

BELVIN TAWUYA

*Chief Digital, Marketing
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Customer Insights Personalisation & Data Security



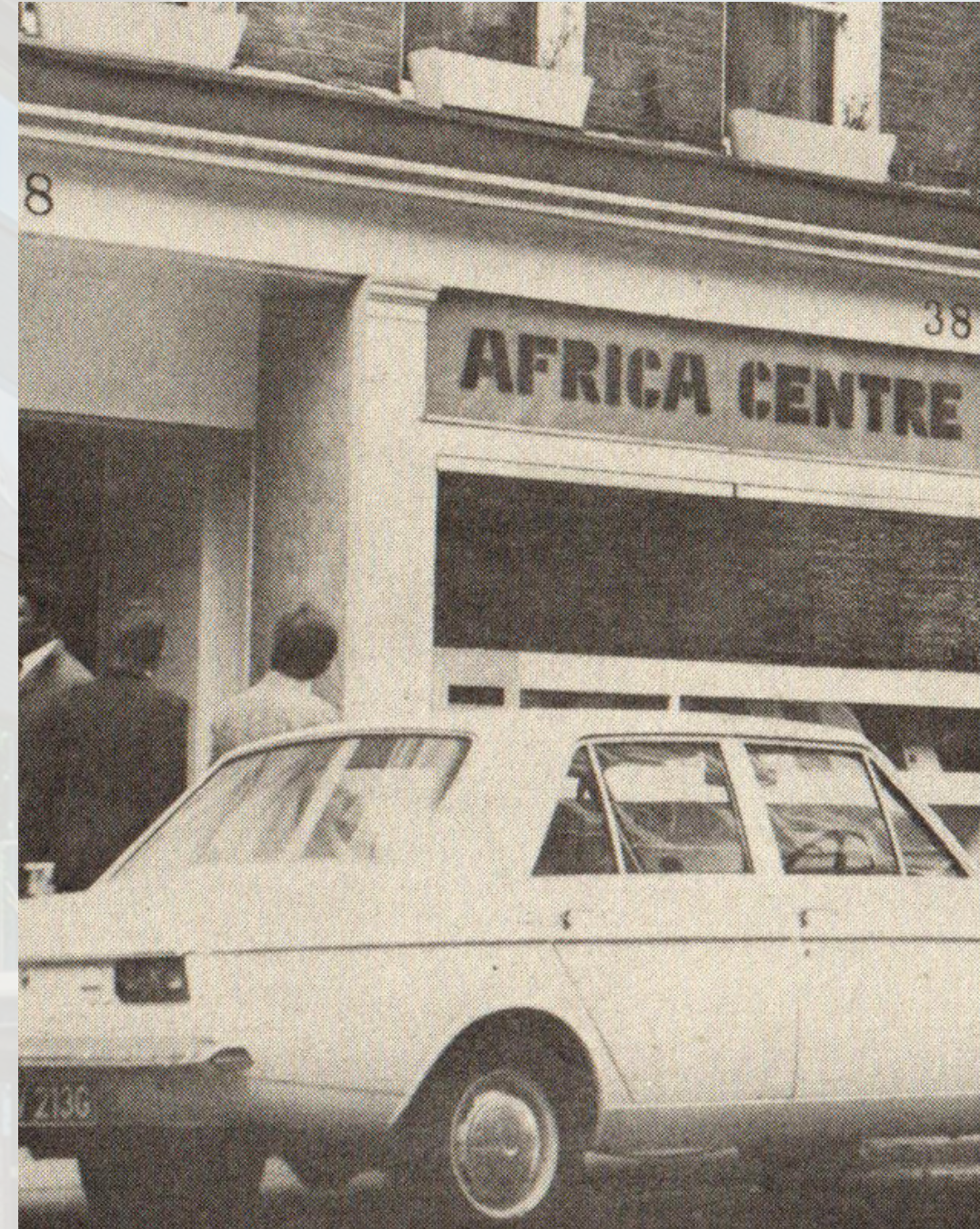
BELVIN TAWUYA

About me

Digital Engagement, Marketing & Communications Officer
at The Africa Centre, London



-
- HM Forces
 - Financial Services
 - Broadcast Technology
 - Data
 - Communications
 - Digital Marketing
 - Trustee
 - Charity
 - Advocacy





Who Really Cares?

The fundamental question for those of us in the non-profit sector is, **who really cares about our missions, purpose, or the causes we champion?** Do they even know what we are here to do? How do we know that they know and what do we need to do to ensure that they not only know but can support us?



WHO How WHAT
WHEN ? WHY
WHERE

An audience-centric approach

Having a comprehensive understanding of your audiences is key to achieving core organisational goals. Whether you're trying to build (or optimise) the customer experience, create more engaging content, or increase sales. Knowing your customers better than they do is key.



How/Where to Find 'Insights'

- **Desk/Primary Research**
- **Market Analysis**
- **Quantitative Research**
- **Qualitative Research**
- **Analytics**
- **Surveys**

Customer Insights are the interpretations and patterns of all the data collected on constituents across all key touch points. Some are directly obtained, such as through customer feedback and form fills, while others are inferred, such as through web analytics. There are countless quantitative and qualitative metrics behind customer insights, and which ones are important depend on your organisation and target audience.

Global Digital Connectivity

A total of **5.44 billion** people use mobile phones in early 2023, equating to **68 percent** of the total global population. Unique mobile users have increased by just over **3 percent** during the past year, with **168 million** new users over the past 12 months.

There are **5.16 billion** internet users in the world today, meaning that **64.4 percent** of the world's total population is now online. Data show that the global internet user total increased by **1.9 percent** over the past 12 months, but delays in data reporting mean that actual growth will likely be higher than this figure suggests.

There are now **4.76 billion** social media users around the world, equating to just under **60 percent** of the total global population. Social media user growth has slowed over recent months though, with this year's net addition of **137 million** new users equating to annual growth of just **3 percent**.



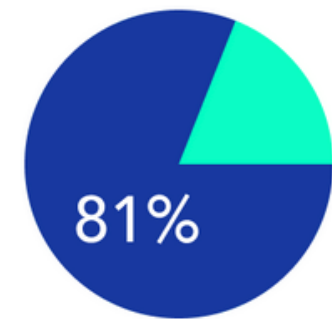
Data-Driven MarComms: Best Practices

- Know your audience
- Manage your data wisely*
- Stay compliant
- Invest in the right resources & align your teams
- Use data visualisation tools

Organisations that are data-driven are likely to be more effective than those that are not. That's because they make decisions based on cold facts – as revealed by data – rather than habits, gut feelings, or whatever seems to be the easiest option.

Challenges

Although data is crucial, the majority of organisations find that collecting and understanding it can be overwhelming, time-consuming, expensive, or overly technical.

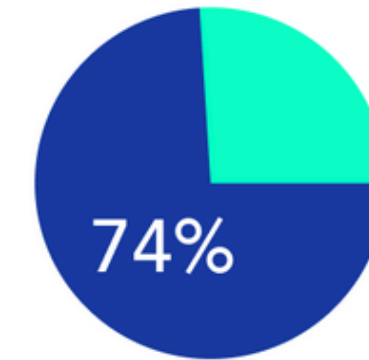
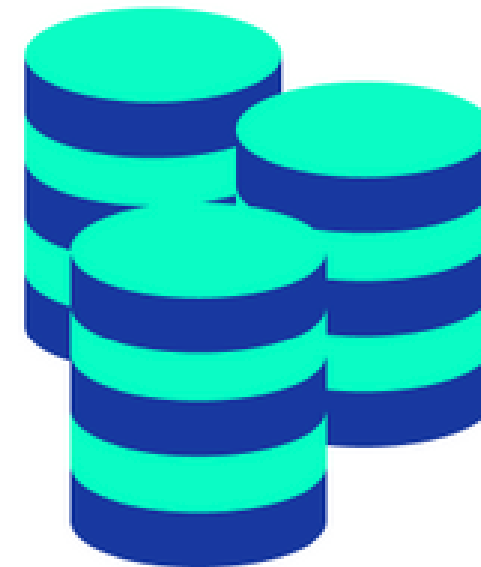


... of marketers consider implementing data driven marketing strategies somewhat to extremely complicated. The struggle is real.

Source: Campaign Monitor

only 8% of companies store all their data in one place: a data warehouse

Source: Allocadia



...of customers feel frustrated by seeing irrelevant content from brands

Source: Infosys



79% of them won't consider an offer unless a brand personalizes it to their previous interactions

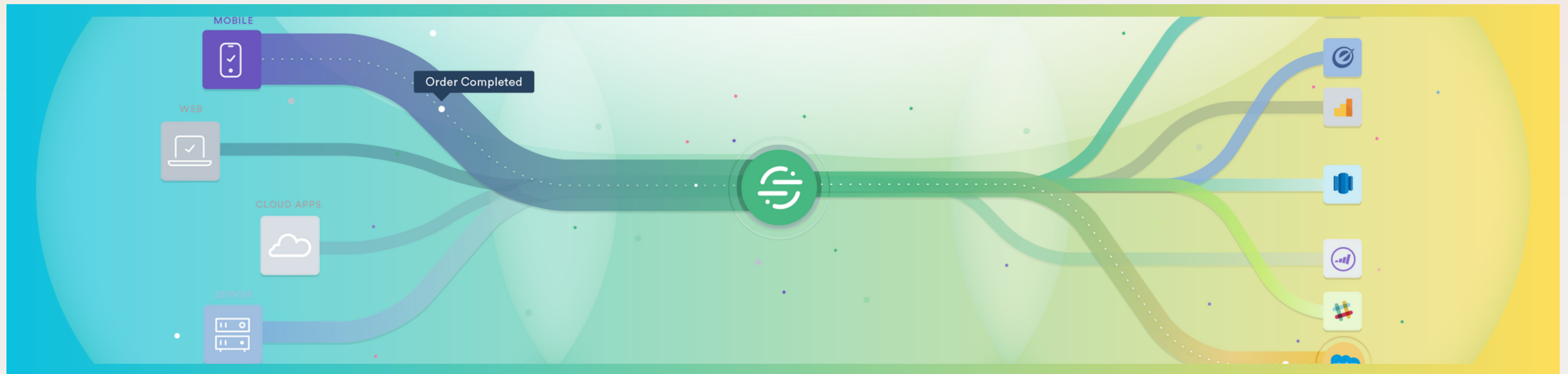
Source: Marketo

Data-Driven MarComms: But How Do You Maintain Control?

- Media Intelligence
- Social Listening
- Data Visualisation
- Media Relations
- Data & API Integration
- Analytics
- Customer Data Platforms (CDP)*

Customer Data Platforms (CDP)

CDPs provide a central location for customer data gathered from a variety of sources. Instead of having data scattered across various applications, CDPs aggregate and organise that data to create a 'single source of truth' that can be used to optimise marketing and customer experience initiatives.



CDPs collate information from social media, email marketing, digital ads, landing pages, SEO, web analytics, etc to help understand customers better.



CDP vs DMP vs CRM

USER INSIGHTS PERSONALISATION & DATA SECURITY - BELVIN TAWUYA

Personalisation

Charities are learning that individually tailoring their ask to each person can really help break through 'compassion fatigue'. People quickly get burnt out from the overwhelming amount of causes asking for their help, even more so as they grapple with a global health and cost of living crisis.

Individual-level personalisation is the logical next step that is now becoming the best way to 'wow' people and stand out in the crowd online, as organisations seek to provide audiences with authentic experiences that connect with them on an individual level.

Many organisations are now moving beyond demographic data to embrace data that puts the user in the context of their location, the behaviours they've carried out, and even their attitudes and emotions using segment analysis.

Personalisation - Examples

- Pre-filled forms
- Receipts, Donation and Thank You pages
- Personalised asks
- Email and SMS subject line and copy
- Personalised Mail Packs

The Future - Automation with AI

Other industries have fully embraced AI and are reaping the rewards: increased productivity, less time spent on menial tasks, no room for errors, fewer mistakes, and so on.

Consider the following statistics:

- Revenue from AI software is expected to reach \$126bn by 2025
- 37% of organisations use AI in some form – a growth of 270% in the past four years alone
- By 2025, AI will power 95% of customer interactions

The world is turning to AI for solutions. **But charities have been slow on the uptake**, the only area of AI that many charities have embraced so far is chatbots.

The Future - Automation with AI

The question of which AI will best serve your charity depends on the nature of your service, your users, and your cause. Below is a quick list of uses of AI, which you should research and consider:

- Pattern and image recognition
- Ad targeting and real-time bidding
- Social Semantics and sentiment analysis
- Automated web design
- Personalisation as a service

Not an exhaustive list but shows some of the many options available to charities willing to go beyond the simple chatbot.

The Future - GA4

GA4 has been built from the ground up to look at users and events. That's in stark contrast to UA, where sessions were the focus of attention.

Reports

- Realtime Reports
- User Snapshots
- Lifecycle Reporting

Data Analysis

- Anomaly Detection
- Cohort Analysis
- User Lifetime

Summary: How To Truly Understands Your Audience

- Apply intelligent customer engagement
- Create more robust User Personas
- Generate (and analyse) data from web and social analytics
- Anticipate predict and plan for the future
- Walk the customer journey

The more you understand about your audience, the better you can:

- Deliver the right message at the right time
- Showcase the right product/service at the right price point
- Highlight the exact features that customers are looking for
- Develop empathy and emotional connection
- Strengthen your unique selling proposition (USP)
- Segment, target, and personalise your campaigns



Keep your audience at the centre




USER INSIGHTS PERSONALISATION & DATA SECURITY - BELVIN TAWUYA

Thank You!



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