

# ANNOUNCEMENT

## BACHELOR THESIS

### KEYWORDS

- Data management platform
- Web analytics
- Data-driven advertising
- Survey
- Empirical bachelor thesis

### ABOUT FELD M

FELD M is a digital marketing consulting firm located in Munich. Since more than 10 years, they develop strategies and analyses to achieve customer-oriented digital media objectives. FELD M not only offers customers consulting services, they also help customers implement the solutions they provide. Their customers range from the automotive sector to healthcare and finance.

### TOPIC: DATA MANAGEMENT PLATFORMS FOR DATA-DRIVEN ADVERTISING

Today's online advertising is driven by various online and offline metrics (e.g. visits, clicks, conversions), which produce a tremendous amount of data (like web site data, social media, CRM, mobile/apps, campaign data, third-party data, etc.). The integration and holistic analysis of this heterogeneous data is gaining more and more importance for a data-driven advertising. Data management platforms (DMPs) allow not only for integration of different types of data, but also enable visualization, automated analyses, and reporting to eventually act upon these data.

The aim of the thesis is thus to assess the current state of the art of DMPs and investigate the question of what type of companies already adopt DMPs and how they use them at the moment (and intend to use them in the near future). So what are the benefits of using a DMP for these companies? What is the effect on the decision process? Is there a tendency of larger companies to prefer in-house solutions towards bought solutions?

Examples for DMP vendors are Adobe, Krux, BlueKai, Lotame, [x+1] and CoreAudience.

The company Feld M will support the thesis by being available for discussions around the topic, providing feedback on the questionnaire, and sending it out to its clients and potential respondents for the survey.

#### LITERATURE:

- **Elmeleegy, H., Li, Y., Qi, Y., Wilmot, P., Wu, M., Kolay, S., Dadan, A. and Chen, S. (2013):** Overview of Turn Data Management Platform for Digital Advertising, 39th International Conference on Very Large Data Bases, Proceedings of the VLDB Endowment, Vol. 6, No. 11.
- **The Interactive Advertising Bureau (IAB) (2012):** The Data Management Platform: Foundation for Right-Time Customer Engagement, [http://www.iab.net/media/file/Winterberry\\_Group\\_White\\_Paper-Data\\_Management\\_Platforms-November\\_2012.pdf](http://www.iab.net/media/file/Winterberry_Group_White_Paper-Data_Management_Platforms-November_2012.pdf).
- **Lotame (2014):** Data Management Platforms. Unlocking the Power of Audience Data, <https://g.twimg.com/business/partner-page/attachments/LotameDMPWhitePaper2014.pdf>.

#### SUPERVISOR:

- Sila Ada: <http://www.wu.ac.at/imsm/team/sila-ada/en/>
- Prof. Dr. Nadia Abou Nabout: <http://www.wu.ac.at/imsm/team/abounabout/en/>

#### APPLICATIONS:

Applications with CV and transcript of records should be sent to Sila Ada ([sila.ada@wu.ac.at](mailto:sila.ada@wu.ac.at)).