Data Science

4 Key Factors to differentiate b/w B2B or B2C CRM project

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Scale

B2C:
Large Database, Complex marketing programs

B2B:
Smaller Database, Higher Value in Sales

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Frequency

B2C:
Mainly Single touchpoints, short marketing campaigns (Black Friday sales)

B2B:
Developed relationships, longer periods (Example: 5 year lease contract on services or products)

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Interaction

B2C:
Customer's relationship with the brand

B2B:
Mainly one-on-one and personality plays a major part

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Goals

B2C:
Decrease Churn and Increasing up-sell

B2B:
Increase Revenue and Automate sales

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