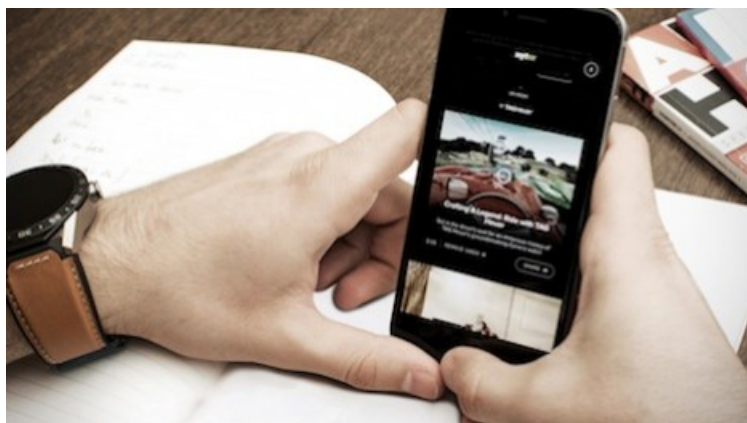


MARKETING

## Drive personal experiences for consumers through data, segmentation: West exec

June 22, 2017



*Display advertising that leverages segmentation will win*

By BRIELLE JAEKEL

NEW YORK Many marketers are missing the potential of tapping data to personalize the customer experience and in turn drive revenue, according to a senior executive from West.

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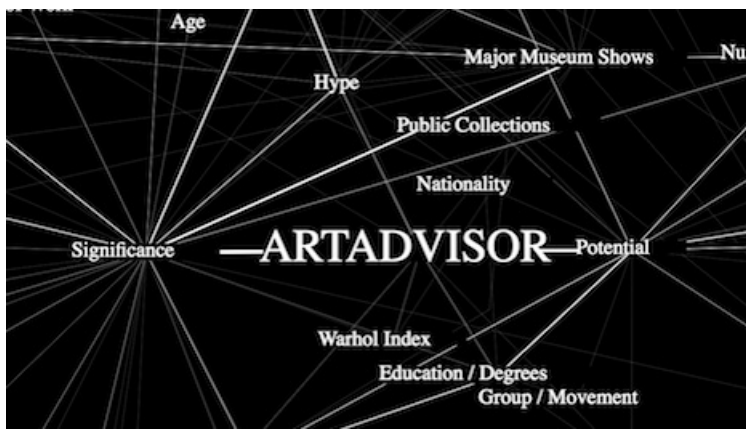
During the session, "Divide and Conquer, Driving Personalized Experiences Through Segmentation" at Forrester's CXNYC 2017 June 21, West's senior vice president expressed the importance of segmenting consumers through personalized data. He described how one of West's clients was able to drive \$2 million in extra revenue through segmentation and data.

"Segmentation is really important because it helps you look at your customers and understand who is buying, who will buy and what they buy," said Dan Gordon, senior vice president of strategy and development at West. "It allows you to adjust your marketing mix and the mechanism associated with that.

"It allows you to change what channels you use for what, what messages to you and how you use it," he said.

Personalization and data

Segmentation is the use of data to create groups of consumers based on various factors such as their behavior and demographics.



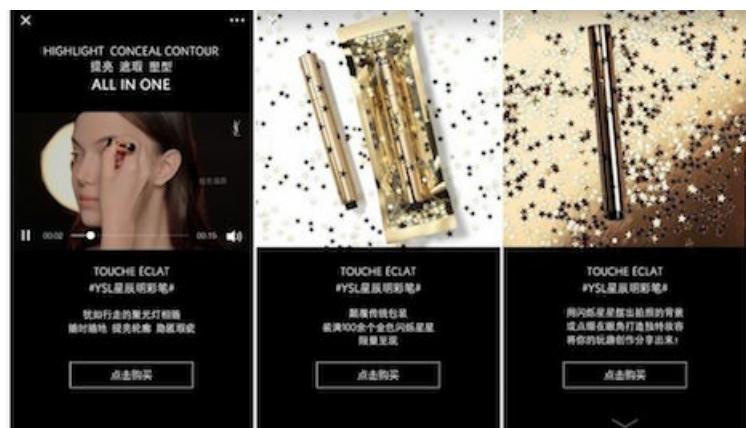
Artsy is partnering with ArtAdvisor to create a better customer experience based on data. Image credit: ArtAdvisor

Tapping this data and adjusting a marketing strategy based on these different groups and behaviors can decrease wasted ad spend, increase efficiency and effectiveness and drive revenue.

For instance, West's client was interested in driving Pay-Per-View purchases. By looking at consumer demographics, mixed with past purchase behavior of the consumer, the brand was able to drive an increase of 80 percent in revenue.

The executive noted that there will always be a group of people who will never purchase your product no matter what, and there will also be a group of consumers who will always purchase the product without hesitation. However, there is a large group in the middle who can be swayed in either direction. This is the group of people as a marketer, businesses need to focus on.

Consumers who are served personal marketing feel good afterwards. This type of advertising makes them feel special and appreciated, and makes them more likely to purchase again.



French fashion brand YSL launched a Moments ad to invite viewers to buy its beauty products. Image credit: YSL Beauty

It is also highly important to have data available to all sectors of a company. If every silo within a business can have access to the consumer data, it can mean a less disjointed experience.

Examples of personalization

In an example of how luxury marketers are personalizing the experience, online art destination Artsy recently acquired data science startup ArtAdvisor to provide deeper understanding of the current and future art market.

ArtAdvisor, a New York-based art technology startup, analyzes data about artists to glean insights about the individual's work in the larger cultural landscape. Data analytics is becoming a common practice across sectors, including luxury retail, as brands aim to create more personalized experiences for consumers in the online space ([see more](#)).

While marketing spend on digital advertising is quickly overtaking television spend, a new report from Boston Consulting Group and Facebook is showing that those that tap data are more successful.

Marketers that invest in long-term interactive relationships with consumers, which seamlessly span multiple platforms, are seeing better results than those using the "spray-and-pray" method. Brands need to tap real-time feedback from consumers and invest in varying concepts ([see more](#)).

"Only 33 percent of us find that segmentation is valuable," Mr. Gordon said. "Why is this hard?

"One of the reasons is data," he said. "Many people think they do not have enough data and many people think they have way too much data and it is too complicated."

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