

### Special targeting: Enrich customer data to address a dedicated target group

B2B wholesale company wants to target a customer group with Turkish roots. Data analytics helps to enrich customer data and define the target group.

### **Of Challenge**

The B2B wholesale client is **selling products of a brand that is well known in Turkey** but not in other countries. Given the large community of Germans with Turkish origin and Turkish people living in Germany, the idea is to **position this brand for the German market**. However, the current customer data does not include any information whether a customer has a certain **national background** and could therefore be more receptive for products from that particlar country. The customers are themselves selling to B2C customers, which are unknown to the client.

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## Solution

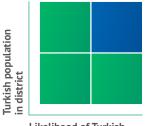
#### A Identify B2B customers with names typical in Turkey

- *01.* Identify the most common first and last names in Turkey, based on publicly available data from the Turkish government.
- *02.* Employ fuzzy-match algorithms to match the first and last names with existing customer data from the customer master data.

### **B** Match district information on Turkish B2C population

- *01.* Extract the share of Turkish population across counties in Germany, based on publicly available data from the German government.
- *02.* Match population information to customer-level data, to identify districts with potentially more B2C customers with Turkish origin.

**A+B** = prioritized customer target list based on potential B2B Turkish origin and B2C Turkish customer share for direct mailings regarding the special brand offering



Likelihood of Turkish origin (name-based)



### Results

With the enriched data the **conversion rate of the mailing was increased by 23%** compared to a random control group, who also received the mailing. Overall the sales of the brand was increased by 11% compared to the previous year.

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