

SBWL Digital Marketing



Marketing & Customer Analytics
Univ.Prof. Dr. Thomas Reutterer

Digital Marketing



wu.ac.at/mca



wu.ac.at/imsm

SBWL Digital Marketing

The Team

Digital Marketing



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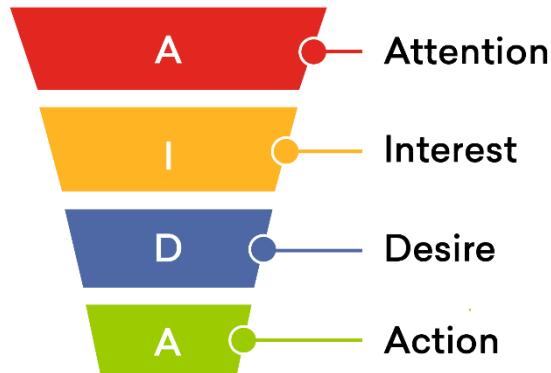


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Digital transformation of the marketing landscape:

➤ Information technology and interactive online media change the way consumers collect information, make decisions, communicate with each other and with firms, ...

„Classical“ marketing funnel:



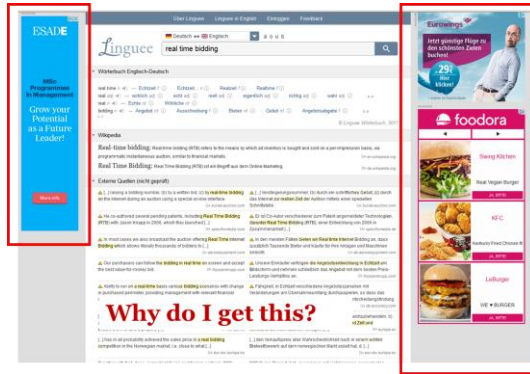
Digital customer journey:



SBWL Digital Marketing

Let me explain: Technology changed/s the face of marketing

Online ad displays:



ESADE

**MSc
Programmes
in Management**

Grow your
Potential
as a Future
Leader!

More info

Über Linguee Linguee in English Einloggen Feedback

Deutsch ↔ Englisch a ö ü ß

Linguee real time bidding

Wörterbuch Englisch-Deutsch

real time n — Echtzeit f — Echtzeit... n — Realzeit f — Realtime f —
 real adj — wirklich adj — echt adj — reell adj — eigentlich adj — richtig adj — wahr adj — z-3
 real n — Echte nt — Wirkliche nt —
 bidding n — Angebot nt — Ausschreibung f — Bieten nt — Gebot nt — Angebotsabgabe f — z-3

© Linguee Wörterbuch, 2017

Wikipedia

Real-time bidding: Real-time bidding (RTB) refers to the means by which ad inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction, similar to financial markets. [en.wikipedia.org](#)

Real Time Bidding: Real Time Bidding (RTB) ist ein Begriff aus dem Online-Marketing. [de.wikipedia.org](#)

Externe Quellen (nicht geprüft)

▲ [...] raising a bidding number, (b) by a written bid, (c) by **real-time bidding** (RTB) with Jason Knapp in 2006, which they launched [...]

▲ He co-authored several pending patents, including **Real Time Bidding** (RTB) with Jason Knapp in 2006, which they launched [...]

▲ In most cases we also broadcast the auction offering **Real Time Internet Bidding** which allows literally thousands of bidders to [...]

▲ Our purchasers can follow the **bidding in real time** on screen and accept the best value-for-money bid.

▲ Ability to run on a **real-time** basis various **bidding** scenarios with change in purchased perimeter, providing management with relevant financial

▲ [...] Versteigerungsnummer, (b) durch ein schriftliches Gebot, (c) durch das Internet zur **realen Zeit** der Auktion mittels einer speziellen Schnittstelle.

▲ Er ist Co-Autor verschiedener zum Patent angemeldeter Technologien, darunter **Real Time Bidding** (RTB), einer Entwicklung von 2006 in Zusammenarbeit [...]

▲ In den meisten Fällen **bieten wir Real time Internet Bidding** an, dass zusätzlich Tausende Bieter und Käufer für ihre Anlagen und Maschinen erreicht.

▲ Unsere Einkäufer verfolgen die **Angebotsentwicklung in Echtzeit** am Bildschirm und nehmen schließlich das Angebot mit dem besten Preis-Leistungs-Verhältnis an.

▲ Fähigkeit, in Echtzeit verschiedene Angebotsszenarien mit Veränderungen am Übernahmeumfang durchzuspielen, so dass das nen für die Entscheidungsfindung

iden, sind gleichzubehandeln. b) ber genügend **Zeit** und

[...] has in all probability achieved the sales price in a **real bidding** competition in the Norwegian market, i.e. close to what [...]

[...] den Verkaufspreis aller Wahrscheinlichkeit nach in einem echten Bietwettbewerb auf dem norwegischen Markt erzielt hat, d. [...]

Eurowings

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foodora

Swing Kitchen

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JA, BITTE!

KFC

Kentucky Fried Chicken®

JA, BITTE!

LeBurger

WE ♥ BURGER

JA, BITTE!

Why do I get this?

Online Advertising

File Bearbeiten Ansicht Chronik Lesezeichen Extras Hilfe

why do i still get this? - LEO: ... X

https://dict.leo.org/englisch-deutsch/why%20do%20i%20still%20get%20this%3F

Home Wörterbuch Forum Trainer Kurse Toolbars & Apps Hilfe & Weiteres Page in English

LEO

Weitere Wörterbücher

English Deutsch

> Forum > Trainer > Grammatik

amazon.de

VITAMIX VTX ... €145,00 ✓prime

€134,90 ✓prime

BOSE ... €179,00 ✓prime

why do i still get this?

Suchoptionen

Suchtipps

806.422 Einträge, 4.364.197 Anfragen

In einem Text suchen

Beispiele :: Verben :: Phrasen :: Adjektive :: Substantive :: Präpositionen :: Abkürzungen :: Suchumfeld

Beispiele

I can't possibly do this.	Das kann ich unmöglich tun.
I still have a bit of housework to do .	Ich muss noch ein bisschen was im Haushalt machen.
I still have a lot to do .	Ich habe noch viel zu tun.
How do I get there?	Wie komme ich dahin?
I'll do it this minute.	Ich tue es auf der Stelle.
I don't like the sound of this .	Das hört sich nicht gut an.
I didn't get a wink of sleep.	Ich habe kein Auge zugemacht.
When I asked for more I didn't expect to get that	Als ich um mehr gebeten habe, habe ich nicht erwartet, dass das über mich gekommen ist.
This won't do .	Das genügt nicht.
	Gibt es im Winter hier viel Schnee?
	Haben Sie etwas dagegen, wenn ich rauche?

Weitere Beispiele anzeigen (13 / 1158)

I can't possibly do this.
Das kann ich unmöglich tun.

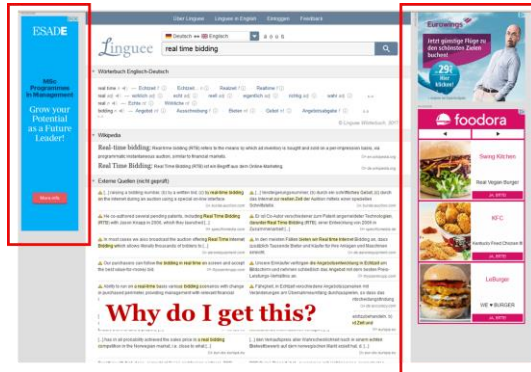
MEHR

... but why do I (still) get this?

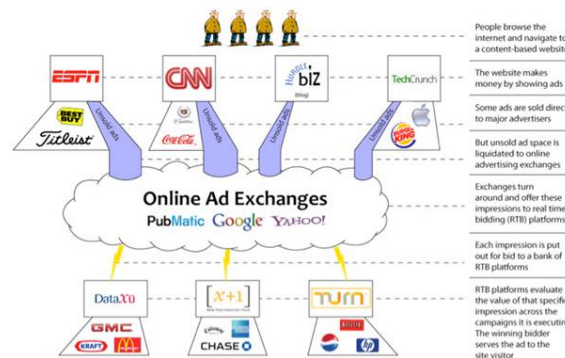
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Let me explain: Technology changed/s the face of marketing

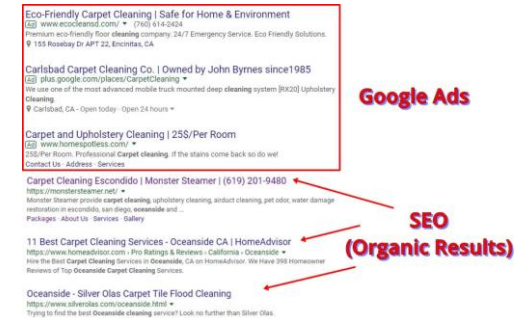
Online ad displays



Real-time ad bidding



SEO / SEA marketing



Influencer marketing

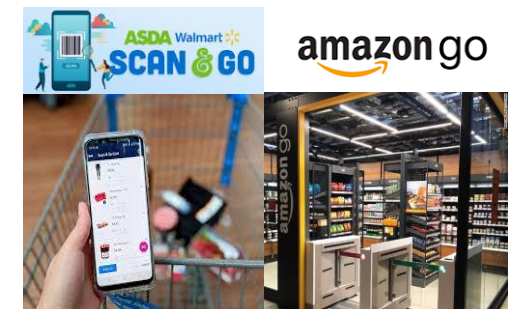


Subscription services

Coronavirus sparks surge in demand for meal kit deliveries

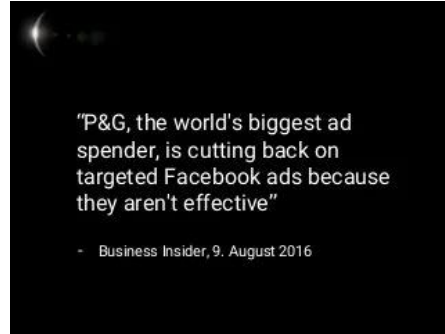


Omni-channel



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... but there are also doubts on its effectiveness



Ethics and Privacy Concerns:

NetFlix Cancels Recommendation Contest After Privacy Lawsuit
WIRED



AOL: "This was a screw up"

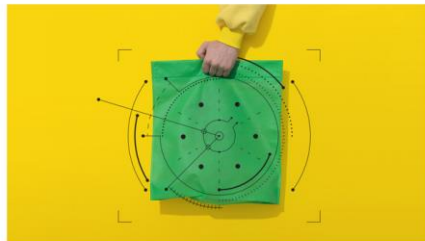
Advertising

**Harvard
Business
Review**

Does Personalized Advertising Work as Well as Tech Companies Claim?

by Bart de Langhe and Stefano Puntoni

December 16, 2021



HBR Staff/JS WEIST/ingymzy/Getty Images



Our specialization addresses the challenges in digital marketing and prepares students to excel in such business environments!

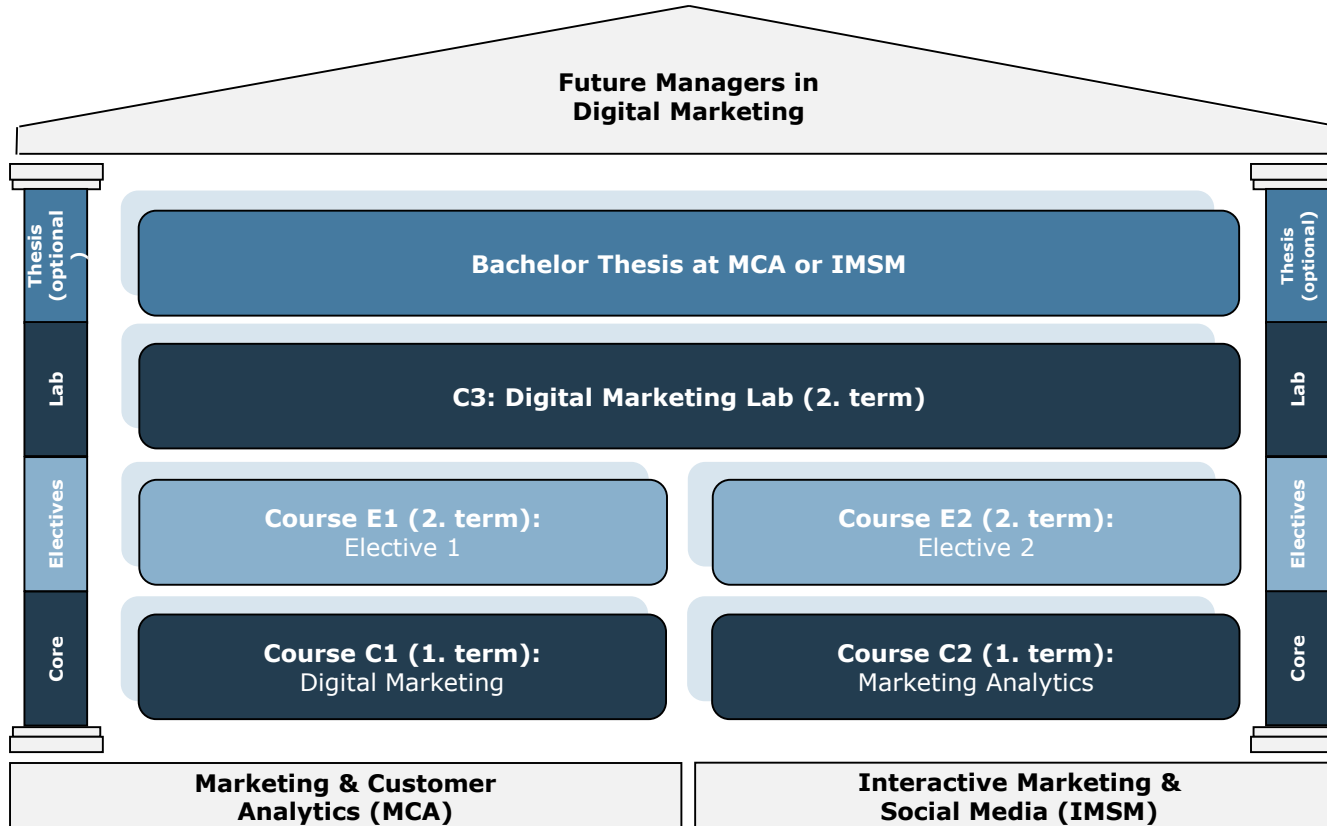
We offer research-driven course content to develop / strengthen your:

- **Management Skills:** Solving marketing related problems in a digitized economy
- **Analytical Skills:** You acquire methodological knowhow to support solving practical marketing problems
- **Transfer Skills:** Apply and implement this knowledge in real-world decision scenarios (digital marketing lab)



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The Structure



We offer ...

- Research-driven course content
- Training in first-rate tools for business analytics
- Support to translate skills into business practice
- Collaborations with commercial partners

- Opportunity to sharpen your transfer skills: Translate your acquired knowledge into concrete operational marketing plans!
- You will work for one semester in close cooperation with our industry partners.

➤ Current industry partner: **pwc**  & clients

Metaverse
ThinkLab
WU meets PwC



Customer centricity in a digital marketing context

Build and shape the **relationships** with the **right customers**.

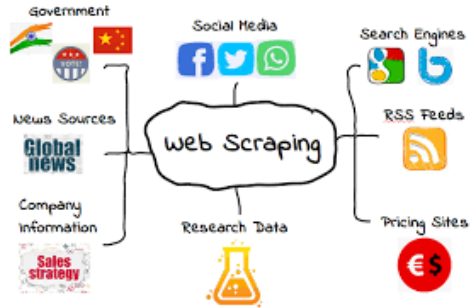
- **Who** should we serve?
- **How** long will they stay?
- **What** makes them happy?
- **Why** should we serve them?
- **When** should we target them?
- **When** should we NOT target them?



©marketoonist.com

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The Electives: Text Analytics for Marketing



Automatic Segmentation

Feedback Analysis

Big Data –
Dimensionality
Reduction

Sentiment Analysis

Product Review
Comparative Analysis

Summarization

Automatization



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The Electives: Social Media Campaign Management



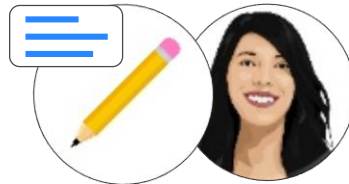
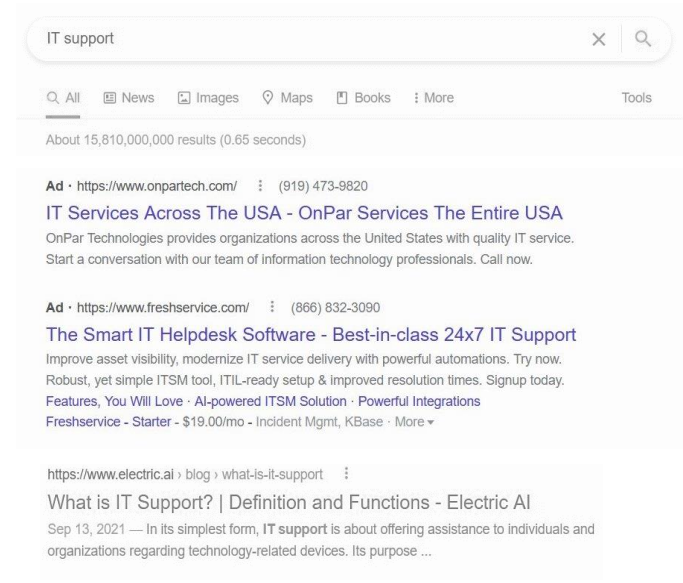
Foundations

- Technical SEO
- Content generation and optimization
- Ad optimization

Quantitative SEO & SEA Techniques

- KPIs, statistical methods, A/B testing and experimentation
- Analytical machine learning
- Generative machine learning

Practical applications



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The Electives: Growing Companies with Google Ads & Analytics

What You'll Discover:

- Up-to-date & practical knowledge about Google Ads campaigns
- How to set up your first campaigns in Google Ads
- Everything you need to know to take the Google Ads Certificate at the end of the course (bonus part of your grade)
- Important basics of Google Analytics
- Insights and tips from running a global marketing agency with 2000+ worldwide clients from many different industries



In theory...



So...

- What makes people talk?
- How to utilize this?
- How to set up influencer campaigns?
- And integrate them to the marketing mix?

Corporate Partners:



Spin-Offs & Start-Ups:

Many of our graduates are founders, C-level executives in tech-startups, partners in consulting firms, ...:

- Sila Ada (Head of Data Analytics at Payla Financial Services)
- Thomas Haller (Senior Partner at Simon-Kucher & Partners)
- Nicolas March (CEO of Vathos AI Vision for Industrial Robots)
- Michael Platzer (Co-Founder & CSO @ MOSTLY·AI)
- Holger Sicking (Head of Research & Data Analytics at Ö-Werbung)

Payla

**SIMON • KUCHER
& PARTNERS**

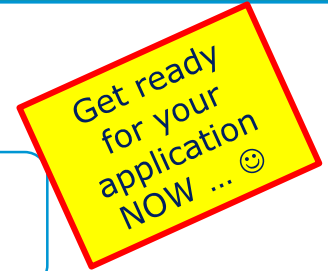
vathos
Agile Robotics

MOSTLY·AI

**Österreich
Werbung**
www.austriatourism.com



Admission Process:



Step 0

- Obtain information on the program:
(a) [DM webpage](#), (b) [MCA](#) & [IMSM](#) institute sites,
(c) ÖH SBWL info & Messe, (d) LinkedIn posts, ...

Step 1

- Register at LPIS for course 5018 „Access to Specialization Digital Marketing“ (Nadine Schröder)

**26-01-2023 –
30-01-2023**

Step 2

- Complete submission form and upload documents at learn@wu „Access to Specialization Digital Marketing“

**27-01-2023 –
31-01-2023**

Step 4

- We examine your application documents submitted via learn@wu & inform you shortly after regarding your admission using your WU email address

**beginning
06-02-2023**

We look forward to your
application and wish you
good luck!



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short.wu.ac.at/digitalmarketing
digital.marketing@wu.ac.at

www.wu.ac.at/mca

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