

# DATA SCIENCE & AI: THE SECRET SAUCE FOR E-COMMERCE SUCCESS

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## DATA SCIENCE & AI: THE SECRET SAUCE FOR E-COMMERCE SUCCESS



*According to McKinsey Global Institute, data-driven organizations are not only 23 times more likely to acquire customers, but they're also six times as likely to retain customers and 19 times more likely to be profitable!*

An invaluable asset for success, data is undoubtedly king in the fast-paced digital world. Businesses today harness the power of Data Science and AI to extract key insights, allowing them to engage potential customers more effectively than ever. Find out how VKT has helped an eCommerce company **increase their revenue and ROAS by 48% & 41%** in just 2 weeks with Data Science & AI. In this newsletter, we will uncover:

- ♥ How businesses can leverage Data Science & AI to reach the right audience
- ♥ How to optimise your online marketing campaigns to achieve unprecedented results, and much more.

## VIDEO



### How E-Commerce Businesses Can Reach Their Full Potential

Is your business hitting a plateau, and your campaigns not delivering desired returns? Watch our video to discover the secret to breaking free from stagnation and unlocking your business's full potential with Data Science!

[Watch Now](#)

# SOCIAL MEDIA



## Data-Driven E-commerce Marketing - The Key to Growth & Success

Source: VK Transformation 

## Data-Driven E-commerce Marketing- The Key to Growth & Success

In the fast-paced world of e-commerce, data is your invaluable asset for success. Leveraging data enables businesses to analyse customer data and use it to make smarter, more informed decisions which lead directly to success. Read on to find out what exactly data-driven e-commerce marketing is!

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## How AI & Data Science can Boost E-Commerce Sales during Seasonal Peaks



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The end-year holiday season is crucial for retail businesses to maximise sales and revenue, and AI and data science can help accelerate online revenue growth during these times. Read on to find out how to leverage seasonality in e-commerce.

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## Case Study: How VKT Used Data Science To Grow An E-commerce Company

Source: VK Transformation 

## How VKT Used Data Science to Grow an E-commerce Company

In just 2 weeks, Company Y generated 54.3% more purchases, 47.9% more revenue, and 41.3% higher ROAS as compared to other ad campaigns during the same period with the help of data science and AI. Swipe to find out how our AI Performance Marketing experts have helped them!

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## BLOGS



### Reaching The Right Audience with Data Science



## Reaching The Right Audience with Data Science

The rise of data science has armed marketers with tools and insights to engage potential customers more effectively than ever before. Read on to discover how data science can empower your marketing efforts and help you reach your ideal audience.

[Read More](#)



### How Do You Measure The Effectiveness Of Your Online Marketing Campaign?



## How Do You Measure The Effectiveness Of Your Online Marketing Campaign?

Launching a successful digital marketing campaign involves various essential components yet, a pivotal step that unifies all these efforts is deciding how to measure the effectiveness of a digital marketing campaign. In this blog, we will show you how to do so.

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## READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged 360° Digital Marketing and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 50% funding. Take action today - [Contact Us](#) for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!

## FOR MORE DETAILS, CONTACT US TODAY

✉ [info@vkttransformation.com](mailto:info@vkttransformation.com)  
☎ [+65 6816 5301](tel:+6568165301)

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