

Data-Driven Marketing and Management for E-commerce Platforms

Inveon Insights

inveon



All successful enterprises and organizations, regardless of their scale and/or scope, rely heavily on data and analysis as the underpinning strategy for decision-making. That's because - no matter how creative the concept behind your business idea, how innovative your product might be, or even how colossal your volume of sales may be - without an informed organizational structure grounded in facts and figures, there would be no way to ensure that money investment would lead to a return. This applies to the e-commerce industry as it is for every other.

The e-commerce industry is a multi-billion dollar business. Every day, millions of customers are purchasing products online which creates a huge accumulation of data. Therefore, to ensure an e-commerce business enjoys continuous growth and success, **data-driven management is essential.**



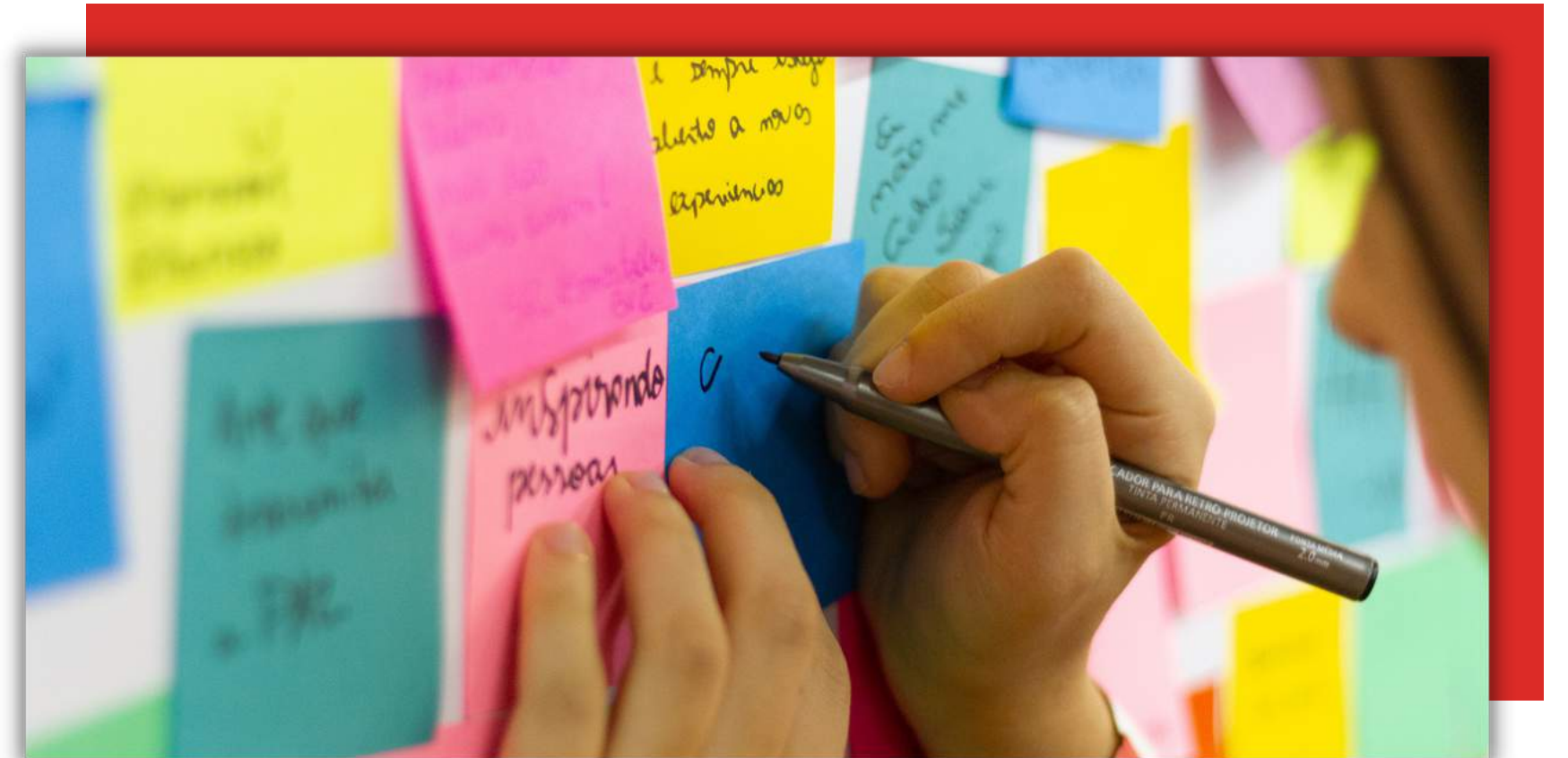
Our modern, digital world is looking toward an even further expansion through e-commerce platforms. With its ever-expanding demand on data from the market, the information from which to make strategic business decisions is now more readily available. This opens a whole new realm of opportunities for businesses utilizing e-commerce platforms. However, the management of such systems also presents a whole new set of challenges that need to be considered and planned for.

Data-driven decision-making in e-commerce can be used across all aspects of platform management, operational tasks including inventory, logistics, and customer services, as well as marketing strategies.



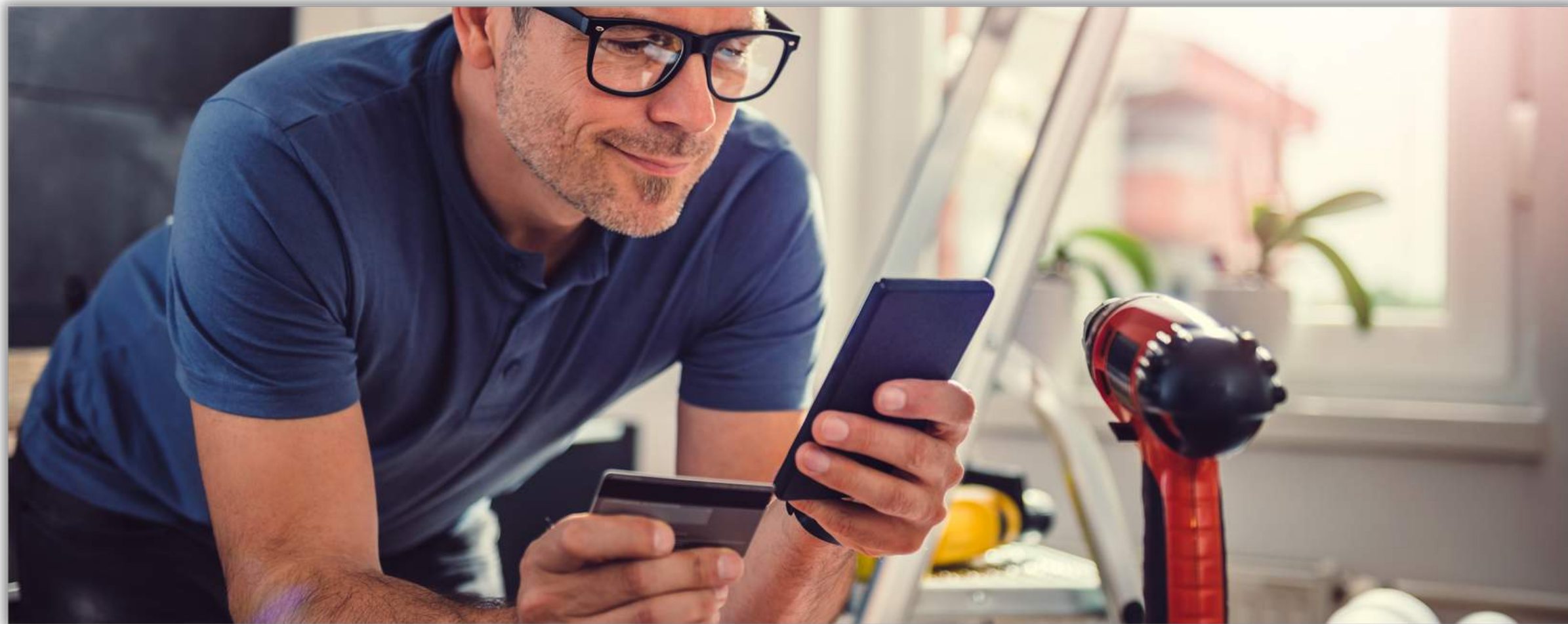
What is Data-Driven Marketing Strategy?

Today, for having a successful marketing strategy, you need to be using data to inform your decisions. **Data helps you predict what's coming next** which helps you break through the clutter. A data-driven marketing strategy is a method for creating campaigns that are more focused on the customer, rather than just using data to increase profits. Data-driven marketing strategy encourages momentum toward reaching the target audience/customer, not just higher levels of sales.



Many people mistakenly think that a data-driven marketing strategy is about getting more information rather than less. The truth, however, is that it's actually the opposite--it's all about finding your focus and getting filtered, useful and effective information.

Marketing is changing in a big way, and data-driven strategy is becoming a much more important aspect when it comes to conversion optimization. Instead of using the data for mass communications and promotions, marketers need to refine their marketing strategy to better **target, tailor messages, and create personalized experiences.**



Why Data-Driven Decision Making is Important?

Data-driven decision-making is essential to stay competitive in today's world. Data, though abundant, can be the difference between being the market leader and being a follower. The data-driven strategy empowers you to effectively compete in the market by having an in-depth understanding of your audience, customer preferences, and how they are interacting with your company.

Data-driven decision-making is at the core of strategy-building mechanisms as well as being the core of the business operations.



Why Data-Driven Analytics of Interest to Companies?



Businesses in the online environment are at a unique advantage when it comes to data collection and management. With the right tools in place, you can collect more useful data with less effort. The effective use of this data also depends on making powerful analyzes.

If you couldn't analyze the data effectively with the right analytics tools, how can sustainable decisions be made on critical issues such as which product is more profitable, which channel works more efficiently, which customer groups spend more?

Hence, the right **e-commerce platform** that will help you create powerful dashboards and utilize suitable 3rd party integrations to make data-driven analyses on your e-commerce business should be the focus of your business.

How Data-Driven Marketing Works?



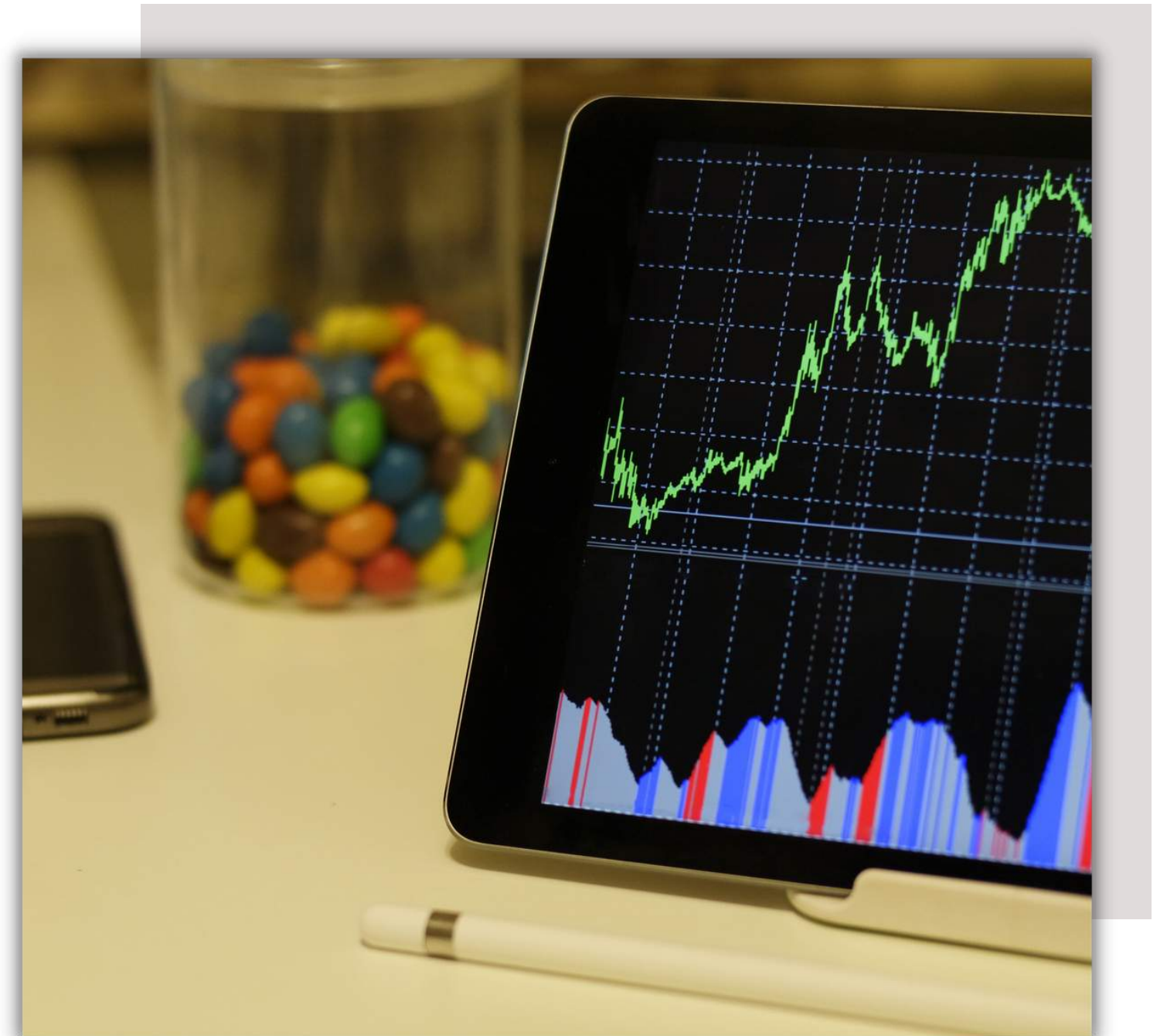
Data-driven marketing uses historical, transactional, and behavioral data to inform marketing decisions. It is a process of measuring, refining, and targeting strategies. It is a helpful approach that allows organizations to take advantage of the growing amount of data and technology to change their decision-making process and **enhance business outcomes.**

Today, digital marketing is all about targeting the customers more effectively and this is possible only if you store as much useful data as you can. The more useful data you pile up for your customers and prospects, the better you will be able to match the right customers to ideal products or services on your e-commerce entities. Data helps marketers make their campaigns more **targeted, personal, and relevant.**

How Data-Driven Marketing Works?

To better utilize this process, the versatile collection of data is essential. An inclusive set of methods should be determined with beneficial integrations, use of 3rd party tools and correct data accumulation methods, and a 360-degree data collection strategy should be applied.

Accurate data collection and analysis is a well-known requisite for any meaningful predictions, thus crafting compelling and effective marketing campaigns.





Unfortunately, there are no magic wands or crystal balls that would give you instant answers about your business. Therefore it is important to be aware of what tools and methods exist for data collection and analysis, and how can they be used effectively. This is what the **Inveon GrowthLab** team can provide enterprises. Through their proficient team members with various expertise from data analysis to strategy building; **GrowthLab** provides comprehensive strategy and implementation capacities for effective data-driven mechanisms.

How Does Data-Driven Creative Benefit Advertisers?



Data-driven marketing is steadily taking over the advertising industry. And it's for a good reason. The cost of acquiring customers is continually rising. Many are now spending more on digital marketing campaigns than they are on traditional advertising campaigns, such as print ads and TV commercials.

Data-driven creativity can be a paid search marketer's best friend. By leveraging the data from what works and what doesn't, a PPC expert can help a brand achieve a positive ROI.

Data-driven creative enables you to more accurately tailor your communications with consumers based on their preferences. It allows delivering personalized messages and experiences that increase conversion rates. Advertisers who use data-driven creativity experiences more ad engagement. Data-driven agencies and marketers outperform their peers in terms of campaign success metrics.

How Does Data-Driven Decisionmaking Affect Firm Performance?

The goal of data-driven decision-making is to leverage information obtained which ultimately leads to better firm performance. It allows the firm to have greater control over their process based on which they are able to continuously improve their competitive advantages.

Data has become the lifeblood of every organization. All the companies are collecting, storing, and analyzing data to gain business insights that can be used to make informed decisions. Instead of subjective interpretations, data-driven decision-making clears the way for better-informed decisions based on empirical findings thus creating an objective strategy for a firm's success.



Conclusion

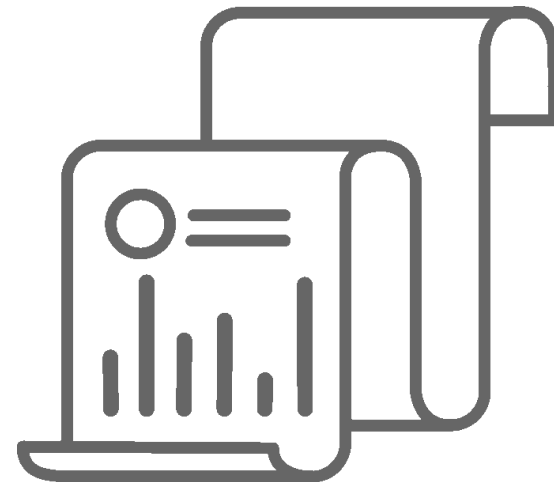
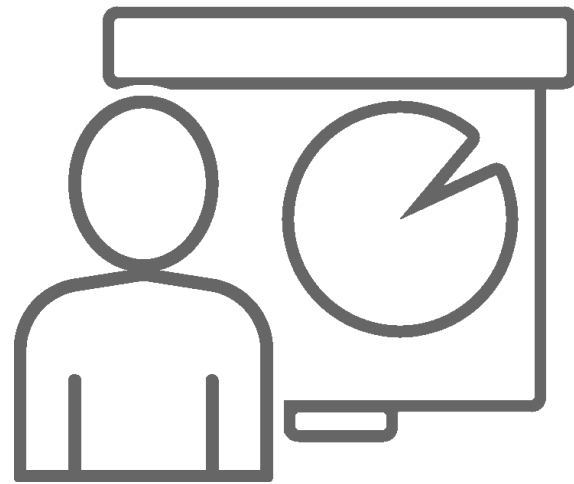


For data-driven e-commerce management, monitoring data in real-time is important. To be able to monitor data, you need **real-time tracking mechanisms** that can allow you to follow performance instantly. Through a platform capable of doing this any issue can be found easily and **performance improvements can be reached**.

Through these tracking abilities, the next step is benefiting from **actionable insights**. Data is meaningless until you put the meaning in the picture. analyzing the data and creating useful insights is the essential point of the data-driven system. These insights help your business to take a step further while **learning today's mistakes and creating a better tomorrow**.

Segmentation, personalization, marketing campaigns, loyalty programs, recommendations, cross-sell...Almost every crucial element of e-commerce operations is only possible with strong data capabilities and their effective usage.

A comprehensive view of customers, increasing marketing performance, and better sales figures are possible by adopting this understanding and finding the right e-commerce platform and supporter tools. This is where Inveon comes into play, through a robust and capable e-commerce platform to realize these capacities **Inveon inCommerce**; and the operational strength and business experience with **Inveon GrowthLab**. Through the advanced reporting module and dashboard structure of our platform, you can monitor data, track real-time performance and adapt accordingly.



Inveon is here to further improve the performance of your e-commerce operations, both with the capabilities of **our platform** inCommerce and the data-driven approach and expertise of the **GrowthLab Team**.



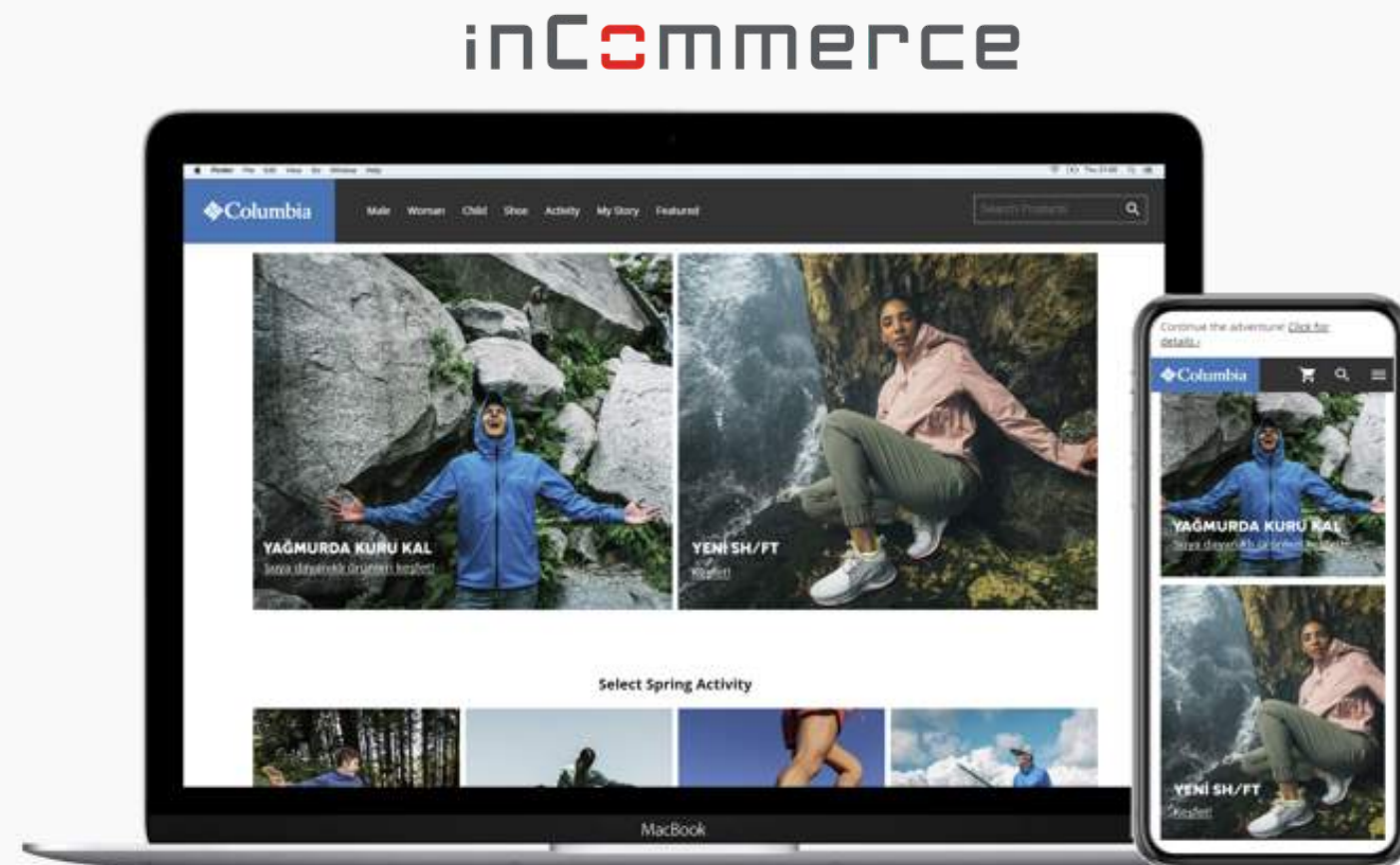
**Inveon helps you to stay one step
ahead of the competition.**

Schedule a call with one of our e-commerce experts
today.

Get in touch!

A revolutionary digital commerce platform for those who always want more

Inveon inCommerce is the agile way to build, launch and expand your e-commerce business across channels, marketplaces and partners.



Let's take your business to the next level!

Microservice Architecture

Enjoy highly performed operations, ease of integrations and maximum speed through microservice architecture

Omnichannel Promotion Management

Take a deep-dive into the world of promotion and discount management with an advanced promotion management module

Headless Structure, Supreme Flexibility

Through inCommerce's headless structure, easily customize your platform and provide a seamless experience to your customers

Advanced OMS

Effectively manage your omnichannel operations and eliminate operational complexity with inCommerce's strong order fulfillment algorithms

Real-time Tracking & Insights

Master your data by tracking brand-specific consumer journeys and detailed data dashboards of the reporting module

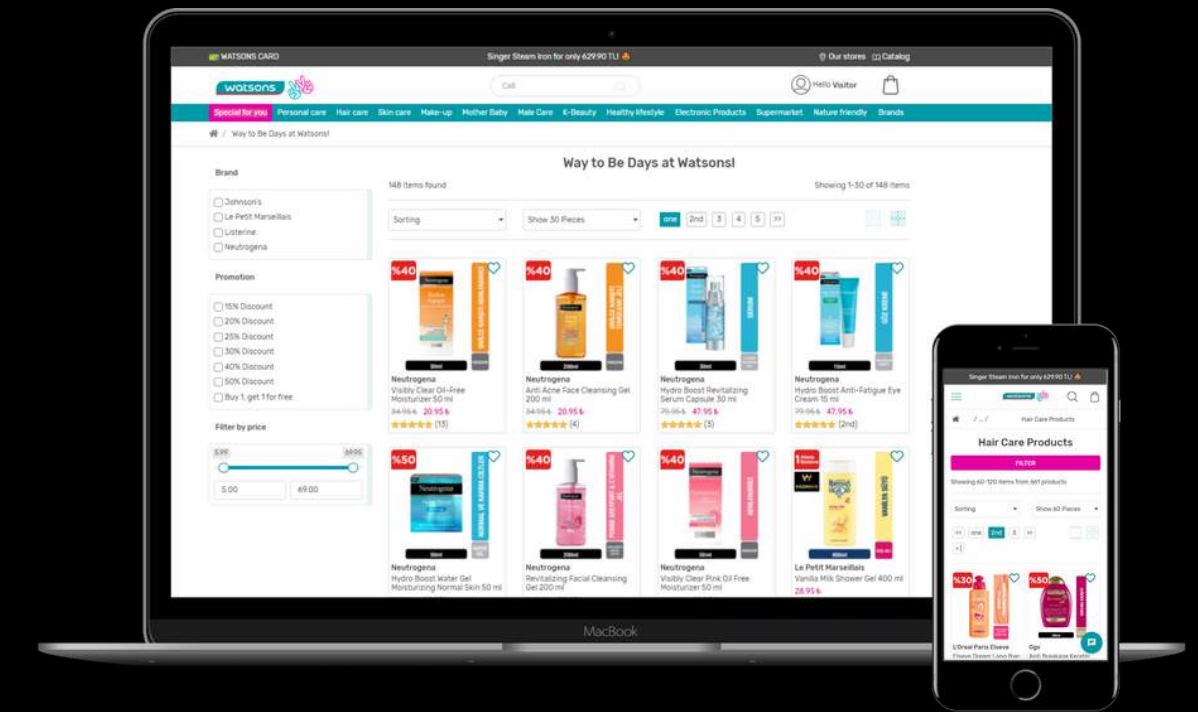
Mobile-first Operational Management

Utilize a comprehensive range of tools to excellently control your operations wherever you are with inCommerce's fully responsive and mobile-compatible admin panel

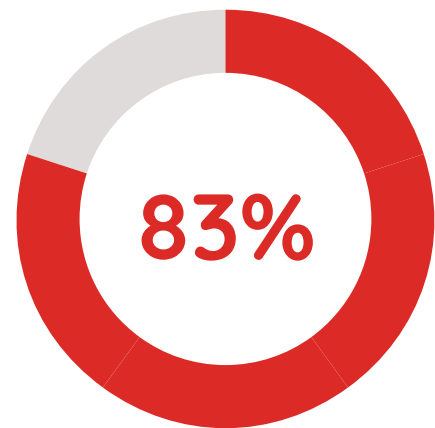


Unlock growth potential & empower your brand: GrowthLab

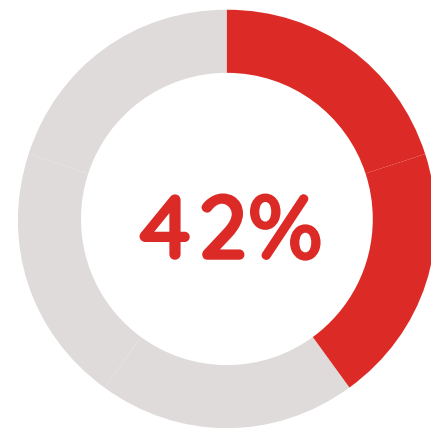
- Keep the pulse on your store with inCommerce's real-time data stream
- Uncover growth opportunities using behavioral segments
- Take the guesswork out of growth with our proprietary next-best-action methodology



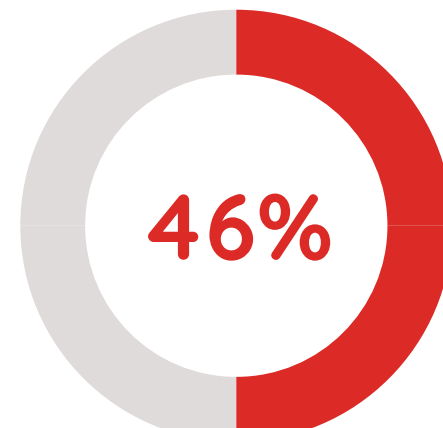
After 12 months of working with Inveon, our clients achieved:



An average increase
in revenue



An average increase
in traffic



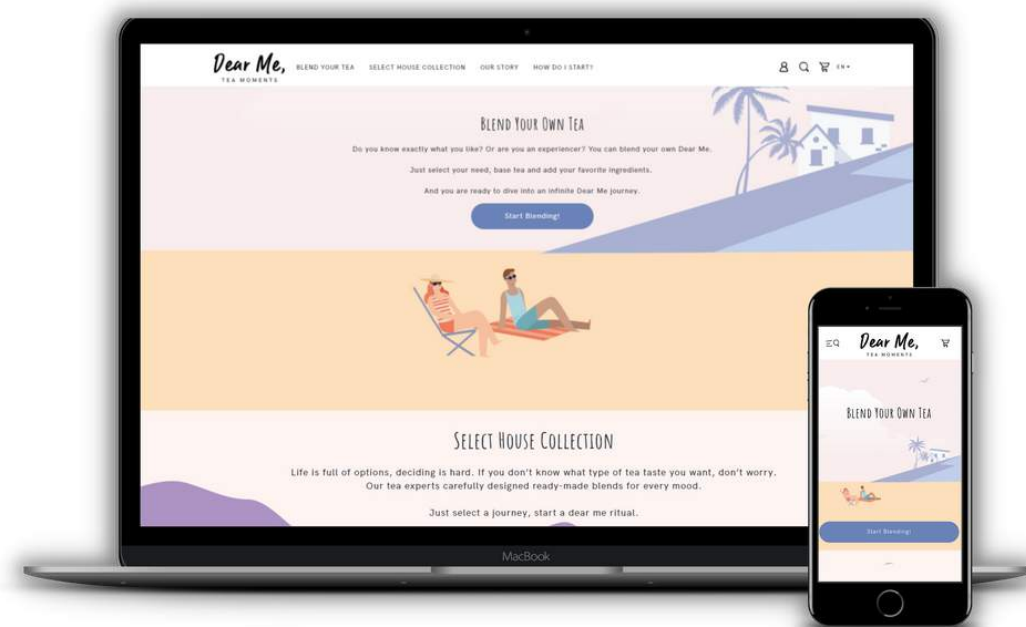
An average increase
in conversion rates



Highlights from our clients

- Offering products in 90 countries under a single platform and increasing global revenue by 400%.
- 5x increase in the number of visitors during the Singles Day Campaign. (Gold Stevie Winner for Online Marketing Campaign of the Year)
- Omnichannel revenue reached 1.5 times higher than e-commerce site revenue within 6 months.

About Inveon



Inveon provides enterprise companies with a unified & scalable digital commerce platform that enables sustainable growth.



Our Offices

- Istanbul, Turkey
- London, UK
- Geneva, Switzerland
- Dubai, UAE



\$1B

annual e-commerce volume



60+

global customers



70M

online shoppers



15+

countries

For more information, get in touch with us

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