Research on the Implementation Path and Effect of Precision Marketing in Logistics Enterprises

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Abstract. This study explores the implementation path and effect of precision marketing in logistics enterprises, taking JD.com as a typical case. Against the background of fierce competition in the logistics industry, precision marketing has become a core strategy, but there are gaps in its application. Through case analysis, it is found that JD.com has achieved remarkable results by integrating multi-dimensional data to build a 360° customer view, adopting segmentation strategies, designing precision marketing strategies and implementing customer relationship management. It has not only improved operational efficiency such as increasing the revenue share of high-value users and optimizing the marketing input-output ratio but also enhanced customer experience like improving member NPS and logistics fulfillment satisfaction. The study enriches the theoretical connotation of precision marketing in the logistics field and provides practical references for logistics enterprises to enhance competitiveness.

Keywords: Logistics precision marketing;Customer profile construction;Marketing strategy design;;Efficiency-experience balance;JD Logistics Case.

1. Introduction

Against the backdrop of global economic integration, the logistics industry is facing increasingly fierce competition. Logistics enterprises are confronted with challenges such as diversified customer demands and intense competition for market share. Precision marketing has become a core strategy for enterprises to enhance customer stickiness and optimize resource allocation. Precision marketing is based on customer profile-based demand forecasting, personalized services, and dynamic strategy adjustments, with data-driven approaches, market segmentation, and omni-channel reach as key elements. However, some logistics enterprises have encountered difficulties in practicing precision marketing and adopted incorrect measures, resulting in poor marketing effectiveness.

Existing scholars have focused their research on precision marketing in the logistics industry but with obvious gaps: most studies concentrate on e-commerce or retail sectors, with limited exploration in the logistics field; there is a lack of systematic research on implementation paths for logistics enterprises; there are debates on its specific impact on operational efficiency; and research on data integration, strategy coordination, and balancing efficiency with customer experience is insufficient. JD.com, as a benchmark enterprise integrating supply chain and logistics, has formed a set of mature precision marketing models in long-term practice, which can provide valuable reference. Therefore, this study takes JD.com as a typical case to explore key issues of precision marketing in logistics enterprises: first, how to achieve precision marketing through data integration and customer segmentation; second, the logic and methods of JD.com in balancing efficiency and customer experience in precision marketing; third, how logistics enterprises can shape their brand image relying on advantages such as delivery timeliness and service quality.

This study makes theoretical contributions by providing methodological support for logistics enterprises to build customer-centered marketing systems and enriching the theoretical connotation of precision marketing in the logistics field. Practically, it refines practical paradigms of precision marketing in logistics scenarios through case analysis, helping enterprises enhance market competitiveness.

2. Theoretical Basis and Literature Review

2.1. Marketing Strategies of Logistics Enterprises

With the development of the logistics industry, marketing strategies have evolved through several stages: the early "extensive promotion" stage focused on simple advertising and price wars, lacking in-depth analysis of customer needs; the later "customer lifecycle management" stage shifted to focusing on the full lifecycle value of customers, paying attention to customer acquisition, retention and development; and recently, precision marketing, which uses big data technology for customer stratification and demand prediction, has significantly improved resource utilization efficiency and customer loyalty. In addition, supply chain collaboration, such as inventory pre-positioning and service customization, also has an important impact on marketing effects by shortening delivery time and meeting diverse needs of customers.

2.2. Core Logic of Precision Marketing

Precision marketing is defined as a marketing model that conducts demand forecasting, provides personalized services and makes dynamic strategy adjustments based on customer profiles. Customer profiles integrate multi-dimensional data such as consumption behavior, preferences and feedback to build comprehensive customer images. The key elements of precision marketing include data-driven insights, which use data analysis to grasp customer needs; market segmentation, which divides the market into unique segments with similar characteristics; and omni-channel reach, which connects with customers through online and offline channels to form a marketing closed loop.

2.3. Theoretical Hypotheses

Hypothesis 1: Scientific market segmentation and accurate customer profiling can improve the precision marketing model. By dividing the market into segments with similar needs and constructing detailed customer profiles that include consumption habits and preference characteristics, enterprises can formulate targeted marketing strategies, optimize the allocation of human, material and financial resources, and thus enhance marketing effectiveness.

Hypothesis 2: The precision marketing model can achieve a balance between efficiency and experience. Through data-driven demand forecasting and rational resource allocation, enterprises can improve logistics efficiency, such as optimizing transportation routes and reducing inventory backlogs; at the same time, they can provide customized services according to customer needs to enhance customer experience and satisfaction.

3. Method

3.1. Research Methods and Case Selection

This study adopts a case study method, selecting JD.com as the research case for two main reasons: first, JD Logistics has formed global competitive advantages in the field of logistics, and its development experience can provide valuable reference for Chinese logistics enterprises; second, as a representative of integrated supply chain logistics enterprises, JD.com has a complete business chain and rich marketing practices, which can provide a real and reliable research background. The data collection period of this study is 2022-2023 to better reflect the recent results of JD Logistics' precision marketing.

3.2. Data Collection

This study mainly uses secondary data, which are collected from authoritative public sources such as official enterprise channels, industry analysis reports, government official resources, academic literature and enterprise monographs. After collecting the data, researchers conduct sorting, analysis,

screening and classification, extract key information and keywords, and use them to demonstrate the research hypotheses proposed in this study.

4. Case Analysis of JD.com's Precision Marketing

4.1. Data Integration and Customer Profiling Construction

JD.com has integrated multi-dimensional data to form a 360° customer view. These data include e-commerce transaction data such as purchase history, consumption frequency, consumption amount and purchased categories, logistics fulfillment data such as delivery address, delivery time and delivery method, and social media data such as customer hobbies and social relations. On this basis, JD.com adopts segmentation strategies based on consumption frequency (high-frequency/low-frequency), category preferences (home appliances/fresh food) and regional characteristics (first-tier/sinking markets), and provides tailored services for each segment. For example, it offers exclusive benefits to high-frequency customers and cost-effective services to customers in sinking markets.

4.2. Precision Marketing Strategy Design

Based on historical order data, JD.com adopts a "sales-based distribution" model to carry out demand forecasting and inventory optimization, and pre-positions goods in warehouses close to customers, thus launching services such as "211 Express Delivery" to achieve rapid delivery. In terms of dynamic pricing, it adjusts the amount and type of coupons according to customer price sensitivity. For price-sensitive customers, it provides more preferential coupons; for high-value customers, it focuses on offering exclusive rights. In terms of channel selection, JD.com pushes personalized product and service content through multiple touchpoints such as JD APP, WeChat Mini Programs and offline stores.

4.3. Customer Relationship Management (CRM): Two-way Improvement of Efficiency and Customer Experience

4.3.1 Dimension of Operational Efficiency Improvement

In 2023, the number of JD PLUS members exceeded 45 million. The annual consumption of these members is 8 times that of non-members, and the renewal rate is over 85%. High-value users with an annual consumption of more than 5,000 yuan have a repurchase rate of over 90%, contributing 62% to the total revenue, which is an increase from 55% in 2021. The ARPU (Average Revenue Per User) of high-value users is 12 times that of non-members, and the output efficiency of unit marketing cost is increased by 30%. AI-driven recommendation systems have increased the click-through rate of recommended products by 30%, the conversion rate of homepage recommendations has doubled, and the sales of high-margin categories have achieved a 40% year-on-year growth. Every 10,000 yuan of marketing investment can drive more than 125,000 yuan of sales.

The collaboration between supply chain and logistics efficiency has achieved good results. The inventory turnover days are maintained at 30.3 days, which is better than the industry average of 45 days. The warehouse utilization rate exceeds 90%, and the utilization rate of automated warehouses reaches 95%. The vehicle loading rate is 78%, which is an increase from 72% in 2021. Inventory pre-positioning based on member data has reduced the demand forecasting error rate to 3.2%, and the unit product fulfillment cost has decreased by 8.7% compared with 2022.

4.3.2 Dimension of Customer Experience Improvement

PLUS members can enjoy exclusive discounts, with an average savings of 15% in consumption. They can also enjoy express delivery services, which cover more than 90% of cities. The NPS (Net Promoter Score) of members is 85, which is higher than the industry average of 70. In 2023, the number of annual active users of JD.com exceeded 580 million, an increase of 8% compared with the previous period, and the satisfaction with logistics fulfillment increased by 12%. The response time

of exclusive customer service for members is 15 seconds, and the after-sales processing process is simplified to 2 steps, greatly improving the problem-solving efficiency. The repurchase cycle of members is 30% shorter than that of non-members. During peak sales periods, the timeliness of order fulfillment has increased by 40%, the complaint rate has decreased by 25%, the accuracy of delivery time window has reached 98%, and the packaging damage rate is only 0.5%. The conversion rate from non-members to members has increased by 18%.

4.3.3 Data Comparison Table

Table 1. Index data

Index Category	2021	2022	2023	Three-Year Increase
Efficiency Indicators				
High-Value User Revenue Share	55%	59%	62%	+7%
Inventory Turnover Days (days)	30.3	30.3	30.3	Flat (better than industry average 45 days)
Marketing Input-Output Ratio	1:10.5	1:11.2	1:12.5	+19%
Experience Indicators				
PLUS Member NPS (points)	78	82	85	+9%
Peak Sales Period Average Order Value (yuan)	850	920	1003	+18%
Logistics Fulfillment Satisfaction (points)	80	85	89	+11%

5. Research Conclusions and Prospects

5.1. Summary

JD.com has achieved remarkable results in the practice of precision marketing through data integration, customer segmentation, strategy design and customer relationship management. Its 360° customer view enables accurate insight into customer needs. The formulated precision marketing strategies not only improve customer experience and loyalty, but also enhance the operational efficiency of the enterprise. It can be seen that a good precision marketing model can bring dual benefits to enterprises in terms of revenue growth and customer loyalty improvement.

5.2. Theoretical Contributions and Practical Significance

Theoretically, the "four-dimensional model" of logistics precision marketing (data, strategy, channel, evaluation) proposed in this study makes up for the deficiencies of traditional single-link research, and expands the application scope of marketing theory in the service industry.

Practically, JD.com's "business flow + logistics" collaborative model provides a feasible resource integration plan for logistics enterprises. Its precision marketing experience has reference value for logistics sub-sectors such as pharmaceutical cold chain and cross-border logistics. Logistics enterprises should build a complete "data collection - demand insight - strategy implementation - effect evaluation" marketing closed loop in their operations, and take the collaboration between supply chain and marketing as the core competitiveness.

5.3. Research Limitations and Future Prospects

Limitations of this study include: the selection of a single case. JD.com, as a large enterprise, has advantages in data resources and scale, and its model is difficult to be directly applied to small and medium-sized logistics enterprises that have problems such as data dispersion and insufficient

technical investment; the data sources are relatively narrow, lacking first-hand data such as enterprise internal management documents and customer interviews; the theoretical hypotheses proposed have not been tested with a large number of sample data; and the research time frame is fixed, without considering the impact of different market cycles.

Future research can be carried out from the following aspects: conducting multi-case comparative studies, selecting enterprises of different sizes and types for comparison; introducing first-hand data to improve the authenticity and accuracy of the research; combining empirical research methods to test hypotheses; tracking data in different market cycles to analyze the adaptability of precision marketing strategies; focusing on the application of new technologies such as artificial intelligence and blockchain in precision marketing; and incorporating data compliance into the evaluation system of precision marketing effects.

6. Conclusion

Logistics enterprises should focus on customer needs in the fierce market competition, and build precision marketing competitiveness through data integration capabilities, strategy flexibility and supply chain response speed. The successful practice of JD.com has provided valuable experience for the logistics industry. Other logistics enterprises can learn from its advanced concepts and methods in combination with their own actual situations to promote the high-quality development of the industry.

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