Why Data is Key To Merchandising

10 things you must to do win

Presented by
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Mega Event WorldWide
29th November – 1st December 2017
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1. Know what customers are really looking for

USE THE CRS DATABASE TO SIZE THE MARKET.
THAT DATA IS WRONG.

THEN USE THE SIBS DATABASE.
THAT DATA IS ALSO WRONG.

CAN YOU AVERAGE THEM?
SURE. I CAN MULTIPLY THEM TOO.

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1. Know what customers are really looking for

People aren’t going to a destination, they’re going on a trip.

• Destination
• Timing
• Social context
• price
1. Know what customers are really looking for

Conversion jumped 40% when we started recommending trips rather than destinations
2. Collect data
I Bought a Report on Everything That's Known About Me Online

Data brokers collect and sell people’s personal information. How accurate is what they find?

Caitlyn Renee Miller | Jun 6, 2017 | Technology

On a recent Thursday, I waited for an email that was supposed to contain every personal detail the internet knows about me. The message would be from an
3. Garbage in, garbage out (GIGO)

OUR CONSULTANT HAS BEEN MINING DATA ALL DAY.

THE RESULTS ARE QUITE SHOCKING.

ACCORDING TO THE DATA, SALES ARE ALWAYS HIGHEST WHEN I DO THIS...

@hitlist_app

Over 50% people will choose a simpler log in method that can bring useful additional data.

Other companies report 60% users are willing to grant access to their email history.
5. Want data? Offer value.
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6. User data vs. session data

Make sure you’re doing your A/B tests right
7. Leverage social connections

Users are 56% more likely to convert when they have social connections to a destination/trip.
8. Create accounts

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9. Share data

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10. Machine vs. deep learning

Machine Learning

Input → Feature extraction → Classification → Output

Deep Learning

Input → Feature extraction + Classification → Output
Questions?

@gillianim on twitter