

# #DigitalMarketing

## MBAESG

### #DigitalMarketing

social|data|mobile|code|startup|search

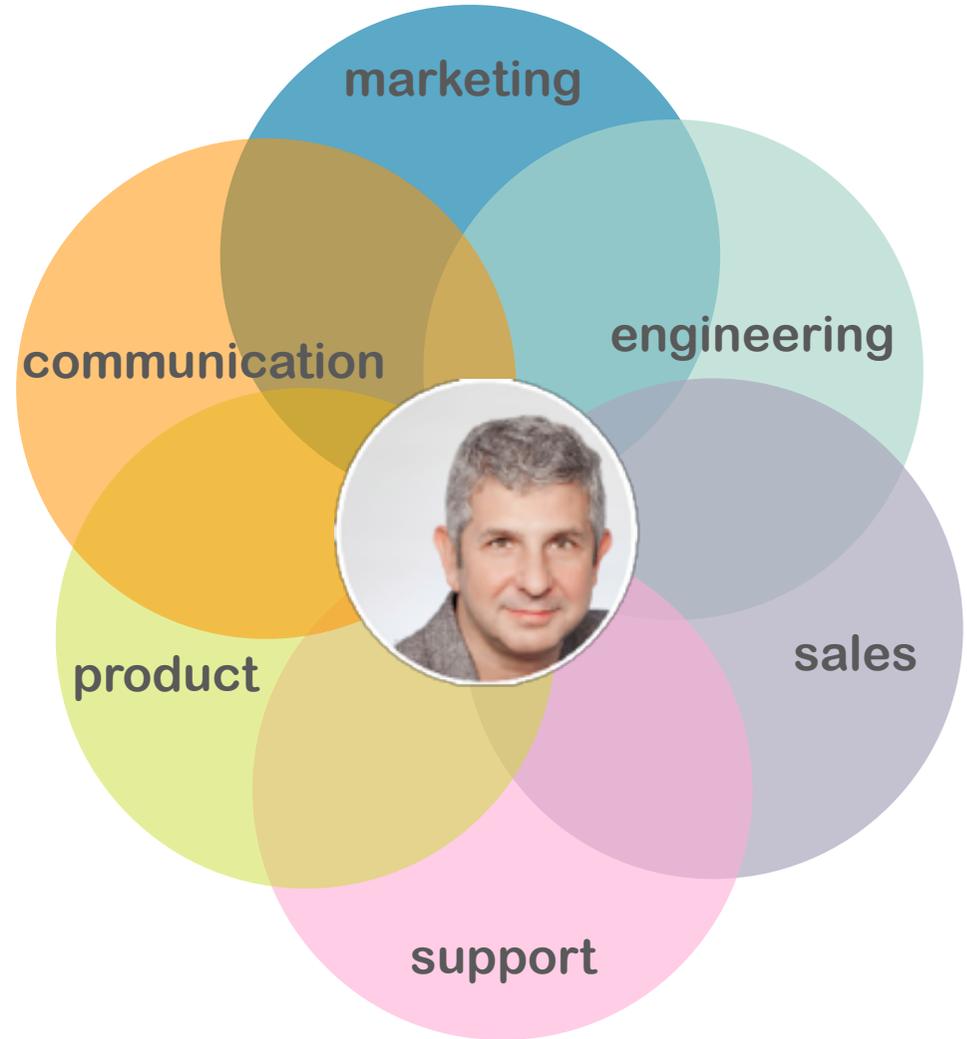
@kratiroff

|

2018



# technology evangelist



# technology evangelist

full stack marketer

**CDDO:** chief digital/data officer

**DPO:** Data Protection Officer

expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



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@kratiroff



linkedin.com/in/kratiroff





tout  
sur  
le  
marketing  
.com/ESG



**Hubert Kratiroff**

CDO at C4C, MyConnecting



# TOOLS

## Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai lexique, voici 250 acronymes – pas tous pertinents – du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon\* que ASS (acronyme seriously suck), sachez que TAWYD (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (au moins utile)  
\* mail de Elon Musk à ses équipes en 2010 (Tesla, SpaceX, SolarCity, Bing and previously PayPal's co-founder)

**AAA:** Average active sessions  
**AAID:** Android Advertising Identify  
**AARRR:** Acquisition, Activation, Retention, Referral, Revenue  
**ABC:** Always Be Closing  
**ABM:** Account Based Marketing  
**ABT:** AB testing  
**ACSEL:** Association pour commerce et services en ligne (ADEN: Association De l'Economie Numérique)  
**ADEX:** Ad Exchange platform  
**AdTech:** Advertising Technology (cf. MarTech)  
**ADX:** Google DoubleClick Ad Exchange platform  
**AIDA:** Attention Interest Desire Action "First Purchase Funnel"  
**AMA:** Ask Me Anything  
**AMP:** Accelerated Mobile Pages de Google  
**APP:** Application (a program designed to run on mobile devices)  
**API:** Application program interface (cf. Mail)  
**AR:** Augmented Reality (ou RA)  
**ARPU:** Average revenu per user  
**ARR:** average recurring revenu (or annual)  
**ASO:** App Store Optimization (cf. Search)  
**ASF:** Apache Software Foundation  
**ASP:** Application service provider AssurTech cf. Insurtech  
**AnyAd:** Anytime Anywhere Anydevice  
**AnyAdAd:** AnyAd + AnyContent  
**ATF:** Above the fold (au dessus du pl, donc visible ; cf. BTF)  
**ATL:** above the line (cf. BTL & media)  
**AWD:** Adaptive web design (cf. RWD)  
**BAT(X):** Baidu Alibaba Tencent Xiaomi (vs. GAFA)  
**BANT** formula: Budget, Authority, Need, Timeline (developed by IBM)  
**BAU:** Business As Usual  
**BI:** Business Intelligence  
**BMG:** Business Model Generation by Alex Osterwalder  
**BOB:** Best of Breed

**BOFU:** Bottom Of Funnel (cf. ToFu)  
**BPM:** Business Process Management  
**BR:** bounce rate (visite inutile à une seule page ou non réception d'un email)  
**BRICS:** 5 countries competing with Trade and A-11  
**BTC:** Bitcoin (XBT)  
**BTF:** Below the fold (en dessous du pl, donc invisible ; cf. ATF)  
**BTL:** below the line (cf. ATL & hors media)  
**BusG:** business to Government  
**BusR:** Business to Retail  
**BYOD:** Bring your own device (cf. CYOD)  
**CAE:** Customer Acquisition Cost (ou cycle d'activité client entrée du parcours client)  
**CAD:** communication audiovisuelle dynamique (cf. DOOH & digital signage)  
**CCO:** Chief Customer Officer  
**CCU:** cf. UCC  
**CDC:** Cahier des Charges  
**CDJ:** customer digital Journey  
**CEO:** Chief Digital Officer (ou Chief Data Officer)  
**CDE:** content delivery network / réseau de diffusion de contenu (AKAMA)  
**CDP:** Customer Data Platform (it's more than a DMP and CRM)  
**CEM:** Customer Experience Management  
**CES:** Customer Effort Score  
**CGI:** Computer-generated imagery  
**CHO:** Chief Happiness Officer  
**CLI:** command line interface  
**CLV:** Customer Lifetime value  
**CM:** Community Manager  
**CM:** Communication Marketing insigné (BIC)  
**CMO:** Chief Marketing Officer  
**CMS:** Content management system  
**CNL:** Commission Nationale Informatique et Liberté (cf. RGPD)  
**COOC:** Corporate Open Online Course  
**COS:** Cost Of Sale

**CPA:** collective performance et acquisition  
**CPA:** Cost per action (or acquisition)  
**CPC:** Cost per click; amount of money required to produce a single click (or Cost-per-Customer)  
**CPCV:** Cost per completed view (CPCV = Cost + Completed Views)  
**CPi:** Cost per lead  
**CPM:** Cost per thousand (impr)  
**CPT:** Cost-per-Transaction  
**CPV:** Cost per view (see also PPV)  
**CR:** Conversion rate  
**CRM:** Customer relationship management  
**CRO:** Conversion rate optimization  
**CSAT:** Customer Satisfaction Score  
**CSR:** Corporate social responsibility (RSE)  
**CSS:** Cascading Style Sheets  
**CTA:** Call to action  
**CoB:** Customer to Business (cf. UGC)  
**CoC:** Customer to Customer  
**CTR:** Click Through rate (number of click on an item/link)  
**CE:** Customer experience (including UX)  
**CYOD:** Choose Your Own Device (cf. BYOD)  
**DDJ:** cf. DDD  
**DAD:** Decentralized Autonomous Organization (holocratic)  
**DD:** Data Driven Document  
**DDDM:** data-driven decision management  
**DD:** data-driven strategy  
**DL:** Digital Learning  
**DM:** Direct mail or Direct message sur Twitter  
**DMDCo:** Digital marketing exposition and conference (Cologne, DE)  
**DMP:** Data management platform  
**DNS:** Domain name system (cf. ICANN & registrar)  
**DNVB:** Digital Native Vertical Brand  
**DOOH:** Digital Out Of Home (Digital Signage)  
**DL:** Deep Learning

## Les 150 définitions Conférence NoLimit



Toute spécialité a son jargon, voici quelques définitions utiles, regroupées par grands thèmes. Pour des questions de cohérence, certaines informations sont reprises avec un angle différent d'un thème à l'autre. La majorité des notions abordées et des définitions données sont d'un niveau très basique, l'objectif de ce document est de permettre un accès facile à ce monde digital qui peut en effrayer certains.

Les 150 définitions - Conférence NoLimit.....	1
1. AdTech: Advertising Technology.....	2
2. Agilité, design et plus.....	4
3. Economy & general.....	6
4. Juridique.....	8
5. KPI: Key Performance Indicator.....	9
6. MarTech: Marketing Technology.....	13
7. Research (market) & études online.....	14
8. Réfinancement (SEARCH).....	16
9. TECHNIQUE : inside web.....	18
Marketing, quelques définitions.....	21

Lexique knatroll

# LEÇON INAUGURALE ÉCONOMIE & MARKETING



COLLÈGE  
DE FRANCE  
—1530—



1

# Marketing Moderne



# Méfiez-vous des recettes des années 60

- ❑ 4P
- ❑ 5B de Kepner : **BON** -  
produit prix endroit moment quantité
- ❑ SWOT
- ❑ cognitif / conatif / affectif
- ❑ SONCAS
- ❑ AIDA



~~4P~~

# M3 Modern Marketing Model

1. Strategy
2. Market Orientation
3. Customer insight
4. Brand & Value
5. Segmentation Targeting
6. Positioning
7. UX / CX & content
8. Distribution
9. Promotion
10. Data and Measurement



sources :

HBR + HBS  
ADETEM + AACCC + UDA  
iab  
e-consultancy  
e-marketer



~~SWOT~~

VUCA

+

## complexity

**Characteristics:** The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

**Example:** You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

**Approach:** Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

## volatility

**Characteristics:** The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

**Example:** Prices fluctuate after a natural disaster takes a supplier off-line.

**Approach:** Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?

## ambiguity

**Characteristics:** Causal relationships are completely unclear. No precedents exist; you face "unknown unknowns."

**Example:** You decide to move into immature or emerging markets or to launch products outside your core competencies.

**Approach:** Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

## uncertainty

**Characteristics:** Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

**Example:** A competitor's pending product launch muddies the future of the business and the market.

**Approach:** Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.

-

HOW MUCH DO YOU KNOW ABOUT THE SITUATION?

+

# VUCA : NIKE with colin Kaepernick



Believe in something.  
Even if it means sacrificing everything.

 Just do it.

# VUCA

## **VOLATILITY**

Equity, bond and currency market volatility; the lack of stability and predictability.

## **UNCERTAINTY**

The potential change in the inflation index calculation; the potential switch to "smoothing" for pension funds calculating their recovery plan; the lack of ability to foresee what major changes might come.

## **COMPLEXITY**

In understanding these financial markets in the era of the "new normal". The proliferation and increasing complexity of new financial instruments and regulation to deal with increasingly complex markets, moving in ways experts have never seen before.

## **AMBIGUITY**

The resulting feeling: Is this the great rotation from bonds to equities? Or will bond yields stay low for longer? What is the best course of action?



meeting  
needs  
profitably

Philip Kotler  
(2006 12<sup>ème</sup> édition de Mkt Mgt)

**The best marketing strategy ever :**

**« CARE »**

*Gary Vaynerchuk*

**Stop selling. Start helping**

*Zig Ziglar*





“

**MARKETING**  
**IS NO LONGER ABOUT**  
*the stuff you make*

**BUT ABOUT THE**  
**STORIES**  
*you tell.*

”

- Seth Godin

“Créer de la  
valeur pour le  
client, l'écosystème  
et l'entreprise”





« Transformer la  
satisfaction des clients  
en profit pour  
l'entreprise »

*Hubert Kratiroff  
(2004 Chef de Produit)*



# Satisfaction vs. Profit



**PROFIT** : 10 types / fréquents

**SATISFACTION** : 2 types / rares

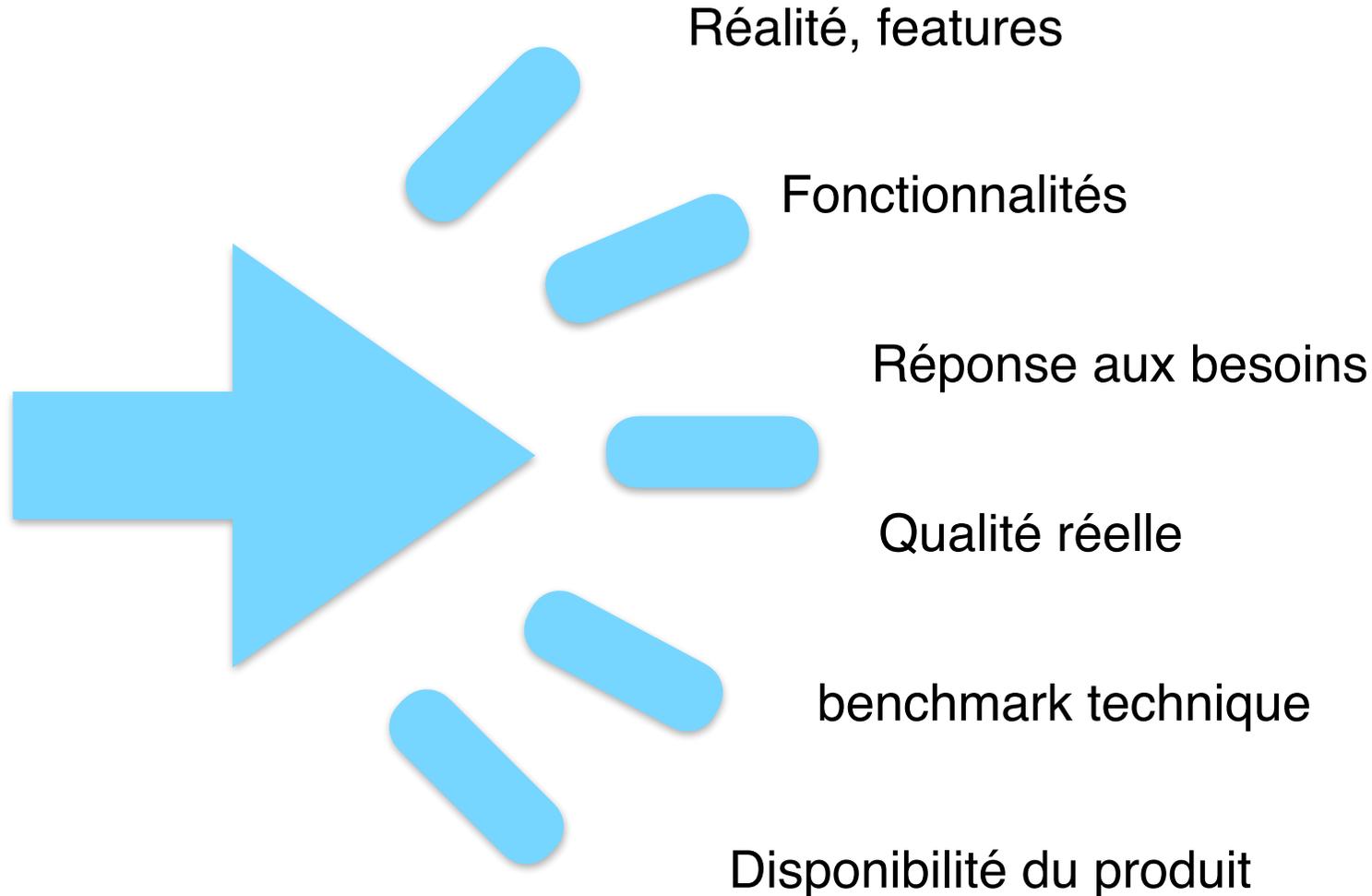
**Objective** : features

**Subjective** : insight

# Satisfaction objective / subjective

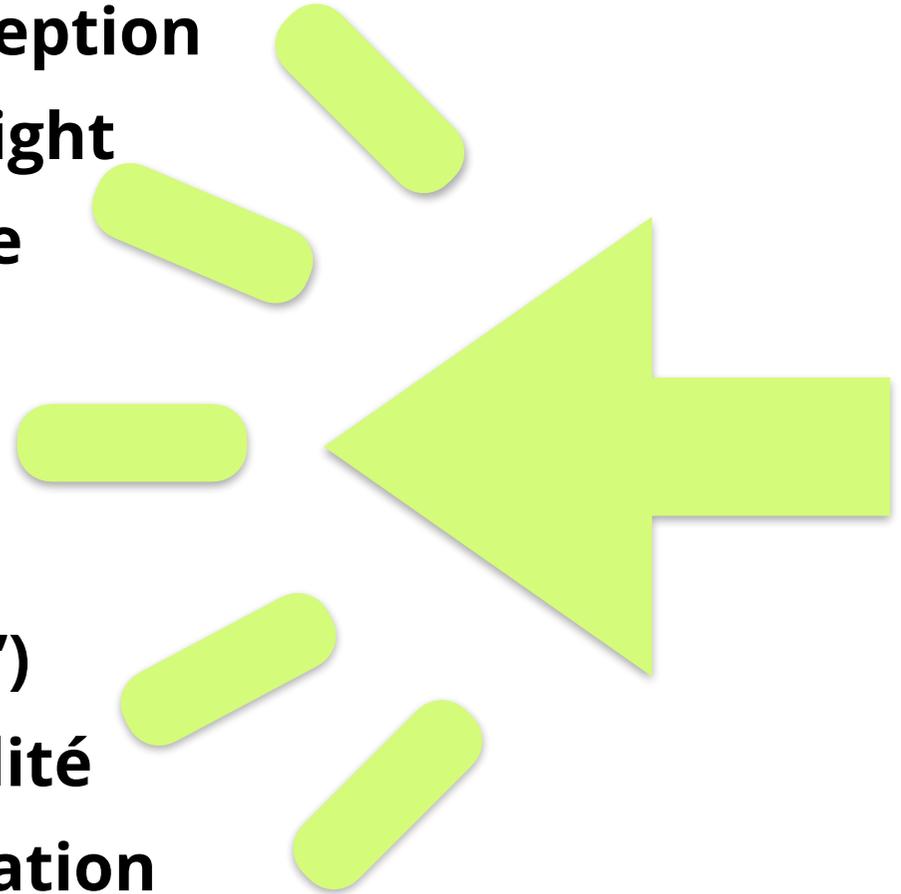


# Satisfaction objective (cerveau gauche)



# Satisfaction subjective (cerveau droit)

**Perception**  
**Insight**  
**Image**  
**Notoriété**  
**Qualité perçue**  
**Perception du prix**  
**Appartenance (sentiment d')**  
**Buzz/viralité**  
**Recommandation**  
**Réponse aux attentes et motivations**





# Deux types de satisfaction

## 2 satisfactions à mesurer mensuellement

### **Objective** (réalité, features)

Fonctionnalités, réponse aux besoins  
Qualité réelle, benchmark technique  
Disponibilité du produit, prix

### **Subjective** (perception, insight)

Image, notoriété  
Qualité perçue, perception du prix  
Appartenance (sentiment d')  
Buzz, viralité, recommandation  
Réponse aux attentes et motivations

économie vs. marketing

=

rationalité des agents

# Amartya SEN

Nobel 1998 pour IDH



# Richard Thaler

Nobel 2017 pour Nudge



# Économie de l'attention

## Expectation economy

## économie comportementale

like

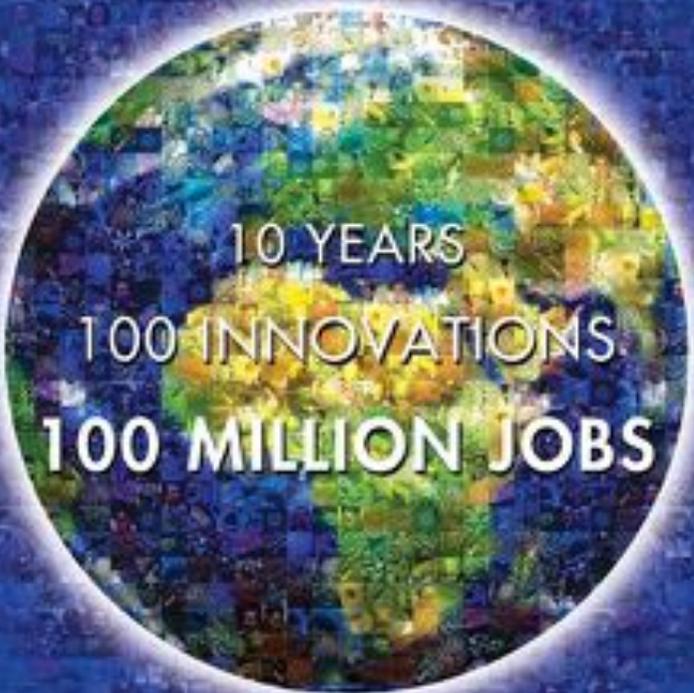
clic

engagement

RT (ReTweet)

nudge marketing

# THE **BLUE** ECONOMY



10 YEARS  
100 INNOVATIONS  
**100 MILLION JOBS**

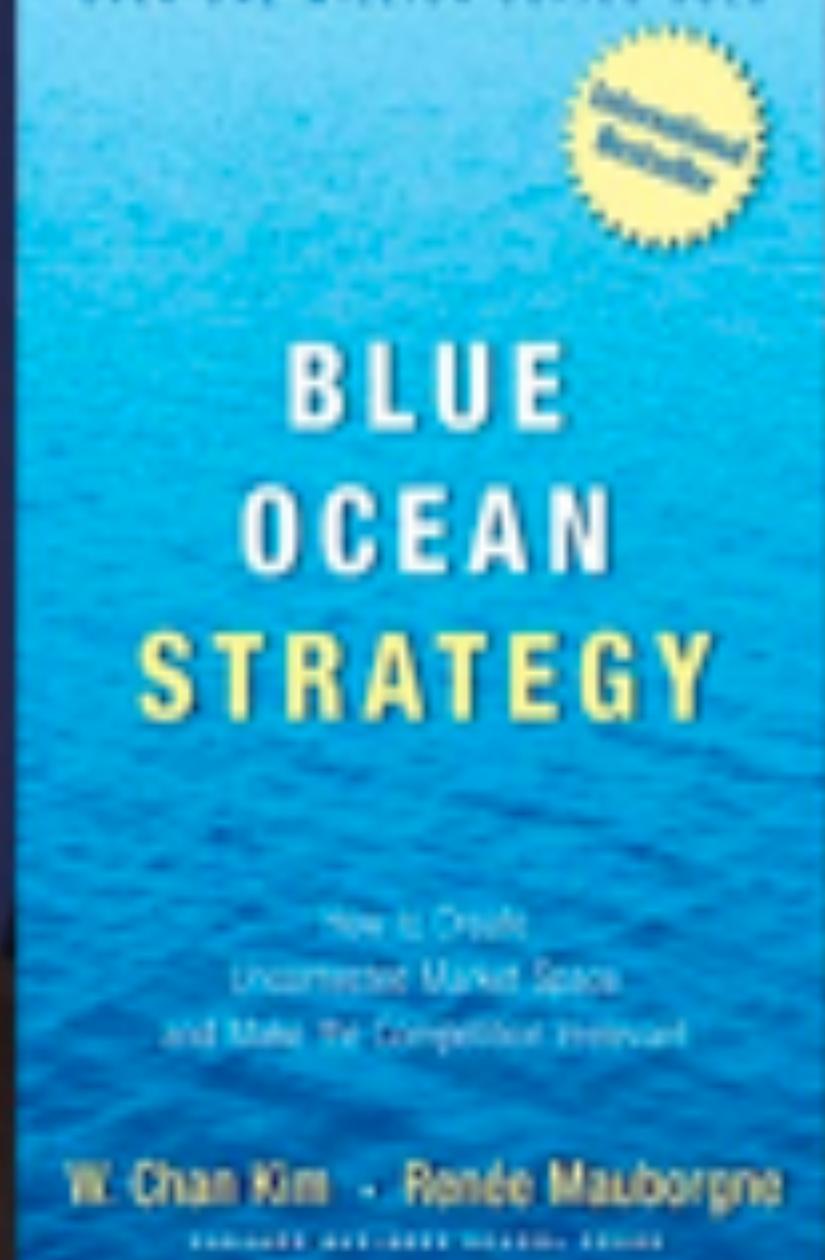
Gunter Pauli

REPORT TO THE CLUB OF ROME

A man with dark hair and a black t-shirt is shown from the chest up. He is holding a black microphone in his right hand and pointing his left index finger towards the right. He has a serious expression and is looking slightly to the right. The background is plain white.

IDRISS ABERKANE

**Économie  
de la  
connaissance**



**BLUE  
OCEAN  
STRATEGY**

How to Create  
Uncorrupted Market Space  
and Make the Competition Irrelevant

W. Chan Kim - Renée Mauborgne

FOREWORD BY BRUCE WALKER, SENIOR





# P+ SITIVE ECONOMY FORUM



## LE HAVRE

LE VOLCAN & THÉÂTRE DE L'HÔTEL DE VILLE

ACT FOR P+ SITIVE

AGISSONS POSITIF

16 > 19

SEPT. 2015

INSCRIVEZ-VOUS

4 JOURS 21 CONFÉRENCES 20 POSITIVE LABS 120 INTERVENANTS 180 EXPERTS 2 SOIRÉES

# **VALEUR ECONOMIQUE**

**valeur d'usage**

**vs.**

**valeur d'échange**

**prix vs. valeur**

# **ObSoCo**

## **Observatoire Société Consommation**

### **Usage vs. Possession**

### **50% s'écarte du modèle dominant**

### **SHARING ECONOMY**

**PINE**

**TIMP**

# pour succéder aux BRICS... N11 : NEXT11

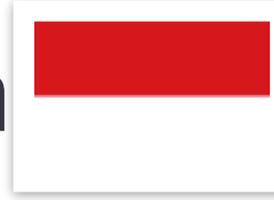
## PINE vs. TIMP



Philippines Philippines



Indonesia Indonesia



Nigeria

Turkey



Ethiopia

Mexico



*MINT (Mexico, Indonesia, Nigeria, and Turkey)*



**There are more people living inside  
this circle than outside of it.**

THE  
NEXT  
BIG  
THING



Click on the neighborhood, track names, and stations for detailed descriptions and useful links to sample vendors, products, and research. Links will open a new tab. Digital Marketing constantly changes – report [broken links here](#). Last updated: 11 Feb 2015.

View All Tracks ▾

User Experience (UX) Analytics Advertising Tech Mobile Social Commerce

RT Data Marketing Management Creative Search Strategy Emerging Technologies



# Luma Partners

## MARKETING TECHNOLOGY LUMAscape

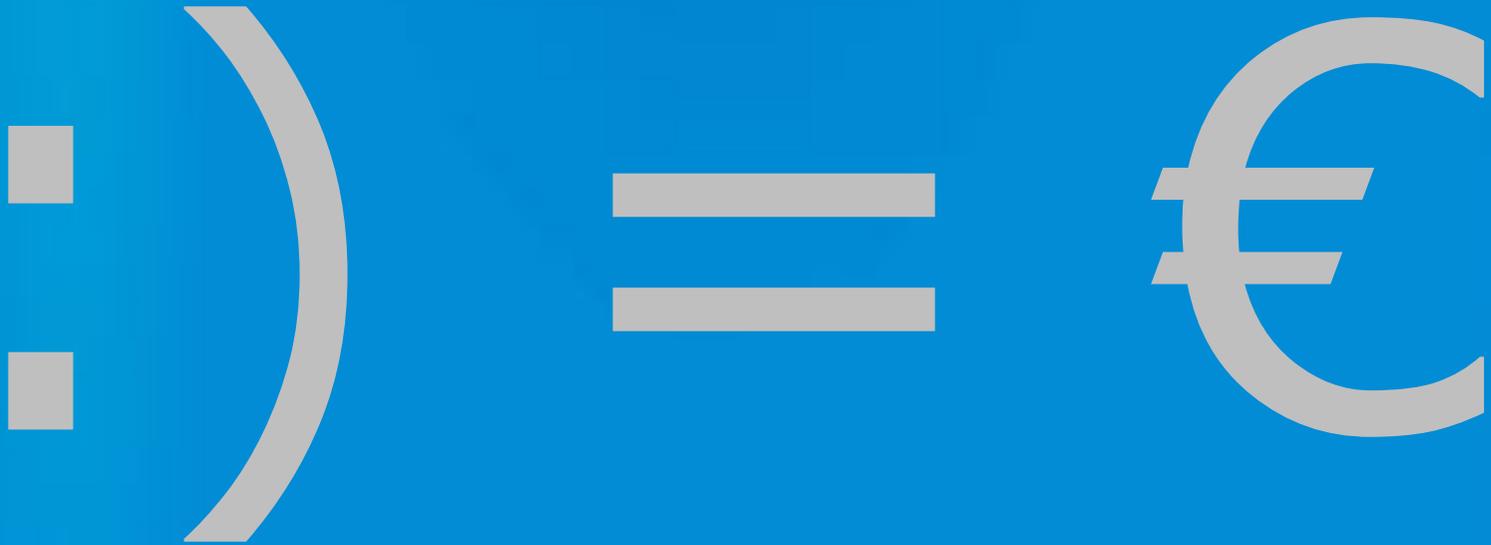




**KEEP  
CALM  
AND  
GET DIGITAL  
AS A SERVICE**

# Key TakeAways

ce qu'il faut retenir



2 :

nouvelles méthodes,  
agilité et plus



**NOLIMIT**

The background of the image is a close-up, macro shot of numerous water droplets of various sizes. The droplets are scattered across a light blue, slightly textured surface. The lighting is soft, creating gentle highlights and shadows on the curved surfaces of the droplets, giving them a three-dimensional appearance. The overall color palette is a range of blues, from pale sky blue to a slightly darker, muted blue.

NO LIMIT

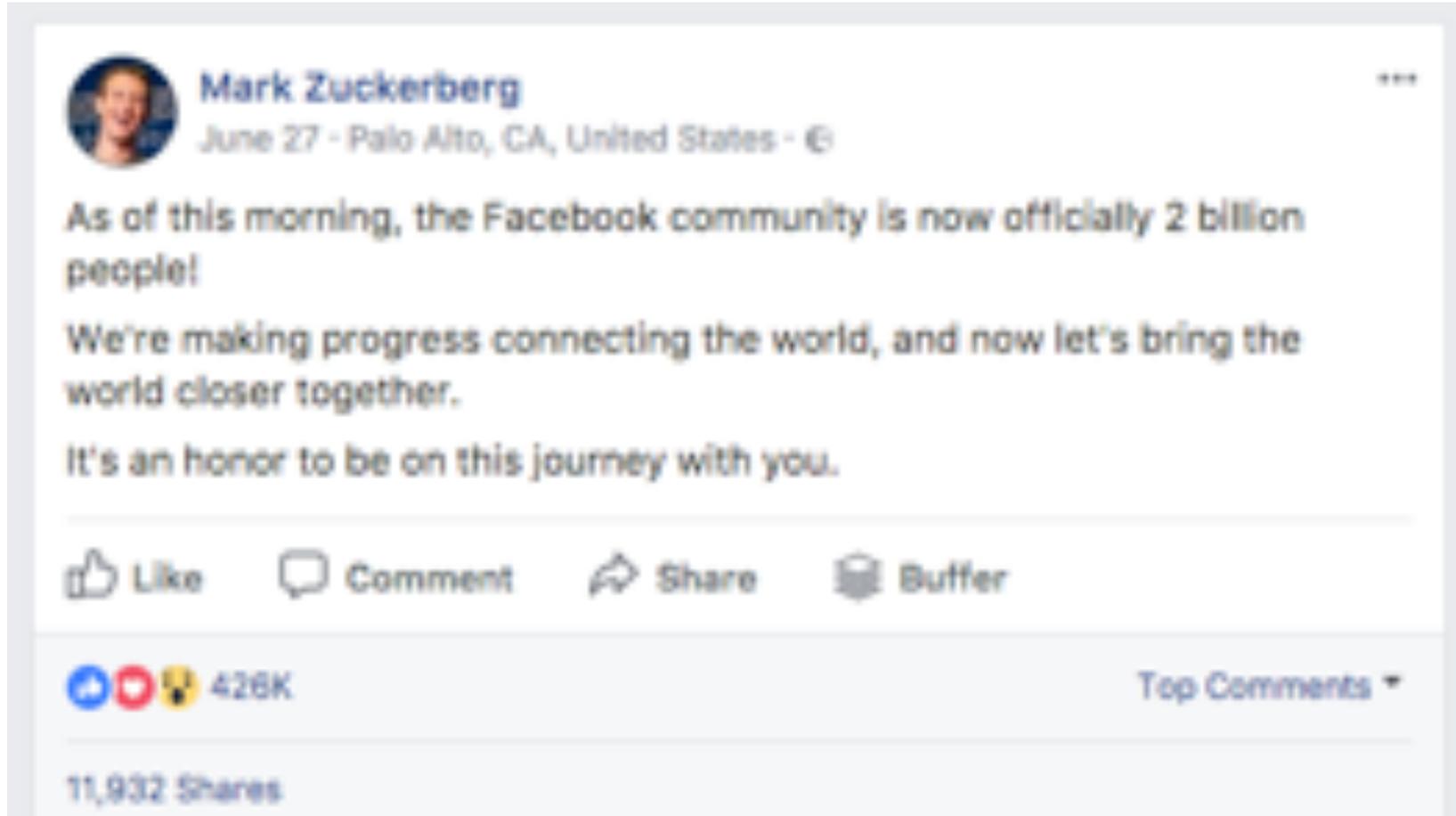


NO LIMIT

# Un nouveau continent ...



# ... de 2 milliards d'habitants



**Mark Zuckerberg**  
June 27 - Palo Alto, CA, United States - 🌐

As of this morning, the Facebook community is now officially 2 billion people!

We're making progress connecting the world, and now let's bring the world closer together.

It's an honor to be on this journey with you.

Like Comment Share Buffer

👍👎👏 426K [Top Comments](#)

11,932 Shares



2017天猫双十一全球狂欢节

天猫双十一全球狂欢节  
全球狂欢节 全球狂欢节

¥ 168,269,635,159

\$25,386,927,848

全球狂欢节 全球狂欢节

11.11

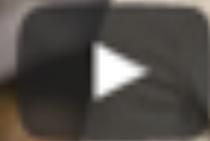
Dreams change the  
world,  
not technology

*Jack MA* (馬雲 Mǎ Yún)





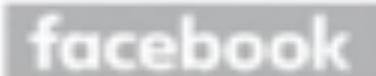
INTRODUCING  
**amazon go**



YouTube

*AI + **amazon** = amazon go*



	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3	 Coca-Cola	41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,168	 amazon	139,286
5	 Marlboro	38,510	 facebook	129,800
6	 Walmart	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent 腾讯	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723

GAFA

*MS*

NATU

*BE*

BAT

*XY*

# Nouveaux Business Modèles

HARVARD BUSINESS REVIEW PRESS

**REINVENT**

**YOUR**

**BUSINESS**

**MODEL**

.....  
**How to Seize the White Space  
for Transformative Growth**  
.....

*Foreword by* CLAYTON M. CHRISTENSEN

**MARK W. JOHNSON**

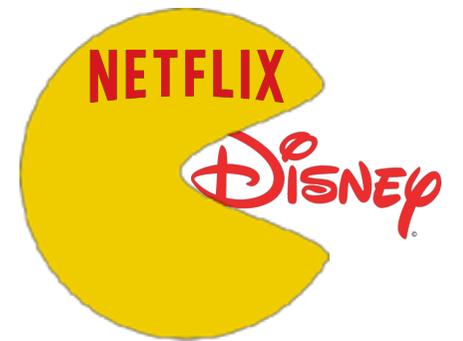


**ROLEX**

NETFLIX



Disney



**NBIC**

Nano Tech

Biotech / Biomimetics

InfoTech IOT Blockchain

Cognitif / AI / ML





3<sup>ème</sup> révolution industrielle  
Vapeur + moteur  
Électricité  
NBIC

Michel  
SERRES

-3000 écriture

1450 imprimerie

2000 NBIC



Luc  
FERRY

1800 Vap/Moteur

1900 Électricité

2000 NBIC



# Moore

# Gordon

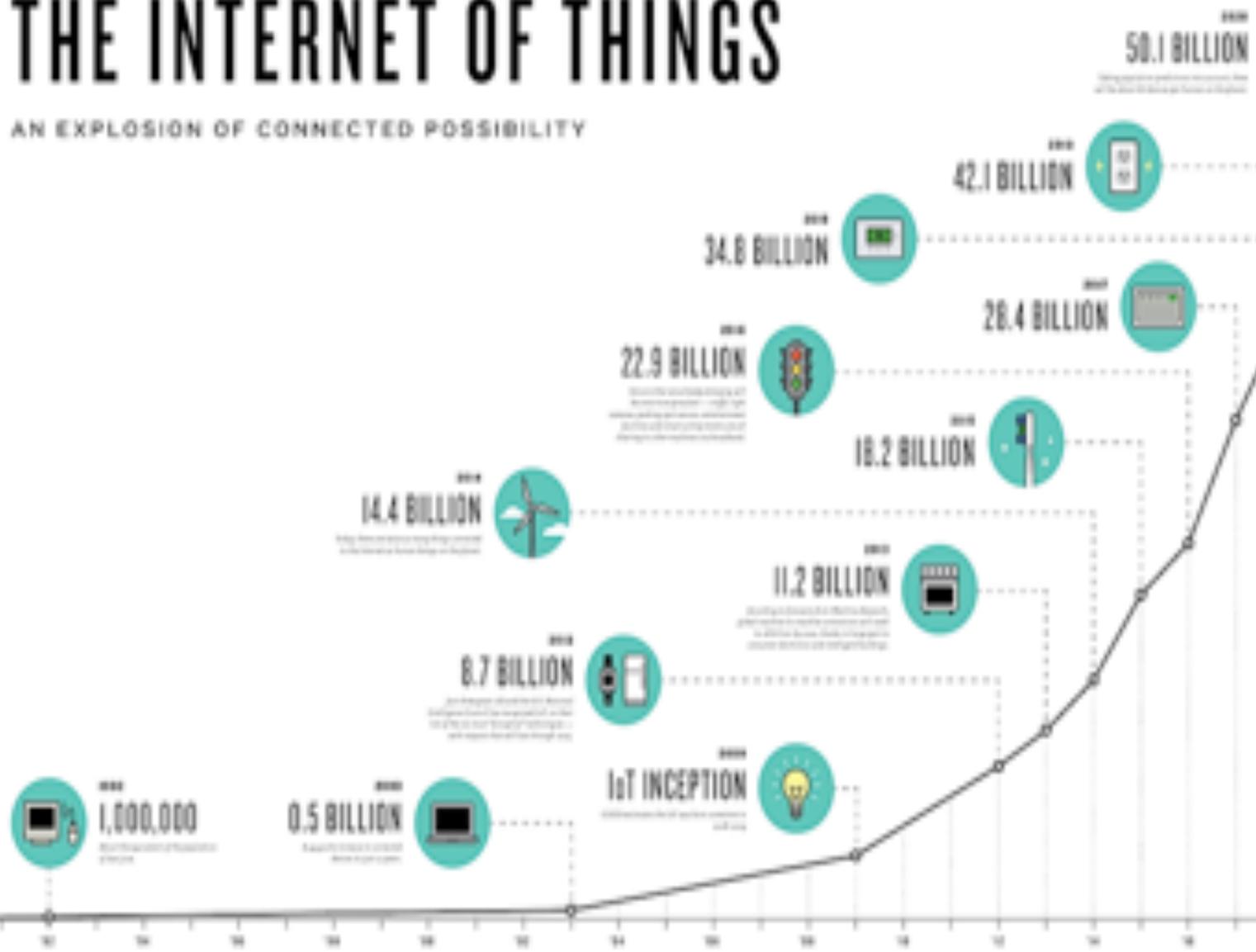


HUMANITÉ  
DIGITALE

ÉCOSYSTÈME

# THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY





# momentum IOT

Objets connectés

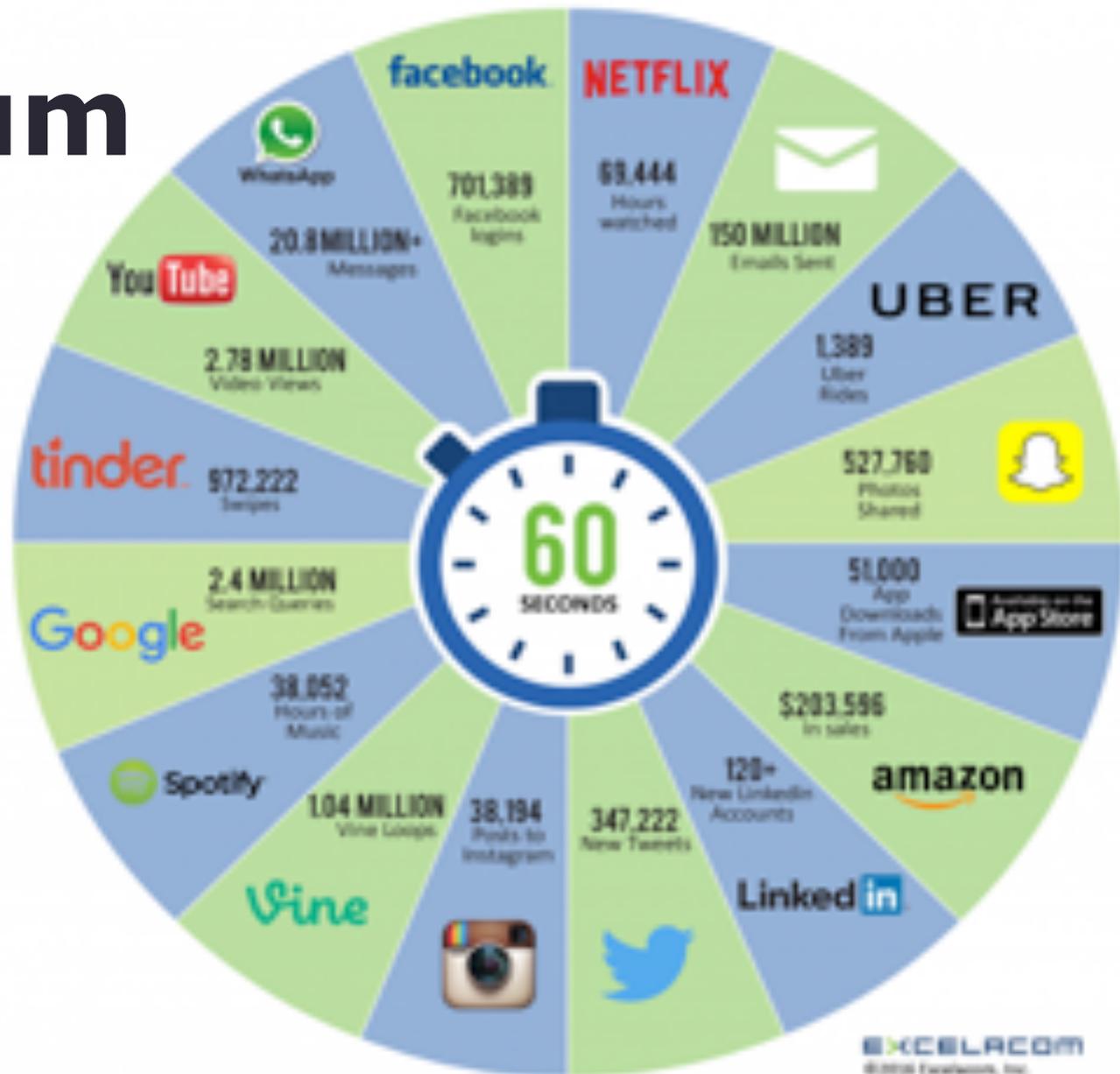
<b>Gartner</b>	=	<b>25</b> milliards d'objets
<b>Cisco</b>	=	<b>50</b> milliards d'objets
<b>Intel</b>	=	<b>200</b> milliards d'objets



**KEEP  
CALM  
AND  
THINK  
BIG**



# omentum





APR  
2018

# DIGITAL AROUND THE WORLD IN Q2 2018

THE LATEST STATISTICAL INDICATORS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

TOTAL  
POPULATION



7.615

BILLION

Penetration:

55%

INTERNET  
USERS



4.087

BILLION

Penetration:

54%

ACTIVE SOCIAL  
MEDIA USERS



3.297

BILLION

Penetration:

43%

UNIQUE  
MOBILE USERS



5.061

BILLION

Penetration:

66%

ACTIVE MOBILE  
SOCIAL USERS



3.087

BILLION

Penetration:

41%

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JANV.  
2018

# TEMPS PASSÉ PAR MÉDIA

DONNÉES ÉCARTIVIES DES MÈMOIRES DE LA RECHERCHE À LUSUR ACTIVITÉ



TEMPS QUOTIDIEN MOYEN PASSÉ SUR INTERNET, TOUT DEVICE



4H48

TEMPS QUOTIDIEN MOYEN PASSÉ SUR LE SOCIAL MEDIA, TOUT DEVICE



1H22

TEMPS QUOTIDIEN MOYEN PASSÉ DEVANT LA TV (BROADCAST, STREAMING ET VIDEO À LA DEMANDE)



3H03

TEMPS QUOTIDIEN MOYEN D'ÉCOUTE DE MUSIQUE EN STREAMING



0H34



JANV.  
2018

# LE DIGITAL EN FRANCE

PRINCIPAUX INDICATEURS DIGITAUX



POPULATION  
TOTALE



**65,11**  
MILLIONS

URBANISATION :

**80%**

UTILISATEURS  
INTERNET



**57,29**  
MILLIONS

PÉNÉTRATION :

**88%**

UTILISATEURS ACTIFS  
SOCIAL MEDIA



**38,00**  
MILLIONS

PÉNÉTRATION :

**58%**

UTILISATEURS  
UNIQUE'S MOBILE



**48,63**  
MILLIONS

PÉNÉTRATION :

**75%**

UTILISATEURS ACTIFS  
SOCIAL MEDIA SUR MOBILE



**31,00**  
MILLIONS

PÉNÉTRATION :

**48%**

NOTES: POPULATION: BUREAU DE LA STATISTIQUE GÉNÉRALISTE DE FRANCE; UTILISATEURS INTERNET: IAB; UTILISATEURS ACTIFS SOCIAL MEDIA: HOOTSUITE; UTILISATEURS UNIQUE'S MOBILE: IAB; UTILISATEURS ACTIFS SOCIAL MEDIA SUR MOBILE: HOOTSUITE. LES CHIFFRES SONT EN MILLIONS ET RONDÉS À LA DIXIÈME PARTIE DE MILLION. LES CHIFFRES SONT EN MILLIONS ET RONDÉS À LA DIXIÈME PARTIE DE MILLION. LES CHIFFRES SONT EN MILLIONS ET RONDÉS À LA DIXIÈME PARTIE DE MILLION.

APR  
2018

# MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE GLOBAL NUMBER OF UNIQUE MOBILE USERS TO THE GLOBAL NUMBER OF MOBILE CONNECTIONS

NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



5.061

BILLION

MOBILE PENETRATION  
(UNIQUE USERS vs.  
TOTAL POPULATION)



66%

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



8.605

BILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



113%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.7



APR  
2018

# SHARE OF MOBILE WEB BY MOBILE OS

BASED ON EACH OPERATING SYSTEM'S SHARE OF ALL GLOBAL MOBILE WEB REQUESTS

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
ANDROID DEVICES



74.2%

PERCENTAGE OF MOBILE  
WEB REQUESTS FROM  
APPLE IOS DEVICES



20.8%

PERCENTAGE OF MOBILE WEB  
REQUESTS FROM OTHER  
MOBILE OPERATING SYSTEMS



4.9%



APR  
2018

# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS

TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



2.234  
BILLION

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. APRIL 2017



+14%

PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



89%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



43%

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE



57%



APR  
2018

# INSTAGRAM USAGE ANALYSIS

A CLOSER LOOK AT INSTAGRAM USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS

TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



**813**  
MILLION

ANNUAL CHANGE IN  
INSTAGRAM USE VS  
APRIL 2017



**+36%**

PERCENTAGE OF  
INSTAGRAM USERS  
ACCESSING VIA MOBILE



**100%**

PERCENTAGE OF  
INSTAGRAM PROFILES  
DECLARED AS FEMALE



**50.7%**

PERCENTAGE OF  
INSTAGRAM PROFILES  
DECLARED AS MALE



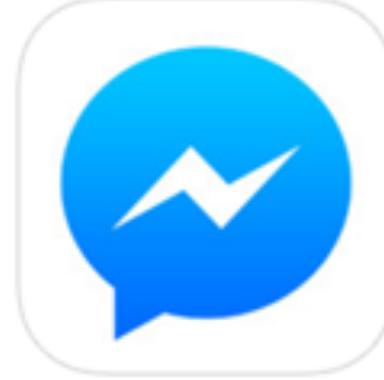
**49.3%**



~~MOBILE  
FIRST~~

ONLY





**NAVER**

france•2



YouTube



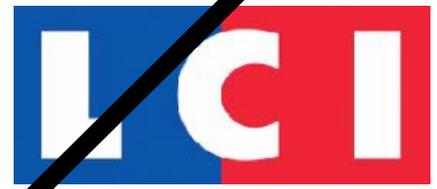
•1 •2 •3 •4 •5 •Ô

france•2 france•3 france•4 france•5 france•Ô

hulu

vimeo

NETFLIX



# Key TakeAways

ce qu'il faut retenir

tout change  
de manière  
exponentielle