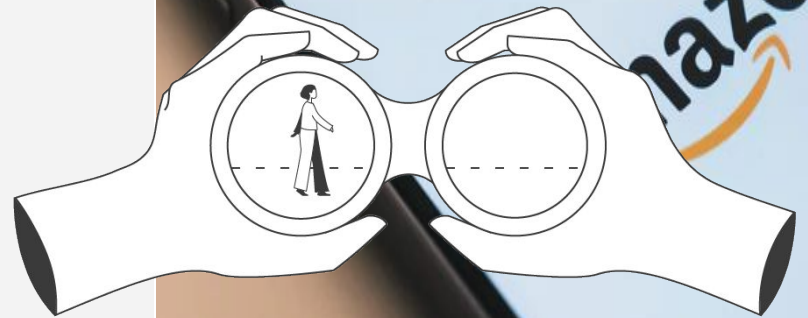




SUPPORTING YOUR
E-BUSINESS

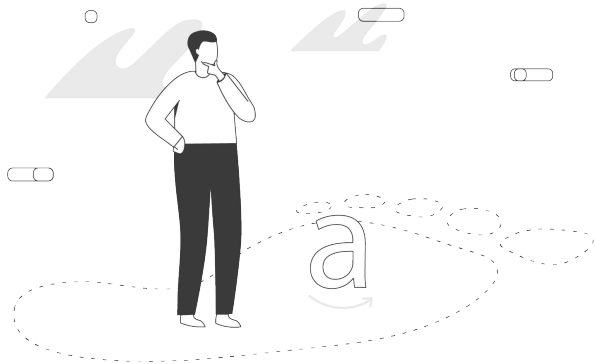
Emakina's Data & Analytics services: 6 data solutions.

Welcome to Emakina's playbook series about Data & Analytics. In this second part, you will find 6 services we offer businesses in the quest for **data maturity**.



New times, new opportunities.

Covid-19, a cookieless future and the rise of e-commerce made Data & Analytics crucial. To stay on top as a business, it's vital to keep up with the newest technologies.



In this 2nd part of the playbook series you'll find our newest Data & Analytics services. These are created with the **future in mind** and implement the newest technologies. Next to this, we offer our classic Data & Analytics services to complete the package:

- 4 brand new Data & Analytics services
- 4 classic Data & Analytics services

Altogether, these services offer great opportunities for your business!

96%
of surveyed C-suites consider
data & analytics as a leading
priority in their organization

* Source: Management Events

Emakina's new Data & Analytics services.

To stay ahead in today's data race, Emakina has created 4 new Data & Analytics services.

These services will help you gain stellar data maturity, prepare for all of tomorrow's challenges and help your **business grow.**

1
Data
Cleanup

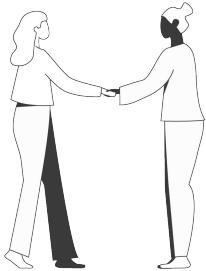
2
Data
Enrichment

3
Customer
Segmentation

4
Customer
Profiling

1 Data Clean-up.

Having clean data is like having the right tools; it has to be right at day one! All of today's tricks involve data and are aimed at personalisation and long-term relations. So to start right and maximize customer potential, you'll need clean data!



A birthday message sent on the wrong day is an example of using polluted data. It's inefficient, lame, and harmful for your customer relations. Too often though, we see businesses making such mistakes because clean data wasn't a priority.

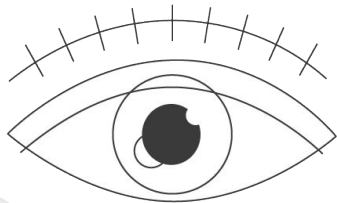
Our clean-up service will take away these errors and help **prevent polluting your data** in the future. Our service consists of four phases:

- Data governance (insights and advice on organising your data)
- Data management (specifying roles and responsibilities)
- Data health check
- Data clean-up

Data Enrichment.

With the focus shifting towards customer intimacy, it's vital to have your customer data complete. Analytics software and A/B testing are considered the bare minimum, so how to **stay ahead** of the pack?

We'll share a few tricks to fill up your customer data treasure!



Data enrichment is about gathering **correct, complete and relevant data**. In our data-first future, it's an essential part in standing out from your competition. Two examples:

- Multi-source data collection.
Combining retail info with online data is very powerful post-Covid. Many brands reduced physical stores and open smaller pickup-fitting stores.
- Different insight methods.
The IoT is a great new way to gather behavioral data with sensors, for example. Qualitative interviews can be useful to find deeper layers of motivation.

We can help in many ways to enrich your data.

Start now!

3 Customer Segmentation.

Customer segmentation based on demographics is a relic of the past. You want to know what your customers do, think and want - and target accordingly.



At Emakina, we apply segmentation criteria that are focused on **customer behavior**. Examples are product preference, buying patterns or services used - data that is mostly web-based. Additional criteria are customer specifics and customer likes and preferences.

Upon web-based data, we're also using **mathematical models** to analyse large and combined data sets from different sources. This enables us to group customers with similar data sets into particular segments.

The segments are then used to apply a **needs-based** communication with your customers. This benefits your customer relationship and will help you grow!

4 Customer Profiling.

Customer Profiles are essential in nurturing long-term and 1-on-1 relationships with your customers. It's the golden step towards applying personal communication.



Creating customer profiles is the exciting next step after segmenting your customers. Today's ecommerce champions have refined this process to the max and work with multi-layered personas.

For your marketing, this is where things get really interesting! That's because it enables us to take a step further and personalise based on **predicted intent**. This means data is used to predict the next action of an individual customer. Or an entire segment of customers with similar traits.

So what are the next actions of your customers?
Let's find out!

Emakina's classic Data & Analytics services.

Besides our newest Data & Analytics services,
Emakina also offers a selection of proven services that
remain relevant. .

**KPI Framework
Services**

**Dashboard
Services**

**Analytics & Insights
Services**

Training Sessions

New times, classic services.

- **KPI Framework Services**

In our KPI workshop, you will receive a full overview of your data needs for running a successful business. We define clear goals, KPIs and segments for each stakeholder.

- **Analytics & Insights Services**

Emakina's best-of-breed data analyst and experienced professionals analyse your website traffic. Based on the insights, you'll be advised on improvements in funnel efficacy, executed A/B tests and UX.

- **Dashboard Services**

Our dashboards provide specific and personal KPI-insights for multiple stakeholder. It's a great way to engage and inform all parties involved and make data-driven decisions.

- **Training Sessions**

Now you've seen it, keep on doing it! Our training sessions are aimed at continuously embedding the KPI-framework and keeping dashboards up to date. Data-driven is a way of life, your results will follow.

Do you need help?

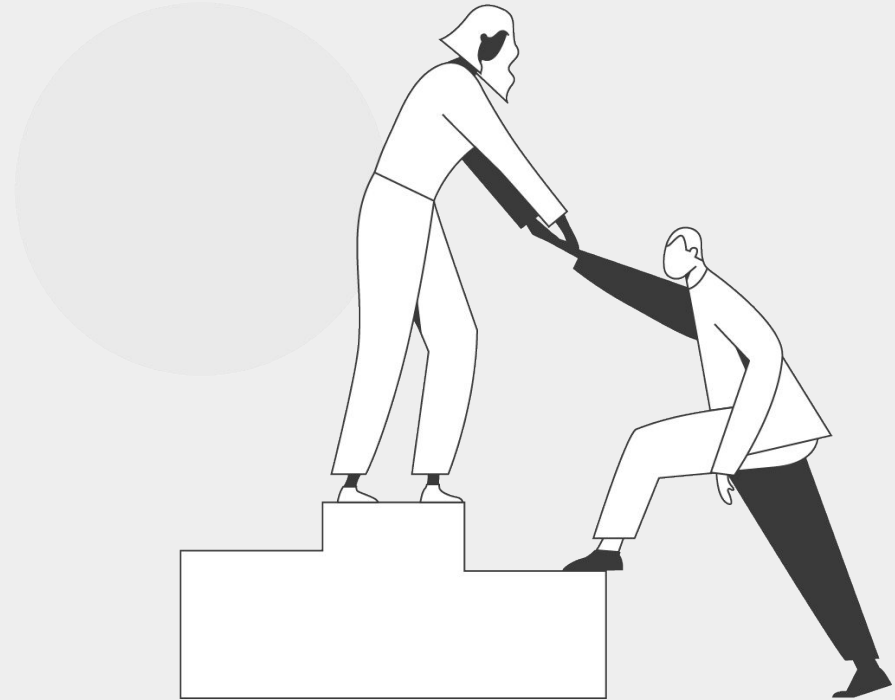
You've just seen our selection of Data & Analytics services that we offer businesses in the quest for data maturity and eventually growth.

At Emakina, we understand that every business is on a different place in the data journey. That's why we've created a selection of 8 different services that target different data needs.

Are you unsure where to start?

Or do you have questions?

Let's get in touch!



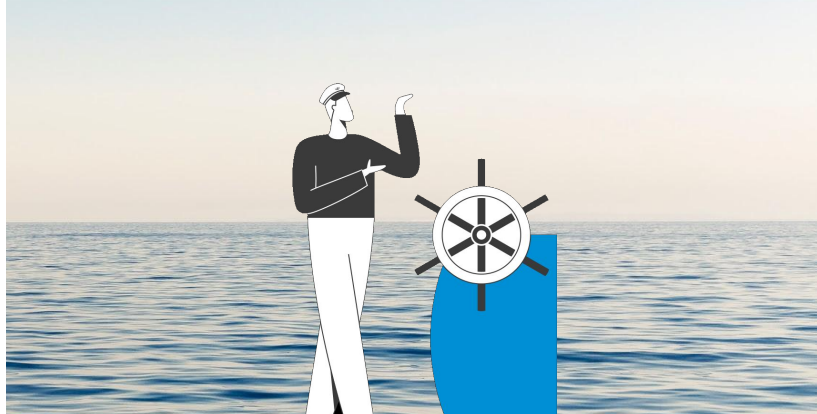


EMAKINA

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 emerging as an expert in digital growth, with more than 150 people working in the Amsterdam office.

Let's grow your business together.



LET'S GET STARTED! SAY HELLO

EMAKINA

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