

RedPoint Global Helps a Leading Consumer Products Company to Deliver Highly Personalized and Omnichannel Engagement

Overview

A market-leading consumer packaged goods (CPG) company wanted to engage with consumers in new ways with high contextual relevance, to accelerate direct-to-consumer sales. The company's fragmented data environment and disconnected marketing technology stack precluded this from happening. The target consumers had encountered high levels of friction in engaging with the company for years, and it was getting worse as consumers adopted new channels. The core problem was the company's inability to create a unified customer profile across multiple channels, complicated by the need to access data from both batch and streaming data sources.

The company wanted to improve its web and email personalization to increase device registrations and move customers quickly from attachment to long-term loyalty. The organization had to accomplish these goals ahead of the launch of some new products and channels, which would create the need to ingest a greater volume and velocity of data. The internal project team recognized they needed a customer data platform (CDP) to unify and organize all customer data for marketing and other customer-facing functions, while also expanding access to powerful business intelligence and machine learning, and then orchestrate engagement across all channels.

The company chose RedPoint Global's Customer Engagement Hub™ for its proven ability to collect and connect data from virtually any source, and aggregate first, second, and third party data to create a unified customer profile. RedPoint offered deployment on Microsoft's Azure-based platform, and a solution that integrated Microsoft Azure HDInsight for data processing in Hadoop, an Azure SQL data warehouse, and more than 20 data sources comprising over 2,400 data elements.

In the first six weeks after the RedPoint solution went into production, the company saw a 144 percent increase in sales over the previous baseline.

CONSUMER PACKAGED GOODS COMPANY

OBJECTIVES

- Implement a customer data platform (CDP) that unifies all customer-related data sources into a dynamically-updated unified customer profile.
- Strengthen customer relationships throughout the entire lifecycle.
- Enable flexible omnichannel marketing, from email to mobile apps and SMS.
- Future-proof technology investments.
- Empower marketers and other business professionals with sophisticated machine learning, business intelligence, and advanced analytics.

RESULTS

- Increased product registrations and online sales, meeting stretch revenue goals.
- 144 percent increase in attributable revenue.
- New strategic agility to drive personalized engagement in all customer-facing business processes, not just marketing.
- A complete, dynamic golden record for every individual customer, reflecting high-speed integration of all data sources.
- Easy, rapid extensibility and adaptability to new data sources and channels.
- Integrated Microsoft Azure HDInsight for data processing in Hadoop, an Azure SQL data warehouse, and more than 20 data sources.

Background

An innovative billion-dollar organization that is taking the delivery of personalized refreshments to new heights, this CPG company has repeatedly leveraged innovative technology and strategic partnerships with dozens of the world's most respected brands to deliver taste, convenience, and choice with ease. Its pace of innovation continues to accelerate. Today the company is looking beyond product innovation to new business models that capitalize on digital and cloud technologies to build new direct-to-consumer revenue channels that enhance its value to partners and increase long-term customer loyalty.

The Challenges

The company, which sells its products through retail outlets and a variety of online marketplaces including its own, wanted to achieve the next level of growth.

Achieving this involved engaging with both anonymous and known consumers through a variety of direct and online avenues: from in-store point of sales to online product registration and purchase transactions. One of the strategies to building deep customer loyalty and increasing sales for years to come – even with changing customer tastes – was via improved online engagement. This required the ability to rapidly recognize each customer and respond with relevant offers in real time.

In addition, while the company sent nearly a half billion emails per year, most were broad-based blasts. To deepen engagement, it needed to move rapidly towards triggered, personalized messaging. It also wanted to begin personalizing messaging via SMS and a new mobile app.

Central to achieving these goals was creating and maintaining a dynamic unified customer profile. Easier said than accomplished. The challenge: in order to identify visitors and optimize messaging for each person in real-time – and at scale – the company needed smooth, two-way integration between its existing e-commerce infrastructure and its customer data. That meant reliably integrating some 2,400 different data elements from more than 20 major data sources, each with unique characteristics, latencies, and levels of quality. It also needed to integrate both batch and streaming data.

Despite previous efforts and major investments, data remained widely scattered in silos: there was no complete "single source of truth" about individual customers, which the company believed was essential to the ongoing success of this and future projects. Data-driven business rules were duplicated and inconsistent: even where the company thought it was applying the same rule in different environments, the rule might inexplicably behave differently. Moreover, the company was unable to provide personalized offers based on product registrations, which eliminated a powerful avenue for driving long-term customer loyalty.

The company had attempted and failed to solve its customer data problem twice before. Neither of its previous solutions could create a unified customer profile with the ability to dynamically update at the speed necessary to optimize the next-best actions with their customers. Its current solution required a weekly batch-update process, which also turned the entire system

RedPoint's solution uniquely allows the customer profile to be dynamically updated with streaming and batch data.

off for 12 hours, limiting the actions that marketing and other customer-facing functions could take. Further, their current processes did not integrate well with their SAP Hybris e-commerce architecture, which was a critical requirement for any new solution.

These technology limitations translated into costly business problems, including the company's inability to effectively capture core information to serve as the basis of a unified customer profile, improving cross-channel personalization and customer loyalty.

The Solution

The company selected RedPoint Global for its Customer Engagement Hub underpinned by its Customer Data Platform to provide the cross-channel data visibility it needed to fulfill critical use-cases, including re-activating lapsed customers, offering discount coupons to increase product registrations, and boosting email sign-ups for marketing communications. In addition to providing the single customer view, the RedPoint platform leveraged machine learning capabilities to deliver customizable product recommendations based on purchase history. By providing the CDP and broader customer engagement hub capabilities, the RedPoint solution drove 144 percent more revenue than comparable marketing campaigns and offers in the company's baseline.

To the company's delight, RedPoint delivered a fully cloud-based solution in just over three months. The RedPoint solution encompassed both campaign and data management, and was hosted on Microsoft Azure for virtually unlimited scalability. RedPoint also delivered a production-level recommendation engine, which now provides centralized decisions for real-time product suggestions across all enterprise touchpoints in lieu of siloed decisions.

The platform offers a central point of operational and data control across all channels and devices, allowing marketers to select their own campaigns, identify and segment audiences, and pull content for use across channels without needing IT assistance. It also makes advanced analytics and machine learning available to business users and marketers, so they can easily optimize engagement without deep technical expertise.

RedPoint's CDP automatically ingests and processes nearly one billion rows of information per day, including batch updates and streaming data from the SAP Hybris e-commerce platform. RedPoint's solution matches and links all this information, connecting sessions, cookies, and device information into a unified customer profile that is dynamically updated. Using sophisticated probabilistic matching algorithms, it identifies who is taking actions online, recognizing and handling a wide range of variations and duplications. All customer-related data is streamed into an Azure-hosted Hadoop cluster environment via high-speed event hubs. RedPoint enables all data quality, matching, and integration tasks to operate natively within Hadoop for exceptional performance and scalability.

With all incoming data automatically cleaned, integrated, and centrally stored, the company finally has a trustworthy and comprehensive "golden record" of every customer and prospect: a clean, integrated, and actionable profile that combines data from relational databases, Hadoop, SAP Hybris, data management platforms (DMPs), and whatever new data sources become available. With this golden record in place, the company was also able to cost effectively add more than 300 external attributes to obtain an even deeper customer view.

RedPoint and Microsoft collaborated to deploy an Azure-based platform that integrated Azure's HDInsight Hadoop solution, an Azure SQL data warehouse, and more than 20 data sources comprising over 2,400 data elements.

The company's marketers use this data to inform RedPoint-built campaigns that drive increased email sign ups, reduce cart abandonment, provide triggered coupons for product registrations, and enable the company to market its gift subscriptions more effectively than it ever could with its previous technology stack. The RedPoint solution also allows the company to target lapsed customers that haven't purchased a product in many days and provide coupons to encourage repurchase. This activity is all based around the unified customer profile built through and managed in the RedPoint platform.

The Results

With the RedPoint solution, the company can now leverage a dynamically updated unified customer profile in its cross-channel marketing and customer engagement strategy. It can also provide coupons in emails automatically triggered by customer behavior, which was impossible in their previous technology implementation. Additionally, they are now able to deliver customized product recommendations directly on their website.

By choosing RedPoint's architecture, which embraces an Open Ecosystem approach rather than a Walled Garden solution, the company also maintained full control over its data and processes, while maximizing flexibility to change at its own pace, and to add virtually any data source or channel at will.

The results from six campaigns – including abandoned carts, lapsed customers, and product registrations – incorporated in RedPoint's Phase I deployment are meeting and exceeding stretch revenue goals, and far outperforming prior years. Phase I engagement flows and campaigns are running so smoothly and profitably that the company began to add new offers immediately, during the holiday season, rather than waiting until the following year as originally planned.

Meanwhile, other customer marketing applications are being quickly migrated to RedPoint in time to eliminate licensing costs associated with renewing legacy software contracts. Concurrently, RedPoint is also working to support the company's latest Internet and mobile innovations, to quickly deploy SMS shipping and order confirmations, and to extend personalization throughout its website. ■

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About RedPoint Global Inc.

RedPoint Global provides market-leading data management and customer engagement technology that empowers organizations to optimize customer value and deliver their brand promise with high contextual relevance across all touchpoints. The RedPoint Customer Engagement Hub™, underpinned by the RedPoint Customer Data Platform™, delivers a unified view of each customer, in-line analytics to determine next-best actions, and intelligent orchestration to personalize engagement across the enterprise. Leading companies of all sizes trust RedPoint Global to power their customer engagement strategy and drive profitable revenue growth.

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