

## Big Data era of e-Commerce Precision Marketing Applied Research

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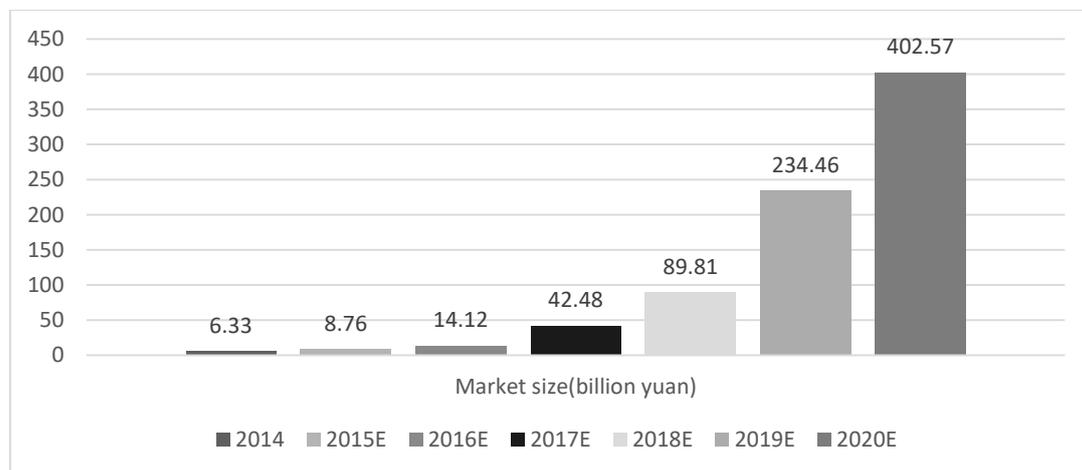
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**Keywords:** Big data; E-Commerce; Precision marketing

**Abstract:** Big data helps e-Commerce company for marketing decision-making of the adjustment and optimization, not only helps brands to discover opportunities, but also the electricity supplier business marketing action targeted, trackable, measurable, and can be optimized, thereby bringing up to data as the core of the marketing closed loop marketing actions to get a virtuous circle. Big data technology has greatly influenced the business enterprise marketing methods, and promote precision marketing. This article through the literature research method, data analysis and other methods to carry out big data under the e-Commerce Precision Marketing Applications Research. The analysis found that enterprises to conduct big data marketing process in the presence of a marketing operation blindness, marketing platform repeatability, marketing is not accurate and other issues. At the same time to solve the above problems put forward the corresponding solutions. The final conclusion, the big data technology continues to in-depth using will inspire consumers to big data precision marketing to generate new requirements, the only big data technology under the precision marketing continues to Mature and perfect, to make big data further with e-Commerce precision marketing integration development.

### 1. Application Status



**Figure 1.** 2014-2020 China e-Commerce Big Data Application Market Size

Currently, e-Commerce businesses rely on their own accumulation of marketing experience and market demand, through the integration of market data analysis and e-Commerce platform development, achieve precise marketing, thus increasing sales. E-Commerce business through e-mail, WeChat, Weibo, QQ and other chat tools, the large video entertainment software, Taobao, Jingxi, Netease, one shop, the only product, etc. shopping platform browser history, collect the user data. Through the collection and the user having similar preferences of other users behavior and analysis, you can guess a particular user's preferences and behavior of the trajectory, in order to achieve understanding of the user, positioning the user's intended marketing effect. Through the analysis of user behavior and summarized, by specific user preferences and personalized data, to

shorten the user and the customer distance. Google, for example, through data mining, to explore customer behavior process and in the Union within the website above to track the user's whereabouts. Through data integration and route analysis, Google on its affiliate site on released a in line with the client the potential benefits of advertising, in order to achieve accurate marketing. Another example: to the customers to send personalized advertising to be precise e-mail marketing. If the customer is ever on the site above to browse through the products, but not purchased, e-Commerce will be based on the possible scenarios for analysis: out of stock, the price is inappropriate, products inappropriate, etc., and at the appropriate time through e-mail or SMS notification of customers, price reductions or the introduction of similar products. At the same time, by mining the customer or adjacent to the similar customers of cyclical buying habits, timely to remind customers. By means of big data technology, e-Commerce business to existing customers and potential customers basic information and shopping information in-depth comprehensive analysis that helps e-Commerce businesses timely adjustment of marketing strategy, improve marketing performance, to promote enterprise rapid development.

## **2. Common Application Mode**

Marketing is in the right place and time in the right manner to the right people to provide the right product. With the love of the same, giving consumers the ability to love at first sight, the two see passion, the three set for life, to achieve a product with the user multi-dimensional fit. In the Internet era, the success of the marketing guidelines may not seem complex, mastering the marketing 4P theory-product, price, promotion and place. When the marketing challenges, as long as the use of well-known marketing solution, plus a good product and a nice copywriter advertising, you can basically achieve the purpose of marketing. In the era of big data, all of the marketing and consumer behavior are all digital. Marketing has become a numbers game. Data analysis and data management has become a marketer's core competitiveness, the data throughout the entire marketing process. Common modes are: Amazon's personalized recommendations greatly increase sales; Facebook's targeted advertising, success honor the fans and traffic; a Google search page is dynamically adjusted, so that the recommendation is more in line with the user's mind, improving search efficiency. These examples have become the industry verbal Big Data Marketing classic. Through large data calculation, to accurately predict the user's real needs, accurately meet user needs and preferences, effectively guide and promote sales.

## **3. There is a Problem**

### **3.1. Marketing operation of the blind**

E-Commerce enterprises in the marketing process does not actively seek interaction with the customer, the customer becomes a marketing activity of the passive recipient. Specific performance of the marketing a single model, the simple pursuit of marketing scale. Business by sending a lot of advertising to achieve marketing goals, but the lack of audience preferences and behavior analysis, nor by customers of marketing activities feedback to improve marketing strategy. One-way marketing not only can not achieve the desired marketing effect, but also may cause customer objectionable. Marketing effect is not ideal, the cost is difficult to control, and the marketing effect is difficult to balance the number in addition to a single marketing tool than, the most commonly used method is to hit the price war, the marketing and low price sale worthy of. Businesses by low prices to seize the market, often lose money to call. They sell more, the loss is greater. Marketing decisions lack of market and customers by effective analysis, decision-makers are usually based on past experience for decision-making, and therefore has a lot of blindness.

### **3.2. Marketing platform repeatability**

Currently, all e-Commerce enterprise layout of the various e-Commerce platforms, including Jingdong, Alibaba and other e-Commerce giants of private capital participation, as well as postal and other state-owned capital participation. Despite the different operators of the investment and

business focus are different, but the e-Commerce companies are actively committed to these platforms to increase visibility, and increase sales. Each platform has its own database, its own data analysis Team, Blind on the project, leading to each platform, redundant construction, serious waste of resources.

### **3.3. Marketing is not accurate**

In the e-Commerce marketing process, consumer of large amount of data, consumer behavior track complex. In the Big Data era of e-Commerce, due to lack of these data for in-depth research and analysis, people cannot correctly determine the needs of the consumers, it is difficult to provide consumers with accurate marketing services, which greatly reduces the consumer's purchase rate is low. In other words, e-Commerce marketing is not accurate, specifically reflected in the electric business enterprise advertising is not accurate, positioning is not accurate and customer service is not accurate.

## **4. Countermeasures**

### **4.1. Data to guide practice**

Change the original experience as the guiding principles of sales ideas, the use of big data for precision marketing according to consumer behavior change to consumers in a timely and precise marketing strategy, the audience is the customer related to Lenovo big data is not just for the audience real-time analysis, but also on the needs of the user information is a multi-faceted Analysis, Analysis of the new correlation. For example, by finding the user's shopping cart among different commodity relations, can be roughly analyze the user's consumption habits and needs, understand the user immediate needs of the goods. Dedicated marketers can use big data to provide relevant information about the user's spending habits and behavior, and thus for the customer's consumption psychology to personalized marketing. After in-depth analysis of the data, precision marketing will save a lot of manpower material and financial resources, saving marketing costs.

### **4.2. Building a big data-sharing mechanisms**

From the current Big Data Use situation, small and medium business enterprises in the data collection, processing aspects, is still very weak links, which limits big data in the modern e-marketing process functions of the play. And to solve this problem, the key is to establish big data-sharing mechanisms. We can try to build in Taobao, Jingdong and other large e-Commerce enterprise as the core set of Big Data Infrastructure, Data Center, data analysis and data applications in one of the e-Commerce industrial Park, give full play to them in the Big Data Acquisition, Analysis and application aspects of advantage, to provide the appropriate technical and data support for big data services products. Small e-Commerce relying on a large e-Commerce companies to provide big data services, big data sharing, and then carry out targeted precision marketing. In the big data sharing process, to pay attention to the protection of consumer personal information and privacy of information, particularly to consumers ' personal safety and property security of the information.

### **4.3. Achieve precision marketing**

The era of big data data volume, multi-species, fast growth, the value of low density. Through data mining and analysis, can extract hidden in the data Sea of the treasure. With data acquisition, storage, management, analysis, mining and application technology system development, through the various channels of data fusion, can improve the precision marketing accuracy.

First, advertising to be precise. Full use of the online advertising resources, including their own creation and accumulation of various resources, the purchase of professional advertising services, commercial space and partner resources, to do good online advertising budget, pay attention to advertising of the density, to avoid too dense and cause the cost of waste, a reasonable choice of advertising time.

Secondly, the market positioning to be accurate. Market positioning is to find your product in the target market of the accurate position, make it in the consumer's mind into forming a unique impression, and then make the consumer in making a purchase decision can be thought of a product. In the Big Data context, the precise market positioning is not only to determine the scope of the market, but also to determine the target groups. Only an accurate understanding of consumer needs and psychological intent and pinpoint the right marketing strategy, enterprises can achieve sustainable development.

Finally, the customer service to be precise. By collecting consumer data, according to consumer historical information and consumer tendencies, we can predict consumers need what kind of product or service. Businesses can be marketing resources to aim for potential customers. The consumers have the initiative, not violations of consumer privacy under the premise, the enterprise through the network platform for service positioning, product and service customization, users do not need to submit personal appearance, style and other information, only through data integration to provide consumers with personalized products and services, to achieve accurate information customized.

## 5. Summary

E-Commerce companies to fully understand the big data technology is important role to build big data platform, dig deeper into customer needs, a careful analysis of customer behavior, efforts to improve the customer experience, to more accurately understand the customer's propensity to consume, consumption habits and consumption levels, and help enterprises quickly occupy the market, improve marketing quality, give full play to Big Data role, and ultimately achieve precise marketing.

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