

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:

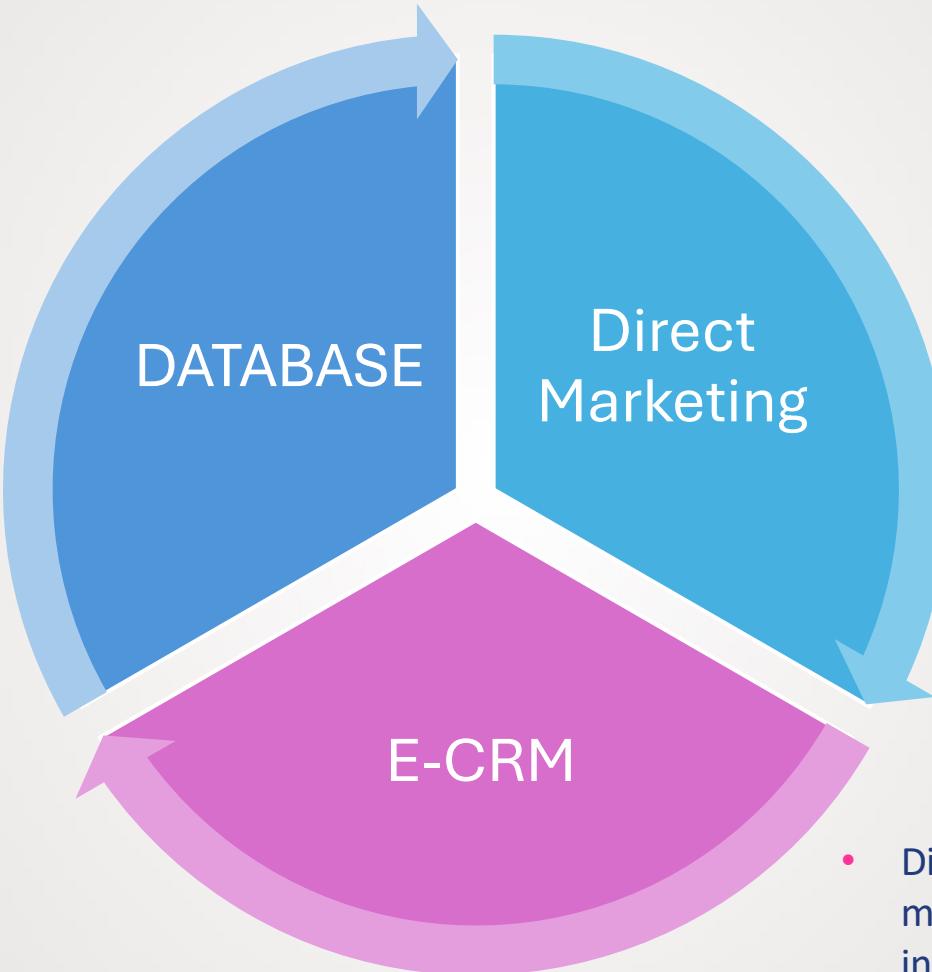


COURSE RULES

- ▶ 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!

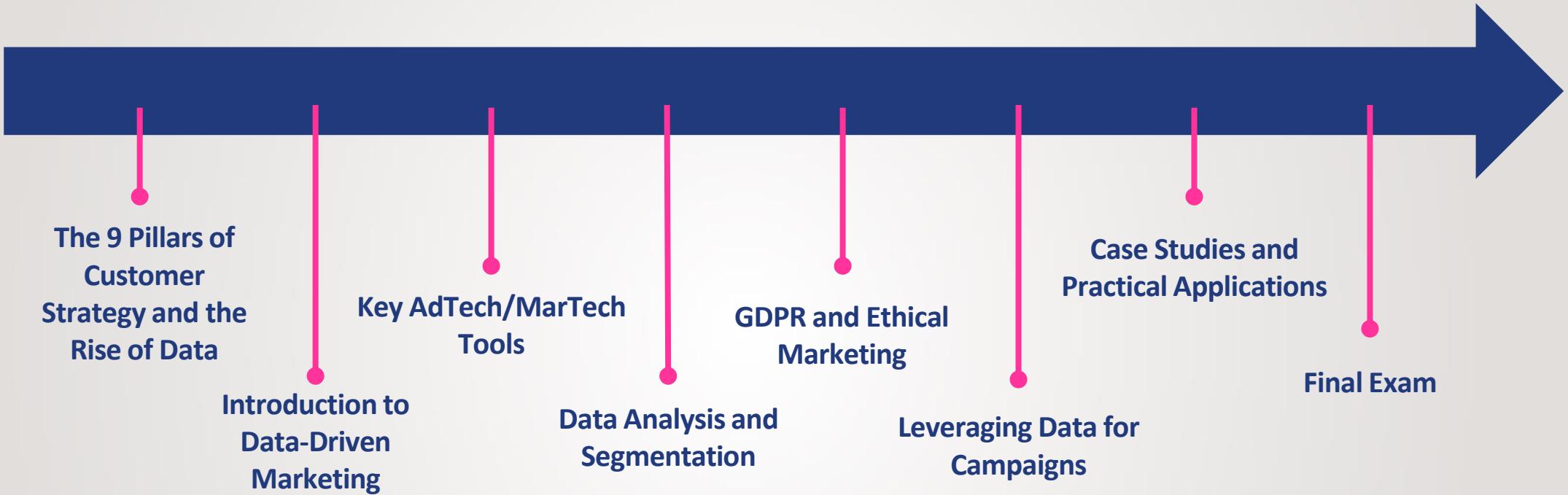
WHAT IS THIS COURSE?

- 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
Group Project Students will work in teams to solve case studies, combining theoretical knowledge with practical applications and presenting their recommendations for evaluation.	40%
Individual Final exam 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

DISTRIBUTED 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?



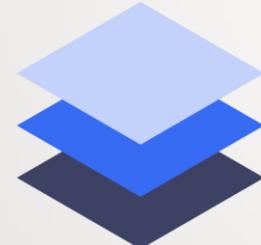
Source: Pierre Volle

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

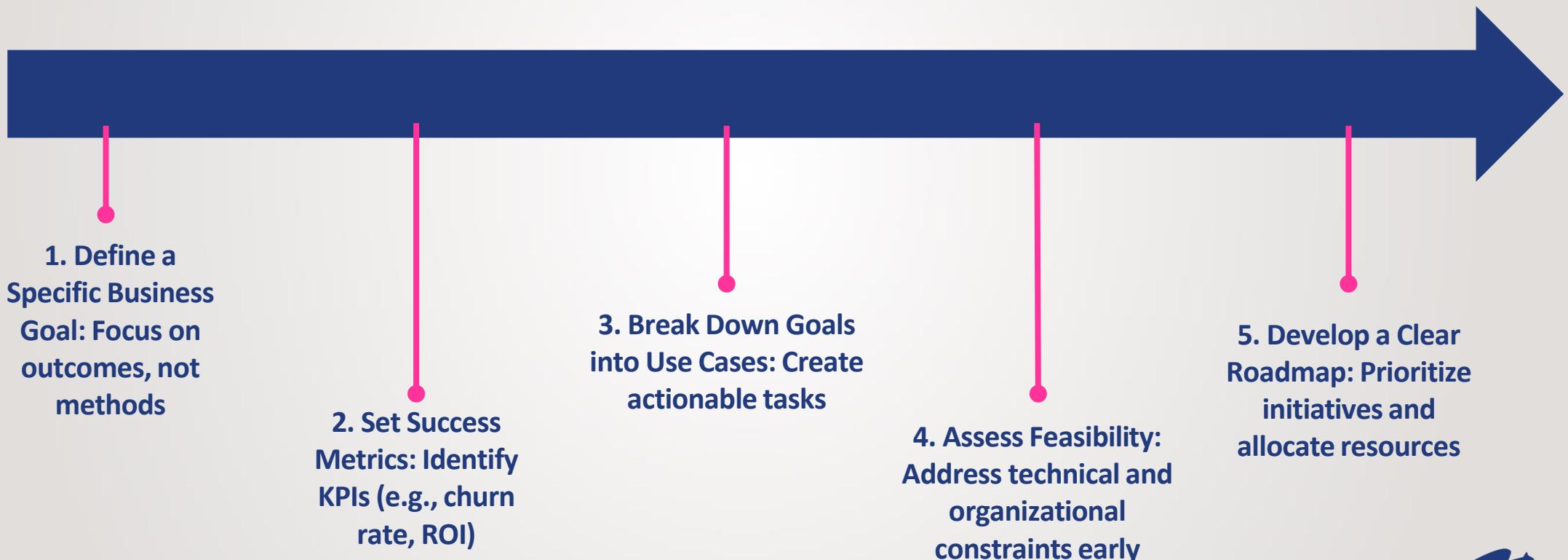
TIME - BOUND

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

