

INSIGHTZ

Behavioural marketing is “the next big thing”

Whereas until recently e-commerce marketing was still all about recording which sites consumers visit, and keeping track of where and how often people are clicking, the talk nowadays is all about “behavioural marketing”. In short: behavioural marketing looks at consumers based on their behaviour on websites. This requires different recording methods and alternative data analysis. In response to the data recorded and analysed, consumers are shown advertisements and promotions tailored to their personal behaviour, rather than segmenting by target group. In the latter, the consumer still needs to be led into the “funnel”; that is, he or she first enters the broad funnel (the target group), and then ultimately ends up in a personal interest field through choice options, the stream from that funnel.

Behavioural marketing

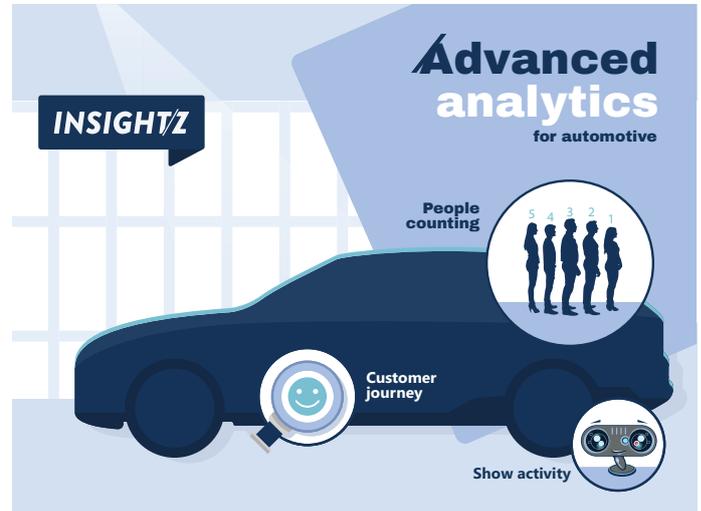
Behavioural marketing skips over this funnel, as it were. Based on individual consumer behaviour, analysis is performed at lightning speed and offers are displayed in rapid time, based on foresight. This is possible due to the fact that artificial intelligence systems are running in the background which, thanks to machine learning, get to know the consumer so well that the system becomes “predictive”, so can start to forecast ahead. A totally different approach and working method that should be written in giant letters: “Strike while the iron is hot.”

But what about offline?

If you have been following developments in my field – retail technology, you will know that we have for some time been setting ourselves the goal of measuring offline what has been possible online. The big question now, of course, is: if behavioural marketing is so “hot” in the online world, can you do it offline? The answer is “Yes!” Development in retail technology is also ongoing. In fact, we have reached a point where we can say that, in terms of development, we are in step with the online world, and even ahead in some aspects.

The “magic” instrument here is the 3D laser sensor. This sensor records (you probably guessed it) everything, using a laser, needed to generate valuable data from the shop floor or showroom (or exhibition stand), which can be analysed, learned and acted upon. A good example I can give is the following:

An open day is held at car dealer X, when the long-awaited model Y of brand Z is revealed to the public. Invitations have been sent out, advertisements have been placed both online and offline; in short, marketing has done everything to get potential customers to the showroom.



The car is the star of the show, and gleams in a prominent place under the spotlights. In a situation without retail technology, it would be difficult for the dealer to record how many people visited the showroom that day. The salespeople need to estimate who is really interested in the car and who is not. At the end of the day, you could start counting sales receipts and agreements. Nothing more.

In comes the 3D laser sensor!

Now for the same situation, using 3D laser sensors: the sensor records flawlessly how many people are inside and at what time. It records how many people have looked at the new car, including how long they spent there. It records whether visitors touched the car, whether they opened a door, and whether they sat inside it. And if so, for how long. Stopping and looking time are also recorded. This means it records who walks directly up to the car, and who hovers around it at first, unsure. The data can be viewed in real time or analysed later. Specific action can therefore be taken, then or later. The importer can watch, too, if he wants, helping his own marketing department.

Apply this example to any other store and realise that you can record anything and start predicting, all based on consumer behaviour. You can now become the perfect travel partner on your customer’s offline customer journey.

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