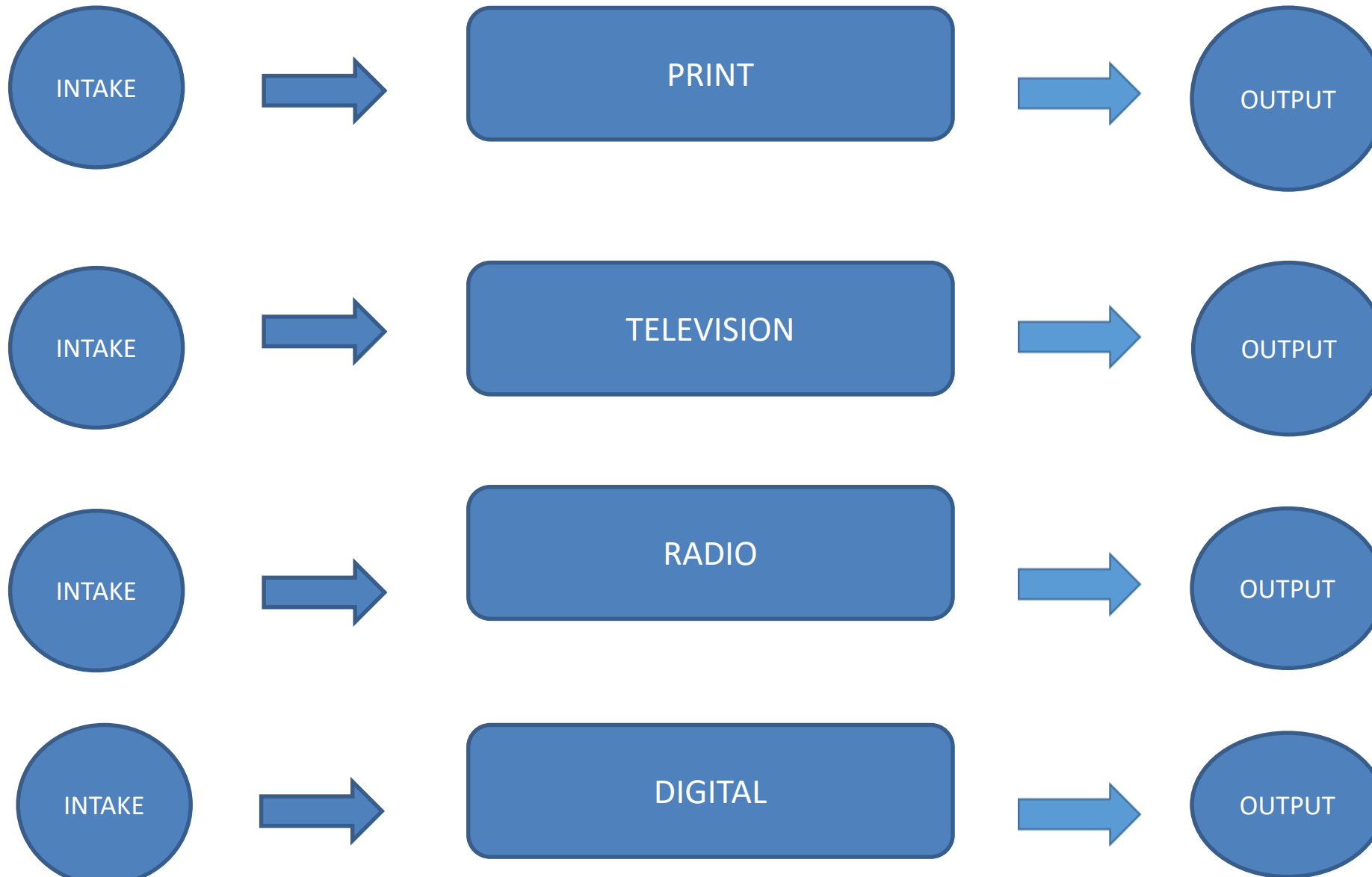
STANDARD'S ARCHIPELAGO

# The New Newsroom
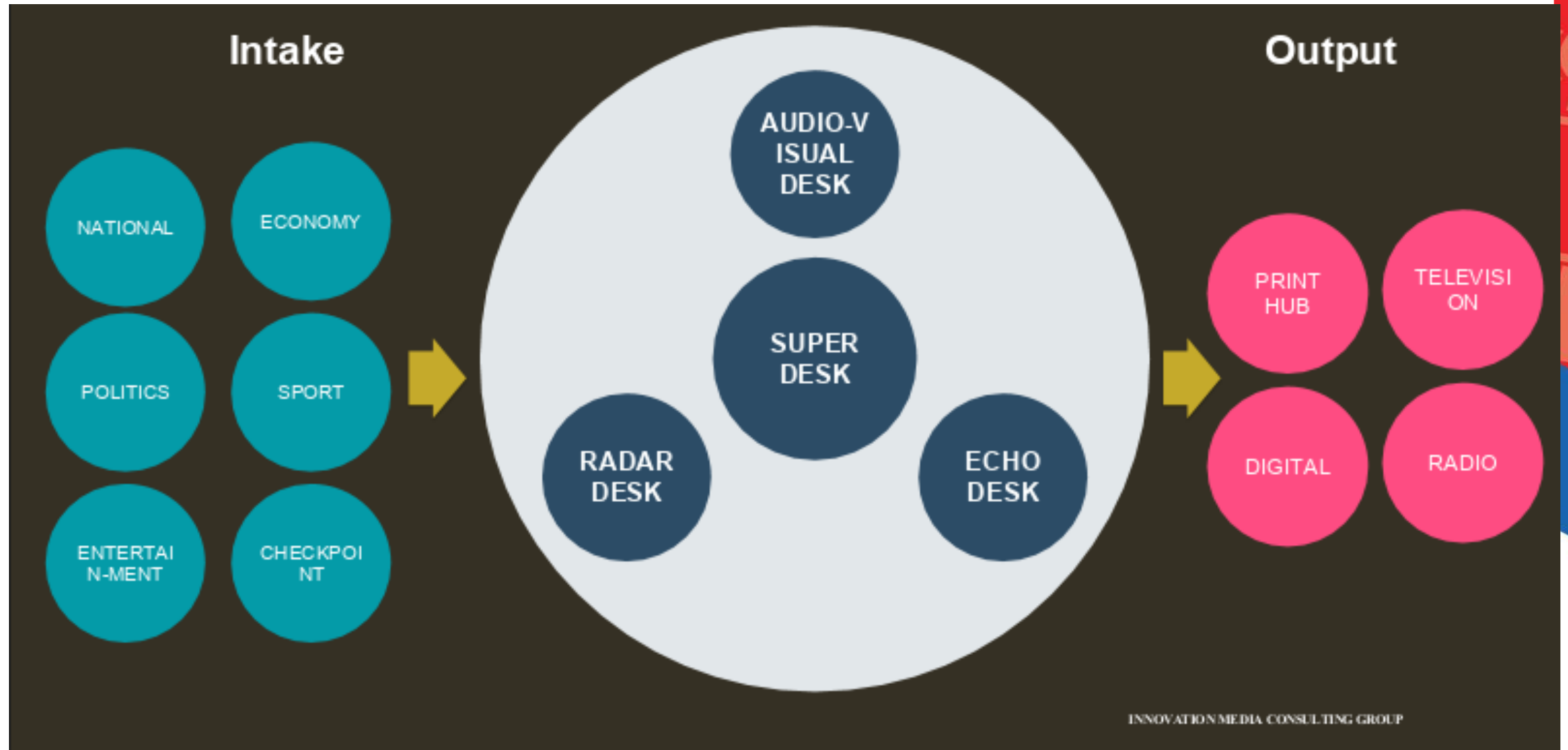
# FarmKenya Initiative

**Television: Farmers TV**

**SMS Database/ Direct Marketing**

**Digital/VOD Platform**

**Strategic Partnerships**

**Print: Smart Harvest Publication**

**On Ground: Agricultural Forums/ Exhibitions**
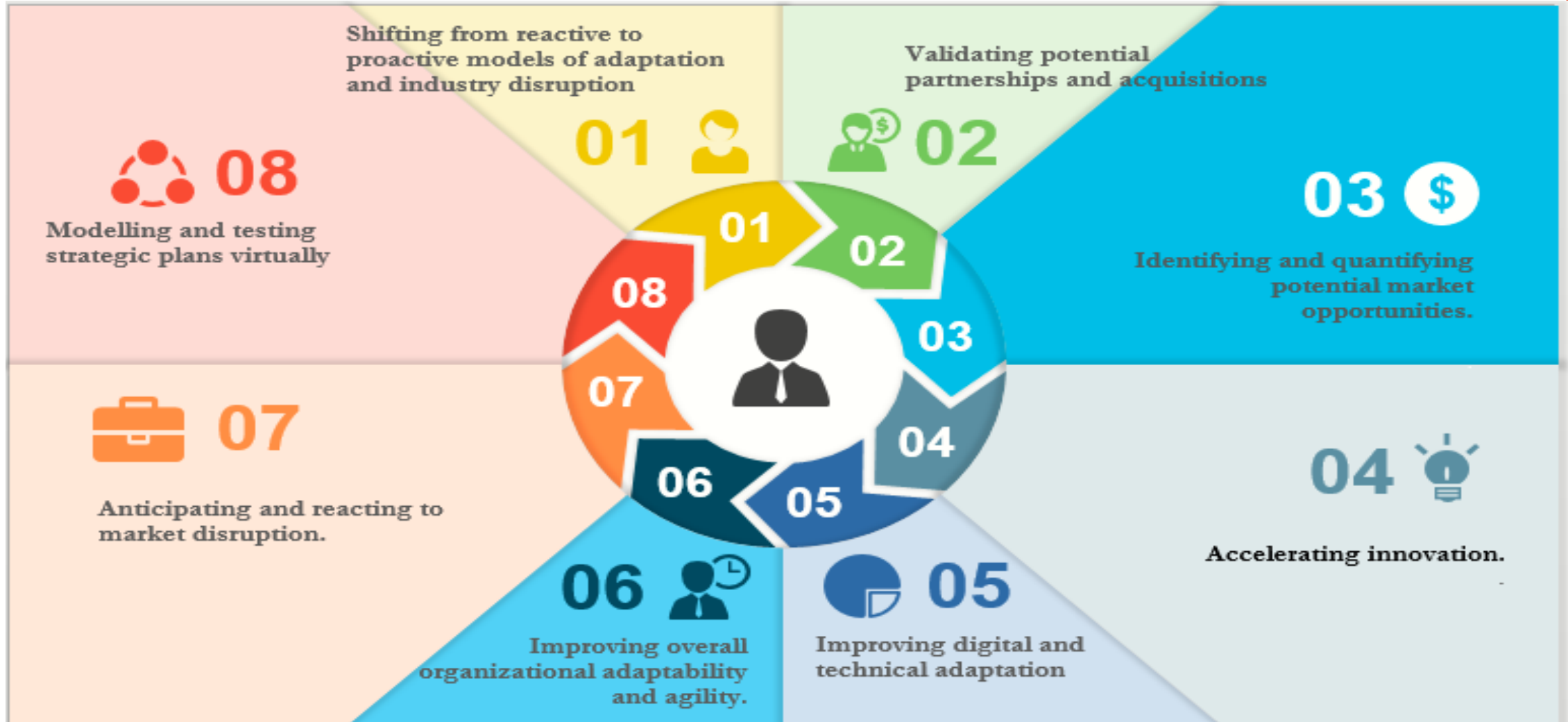
**Radio: Agri-Business Channel**
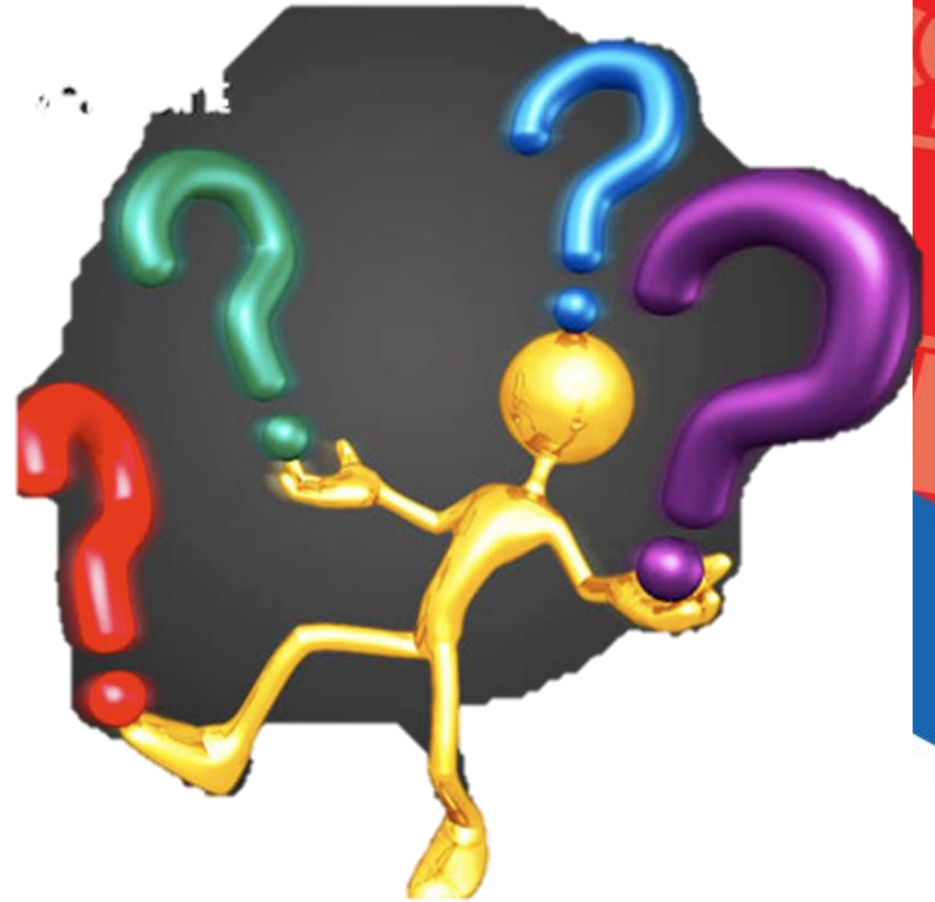
# E-Business



❑ Leveraging on technology to create a more integrated approach to engaging with our customers.

# Key Outcomes Expected from Data-driven leadership



**01** Shifting from reactive to proactive models of adaptation and industry disruption

**02** Validating potential partnerships and acquisitions

**03** Identifying and quantifying potential market opportunities.

**04** Accelerating innovation.

**05** Improving digital and technical adaptation

**06** Improving overall organizational adaptability and agility.

**07** Anticipating and reacting to market disruption.

**08** Modelling and testing strategic plans virtually

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The goal is to turn data into information and information into insight

*Carly Fiorina*