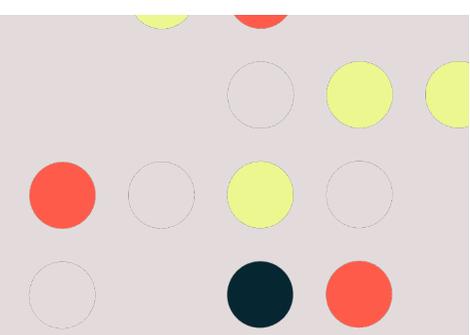
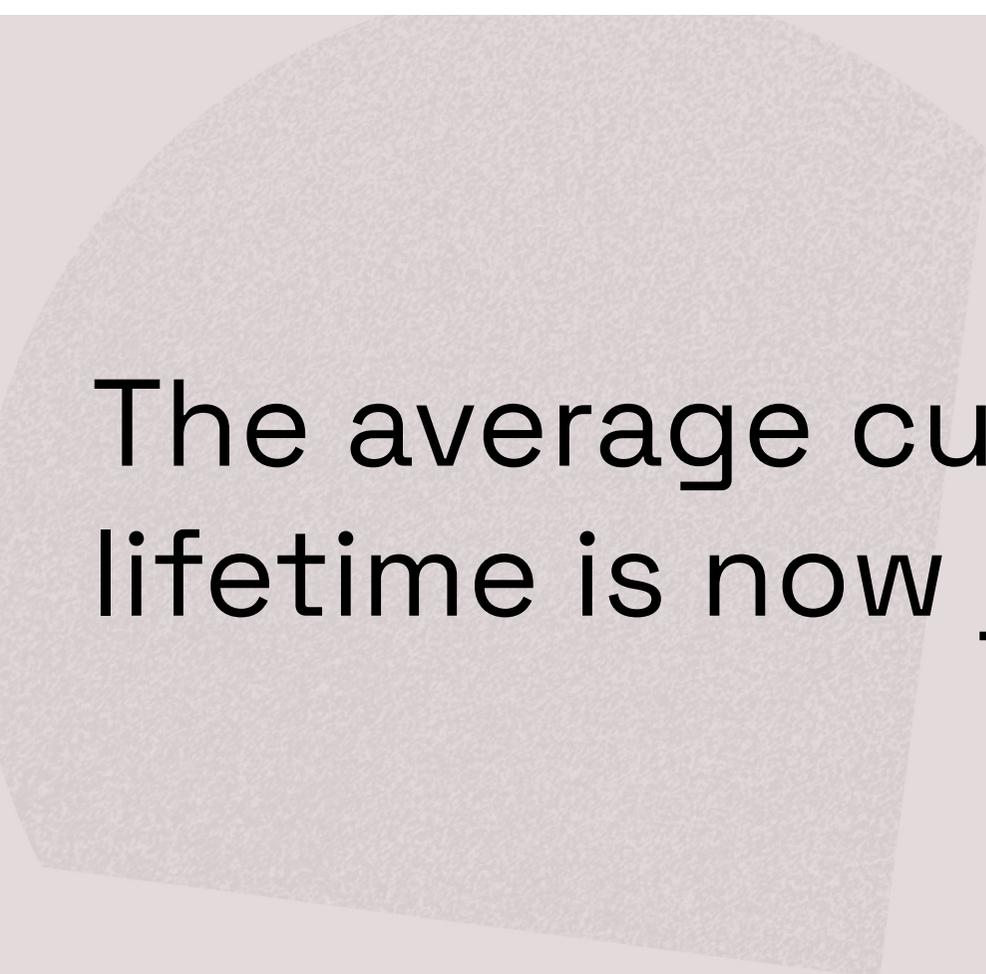


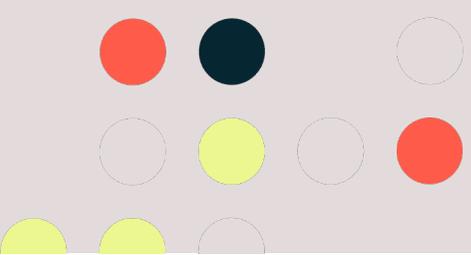


Customer value,  
unlocked.



The average customer  
lifetime is now just 15 months

**#Disloyalty**





PRINT

## BRAND LOVE

Brands are almost immune to failure and control the narrative via print & physical PR

LOYALTY

1990's

2000's

2010's

2020's

DISLOYALTY



WEB

## THE NEW CHOICE

The boom in online + economic instability drives the 'discount economy' and puts choice in customers hands



SOCIAL

## ME, ME, ME

Social drives the frantic 'experience economy' - social profile is everything and the consumer/brand relationship must benefit the consumer (and their ego) most of all



CRM

## 'CUSTOMER LAST'

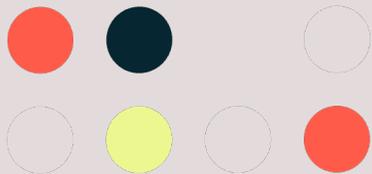
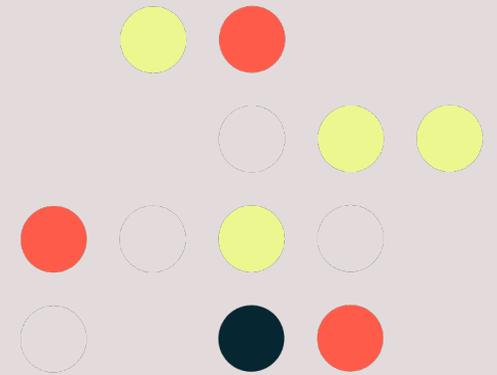
The marketplace has never been noisier, with brands in constant broadcast mode, trying to be heard.

Customers are treated the same regardless of behaviour or motivation - so make choices accordingly

HOW DID WE GET HERE?

Connection is *everything*.

The brands that will thrive now are the ones using their data to become more human.





“There are many ways to centre a business. You can be competitor focused, you can be product focused, you can be technology focused, you can be business model focused, and there are more. But in my view, obsessive customer focus is by far the most protective of Day 1 vitality.”

Jeff Bezos



“During FY22/23, the London-based retailer recorded a staggering loss before tax amounting to £100.6 million, a stark increase from the £20.5 million loss reported in the previous year.”

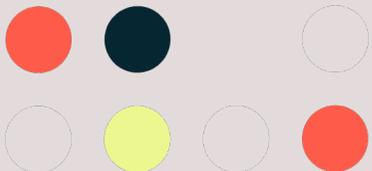
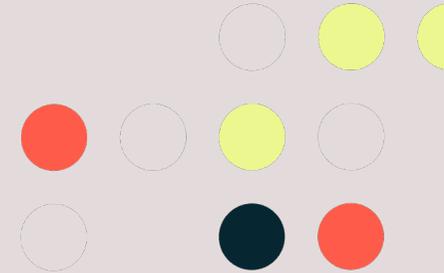
Business Matters, April 24

“Bloom & Wild slashed its post-tax loss by more than 95 per cent as its focus on retaining existing customers and cutting costs started to pay off.”

City AM, November 24

“Bloom & Wild leans on emotional resonance as it returns to profitable growth”

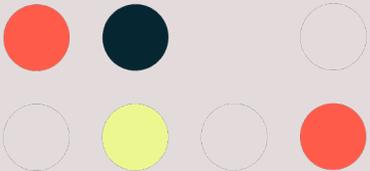
Marketing Week, March 25



“One third of hospitality  
businesses operating at a loss”

BBC, UK Hospitality, June 2025

Real connection  
isn't magic,  
it's method.



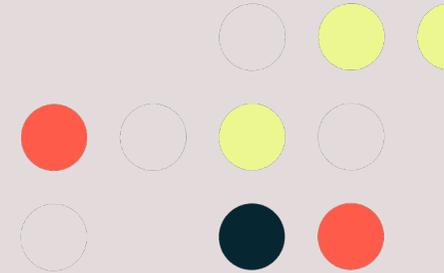
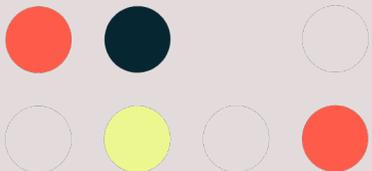
# A SHIFT FROM BRAND MONOLOGUE

Broadcasting to the masses  
(AKA 'throwing some sh\*t against  
the wall and hoping some of it  
sticks').



# TO CUSTOMER DIALOGUE

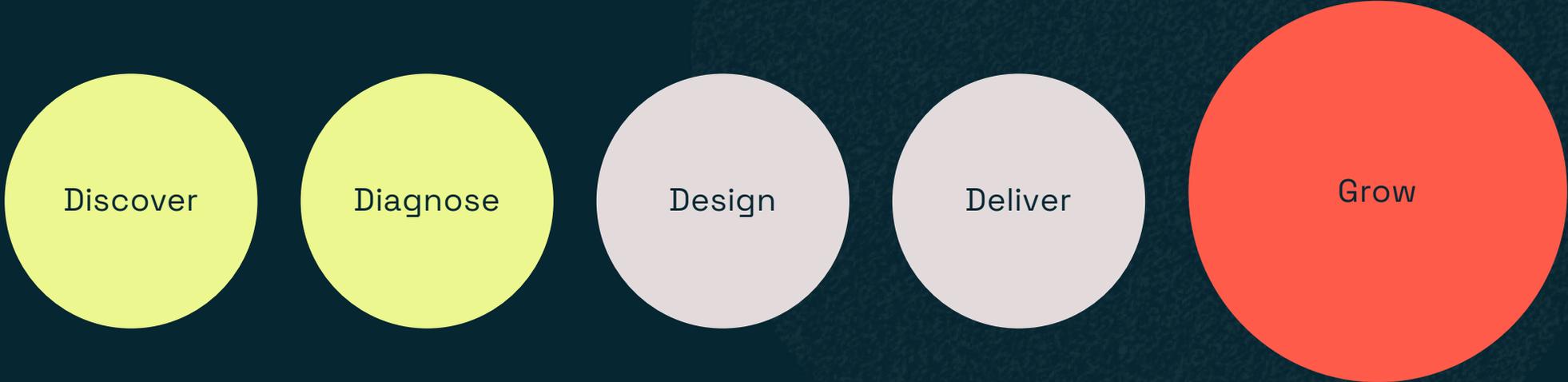
Knowing exactly how to compel  
your customers to take high-  
margin action.



# From insight to impact.

We don't sell tactics, we build Customer Lifetime Value driving partnerships.

Everything starts with **understanding** your customers, your business and your ambition.



Discover

Diagnose

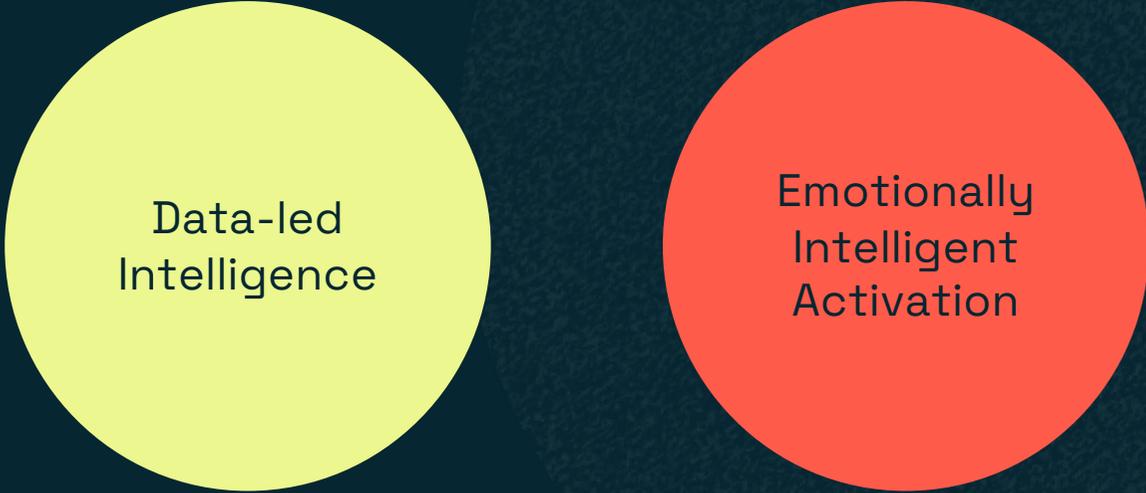
Design

Deliver

Grow

Our process is **structured, but always human.**  
Flexible enough to meet you where you are.  
Focused enough to get you where you need to go.

# Meeting customers where they are.



Data-led  
Intelligence

Emotionally  
Intelligent  
Activation

We use reactive and predictive analytics to surface growth opportunities and identify risk, to an accuracy of 95.2%.  
**The result is business-changing clarity on where and how to act - and what it's worth**

# Customer First Intelligence & Activation

## Old World.

- High acquisition spend just to stay still
  - Low frequency
  - Unknown risk

## New World.

- Clarity on customer value, opportunity & immediately 'at-risk' revenue
  - Acquisition drives growth not stagnation
  - Increased frequency & retention
- Better brand & business decisions powered by predictive intelligence

The logo for Millie's COOKIES. 'Millie's' is written in a pink, cursive script font, and 'COOKIES' is written in a teal, uppercase, sans-serif font below it.

Online & Physical Stores

The logo for tenpin, featuring the word 'tenpin' in white lowercase letters inside a green rounded square.

High-volume  
competitive socialising

Intelligence &  
activation  
partners.



Fast growing QSR

# Thanks for listening

## Find out more

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