

A pyme  
comercio

# Improve your customer strategy through data



VICEPRESIDENCIA  
PRIMERA DEL GOBIERNO  
MINISTERIO  
DE ASUNTOS ECONÓMICOS  
Y TRANSFORMACIÓN DIGITAL

SECRETARÍA DE ESTADO  
DE DIGITALIZACIÓN  
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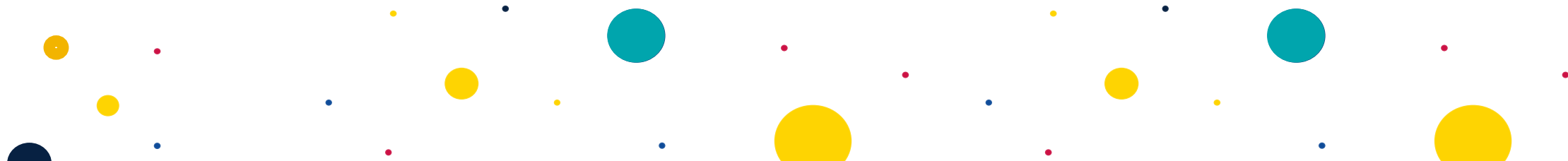
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# Introduction

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Making use of the **different data available to any SME** brings many advantages, the most important of which are: customer loyalty, product customisation, better customer relations, greater productivity and immediacy of service.

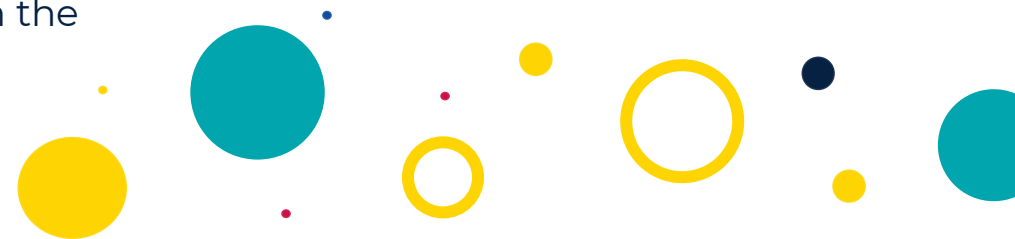
In today's socio-economic context, **digital data** generated by any kind of **daily action** is becoming increasingly important, and it is different data that we all generate without even realising it. It is therefore essential to adapt to four trends:

- **Customer centricity**
- **Increased of use and presence in digital channels**
- **Omni-channel**
- **Personalization**

These trends help SMEs to **adapt to customer needs and preferences** and **improve the customer shopping experience**, thus staying **competitive** in the marketplace.

**By 2025, a worldwide data volume of 180 zetabytes is expected to be generated, predicting an average annual growth of almost 40% more than in 2020.**

IDC, Seagate and Statista

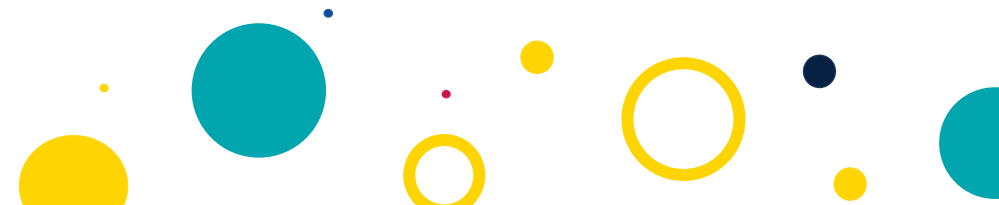


# Know your potential customer and better capture them with data

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Having a precise and specific profile of a company's target customer allows it to better **meet their needs** and **guarantee success**. This requires a series of steps to be carried out:

1. Knowledge of customer life cycle
2. Identifying data at all customer touch points
3. Identify the variables that characterise the target customer.
4. Design analytical models that enable action to be taken



# Improve your web presence thanks to data

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> One of the main methods of attracting new customers is to **improve your web presence**. A website serves as a tool **for the extraction of different data**. There are two main groups:

Data to **characterise users and learn about their behaviour** throughout the browsing and purchasing process.

Data to understand how **digital marketing and advertising campaigns are performing**

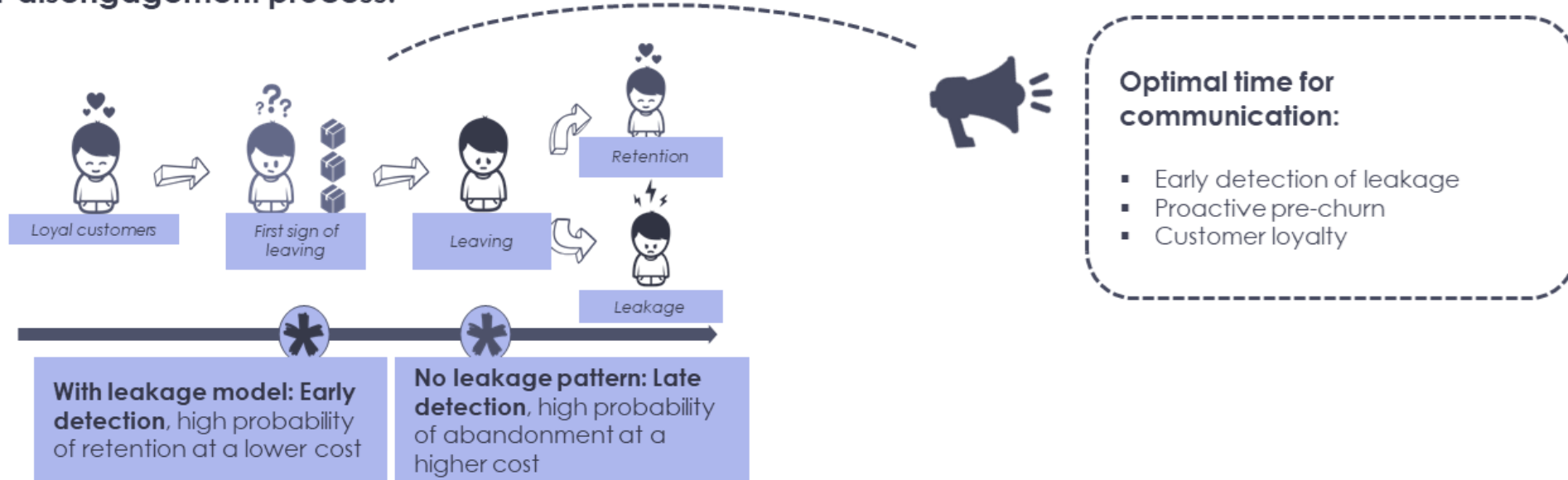
> In the case of web analytics, it is necessary to establish KPIs (Key Performance Indicators) to **measure performance and the achievement of established objectives**.



# How can I avoid losing customers and build customer loyalty with data?

A number of **analytical models can be built** to provide **early detection of customer churn**, making it possible to proactively prevent churn before it occurs.

Customer disengagement process:



# How can I optimize my marketing campaign investments with data?

Data provides information in all cases, but it makes particular sense in the case of marketing campaigns, as there are a number of ways in which SMEs and self-employed can exploit the data available to them:



**IDENTIFYING THE MOST EFFECTIVE MARKETING CHANNELS**



**SEGMENT YOUR AUDIENCE**



**OPTIMISE YOUR MARKETING MESSAGES**



**USE DATA TO ALLOCATE YOUR BUDGET**



# How can I optimize the prices and promotions of my business thanks to data?

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> There are additional ways for self-employed and SMEs to optimise prices and promotions:



Analysis of customer data



Testing of different pricing strategies and promotions



Monitoring of competitors' prices and promotions



Use data to optimise promotional calendar





# What are the benefits of having a data-driven customer strategy ?

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> This type of **strategy allows for greater impact in less time**, adopting greater flexibility and reducing risk compared to other situations where information is not available. It allows business decisions to be made based on existing data and results. The main **benefits** are as follows:

1. Real-time decision making
2. Increased knowledge of our customer base
3. Increased efficiency through automation
4. Personalisation and differential customer treatment
5. Improved satisfaction and loyalty



# Tools

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> Defining your data strategy can be easy if you get the right tool for your needs. Tools for **web analytics**; tools for **advanced analytics** and also tools for **data visualisation** will be detailed below.

## WEB ANALYTICS



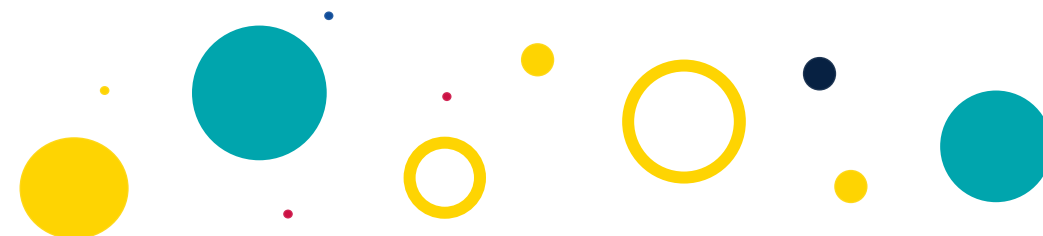
## ADVANCED ANALYTICS



## DATA VISUALISATION



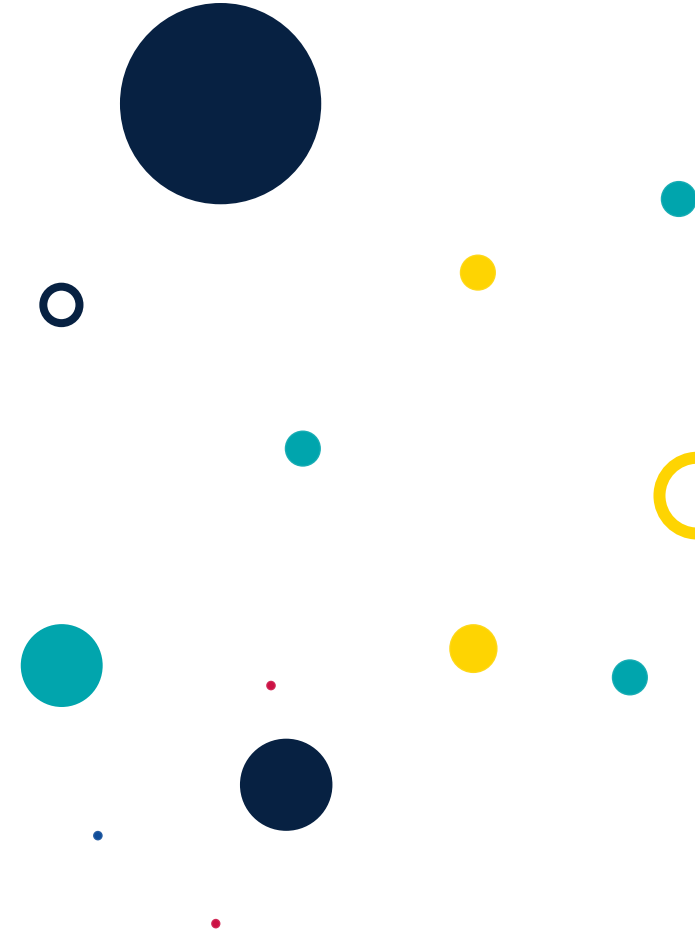
Power BI



# Conclusions

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- All self-employed and SMEs, regardless of their size, have a **large volume of data at their fingertips** that they are generally not even aware of. All of this data can be exploited and analysed in order to implement an effective data-driven customer strategy.
- Overall, a data-driven customer strategy is a solid foundation that makes it easier for any organisation to make sound decisions. This strategy leads to: **increased efficiency, improved customer satisfaction and loyalty, and increased profitability of a business.**





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