A hand holding a glowing lightbulb against a soft, colorful gradient background. The lightbulb is illuminated, casting a warm glow. The background transitions from a light blue at the top to a soft pink and orange at the bottom. The hand is positioned in the lower right, with the thumb and index finger holding the base of the bulb.

# Future of smart data: facilitating innovation, prudent marketing and winning customers

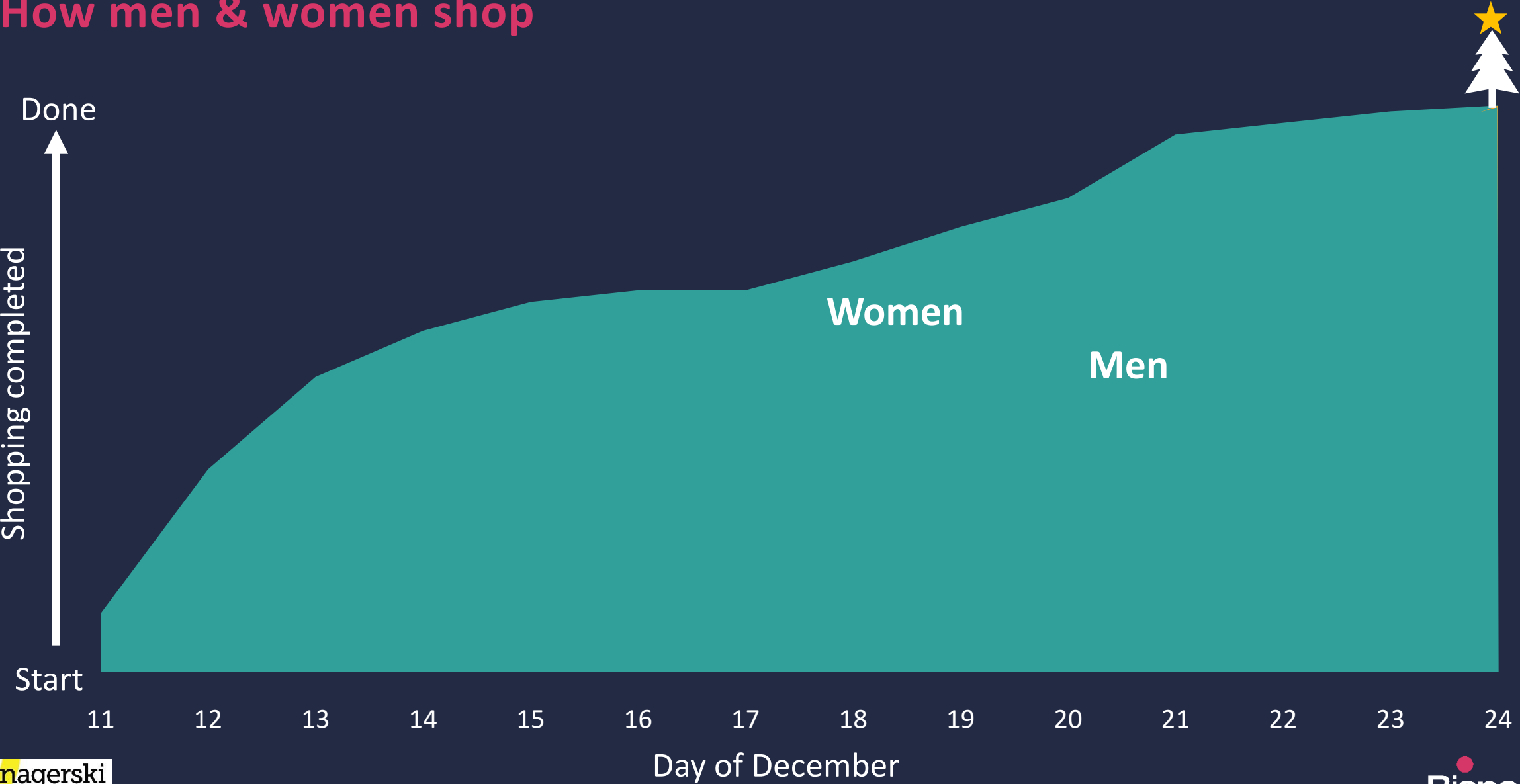
Joachim Karlsson, September 2018



Even simple data make your  
marketing much smarter.

Do men and women shop in  
the same way?

# How men & women shop





**Joachim Karlsson**

**Chief Strategy Officer**

**Bisnode**



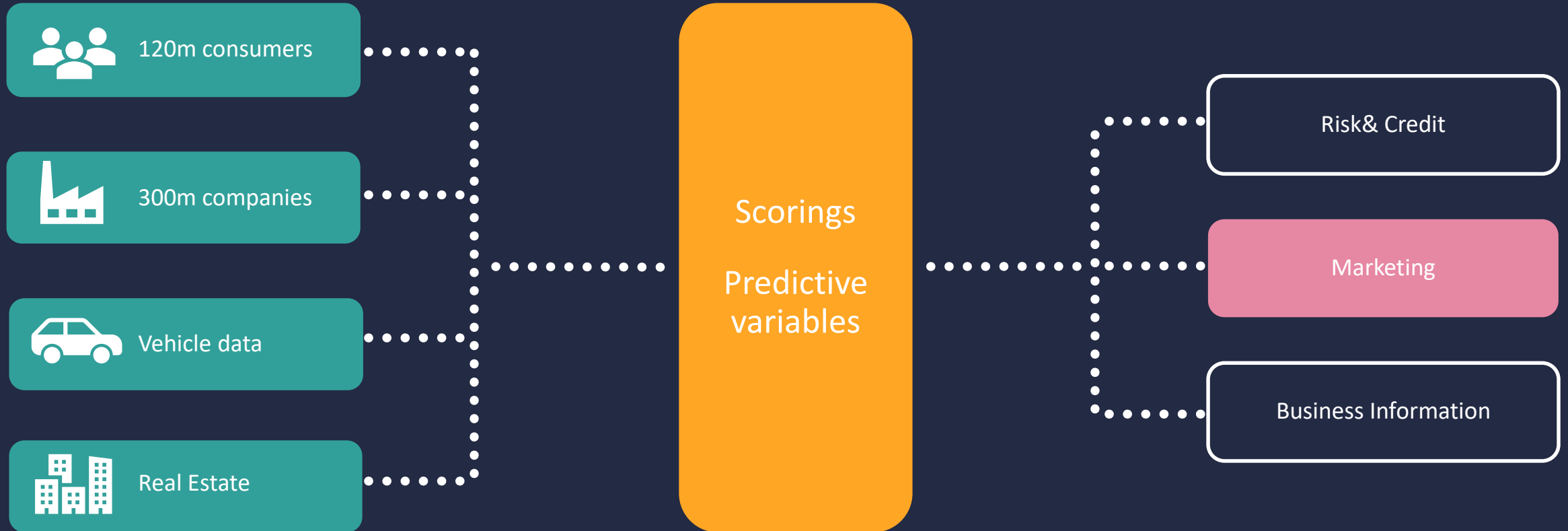
**74% of firms want to be “data-driven”**

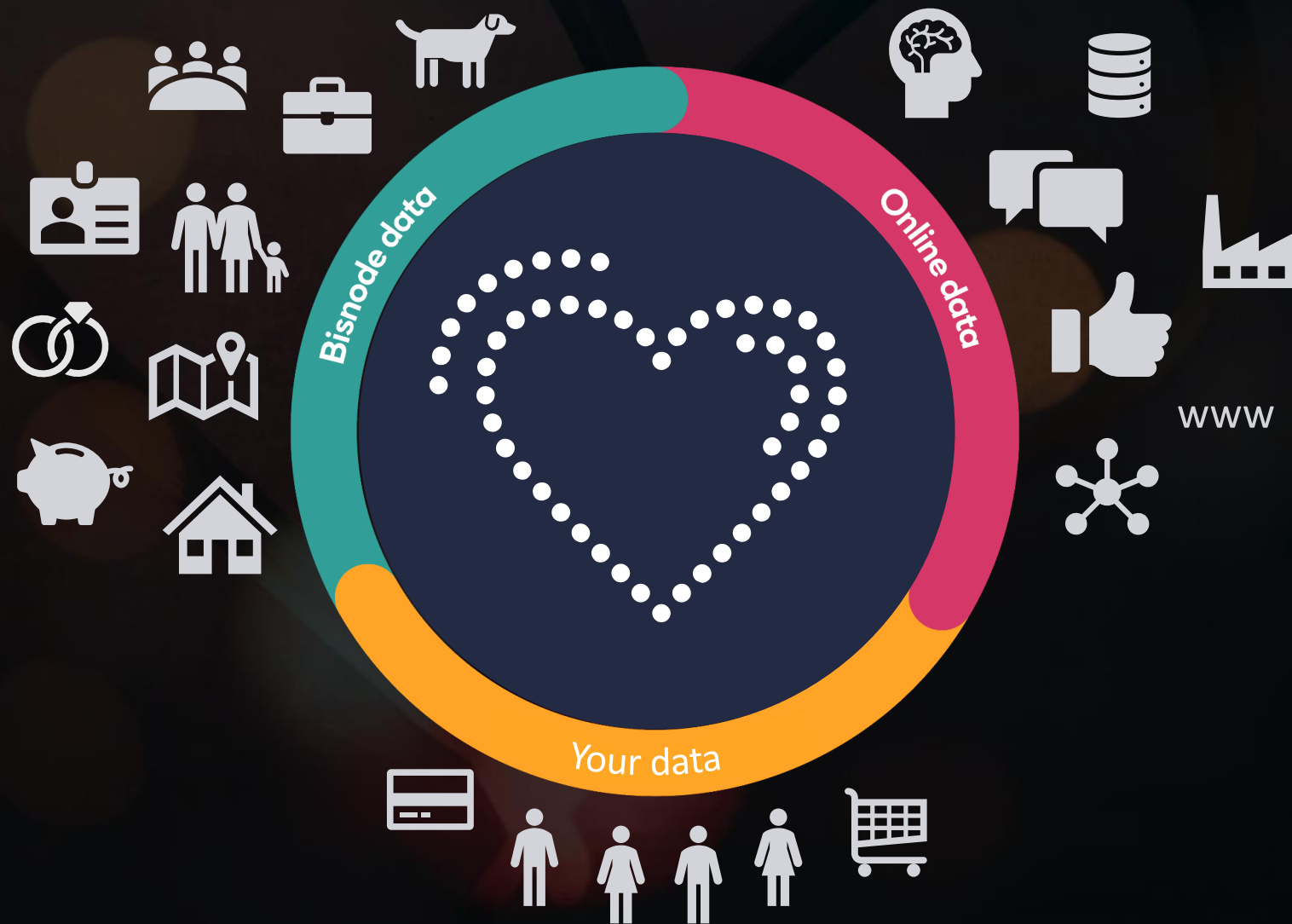
**29% succeed in turning data to action**

**It can be simple, I'll show you**

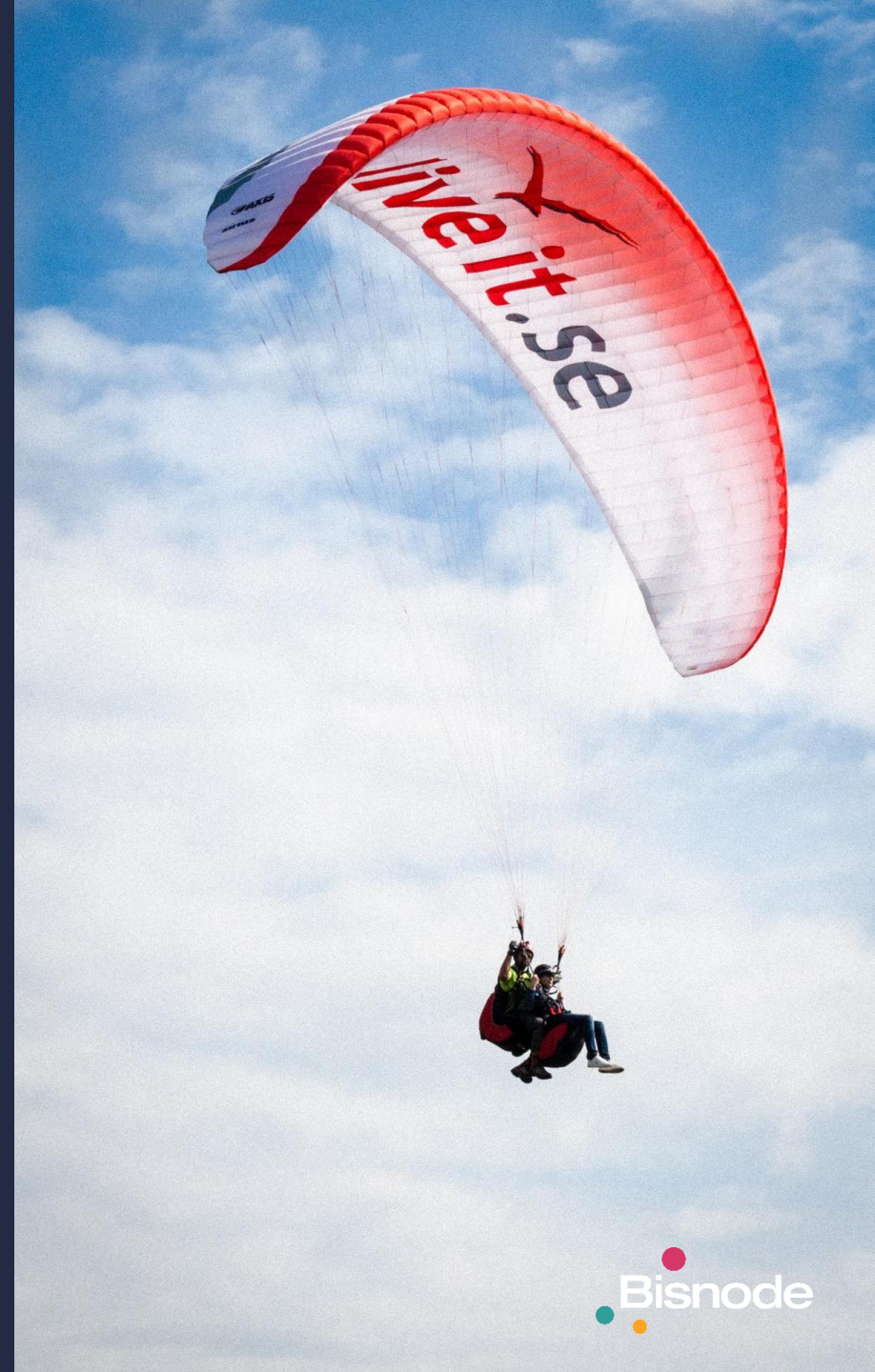


# To be data driven, you need data



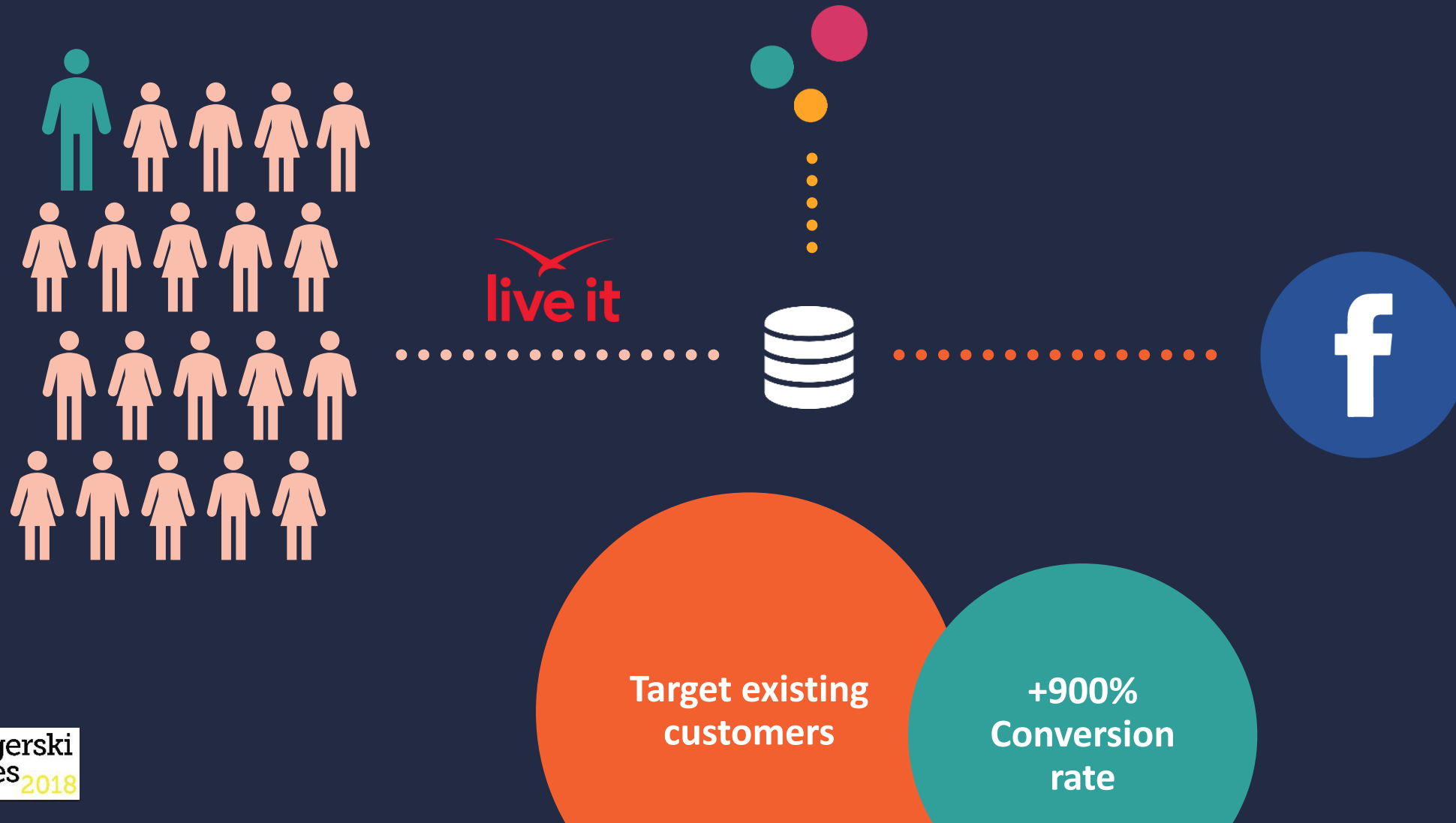


# The story of finding new adventurers

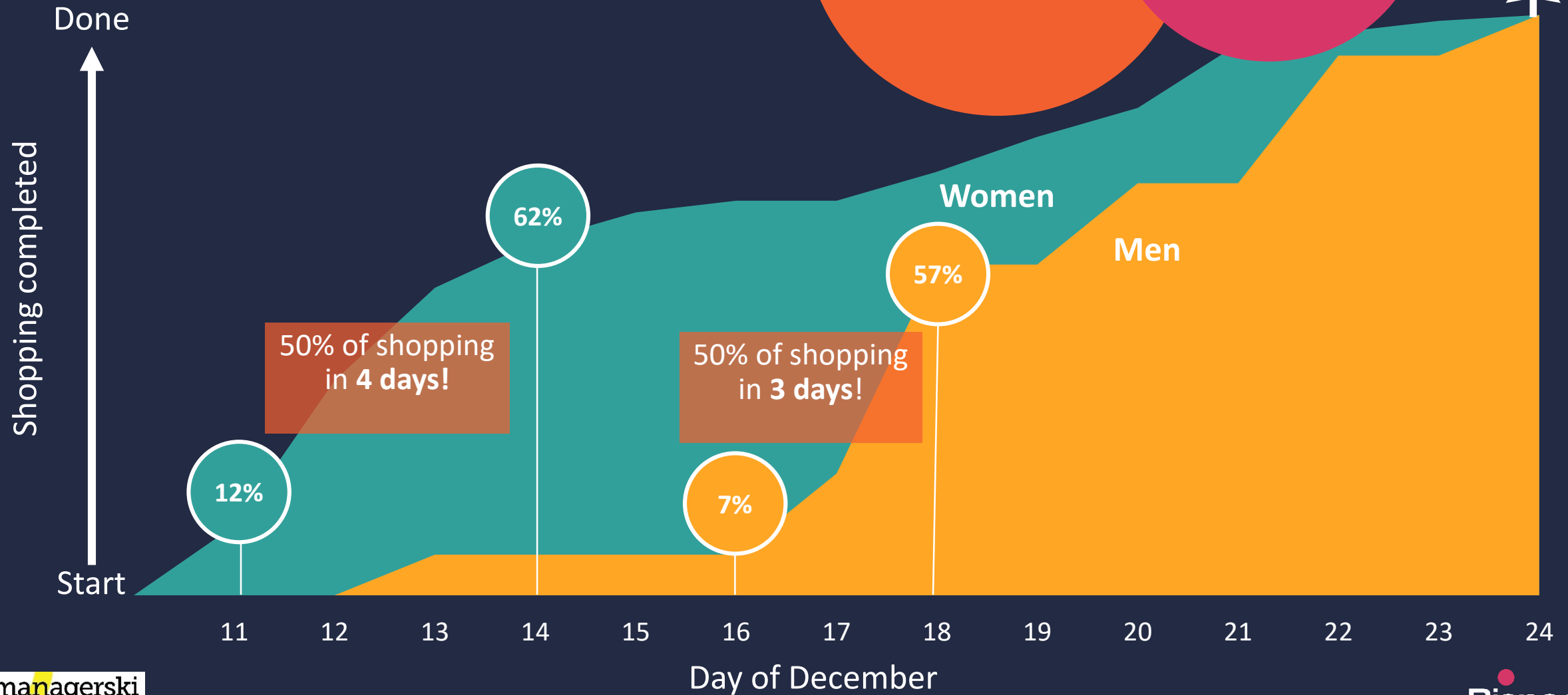




# Who will buy?



# When do men & women shop?



# Where to find new customers?



## Stockholm



High penetration &  
maturity



## Gothenburg



Low penetration &  
maturity



# Where to find the customers?

Stockholm



High penetration  
high maturity

Gothenburg



Low penetration &  
low maturity

Focus on  
Gothenburg

+47%  
Increase of  
orders





**-33%**  
**Decrease in media spend**



**+900%**  
**Increase in Conversion rate**



**+47%**  
**Increase of orders**

# How to find companies interested in your services?

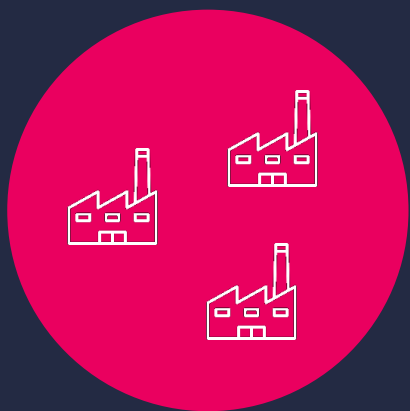
**Data-driven  
marketing can  
be complex**

# How to find new leads (potential customers)?

Textile Fair



2500 companies  
love textile fairs



29 000 companies  
do not

Bisnode data about  
300M company websites









TechTextile

Asia

Import

Digital



● Digital, textile, import, Asia...

# Finding new leads with the right keywords

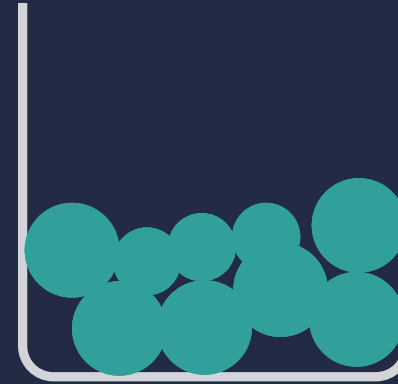
Digital, textile, import, Asia, ...



.....



Crawled the  
web for twins



3 600  
great leads



29 000  
bad leads



2500 customers with great fit



3600 new exciting leads



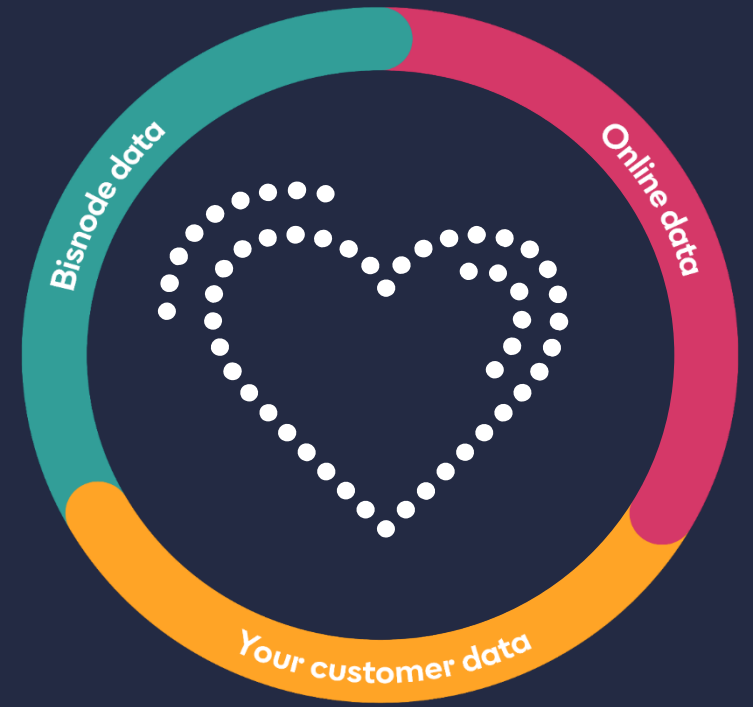
**Finding new customers  
can be frustrating and  
time consuming...  
.. but not with the  
Data-Driven  
Marketing!**



**Being smart is not complicated**

**Mix your data and Bisnode data**

**Watch magic happen**





**Thank you!**