

Making your data work for you

Using data to gather key insights

Put simply, data is the raw and unprocessed information that businesses capture on a day-to-day basis. By itself, data is inert but once it has been properly processed, it transforms into a formidable element that can power the engines of change in any business. Insights are gained by carefully analysing data to understand the context of a situation and draw conclusions that can better serve your business going forward. Ultimately, good data must be high quality, accurate, and complete.

Direct-To-Consumer (DTC) ecommerce fundamentally focuses on one-to-one brand engagement and the genuine interactions between a brand and its consumers, which actively facilitates the collection of viable and actionable data. But there is even more to DTC – it offers the unique ability to capture customer data that is almost impossible to capture in traditional retail channels.



DTC can provide brands with:

- Richer data that can optimise digital advertising
- Data that supports the research of New Product Development (NPD)
- Information on market opportunities

As consumers interact with so many different channels, devices and brands, how can a single brand possibly have visibility across this entire footprint?



THG Ingenuity provides valuable consumer data across multiple touchpoints:

- Site interactions – Our CRM can serve personalised communications based on which products have been added to the basket, content engagement, and which channels were used to drive traffic to the website.
- Search data – This can show us the products customers are actively searching for as well as any new customer trends.
- Customer service – THG Orbit offers a unique view of the customer’s purchase history across all brands within the THG ecosystem. This insight can show us customer preferences we’d typically not be able to connect, such as beauty consumers who also enjoy bikes and gaming.

“Don’t build customers for your products, build products for your customers”

Traditional retail models often require you to assume consumer preferences, but DTC unlocks data that can help you to fully understand your customer and build a long-term brand connection based on knowledge garnered over time. DTC can also inform NPD through decoding customer intent and providing supporting data, helping to build products around the consumers’ desires and needs.

MYVEGAN

In 2018, Myprotein re-branded it’s existing Organics range, launching 100 vegan-specific products under the new brand Myvegan after analysing data insights around the brand sentiment, product satisfaction, and customer preferences as well as maximising the opportunity presented by the growing global trend of Veganism.

After the success of the Vegan product launch on the Myprotein master site, the team created and launched an entirely new site specifically tailored for a vegan audience. Myvegan launched its own branded site in March 2019 and has since entered new markets across the globe launching Myvegan Australia in May 2021 and with additional international sites set to launch across – Netherlands, Germany, France and Italy this year.



At THG Ingenuity, we offer data and insight services centered around data strategy and reporting, customer profiling, market opportunity analysis, and conversion optimisation.

Click here to find out more: [Data – Ingenuity \(thgingenuity.com\)](https://www.thgingenuity.com)

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