

# **DATABASE FOR DIRECT MARKETING AND E-CRM**



# INTRODUCTION

# WELCOME TO THE COURSE

## Database for Direct Marketing and E-CRM

- **Objective of the Course:**

Equip students with knowledge and tools to master data-driven marketing and manage customer relationships effectively.

- **Why is it relevant?**

- The future of marketing is data-driven.
- Companies rely on data insights to create personalized, ethical, and efficient customer strategies.

# ABOUT ME

Mohamad EL SAYAH

35 years old

Ph.D. in Computer Science

Master in Computer Science

Master of Engineering in Communications & Network

Master in Management Information Systems

Bachelor of Engineering in computer & communication

Bachelor in Management Information Systems

Adjunct Assistant Professor

•Rennes School of Business [2023, Present]

Project Manager

•Capgemini Engineering [2020, 2024]

Lab Instructor

•University of Franche-Comte [2016, 2019]

# ABOUT YOU

- Who are you?
- Interests:
- Expectations:

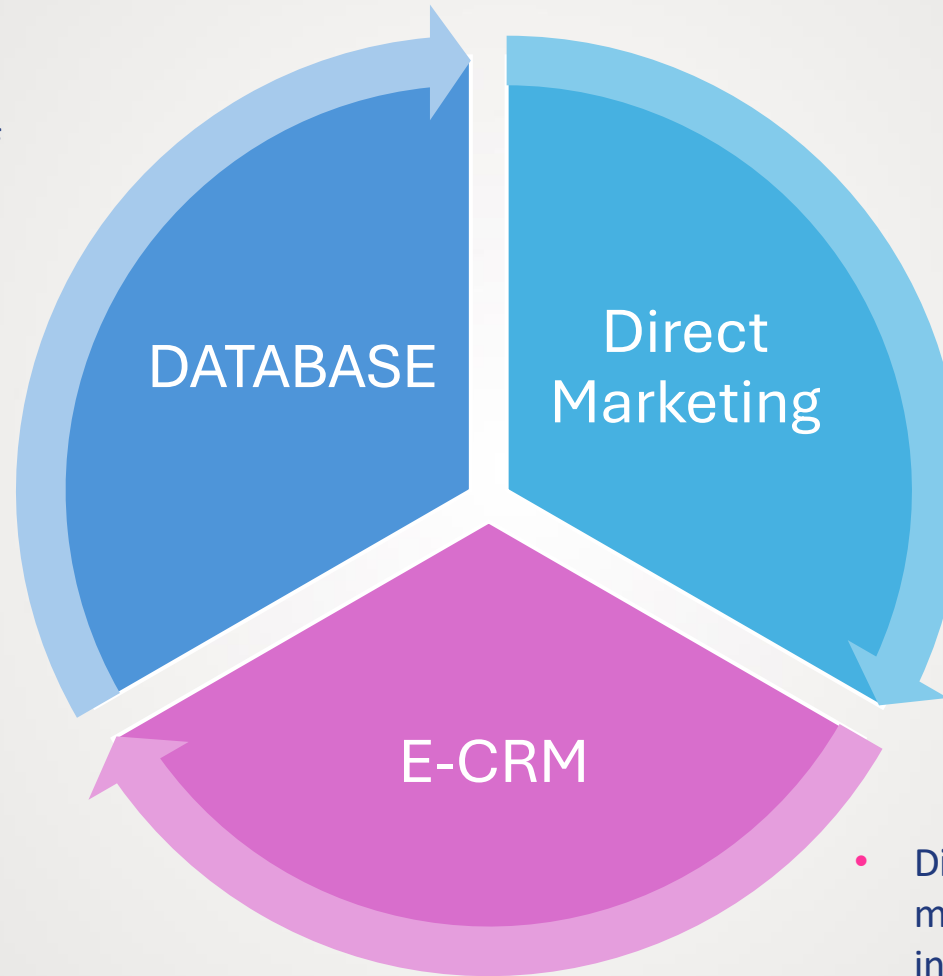


# COURSE RULES

- ▶ Make your best effort to be on time!
- ▶ Talk to the teacher and share your ideas!
- ▶ Prepare for the class!
- ▶ Put your phone on silent mode!
- ▶ Attendance check!

# WHAT IS THIS COURSE?

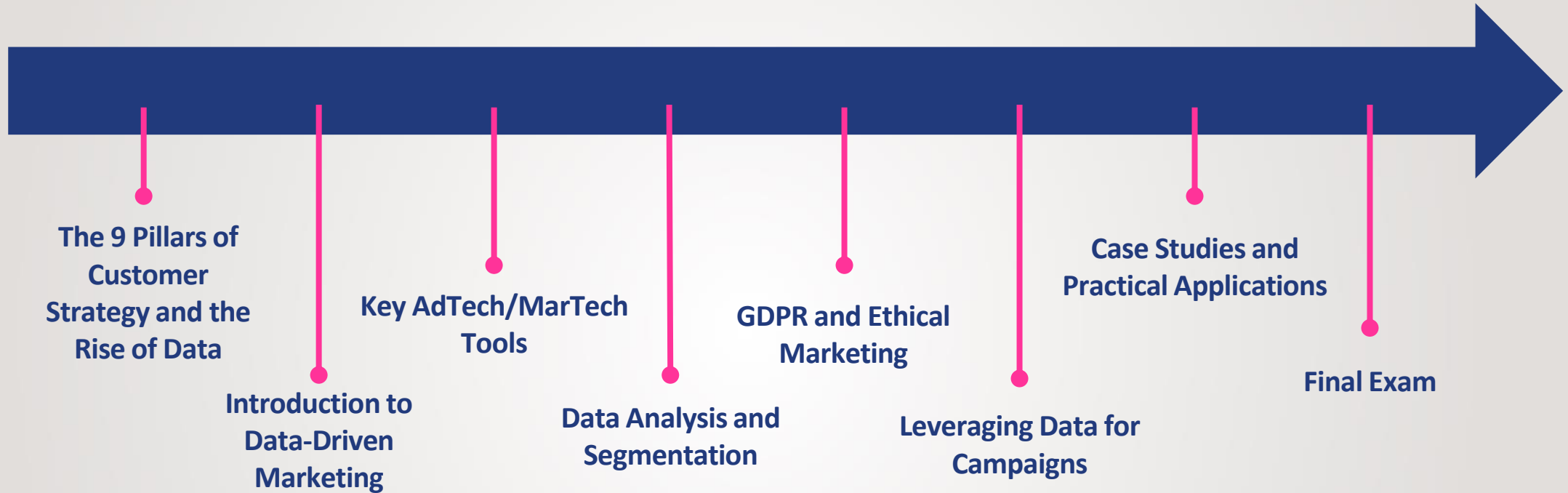
- An organized collection of structured information or data stored electronically in a computer system, designed to be easily accessed, managed, and updated.



- Involves communicating directly with a targeted group of customers via targeted channels (Email, SMS, etc.).

- Digital technologies and tools to manage, enhance, and optimize interactions with customers.

# COURSE STRUCTURE





# COURSE PLAN

## ► Session 1: The 9 Pillars of Customer Strategy and the Rise of Data in the 21st Century

- Objective: Develop a comprehensive customer strategy and explore the growing role of data.
  - Evolution of data in the 21st century and its importance in modern marketing Emergence of data-driven marketing.
  - Exploration of the 9 pillars of customer strategy (objectives, priority targets, value creation levers, etc.).
  - The different steps to design a customer strategy and a data strategy.

## ► Session 2: Introduction to Data-Driven Marketing

- Objective: Understand the fundamentals of data-driven marketing.
  - Explore the different types of data and their implications.
  - Methods and tools for data collection and tracking. Introduction to cookies and TMS.
  - Key identifiers to know.

# COURSE PLAN

## ► Session 3: Key Adtech/Martech Tools to Leverage Data

- Objective: Discover the technological tools that structure data-driven marketing.
  - Introduction to tools and comparisons: CRM, DMP, and CDP
  - Analysis of real-world projects using Adtech/Martech technologies.

## ► Session 4: Analyze and Segment Data

- Objective: Analyze and segment data to create actionable insights.
  - Standard CRM Metrics: CLV (Customer Lifetime Value), retention rate, churn rate. Analysis of indicators for strategic decision-making.
  - Advanced techniques using data science: Profiling and persona creation. Clustering tools and predictive analysis.

# COURSE PLAN

## ► Session 5: GDPR and Ethics

- Objective: Understand the legal and ethical issues related to managing customer data.
  - Study of customer privacy concerns: Evolution of regulations and key principles.
  - Implications for companies.

## ► Session 6: Leveraging Data to Improve Marketing

- Objective: Use data to create high-performing marketing campaigns.
  - Direct Marketing for retention and loyalty
  - Digital marketing for customer acquisition

# COURSE PLAN

## ▶ Session 7: Case studies

- Objective: Apply course concepts to practical scenarios.
  - In-depth analysis of case studies and group presentations

## ▶ Session 8: Final Exam

- Objective: Use data to create high-performing marketing campaigns.
  - Evaluate mastery of concepts through an exam

# EVALUATION

Type of Assessment	Weight
<b>Group Project</b> Students will work in teams to solve case studies, combining theoretical knowledge with practical applications and presenting their recommendations for evaluation.	40%
<b>Individual Final exam</b> The final exam will assess both foundational knowledge and the ability to apply course concepts in a practical scenario-based context, ensuring a comprehensive evaluation of students' understanding and strategic thinking.	60%

# SESSION 1: THE 9 PILLARS OF CUSTOMER STRATEGY & THE RISE OF DATA IN THE 21ST CENTURY

# THE NEW "OIL" – DATA AS A VALUABLE RESOURCE

Is it really new?



# WHY DATA MATTERS MORE TODAY

## Exponential Growth of Data

**32%  
CAGR**

Global data volume has driven from 2 zettabytes in 2010 to an expected 394 zettabytes by 2028.

**8.5  
billion searches**

Daily data processed by Google

Source: Statista



# TECHNOLOGICAL DRIVERS OF DATA GROWTH

## Enablers of Data-Driven Marketing

### MOORE'S LAW

Processor power doubles  
every 18 months

### DISTIBUTED COMPUTING

Scalable calculations via  
smaller tasks

### OPEN SOURCE

Open-source tools have  
made big data  
processing accessible

### CLOUD COMPUTING

Scalable, affordable data  
storage and processing

# RISE OF AI IN DATA ANALYSIS

**100 million  
users**

Open AI Chat GPT usage  
two months after launch

→ fastest-growing consumer  
application in history

**30%**

of all digital content will be  
AI-generated by 2025

**42%  
CAGR**

Projected annual growth for  
generative AI, expected to reach  
\$325 billion by 2030

Source: Theguardian, Statista

# CHALLENGES & OPPORTUNITIES

## Challenges

- Privacy concerns (e.g, GDPR compliance)
- Overwhelming Data volume

## Opportunities

- Hyper-personalization
- AI automating repetitive tasks

# FROM DATA TO STRATEGY

Data must serve your marketing strategy

- The value is not the data, it must serve a specific goal
- Effective marketing uses data to support clear, actionable strategies

*“Data driven organizations are 23 times more likely to acquire customers, six times as likely to retain customers, and 19 times as likely to be profitable as a result.” - Forbes*

# THE 9 PILLARS OF CUSTOMER STRATEGY



Source: Pierre Volle

# 1 – GOALS & OBJECTIVES

What is the primary aim of your strategy?

## Examples of objectives

- Increase revenue
- Enhance customer satisfaction
- Encourage advocacy or reduce costs
- Generate strategic goals



Source: Pierre Volle

# 2 – PRIORITY TARGETS

Who are your most important customers?

## Examples of customers

- High-margin or high-value customers.
- Strategic clients influencing others.
- Key stakeholders like employees, distributors, or influencers.

Source: Pierre Volle

# 3 – VALUE CREATION LEVERS

How can your customers derive value?

## Examples

- Personalized products or services
- Enhanced customer experiences to strengthen brand loyalty
- Sustainability initiatives

Source: Pierre Volle



# 4 – CUSTOMER EXPERIENCE

What kind of experience do you want to provide?

## Examples

- Seamless, positive experiences across all channels
- Brand-aligned interactions that differentiate from competitors

**Memorable touchpoints**

**Real-time support**

**Feedback Integration**

**Proactive outreach**

**Personalized journeys**

*Source: Pierre Volle*

# 5 – KEY PROCESSES

Which processes create the most value for customers?



Source: Pierre Volle

# 6 – TOOLS AND PROGRAMS

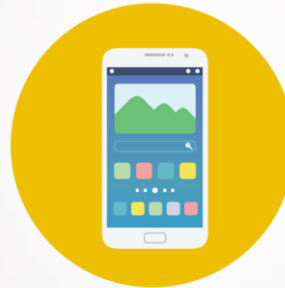
What tools and programs are most effective?



Loyalty program



Technology #1



Mobile app



Technology #2



Social media platforms

Source: Pierre Volle

# 7 – CUSTOMER ORIENTATION

Is your organization truly customer-centric?



Does top management support the initiatives taken to deploy an ambitious customer strategy?

Source: Pierre Volle

# 8 – ORGANIZATIONAL CULTURE

Does your culture support your customer strategy?

## Examples

- Encouraging collaboration across teams
- Instilling a customer-first mindset, even in non-customer-facing roles
- Including customer-centric KPIs in performance evaluations
- Prioritizing long-term customer relationships over short-term gains in organizational decision-making



Source: Pierre Volle

# 9 – DATA NEEDS

## What customer data is essential for success?

### Examples

- **Data for optimizing retention strategies:** Understanding churn reasons to create preventive measures
- **Geo-location data:** Delivering location-specific promotions or insights to enhance local engagement
- **Transactional or behavioral data for product recommendations:** Suggesting relevant items based on past purchases or interests

# WHY DATA PROJECTS FAIL?

Success requires clear objectives and structured planning

Failures often result from:

1. Unrealistic expectations
2. Undefined business objectives
3. Ignoring the human component
4. Superficial planning

# SETTING SMART OBJECTIVES

Success requires clear objectives and structured planning

## SPECIFIC

Define clear goals,  
avoid ambiguity

## MEASURABLE

Establish criteria  
for tracking  
progress

## ACHIEVABLE

Must be realistic  
and attainable

## RELEVANT

Aligns with  
business priorities

## TIME - BOUND

A deadline that  
creates a sense of  
urgency



# STRUCTURING A SUCCESSFUL DATA PROJECT

A structured plan transforms data projects from overwhelming to actionable



# THANK YOU

