

USING THE POWER OF DATA TO FUEL YOUR GROWTH

Meg Ugenti, Corporate Director of Sales & Marketing, **Focus USA**

MegU@focus-usa.com
www.focus-usa.com





Noise vs. Data

How do I tell the difference between what data is important for my business growth and what is not?

Where is the ACTION?

Make sure that your data is telling a story.

Measure what matters to you

① Get a CRM that works for you

- Monday.com
- Salesforce
- Hubspot
- Excel

③ Apply Attribution

- Path to Purchase
- Customer Journey

② Track your actions

- UTM Codes
- Pixel Implementation
- Landing Pages
- Coupons Codes
- Order Confirmations

④ Calculate ROI

- Do the math
- Visualize Results



Data Types



First Party Data

Customer Data



Third Party Data

Aggregated data from multiple sources



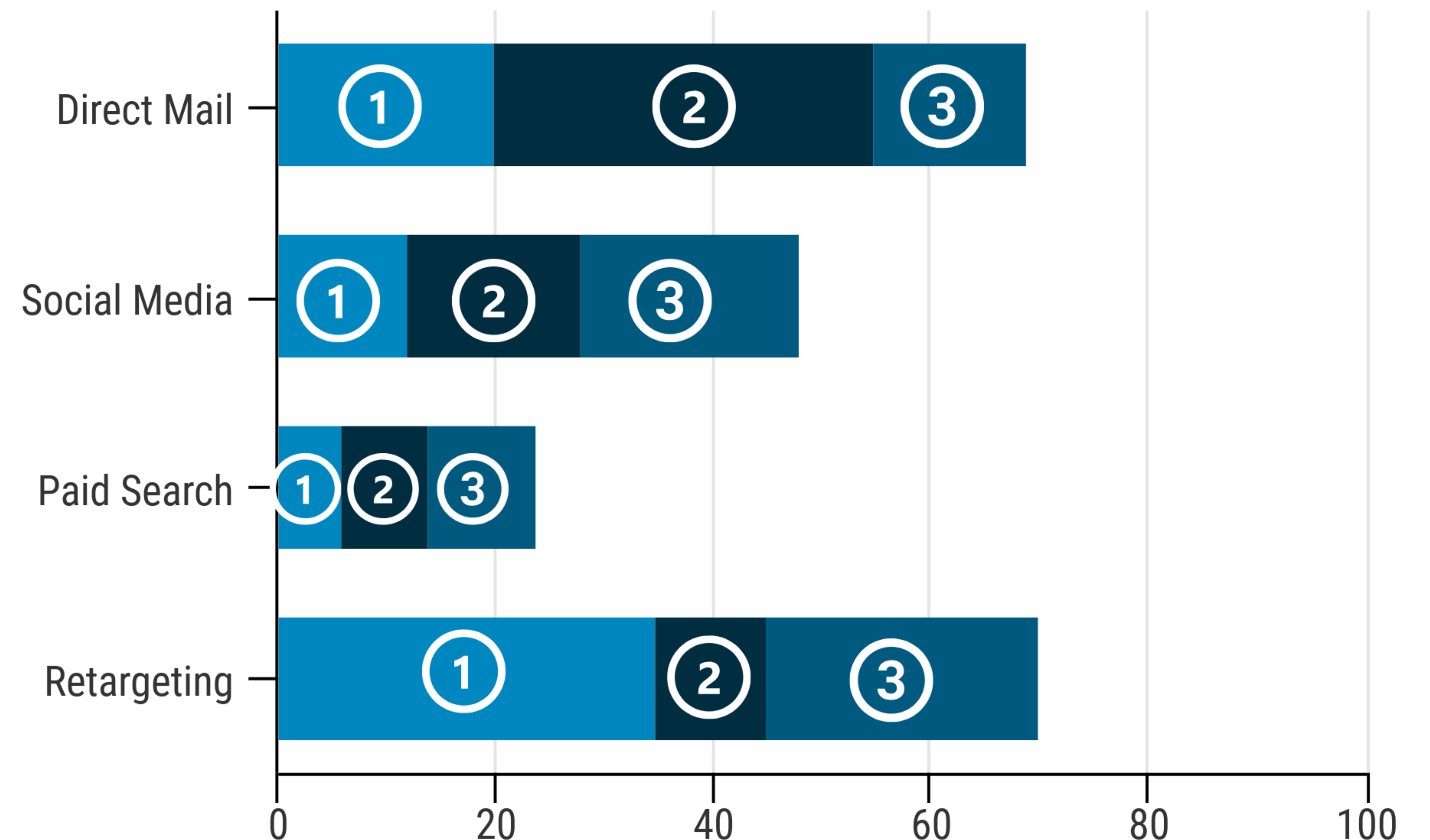
Zero Party Data

Data intentionally shared with you from your customers



- ① First Party Data
 - *Building Look-a-like Audiences*
 - *Define High-Value Customers*
- ② Third Party Data
 - *Expanding Your Reach*
 - *Enhance your First Party Data*
- ③ Zero Party Data
 - *Personalized offers*
 - *Brand Engagement*

..... Personalize & Fuel Your **MEDIA MIX**



Loyal Customers



Demographics

Millennial (Age 25-33)
Females
Career Oriented
Income \$75K - \$125K
Married
No Children
Homeowner
Online Only Shopper

Channel Preferences



Discovered on Mobile



Researched via Video



Purchased via Devices



Engaged on Social Media



New Customers



Demographics

Millennial (Age 28-35)
Males

New Mover

Income \$80K - \$150K

Homeowner

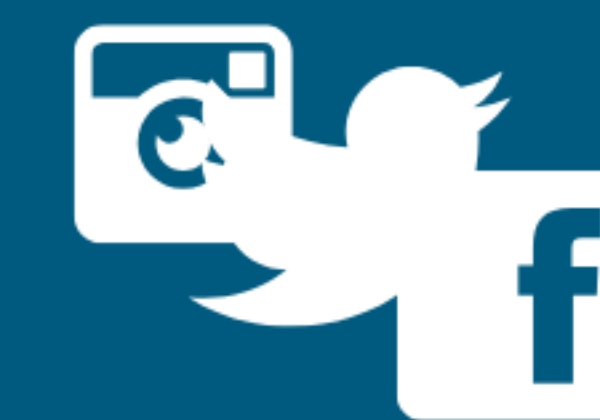
High \$ First Purchase

Coupon Redeemer

Channel Preferences



Discovered via Paid Search



Research via Social Media



Purchased via Email Promo



Engaged via Mobile



Inactive Customers

Demographics

Gen X (Age 39-45)

Males

Upscale

Professional

Income \$150K+

Volunteer

Entertainment

Spender

Pet Owner

Retail Shopper

Channel Preferences



Discovered via Direct Mail



Research via Paid Search



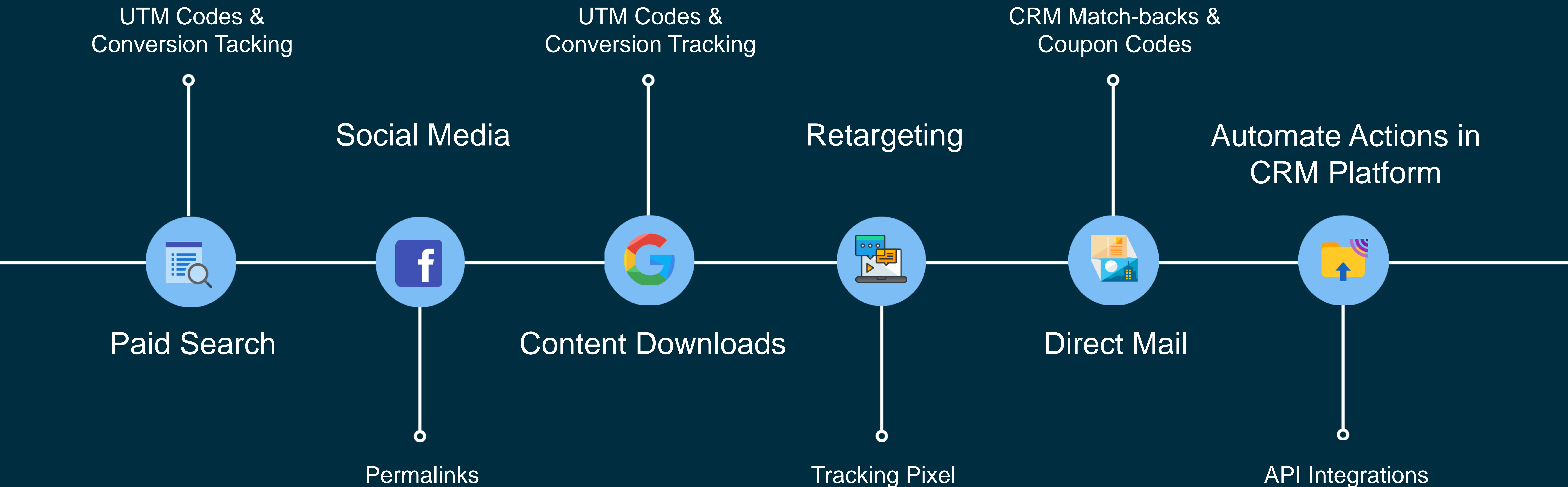
Purchased via Email Promo



Engaged via Facebook



Tracking "Path to Purchase"



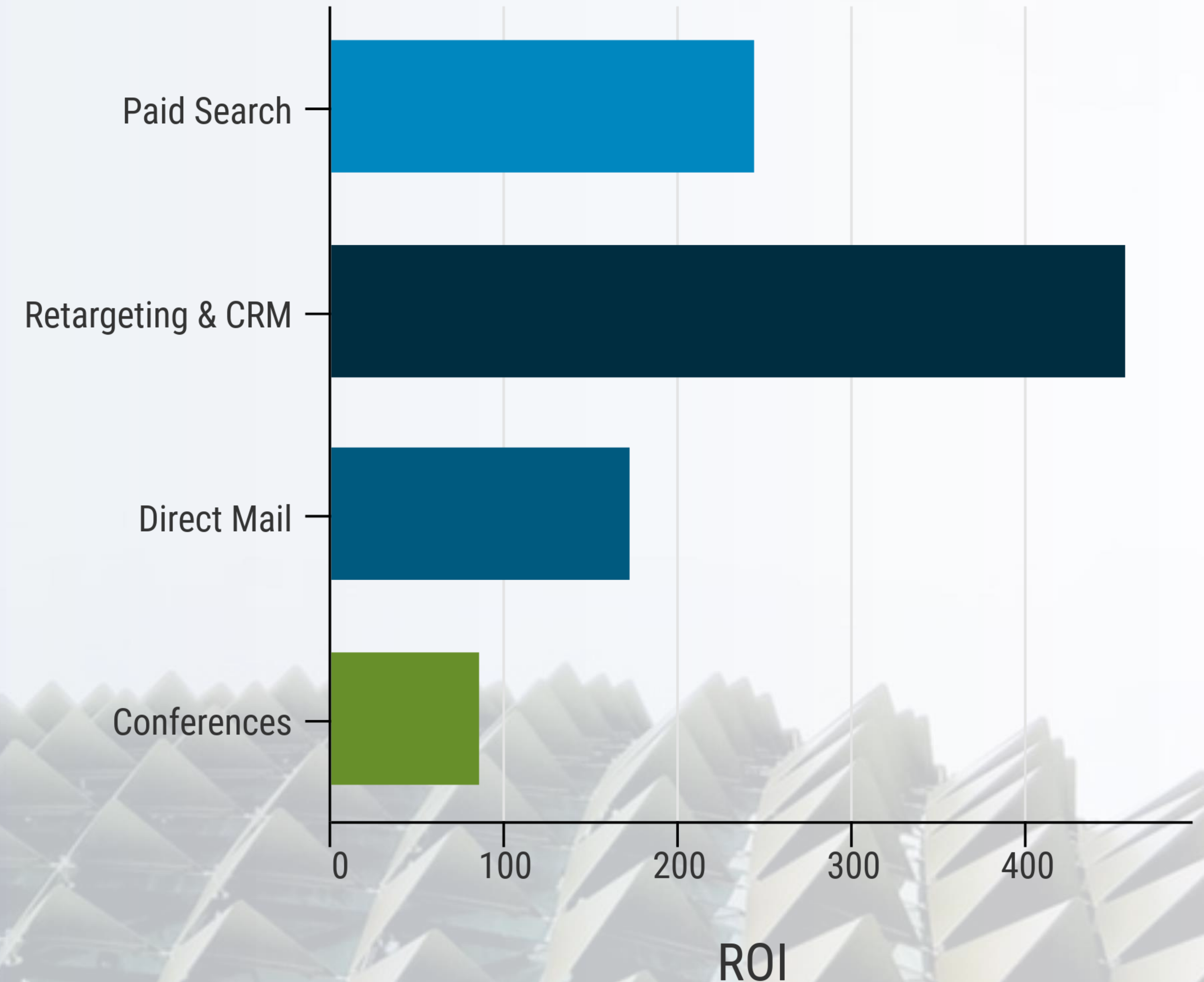
Focus USA 2019 Marketing Mix

① Paid Search (4 Campaigns)

② Retargeting & Digital CRM (2 Campaigns)

③ Conferences (5 Categories)

④ Direct Mail (8 Mailings)



What next?

- ① Analyze
- ② Test
- ③ Optimize
- ④ AND TEST AGAIN!



Quick Tips



Keep it Clean!

If your data is aged or inaccurate you're finished before you start.



Set Realistic KPIs

Crawl, Walk, Run

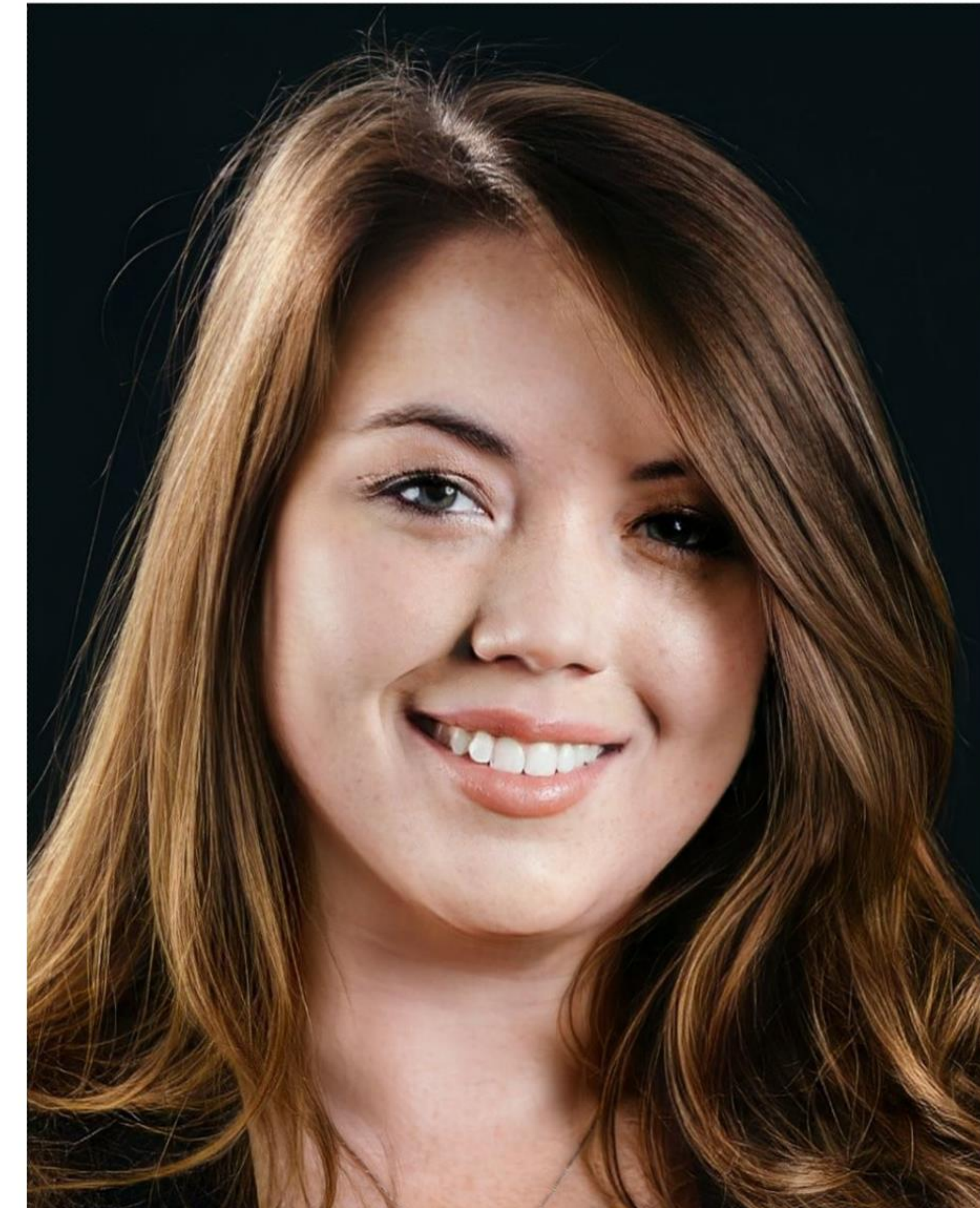


Keep it Legal!

Update your privacy policy to align with your data use efforts.

BUSINESS FUNDAMENTALS BOOTCAMP

**Tactical Skills
for the Growing Business**



Meg Ugenti
Corporate Director, Sales & Marketing

focus  **usa**
Your Direct Marketing Solutions Partner