

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



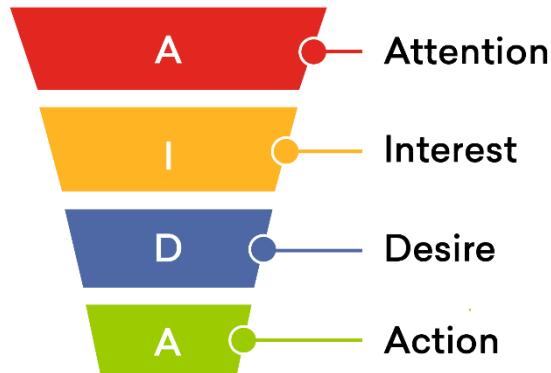
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The Content

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:



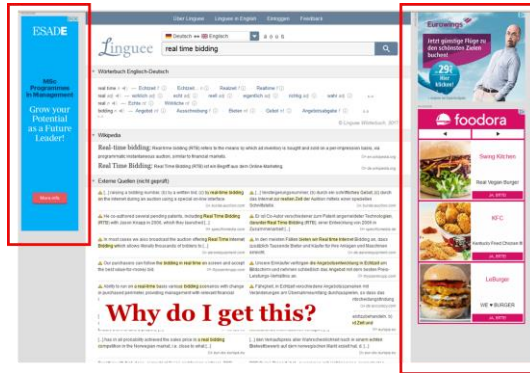
Digital customer journey:



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 — reel adj — eigentlich adj — richtig adj — wahr adj — z.B.

real n — Echte nt — Wirkliche nt

bidding n — Angebot nt — Ausschreibung f — Bieten nt — Gebot nt — Angebotsabgabe f — z.B.

© 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 [...]

[burda-auction.com](#)

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

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

[specificmedia.com](#)

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

[specificmedia.de](#)

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

[aaronequipment.com](#)

▲ In den meisten Fällen bieten wir **Real Time Internet Bidding** an, dass zusätzlich Tausende Bieter und Käufer für ihre Anlagen und Maschinen erreicht. [aaronequipment.com](#)

▲ Our purchasers can follow the **bidding in real time** on screen and accept the best value-for-money bid. [thyssenkrupp.com](#)

▲ Unsere Einkäufer verfolgen die **Angebotsentwicklung in Echtzeit** am Bildschirm und nehmen schließlich das Angebot mit dem besten Preis-Leistungs-Verhältnis an. [thyssenkrupp.com](#)

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

[de.accuracy.com](#)

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

[de.accuracy.com](#)

Why do I get this?

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

[eur-lex.europa.eu](#)

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

[eur-lex.europa.eu](#)

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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)

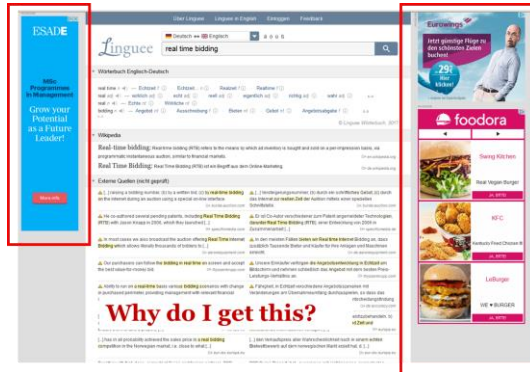
... but why do I (still) get this?



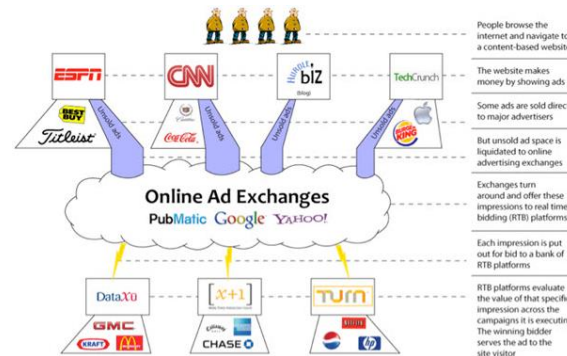
SBWL Digital Marketing

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

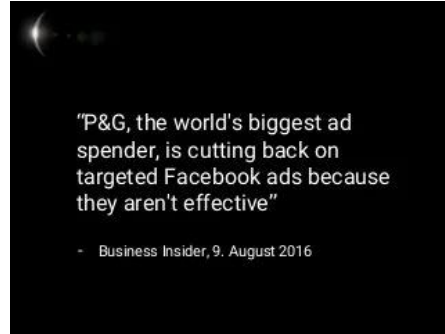


Omni-channel



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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"

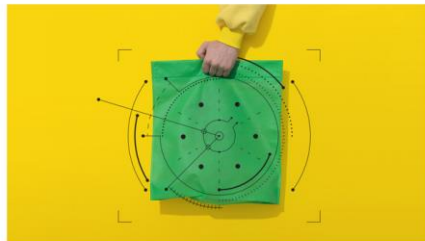
Advertising

**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/ingymag/Getty Images



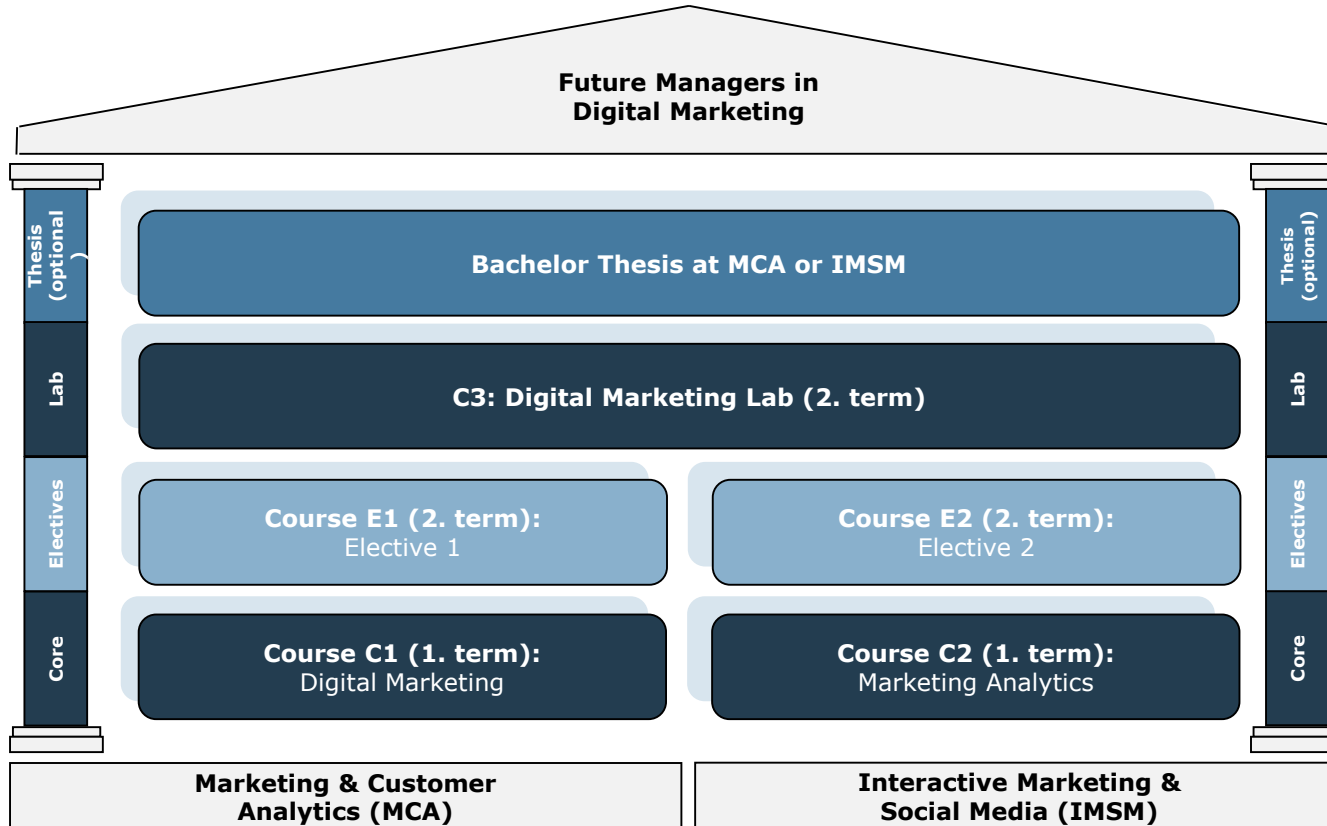
Our specialization addresses the challenges in digital marketing and prepares students to excel in such business environments!

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

Customer centricity from the customer's view

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

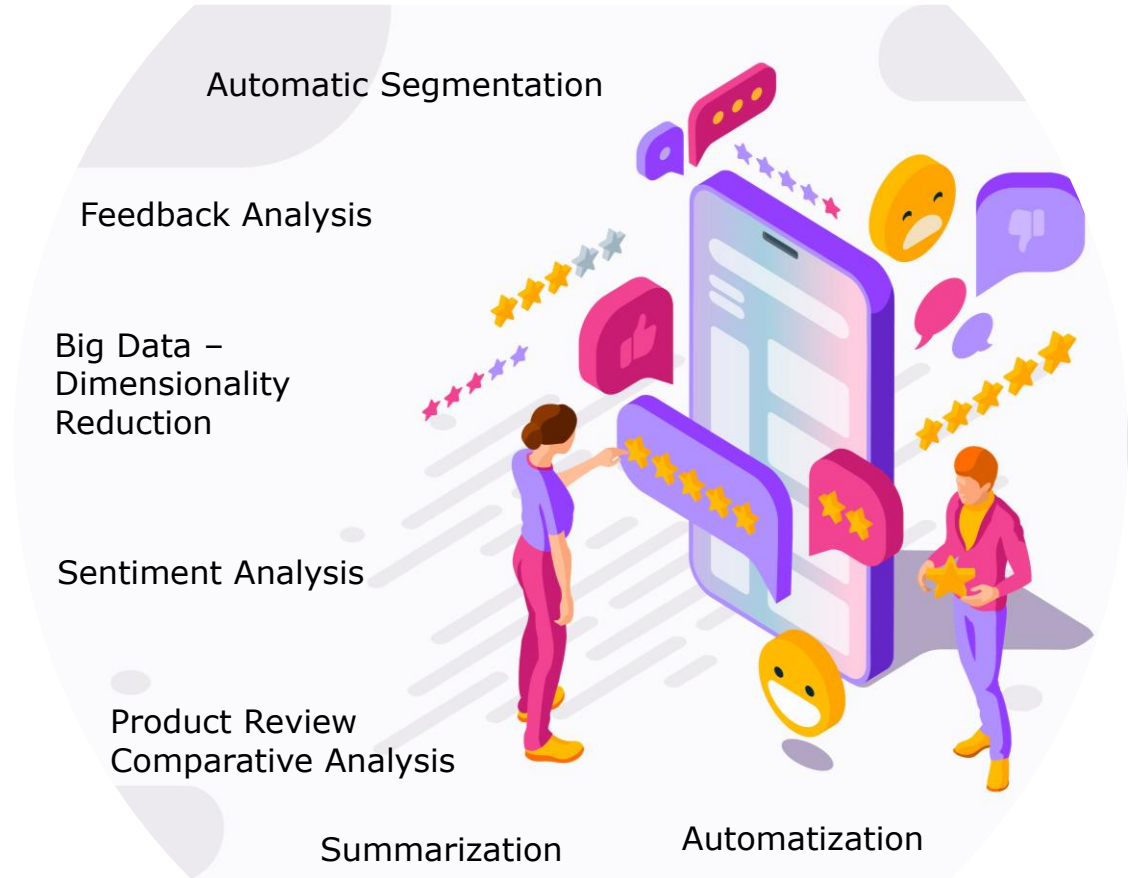
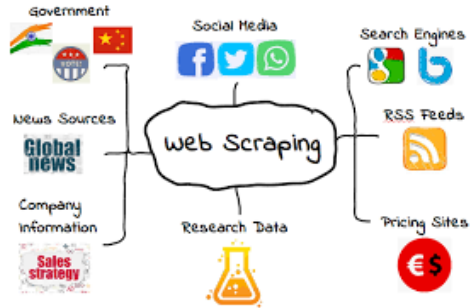
- **Who** should we serve?
- **How** long will they stay?
- **What** makes them happy?
- **Why** should we serve them?
- **When** should we target them?
- **When** should we NOT target them?



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The Electives: Text Analytics for Marketing



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The Electives: Social Media Campaign Management



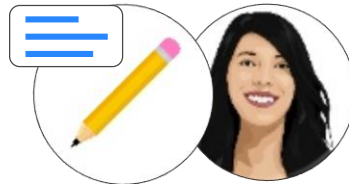
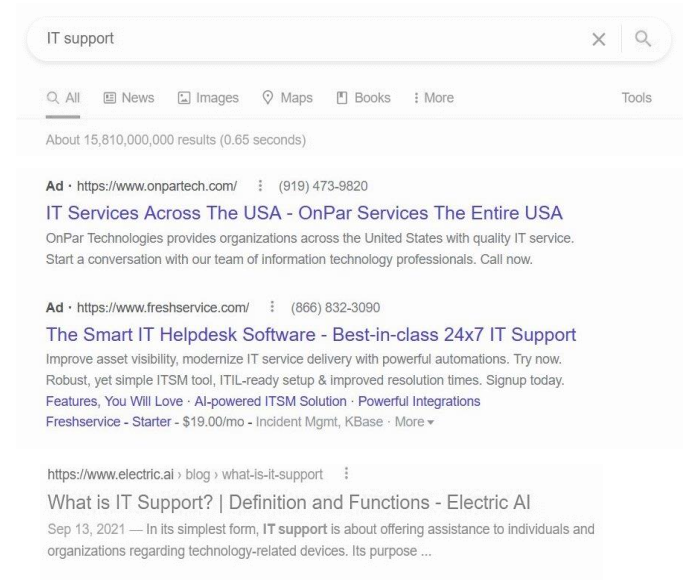
Foundations

- 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

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& 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 1039 „Admission to SBWL: Digital Marketing“ (Nadine Schröder)

**24-08-2022 –
28-08-2022**

Step 2

- Complete submission form and upload documents at learn@wu „Admission to SBWL: Digital Marketing“

**24-08-2022 –
29-08-2022**

Step 4

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

**beginning
05-09-2022**

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

www.wu.ac.at/imsm

