



The Ultimate Guide to Data Driven Marketing

For Every Type
of Marketer

Introduction

Data driven marketing is becoming a major player in today's world, but on the surface, it can be difficult to decipher exactly what it is, how it's different from other forms of marketing, and in what ways it can help your business. **(Hint: When you put data first, you put your customers first)**

Luckily, there are four incredibly easy steps to understanding how data driven marketing works and how you can start using it right away.



1. Collect and Use Your Data



2. Segment and Personalize Your Messaging



3. Send Targeted, Automated Campaigns



4. Measure Results and Adjust Strategy

No matter the size of your business, with data driven marketing in your toolbelt, you will gain a 360-degree view of your customers, see a rise in engagement, retain more customers, and increase sales as a result. And with the right tool, it's not just possible, it's simple.



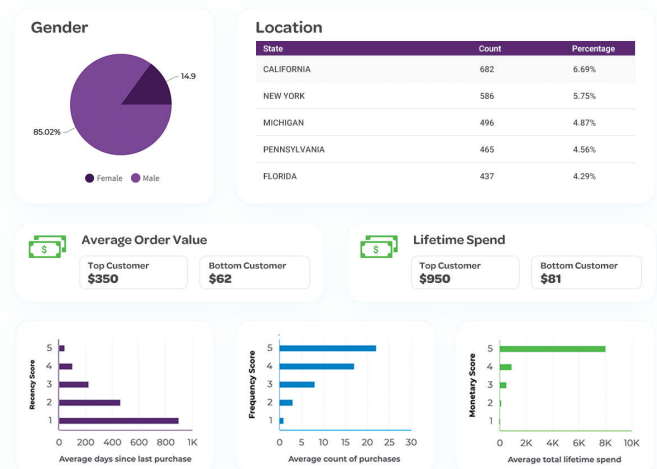
1. Collect and Use Your Data

The Data You Already Know About Your Customers

Every time you make a transaction, you are collecting valuable customer data. This is especially true for the information you collect in your point-of-sale or eCommerce systems. These systems automatically gather personally identifiable information (PII) such as name, email addresses, phone numbers, and geographic location.

You'll want to train your team on how to ask for this data so you don't miss out on nurturing your customers, whether they are regulars or first-time shoppers. But instead of just asking customers to join your marketing list, explain what they'll get by sharing their information - a truly personal, made-for-me experience. If you're an eCommerce retailer, you'll want to add web forms to your online store to capture this data for you.

Once you have access to this data, you already have a leg up on your marketing. You know that you can contact those customers in the future and send them targeted communications based on where they live.



But how do you take your data one step further?

The Critical Data Points You Might Be Missing

PII is important information to have, but there are other data points that can take your marketing to the next level – for instance, demographics, purchase history, browsing and spending habits, and other ways customers interact with your brand. These insights enable you to better understand who your customers are, why they shop at your store or website, and how you can best serve them through your marketing communications.

Consider this:

- **Who are your customers?**
- **What brought them to your store or website?**
- **Did they return after their initial purchase or transaction?**
- **Can you contact them?**

One component that many retailers are missing is the ability to see all this data in one place. When data is scattered across multiple platforms or spreadsheets, it's difficult, messy, and time-consuming to turn that data into actionable insights. At Ascent360, our all-in-one platform seamlessly integrates with more than 100 POS and eCommerce systems to ingest all the data, cleanse and enrich it to eliminate mistakes or duplicates and turn it into data you can use to grow your business.



2. Segment and Personalize Your Messaging

Putting That Data to Work to Improve the Customer Experience

Once you have the cleansed and enriched data you need to understand your customers, you can turn that information into dynamic segments. Segmentation is a powerful strategy for delivering exactly what your customers want. Sending generic emails or other communications to your entire database of customers makes them feel like another number on a list and they'll begin to tune you out, delete your messages, or unsubscribe entirely.

Segmentation is what makes marketing sophisticated, and with the right tool, sophistication is simple. Segmenting your customers can occur many ways – for example, you can combine demographic, geographic, and behavioral data to single out a particular segment of customers, such as men who have purchased from your store five or more times in the last two years. Another example would be segmenting local customers and sending a special promotional code for a future flash sale. The ways in which you can use segmentation in your marketing are endless and can be as simple or as complex as you need it to be.

Sending generic emails or other communications to your entire database of customers makes them feel like another number on a list and they'll begin to tune you out, delete your messages, or unsubscribe entirely.

Segmenting your customer data will also help you identify your most valuable customers, including:



High Value Customers – *On average, 80% of your revenue comes from 20% of your customers



VIP Customers – The customers who purchased recently, buy frequently, and spend the most



Lapsed Customers – *70% of customers return within four months following their second purchase



Repeat Purchasers – *51% of repeat purchases occur within 60 days, on average

**Averages based on current client data*

Your customers are your most valuable asset and dynamic segments allow you to create highly personalized messages that will meet them where they are and provide exactly what they need. Instead of feeling like a number on a list, personalized campaigns make your customers feel understood and appreciated which increases their loyalty to your store or website.



3. Send Targeted, Automated Campaigns

Putting That Data to Work to Improve the Customer Experience

Marketers often find it difficult and time-consuming to create personalized campaigns, especially when they have a large customer database. But with a data driven marketing tool, you can set up pre-built, highly personalized campaigns based on certain conditions that can be automated to run in the background while you run your business. In other words, you can “set it and forget it”.

Lapsed Customer

Description
Providing timely emails will help avoid lengthy lapses between purchases

Impact
 Existing customers typically account for 65% of revenue, so use their most recent transactional data to keep them... [More](#)

Activate Play

Post Purchase

Description
Build an automated stream to incentivize the next purchase

Impact
 50% of repeat purchases happen within 30 days

Activate Play

Ascent360’s platform manages your contacts to ensure you’re in compliance with email regulations no matter where your customers are.

A few examples of **high-impact campaigns** that successfully drive return traffic and increase engagement include:



VIP Customer Outreach

Use the data that’s already in your POS and eCommerce systems to determine purchase behavior and use it to directly target the products, sales, or promotions that are most relevant to VIP customers. You can also send them exclusive offers as a reward for being a regular, loyal customer.



Lapsed Customer Win-Back

Typically 70% of customers return within four months following their second purchase, whereas 60% of first-time buyers don’t return at all within that same time frame. Sending “nudges” to customers 90 and 120 days after a purchase keeps you top-of-mind when it matters most.



Timely Promotional Offers

Wishing a customer happy birthday or recognizing an anniversary of a big purchase is not only incredibly personal, but it also gives you the opportunity to provide a special discount or custom offer that will bring them back to your store or website. Pro Tip: limited time offers help drive urgency and increase engagement



Post-Purchase Retention

51% of repeat purchases occur within 60 days, on average, so you’ll want to invest time into following up with customers after a purchase. Thank you or welcome emails come in handy here and including additional dynamic content or information can help drive future engagement. Make it easy for your customers to buy again.

These types of campaigns drive incredible results across all channels, including email, social media, mobile, and direct mail. Showing up where your customers spend most of their time allows you to stay top of mind and create a sophisticated omnichannel experience (i.e. paid social, Googleads, etc.)



4. Measure Results and Adjust Strategy

Determine What is Working and What is Not

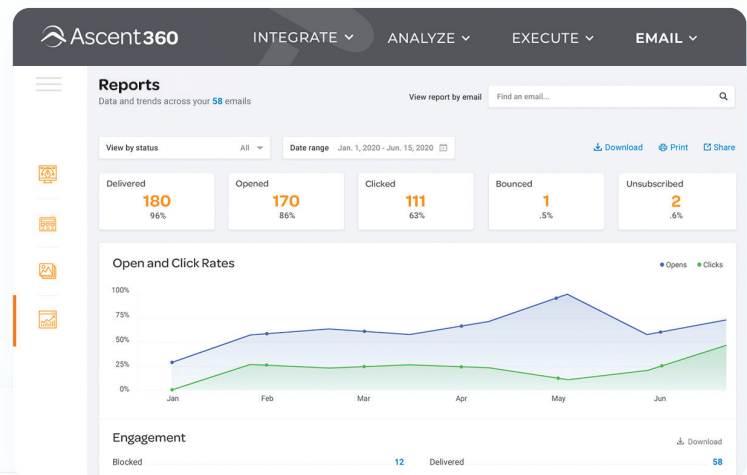
A critical factor in data driven marketing is having the ability to track the success of your automated campaigns. Creating the perfect marketing messages and sending them to the right people at the right time doesn't happen overnight (but with the right tool, it's easier than ever), so regularly testing your campaigns and adjusting your approach accordingly is a crucial step.

The Ascent360 platform provides intuitive “off the shelf” reporting that helps you optimize marketing spend, track sales and engagement, and identify impact on ROI based on which campaigns are over- or under-performing.

This detailed reporting includes the ability to track data such as:

- Time between purchases
- Campaign open, click, and bounce rates
- Sales and revenue attribution by campaign

All it takes is a few clicks to review key performance indicators and adjust your strategy as needed.





Find Greater Marketing Success One Step At A Time

Before you know it, you will be sending messages that matter to all your customers and building stronger, lifelong relationships – and doing it all for a fraction of the time and cost of traditional marketing.

The time you will save using sophisticated automated marketing will enable your team to focus more energy on things like customer service and growing your business.

Most importantly, adopting a data-first strategy, driven by cleansed and enriched data, doesn't just give you a leg up on your competitors, it also provides a crystal-clear understanding of your customers' needs and how to fine-tune your marketing to drive more in-person or online sales. It's time to say goodbye to high unsubscribe rates & one-time customers, and hello to greater customer retention & loyalty.



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Ready to bring your data to life? [Request a free, custom demo](#) and discover the power of personalized, data driven marketing today!



Congrats! You're Ready to Take Your Marketing From Plain and Generic to Sophisticated and Personalized.

To get you started, we've created this step-by-step checklist to help guide you as you prepare to put your own data driven strategy into action.

1. Gather Your Customer Data

Consolidate all the customer information from your POS and eCommerce systems as well as what you've collected through in-store purchases in one place (e.g., name, email address, demographics, and purchase history). This will give you a holistic view of why customers interact with your brand, whether they return after a purchase, and how you can contact them.



2. Enrich and Segment Your Customer Data

Now you can easily identify who your most valuable customers are and narrow them into specified segments, such as those who have purchased recently, buy frequently, and spend the most. These segments can be as straight forward or as dynamic as you choose and should be experimented with and adjusted to draw in the right audiences.



3. Send Personalized, Automated Messages

Your customer segments should not all receive the same messages. Use your segments to curate highly personalized, targeted messaging that directly meets each of their needs. And with the right tool, you can automate your campaigns to send based on certain triggers and run continually in the background.



4. Measure Marketing Attribution

The only way to know how data driven marketing is working is to analyze, adjust, and repeat. Intuitive reporting helps you optimize marketing spend, track sales and engagement, and identify impact on ROI based on which campaigns are over- or under-performing. Look for things like time between purchases, campaign open, click, and bounce rates, and sales and revenue attribution by campaign.

