Hi, I’m
@farrahbostic
Check your bias.
Feed your empathy.

#strataconf
@farrahbostic
What we’ll talk about

Data
Structure
Bias
Experiments
Empathy
Data
Much data.
“Drinking from the fire hose”
“The Data Will Tell Us What to Do”
I come from advertising.
Structure
How (a lot of) marketing people deal with data
Is this anything?
We’re all gonna get fired.
It’s not even a new problem!

“What do you want from me? Fine writing? Or do you want to see the goddamned sales curve stop moving down and start moving up?” – Rosser Reeves
STRUCTURE

ALL THE DATA!!
“Who needs theory when you have so much information? But this is categorically the wrong attitude to take toward forecasting, especially... where the data is so noisy. Statistical inferences are much stronger when backed up by theory or at least some deeper thinking about their root causes.”
Bias
Deep understanding and empathy, developed over time, counteract bias.
People are Data
But all numbers are not equal

Some numbers tell you what, but not why

Some numbers are only ‘half true’

And some numbers are just lying at scale
So why don’t we talk to humans?

Money

Time

And...
People lie.
Professional Respondents?
“statistically significant”
“rigorous sample method”
“information with authority”
Who cares about affluent baby boomers & the advertisers who love them? I want the 18–24 demo!!
Marketers rely on vanity metrics


% of respondents

Numbers linking as friends, followers, likes 60%
Sharing, forwarding, retweeting or posting brand content 39%
Qualified leads from social media 35%
Visits or time spent with branded social content 30%
Incremental sales attributable to social media 25%
Brand awareness/favorability (measured by surveys) 18%

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Cool story, bro.
We need to understand and to make better predictions and measure outcomes more effectively.
Experiments
How to Hypothesize

I used to think correlation implied causation.

Then I took a statistics class. Now I don’t.

Sounds like the class helped.

Well, maybe.
What’s a hypothesis?

ὑπόθεσις “to suppose”

It’s a proposed explanation for something.
You have to be able to test it.
The simplest explanation should (usually) be the best.
It should apply to more than one instance of the thing happening.
It should help explain other things in the future.
It should fit with the evidence.
The main flaw in marketing hypotheses:

We’re usually focused on explaining the brand, not understanding the customer.
Empathy
We should explain what creates value for customers

We should craft and test hypotheses that:

Help us make decisions

Help us create value for our customers

Help us develop empathy for people so deep we can anticipate solutions to problems they can’t yet express
We should always be checking for bias
What matters is value creation

To your BUSINESS

Conversion

To your CUSTOMER

Engagement
Conversion = Business Value

Acquisition - drawing people into the brand experience
Revenue - converting visitors into customers
Referral - converting customers into advocates
Engagement = Customer Value

Activation - people enjoying the experience...
Retention - enough to come back often...
Referral - and recommend the experience to others
Go and see.
This is the new intimacy.
We have to be prepared to be wrong. We have to state our beliefs, encounter reality, learn from the experience, and adjust our beliefs. (over and over and over...)}
Be nice, and listen.