

14. 09. 2019

# KRIZE MARKETINGU?

*9. PPC camp*

**dentsu**  
**ÆGIS**  
network

A D E X P R E S

# ZAČALO TO ČLÁNKEM

Brand safety,  
spolehlivost dat, ad  
fraud, user privacy

Zpomalení  
technologického  
vývoje kvůli politice

Konec doby  
“můžu používat  
všechno, co dokážu  
naprogramovat”

## KONEC ZLATÉ ÉRY ONLINE MARKETINGU

3.10.2017 | Články

<https://www.ondrejslama.cz/clanky/konec-zlate-ery-online-marketingu/>

# WHAT IT TAKES TO FLY TO THE MOON

past



Can fly to the moon



future

- ☐ Maintains privacy
- ☐ Is safe for brands
- ☐ Is gender equal
- ☐ Is ECO friendly
- ☐ Doesn't upset anyone
- ☐ Can fly to the moon







# CAMBRIDGE ANALYTICA

Březen 2018

## Key stories



**Revealed /** 50 million Facebook profiles harvested for Cambridge Analytica in major data breach

484

**The Brexit whistleblower /** 'Did Vote Leave use me? Was I naive?'

**Facebook told me it would act swiftly on data misuse - in 2015**  
*Harry Davies*

**Revealed: the ties that bound** Vote Leave's data firm to controversial Cambridge Analytica

**Raid /** Investigators spend seven hours at Cambridge Analytica HQ



**'I made Steve Bannon's psychological warfare tool': meet the data war whistleblower**

Christopher Wylie goes on the record to discuss his role in hijacking the profiles of millions of Facebook users in order to target the US electorate

**Facebook's week of shame /** The Cambridge Analytica fallout

**Speaking out /** Former Cambridge Analytica exec says she wants lies to stop



**Revealed: Brexit insider claims** Vote Leave team may have breached spending limits

Whistleblower alleges that electoral spending rules could have been manipulated over controversial donation and that Vote Leave 'tried to delete key evidence'

**Politicians can't control the digital giants with rules drawn up for the analogue era**  
*Andrew Rawnsley*

266

**The Cambridge Analytica saga is a scandal of Facebook's own making**  
*John Harris*

1 109

All stories

+ More Key stories

Krize marketingu?

5





?2013



2016



?2018



2016



Cambridge  
Analytica

GDPR  
25. 5. 2018

Krise marketingu?

***Mark Zuckerberg Testimony:  
Senators Question Facebook's  
Commitment to Privacy***



Duben 2018



**1. "Is Twitter the same as what you do?"**

**2. "If I'm emailing within WhatsApp ... does that inform your advertisers?"**

**3. "How do you sustain a business model in which users don't pay for your service?"**

**4. "What was Facemash, and is it still up and running?"**

**5. "What if I don't want to receive [ads for chocolate]?"**

**6. "My son is dedicated to Instagram, so he'd want to be sure I mentioned him while I was here with you."**

## **Lawmakers seem confused about what Facebook does — and how to fix it**

If lawmakers want to regulate Facebook, they might need to get on the same page about what problem they're trying to solve.

By Emily Stewart | Apr 10, 2018, 7:50pm EDT



## Apple, Amazon, Twitter to testify before Senate on data privacy

Congress has more questions for the tech industry.

BY ERIN CARSON 17 | SEPTEMBER 12, 2018 10:34 AM PDT

# ZNÁTE CCPA?

## Here Comes America's First Privacy Law: What the CCPA Means for Business and Consumers

By Jeff John Roberts September 13, 2019

### Are US Businesses Prepared for California Consumer Privacy Act (CCPA) Compliance?

% of respondents, July 2019

**Yes**



**No, but expect to be prepared by 1/1/2020**



**No, in the process of preparing but will not be prepared by 1/1/2020**



**No plans to prepare, will wait and see if there are any fines issued**



**Not sure**



Source: PossibleNow, "CCPA Readiness Survey: August 2019," Aug 20, 2019

249358

www.eMarketer.com

# MYSLELI JSTE SI, ŽE JSME NAD GDPR ZVÍTĚZILI?



*“Cookie compliance will be an increasing regulatory priority for the ICO in the future,” wrote Ali Shah, head of technology policy for the ICO in the update.*

*U.K. data protection authority the ICO has investigated how the ad tech sector still uses personal data for the purposes of real-time bidding in programmatic advertising. Its verdict: **not good enough.***





Věra  
Pohlová,  
72 let,  
důchodkyně:

– Tyhle aféry  
každého jenom  
otravují. Já bych  
všechny ty inter-  
nety a počítače zakázala.



## Without evidence, Trump accuses Google of manipulating millions of votes

Devin Coldewey @techcrunch / 9:20 pm CEST • August 19, 2019

 Comment



# Google to ban political ads ahead of federal election, citing new transparency rules

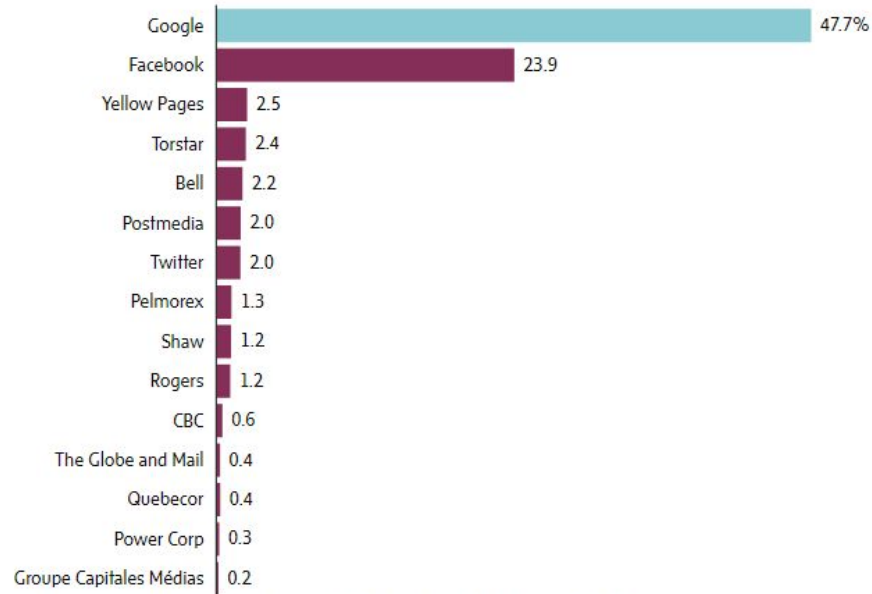
TOM CARDOSO >

PUBLISHED MARCH 4, 2019

UPDATED MARCH 5, 2019

## Internet advertising market share in Canada, 2016

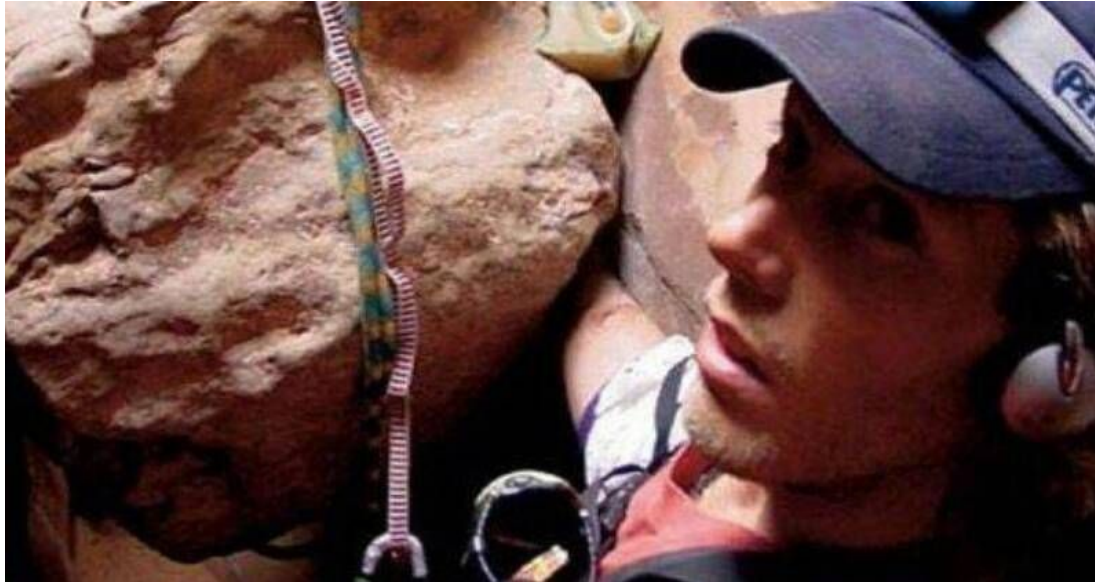
Top 15 platforms



THE GLOBE AND MAIL, SOURCE: CANADIAN MEDIA CONCENTRATION RESEARCH PROJECT

DATA SHARE





2,845 views | Mar 28, 2019, 10:45am

## HUD Is Suing Facebook For Housing Discrimination

<https://www.forbes.com/sites/kennethcorbin/2019/03/28/hud-suing-facebook-for-housing-discrimination/>

# NENÁPADNÉ ZMĚNY V ŘEČI?

## GOOGLE MARKETING LIVE 2018

*“Můžete reklamu cílit na lidi pohybující se v Praze.”*

## GOOGLE MARKETING LIVE 2019

*“Pokud se uživatel rozhodne sdílet s vámi polohu svého mobilního zařízení, budete moci reklamu cílit **na takové zařízení**, které se pohybuje v Praze.”*

prima



neprima



## YOUTUBE PLANS TO END TARGETED ADS ON VIDEOS AIMED AT KIDS

The move comes amid FTC scrutiny

Published on August 20, 2019.

# JAK MÁME CÍLIT REKLAMU?



When Untargeted Advertising Is Better Than Highly Targeted





# POKUSY, JAK SITUACI VYŘEŠIT



**Facebook Shares More Audience Data Via Carefully Controlled 'Clean Rooms'**

by [Allison Schiff](#) // Tuesday, July 18th, 2017 - 7:00 am

# A JEŠTĚ TEN FRAUD...

## Programmatic Display Ad Fraud Rates Worldwide, by Device, Q3 2018

among impressions analyzed by Pixalate



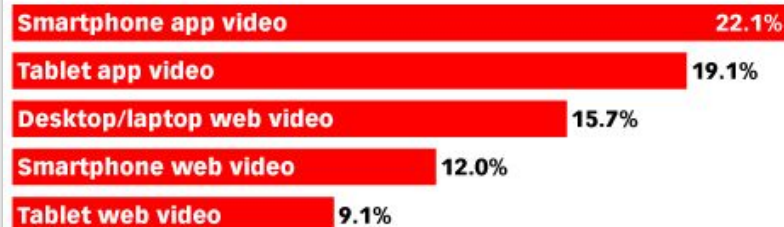
Note: represents activity on Pixalate's platform, broader industry metrics may vary; read chart as 16.1% of desktop web display ad impressions were measured as invalid

Source: Pixalate, "Q3 2018 Ad Fraud Update," Jan 17, 2019

244696

## Programmatic Video Ad Fraud Rates Worldwide, by Device, Q3 2018

among impressions analyzed by Pixalate



Note: represents activity on Pixalate's platform, broader industry metrics may vary; read chart as 22.1% of smartphone app videos impressions were measured as invalid

"e," Jan 17, 2019

www.eMarketer.com

## Glu Mobile: When It Comes To Ad Fraud, Prevention Is Better Than A Cure

by Allison Schiff // Wednesday, July 3rd, 2019 - 12:35 am

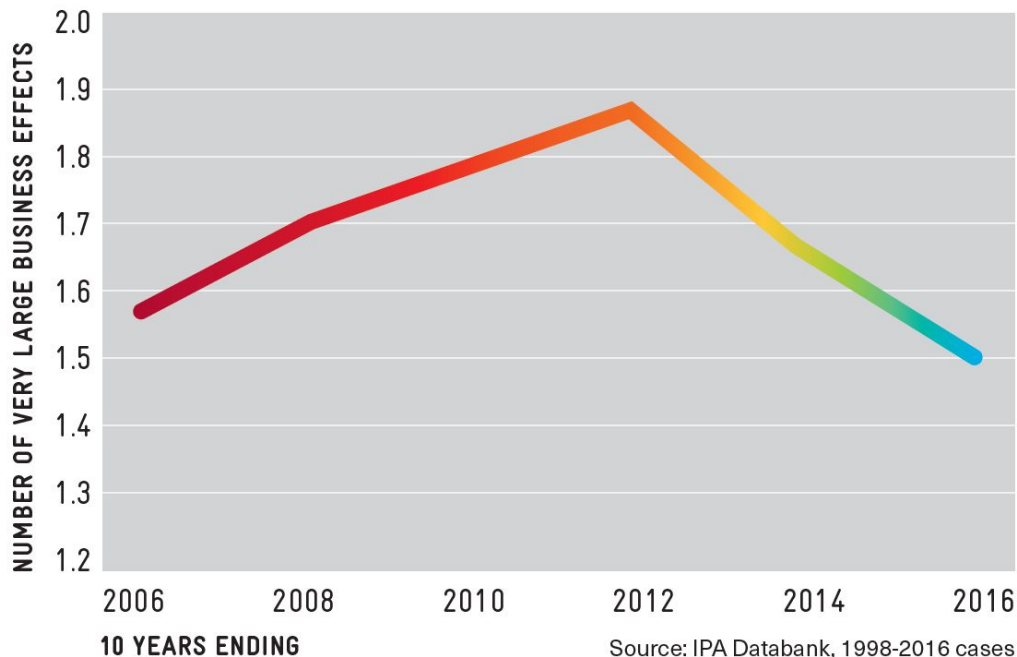
**TEMNÁ  
VIZE**



**NO ROBOTS ALLOWED**

# REKLAMA NENÍ V POHODĚ

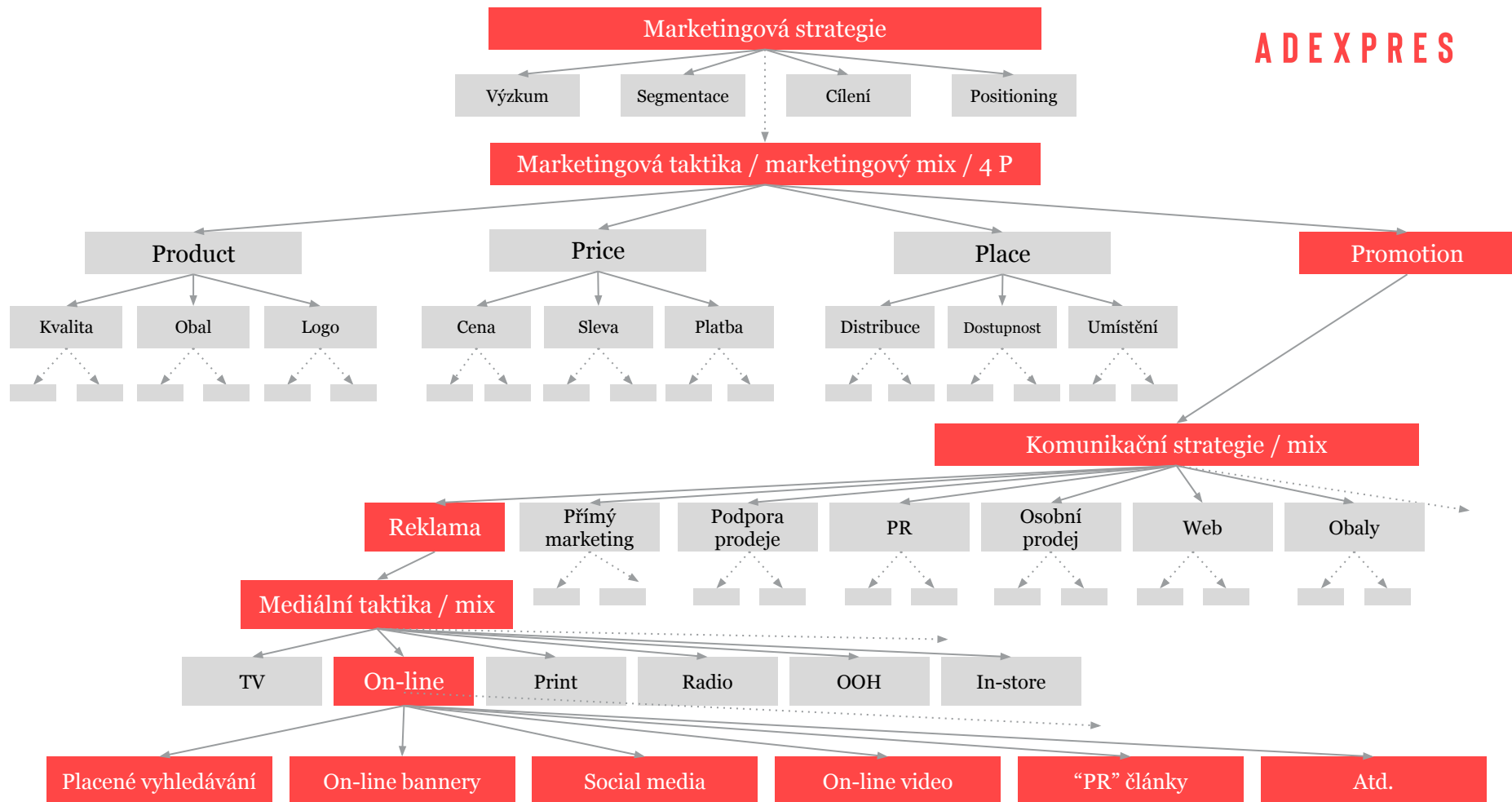
CAMPAIGN EFFECTIVENESS HAS FALLEN (FIGURE 47)





# JENŽE MARKETING NENÍ JEN O REKLAMĚ





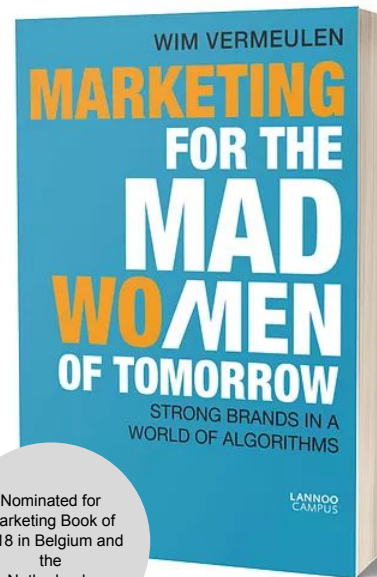
# DIAGNÓZA: MARKETING

Efektivita klesá

Krátkodobé plánování

Podpora prodeje

Vzdělání



Nominated for  
Marketing Book of  
2018 in Belgium and  
the  
Netherlands

Krise marketingu?

27

# WHAT IT TAKES TO FLY TO THE MOON

past  
☒ Can fly to the moon



future

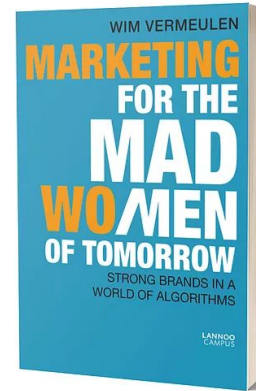
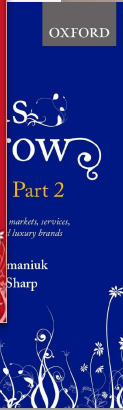
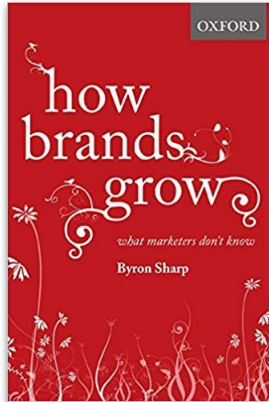
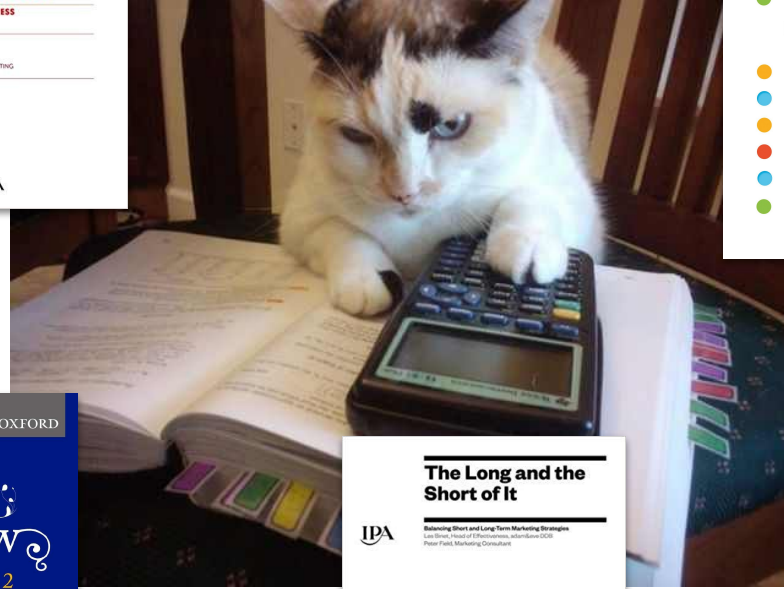
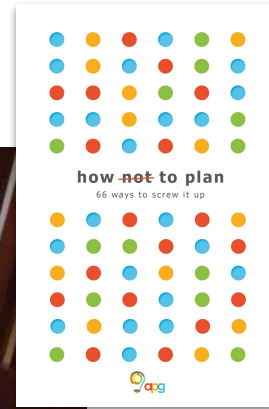
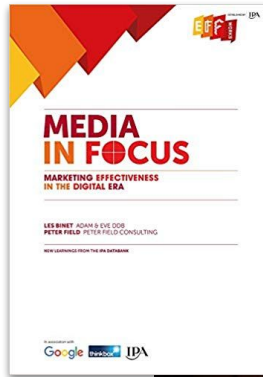
- ☐ Maintains privacy
- ☐ Is gender equal
- ☐ Is safe for brands
- ☐ Is ECO friendly
- ☐ Doesn't upset anyone
- ☐ Can fly to the moon



# HISTORY IN THE MAKING







ADEXPRES

# KEEP VIGILANT

dentsu  
AEGIS  
network

ONDŘEJ SLÁMA

*Research & Development Director*  
*ondrej.slama@adexpres.com*  
*+420 603 176 598*



ONDREJSLAMA.CZ



TWITTER.COM/ONDREJSLAMA



LINKEDIN.COM/IN/ONDREJSLAMA/