Monetizing Location Data for Business Growth

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Data monetization means generating measurable economic benefits from available data sources through business intelligence and analytics.
BENEFITS OF DATA MONETIZATION

- Optimizes use of data
- Extracts more, and better insights for you, your customers and partners
- Streamlines decision-making and planning
- Improves data sharing and collaboration between internal and external stakeholders
- Strengthens partnerships
- Increases operational productivity and efficiency
- Reduces operating costs
- Improves understanding of customers
- Improves customer experience
- Strengthens customer loyalty

- Enhances insight into how best to improve products
- Increases targeted marketing and product/service propositions
- Maximizes the value of your products and services
- Multiplies and strengthens revenue streams
- Helps identify new opportunities for growth
- Identifies and mitigates risk
- Boosts profitability
- Improves compliance
- Strengthens your competitive advantages
INDIRECT DATA
MONETIZATION

• Improving process performance or effectiveness
• Reducing risk / improving compliance
• Developing new products or markets
• Digitalizing current products or services
• Building and solidifying partner relationships
• Assetizing data on the balance sheet via special corporate structures
• Publishing branded indices to promote data products/services
DIRECT DATA MONETIZATION

- Bartering/trading with data for non-cash commercial considerations
- Licensing data through brokers or data markets
- Selling insights, analyses and reports
- Enhancing products or services with data
- “Inverted” data monetization via referral/reseller arrangements
- Collateralizing data to securitize loans
DATA MONETIZATION BUSINESS MODELS
INTERNAL VS EXTERNAL DATA MONETIZATION

Internal Monetization Examples:
- Card Performance Benchmarking
- Branch/ATM Location Selection
- Credit line / Loan Amt and duration
- Track product utilization (P2P, Mobile banking features, etc.)
- Identify / validate key life indicators
- Customer Cross Sell (Next Best Offer, Recommendations)
- Attrition/Retention Mgmt
- Merchant funded customer discounts

External Monetization Examples:
- Aggregate transactional data (location, $ value, etc.)
- Aggregate demographic data ($ value, card type, age, etc.)
- Open Banking (data-sharing APIs)
- Risk Benchmarking
- Investment Firms looking for transaction signals
- Corporations doing competitive analysis
- Corp. Real Estate wanting transaction data
POS ASSET PROFILE
MERCHANT INSIGHTS

Current offering (derived from FNB Retail & Commercial spend)

- **Demographics**
  - Overview of customer and market profiles by age, gender, affluence, etc. (retail spend-derived)

- **Key drivers**
  - Summary of performance, with key drivers and deep dives into specific metrics

- **Market share**
  - Share of wallet, market share, growth and shopping preferences by region

- **Customer interaction**
  - Detailed views of spend by region, as well as time-of-day/day-of-week spend behaviour

Enhanced offering (derived from cross-group data assets)

- **In Retail base – in-depth analytics** (cluster analysis, income, credit profile, wealth & assets, employment/family/life event etc. influence); Include Business customers (revenue profile & trend, credit profile)

- **Tie drivers to customer behavioural** (event data etc.) and lifestage data (family context etc.). Similar for business customers.

- **Metrics can be measured relative to where** customer lives, works, travels, spends. Geo-distribution of income, wealth, category spend to identify “white space”, overcrowding, etc. Same for Business clients.

- **Shopping centre model, tenant mix & co-location model, online spend modelling, media ecosystem with cookie linking** (pre-cursor to full marketplace)
DATA MONETIZATION KPIs and MILESTONES

**Horizon 1: Value creation through improving**
- Revenue & customer experience
- Credit
- Efficiencies
- Capital

**Horizon 2: Contextual advisory services**
- Merchant Insights ++
- Economic Tracker

**Horizon 3: Contextual platform marketplace**
- Marketplace
- Home/property
- Vehicle etc.
THANK YOU!

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