

Growing eCommerce Revenues Through Actionable Data Insights



MerchantFuel
Fueling Shopify Merchant Growth

How it works

Identifying Your Most Profitable Customers

Get started with 4 easy steps:

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1. **Connect** your data
2. **Supercharge** your data
3. **Identify** your customers who spend the most & learn more about them (by enriching their data)
4. Take **Action** and sell more
 - Get your *Data Insights & Action Plan*
 - Get your tagged Personas to convert existing and find more (e.g.: upload your AccessFuel file to Facebook to find better lookalike audiences).

How it works: 1. Connect

Connect your Shopify Store.

The starting point is connecting your Store to AccessFuel.

We set up a secure, dedicated database that stores your data. Our platform then begins the data “supercharging” process.



How it works: 2. Supercharge

Over 1,500 attributes to get to know your audience (customers and prospective customers).

The result is personalized communications resulting in increased conversion, retention & building better lookalikes..

Demographic	Psychographic	Location	Education	Social Influence	Occupation	Household	Purchases
Age	Interests	City	University	Facebook	Company	Income	Online
Gender	Bio	State	College	Instagram	Job Title	Children	Retail
Income	Lifestyle	ZIP	Degree(s)	Linkedin	Skills	Home value	Mail order
Marital Status	Hobbies	Neighborhood	Major(s)	Twitter	Industry	Spending	Vehicle
Ethnicity	Sports	Moved	Graduation	Klout Score	Function	Education	Sports

Our Data Enrichment Bundles

AccessFuel creates custom bundles based on vertical and other factors that lead to growth.

How many Personas do you have?

Who are your most profitable?



Festive Millennial

FEMALE | 25-34 AGE | Hollywood

Rents
Most likely in west Hollywood

Income in \$40k - 60k range
Recent college graduate

A young woman with long brown hair, wearing a green tank top, is cheering with her arms raised in excitement.



Aspirational Urbanites
Finger on the tab of what's cool

MALE (85%) | 25-34 AGE | West Coast
LARGE METROPOLITAN AREAS

Possibly more aspirational
vs. prospective customers

A man with a beard, wearing a green and yellow hooded jacket, stands with his arms crossed.



Experiential Gamer
And general fan of motorcycles

ENGLISH | 中文 한국어 العربية
75% ENGLISH | 25% OTHER LANGUAGES (including Chinese, Korean & Arabic)

#keanureeves, #motorcycle and #travel
Top Hashtags (in most recent tweets)

Love, motorcycle, rock, drama, ok, los angeles, passion, bikers, beautiful, founder
Top 10 keywords

A man with short dark hair, wearing a green t-shirt, is holding a black video game controller and looking intently at the screen.



The Working Mom

FEMALE | 36-47 AGE | Los Angeles
LOCATION

Housewife
Household Income: \$75k+

Household
Co-owns the home, lives with 2 kids

A woman with long dark hair, wearing a green scrub top and a dark blue jacket, stands with her hands in her pockets.

Sample B2C Persona

Creating High Fidelity Customer Personas

< Back to Audience Segments



The Hustler

16k contacts in this persona, which represent 22% of your audience.



Age: 25–35 years

Location: West Coast Urban Areas

Company: Industry: Environment size 5k–50k

Interests: Music Shopping Sports

Content Development

Keywords suggestions for content and ad campaigns to resonate better with this persona.

Interests

Beyonce, Jay Z, Childish Gambino,
Football, Premiere League, Brett Favre,
Chicago Bears, Bernie Sanders, Pete
Buttigieg, New York Time

Favorite Brands

Nike, Adidas, Apple, Samsung, Google,
Playstation, Xbox, Nintendo, Lululemon,
Gap, Zappos, eBay, Gucci, Chanel, Fitbit,
Netflix, Hulu

Keywords

Beyonce, Jay Z, Childish Gambino,
Football, Premiere League, Brett Favre,
Chicago Bears, Bernie Sanders, Pete
Buttigieg, New York Time

- 95% of Hustlers live in large metropolitan areas on the west coast
- The ideal ticket package for Hustlers is the "VIP"
- This persona is 22% of your audience. To maximize value, increase it to 33%
- 47% of Hustlers bought tickets in pairs. 13% bought in groups of 4+

Take Action

Export this persona to your marketing and sales platform(s) and create personalized targeted campaigns.

SAMPLE PERSONA SNAPSHOT: THE HUSTLER

- Demographics | Psychographics**
 - 95% live in urban cities on the west coast
 - 80% are 28-33 years old
 - Currently represent 22% of customers
 - (need to increase 50% to 33%)
- Products**
 - 7 Hemp Wraps 1 hoodie
 - 1 Supersized bundle, 3 inflatable cones
 - 4 cartridges, 5 batteries
- Events**
 - Attends 1 event/yr
 - Purchased \$78 at event pop-up
- Marketing**
 - Converts 74% of the time on drip campaign 4
 - Buys from email using discount code
- Content**
 - Use these 6 keywords
 - Use a 15% discount code

How it works: 3. Insight Report

Merchants unlock their customer personas and answer the key questions essential to growing sales.

AccessFuel generates insights from the newly linked data:

1. Ideal Customer Personas
2. Product Trends
3. Data Health
4. Revenue Drivers (CAC, AOV, ARPU, LTV)
5. Marketing Performance
6. The “Top 5” Questions Answered



How it works: 4. Action

AccessFuel provides the action plan with recommendations and prioritization for increasing revenue - across all channels.



Hawke Media activates for
'supercharged' performance



facebook Ads

**upload to Facebook as a
new 'custom audience'.**

Value: feed Facebook WHO your ideal customers are... vs asking them.

Benefit: you retain the customer intelligence... vs them (holding the data behind their 'walled garden')

Other
Platforms





To Learn More
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