

DATA BY
DESIGN



WE HELP COMPANIES
DEFINE THEIR DATA
STRATEGIES



WHO ARE WE?

Data by Design has over 20 years' experience in leading data, analytics, digital, sales, account management and product strategy teams across start-ups, FTSE100 Multi-national and Private Equity portfolio companies.

We have an exceptional knowledge of online marketing services, data analytics and online targeting, the wider digital ecosystem, and direct exposure to Business to Consumer marketing across many industry verticals.

WE ARE COMMERCIALY DRIVEN DATA AND DIGITAL TECHNOLOGISTS WITH SOLID BUSINESS ACUMEN.

WHY DATA BY DESIGN?

WE LISTEN

We take the time to learn your business, understand where you are in your data journey and provide practical, affordable and realistic recommendations on how you can become a data driven organization with the goal of growing your business.

WE PARTNER

We've developed long lasting partnerships and ventures with leading companies globally and led development and delivery of compelling customer products and services.

WE OBSERVE

Companies that engage data driven decision making are proven to increase their productivity, output and overall growth versus companies that don't make decisions supported by data.

WE DELIVER

Data by Design has helped many organizations discover and realize the value of their data assets for a variety of applications including internal exposure, product strategy development and 3rd party monetization opportunities for both online and offline assets.

CUSTOMERS

Whether you are a small, medium or large enterprise you need a data strategy that will provide value to your business, your customers and drive your growth.

We've worked with many of the world's leading companies in identifying data utilization and monetization opportunities.

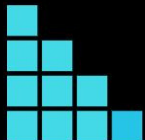
Our engagements have led to the development of data strategies that have created value realization through internal, external or market capitalization growth.

GET IN TOUCH

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HOW WE DO IT?

OUR ENGAGEMENTS INCLUDE THE FOLLOWING KEY COMPONENTS OF DATA STRATEGY DEVELOPMENT

- Defining your key goals as it relates to the development of your strategy
- Auditing of the data assets you have today and attribution of value
- How you can collect more data to improve your overall business
- How you can enrich your data assets with 3rd party data to improve value
- Identifying opportunities to distribute your data internally and externally
- Identifying partnership relationships for new revenue opportunities
- Implementation plans in respect of people, process and technology
- Data collection processes, quality, usage, privacy and compliance.