

Panel Discussion | [E-Commerce Strategy] How to Build a Data-Driven E-Commerce Strategy that Will Outperform the Competition?



DEELERT SOMBATTHANASUK
Chief Digital Officer
AXA Insurance Thailand



LUÍS CARVALHO
Assistant Director of
Digital Performance
Minor Hotels



SURENDRA SONI
Director Marketing, Asia
Pacific
Sealed Air Corporation



slido



Does the new data privacy law (PDPA and the link) lead to more or less usage of business-driven data?

- Question 1: What has changed in terms of data strategy and e-commerce strategy during and post pandemics
- Question 2: How to transform data to give us actions?
- Question 3: How are companies using data/insights in defining a GTM strategy which would keep customers/consumers engaged & lead to repeat purchases?



Deelert's Takeaway:

- Capture the data that best represents the needs and wants of your customer and translate them to meaningful actions.
- In the digital world particularly, use the insights from your data to re-communicate or respond back to the customer - show your empathy!
- Learn - Re-learn and Un-learn from your data to get closer to your customer

Surendra's Takeaway:

- The world's most valuable resource today is no longer oil; it's Data! (*Economist, 2017*)
- Move from a 'gut-feel' approach to a Data-driven mindset - aids more informed decision making / improves efficiency / helps craft focused messaging.
- Leverage Data to design your own '*personalization at scale*' strategy, which helps in '*value creation*' for your customers and '*value capture*' for your business.

Luis' Takeaway:

To become a data-driven organization, it's important to know how to correlate information from multiple touch points, both owned or public, and use BI Tools to study those numbers and give you possible actions. We cannot move forward as fast as the market by having to consult 5 different reports in order to make one decision.



THE MARTECH SUMMIT

Bangkok | 19 & 20 October 2022 | #TheMarTechSummit

braze

gettyimages®

Insider

ON24

 BUDDY
REVIEW

Appier

STORYLY

CONNECT 

 **mFilterIt**
Adding Trust to Digital