## YOUR DATA

## Harnessing its Power as a Campaign Weapon

When it comes to marketing, whether it's through a traditional or digital lens, curating the perfect messaging and targeting your customer with pinpoint accuracy can be a bit like finding a needle in a haystack.

**REACH** NZ





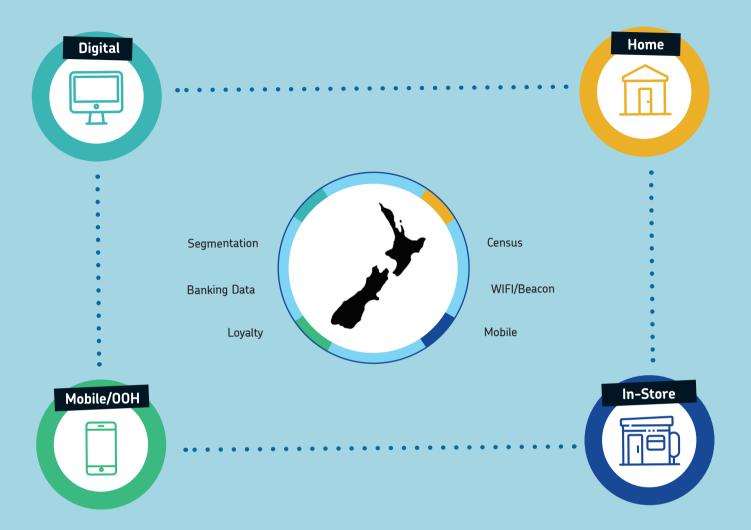
Fortunately, with the right data analysis, you can tailor your marketing and connect with your audience in a way that resonates and converts. It's all about understanding who your customer is and painting a full picture through data, about where they're located, their age, gender and preferences.

To understand exactly how this works and the best ways to leverage data, we sat down with resident Analytics Expert from REACH, Tim MacMillan. Get the low down below with three easy steps to get started.

## **Profiling Your Perfect Customer**

Data profiling is the process of collecting various data points relevant to your audience and analysing this data to build a 'profile' of your audience. From there you can create relevant audience segments that you can then market to. This data can come from a mix of your own first-party data and third-party sources. Most businesses will have some level of customer data, from CRM, loyalty program, warranty information, Point of Sale, e-comm orders, or any other touch point with your consumers.

If we stitch all of that together and bring in data from a wider ecosystem, like census demography, store visitation, brand loyalty, market performance, etc., the layering of these data points can then be used to build rich audience profiles. MacMillan says, "Often companies have an intuitive idea of who they're marketing to, but data profiling allows us to really drill down into what those people look like, where they live, their behavioural patterns, and subsequently tailor your messaging and mailer or direct campaigns in ways that connect better."



## The Best Campaign Results Lie in The Data

On its own, each data set is typically unstructured and doesn't provide information specific or useful to businesses in isolation, but through analysis, structuring, then weaving the information provided together, we're able to give the data context and create a 'story' around customers that can be used to inform marketing decisions.

This is where the gold is.

"At REACH we use this method to create audience profiles that deliver ROI for our clients through a layering of location and customer data," commented MacMillan. If a client is currently sending unaddressed mailers or flyers to a number of areas, but they find their conversion rates from these drops are low and they're looking to increase their return on investment from letterbox marketing, our first step would be to layer together location data on where their audience is based, as well as census data to understand what types of people live within these areas, and make strategic decisions on which specific addresses to send marketing to.

Painting a picture of who the audience is allows us to tailor multiple versions of a mailer to speak to different demographics accordingly, and even implement an 'addressed send' to targeted households. While sending tailored mailers to specific

addresses based on data driven audience segmentation can be more expensive than an unaddressed broad send, more often than not, the ROI and conversion rate is significantly higher. It's fair to say that, "In our experience, data driven marketing that ensures the right messaging reaches the right audience will always trump casting the net wide."

## SO, WHAT ARE MY OPTIONS TO MAXIMISE ROI?

"It's all about turning hypotheses about your audience into data-based facts, and using that information to leverage your marketing efforts and drive ROI." "Data helps companies translate what they're seeing in spreadsheets into real life, logistical growth decisions"

> 2 Know Thy Client,

Understanding every angle of your ideal customer allows businesses to make decisions that can entirely change the way they operate, from marketing to logistics.

**Grow Thy Business** 

Through understanding who is buying your products and services, how often they're making purchases and the why behind their behaviours, businesses have an opportunity to understand what's working and what is not. Let's take customer churn for example. You can see exactly where conversions are dropping off as well as where marketing efforts are soaring – maximise opportunities within your existing database and look for opportunities to grow.

It's also not just about the marketing, through data analytics REACH has helped businesses determine where their next franchise should be and the best catchment areas to build and develop territories around. "Data helps companies translate what they're seeing in spreadsheets into real life, logistical growth decisions," commented MacMillan.

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## **Spend Efficacy**

Data profiling enables businesses to make decisions that save money, but deliver the maximum return. It's all about turning hypotheses about your audience into data-based facts, and using that information to leverage your marketing efforts and drive ROI.

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## Visualisation of Data

One of the biggest challenges companies are faced with when it comes to harnessing the power of data for marketing purposes, is finding an effective way to visualise data and make key decisions off the back of it. In order to truly maximise ROI from data profiling, it's important to make sure that data is communicated clearly.

This is where data visualisation comes in. We take the unstructured data points, organise them for context, and transform spreadsheets into easy-to-understand roadmaps and graphics that allow businesses to understand the data and make decisions effectively.

# THREE EASY STEPS TO GET STARTED WITH DATA

## All Sound a Bit Hard?

If you'd like to find out how we can help you to harness the power of data profiling and supercharge your marketing ROI, get in touch.

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## **Define Your Ideal State**

The first step we would recommend is taking some time to define your ideal state for your business and marketing efforts.

- How do you want to grow?
- · What does success look like?
- What are the industry benchmarks?
- What ROI would you like to see?

The best way to profile data is to first have an understanding of what you'd like to achieve, so you're able to tailor your efforts and analysis accordingly.

## Understanding Where You Are Now Through 'Gap Analysis'

A gap analysis is an examination and assessment of your current performance for the purpose of identifying the differences between your current state of business and where you'd like to be. We'd recommend doing a stock take of how your current business model is performing and marketing efforts are going. This way, you'll be able to identify areas to improve quickly, and measure improvement and growth along the way.

## Test Your Hypothesis and Begin to Use Data to Make Decisions

Once you have a solid understanding of how your business is performing and areas where you can improve, as well as a fully formed idea of the direction you'd like to head, it's time to engage in data analysis to test your hypothesis about your current audiences and make data driven decisions.

We know that good strategy starts with the facts, and there are some many sources of data that can be used to paint a vivid picture of your audience and inform strategic decision making.