



Data management, from headache to gold mine

Personalized communications give a higher response and a greater ROI - that is what all marketing managers are now aware of and convinced. New techniques to provide customized content make it possible to approach consumers 1-on-1, both online and on the 'traditional' way: with personalized printing. But smart and effective personalization requires knowledge about your customers: who are they, where do they live, what do they like to eat, read, do they like? That customer information is not always available.

Sometimes customer data is collected, but not in such a way organized to be useful. Too bad, because you walk a lot with that response, efficiency and success! How can you use the available customer data to work optimally for you?

Internet companies such as Zalando and bol.com are in the right place when it comes to customer data. They have grown up with it and have had a good one from day 1 database structure. Before a customer can order something, the company already has collected a whole mountain of data. Not just by asking, but also by tracking the search and purchase behavior of customers.

Companies that originally come from the mail order corner and the connection with have found the internet in time, such as Wehkamp, usually already have more than just the name and address details of their customers. They can of their loyal customers (from the time of the paper order catalogues) the view order history and use that data to make a personal offer to do. But the data is often far from complete... Could they time Go back 10 years and they would want to ask their customers a lot more.

Big data

Another large group, the food retail sector, was up until recently in terms of marketing particularly focused on reaching as many people as possible with door-to-door flyers, TV commercials and general 'much-for-little' promotions. Collecting and using 'big data' was not a priority for supermarket chains. In the meantime large retailers, such as AH, find out that from the purchasing behavior of there is a lot to deduce from consumers and that this information has a potential gold mine. Because it is not only the supermarkets themselves that can get through the effort of big data to better understand what customers need; there are also more and more parties (such as manufacturers) are willing to pay for such information. We have also seen this in the supermarket sector in recent years loyalty cards appear, and VIP programs and promotions are devised that yield interesting data.

Data sources

Collecting big data is now a hot item in many industries. But that's just the beginning. How can you get started with the collected data making from mass to a targeted segment and even from one segmented to an individual approach? What we see a lot for our clients, there are various sources in which data have been saved. Very understandable; when collecting the data was still not sure what the future would bring. Sometimes the information is incomplete for example, a loyalty card has been issued, but one has not requested one email address requested. Sometimes the data is stored in sources where the marketer cannot reach. And sometimes the marketing department has it customer data perfectly organized, but it turns out to be difficult for the decision-makers at the top to receive from the company.

Target marketing

Response measurements show time and time again that a personalized customer approach significantly more return. We also see that clients such as supermarket giant Delhaize that tailor-made direct mail per post in terms of response threefold outweighs the additional costs compared to a personalized DM by email. Companies that share their customer data wants to make money supports Lijnco in making the available data. We also show that even with a limited availability of customer information is already very much possible. So you can deal with targeted marketing (i.e. aimed at a segment) to ensure goodwill of an important (sub) target group and even seduce them with it provide valuable extra information ('Fill in the coupon and exchange it for a free apple pie).

Smart database structure

Companies that have their data in different sources and systems stored, we advise on how to get the data consistent. We help them build a smart database structure that is simple can be supplemented. Based on our many years of expertise, we advise on how to synchronize, enrich and supplement your data, and how to respond are processed. With up-to-date knowledge, proactive programmers, and the best software (GMC Inspire) in house, we bring to our clients lucrative ideas and have we already foreseen possible obstacles for them obstacles (and often also solved).

Goldmine

That collecting, analyzing and processing customer data forms the basis for a targeted (read: effective) approach to your target group, mag be clear. That this is a difficult branch of sport in which you as a company do not making ill-considered choices is also clear. We would be happy to move in with you to discuss the many possibilities in understandable language. And most likely your database will turn out to be a goldmine in the making are.

About Lijnco

Lijnco offers communication solutions from A to Z, with a focus on data analysis and personalization. Want to know more? Get in touch today.

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