



CARRIE LINDSAY, VICE PRESIDENT - DIGITAL MARKETING, HEAD OF MEDIA MANAGEMENT TEAM

Carrie is on the in-house media team at JPMorgan Chase leading a new team (created at the beginning of this year) called the media management team. The media management team is tasked with overseeing all media buying across all lines of business by developing new elements of standardization and buying “best practices”. Working hand in hand with the in-house media analytics team and all buying teams, the media management team is working to align all teams at the right moments, increase viewability and efficiency across all campaigns, and improve the personalization and targeting across all campaigns.



For over 200 years, JPMorgan Chase & Co has provided innovative financial solutions for consumers, small businesses, corporations, governments and institutions around the world. Today, we're a leading global financial services firm with operations servicing clients in more than 100 countries. Whether we are serving customers, helping small businesses, or putting our skills to work with partners, we strive to identify issues and propose solutions that will propel the future and strengthen both our clients and our communities.

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Our team is currently tasked with a few key objectives that surround the updated Chase media model that was recently finalized at Chase. We have multiple agencies and many growing internal resources, (i.e. in-house search and programmatic teams, data segmentation team, media analytics) so defining workflow and ownership across all teams has been a huge task. We have been aiming to define how we determine “effective” media and if there is a universal metric all while having an immense focus on brand safety, viewability and ad fraud.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

DMP is with Acxiom/Liveramp, but considering testing Neustar. Top DSPs are DBM, APN, and Amazon. Google is our ad server and we also migrated to DoubleClick search.

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

5

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12-MONTH PERIOD?

\$150 to \$300 million

ANNUAL AD SPEND

250 MM

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance:

A=High Priority B=Priority C=Interest D=Low Priority E=Not A Priority

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Using Mobile And Web Apps To Reach Customers And Service Enterprise Needs	C
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Improving Digital Customer Experiences With AI Driven Insights	A
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	A
Getting Customer Experience Right: Personalized Omni Channel Journeys	A
Using Mobile-First Data To Grow & Engage Your Audience	A
Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Leveraging Your Custom Research In A Programmatic Ad Buying World	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	A
Omnichannel Digital Media Buying	A
Brand-Building Through Video	A
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	A
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	A
Increasing In-Store Sales With Digital Advertising	C
Intelligent Navigation Powered By Customer Behavior	A
Omni-Channel Digital Experiences And Personalized Communications	A
Increasing Mobile Web And App Conversion	A
The Future Of Search Marketing	A
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	A
Building Long-Term Emotional Customer Relationships Using AI	A
The Link Between Profitable Domestic Shipping And Cross-Border Revenue Growth	E
Marketing Intelligence: Combining The Power Of Audience And Attribution To Maximize Business Results	A

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

My main objective right now is maintaining full visibility and transparency into our media dollars, while dealing with data ingest nuances and also aiming to keep the teams nimble enough to grow and adapt with the market. Aiming to bring more data, and clearer objectives into planning and optimizations.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Aligning with internal and external partners.

WHAT 3RD PARTY PARTNERS (AGENCIES & TECH) ARE YOU LOOKING TO WORK WITH?

data management platforms, ad verification, digital platforms.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6 months

