

# USING DATA CREATIVELY TO INFORM **DEEPER** CUSTOMER **INSIGHTS**



# WHAT'S GOING ON IN THE CUSTOMER'S HEAD?



IF WE TRULY UNDERSTAND  
**WHY THE CUSTOMER  
THINKS THE WAY HE  
THINKS, WE'LL  
UNDERSTAND WHY HE  
BUYS WHAT HE BUYS.**



THIS IS WHERE  
THE CREATIVE  
USE OF DATA  
COMES IN



# THE CONSUMER ON HIS JOURNEY LEAVES TRAILS



# BENEFITS OF GOOD DATA HYGIENE



# MESSAGE PERSONALISATION



# BRAND DEVELOPMENT



**REMOVE  
AMBIGUITY**



# PREDICT CHURN AND IMPROVE INVENTORY



**MAXIMISE  
CUSTOMER  
LIFETIME VALUE**



# BRAND EXTENSION + MARKET EXPANSION



**UNLESS WE TRULY  
KNOW THE  
CUSTOMER,  
WE DON'T KNOW  
NOTHING**





# THANK YOU



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