The Retailer's Playbook for Customer Acquisition

A data-driven approach for turning shoppers into buyers

Introduction

Acquiring new customers is a crucial marketing task for any retailer – from the smallest mom and pop shop to largest global powerhouse. In a recent survey of leading retailers and direct to consumer brands, Oracle and CommerceNext found that 81% of marketers say acquiring new consumers is one of their largest marketing priorities despite having higher costs than customer retention.[1]

Yet, acquisition is a costly endeavor that can burn through marketing budgets in a flash. A recent Hubspot survey found that the cost of acquiring new customers has increased by over 50% in the last five years,[2] making it incredibly important to have a focused acquisition strategy.

We developed this guide to help retailers build or improve their data-centric acquisition program – one that eliminates wasteful spending, attracts high-value customers, and is aligned with business priorities to drive growth.

The four phases of program development

Phase 1: Establish a baseline and define objectives

Phase 2: Define your audience

Phase 3: Identify your audience's needs, motivations, and preferences

Phase 4: Put your go-to-market plan into action

Phase 1

Establish a baseline and define objectives

To build a comprehensive customer acquisition program, companies should begin with a high-level approach to planning. This includes understanding where your organization is today, setting marketing objectives, establishing criteria for success, and engaging key stakeholders across the organization.
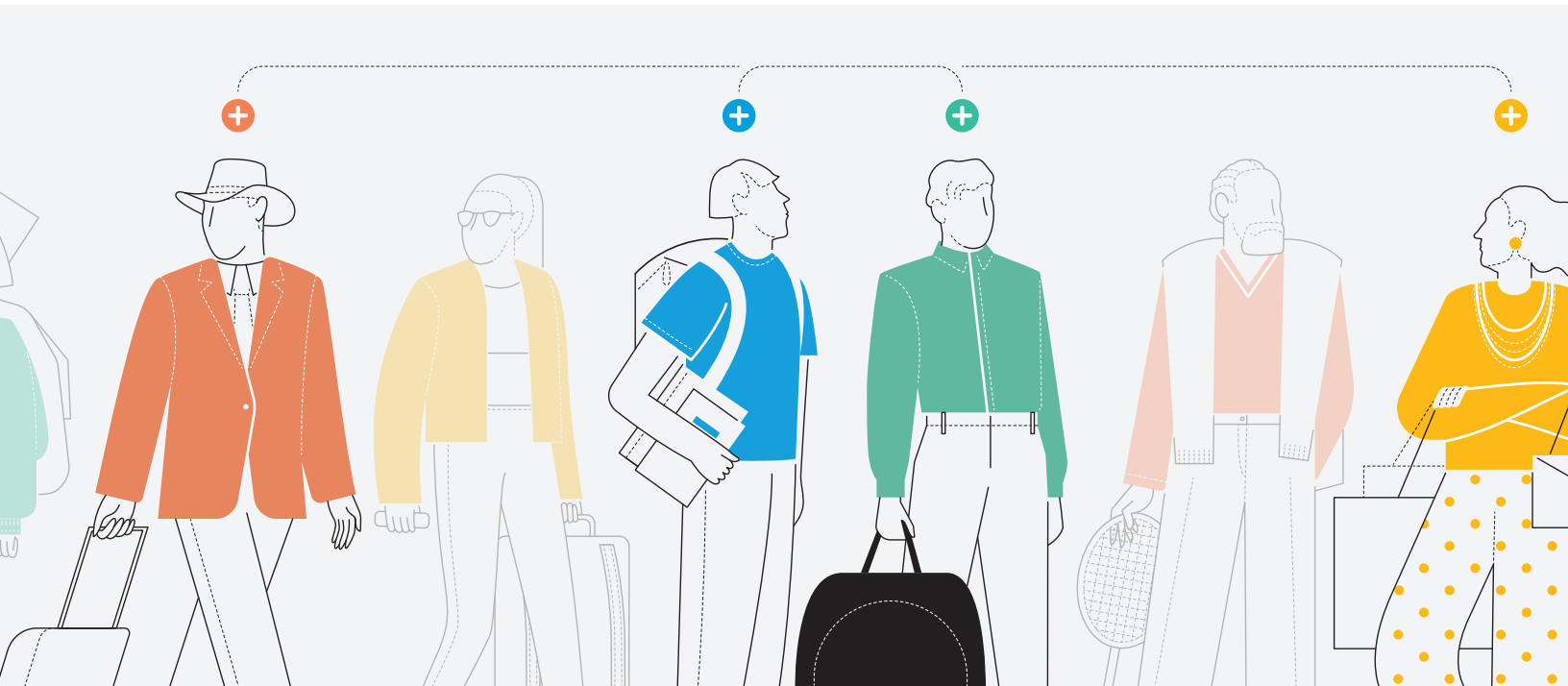
A successful acquisition strategy:

- Supports business objectives
- Is data-informed
- Is people-vetted
- Represents a shared vision by all stakeholders and business leaders

The process begins with a deep analysis of past performance, current key performance indicators (KPIs), and acquisition needs across business units. This will ensure that the overarching acquisition strategy meets business goals and provides clear direction to all teams.

What key insights should guide you?

As a key first step, it's important to perform an analysis to understand the "why" behind your acquisition program and uncover insights to help you focus your efforts. For example, you may analyze your financials and find that your attrition levels are too high to meet revenue targets, or that you are not attracting enough high-value customers, or that your most profitable product line is used by fewer customers than a low-margin one. Insights like these will help you shift efforts toward the biggest potential revenue generators.

What are your goals?

After identifying insights about your organizational needs and the reasons why acquisition is important to your business, you can build a business case and seek buy-in from across the organization by tying estimated outcomes to specific goals. Common goals might include:

Offsetting attrition	Growing your customer base	Hitting sales or lead goals	Expanding into new territories	Re-engaging previous customers

How will you measure success?

Next, you'll want to identify which KPIs and engagement metrics are important to every level of your business. For example, high-level acquisition KPIs could include cost per acquisition (CPA), return on advertising spend (ROAS), and the number of new customers acquired. Consider which KPIs matter most to your senior leadership, your finance team, and your marketing team. By identifying the KPIs that matter to key stakeholders now, you can plan in advance for how to measure against them and report back on progress.

BRAND EXAMPLE
Third Love

Women's undergarment brand, Third Love learned a valuable lesson when they evaluated how they were measuring their acquisition campaigns on Facebook. Initially, the brand was only attributing conversions to direct clicks on Facebook ads, but this method did not take incremental lifts from consumers who viewed the ad and later went on to make a purchase.

When the brand adopted a more sophisticated attribution model that accounted for incremental lift from views and connected first party data (like website traffic and purchase data) with campaign results, it gave them a more accurate picture of the impact of their marketing spend – and helped them realize that Facebook was driving 71.8% more incremental conversions and had a much lower cost per action than they initially thought.[3]

What can you learn from past performance?

Unless your business is a start-up, chances are you've done some acquisition campaigns already. Reviewing past performance is a key step often missed when laying the groundwork for an improved acquisition program. Companies should analyze previous efforts to understand what worked (and what did not) and leverage recent learnings to make informed decisions going forward. For example, an analysis of past campaign metrics and results can help identify reasonable KPI benchmarks, allowing you to set expectations and goals for performance before you begin. Likewise, a channel analysis can help you determine which platforms and channels were the most successful in previous efforts.
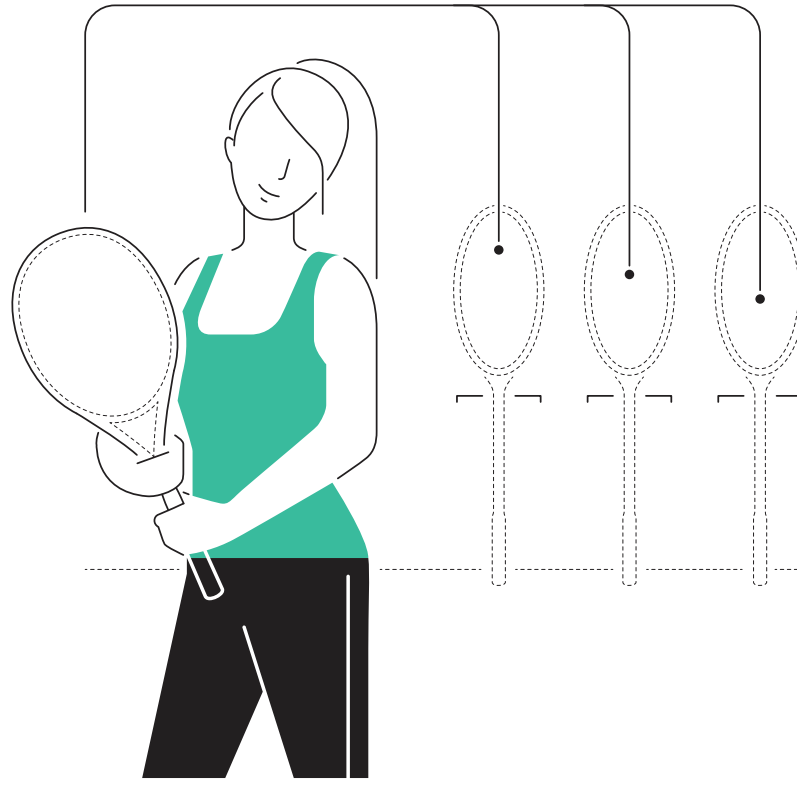
How can you build alignment across teams?

Executives should involve team members across all departments early in the process to ensure stakeholders agree on key insights and roles/responsibilities for their acquisition program. Negotiating disagreements before the plan is put into place can help avoid frustration and missed opportunities later. In addition, solidarity across teams will make it easier to get budget and resources allocated to the project.

What is your plan for retention?

Once you've acquired new customers, how will you drive long-term value? Given the high cost of customer acquisition, it's essential to have processes in place (like welcome and registration programs) that will convert consumers from new buyers to repeat customers to loyal advocates. If your new customer onboarding or welcome program needs an update, make sure that it is part of your planning. To ensure your company is set up to realize the full value of new acquisitions, you should also review retention strategies.

BRAND EXAMPLE
Community Coffee

Data Axle client, Community Coffee, redesigned their subscriber welcome series to provide a better customer experience. To reduce unsubscribes and give consumers more control over how they would like to be communicated, Community Coffee promoted the option to update preferences in the very first touchpoint. The welcome series has generated an incredible 47% average open rate and a 23% average click-to-open rate across all three touchpoints as well as a $61 average order value to date.
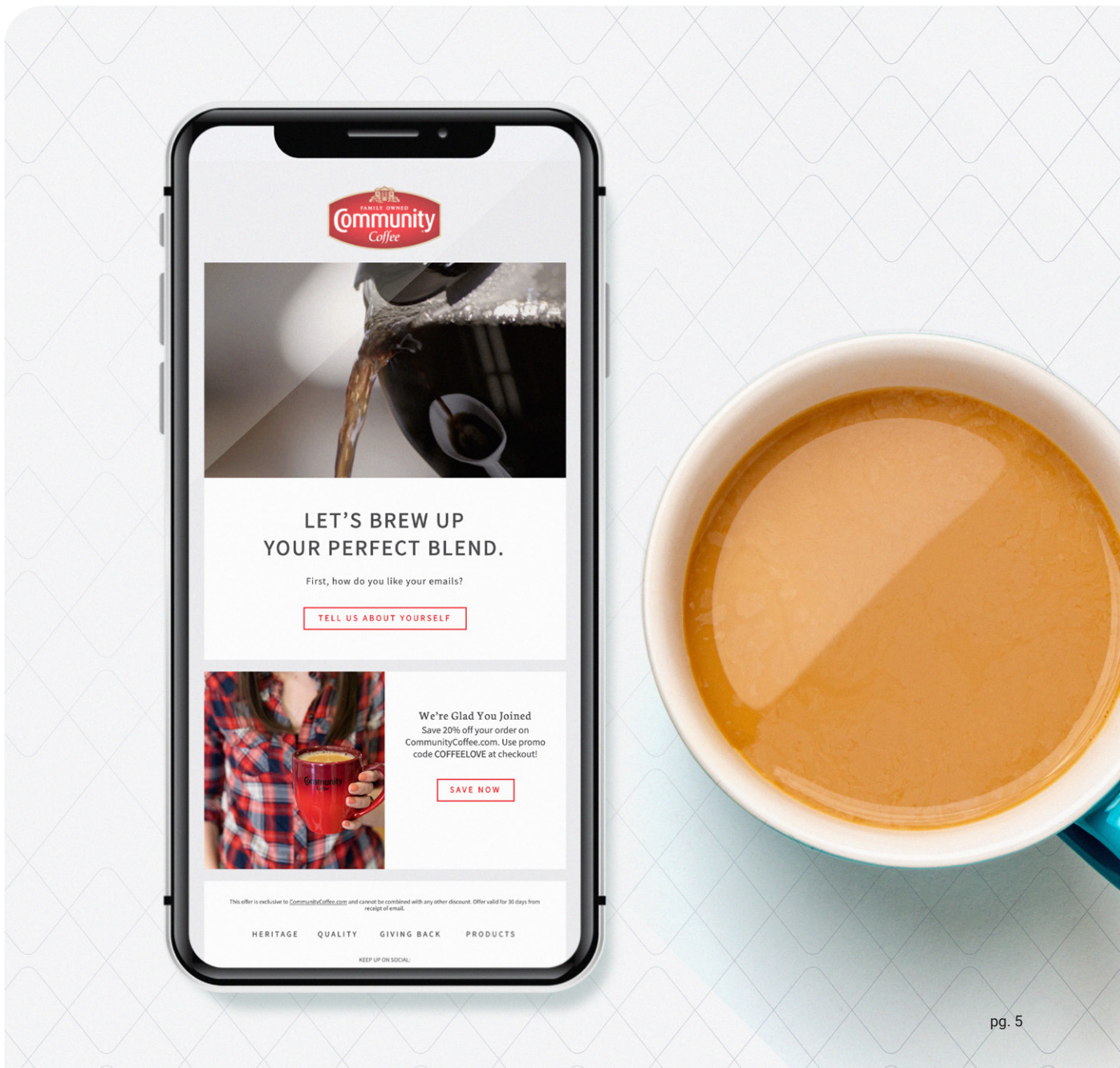
Phase 2

Define your audience

Many marketers are familiar with Pareto's principle, also known as the 80/20 rule, which presumes that 80% of an organization's profits come from 20% of their customers. However, some companies lack the data to identify their high value customers. To identify who to target for acquisition campaigns, ask yourself these key questions:

**To identify who to target for acquisition campaigns, ask yourself these key questions:**

- Who do you have today?
- Who do you want?
- How much are you willing to pay to acquire them?
- How can you identify them?

Who do you have today?

Performing a comprehensive data analysis is key to helping retailers understand their current customer base. Steps to take during this analysis include:

Take inventory of your data

Examine your first-party customer data to identify what intelligence you currently have and what you will need. Building a complete picture of your best customers often entails enhancing your existing database with third-party data. Working with a data provider like Data Axle allows you to understand key insights about consumers' lifestyles, values, and motivations. For example, you might layer on missing demographic information (e.g., age, ethnicity, etc.), psychographic data (e.g., values, interests, attitudes, etc.), or life event data (e.g., marriage, a new baby, etc.) to help you identify and understand your best customers and find your best prospects.
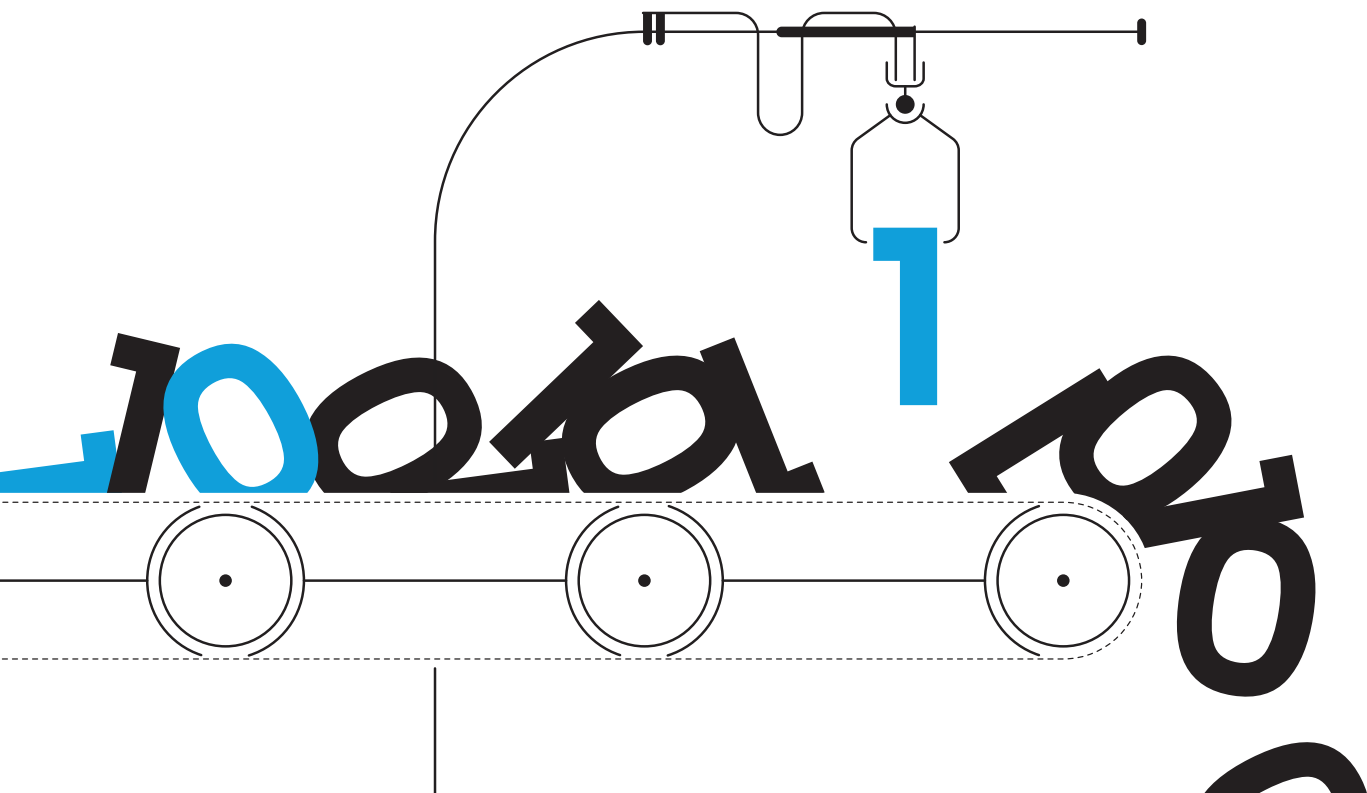
Build customer profiles

Marketers should analyze their databases and segment existing customers into groups to better understand their needs and purchase behaviors. By combining multiple types of consumer data – from zero-party data such as surveys, to first-party data on customer interactions and purchasing behaviors, to third-party data on demographics and life events – retailers can segment their customers based on their goals and defining attributes.

One-timer description:
Buyers who have sold only one item in the last one year

Summary:
One timers are 6% of the total customer population.

Demographic Characteristics
Gender: Female 46%
Age Range: 23-45
Marital Status: 54% married
Home ownership: 48%
Income average: $64k/yr
Ethnicity: 75% Caucasian
Education: 69% college

Customer Value
Share of local population: 6%
Share of total volume: 1%
Total GMV value ($8): $0.1
Avg. GMV value per customer: $208
Annual GMV + GMB value per customer: $1,038

Top 5 Buyer Needs
1: It is a safe place to buy online
2: Ease of purchase
3: Likes free-shipping
4: Wants tailored product promotions
5: Will not buy without coupon

Buying Behavior
Avg. GMV per transaction: $203
Time span of selling activity: 1 week
Avg. time between purchases: 360 days
Promotion-to-buy conversion rate: 58%
Percent mobile buy: 8%
Response to promotions: 3%

Technology Use

Tablet
Smartphone
Desktop

Tablet
Smartphone
Desktop

● Email Readership
● List item
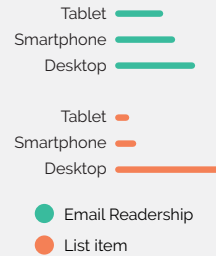
Use personas to paint a picture of your customers

Personas are fictional characters used to represent specific types of customers. Companies can use personas to understand their customers in a way that is rich in detail, actionable, and easily understood by all teams within the organization. Having well-defined personas can also help you develop more effective personalized massaging and creative.

BRANDI TYLER

MUNRO AMERICAN

PROFILE	Narrow Feet
GENDER	Female
AGE	36
LOCATION	Los Angeles, CA
OCCUPATION	Receptionist; $38k

MOTIVATIONS
Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pair that fits her narrow feet. Recently, she's turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling "narrow width shoes" and reading other reviews online about the company.

GOALS
• Needs an SS (4A) width shoe
• Would like to purchase several pairs to fit occasion, style, and color
• Hoping to find that she doesn't have to sacrifice style or options when searching by fit

FRUSTRATIONS
• Not being able to filter available shoes by width
• Getting far fewer options when she applies width filter
• No other recommended shoes when she's looking at a pair she particularly likes

"It's SO difficult to buy shoes that fit my feet."

REAL MUNRO CUSTOMERS

"My whole life has been a choice between fit and style - when I was younger, I went for style & my feet killed me. As an adult, I tried for fit & the styles were for 95 year olds. This shoe is the 1st time I could get both."

"I wear a 4A and I have struggled my entire life finding shoes narrow enough for my feet and more so in recent years. I stumbled onto this Munro brand sandal and was shocked to find it comes in up to a 4A width and it actually fit and is like wearing a glove! I now have two pairs in different colors."

"Love these slides so much I went out and bought two more pairs. I have very narrow feet and they fit perfectly. They're very stylish and I get compliments whenever I wear them."
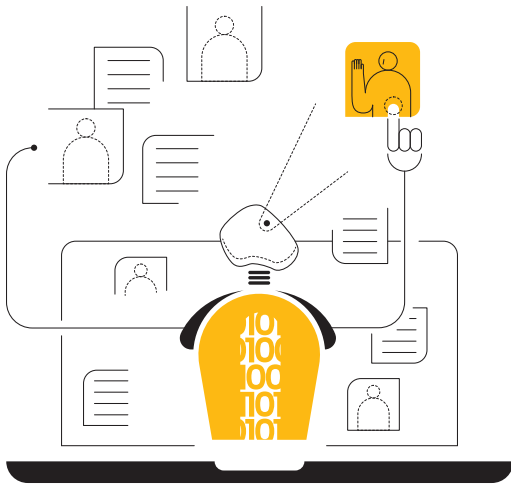
Assess customer engagement and satisfaction

By analyzing available data – such as Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), campaign interactions, site visits, and purchase frequency – companies can evaluate how loyal, engaged, and satisfied their customers are. This analysis can uncover which channels generate the most activity and conversions, allowing the company to understand customer perceptions and have a more complete view of what is important to them.

Understand why they chose your company

It's important to identify what matters most to your customers. Why do they choose you over competitors? Why did they become a customer in the first place? Was it your reputation for selling a quality product? Your competitive pricing? Excellent customer service? Understanding the answers to these questions can help you identify the aspects of your company that are most attractive to your prospective audience.
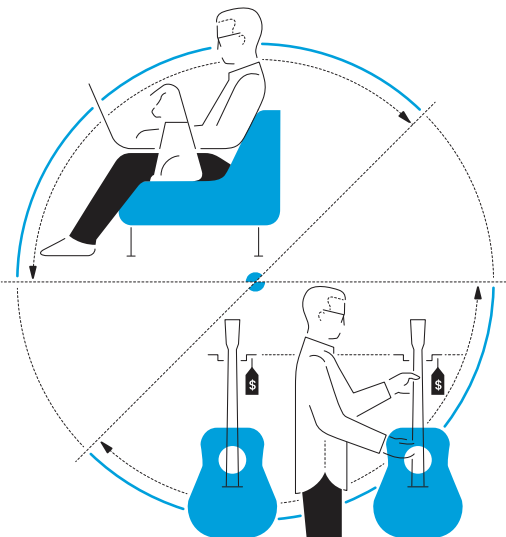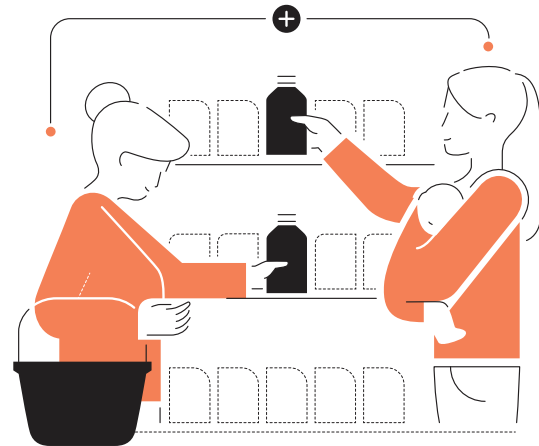
Appraise their value to your business

Identify your highest value customer groups by analyzing how each segment aligns with overall sales. This can help you prioritize marketing budgets. Analysis of customer and sales data (using the RFM model built on recency, frequency, and monetary value) can help companies identify their most valuable customers based on their past purchasing habits.

Quantify your lapsed and lost customers

Performing an analysis of [lost and lapsed customers](#) can help you understand who you're trying to replace and ideally why they left. This step is particularly important if attrition is a challenge for your organization.

BRAND EXAMPLE
Global retailer

An established global retailer sought the help of Data Axle for strategic direction to improve its addressable marketing performance and marketing ROI. Data Axle's Analytics and Insights team went through a rigorous discovery process with the client by initiating a comprehensive data analysis designed to identify, size and prioritize customer and market growth opportunities.

After identifying high-priority customer segments to dramatically impact the client's marketing strategy, media spend and campaign performance, Data Axle put together a micro-segmentation strategy, designed to focus on the client's most likely to respond customers and remove the lowest performing segments from catalogue circulation. Dropping the lower performing segments allowed the retailer to invest more heavily in their higher performing segments, which could result in 7x the amount of sales.

Who do you want?

A key part of defining your audience entails asking who you should target in order to attain the business goals your organization laid out in Phase 1.

Ask yourself:

- Do you want more of your highest-value customers?
- Are you looking to reach a new customer segment?
- Do you need customers who purchase specific products or services?
- Are you hoping to attract consumers in a new geographic territory?

The more clearly a company identifies who they want to attract, the stronger their acquisition strategy will be.

BRAND EXAMPLE
Yeti

Yeti established itself as the "coolest" cooler brand through a creative targeting strategy that quickly grew the brand by building connections with outdoor enthusiasts. First, they reached the local hunting and fishing market through a brand ambassador program that enlisted the help of influential guides and local fishermen to spread the word about their product.

They then expanded their reach by targeting local feed-and-seed stores – reaching farmers and ranch hands who are likely to spend a lot of time outside. Finally, they expanded their strategy to include camping, mountain biking and other outdoor "tribes". By targeting groups with specific interests that drove a need for a high-performing cooler, the brand was able to quadruple sales within three years, even though their cooler was ten times the cost of competing products.[4]

How much are you willing to pay to acquire them?

Marketers often decide what to spend on acquiring new customers by performing an analysis of how much revenue the brand currently receives from newly acquired customers. They then determine an optimal budget by estimating the customer acquisition costs from previous efforts.

CPA
Cost per acquisition

CAC
Total spent to acquire new customers / number of new customers acquired
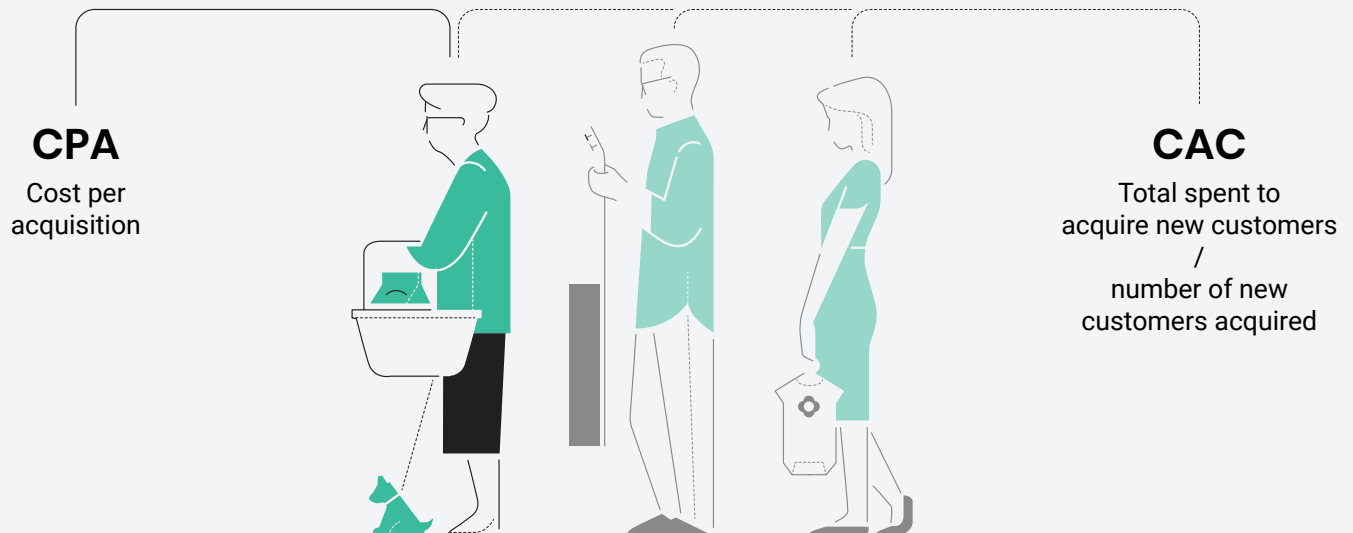
Certain industries have a higher average CAC than others. For example, retail has a CAC of $7 and financial companies have a CAC of $175.[5] Retailers can calculate longer-term metrics, like average customer lifetime value and revenue per customer, to help inform how much they're willing to spend on new acquisitions. Keep in mind that as you hone your acquisition strategy, results will improve, which means your acquisition costs should decrease over time.

BRAND EXAMPLE
ECCO

Footwear retailer, ECCO decreased their customer acquisition costs by 14% by leveraging the data at their disposal to measure their marketing performance.[6] The ECCO team wanted to create ads that showcase their top-selling shoes and get them in front of the right prospects. After an analysis of their marketing program, the team decided to switch from text-based Google Ads to image-based Google Shopping Ads to lower costs. They then developed their product feed. A product feed is an internal CSV, TXT or XML file made up of a list of products and their attributes so that they can be displayed to consumers when advertising. They optimized their product feed by ensuring all product specs, images, and other necessary information (such as shipping charges and return policies) were included within their ads and product pages.

After the campaigns went live, they assessed the performance of each ad, adjusting as they saw what worked and what didn't. This led to the continuous optimization of the product feed and ad content, which lowered their customer acquisition costs.[7]

How can you identify your prospects?

Having a clearly defined target is extremely important because identifying the **right** prospects (those who provide the highest value and are most likely to convert) can reduce customer acquisition costs and decrease wasted spend. They can do so by using a variety of acquisition tactics to identify which prospects to target. Some examples include:

Look alike models

Lookalike models use demographics (e.g., age, gender, income) and psychographic attributes (e.g., interests, hobbies, values) to identify prospects with characteristics that are similar to those of your best customers. Lookalike models are one of the most popular methods to identify acquisition audiences. In fact, according to Google, companies that use their Similar Audiences feature (Google's version of lookalikes) generate 60% more impressions, 48% more clicks, and 41% more conversions.[8]

Response models

Response models help discover the prospects who are most likely to respond with actions that align to specific marketing objectives (making a purchase, clicking an ad, submitting a form, etc.).

Prospect valuation models

Prospect valuation models identify prospects with the highest predicted future value.

Custom audiences

Custom audiences involve a direct integration between digital advertising platforms and the advertiser's data management platform (DMP). For example, Microsoft Bing, Google, and Facebook all offer the ability to create custom audiences using your own first-party data.

Intent data

Intent data helps companies with B2B products identify targets exhibiting specific behaviors and signals that indicate they are in the market for a certain type of product.

Lost and lapsed customer data

Lost and lapsed customer data can help you identify valuable audience members to reacquire through win-back campaigns.

Phase 3

Identify your audience's needs, motivations, and preferences

Once a retailer has completed an analysis to identify their target audience, they can focus on connecting with them. This process involves asking:

- What problem are prospects trying to solve?
- When do they need your product/service?
- Where can you reach them?
- What messaging will motivate them?

What problem are they trying to solve?

Understanding your audience and focusing on their needs instead of simply pushing your products is the key to successful engagement. Most consumers aren't looking to buy a product; they are looking to fill a need. For each customer segment, retailers should:

- Collect data (through surveys and other methods) about what problems their audience is trying to solve
- Analyze how their company addresses the needs of each customer group
- Examine how their company answers the need in a way that their competitors do not: understanding why consumers choose your company instead of the competition allows you to develop informed marketing strategies that emphasize these differences.

BRAND EXAMPLE
Keurig

Keurig cemented its place as the king of single-cup coffee products through a savvy recognition of some key consumer problems in the coffee-drinking world. Keurig recognized that their K-cup coffee pods allow consumers to have a fresh cup of coffee, tailored to their taste, instead of having to drink the stale, bitter coffee typically provided in their office, local car dealership, hospital, etc. By focusing on the consumer problems that their products fixed (old coffee, lack of choice), the brand developed a strategy for growth through selling to corporate accounts and office managers – getting their products into the hands of consumers who were most in need of having their coffee woes addressed by K-cups.[9]

K·Mini Plus™
SINGLE SERVE COFFEE MAKER

KEURIG

REMOVABLE ONE CUP RESERVOIR
- add fresh water for each brew
- removable reservoir makes for easy cleaning and filling

When do your customers need your product?

Successful acquisition programs depend on reaching consumers at the right time. Retailers can perform an analysis based on what they know about their customers to uncover trends and pinpoint when they are looking for a certain product. Understanding what is driving the customer's need can help identify when they may be looking for information and how long their research and consideration phase may be.

"When" a consumer is receptive to your message can be influenced by a variety of factors. For example, consumers' needs for a product/service might be motivated by:

- The time of year (e.g., seasonality of a sport, weather events, or consumer needs around a specific holiday)
- Where a consumer is in their lifecycle journey (e.g., ready to buy, upgrade, or just learn more about your products)
- Life events (e.g., just moved, recently married, became a homeowner, retired, had a baby, etc.)

BRAND EXAMPLE
Target

Having a baby is a huge life event and one that requires a lot of spending. Big box retailer, Target, used machine learning to detect when customers were about to become parents and entice them to choose Target as they stock up on essentials for the new addition to their family. Target hired a machine learning expert to create models that predicted when a woman was pregnant by analyzing common purchases made by customers shortly before they opened a baby registry. Target used this data to personalize messaging and create relevant offers, so prospective customers would be offered products before they even knew they needed them.

Where can you reach them?

Through an analysis of past acquisition campaigns, cross-referenced with customer data, retailers can predict which channels will be the most effective for new acquisition efforts. For example, if you are hoping to attract more customers who purchase specific products, an analysis of your campaign results might provide some insight into where to focus your marketing budget. Similarly, analyzing your current customers who purchased a specific product might reveal that the product is popular with young consumers, leading your company to choose marketing channels that appeal to a younger demographic.

BRAND EXAMPLE
Soft Surroundings

Women apparel and home décor retailer and Data Axle customer, Soft Surroundings, has a very specific target demographic – their audience is busy professional women with families and a good amount of disposable income. They decided to use Facebook to engage new prospects and convert them into customers. They used a range of Facebook products, including ads in stories (Facebook statuses that only last 24 hours), custom audiences, Instagram sponsored ads, lookalike audiences and Facebook marketing partners – Facebooks' end-to-end campaign service - to get in front of their target audience. The full-fledged Facebook campaign worked and the brand was able to lower the cost of their cost per new customer by 46%, increase sales by 90% and drive a 78% increase in ROI.[10]

46%	90%	78%
lower cost per customer acquisition	increase in sales	increase in return on ad spend

THEIR STORY

Celebrating women

Headquartered in St. Louis, Missouri, Soft Surroundings recognizes that women lead busy lives as mothers, friends, daughters and employees, rarely prioritizing themselves. So, Soft Surroundings sells products that celebrate and pamper over-committed women. Its products span 4 categories: apparel, cosmetics, home and jewelry.

What messaging resonates with them?

Powerful creative is vital to reaching and engaging consumers. Starting at the highest level and taking a data-driven approach ensures messaging, imagery, and final creative are aligned across all media and consumer touchpoints for a cohesive experience.

Tools to develop messaging that resonates with your audience include:

Consumer research

Customer survey data isn't just for product development, it can also help inform marketing strategy. There are several different types of surveys retailers can use, including customer feedback, market research, and brand awareness surveys. These surveys help retailers understand how customers perceive their brand, which channels they respond to and how to best tailor messaging. These surveys can be designed to reach consumers on different channels, such as online, email, direct mail, telephone and mobile/SMS. This first-hand customer feedback is invaluable when it comes to shaping future campaigns.

Creative ideation/brainstorming

Marketing teams can hold brainstorming and creative ideation sessions, either internally or with a creative partner, to explore how they might bring their message to life for the consumer.

Concept testing

Conducting consumer focus groups or test panels can help evaluate creative concepts and ideas to understand consumer reactions. As an outcome of this process, you might want to look to identify one champion piece of creative and one challenger piece of creative to put into market.

A/B market testing

Companies can release multiple creatives to the market and conduct a champion/challenger(s) test to pinpoint the top-performing campaign messaging. When possible:

- Use testing tools to conduct a head-to-head matchup of both creatives to determine a winner. Companies should strive to understand which concept resonates best, both overall and by segment.
- Continue the A/B challenger approach to refine messaging to achieve optimal results. – Testing should be an "always-on" process.
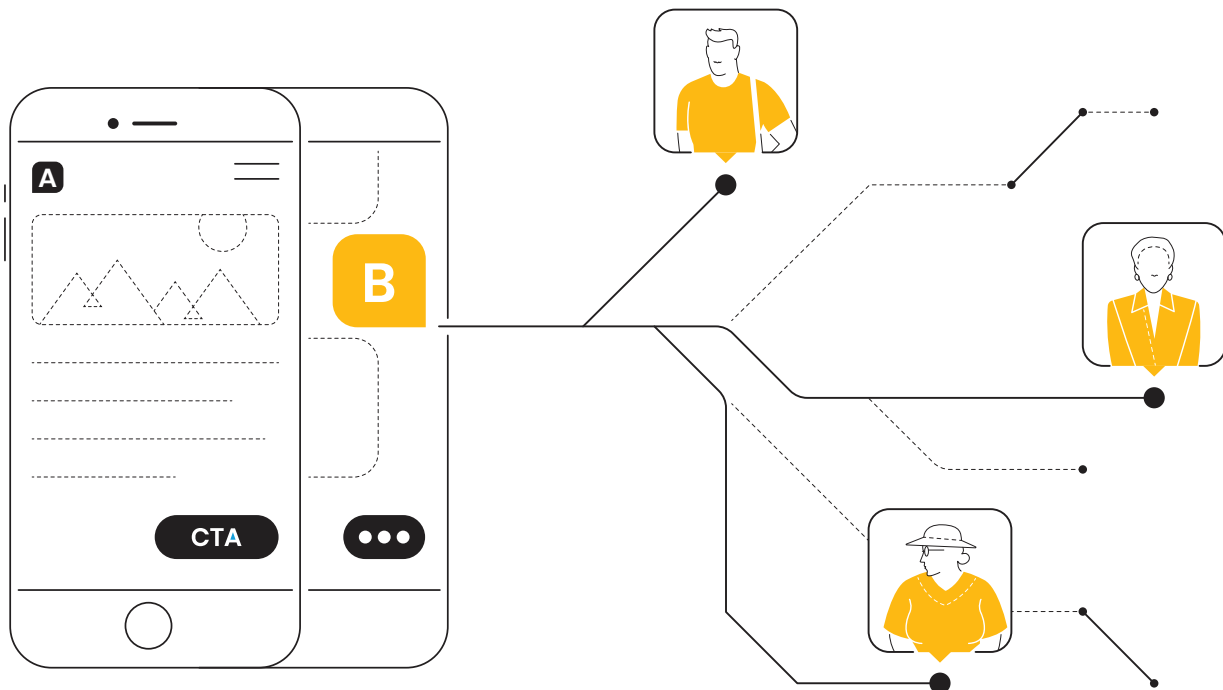
BRAND EXAMPLE
Revolve

Clothing retailer, Revolve, wanted to increase the usage of their mobile app. Revolve designed and tested a two different calls-to-action (CTA) to see which one would be more appealing to their customers. Half of their mobile web visitors saw a splash page with a hard-sell promotion to download the mobile app. The other half saw a splash page with a softer promotion. They measured bounce rates and app downloads as key success metrics.

The A/B testing showed that Revolve's audience preferred the hard-sell; directing shoppers to that page increased app downloads by 350%.[11] Not only did Revolve increase app downloads, but they learned valuable information about their audience.

Original

Variation
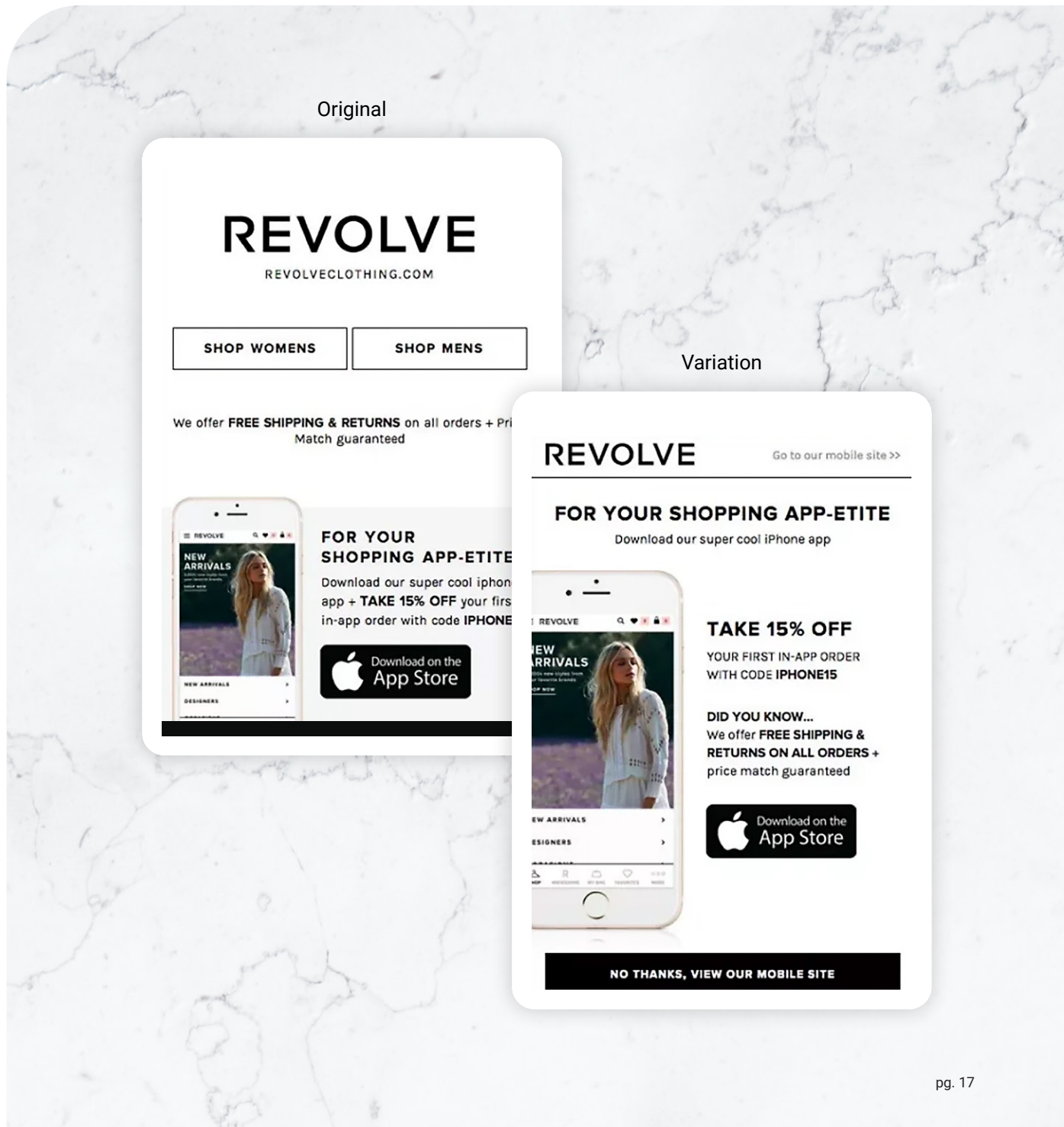
Phase 4

Put your go-to-market plan into action

Phase 4 of enacting a customer acquisition program moves the strategy from concept to action by finalizing internal processes (i.e., how your team will work together), platforms needed to achieve your acquisition goals, and plans for performance optimization.

What process will work for your team and deliver results?

In a recent survey, 35% of Chief Marketing Officers (CMOs) felt that new customer acquisition is a top expectation of the management team.[12] CMOs need to work closely with their product and sales teams to achieve the results they want to see. Brands can boost acquisition program results by focusing on tactical coordination when it is time to go-to-market.

Specifically:

Team alignment
Finalize which teams, both internal and external, will be involved. Clearly outline expectations and timing so teams can plan and resource appropriately.

Creative
Ensure there is enough time for creative research, review, revisions, and testing before launch. Getting the message right is critical to the success of any acquisition campaign.

Media process
Identify which channels you are going to include in your marketing mix. Align all teams who manage these channels, including any external vendors, with an all-hands kick-off meeting to review the plan and confirm your ability to execute. Establish regular checkpoints and a central owner of the campaign to coordinate across parties.

Reporting and measurement definition
Clearly document all required KPIs and ensure the ability to track and report on them ahead of the campaign launch. Set expectations around frequency and granularity of reporting for each group/stakeholder to ensure there are no surprises when you deliver reporting as the campaign goes into market.
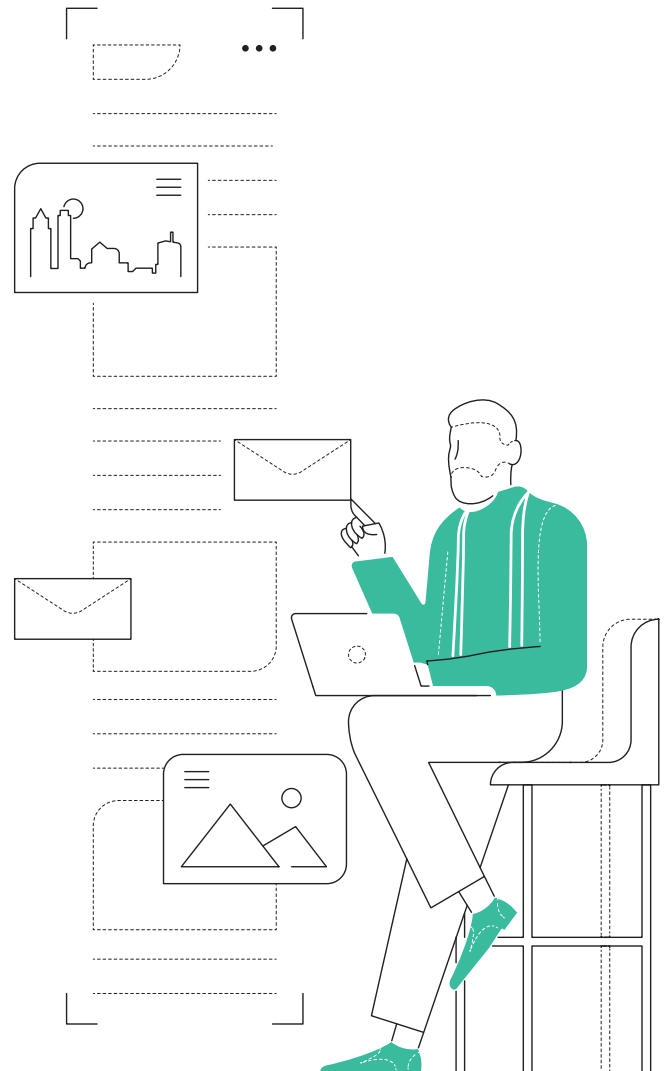
BRAND EXAMPLE
Nordstrom

Clothing retailer, Nordstrom, uses an omnichannel strategy to reach potential shoppers. The retailer has the extra challenge of having to develop a coordinated strategy that works for all brands under their umbrella, their physical stores, their ecommerce websites, multiple mobile apps, different social media accounts, and across internal teams. How do they do it? By unifying customer data.

Nordstrom stores all the data on each customer together, so they know when a consumer has shopped at Nordstrom, Nordstrom Rack or both when they look at their record. They also save data on the customer's preferred store, entire purchase history and cross-channel returns and exchanges. Each internal team is able to access this 360-degree view of the customer, which allows Nordstrom to provide a seamless, personalized experience even as the customer moves across brands and channels.

What platforms are best suited to delivering on your goals?

A survey by Nimbus Ninety found that half of mature businesses say their legacy systems are holding them back from undergoing a digital transformation that would increase customer acquisition.[13] To set your company up for successful acquisition program, you need to select the right technology platforms and partners to meet your business objectives.

These could include:

- Email service providers
- Data service providers
- Acquisition platforms
- Walled gardens (e.g., Facebook)
- Direct mail/media planning solutions
- Partner-based marketing solutions (also known as B2C lead generation)
- Affiliate marketing platforms

Companies can engage platform partners to ensure support and ongoing success. For example, platform partners can advise which technical capabilities might help you reach your acquisition goals; they can also help you understand how to leverage connections between your systems and how to automate processes to maximize ROI. You can also work with providers to enact a plan for how to manage platforms and test new features, particularly if you plan to add new tech products or capabilities as part of the program launch. Enlisting the help of platform partners can help you discover innovative approaches that might not have otherwise been considered.

BRAND EXAMPLE
Silver Star Brands

To reach their goals, Silver Star Brands (the parent company of brands like Miles Kimball, Walter Drake, Easy Comforts, and more) worked with long-time partner, Data Axle, to create a new approach to acquisition. Instead of starting from scratch with cold prospects, they enacted a plan to re-engage lapsed buyers and inactive subscribers.

With enhancements to their internal data in the form of online and offline data points, they created display ads that targeted highly qualified candidates - those who were already familiar with the products and had a history with the brand. The display ad campaign resulted in a 275% ROI and a 29% lift in online purchases. Take a look at the full case study to learn more.

How will you measure performance for optimization purposes?

An essential task in your go-to-market strategy will be to finalize the process and tools needed to monitor your program's performance. Developing a reporting framework ahead of launch ensures that all stakeholders can see and approve the plan, making the process smoother in the long run. These steps include:

- For each platform involved in the acquisition program, establish regular reporting and finalize any platform integrations needed to allow you to roll up individual results into the overarching reporting and measurements required for the campaign.
- Automate and consolidate reporting wherever possible to allow more time for insights and optimization and avoid wasting time on manual work.
- Develop a comprehensive set of reporting dashboards that meet the stakeholder requirements outlined in Phase 1. Dashboards should account for KPIs and what is possible from each platform selected.
- Establish timing for delivery of reporting and how weeks are tracked (e.g., Sun-Sat, Mon-Sun).
- Establish a central owner to traffic all platform reporting and build reports in the dashboards.
- Establish responsibilities for data analysis and optimization recommendations.

Bring it all together with the right people

A stellar acquisition plan without the right people to make it happen isn't worth much. Once a company has defined all elements in their acquisition program, including campaigns and go-to-market strategy, they must also ensure they have the right resources to execute on their vision. In taking this step, be realistic and conservative in your estimate. Develop a plan for how your company will find additional resources if needed, whether through hiring, contracting, or outsourcing to partners.

Data Axle offers resources in the following areas to supplement your internal expertise:

Lead Generation

Data processing and hygiene

Database services

Creative

Data Science

Project management and campaign execution

Media Planning

Conclusion

Retailers can build an efficient path to growth with a collaborative and analytical approach to customer acquisition. Using consumer insights and a data-driven mindset to guide targeting and message development can help your brand reduce costs and convert more customers.

Does your acquisition program need a lift?

Connect with one of our experts for advice.

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