

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.

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 particular country. The customers are themselves selling to B2C customers, which are unknown to the client.



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



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.

Contact