



SUPPORTING YOUR
E-BUSINESS

Why Data & Analytics are crucial for your business.

Welcome to Emakina's playbook series about Data & Analytics. In this first part, we explain why data & analytics are so crucial for your business' growth.



Data: the predictor of success.

Data & Analytics offer significant growth opportunities for brands and businesses and are increasingly dominant in the online retail landscape.

60%

of C-suites are investing in data management solutions to improve productivity, optimize efficiency, and reduce data security risks

* Source: Management Events

At Emakina, we believe that the ability to use data & analytics will be the main predictor of success.

It's importance for businesses' has become evermore dominant in recent years. We see organizations that embrace data thrive - and those who don't fall behind.

Triggered by the world's current events and an expertise look into the future, we predict this trend to explode in the future.

4 reasons why Data & Analytics have become crucial.

So, what is it that propelled data from useful to absolutely crucial? And how will this trend progress towards the future?

We'll take you through the most important reasons why it's time to take action now.

1
Covid-19 showed
data are crucial

2
e-Commerce is
here to stay

3
Cookieless
Future

4
Data is the foundation
for business growth



1 Covid-19 showed data are crucial

If there's one thing the Covid-19 pandemic showed us, it's that data & analytics are vital. From one day onto the other, businesses had to adjust and face new challenges. This is what happened;

- Data-savvy brands saw **extensive growth**.
- Big opportunities were missed by those behind in data.
- Retail suffered massively from lockdown restrictions.

Now with the good news being that countries and stores are reopening, we also see new uncertainty and challenges awaiting. Make sure **your business is prepared** for anything in the future.

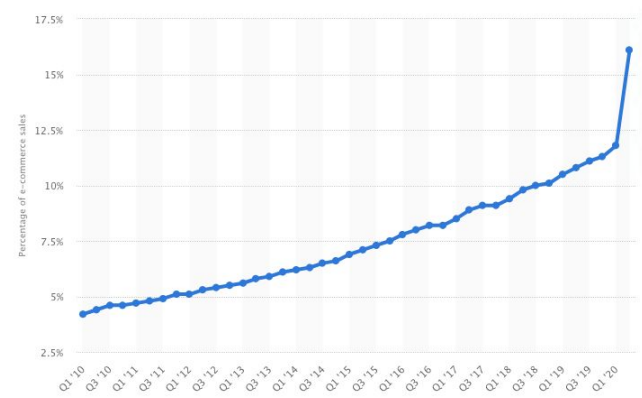
eCommerce is here to stay

After a period of online shopping and happy unboxing, customers have built new habits that'll impact the future:

- Shift away from physical stores: home delivery, buy online pickup in store (BOPIS) and curbside pickup have become **convenient options** for customers.
- Elderly (and other late adopters) are over the hump: need of medicines triggered online activity.
- Ecommerce growth to **continue after pandemic**. Global market share of ecommerce projected at 22% in 2024.
- Pandemic triggered new technologies like AR, VR, e-wallets and supply chain management.

31%
Growth of (EU)
ecommerce sales
in 2020*

* Source: Statista





3 Cookieless Future

One major challenge that is already facing businesses and marketers, is that we're nearing a **cookieless future**. Google has announced to stop allowing 3rd party cookies (2022) and Apple stopped device identifiers (IDFA).

What does this mean for businesses?

- New ways to obtain customer information are needed.
- 1st party data will be essential (and 2nd party data to a lesser degree)
- Switch focus to recurring customer in the business model.
- Customer Intimacy is vital for marketers.

Fixing your business' **data maturity** is the first step towards the future.

Data is the foundation for business' growth.

It's important to realize that Data & Analytics are more than a single growth service. Data are intertwined in every aspect of your business, or at least they should be!

- Strategic decisions (product innovation, market fit)
- Business operations (logistics, pick-up stores)
- Corporate culture (data-driven decision making)
- All elements of marketing and growth (marketing automation, content & advertising, marketplaces etc).

Solid data maintenance impacts everything.

It's a lifestyle!



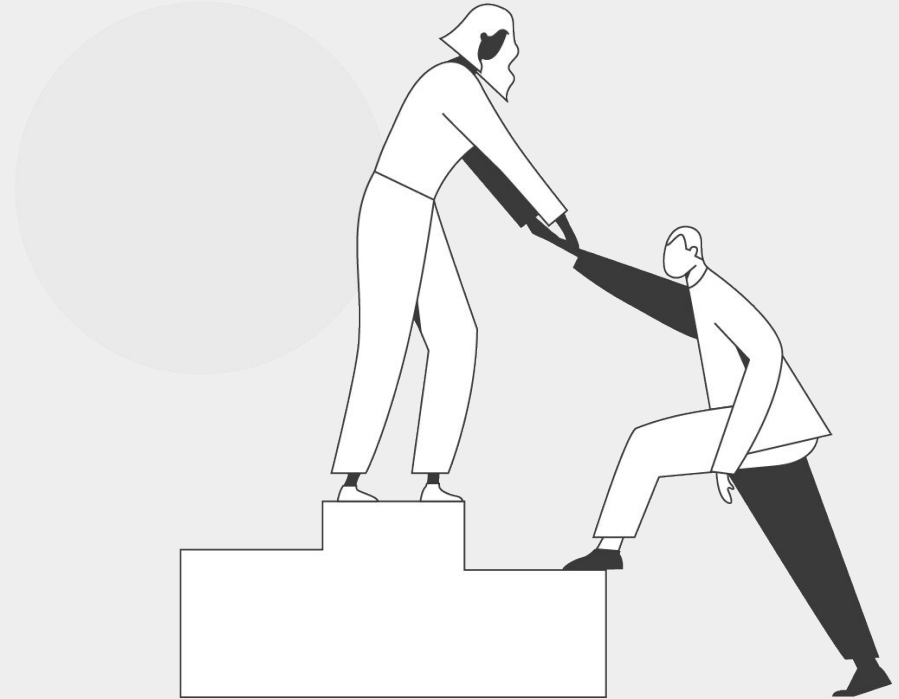
Do you need help?

You've just seen 4 big reasons why data analytics are crucial for today's businesses.

At Emakina, we understand the challenges that come with the emphasis on data. And we can help your business transform into a data-first organization. The fruits of growth will follow!

Our second playbook will dive into the specific solution we offer: 'Emakina's Data & Analytics Services'.

Triggered already? Let's get in touch.



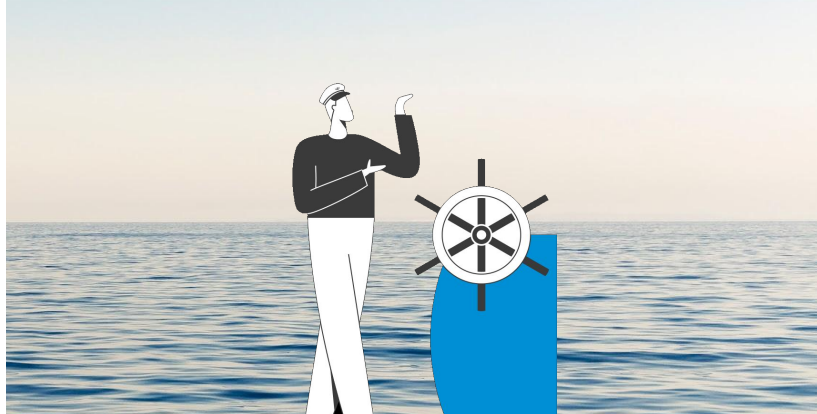


EMAKINA

WHO IS EMAKINA?

Emakina is a digital marketing agency with offices in more than 20 countries. The company is known for successful guidance in eBusiness for clients such as Bugaboo and Rituals. Emakina NL is developing as an expert in digital growth, with more than 150 people working in the Amsterdam office.

We can help grow your business.



LET'S GET STARTED! SAY HELLO

EMAKINA

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