

# Innovative Marketing: Big Data Approach

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Thank you AirAsia!



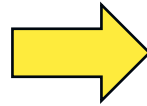
Thank you YTL!



# Blanche?



# Definitely not!



## Deadeast Names

Estimated percentage of Americans with a given name born since 1900 who were dead as of Jan. 1, 2014



Source: Social Security Administration

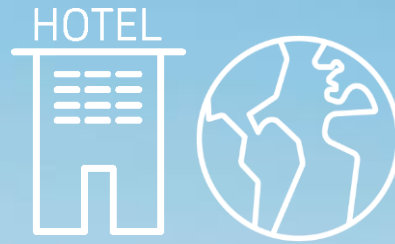
Kate!



# Where's all the data coming from?



Your digital footprint



Your past travel



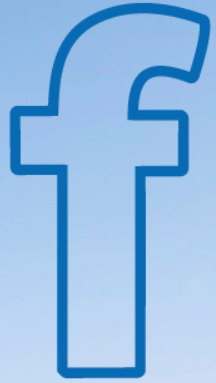
Your devices



Your spending behavior



# Social media – the biggest data pool of all!



1.7 billion active  
users



1 billion active  
users per month



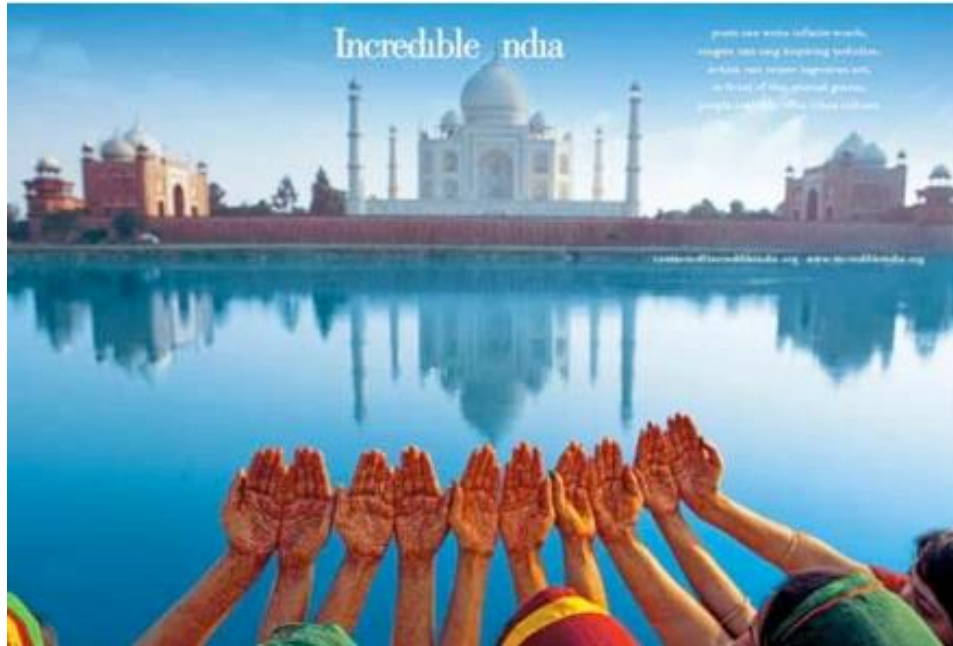
500 million active  
users per month



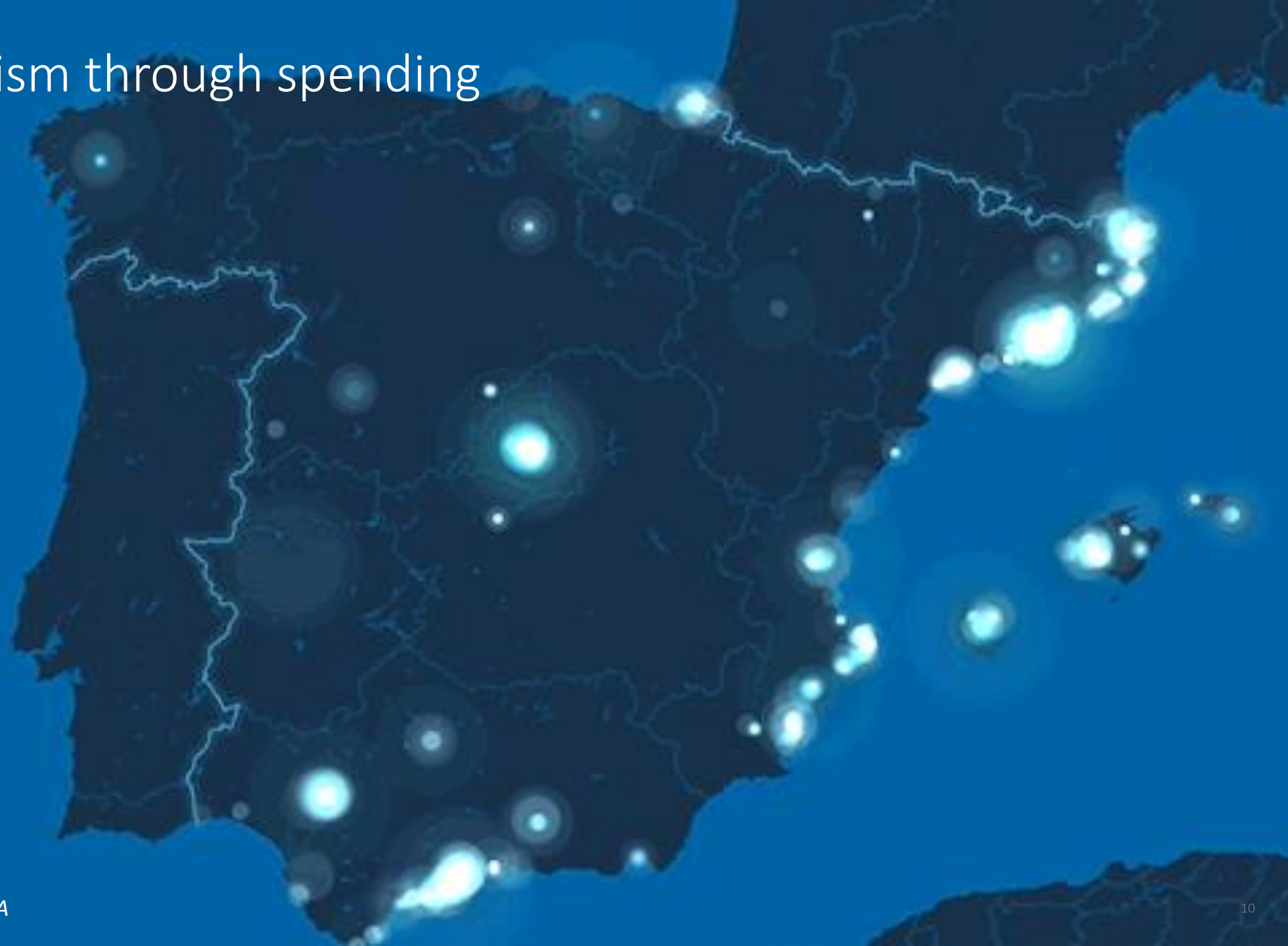
313 million active  
users per month



# Marketing destinations



# Analyzing tourism through spending



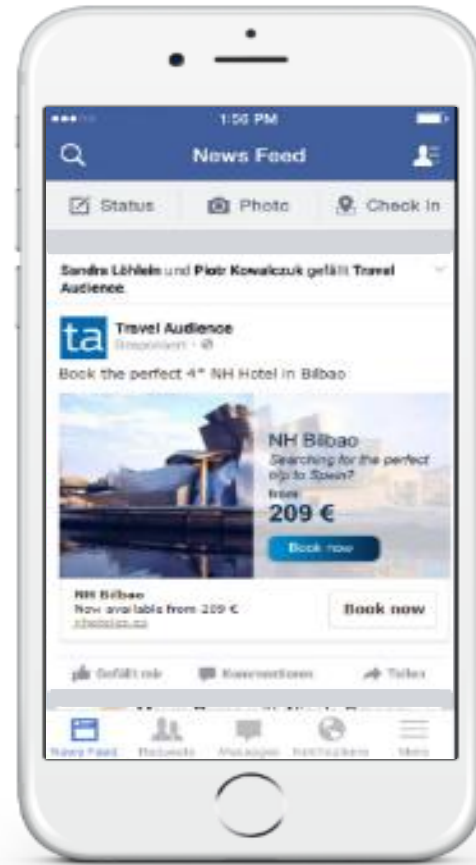
# Marketing to draw tourists to lesser known destinations



What about the weather?

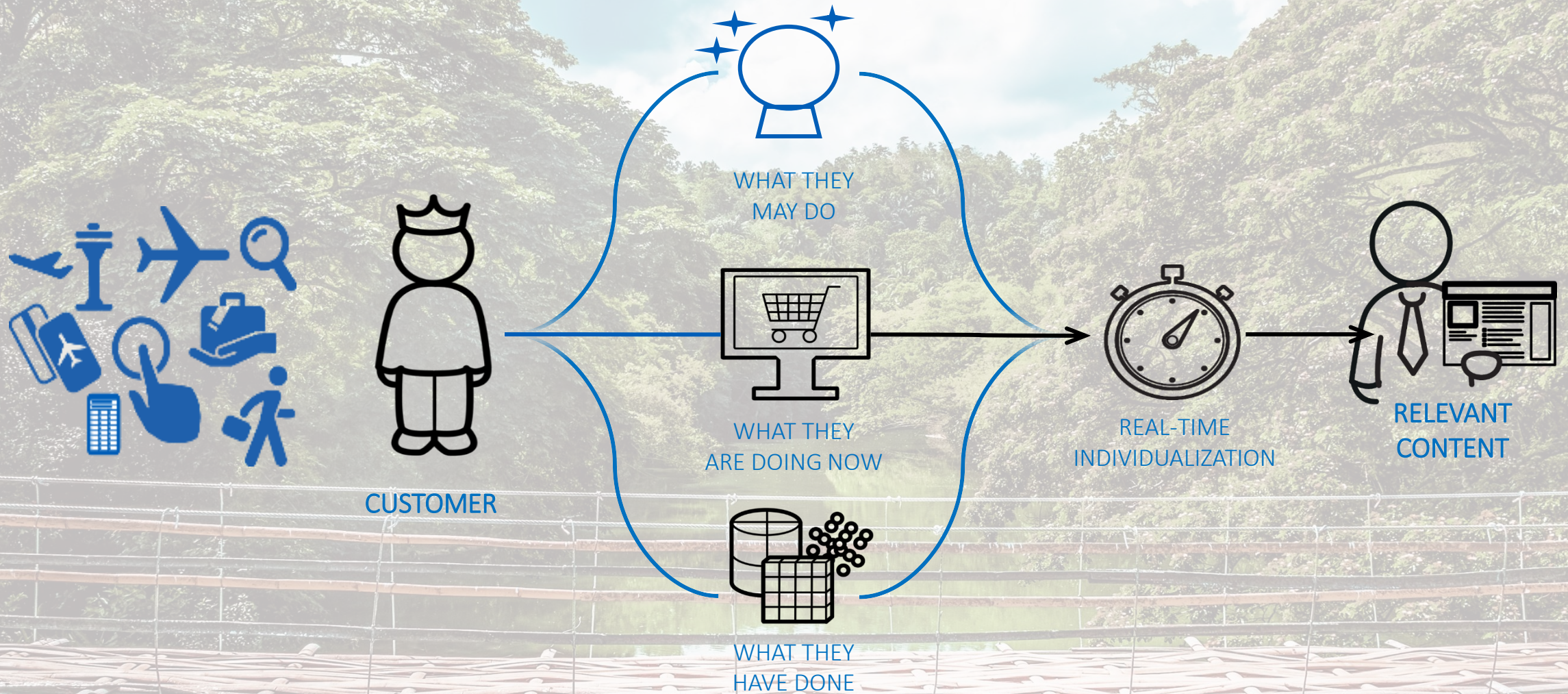


# Interest or intent?





# Turning Big Data into Innovative Marketing



# Terima kasih!