

Digital Marketing

Week 9:

Analytics & Data-Driven Marketing

Lecturer: Gloria Pratiwi Waang, SE., MBA
Jakarta International University, Indonesia

Learning Objectives

- Understand what data-driven marketing is
- Know key types of marketing data and how to collect them
- Learn important marketing metrics and KPIs
- Explore tools and techniques for analyzing marketing data
- Explore how data-driven marketing is applied in Indonesian businesses.
- Develop skills to analyze data for marketing decision-making.

What is Data-Driven Marketing?

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Data-Driven Marketing:

Using customer data and analytics to plan, execute, and measure marketing campaigns.

(Chaffey et.al, 2025)

Benefits:

- Improved targeting
- Better ROI
- Personalized customer experiences



Why Use Data in Marketing?

- Understand customer behavior.
- Optimize marketing spend.
- Personalize messaging.
- Measure campaign effectiveness.
- Predict future trends.



Types of Data Used in Marketing

- Demographic data (age, gender, location).
- Behavioral data (purchase history, website activity).
- Transactional data (sales, frequency).
- Social media and mobile app data (Tokopedia, Gojek examples).

Data Collection Methods

- Online platforms (e-commerce, social media, apps)
- Surveys and CRM systems.
- Indonesian context: data from popular platforms like Gojek, Tokopedia, Bukalapak.



Data Quality and Management

Definition: The process of **collecting, storing, organizing, and maintaining data** so it can be used effectively for marketing decisions.

Why is Data Management Important?

- Ensures **data accuracy** and **consistency**
- Prevents **data loss** or **corruption**
- Makes data **easy to access** and **analyze**
- Supports compliance with Indonesian data protection laws (e.g., PDP Law)

Data Management

Data Storage Solutions:

- Cloud storage platforms (e.g., Google Cloud, AWS) commonly used by Indonesian companies.
- On-premise databases for sensitive information.
- Importance of secure and scalable storage.



Data Management

Data Cleaning & Quality Control:

- Remove duplicates
- Correct errors
- Update missing info
- Ensure relevance



Data Management

Data Integration:

- Combine data from multiple sources
- Unified view of customers
- Use data warehouses & ETL tools

Access & Security:

- Control who can access data
- Protect customer privacy
- Follow regulations



Key Metrics in Digital Marketing Analytics

Website traffic

**Click-Through
Rate (CTR)**

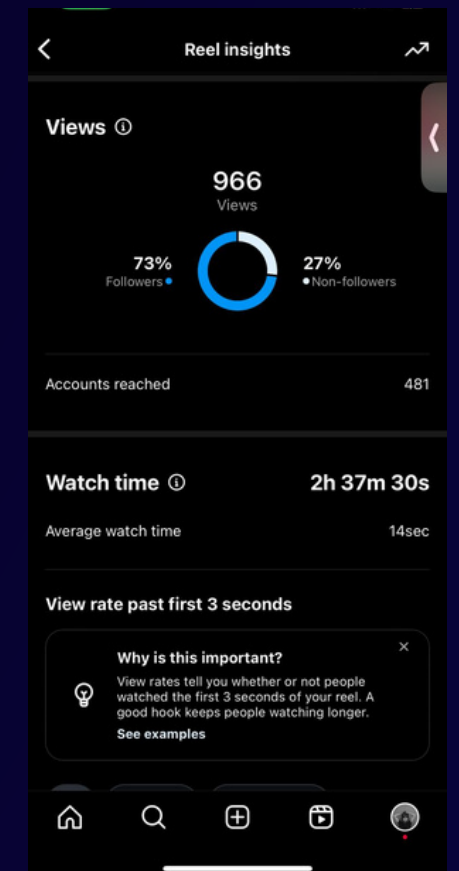
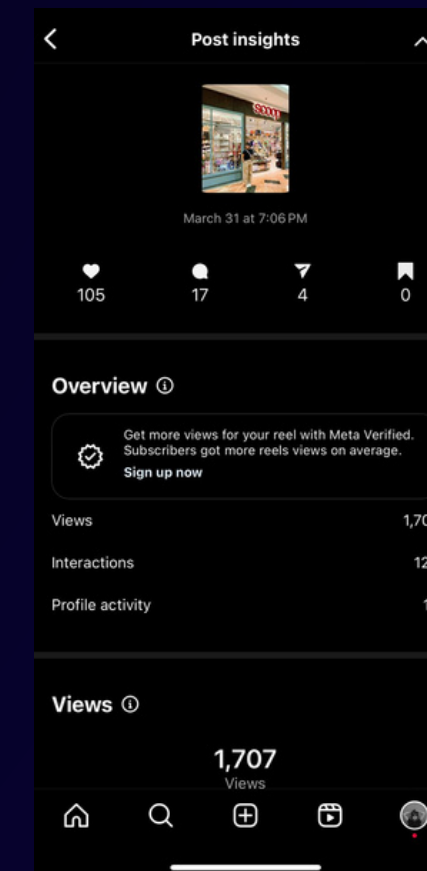
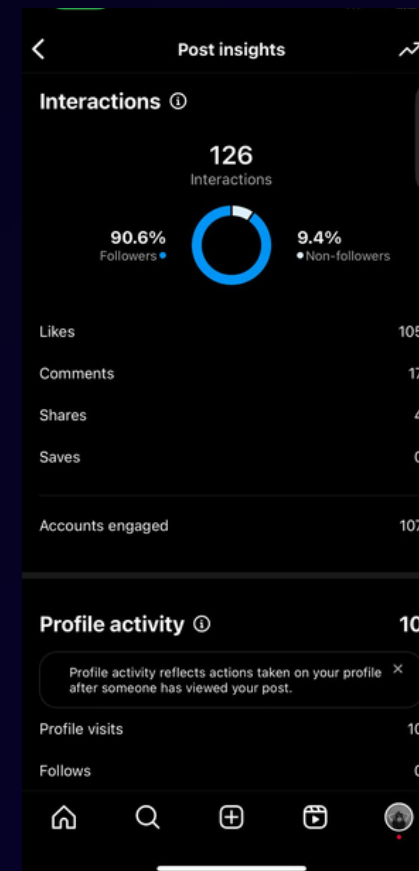
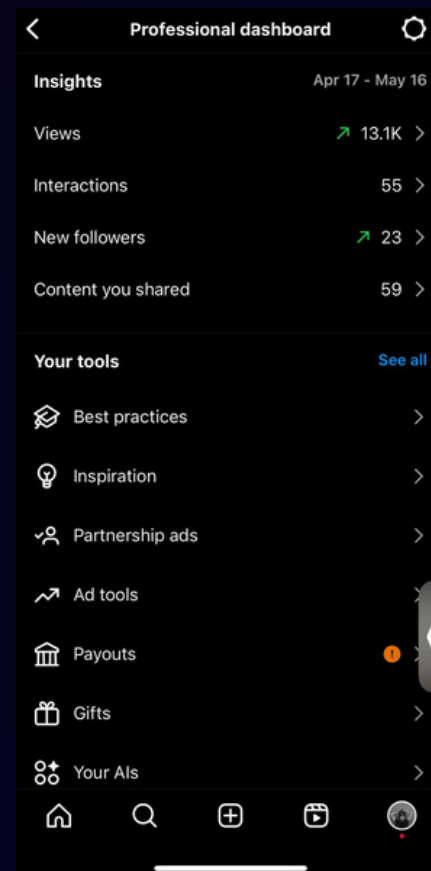
**Conversions
Rate**

**Customer
lifetime value
(CLV)**

**Bounce rate
and
engagement
metrics**

Tools for Data Analytics

- Google Analytics basics
- Social media insights (Instagram, Facebook, TikTok)
- Local tools and dashboards used by Indonesian SMEs



Designing Data-Driven Marketing Strategies

- Using data to tailor marketing campaigns
- Optimizing content and promotions based on data insights
- Case study: Tokopedia's data-driven marketing approach



Segmentation and Targeting Using Data

Market segmentation based on data, Segment customers by:

- Demographics
- Behavior
- Purchase history
- Interests
- Value to business

Creating customer personas

Examples:

Gojek's segmentation



Personalization and Customer Experience

- Role of data in personalizing marketing messages
- Enhancing customer engagement and loyalty
- Tailor content and offers
- Use browsing and purchase history

Example:

Netflix recommendation system adapted for Indonesian users.



Optimizing Marketing Content using Data

- Using data to create relevant promotional content
- Aligning content with customer preferences
- Impact on campaign effectiveness and sales



Measuring Campaign Performance

- **Setting KPIs and SMART goals**
Example, instead of saying “increase sales,” a SMART goal would be “increase online sales by 15% within three months.”
- **Tracking with analytics tools**
- **Using data feedback to improve campaigns continuously**



Real-Time Data and Marketing

- Monitor campaigns live
- Make quick adjustments
- Respond to customer behavior instantly
- Improve campaign performance on the fly

Examples :

Gojek's dynamic promotions and route optimizations

Data Analysis Techniques

- **Descriptive Analytics:** What happened?
- **Predictive Analytics:** What will happen?
- **Prescriptive Analytics:** What should we do?



Interpreting Data

- Look for **trends** and **patterns**
- Compare against benchmarks
- Identify anomalies
- Translate data into actionable insights



Case Study: GOJEK



- Indonesia's leading super-app with 18+ services
- Data-driven marketing supports 1 million+ drivers and 2.5 million customers
- Real-time data powers dynamic pricing & route optimization
- Personalized promotions based on user behavior
- Uses Google Cloud & machine learning for scalability and efficiency
- Supports MSMEs and financial inclusion across 167 cities

Case Study: TOKOPEDIA



- One of Indonesia's largest e-commerce platforms
- Uses big data for customer segmentation and trend analysis
- Optimizes marketing campaigns with real-time insights
- Personalizes product recommendations and promotions
- Drives sales growth during major events like Harbolnas
- Leverages data to improve user experience and logistics

Agile Marketing and Analytics

- Continuous testing and learning
- Rapid campaign adjustments
- Data-driven decision cycles



Challenges in Marketing Analytics

- Data quality and accuracy
- Interpreting complex data
- Skills and technology gaps; Keeping up with evolving tools
- Data silos and integration issues
- Cultural and market-specific challenges

Overcoming Challenges in Marketing Analytics – Strategies & Best Practices

- Prioritize data quality: Regular audits, automated cleaning, and validation
- Break down data silos: Use centralized dashboards and Customer Data Platforms (CDPs)
- Focus on relevant KPIs aligned with business goals
- Invest in training and upskilling marketing teams on analytics tools and data literacy
- Leverage AI and machine learning for predictive insights and automation
- Implement real-time reporting for agile decision-making
- Foster cross-team collaboration between marketing, sales, and analytics
- Ensure ethical data use and compliance with privacy regulations
- Translate analytics into actionable insights with clear execution plans
- Embrace continuous learning, experimentation, and adaptation

Future Trends in Marketing Analytics

- Artificial Intelligence & Machine Learning.
- Real-time analytics.
- Predictive personalization.
- Growing importance of mobile and social media data.



Preparing for Future Trends in Data-Driven Marketing & Analytics

- Focus on building and leveraging first-party data
- Embrace AI and machine learning tools for smarter insights
- Master real-time analytics to react quickly to customer behavior
- Invest in hyper-personalization to enhance customer experiences
- Develop skills in predictive and prescriptive analytics
- Adopt omnichannel strategies for seamless customer journeys
- Stay updated on data privacy regulations and ethical marketing
- Commit to continuous learning and experimentation

Integrating Marketing, Sales, and Customer Service

- Using shared data to align teams
- Creating unified platform connects all customer touchpoints
- Streamlines communication across teams
- Real-time data sharing improves customer insights
- Enhances customer experience and satisfaction
- Boosts operational efficiency and reduces costs
- Supports personalized marketing and faster response

Examples:

Mekari Qontak, Barantum CRM, Qiscus Omnichannel

Data-Driven Marketing in Indonesian SMEs

- MSMEs make up 99% of Indonesian businesses
- Data helps MSMEs analyze sales & customer behavior
- Affordable tools like mobile dashboards & cloud analytics
- Personalization boosts customer loyalty & sales
- Real-time data improves decision-making & efficiency
- Training & skills development are key

Examples:

OVO, Batik Danar Hadi, local SMEs using data apps

Summary and Key Takeaways

- Data drives smarter marketing decisions.
- Multiple data types and tools exist.
- Metrics and analysis guide strategy.
- Ethics and privacy are critical.
- Continuous learning and adaptation needed.

Thank You.

- Analytics & Data-Driven Marketing -

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