

# Where is the data in Marketing IDMA

18<sup>th</sup> September 2015



**data**lytics

# So what do we do?



We're a Customer Engagement Agency that works with clients to utilise their data to develop communication strategies that enhance their customer relationship marketing (CRM).

# How do we engage?



# How come data is so high up the marketing agenda?



# How to implement a Data Strategy



# Business Objectives



# So what do we do?





# Mapping Out the Customer Journey





# What are you trying to measure



# And how do we know if its working?



# Sources of Customer Information



CRM Analytics



Market Place &  
Competitor  
Analysis



Market  
Research



Web Analytics

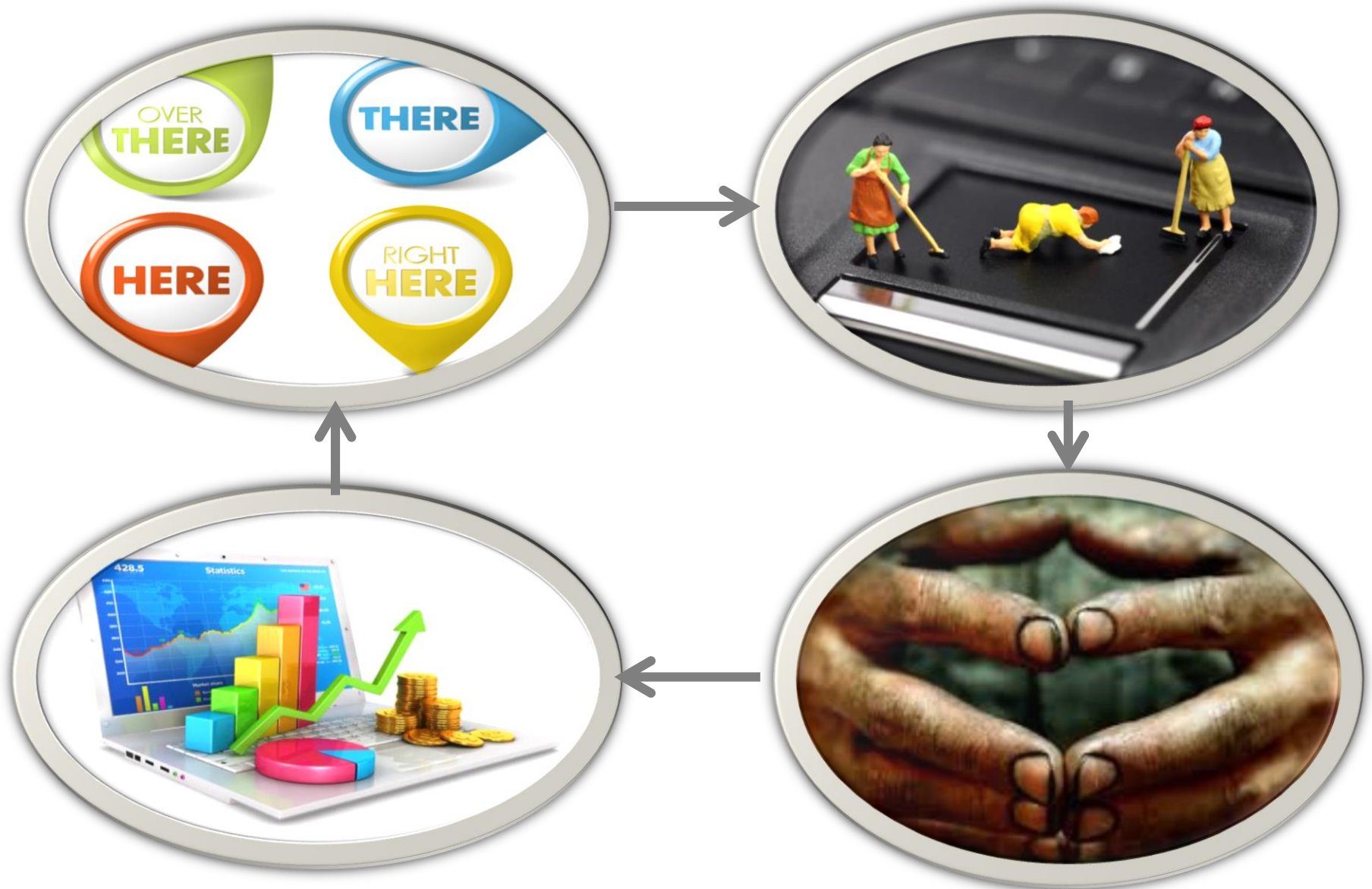


Operational  
Performance



Social Media  
Listening

# What's involved?

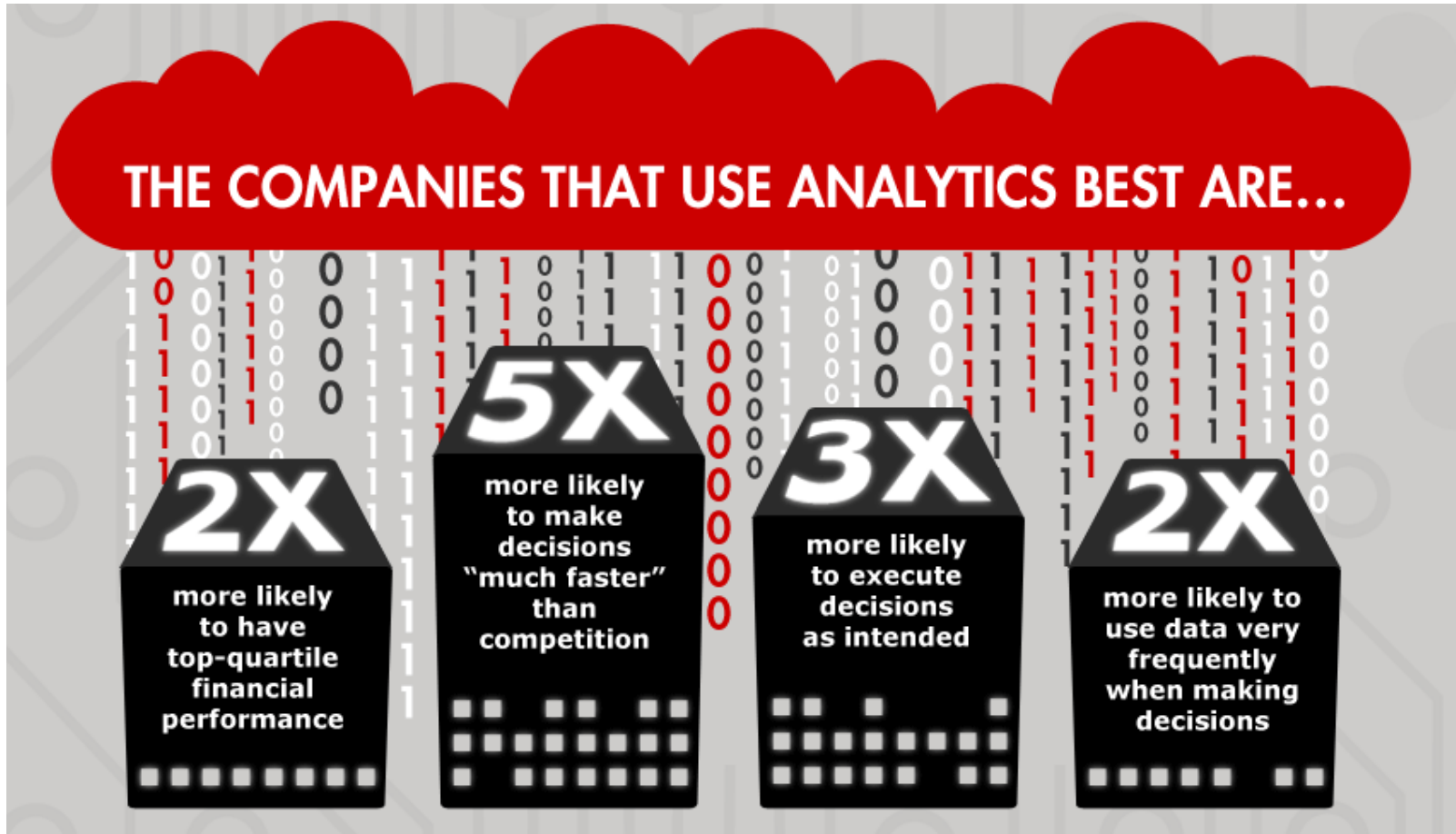


# Return on Information Asset





# Big Data is difficult, why bother?



<http://www.bain.com/infographics/big-data>

**Some examples**



# Targeted Campaigns

84%

By the third wave of the campaign we'd built a propensity model and selected the top deciles for the campaign:

Campaign response rate =  $X + 85\%$ , and **84%** of sales were savings accounts

68%

For Wave II of the campaign, we'd built a profile of customers who had recently opened a Fixed Savings account.

We identified their common characteristics and based our next selection on this profile rather than existing mortgage holders:

Campaign response rate =  $X + 36\%$ , and **68%** of sales were savings accounts.

19%

Met with the Sales Team to discuss which customers would be best to target in this campaign.

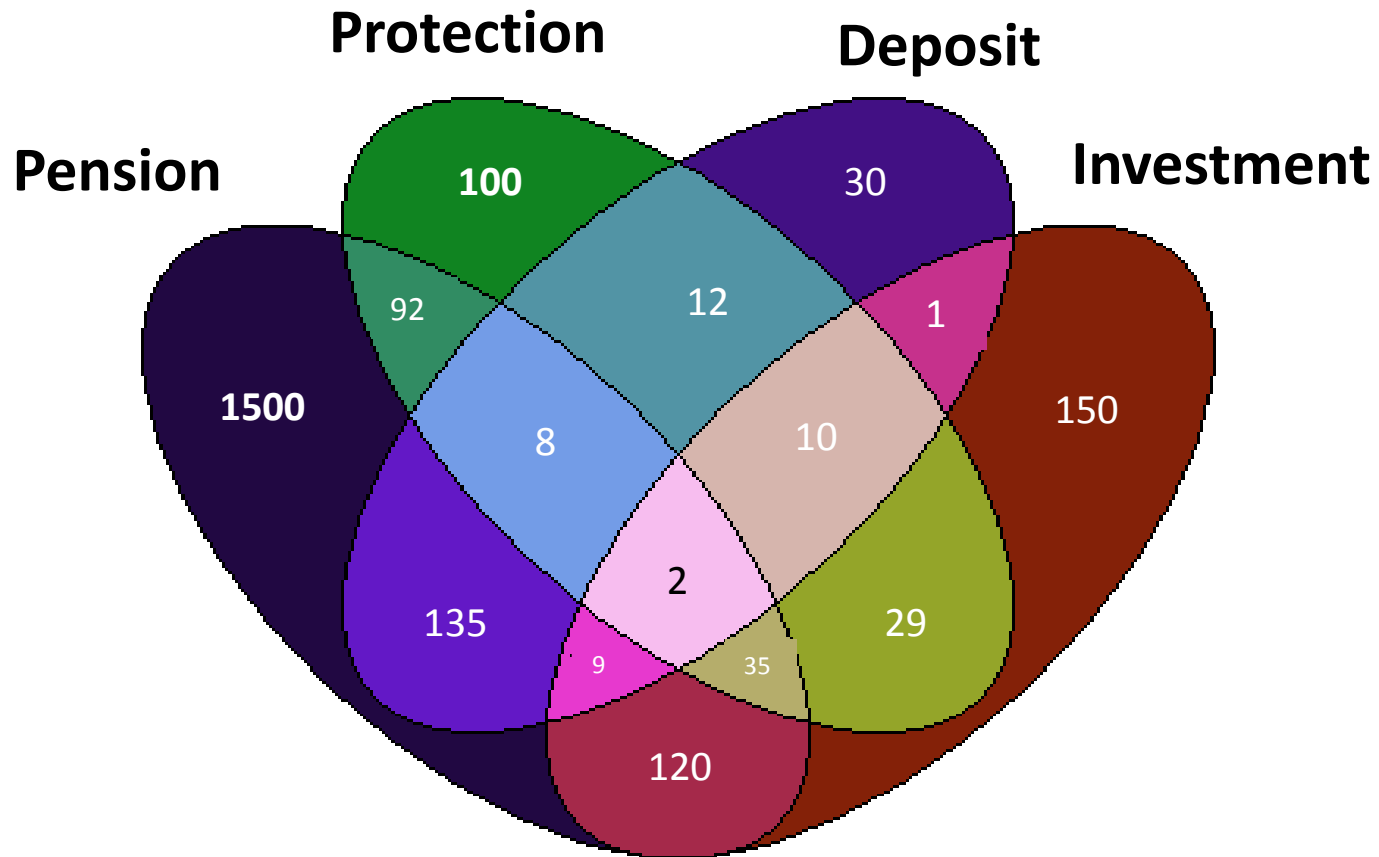
Mortgage holders (secure) who were a significant way into the life of their mortgage (relatively comfortable) were identified as a target for this campaign:

Campaign response rate =  $X$ , and **19%** of sales were savings accounts

# Increasing Engagement



# Improving Cross Sales





# Interpretation and Communication

