

ATTICO

2021 Marketing Guide: Using Data to Drive Growth

Customers expect a personalized experience

Increased customer expectations

Over the last 5 years, customer expectations from brands they shop with have increased rapidly. Brands need to engage their customers with personalized, authentic experiences throughout the entire lifecycle in order to thrive going forward.

Meet your customer where they are.

A robust and integrated omnichannel strategy is critical to a marketing team's success. Campaigns should leverage a combination of channels like SMS, email, social, web + mobile push, and more in order to create campaigns that interact with each customer on the channels they use and prefer.

Generation Z

Gen Z is beginning to surpass millennials as the generation that is driving pop culture and trends. As this continues and as their spending power increases going forward, it's important to prioritize developing a strong brand image and relationship with this group.

Prioritize customer data and MarTech

In order to deliver customers the one-to-one, personalized experiences they demand, brands will need a clear data-driven strategy and a best-in-class technology stack that is built for today's mobile-first, rapidly changing world.

What your data can tell you



Acquisition

Are new visitors / email subscribers making purchases?

Are there drop-off points during our welcome cadences?



Engagement

Are users engaging with my messaging?

Are my marketing channels working together cohesively?



Retention

Are our users coming back and making purchases over time?

Are our users continuing to engage with our brand?



Revenue

What is my customer's LTV?

Who are my VIP customers who spend the most?

Today, most brands know how important customer data is to their marketing success.

But, for a variety of reasons the way many brands actually operate still doesn't reflect this.

Where most brands face obstacles

- Lack of Clear Vision

Analyze your data and determine what metrics are most important to consider when setting short and long-term KPIs to track performance

- Silos across data and tech stack

Ensure you build a tech stack with tools that are easy for your team to use, integrate well with one another, and enable cohesive cross-channel messaging

- Lack of expertise or unclear use cases

Spend the time to speak with many MarTech companies and research the different ways AI can be used in ecommerce to gain clarity on what use your specific brand would benefit most from

Leveling up your data analytics



You are measuring basic customer actions and data but aren't using it to drive strategy

You're beginning to think more about the customer actions that led them to convert but still aren't using data as a main driver of your future strategy

At this stage, you have developed a strong, data measurement system within the company and your strategy is becoming more and more customer-centric

You have a robust plan in place where you not only understand how your data drives high level customer engagement and conversion, but also can dig deeper and understand the micro elements that go into each top line metric.

Real World Use - Engagement + Retention



You look at open and click rates to track engagement

Identify repeat purchasers to track retention

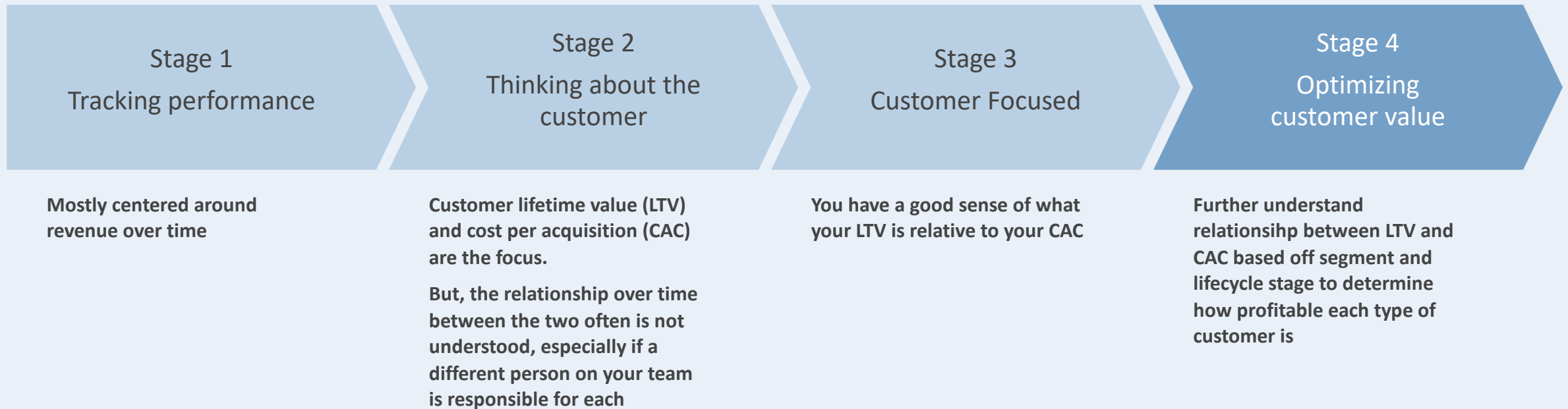
Begin to differentiate across different types of messages (promo, transactional, etc) and based off where the customer is in the lifecycle

Approaching things in a customer-centric way through their POV

Used segmentation to create different groups of customers based on affinity and look at engagement and retention for each segment

Further segmentation and measuring engagement and retention across channels and devices to develop a full profile of each individual customer

Real World Use - Customer LTV



Our recommendations

- Commit to making data analysis a priority in your marketing strategy

When you factor in the how much COVID accelerated what was already a rapid move towards mobile and digital, prioritizing this area of the business is critical to a brand's future success

- Invest in best-in-class technology to further results

Optimize your tech stack with tools that integrate well together, are easy to use, and are at the cutting edge of advances in AI and machine learning

- Reevaluate and refine your approach over time

Perform A/B and multivariate tests to optimize messaging, use advanced segmentation to target specific users, reevaluate periodically to ensure you're the metrics you use as KPIs still make the most sense

Want to learn more? Shoot me a message and let's find a time to chat.



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