

THE MARKETING PROBLEM

I know the insights I need, **but** with my customer data in so many places, **I spend most of my time consolidating data without** reaching conclusions!



Who are my **most valuable customers**?
What do they buy and how often?



How do I identify my customers in a single view, in a **single household** to reach out to them effectively with my offers?



How do I **understand my customers** better to optimise my marketing efforts and maximise ROI?

Getting answers to these questions isn't easy. You need data sources that are consolidated in a single, easy to query database.

 **shopify**

 **mailchimp**  **KLAVIYO**


Google Analytics

OUR SOLUTION

A **singular** view of your customers with **Shopify**, **Google** & **marketing** data in one place, aggregated into datasets you can query.

We understand the individuality of each business. That is why our solution allows full customisation and flexibility, to tailor to your business-specific needs.

Pulling together all available customer data into a single database of literally millions of data points has enabled us to optimise our new customer acquisition strategy moving forward.

Blake Hughes
Director, Skinny Tan

SKINNY
TAN



HOW DOES IT WORK?

Our solution **does the magic** to bring all of your data **together**.

- 1 We collect customer data from your Shopify, Klaviyo/Mailchimp and Google platforms daily.
- 2 Our processes churn the data, slicing 'n dicing it to create data sets for various reporting models.
- 3 The data is then available to you to run your queries and update the reports as you need.

Recency - Frequency - Monetary

These three variables can tell us a great deal about our customers and their buying habits. It relies on the fundamental premise that someone who recently bought something, who shopped often and who spent a lot is more likely to respond to our next campaign, than someone who bought something a long time ago, shopped infrequently and spent next to nothing.

Luisa Cacioppo-Smallwood
Head of Marketing, Polarn O. Pyret

POLARN O. PYRET

MATURITY

6 yrs.

Our solution has been perfected over the years; a tried-and-tested platform that delivers as advertised. No gimmicks!

SCALABILITY

25 mil rows

The approximate volume of customer data our platform currently slices 'n dices daily. And it's fully scalable too.

ROI

100%

Data-driven and fact-based marketing initiatives enabling effective decision-making backed by insights produced by the model.

OUR OFFER

Going **beyond** just offering a data platform, we offer a complete **solution as a service**.

We succeed where others fail by taking time to gauge a deep understanding of your business and specific data needs.

- A dedicated Proof of Concept deployment to show-case the solution based on your data.
- Continuous consultation to ensure the data model is meeting your data needs, as well as keeping in line with any changes to the data requirements.
- A true understanding of your business, providing a second pair of eyes from the outside in, with a marketing and technological viewpoint.
- Monthly or quarterly meetings with our marketing experts.
- Get easy, unrestricted access to all your data on demand, whenever you need it.

FREQUENTLY ASKED QUESTIONS

Can we analyse the data using standard office apps?

Yes, you can use Microsoft Excel or Power BI to connect to the data source and run your own specific queries, build dashboards, or generate reports based on ready-to-use data views.

How can I determine which data queries will add value to my business?

Our solution comes as a service, we will take time to understand all aspects of a business. With our expert knowledge, we will collaborate with the client to access the relevant data for the business. We can provide instant access to all your e-commerce and marketing data.

Can we access our raw data?

Yes, we can provide instant access to all your eCommerce and marketing data.

Can we run our own specific queries on the platform?

As touched upon earlier our platform allows complete fluidity to keep up with your ever-changing data requirements.

Will this solution help small online retailers like us?

Data-driven marketing can help any retailer as it enables the marketing initiatives to be based on facts and a 360-degree view of your customers.



NEXT STEPS

Give us a call and let us
showcase our solution through a
proof-of-concept deployment.

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