

The background image shows a large, modern shopping mall. The upper levels feature storefronts for luxury brands like Louis Vuitton and Dior. The lower levels have a glass railing overlooking a central atrium with escalators and more shops. The overall atmosphere is bright and spacious.

Data-led Retail Marketing Checklist



ACCURACAST

Are You Ready?

The retail and e-commerce industry is currently facing new challenges with regards to data and marketing, particularly in light of recent privacy and cookie policy changes. This has made it increasingly difficult for the retail and e-commerce brands to maximise their potential.

Furthermore, there is a strong possibility that more changes may be implemented in the future, making it even more challenging to gather customer data for marketing and business expansion purposes. It is essential to have the right tools and knowledge to navigate these changes. To assist with this, we have developed a data-focused marketing checklist that can help identify potential marketing obstacles when targeting customers and audiences.

This guide is an invaluable resource for marketing leaders in all retail & e-commerce industry who are looking to expand their customer base and communicate effectively with their desired audiences.

“AccuraCast have represented our brand remarkably well to a new audience of fans in key European markets, and they have produced some great results.”

CONRAD EDKINS,
E-COMMERCE DIRECTOR



We help retail and e-commerce businesses expand their online presence and sales through data-led search, display, and social media marketing.

We prioritise creativity, innovation, and data intelligence to design high-performing campaigns across various platforms. Our tailored services meet the unique needs of retail and e-commerce businesses, enabling them to achieve growth objectives and succeed in a competitive market.

E-commerce Brands We've Helped Grow

CAUDALÏE
PARIS

Waitrose



leboncoin

♥ homechoice



Fanatics

LANVIN
PARIS



american^{golf}



Your 10-point Checklist

1. IS PRIVACY PROTECTED WHEN COLLECTING CUSTOMER DATA?

Given the growing concerns among consumers about data security, transparency and trust have become crucial elements in building long-lasting relationships with your clientele. As a brand, it is important to establish trust with your customers by being clear about how their data will be used. It is advisable to ensure that all online services safeguard their privacy and provide assurances that their data is secure.

Our recent survey revealed that 88% of customers have concerns about cookies and privacy. Therefore, it is essential to address these concerns and ensure that they do not interfere with your ability to gather valuable customer data.

Solution:

- **Link to your privacy policy when collecting personal data**
- **Use trust signals like testimonials and reviews to build trust**
- **Invest in encryption to protect personal data.**



2. WILL YOU BE ABLE TO ACCESS ALL THE VITAL DATA YOU NEED?

With the upcoming phase-out of Universal Analytics by July 2023, it is vital to secure your historical website visitor data. Failure to do so means losing valuable customer behaviour data. This may force you to rely on guesswork to determine consumer behavior, a risky move in the fast-paced world of retail and e-commerce.

Do your marketing and analytics specialists have sufficient access rights to build audiences in the analytics tool? Ensuring they can access your carefully collected data is essential. Neglecting this step may lead to a loss of access to vital audiences, having a considerable impact on your business's marketing strategy.

Solution:

- Set up Google Analytics 4 (or alternative analytics solutions)
- Populate new online audience segments
- Back-up or export your Universal Analytics historical data to ensure that you can still access your vital data.



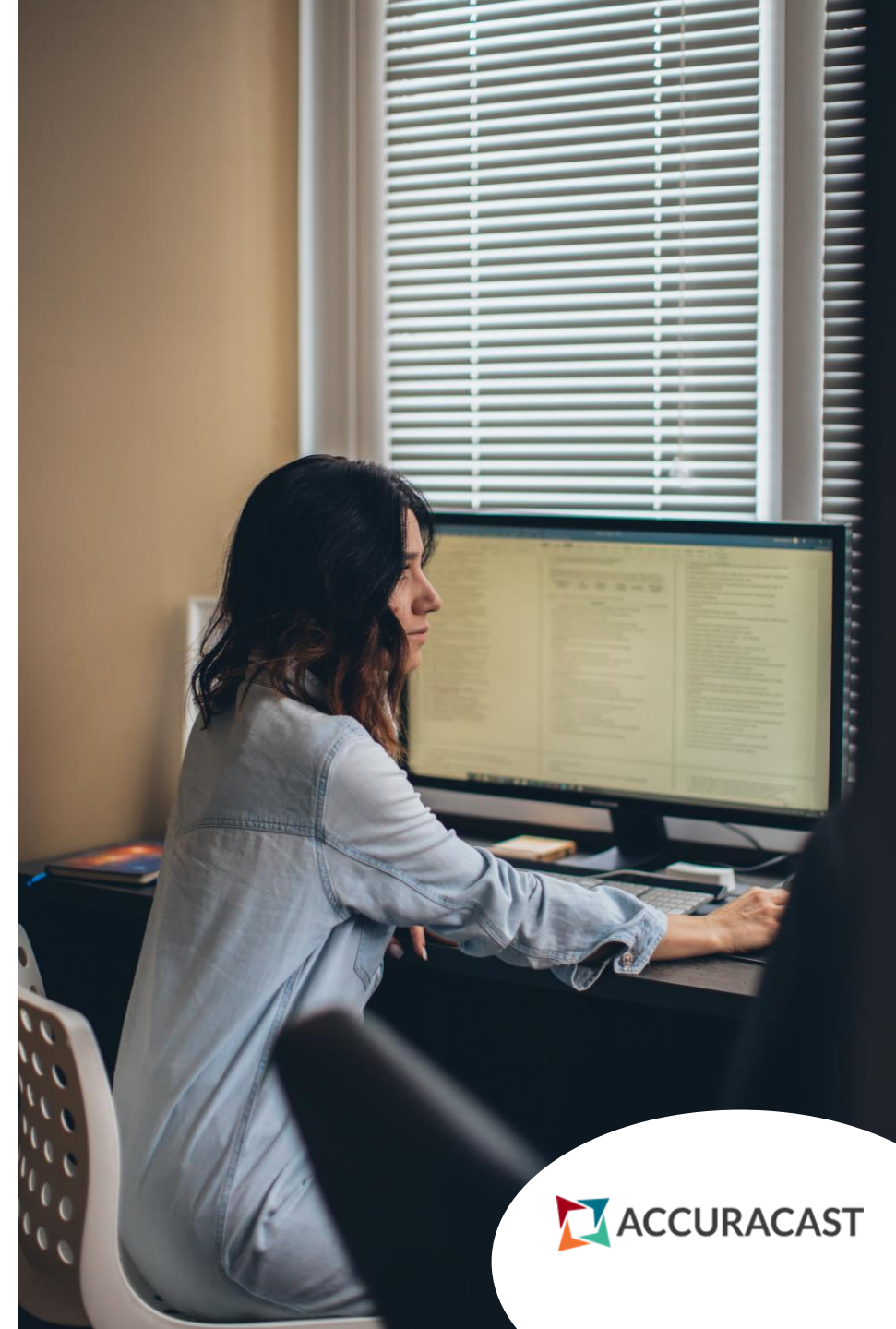
3. HAVE YOU IMPLEMENTED SERVER-SIDE TRACKING?

With recent changes imposed by providers like Apple and Google, it's crucial to identify and grow your target audience lists reliably while complying with new tracking restrictions.

One alternative to overcome this issue is to implement server-side tracking. This method allows your server to communicate directly with the ad platform every time a user interacts with your website, bypassing the issue of blocked third-party cookies. As a result, you can track all the events that are important to your organisation, such as add to carts, sales, or customer subscriptions.

Solution:

- Set up server-side tracking for Google Analytics 4, Google Ads, and Facebook Ads.
- Control data sharing to remain compliant with regulations.
- Verify your domain on Meta Business Manager and declare necessary events for streamlined tracking.



4. HOW ARE YOU CLEANING UP, UNIFYING & PROCESSING DATA?

Are you able to effectively utilise your most important data from a single source in your retail or e-commerce business? From the moment customers become aware of your business to becoming regular patrons, they embark on a journey. It's critical to optimise the data you've collected every step of the way.

To maximise the lifetime value of your customers, you need to be able to unify data from multiple sources – in store and online – across multiple platforms, and at various stages in your customers' lifecycle.

Solution:

- Map your buyer journey and identify data gaps
- Track offline sales, and unify data for a holistic view
- Make informed decisions to enhance the customer experience with your retail and/or e-commerce business.



5. HAVE YOU GOT A PLAN TO SUPPLEMENT AUDIENCE LOSS?

It's crucial to acknowledge that social media audiences are the property of the platforms, not the individual retailers. With the constantly evolving landscape of privacy and data handling regulations, reaching and engaging with these audiences is becoming more challenging. Without implementing the appropriate strategies to take control, you may experience a gradual decrease in audience sizes over time.

Using sophisticated data intelligence techniques, retailers can identify and engage with new audiences, even when audience numbers fluctuate. This enables retailers to refine their marketing campaigns and effectively re-engage with their current followers.

Solution:

- Anticipate smaller social media, and remarketing audiences
- Increase customer retention periods where feasible
- Focus on the earlier stages of the customer journey if audience sizes are limited.





6. ARE YOU COLLECTING MORE FIRST-PARTY DATA?

It's important to consider the impact of privacy changes such as iOS 14.5 and third-party cookie blocking on Chrome. These changes are creating challenges for retailers in targeting customers and collecting essential marketing data.

To maintain personalised content and stand out from competitors, it's crucial to implement strategies for gathering more first-party data from visitors and customers. This includes information such as names, emails, phone numbers, gender, and location. By doing so, you can continue to market to your audience effectively.

Solution:

- Expand your customer base with promotions, freebies, etc.
- Seek out new ways to collect valuable customer data.
- Combine data from multiple platforms and business units to grow your audience sizes.

7. ARE YOUR REMARKETING CAMPAIGNS OPTIMISED?

Given the limitations GDPR imposes on holding personal information, it's crucial to ensure your remarketing campaigns are optimised. You can use analytics and cookies to gain valuable insight into customer interactions with your brand, and retain audiences built from your best customers.

To keep visitors engaged and establish a loyal customer base, you need to optimise your remarketing strategy. Whether you're promoting a single product line, subscription service or a wide range of products, keeping your audience engaged and entertained is vital for success.

Solution:

- Pinpoint customer groups that are not engaged
- Schedule re-engagement campaigns for when activity is low
- Allocate funds to paid remarketing across several channels.





8. ARE YOU USING CRM DATA FOR PERFORMANCE MARKETING?

It's important to remember that not all valuable customer interactions take place on your website, and even on-site interactions can be difficult to track over time. Your CRM data can provide insights into key interactions such as in-store purchases, repeat purchases, and loyalty program participation.

However, failing to leverage this data to optimise your campaigns means you could be missing out on opportunities to drive meaningful results for your organisation.

Solution:

- Develop tools to share CRM data with ad platforms like Meta and Google
- Use CRM data to track offline conversion events
- Craft campaigns that are tailored to boost crucial conversions.

9. DO YOU DRIVE PERFORMANCE WITH MARKETING APIs?

Marketing APIs provide a high level of control for your ad campaigns, with advanced automation utilising crucial online and offline data for your business.

With dynamic creative, real-time optimisation, data-based audiences, and lifetime value-based bidding from CRM data, you can effectively expand your reach and engage with your most valuable customers. This approach can help you achieve optimal campaign results and drive success for your business.

Solution:

- Establish metrics to measure customer lifetime value
- Optimise ad campaigns to target high-value customers
- Implement personalised and dynamic content updates for customers at scale.





10. DOES YOUR TEAM HAVE THE KNOWLEDGE & CAPABILITIES YOU WILL NEED IN 2024?

Investing in upskilling your marketing teams on GA4 and advanced marketing techniques with data can have a significant impact on the effectiveness of your campaigns. With the right guidance on how to utilise the data you collect, your marketing and PR efforts can yield even better results, providing more value and support to your customers when they need it most.

This can result in increased engagement and sales, particularly during key moments and peak seasons when customers are seeking content, information, and are bombarded with ads for competing products.

Solution:

- Invest in training programs for marketing staff
- Develop guides to help teams understand new tools
- Implement processes to create audiences and integrate new data into campaigns.

Worried about the journey ahead?

Missed something from the list? Don't worry.

We provide various technical services and solutions that enable you to enhance your retail or e-commerce brand's growth through effective data-driven marketing.

Whether you require assistance in completing your checklist or optimising your marketing processes with data, our team is ready to support you.

Are you ready to take your brand to new heights?

To get in touch with us, simply call +44 (0)800 019 6813 or [email us](#).

