

# On E-Commerce Precision Marketing Strategy Based on Big Data

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## ABSTRACT

Nowadays, Internet technology has been developed to a higher level, and has also gained more and more popularity in people's life and work. Internet technology has penetrated into many fields, providing more convenience for people. Judging from the current development momentum of China's e-commerce industry, fierce market competition and increasingly picky demand of customers, coupled with the gradual formation of online sales model, have all made the existing e-commerce industry face greater challenges, as well as opportunities worth taking advantage of. At present, relying on the rapid development of Internet and computer technology, the concept of "big data" has been popularized. Under the background of big data, every industry has undergone changes and improvement, especially the e-commerce industry, which can more accurately determine the consumers' consumption needs and habits, and can further understand their purchasing power, thus realizing accurate marketing, and strengthening its marketing reliability and pertinence.

**KEYWORDS:** E-commerce operation, Precision marketing, Big data

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Taking computer technology as the basis for the development of e-commerce, the emergence of the concept of "big data" is a powerful weapon to promote its positive development. Influenced by big data technology, e-commerce enterprises must give full play to their unique technological advantages, innovate and perfect their own online marketing mode and implement precision marketing so as to eliminate unnecessary marketing costs and improve economic benefits. Therefore, this paper explores the unique advantages of e-commerce marketing from the perspective of big data and researches on reasonable implementation of precision marketing by e-commerce industry practitioner under the background of big data, aiming to lay a good theoretical foundation for the more active development of e-commerce industry.

## 1. The unique advantages of e-commerce precision marketing based on big data

The so-called "big data marketing" refers to a new marketing model under the background of big data, also known as "data-driven marketing model". Its main purpose is to stimulate customers' purchasing desire and provide targeted service content. The application of big data technology can better analyze the needs and purchase tendencies of consumers, and conduct reasonable marketing to encourage consumption and increase interactivity on this basis. This is

a benign optimization of traditional e-commerce marketing, which can better exert its marketing effect and improve marketing efficiency.

Specifically, the advantages of e-commerce precision marketing under the background of big data can be divided into three aspects. First, improving advertising precision. Combining with the basic information of consumers obtained from big data analysis, it can control the promotion cost. Compared with traditional "net-casting" promotion marketing strategy, this mode is of precise advertising and brings higher benefits. Second, improving the service level. With big data technology, after fully understanding the needs of consumers, a high degree of precision marketing can be achieved, in popular terms, that is, "always give the monkey exactly what he wants". E-commerce enterprises should help consumers choose the perfect goods, convenient logistics with lower costs and better service. Third, strengthening marketing efficiency. In the context of big data, the precision marketing mode needs to deliver accurate and time-efficient information to consumers, which undoubtedly has strong advantages for fast-paced commodity sales. E-commerce enterprises can only advertise and promote information for consumers with stronger purchasing desire, in order to reduce costs and increase transaction efficiency at the same time.

## **2. Analysis of precision marketing strategy**

### **2.1 Reference consumer data and accurately position market**

The basic data of customers is basis for marketing during e-commerce marketing activities, as well as the basic content for implementing accurate marketing. As an e-commerce enterprise, to know customer information accurately, the first thing to do is to collect big data. On the whole, customer data mainly includes the following forms: behavior data, basic information and comprehensive analysis data. Starting from the data of these three aspects, comprehensive analysis and optimization can be carried out to preliminarily obtain the potential interest of customers in specific products, the degree of adhesion to a certain brand, and the approximate scope of purchasing power. After obtaining this information, the target audience can be initially "accurately classified", on the basis of which, the products can be further classified. Products conform to the classification of the two are what demanded by customers. The marketing accuracy has been greatly improved in this way. According to the basic situation of e-commerce enterprises, both the target audience group and adhering consumers are their important assets. In the context of big data, e-commerce enterprises need to set a lifelong management target for customers and provide continuous service and comprehensive management support for customers.

In short, e-commerce enterprises must change the traditional marketing concept, build a consumer archive with the help of big data technology, analyze the consumption concept and the change trend of consumer behavior at any time, update the archive and update the product characteristics and prices at any time, so as to meet the needs of customers and gradually improve the adhesion. For example, e-commerce enterprises can judge the basic purchasing ability of consumers according to their historical purchasing records and daily consumption habits as well as the information of consumers' living habits and working environment, and choose more functional commodities in the corresponding product categories to stimulate the purchasing desire of customers with stronger purchasing ability.

### **2.2 Rationally use big data and cover marketing to entire network**

Compared with traditional enterprises, information dissemination of e-commerce marketing is more active by using the Internet, and can transfer the detailed information of products to every device which contacts the Internet in a short time. The advertising and promotion of e-commerce have intensively penetrated into people's daily life. As long as the Internet is used, it is easy to find the promotion content of e-commerce. Even if people do not directly log on to the commodity sales platform, they can also encounter product promotion information on other web pages and APP. Influenced by big data, network media has developed very rapidly nowadays, especially the wide use of various social software makes people's life more easily understood by network media. Therefore, e-commerce enterprises can carry

out in-depth precision marketing by use of online media.

Fundamentally speaking, the final purpose of e-commerce enterprises to carry out precision marketing is to find customers, which can be completed with the help of big data and online media as soon as possible. In addition, the emergence of new media forms which can rely on big data technologies, such as Official Account, self-media and short videos, provides more promotion methods for e-commerce platforms. For example, the emergence of various anchors who sell goods online can enable potential customers to learn basic information about commodities in a short time, which can boost the development of e-commerce platforms.

### **2.3 Take differentiated marketing and optimize pricing schemes**

The so-called "differentiated marketing" refers to that e-commerce enterprises divide consumers into different levels and provide corresponding service content for them. From the view of the characteristics of a wide range of consumer audiences and e-commerce business modes, service differences are mainly reflected in the commodity prices. This marketing mode is relatively important in e-commerce precision marketing. Although, on the whole, differentiated marketing may lead to some unfairness, it can have a positive impact on the development of e-commerce.

In the actual marketing activities, e-commerce enterprises adopt differentiated marketing in two different forms, namely channels and customers. First, customers. Enterprises can analyze the basic situation of customers at any time with the help of big data, and summarize the information as a basic reference for price adjustment. For example, for consumers who are more sensitive to price, enterprises can adopt the limited-time discount model to increase the adhesion of customers. If the consumer does not mind the price too much, the products will be sold at the normal original price. In addition, for consumers who has weaker purchasing desire, products should also be sold at the normal original price. On the contrary, if consumers make more purchases and have a higher degree of adhesion, they can enjoy a preferential price, such as the system of "VIP users" who rely on the times or amount of purchases accumulated on most e-commerce platforms. The second is the channel. E-commerce enterprises cooperate with companies that provide payment services and count customers' payment channels by use of big data to make differentiated pricing. For example, if customers pay with WeChat and Alipay, they can enjoy a certain discount, while no discount is provided when they pay through online banking alone. Gradually a fixed consumption habit will form.

## **4. Conclusion**

To sum up, with the continuous development of Internet technology, big data technology will be more widely used in people's daily life and work production in the future. Under the background of the big data era, e-commerce platforms can accurately analyze audience's purchasing behavior, provide them with commodities that meet their basic conditions and needs, and create better economic benefits for themselves.

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