



7 tips for companies that aim small with big data

Big data is not just for multinationals. Benefits are also huge for relatively small companies. We give you seven tips that you can use to get started right away.

1 Immerse yourself in your (potential) customer

What do you actually know about your target group and customers? And what information do you need to improve the experience people have with your company or brand? But also: what information are you going to need in the future, and what information is actually not relevant to have?

2 Know the reason why you are collection data

What are your business objectives and KPIs (Key Performance Indicators)? In other words, what do you want to achieve? Don't go 'collecting data for the sake of collecting'. Therefore, discuss internally what questions there are that can be answered with the help of data.

3 Find the right balance between conversion and data collection

Why would someone share their data with you? The value of what you offer should be comparable to the effort someone has to put in to get it. Clear

communication is essential. For example, it is legally required to state on your website which types of cookies you collect and why. Implement a GDPR-proof cookie banner for this.

If you ask for a date of birth in a newsletter form, add that you want to know this because you want to send birthday gifts to contacts. Since the visitor knows that you will use the information to give something nice, this field on your form will result in few dropouts.

4 Store all data you collect centrally

When you work with different Excel lists, you have no insight into overlapping data. A person who participated in your webinar, downloaded three white papers and wants to receive your newsletter should be on your radar. However, if your systems are not linked to each other, it is impossible to keep an overview.

5 Integrate your systems

Connect the Content Management System (CMS) of your website to your Customer Relationship Management (CRM) software. Visitors are often willing to share valuable information in an online customer environment where they can view their orders or downloads, for example. However, don't just focus on online data, but enrich it with offline data such as telephone inquiries, signed contracts and obtained business cards.

By combining pieces of information, you get a complete overview of your (potential) customer, without them having to share all the information with you at once.

6 Analyse, visualise and evaluate your business objective based on data and KPIs

Do you recognise patterns or do you see deviations? Try to explain these. If one page on your website has a much higher dropout rate than the rest, its content may not meeting expectations. Or maybe it's the page load time? A customer who keeps navigating to a particular product group may respond well to an offer of products from that category. A Web Analyst can provide you with many more valuable insights.

7 Make your decisions and take actions based on data

Provide poorly converting landing pages with clear information and an accessible form. Optimise only that step in the funnel that leads to large dropouts. Send emails only based on the preferences that were ticked on the registration form.

Do you get a lot of complaints about a particular service you provide? If so, prioritise finding the right solution. When doing so, always focus on looking beyond the objective data. After all, the personal relationship with your customer must always be central.



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