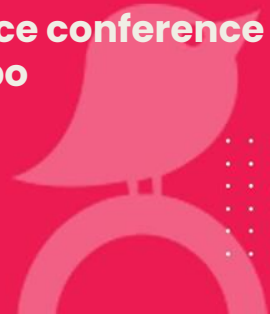


Unlocking Your Customer Data Potentials to Drive Business Growth

Alexandre Coussy



Online Retailer is Australia's
largest ecommerce conference
& expo



About me

How to draw **actionable** **insights** from CRM data



Data: The **Foundation** for customer growth

First Party Data

- Customer data collected through various owned channels and interactions.
- Website visits, email engagement, and purchase history.



Zero Party Data

- Intentionally and proactively shares with a brand.
- Preference centre data, purchase intentions, personal context, and how the individual wants the brand to recognize them.



Strategic Data **Collection** Strategy



Identity Data

- Name
- Email
- Phone
- Birthday



Business Needs

- Purchasing timelines
- Current Pain Points



Comms preferences

- Email
- SMS
- Phone
- Webinars

Implementation



Introduce data collection during the signup process, onboarding series.

Regular data BAU refresh mini campaigns i.e. horizontal thin banner in BAU comms 'get to know you'



Expected outcome:

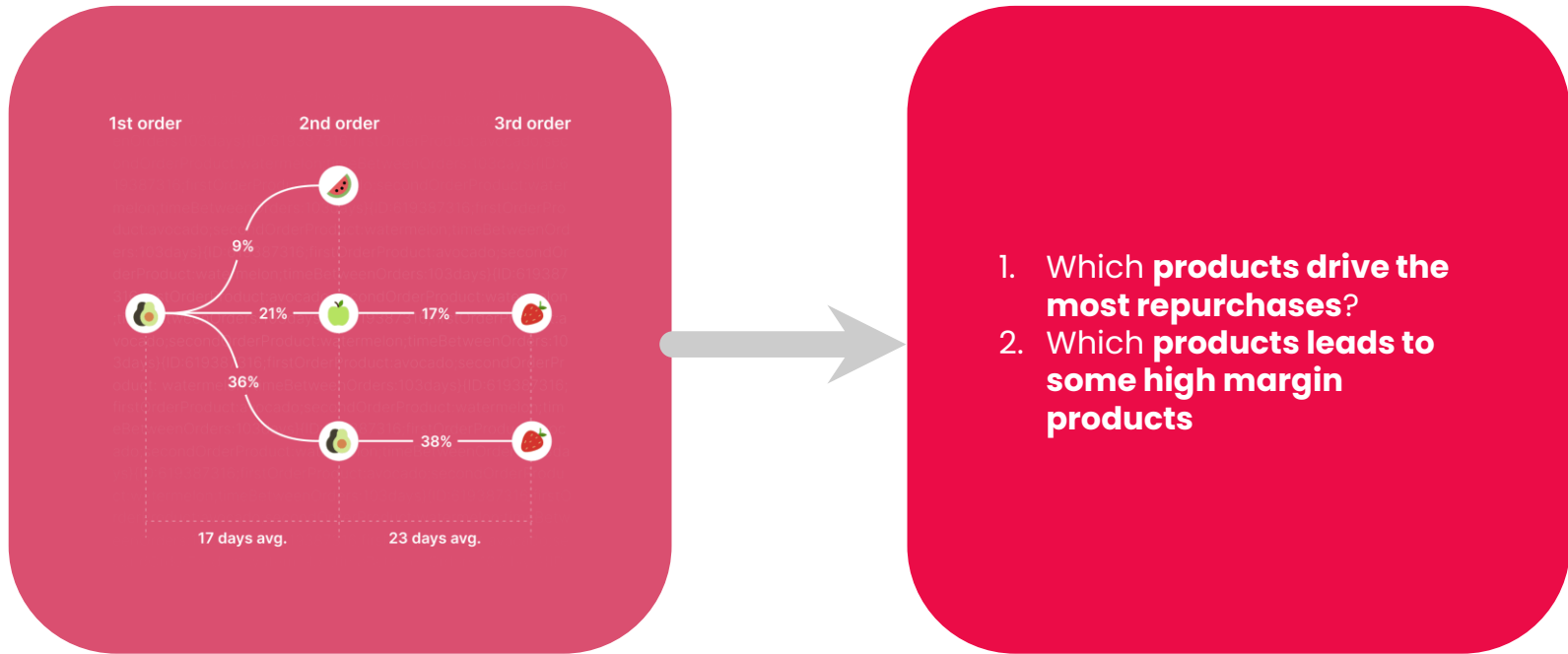
1. Segmenting users so when they receive their comms it feels like we know them.
1. We expect increase in engagement and building more brand trust.

Understanding your customer purchase cycles and how to be more targeted

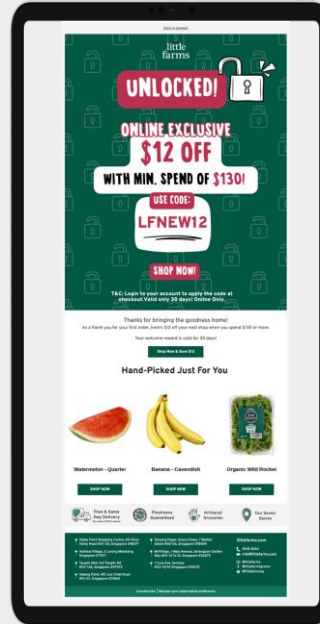


How and Why Each of Your **Customers** Spends the Way They Do.

Example: Identify and capitalise the products purchased by top customers during their first four orders.



Personalised content based on lifecycle



1st purchase

Subject: Your first order = \$12 off your next shop!

Preheader: Welcome to the family! Here's a little something fresh for you

Thanks for bringing the goodness home!

As a thank you for your first order, here's \$12 off your next shop when you spend \$130 or more.

Your welcome reward is valid for 30 days!

[Shop Now & Save \\$12](#)

2nd purchase

Subject: We're glad you're back! Enjoy \$15 off your next order!

Preheader: Your healthy choices deserve another reward

Twice as Nice to See You!

Thank you for choosing us again! Here's \$15 off your next shop when you spend \$140 or more.

Your reward is valid for 30 days!

[Shop Now & Save \\$15](#)

3rd purchase

Subject: You're part of our family now! Here's \$18 off to celebrate!

Preheader: Third time's a charm! Your reward is waiting

You're Officially Family!

Your commitment to fresh, healthy living makes you part of our Little Farms family!

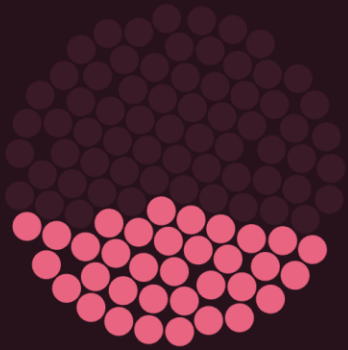
Celebrate with \$18 off your next shop when you spend \$150 or more

Your special reward stays valid for 30 days!

[Shop Now & Save \\$18](#)

First-time buyers, second-time buyers, and third-time buyers will be seeing a different subject line, preview text, hero copy, and product personalisation.

E-commerce is indispensable



E-commerce is now the top revenue generator (for those that offer e-commerce), with

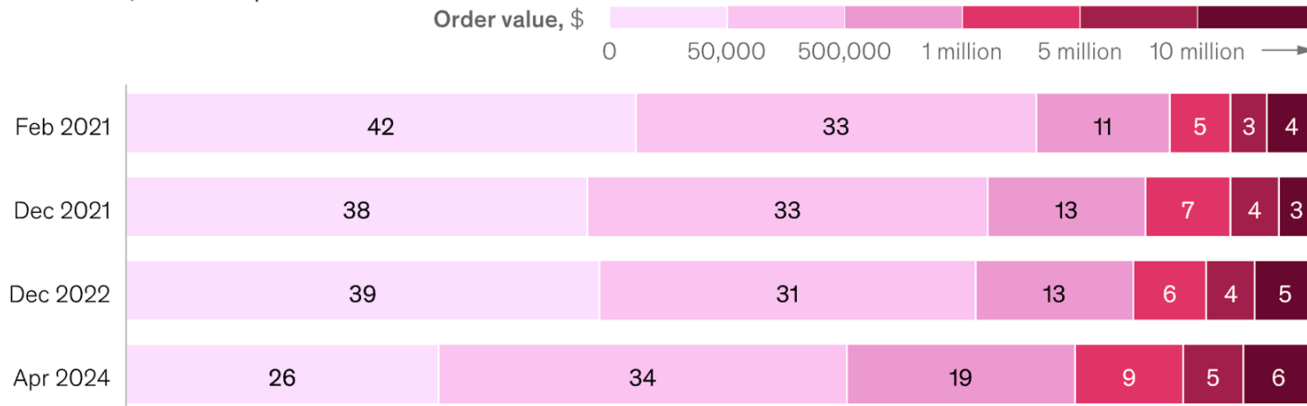
34%

of sales now coming from this channel

Those in B2B sales who think it's optional to invest more in e-commerce are *mistaken*.

It's become the leading sales channel in revenue generation, usage, effectiveness, and investment

Comfort with **B2B self-service** and **remote spending** has jumped



73% are willing to spend > \$50,00 online in 2024 vs 59% in 2022

Mapping B2B Customer Journey with **B2C Twist**



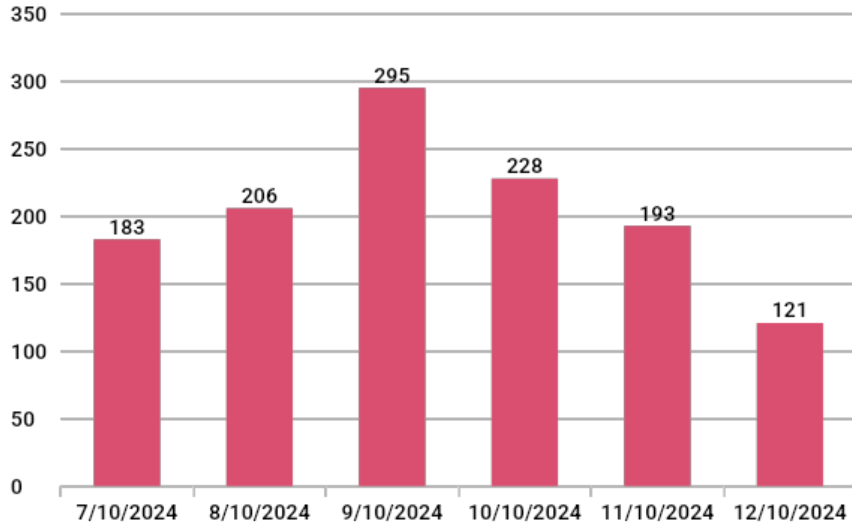
Customer journey lifecycle framework with **quarterly focus**

	Leads	1 st time buyer	Active	Lapsed	Silent	Dead	Lifecycle wide tactics
Objective	Convert leads and nurture first purchase	Encourage repeat purchases, increase AOV	Maintain engagement, prevent churn	Re-engage customers becoming inactive	Final win-back before clean-up	Clean-up	Ongoing engagement and lifecycle-specific personalisation
Key Tactics	Welcome Series, Lead Re-engagement, Leads Winback Inactive, Convert Hot Leads, Leads Likely to go Cold	Post-Purchase Cross-Sell, First-Time Store Buyer to Repeat Online, Product Usage Survey, Post Purchase Upsell	Loyalty Rewards, Product surveys, Post-Purchase Cross-Sell, Post-Purchase Feedback (Good & Bad Experience)	Reactivation campaigns, "We Miss You" messaging ie. Win Back Detecting Customers, Win Back Inactive Customers	Sunset offers, feedback requests, "Last Chance" messaging	Database clean-up, unsubscribe inactive contacts, remove invalid emails, optimise deliverability	Registration Anniversary, Purchase Anniversary, Product Data Tactics (Price Drop, Wishlist Price Drop, Low Stock), SMS & Web Overlays, Browse Abandon, Cart Abandon, Targeted SMS, Omni-channel integration
Promotional Levers	Welcome discount (10-20%), Free shipping, Gift with first purchase	Loyalty enrolment incentive, Next purchase discount, Tiered rewards	Loyalty points/credit, Early access to new products, Member-exclusive sales	High-value offer (20%+), Extended loyalty redemption	High-value offer (20%+), Extended loyalty redemption	N/A	Adjusted promotional levers based on lifecycle stage
Quarterly Focus	Q1, Q2	Q2, Q3	Q2, Q3	Q3, Q4	Q4	Q4	Q1-Q4

Finding the Right Cadence. The Risk of Too Many Comms

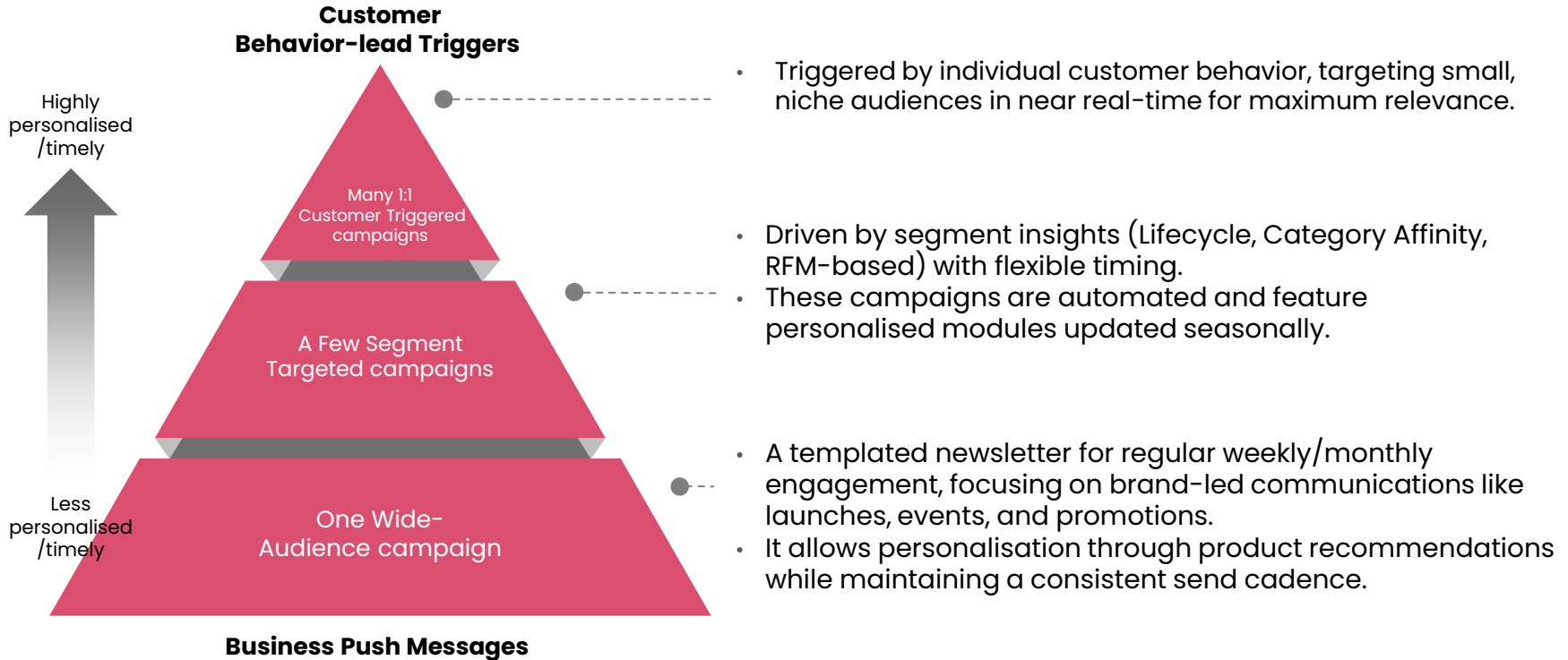
Received more than 2 emails in one day

Avoid overwhelming customers

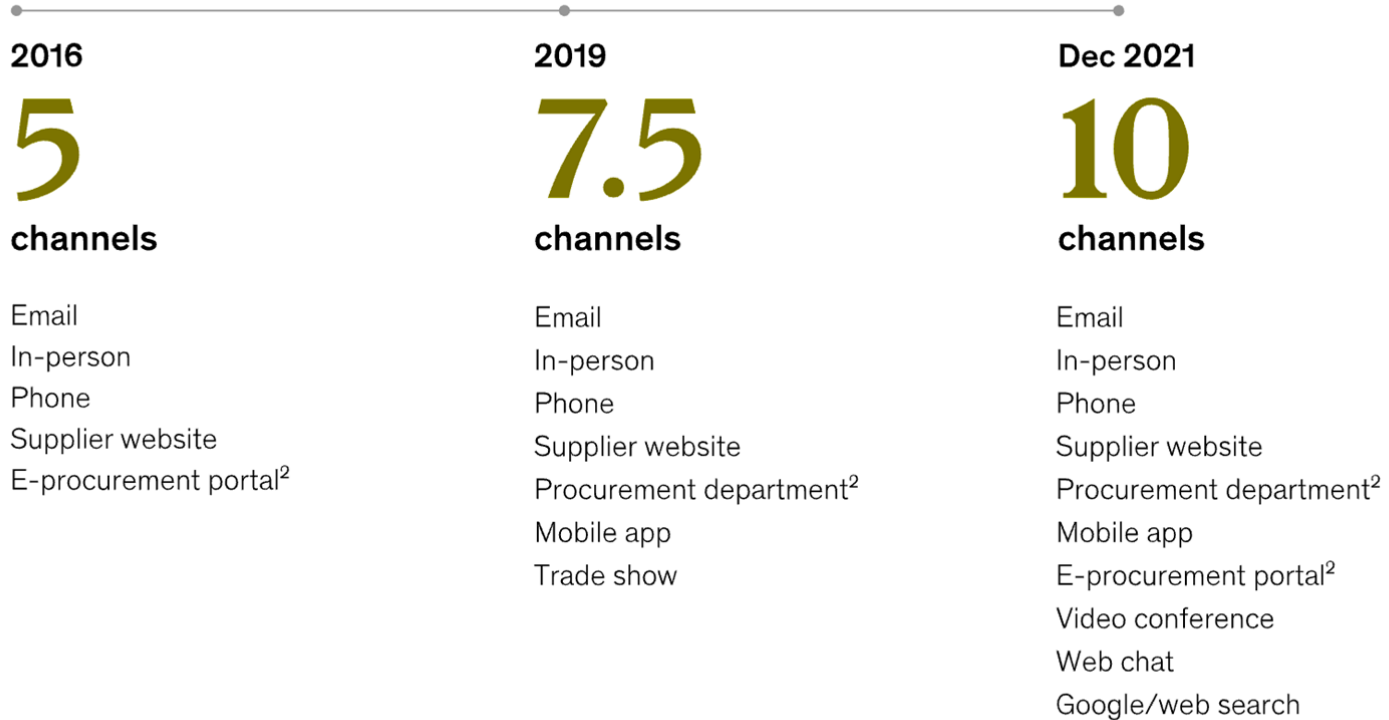


1. Prevent email fatigue
2. Better brand perception
3. Maximise ROI

Structure a **clear framework** to prioritise high-value journeys

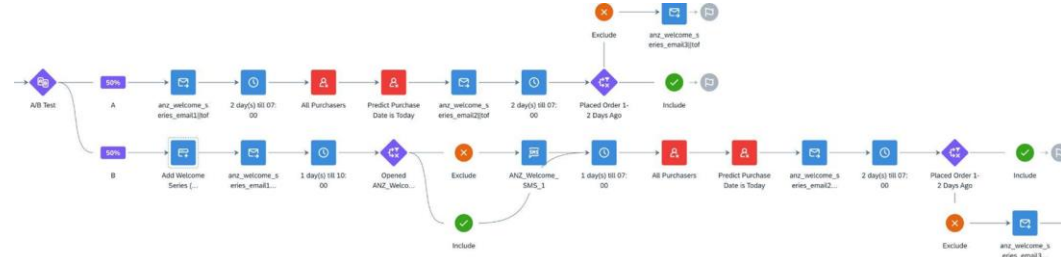
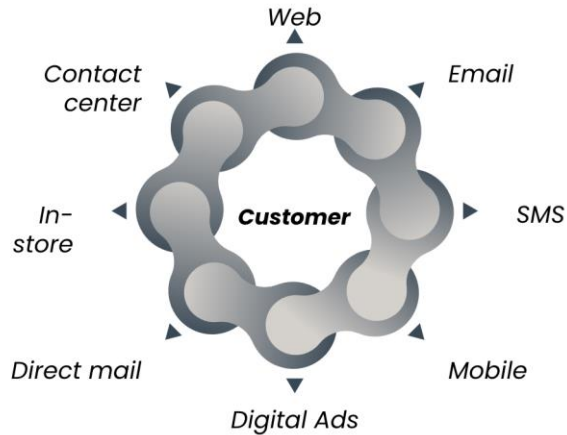


Number of **distinct channels** that B2B customers are using during their decision journeys



Omni-channel automation: **Expand Your Reach**

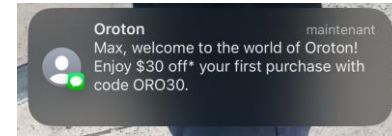
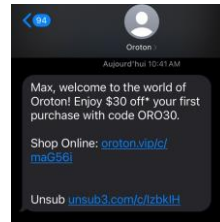
6x your customers reach and generates almost **double the total clicks**



Web Channel



SMS



Powered by Emarsys

Balancing customer acquisition and retention strategies for market expansion

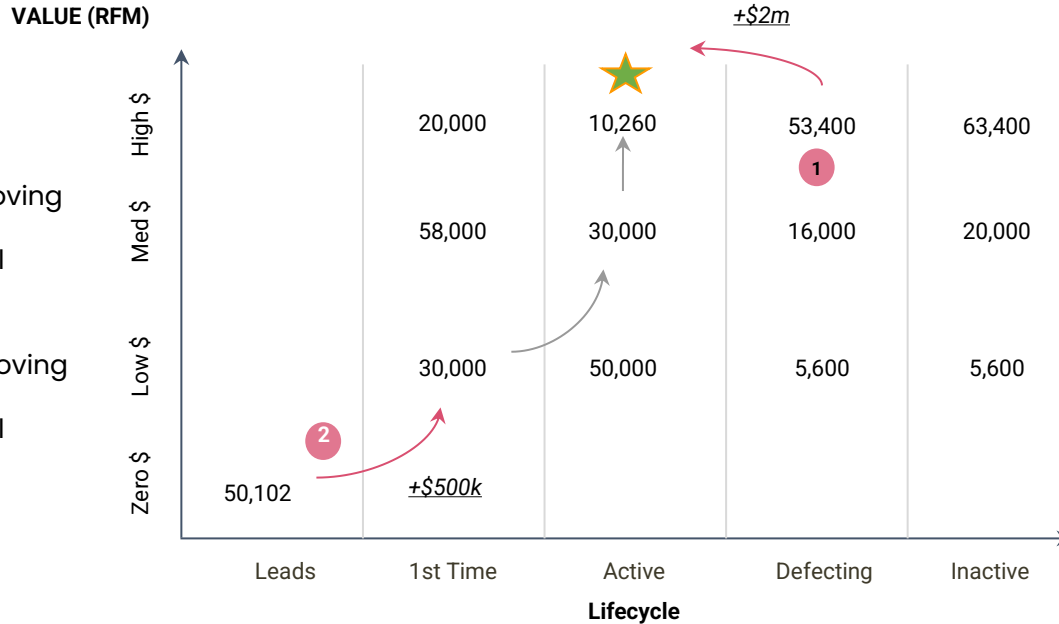


Budget Allocation: Acquisition vs Retention

Optimise your investment mix based on business stage and growth objectives

Business objective	Budget Split acquisition / retention
Market capture (new to market, building or stagnant customer base)	60/40
Scaling phase with proven product-market.	50/50
Established base, optimising for LTV or market saturation	30/70

Prioritise High-Value User Retention



- **Cohort 1:** Moving 1% = **\$2M** incremental revenue
- **Cohort 2:** Moving 1% = **\$500K** incremental revenue

Why Focus on Cohort 1?

- **Higher ROI:** Significant revenue lift from a small behavioural shift
- **Resource Efficiency:** Allocate budget where the impact is greatest
- **Potential for Stronger Loyalty:** Premium customers respond well to elevated experiences

Using: your customer data for customer acquisition

Digital Ads is a component of our omnichannel strategy so we can push CRM audiences into various ad networks, leveraging detailed customer data to enhance ad targeting.

Sync CRM audience with Ad platforms

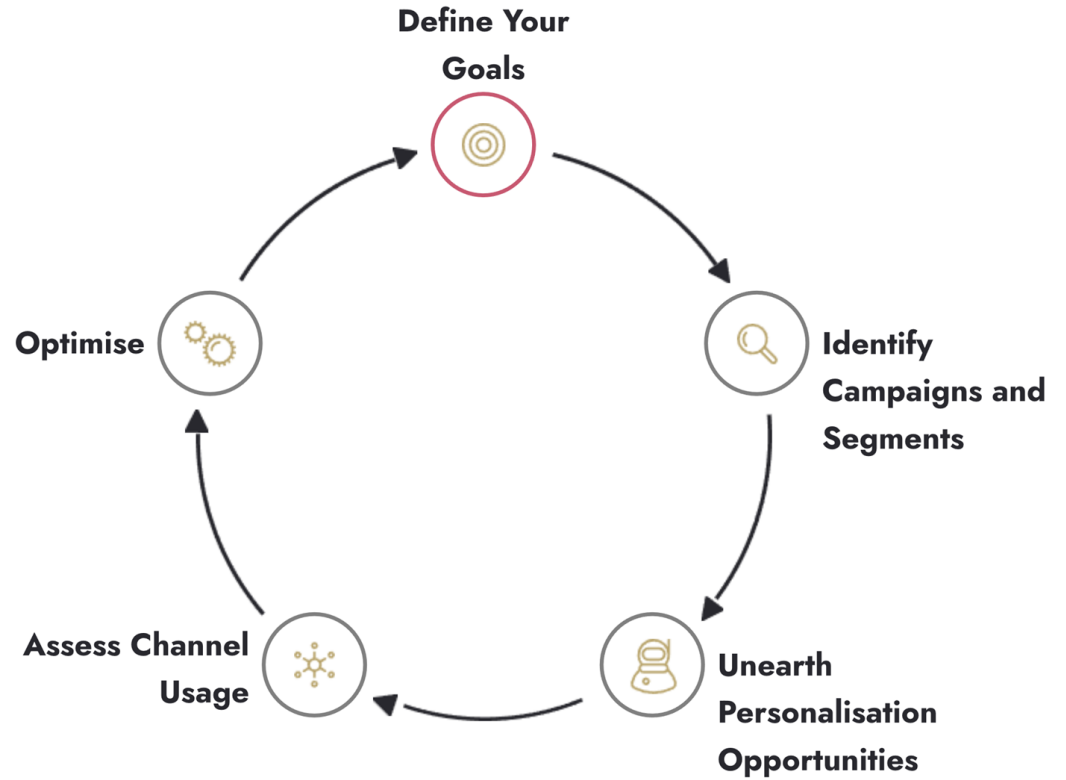
Lead Ads (exclude your current base)

Targeting look-alike users of your current high-value customers

Lifecycle leads with an offer to become first-time buyers.

Leads unavailable opt-in = FALSE segment to paid ads.

CONCLUSION



Merci beaucoup!

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COUCOU 

Book a time
to chat

