

# A MODERN APPROACH TO DEMAND GENERATION & CAPTURE

(Updated 6/26/17)

**The advent of digital media has changed the discussion and the fundamental way we plan on reaching audiences.**

At the Media Kitchen, we frequently discuss the classic marketing challenges of demand generation and demand capture. Historically, brands invested a large amount of time and money to build broad awareness, because there was a real lack of targeting data and measurement. As a result, advertisers would use broad targets such as geography, dayparts, and publishers, and employ complicated studies to measure aware-

ness and purchase intent lift. While these methods drove results, they were costly and inherently came with great waste.

The advent of digital media has changed the discussion and the fundamental way we plan on reaching audiences. We no longer target by DMA; we have GPS coordinates. Users are no longer defined by their demographic or the websites they visit. Instead, we care about their web browsing, search queries, social media habits, shopping history, and app library. These data signals help us identify the valuable audiences showing in-market demand and those where awareness needs to be generated.

Now that audiences can be identified

by this new, rich data, we believe that brands should plan their advertising investments from the bottom-up, first investing behind demand-capture strategies before funding demand generation, which is typically more expensive. Demand capture audiences live at the bottom of the purchase funnel and can be quickly converted to customers or leads. Audiences demonstrating in-market demand-driven behaviors are smaller than broad awareness opportunities, but the outcomes are more efficient and impactful. As such, we advise our clients to build from the bottom-up, fully funding demand capture and then investing behind demand generation.

The data signals advertisers can act on are becoming more accurate and plentiful as our lives are increasingly digitized. As a result, traditional demand generation tactics and channels like TV have become less and less relevant. Advertisers once felt the need to create the desire for their products, but social media, content, and other influencers are now doing the heavy lifting. It's become possible to simply listen and act on the cues users exhibit. Rather than start from scratch to build awareness with a wide audience, we help brands focus on unlocking latent demand from smaller, more valuable audiences to drive significant outcomes.