Power of Data Driven Marketing



Elected an outsider, a reality star to MOST POWERFUL MAN IN THE WORLD

Data Driven Marketing Definition

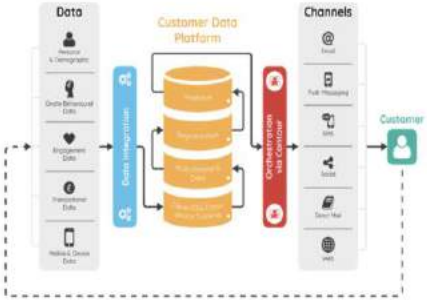
Data-driven marketing refers to the process of colleting data about customers from unstructured and multi-structured database and analyzing it to produce meaningful marketing insights which can be used to make timely and strategic business decisions.



Challenges & Complexity



Sources of Data



Customer Data Platform



Customer Insights



People & Organization

Guiding Principle - Own your Customer Data

Whoever Owns the Data Also Owns the Customer Relationship



Data Strategy & Platform

1. Data Collecting
2. Data Analysis
3. Data Segmentation
4. Data Activation
5. Data Optimization

Customer Insights to Intelligent Targeting is Hard

“Anyone can collect data, the important thing is using it for intelligent targeting.”

Stephanie Fischer, Deloitte





#ThereIsAlwaysAWay