

Mike Shields (3s):

Hey guys, this is Mike Shields. This week in Next in Marketing, I got to talk to Erin Matts, Chief Experience Officer at Omnicom Precision Marketing Group. Erin and I talked about why even with Google's big anti-targeting news, she's not ready to give up on the promise of one-to-one customer targeting. That doesn't mean Erin thinks brands are going to go all-in on a new identifier with the trade desk. In fact, she thinks maybe it's time that we took consumer privacy more seriously in this industry. Let's get started.

Intro to Next in Marketing (25s):

Everything we know about the media, marketing, and advertising business is being completely upended, thanks to technology and data. We are talking with some of the top industry leaders as they steer their companies through constant change. Welcome to Next in Marketing. Presented by AppsFlyer.

Mike Shields (43s):

Hi, everybody. Welcome to Next in Marketing. My guest this week is Erin Matts. She's the Chief Experience Officer at Omnicom Precision Marketing Group. Welcome. Thanks for being here.

Erin Matts (55s):

Thank you. Thanks for having me.

Mike Shields (58s):

It's funny. Erin and I worked at the same agency many years ago. Never worked together, I don't think, on the same account or anything.

Erin Matts (1m 4s):

We shouldn't tell how many years ago it was.

Mike Shields (1m 8s):

No, no. If we name where it was, it doesn't exist anymore so it's no good either way. What I remember, it's funny because you have all these a very impressive digital data titles. I remember at the time, the coolest gig you could get at that, we were both media planning people. If you got on a heavy print account, if you worked at Bacardi, it was the best because they spent so much money in GQ. We take you out for lunch. That was the coolest thing in the world.

Erin Matts (1m 36s):

I think that was my first job. It was as a print media planner and doing the magazine check and copy so I was always the most popular person because I have a stack of magazines like this high on my desk. It was always good for people to drop by at the end of the day.

Mike Shields (1m 54s):

In terms of data, I think we got data twice a year for that industry at the top of the line.

Erin Matts (1m 58s):

Right, exactly. My favorite.

Mike Shields (2m 1s):

Okay, so here's my first question. I think most people in the industry have a sense of Omnicom and that many divisions. I don't know if everybody knows Omnicom Precision Marketing Group versus the rest of the company. Maybe you can explain what that group is all about and then maybe you'll talk about your gig.

Erin Matts (2m 18s):

Sure. Yes, yes. Essentially, a division of Omnicom. That is a part of the Dos Group. It is a collection of, I think, some of the most forward-thinking and forward-looking agencies within the entire group as a whole, so creative agencies, digital agencies, performance agencies, et cetera. My role is, Chief Experience Officer so it's almost like a mini holding company within the larger Omnicom holding company. What I was really fascinated by, I'd been a long-time Omnicom employee in various roles, but what I was really intrigued by is Luke Taylor, who is the CEO of that division.

Erin Matts (3m 2s):

He really has a compelling vision for where precision marketing and performance need to go at a very large agency. Typically a lot of those performance agencies tend to be small, independent, and a little scrappier. What I was really intrigued by is where the industry is going and orchestrating that entire consumer experience from soup to nuts. That's inclusive of media, it's inclusive of data analytics, and it's inclusive of creative. To me that felt like a really interesting territory for certainly my existing skill-set but also where I wanted to take my career, having that overarching view into a single consumer journey, and being able to orchestrate that successfully.

Erin Matts (3m 49s):

To me, that is something that we, as an industry, have been struggling with for years with varying degrees of success. That's really what I wanted to focus on.

Mike Shields (3m 58s):

It's not as simple. I was wondering if it was as simple as Omnicom is where you have the big TV traditional brands and this is where you stick to DTC brands. You mentioned this creative in other aspects. It's not that clean.

Erin Matts (4m 9s):

No, no. I would say, it's united by a common desire to want to get better, smarter, and faster at what we do from a precision standpoint. Obviously, with the Google news and following the Apple news earlier this week, that's going to become even more necessary for marketers to be able to wrap their heads around it and then

orchestrate that entire consumer experience.

Mike Shields (4m 35s):

I definitely want to touch on that, but in terms of the experience part of your job, my mind goes towards instead of just buying media and trying to reach customers, and do an acquisition, does that mean you're trying to build apps and products for brands and try and be connected to every step, stuff that goes beyond the media and advertising or traditional stuff?

Erin Matts (4m 56s):

Yes. I think certainly, everything's on the table. That's what I liked about this division of Omnicom 2, which is that it felt very creative and there's a lot of spirit at the leadership level to say, "Well, do you have a good idea? Let's figure out how to either go build it, buy it, or develop it, all in the goal of improving that consumer experience." It was one of those things where I obviously have a lot of love for media having grown up in that environment, but you do get a little frustrated sometimes with trying to continually find innovation in this one division of advertising and marketing.

Erin Matts (5m 37s):

What I liked was the freedom and flexibility to tap into all aspects of that beyond just the typical creative agency campaign, but to me, it's far more emblematic of where the industry is going it needs to go.

Mike Shields (5m 55s):

What brands need from their partners. You already touched on that. I'm assuming you're division, given its nature, is going to be right in the middle of all of the big changes going on. We've been talking about this for a while, that Google, the cookie, Apple are pretty dramatically changing how you can use the identifiers. Its ecosystem regulation is getting increasingly a bigger deal. Last week, obviously, Google made its declaration that it allows for one-to-one targeting the way we thought about for years, at least, with the exception of its own properties. What happens last week?

Mike Shields (6m 37s):

Are all your clients calling you like, "Holy crap, what does this mean?" Are they well prepared? Are they thinking about this forever? Where are we going here?

Erin Matts (6m 47s):

I think it is a good question and that runs the gamut, I think. We've got maybe some clients that are newer to Omnicom who really haven't heard our data story from the beginning or having credit in a pitch, or there are new clients that have had an existing client, but what has been gratifying, to be honest with you, is that this shouldn't be a surprise to any of us. This has been the least surprising news of the year so far.

Mike Shields (7m 16s):

Right. Big company does what is good for itself.

Erin Matts (7m 20s):

Exactly. I think also what I've learned over the years to appreciate about, is the Omnicom philosophy of data is that it is we tend to build, not buy. It is designed for identity at the core, and because we're neutral because we're transparent, Google and Facebook don't really see us as competitors in that capacity. Whereas, I think, other holding companies or consulting companies have gone out and made acquisitions. To be honest with you, there was a couple of years there where there was just this flurry of acquisitions.

Erin Matts (8m 1s):

I was kind of disappointed that Omnicom was sitting on the sidelines.

Mike Shields (8m 6s):

You're talking about the <inaudible>, right?

Erin Matts (8m 8s):

Yes.

Mike Shields (8m 9s):

What's the word? Axiom.

Erin Matts (8m 12s):

Axiom. Yes, exactly. I think I appreciated that leadership really has a vision of this a very long time ago, which is you have to remain neutral in order to really and truly operate as an agency. If you're an agency that has bought a technology solution or data platform, guess what, you don't have much choice if you were going to use it with a client.

Mike Shields (8m 36s):

You're using that, yes. That's going to be the winning answer all the time.

Erin Matts (8m 40s):

Yes. It certainly took a while. There was an intellect for a number of years who was the author of Omni, which is our data and analytics platform. It was a lot of hard work that went into that. I think from an agency perspective, I really enjoyed working with different kinds of talent. At the time, data science wasn't quite as widespread as it is today, but even engineers and technologists, it was really cool to be able to build that from the ground up, knowing that Google is going to do this someday. We can't just put our heads in the sands and hope they change force.

Erin Matts (9m 23s):

Seeing that come to fruition in a meaningful way, and now that everybody's hands-on keyboards, to me, it was incredibly exciting. Now, some of my job moving forward within OPMG is to increase that adoption, tell that story to clients so that they know, and have confidence that our solutions are future-proofed. We've long anticipated these issues.

Mike Shields (9m 50s):

When you talk about the solutions you've developed, there was a time not long ago where you're right, a lot of the big holding companies have bought giant database companies, but there was also a really big effort that the holding companies of the group end of the world were going to build their own identifier across all of their clients. That seems like it's faded in that thinking. Is that what you're just describing here or not really?

Erin Matts (10m 20s):

A little bit, yes. I think we tend to, where possible, leverage our client's first-party data, obviously non-PII and with all the appropriate regulations, and then upend that with other identity-based data sets so that it isn't Experience or a new Starr, for example. Getting at that identity level still keeps our clients' data secure, but allows us to get this very rich picture of consumer behavior because, unless your clients have been in a certain category where a CRM database was do or die, CPG has been challenging for them.

Erin Matts (11m 3s):

It's people who signed up for a coupon 10 years ago unless there's a concerted effort to get behind a CRM database. I do think that's changed dramatically over the last couple of years where a CRM was something that for a lot of clients, it was a little lower priority. They want to get better and smarter about how they targeted or how they could drive scale, but I think that's really reversed, I think, to everyone's benefit.

Mike Shields (11m 30s):

It sounds like you had been setting your company up and your clients up for a world where they don't have to live and die by another company's definition of a target. Some of the summaries last week were like, "Well, this is the end of precision targeting, one-to-one is over-promise. It's not going to happen. We are going to go for this cohort thing." The other thing is would-be clients who are just going to have to go all-in in something together or they are in trouble. I guess, are you going to have to back off how precise your marketing can be in general?

Erin Matts (12m 3s):

Yes. I mean, I think we are going to have a measure of response on that front, but truth be told, I still believe in one to one precision targeting and I think that there have actually been some things that Omnicom has taken on, our leadership position on to get inside the wall gardens, for example. We essentially co-created ads datahub alongside Google. This was two or three years ago. Not only is that we were that engineer to engineer level of relationship that we have with Google, but it's also something that gives our teams a little bit of a leg up. Obviously, ads datahub is something that anyone can buy at this point, but I think it certainly

helps when you have co-created it.

Erin Matts (12m 47s):

You have a really deep knowledge of the inner workings of how to get the most out of that clean room environment. Now I think, the challenge, of course, is going to be attribution across those. It's someone with experience in my title, that's what keeps me up at night are different ways in which we can start to knit together those experiences, even when we're talking about the two largest digital spenders or Google and Facebook. I think there are some innovative ways that we can either work around it or figure out a better attribution model that ladders up all of that data out of the walled gardens.

Erin Matts (13m 33s):

It's going to be challenging, but that's the exciting part.

Mike Shields (13m 36s):

Yes because I think some of the thinking now, there's a lot of different opinions but is that yes, we're going to be able to do attribution but that means you are going to be relying on the wall gardens attribution, and that's it. You're trying to figure out whether there are other ways to work around that still.

Erin Matts (13m 56s):

Well, I think obviously, those wall gardens are going to have their own rules with regards to the attribution that, hopefully, they are obviously going to show them in the best possible light. I think that one of the reasons I'm very interested in attribution is that I would say, probably 15-20 years ago, Omnicom develops this capability in-house. It was a lot of MTA, media mix modeling, and whatnot. That was extremely popular in its original heyday of 20 years ago. I always thought that was an interesting story because you can use it in any third-party client that has a contract with whoever.

Erin Matts (14m 42s):

We can certainly work with them on that front. An attribution model can and should be custom to the client's needs, the marketplace realities. What we found was that a lot of those off-the-shelf solutions were just that, off-the-shelf. They will say to you, "Okay, this is how we do it in automotive." I said, "Well, what about if I'm launching a new electric car, I need to think differently about some of the marketplace reality that is going to affect us. That's what I think really excites me is that we've gotten an incredibly brilliant team of data scientists and marketing science folks who are really focused on this big question of attribution.

Mike Shields (15m 29s):

Speaking of that big question, it belongs along the same lines, that's a huge question coming out of what Apple is doing. I think the most immediate thing is people worried about attribution within the app marketing system where you're trying to figure out, "Okay, I spent X money and that's why people downloaded my game." I don't have as much have a sense of how IDFA is rocking and the average big brand. How much is

that affecting your client's in attribution specifically?

Erin Matts (15m 58s):

I think the bigger one, for whatever reason, it just got more attention as of late, is Google. That's also a reflection of the kinds of clients that we have at Omnicom. I think that when it is getting a little bit more attention, but it's obviously something that we need to stay close to. Apple is also a client of Omnicom as well. We want to make sure that we still get the advantages of working very closely with them as a client and also as a partner. I look at it in a very similar fashion though, obviously to the Google announcement, but because at the end of the day, it's a good thing for this industry.

Erin Matts (16m 42s):

I think consumer privacy is important. We need to make sure that brands and consumers have a mutual level of respect and that there's, I would say, a latent hangover. It's like art to data privacy. Hopefully, this will dramatically improve that because if a consumer has confidence that my data is kept secure and safe, I'm more open to that value exchange if I do want to give any of my personal information out.

Mike Shields (17m 14s):

That's interesting. From your perspective, you're not sitting here like, "Come on, this isn't fair." You're saying that the consumer is maybe haven't gotten the respect they deserve and need. We needed to be more focused on that. Probably, if your business is getting rocked by the Google cookie change, I'm sure you'll have a different thought process, but you're not like we are getting screwed, that's not fair.

Erin Matts (17m 37s):

No. It sounds hokey to say it, but I really do care about consumer privacy. I think the more, again, we can give consumers confidence, the more they'll have a trust in advertiser, the more that they will be receptive to that advertising, the more that they will ultimately buy products and services. Again, it does sound a little Pollyanna-ish and maybe I should take a healthy dose of the opposite, but I do you think it's a good thing. I think it's a good thing for our industry, which has, I think, taken a lot of lumps over the years with regard to data privacy.

Mike Shields (18m 17s):

Right. Not to put any blame on any particular part, but do you think we all just went a little bit crazy with, "Yes, this is the value of change. This is good for consumers." Would they get it? Just be audience-based targeting was everything. Maybe that was just too far too fast.

Erin Matts (18m 33s):

Yes. I think, unfortunately, there's a handful of, I would say, bad actors who were just there to make a quick buck, consumer privacy be damned. I think that also tarnished our reputation a little bit. Yes, like everything in our industry, the pendulum swings back and forth every year. I will say the pendulum seems to be

swinging up to a more extreme degree if that makes sense. I think it would be other industries to do a little bit more incrementality in terms of change.

Erin Matts (19m 12s):

Again, I could be completely naive, but I think this is a good thing.

Mike Shields (19m 19s):

Yes. I will shift gears at the moment, I promise, but the one that I have to make sure I ask you about is last week, so much again, the Google attention was on, what does this mean for the open web publishers? What does it mean for all these groups that are trying to come up with the cookie alternative, particularly in the trade desk-driven unified ID? I don't always get the brand side of things on that or that the agency side. You guys, because you're obviously trying to prepare your clients with your own tools and data, do you want some kind of alternatives to emerge, pick a winner? Is that something that you are waiting and seeing? Do you want the traders' thing to work or something like it?

Erin Matts (19m 57s):

Yes. Of course, I want it to work, but I think that for so long, we've been developing our own tools internally. I think to have a single federated ID that's controlled by one company doesn't seem to be very much in the spirit of an agency. Part of my job as an agency person is to look across all of the available technologies or opportunities in the marketplace. I don't know if having a single winner monopoly on this is going to be the right thing or even a handful of them. I think we continue that there's so much innovation that still needs to happen, especially with regards to identity and consumer privacy.

Erin Matts (20m 37s):

Why would we limit that? The next great solution is probably two dudes in a garage somewhere coming up with that. I'm excited to see that. Not the garage.

Mike Shields (20m 49s):

You don't have to be locked in on anything. If that comes along, you want to have options. Shifting gears a little bit but in a similar vein, what are you bullish on? I feel like, besides this issue, another big topic of the last six months has been the rise of retail media. You've seen, obviously, Amazon's advertising business has taken off like crazy. There's a lot of companies trying to copy their playbook or say, "Hey, we got some data. We would love an extra new revenue stream." Walmart and Target were early on in it, but then you've got CVS and Walgreens. It seems like there's going to be 20 different retail wall gardens emerging or something.

Mike Shields (21m 31s):

I don't know. What do you think of that trend? Is it positive? Is it messy?

Erin Matts (21m 35s):



Yes. I think it's a little bit of both. I do think it's positive. I think there are some really valuable data sets that those retailers bring to the party. We always used to joke. It's like, you vote with your wallet. How am I making purchases? That is another dataset that is incredibly enriching when you think about how we're going to better understand what is motivating a consumer. Wall gardens, aren't new for us, for the industry. If more of the pop-up, of course, depending on what data set that is, we absolutely embrace it, but I don't think that pendulum is going to swing so far where there's only going to be five media companies out there.

Mike Shields (22m 24s):

I also wonder, do you think at a certain point, obviously, there is a rush to have first-party data and have a direct relationship with consumers, but I wonder, could consumers have a limit into how many companies they want to have a relationship with and want to share anything with? Do you want to download the rewards app from every company you do business with? Did you think we're going to hit a wall there?

Erin Matts (22m 46s):

I think that there is a little bit of fatigue already starting to build up from a consumer perspective. There are only so many places you can shop and have a partnership or a relationship with. I think that's having to, "Well, this is something I have to log in again." I think there is a lot of fatigue. That's part of that. Then, of course, behind that is this natural fear of where is this data going? Do I put my credit card information in and there? We've all been on the receiving end, in one application or platform.

Erin Matts (23m 29s):

Looking at a pair of tennis shoes or whatever it is, and then what you thought was a completely unrelated platform, that same ad for tennis shoes comes up again. I think consumers have a healthy amount of suspicion with regards to that, but again, it goes back to the first point, which is increased consumer privacy is a good thing.

Mike Shields (23m 49s):

Can we shift gears a little bit back? I think some of your stops in your career are really interesting. I was thinking about when you and I work together in the old days when an ad agency would still have the creative department, the account people, the immediate department. Most of the companies on your resume didn't exist when we start our careers. Can you maybe talk about pretty early on trade desks, and early on the hearts and sciences? Maybe take us through some of the stops and why those companies needed to emerge and exist and why you were happy to jump into those different points?

Erin Matts (24m 24s):

Yes, yes. Well, as you said, we worked at a full-service agency back then. Those were more ubiquitous than what they are today. It was one of those things where I think my first day I was there, I didn't interview for my job. I interviewed for an assistant job. They were like, "Who wants to work in creative?" Everybody's hands went up. Maybe I wasn't paying attention that day. They go up to the top floor with these gleaming white

offices. Do you know where the media department was? It was in the basement.

Mike Shields (24m 57s):

It was the nineties or so. I don't want to say that, but yes, it was still a little madman in the structure.

Erin Matts (25m 5s):

Yes, absolutely. I think what appealed to me about going to, I would say, an independent media agency as part of the holding company, is that you still get to interact with creatives, other out count people, and data analytics folks, but it gave some heft and some weight, I think, to what media really brought to the table. It was sort of like the ascendency that media is not here to just say, "Would you like fries with your GRPs?"

Mike Shields (25m 33s):

We are not the afterthought of the process. We are driving.

Erin Matts (25m 37s):

Not the afterthought. You can really apply so much creativity in innovation in that. There is something appealing about that but also from a financial perspective, which sounds nuts, but making sure that media companies have a separate contract so that we could charge appropriately for services.

Mike Shields (25m 57s):

Right, you're not a throw-in.

Erin Matts (25m 60s):

Yes, exactly. I thought it was really interesting. I think one of my first years when I was at OMD, I was working on a Frito-Lay business, which is great for what it was for 25 or so.

Mike Shields (26m 13s):

Right, the fundamentals of marketing.

Erin Matts (26m 15s):

Exactly, exactly. There's such a discipline and rigor to those sorts of organizations in getting exposed to CMOs, Heads of Insights, and whatnot, which is just a great education. Then we also got to do some really fun stuff. We did crash the Superbowl for something like 10 years running, won a bunch of awards. That also feels good. There was always going to clients that are a little on the less sexy side of things, but it really taught me how creative media really could be because we had really good clients who encouraged that and demanded it, to be honest so that was great.

Erin Matts (26m 55s):

I think part of my time with other media agencies was starting to really understand and fall in love with what

data and analytics can do. We've always had media research since the dawn of time, but really starting to understand people at an individual level, recent news notwithstanding. To me, it was incredibly compelling but also from a business perspective.

Mike Shields (27m 23s):

You've got to feel the impact. You didn't pull together a media plan and then three months later, they'll like, "That worked. I guess, maybe."

Erin Matts (27m 31s):

Exactly, exactly. I think what I also really liked about it is that when you start to, instead of cohorts, personas, or the dreaded adults, 25 to 54, it's like, "Guys, have you met an adult who is 25 and an adult who is 54?" This is like two vastly different humans. I think that when we started to get more precise with data and analytics in media and creative, you could really uncover some very nuanced insights that would help you drive competitive advantage for those clients. That, to me, was really exciting too, to really start to see and understand what was possible and not.

Erin Matts (28m 13s):

That was in the mid 200s when these capabilities were really starting to get added very materially to client teams and agencies themselves. I also thought that was great to also meet new and different kinds of talent that come to the party with a different perspective. In some cases, it's like, "Everyone knows media." It's like, "No, this is a data scientist." Working together, bringing what I know and what I don't know with whatever this person knows and doesn't know, to me, is a sign of good growth, good career path, and I don't know, it keeps you sharp, it keeps it on your toes.

Mike Shields (28m 57s):

Speaking of non-sexy clients, at one point I worked on Nizoral, which was an anti-dandruff shampoo. Then I worked on Imodium, which is Immodium. I remember going into a two-day summit to discuss the anti-diarrheal category. It was like, "This is glamorous edit in life," but I learned a lot. I learned a lot about basic fundamentals. Anyway, with all of the stuff that we are talking about, this was a very hot topic about a year ago. I wonder how COVID has changed it or not but the in-housing thing. Every other story was like, "So much pressure on agencies. They're going to hit by everybody." What do you think of that trend? Where are things now? Do you think it's going to go backward or the same?

Erin Matts (29m 40s):

Yes, you're correct in that it's the industry conversation on that fever pitch, maybe a year, a year and a half ago. I certainly have clients who have brought some or all of their marketing in-house. By the way, this is an agency person and saying this. I think some of the challenges that I've observed is when clients have tried to bring it in-house, they struggle with talent. They struggle with some of the basic skill sets. Look, you can hire anybody, but if your primary goal as a company is to make more dandruff shampoo, this tends to be a skill

set that's a little bit farther removed from the core aspects of your business, whereas an agency is an agency.

Erin Matts (30m 28s):

I've definitely fielded lots of calls from clients who took it in-house and said, "Actually, can you just do one more media plan?" "I actually have 10 questions about this because this is all brand new to us." On the positive side of that, I support clients who want to make those decisions, but I think it doesn't put agencies out of business. I think it just changes the nature of their relationship with the clients. I think agencies have become more consultative in nature, which I think again is a good thing. It allows us to flex new and different kinds of muscles on that front.

Erin Matts (31m 8s):

I think we can also get a better understanding of what a client is going through on a day-in and day-out basis if we take a more consultative approach.

Mike Shields (31m 17s):

I also wonder. Has the last year cemented that if a client's going to appreciate, "My agency really came through for us during a crazy time and they have this agility that we need," or has it made people want to pull things into the control? I wonder. I don't know.

Erin Matts (31m 33s):

I think it runs the gamut. You have clients who are very much in commanding control. In a time of crisis, that's a knee-jerk reaction on that front, but I think there's definitely a ton of clients who are just like, "Wow, we tried to this a little bit and we just now are realizing how hard our agency works." I think it has been gratifying to hear that, but it runs the gamut. I think there's not any overarching trend on that front.

Erin Matts (32m 15s):

Many clients are underestimating how much it costs to add 50 people to your marketing department with different skillsets.

Mike Shields (32m 23s):

Make sure they stick around.

Erin Matts (32m 24s):

An agency solution could be much more compelling for a lot of clients but it's related to the DTC. It's not a trend, but again, all the press surrounding direct to consumer, and I want to make sure that I'm not reliant on a platform.

Mike Shields (32m 49s):

I've got to keep my data right here.

Erin Matts (32m 53s):

I think that's part of what's fueling a lot of this too. In many cases, especially for larger clients where they've struggled with their consumer without maybe a significant media budget is the scalability of it. When you got that to a consumer in the palm of your hand, it can be a great loving relationship, but you got to go find 15 million people just like that. I think that's where agencies really can and should play a role.

Mike Shields (33m 26s):

Speaking of the DTC fever that we had the last couple of years, we taught in all of these different distribution things. You mentioned what you were doing stuff for television for some of your classic brands. I think that is one area where it's hard to tell how TV is doing on attribution. I think there's a lot of investments. Lots of excitement about CTV growing but how have you found, applying all the stuff that you learned in your career, can it be applied to the old school television business well right now?

Erin Matts (33m 60s):

It's a good question. There's obviously a lot of attention around CTV and advanced television and whatnot, but look, it's been a weird year, especially when I think about what has always been future-proofed in linear television has been live sports. Obviously, that's changed a little bit, but there's always going to be pockets of events. The Olympics, for example. There's always going to be those pockets, I think, within your television. Attribution in linear television is been around forever. Obviously, with the data sets that you are getting with advanced TV, connected TV, et cetera, even I would argue full episode players within you're a who environment.

Erin Matts (34m 52s):

Obviously, the data is going to be much more precise than it is going to give you a better read on it but I still think that there's plenty of viable media opportunities and measurement opportunities of linear television.

Mike Shields (35m 5s):

Speaking of a weird year, I'll close on this, Erin. Do you see a lot of talks now about are we going back to the office? What's going to happen? Companies like Bloomberg are like, "Let's go." The others are like, "No, no." Google and Twitter are like, "Take your time." What happens in the agency land in the next three to six months if you have a sense of it? How much do you guys want to come back? Do you want to flex? Do you know?

Erin Matts (35m 26s):

A question that rages on certainly within my agency. Agencies really also are a reflection of our clients and our client's needs and desires. I've seen and observed very little desire for a rush back to the office from my client list. That's a blanket statement, but I think unless you've got a client who is really very much committed

to safely returning to work. I think people are just thinking differently about what it means to go to work and what it means to collaborate when you're doing it in these digital environments.

Erin Matts (36m 8s):

I was in a pitch the other day and we're developing a deck together. We are developing a story together. What you typically do is kill a couple of trees, print up the whole thing, put it up in a room, and then debate the story.

Mike Shields (36m 24s):

Order pizza.

Erin Matts (36m 29s):

Again, it sounds really hokey but I missed that part of it.

Mike Shields (36m 31s):

I was going to say. Did you feel the same? Is putting a pitch together weird now? I would imagine.

Erin Matts (36m 39s):

Yes, I find it very weird. I think it takes a lot more effort to hammer out that success story in a pitch environment. You know as well as I do, a lot of those conversations happen in the hallways. I think that there is some debate that's been lost with an agency environment. My personal hope is that we go back to some flex approach. It's like what kids were doing in schools now, which is, "We'll all get together on Wednesdays, but we have the freedom and flexibility to work from home on the other ones.

Erin Matts (37m 21s):

We are going to have a return to some sort of a collaboration schedule or approach on that front, even if it goes to flex seeding, for example. I'm sure all of the major agencies are rubbing their hands together thinking how much money they are going to save on real estate total. I think we do need that. It's part of agency culture and it's part of agency life. You do need to knock ideas off of one another.

Mike Shields (37m 53s):

Yes. I think back to you again when you and I were starting our careers. The addiction to hours in the office and you had to show off was crazy. That probably has to be broken up at some point. It wasn't great, but first of all, I learned so much from being around other people, senior people. If a big part of what you're selling is your culture, it's really hard to foster that without being together at some times. I think you got to have that at some point.

Erin Matts (38m 20s):

Exactly, exactly. My small little plug for Omnicom is that I think we have some of the best agency cultures.

Not even just the big ones, but everybody gets up in the morning and puts on a BBO T-shirt or an OMD T-shirt. You really lived that. It makes you wonder if someone just joined one of the agencies yesterday, are they going to feel that? I think it's something that we have to work extra hard at to make sure that that culture still lives on because I think that's what clients buy to. They buy the agent's brands. They buy the people who are behind those brands and what they embody.

Mike Shields (39m 3s):

It's going to be fascinating to see how that plays out in the next few months. Erin, terrific conversation. Thanks for being game for talking about anything and everything. I appreciate your time here, but awesome stuff.

Erin Matts (39m 12s):

This was great. It was good to see.

Mike Shields (39m 14s):

Same here. Thanks. We'll have a drink someday in real life, maybe.

Erin Matts (39m 17s):

Perfect, perfect. All right. Looking forward to it. Thanks. See you, Mike.

Mike Shields (39m 38s):

Thank you. A big thanks to my guest this week, Erin Matts, Chief Experience Officer at Omnicom Precision Marketing Group, and of course, my partners at AppsFlyer. If you liked this episode, please take a moment to rate and leave a review. We have lots more to bring you so be sure to hit that subscribe button. We'll see you next time for more in What's Next in Marketing.