

DATAHAWKS



Marketing Intelligence.

THE DATAHAWKS SENIOR TEAM



Victoria Searl
Founder & Head Hawk

I fell in love with hospitality when my Mum & Dad took me to sit in a pub beer garden with a bottle of Panda Pops, sometime in the early 80's.

It lured me away from university to a career managing some of the UK's best pubs and bars. The burgeoning casual dining market saw me taking on increasingly senior operational & marketing roles with iconic brands including Byron, Cafe Rouge, Strada, TGI Fridays & All Star Lanes - creating & dissecting concepts & campaigns, uncovering what made them successful (or not!).

Then, I discovered the power of data; the questions it could answer and the certainty it could offer.

And so, powered by a growing network of brilliant hospitality marketers & data scientists, DataHawks was born.



Edd Bower
Senior Analyst
(Eyes Like a Hawk)

The fact that I saved him in my phone as 'Edd - data GENIUS' after our first conversation should tell you everything you need to know about Edd.

Like a dog with a data bone, Edd immerses himself until every question has been answered and every opportunity has been surfaced.

Edd's expertise and experience (including with retail giant, Co-op) made him the ideal first member of the DataHawks team - something we made permanent earlier this year.

WE DO TWO THINGS.

**WE SURFACE ACTIONABLE INSIGHTS WHICH
EMPOWER BRANDS TO DELIVER MORE REVENUE
AND ROI.**

**WE HELP MARTECH PLATFORMS DEMONSTRATE
THE VALUE OF THEIR DATA.**

WE'RE THE DATA BRAIN OF SOME OF THE UK'S BEST BRANDS

PIZZA PILGRIMS

LEON
NATURALLY FAST FOOD

Pure.



VAPIANO[®]
PASTA | PIZZA | BAR



Turtle Bay
Caribbean social

BYRON



**IN THE LAST 12 MONTHS WE'VE
SURFACED OVER
ONE HUNDRED
MILLION POUNDS
OF OPPORTUNITY FOR OUR CLIENTS**

HOW DO WE DO IT?



DATAHAWKS

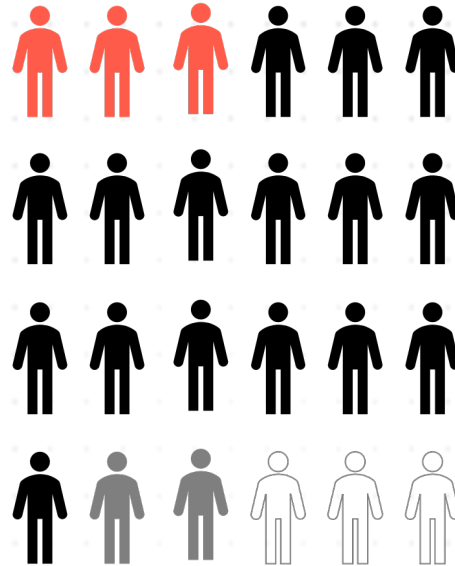
**WE ORGANISE
ANALYSE &
MONETISE YOUR DATA**

ORGANISE



We pull your (often siloed) PoP data together into one place

ANALYSE



Identify & profile your key customer groups and trends

MONETISE



'Exploit & Explore' -
Increased acquisition, conversion
& retention with clear ROI and
long-term brand dev & business
resilience

TURNING YOUR DATA INTO BUSINESS CHANGING INSIGHT

YOUR BRAND HERE!

PERSONAL
MARKETING
INTELLIGENCE
REPORT®

DATAHAWKS 

DELIVERED AS AN
**ACTIONABLE MONTHLY
OR QUARTERLY REPORT**

GATHERING PROOF OF PRESENCE DATA IS A PRIORITY

DATA
OVERVIEW

452k
customers
across all
sources

397k after
de-dupe
(and we
have email)

335k a
in C
no f

YOU CAPTURED 2% OF YOUR FOOTFALL'S DATA PRE-LOCKDOWN

DATA
OVERVIEW

2%

In-depth
understanding &
personalisation
that drives £££

EACH REPORT
INCLUDES AN
OVERVIEW OF
YOUR DATA

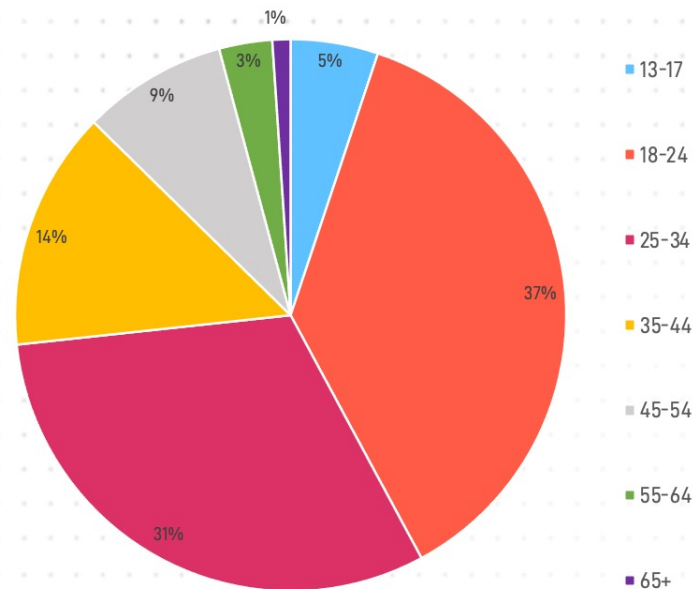
HOW DO WE CONTINUE TO INCREASE THE VOLUME OF THIS DATA AND WHAT ARE THE MANDATORY FIELDS?

SCREENSHOTS FROM A TYPICAL PERSONAL MARKETING INTELLIGENCE REPORT

OVERVIEW
OF YOUR
CUSTOMERS
- FROM
MOST
COMMON TO
MOST
VALUABLE

YOUR MOST COMMON CUSTOMERS ARE AGED 19-25 YEARS
OLD WITH NO BIAS TO GENDER

DEMOGRAPHIC



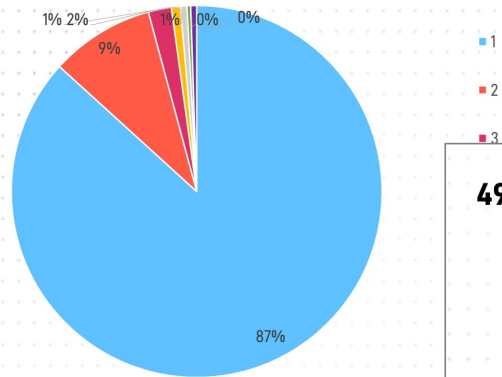
| Age | Total | | |
|-----|-------|------|--------|
| 16 | 656 | | |
| 17 | 979 | | |
| 18 | 1486 | Male | Female |
| 19 | 2192 | 783 | 1153 |
| 20 | 3273 | 1180 | 1653 |
| 21 | 2964 | 1109 | 1419 |
| 22 | 2836 | 1044 | 1347 |
| 23 | 2600 | 976 | 1171 |
| 24 | 2260 | 875 | 973 |
| 25 | 2176 | 865 | 875 |
| 26 | 1936 | 6832 | 8591 |
| 27 | 1715 | 44% | 56% |
| 28 | 1626 | | |
| 29 | 1515 | | |
| 30 | 1609 | | |
| 31 | 1168 | | |
| 32 | 1138 | | |
| 33 | 1032 | | |
| 34 | 928 | | |
| 35 | 803 | | |
| 36 | 808 | | |

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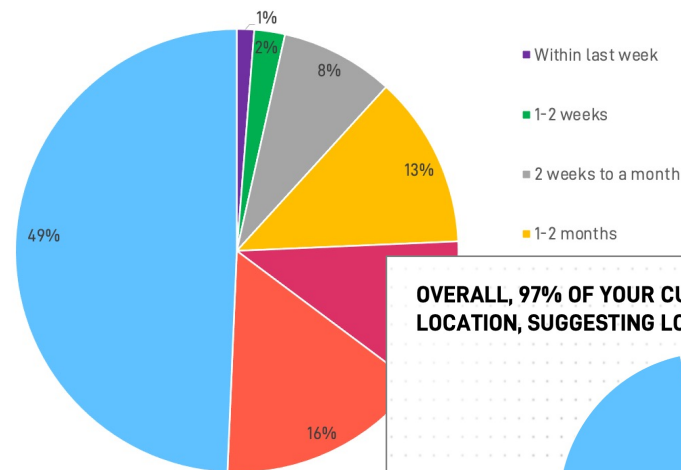
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OVERVIEW OF THEIR BEHAVIOUR

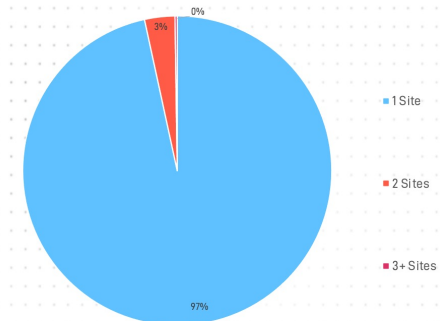
96% OF CUSTOMERS ENGAGED 1 OR 2 TIMES DURING THE DATA PERIOD



49% OF YOUR CUSTOMERS HAD NOT ENGAGED IN 5+ MONTHS

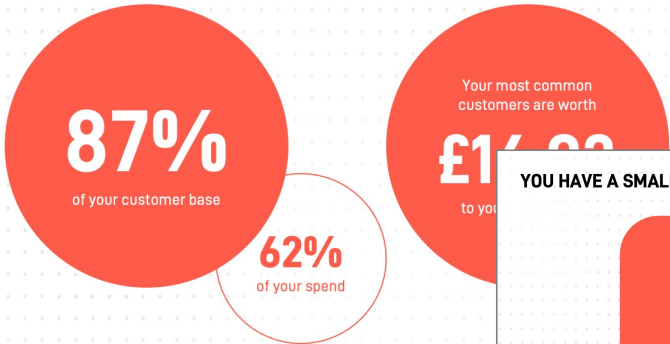


OVERALL, 97% OF YOUR CUSTOMERS HAVE ONLY VISITED ONE LOCATION, SUGGESTING LOW BRAND LOYALTY



WHERE YOU'RE MISSING OUT ON REVENUE...

AND THESE 'MOST COMMON' CUSTOMERS ACCOUNT FOR...



IS YOUR MARKETING SPEND GENERATING...

YOU HAVE A SMALL BUT VALUABLE BASE TO BUILD ON

VALUABLE CUSTOMERS

MOST VALUABLE

How the

4 or more visits in

Had vis

W

1% of

12%

Slightly Male E

71%

...WHO YOUR MOST VALUABLE CUSTOMERS ARE...

ENGAGEMENT IS VALUABLE TO YOU, FIX THE LEAKY BUCKET!

VALUE

| | Customer % | Spend % | Multiple | Avg Total |
|----------------------------------|------------|---------|----------|-----------|
| Most Common | 87% | 62% | 0.72 | £16.93 |
| 'In between' | 11% | 17% | 1.57 | £36.93 |
| Most Valuable | 1.1% | 11.6% | 10.9 | £257.13 |
| Lapsed AKA Missed Opportunity | 0.6% | 0.5% | 8.13 | £191.66 |

DATAHAWKS 

...AND WHERE YOUR OPPORTUNITIES LIE

AND WHAT YOU NEED TO DO NEXT...

**THIS IS YOUR
CONVERSION &
STRATEGY**

THIS MONTH'S MARKETING ACTIONS

1. CONVERT TO 'GOLD'

YOU HAVE **9400** 'SILVER' CUSTOMERS THIS MONTH. CONVERTING JUST **5%** OF THEM TO AN ADDITIONAL VISIT WOULD GENERATE **£22K** OF SALES.

PUSH A LOYALTY REWARD WITH SHORT REDEEM TIME

2. REACTIVATE LAPSING

YOU HAVE **1790** 'LAPSING' CUSTOMERS THIS MONTH. REACTIVATING JUST **10%** OF THEM WOULD GENERATE **£6K** OF SALES.

A/B TEST THIS LIST WITH 25% OFF OR A SUMMER DRINK SPECIAL COMMS

3. INCREASE SPH

YOU HAVE **24K** CUSTOMERS WHO HAVE NEVER BOUGHT A SIDE. CONVERTING JUST **20%** OF THEM WOULD GENERATE **£26K** OF INCREMENTAL SALES.

TEST THIS PROMOTION MECHANIC

LAST MONTH'S RESULTS>>

**...TO TURN INSIGHT INTO ACQUISITION, CONVERSION &
RETENTION DRIVING ACTION**



DATAHAWKS

YOUR PERSONAL
MARKETING
INTELLIGENCE
REPORT®

- ✎ **CHOOSE FROM MONTHLY OR QUARTERLY INTELLIGENCE REPORTS**
- ✎ IDENTIFY & PROFILE YOUR MOST VALUABLE CUSTOMERS
- ✎ EASILY ACTIONABLE WITH YOUR EXISTING TECH
- ✎ SURFACE IMPACTFUL SHORT-TERM SALES DRIVING OPPORTUNITIES & ROI
- ✎ BUILD LONG-TERM BUSINESS RESILIENCE
- ✎ RECOMMENDATIONS TO GROW AND ENHANCE YOUR DATA
- ✎ EMPOWER YOUR TEAM AND STAY AHEAD OF YOUR COMPETITION
- ✎ YOUR OUTSOURCED, IN-HOUSE DATA BRAIN!

PRICING

SINGLE REPORT

ENQUIRE

MONTHLY REPORT

ENQUIRE*

QUARTERLY REPORT

ENQUIRE*

*When bought as a 16 or 2 month package

Fee includes all analysis, deck, Zoom debrief where required, and project management. Fee valid for 30 days

All prices EXCLUSIVE of VAT

“Do the best you can until you know better. Then when you know better, do better.”

(Data helps you do better)

Maya Angelou



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THANK YOU