

HOW TO BUILD A DATA-DRIVEN, **CUSTOMER-CENTRIC** **WEBSITE**

'Democratize data' and let it come to life
Turn up the volume on your customer centricity
Use data and actionable insights from your website



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Why a Data-Driven Marketing Approach is Important

The first touch point your B2B customers have with your brand is the website. Customers interact with brands through more number of touch points than before. Every interaction provides valuable information about customers, their behavior, preferences and needs. In today's customer centric world, data is integral in creating a personalized and exceptional experience. In any industry, as marketers we face the challenge of utilizing insights from data to provide value addition.

It is important to have a data-driven marketing approach because it:

- Helps you organize and measure website goals
- Helps you identify your most potential business segment of visitors
- Provides analytics with Account-Based Identity to measure and connect your visitor's journey
- Provides actionable information to attract, engage and convert
- Helps you deliver a customer-centric experience

Customer data is available from various sources, your website, transactional data recorded in your ERP or CRM systems to data through customer interactions on social and other sources online media channels. There are external sources such as marketing automation tools that provide data about your customer behavior. By integrating data from external sources with your internal data systems, you can get to know how to target your prospects relevantly through your website and manage your customer's buying life cycle.

Essentially, you need to get into the skin of your prospects and customers. Every time a prospect or customer....

... Visits your website, you need to know ...

... Fills in a form, you need to know ...

... Downloads a document, you need to know ...

... Clicks on a link on your website, you need to know ...

... Likes a post, shares a link, makes a comment, you need to know ...

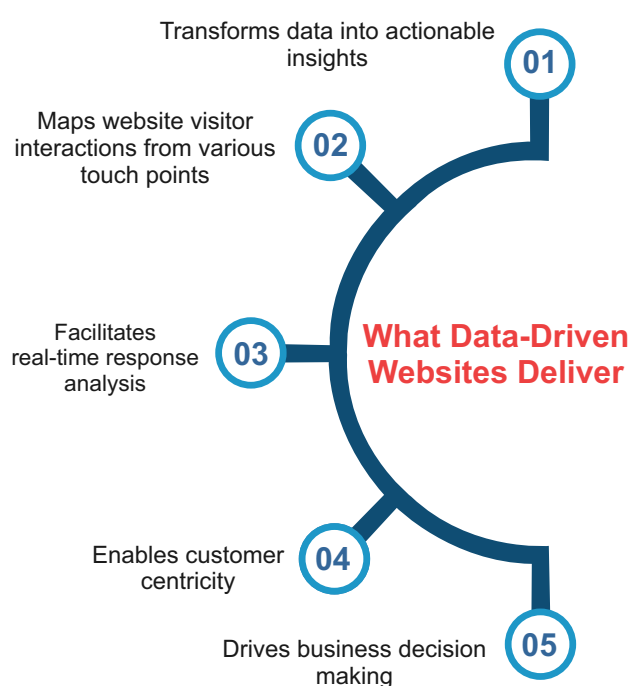
How to Build a Data-Driven Website

According to industry statistics, your website is the most popular channel used by customers to engage with your brand. By using [data-driven websites](#) and tools that provide information about customer behavior, you can customize your marketing activities to become relevant. When a customer or prospect visits your website, by tuning into data available, you can tweak your marketing approach to resonate with your target market. For instance, here are simple data points that could help you personalize your marketing campaigns:

- The browser and device used to access your website
- Their location (through geolocation or IP address tracking)
- The source from where they found your website, whether it was an organic search, direct, paid, referral, social or other sources
- Their buying behavior such as time of purchase, links visited before making the final decision

Over a period of time, more information can be collected and patterns can be identified. By interpreting information from each interaction and transaction, you can build personalized campaigns and create a better experience for future customers. It is not about predicting what product or service will sell the best, it is about providing solutions that will address their challenges and provide better satisfaction.

What Data-Driven Websites Deliver



By using a [data-driven website](#), not only can you convert data into actionable insights, you can map website visitor interactions from various touch points, conduct real-time response analysis to create customer centric marketing messages.

The goals of a data-driven websites typically include lead generation and conversion, improvement of brand presence and reach (through SEO, social promotion, etc.), reduction in support and associated costs, and value addition through sharing of relevant thought leadership content.

Steps to Build a Data-Driven Website

1. Define Goals

Your first step is to define business, marketing and website goals. Typically, most B2B web sites have following goals:

- a. Lead generation and conversion
- b. Increase in brand awareness
- c. Creation of avenues for partnership and investment
- d. Education of prospects and dissemination of thought leadership ideas
- e. Increase in market reach through SEO

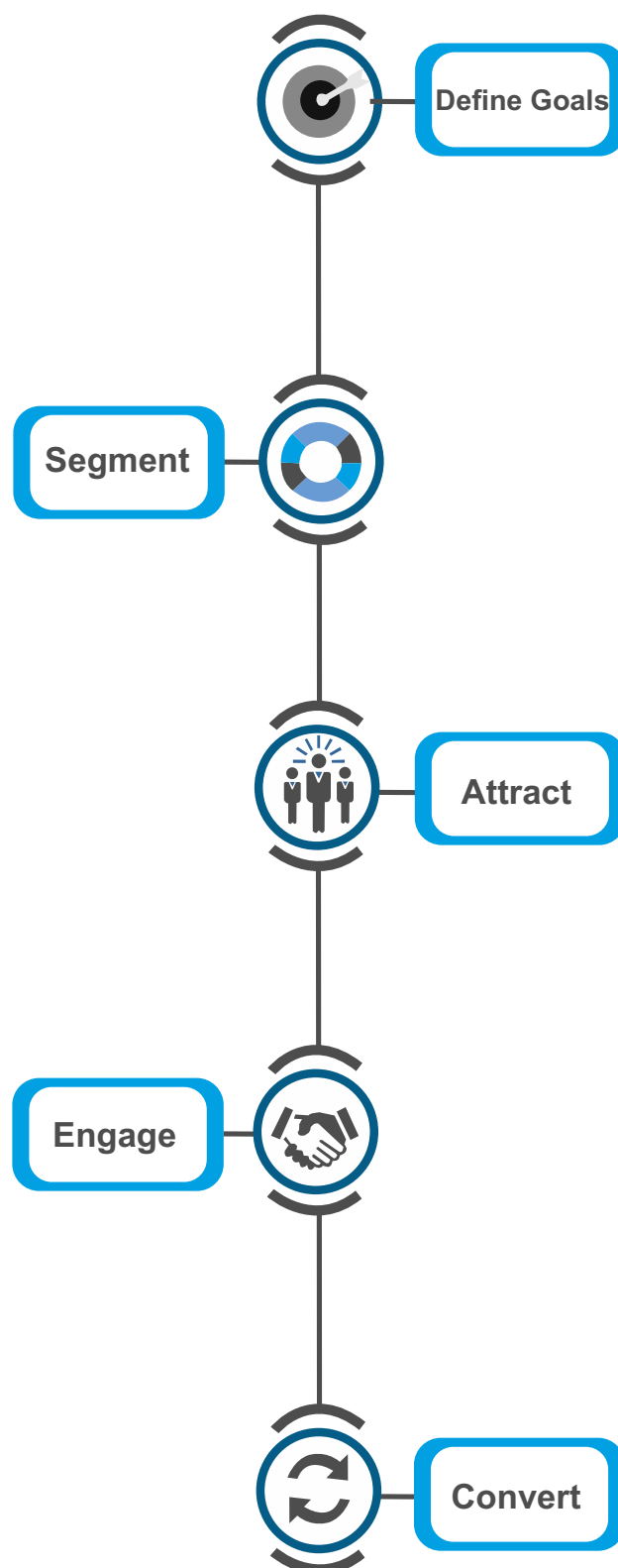
2. Segmentation

You need to identify segments that have highest potential. Account-Based Marketing is a great way to focus on your best growth opportunities and deliver experiences that are customer centric.

3. Attract

You need to identify high potential segments from your website in order to attract your best customers. By drilling down into data that is available, you can find out who is visiting your website, how they reached there, which industry they work in, where they are located and how you can customize campaigns to target them relevantly.

For instance, we found out that 16% of our unique visitors were contacts from company while 84% were non-company contacts. By focusing on only company contacts, we drilled down further to notice that majority of them were from the industry sectors of business services, insurance and healthcare. With this information, we were able to create customized content that resonated with our most potential segment, instead of generic messaging for a wider audience.



4. Engage

Once you have identified your key segments, you need to ensure you engage them with related information. Here are some data points you can use to find out how you can engage your most potential segment:

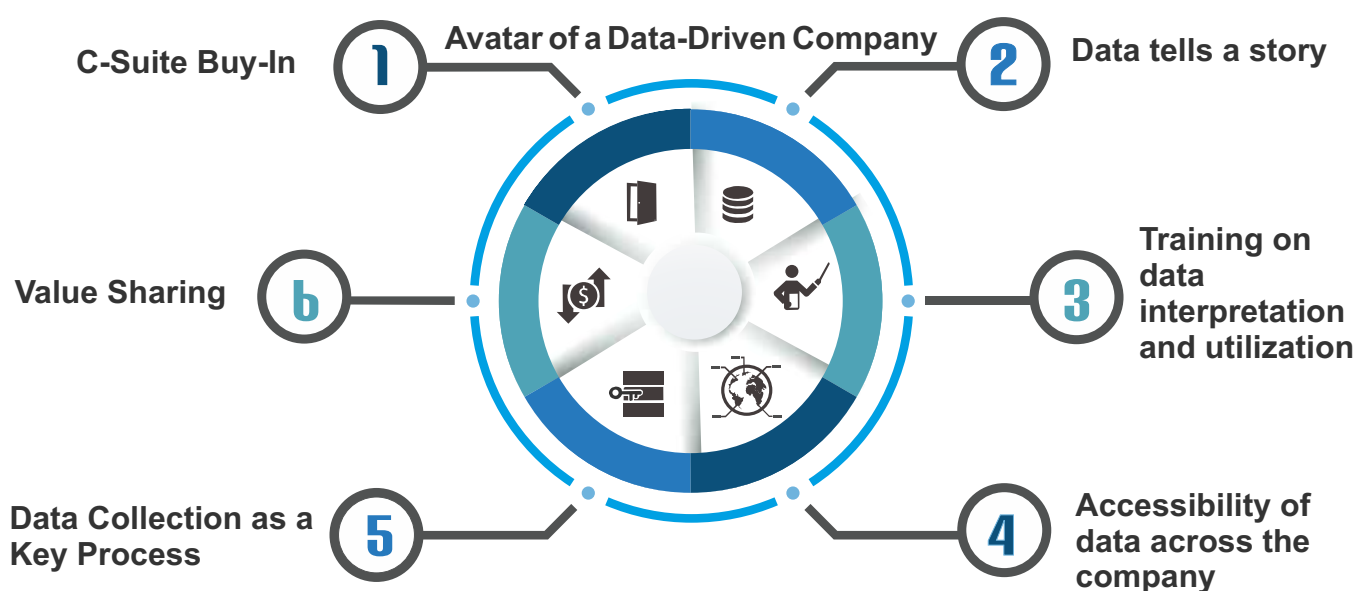
- a. The extent to which relevant visitors are reaching content specifically created for them.
- b. The time spent on specific web pages, your website and their click activity
- c. Number of page views and visitors to your website With this information you can build groups of customers and prospects in order to create customized content and designs, drive high engagement and increase conversions.

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5. Convert

In order to track and measure ROI, you need to attribute measurement metrics to every goal. You need to know what conversion means for your business, it could be high engagement levels or increase in purchases. Based on conversion and measurement metrics determined, you need to track whether you are achieving goals from the key segments identified earlier. When measuring results, to take your initiative to the next level you need to conduct relevant A/B testing and optimization of content and design. In this way, you can determine the best version that resonates the most with your target audience.

Characteristics of a Company with a Data-Driven Culture



In order to build a data-driven website, you first need to inculcate a culture. A company with a data-driven approach typically has the following characteristics:

- They believe in value addition and customer experience.
- They believe that data is not just numbers but a resource that tells a story about their customers and powers growth.
- They believe that data should be accessible to all employees and training is necessary to ensure that data is interpreted and utilized effectively.
- They believe that data collection is important and needs to be considered as a key process across the company.
- They believe that they need to have buy-in from at least one or more of top management executives.
- They focus on streamlining data processes and deriving insights to transform their marketing practices.
- They believe that a sense of commitment needs to be instilled across the company towards realizing a data-driven culture.

Going the Extra Mile to Create Exceptional Customer Experience

In the B2B world, customer-centricity is the prime focus, and you need to take that extra effort to ensure your customers have an exceptional experience. By harnessing the power of data, analytics and technology, a data-driven approach is necessary.

There are new and advanced [web development techniques](#) available and they are increasing the standard of website designs. In all the frantic competition to get the attention of B2B customers, only those brands stand the ground which create an exclusive experience and provide superior customer interaction.

Only by using the power of data and instilling a sense of commitment the vision of curating a data-driven and customer-centric culture can be realized.

**Derive actionable insights from data to be customer-centric
Let us show you how to build data-driven web sites.**

SCHEDULE A MEETING NOW

About Us

Lake B2B has been in business for over 13 years with the objective of providing accurate global B2B database to companies irrespective of their sizes and revenues. Since then, over 450 clients have used our leads to reach prospects, acquire customers, and run marketing campaigns.

Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.



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