Congrats! You're Ready to Take Your Marketing From Plain and Generic to Sophisticated and Personalized.

To get you started, we've created this step-by-step checklist to help guide you as you prepare to put your own data driven strategy into action.

☐ **1. Gather Your Customer Data**

Consolidate all the customer information from your POS and eCommerce systems as well as what you've collected through in-store purchases in one place (e.g., name, email address, demographics, and purchase history). This will give you a holistic view of why customers interact with your brand, whether they return after a purchase, and how you can contact them.

☐ **2. Enrich and Segment Your Customer Data**

Now you can easily identify who your most valuable customers are and narrow them into specified segments, such as those who have purchased recently, buy frequently, and spend the most. These segments can be as straight forward or as dynamic as you choose and should be experimented with and adjusted to draw in the right audiences.

☐ **3. Send Personalized, Automated Messages**

Your customer segments should not all receive the same messages. Use your segments to curate highly personalized, targeted messaging that directly meets each of their needs. And with the right tool, you can automate your campaigns to send based on certain triggers and run continually in the background.

☐ **4. Measure Marketing Attribution**

The only way to know how data driven marketing is working is to analyze, adjust, and repeat. Intuitive reporting helps you optimize marketing spend, track sales and engagement, and identify impact on ROI based on which campaigns are over- or under-performing. Look for things like time between purchases, campaign open, click, and bounce rates, and sales and revenue attribution by campaign.

Having the right data driven marketing tool in your arsenal makes all the difference in making sophisticated marketing simple. At Ascent360, we provide everything you need to implement data driven marketing from within one comprehensive platform — **reach out to us today** to get started!