



CUSTOMER & MARKETING INSIGHT

Reduce how much you spend on marketing

We find customers who are so loyal they don't need to be convinced to buy from you. As well as less profitable customers. That means you spend less time and money marketing to them. And you only concentrate on marketing to customers who are the most profitable.

Sell more. Spend less. And improve your customer experience. All at the same time.

There's a difference between who your customers are and who you think they are. And customers aren't all the same. Because some are more profitable than others.

Our powerful customer insight service discovers more about your real customers. We show you who's most profitable so you sell more to the right people.

Sell to your most profitable customers

A well-known high street retailer wanted to increase their sales with a new type of customer. So they spent lots of money marketing to them. But sales didn't go up. They went down.

That's because they marketed themselves to a type of customer who wasn't loyal to them. And their mistake made real loyal customers feel neglected and cost the retailer in lost sales.

Customer insight helped the retailer discover their loyal customers. Now those profitable customers are happier and that means more repeat business. And less time and money spent on wasteful marketing.

Our insight service finds your most profitable customers

We discover who your customers really are and what motivates them. We explore their real-life behaviour hidden in your data. So you know them better and you sell to them more effectively.

Our customer insight service gives you much better value for your money too. Because you only spend your marketing budget on your most profitable customers. And your sales increase. Because you only sell to people who are likely to buy what you offer.

Insight means stronger customer loyalty

Your customers are bombarded by adverts that try to appeal to everyone. So we make your marketing a chance to show them respect. Because our customer insight service means you only offer them something when it's relevant.

Together we build trust between you and your customers. They know you don't waste their time so they pay more attention to what you sell. You give your customers a better experience. Which means stronger loyalty and more repeat business for you.



kokino-marvo

Risk, Marketing & CRM Analytics and Decision Science

How do I find the most profitable customers?

With help from the experts at kokino-marvo. We know that effective marketing is about conversations between people. So we put people at the centre of every decision you make.

1. We give you more value from your data

First we glue all your different spreadsheets and databases together. We look at what you already know about your customers and improve its quality. We also make your data more useful with rich new sources.

We improve the way people share information across your business too. And build you a joined up view of your customers that everyone shares. So you all know who you sell to.

2. You get to know your customers better

We find different types of customer and give each a personality to help you understand them. We turn your data into valuable information on real living people.

Now you know your customers we work out which are most profitable to you. So you prioritise your marketing budget to match. And get better results for your money.

3. We improve your customer insight

It's time to test what we've learned about your customers. So we make sure everything's correct in small controlled steps. That calls for close teamwork between us. And it's why we put so much effort into our relationship.

We survey your customers and check sales results to make sure we reach them. Our thorough tests give you peace of mind that your customers stay loyal and profitable.

4. Together we make powerful change last

We know there's more to customer insight than data. It's people that really make it work. So we help you absorb our improvements into your whole business so you're confident they stick.

That's what makes kokino-marvo different. We're a nimble and friendly homegrown business with a fresh outlook. We shake up the way people normally outsource. We work with you like a virtual department. And become a valuable part of your team.

Why do I need this? I've survived so far without it

The way people buy changes with their circumstances. So our customer insight service helps you change with them and continue to sell to the right people at the right time.

We are kokino-marvo

Together we build strong relationships with your customers that benefit you both. Talk with us now about our powerful customer insight service.



kokino-marvo

Risk, Marketing & CRM Analytics and Decision Science

How to find customers you don't even know you have

We explore who buys your products. Based on things like their lifestyle or age and gender. Then we look for trends in what they buy and help you understand why that behaviour happens. We often spot unusual patterns so we investigate deeper. That's where we find your hidden customers and new opportunities.

We spot trends in any data

It doesn't matter which industry or sector you work in as long as you have customer relationships. That means we get to work faster and increase value from your marketing quicker.

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