

Leading Apparel Company Leverages RedPoint Global Platform to Increase Data Accessibility and Streamline Their Business

Overview

A leading apparel manufacturer, distributor, and retailer sought a solution to unify customer information across channels and inform direct-to-consumer marketing campaigns. The company also sought a data management solution that could support their growing customer database, manage product descriptions for owned and retail-partner channels, and empower the IT organization to more easily access business-critical information. They chose the RedPoint Customer Data Platform™.

The organization, which has a market presence in over 120 countries for men's and women's underwear and activewear, uses RedPoint Global's customer data platform (CDP) to integrate data management and data hygiene capabilities into its core business processes. RedPoint's technology streamlines their data management processes, simplifies managing their growing customer database, and provides unparalleled accessibility and flexibility to the expanding business.

The Challenges

The market leading apparel company needed a new data management solution to support innovations in their marketing campaigns and customer journeys. They wanted to create omnichannel experiences with their customers, but needed a solution to provide the unified customer data necessary to inform those campaigns and make them relevant. For the project to succeed, the data solution needed to be tightly integrated with their marketing technology stack.

Their requirements were substantial. The company leverages a wide variety of data types and sources in its business, including XML and flat files from its e-commerce portal as well as transactional data from its retail partners. The data management solution needed to handle all relevant data types and sources to build and maintain a single view of the customer. The apparel company ultimately wanted to use this single customer view for omnichannel campaign orchestration and to provide relevant messaging.

The Solution

The company chose a customer data platform from RedPoint as its central point of control for customer information across all owned e-commerce and in-store data, including providing

LEADING APPAREL COMPANY

OBJECTIVES

- Unify multiple data types into a single point of control
- Create a single view of the customer across multiple channels of engagement
- Streamline internal data management processes to maximize operational efficiency
- Manage a rolling four-year database of 700 million records

RESULTS

- Realized higher revenue through innovative marketing campaigns and customer journeys
- Achieved visibility into customer transactional and behavioral information to improve customer engagement
- Simplified the IT team's ability to access data across multiple databases, at the speed of the business
- Streamlined management of 10 million customer records
- Enabled easier management of product descriptions for direct-sales channels and retail partners
- Gained flexibility in adapting to changing market conditions

consistent product descriptions between their direct-to-consumer portals (e-commerce and in-store) and the catalogs of their retail channel partners. The apparel company leverages RedPoint to optimize campaign messaging throughout the marketing stack, which includes integrating a variety of file types into the customer data platform to maintain a database of unified customer profiles.

"We are supporting many channels, including our own, that are being used by businesses all over the world, so the ability to standardize the information that's going out is very important," said the company's project leader and lead technical analyst. "Being able to bring all the data together in one place, compare it, clean it, and provide a consistent clean piece of information about our various products – a single view of the truth – is critical."

The multiple online and offline data types the apparel company uses flow into the RedPoint platform, where they are then unified. The users of the RedPoint platform can access the data they need quickly and efficiently, which has dramatically streamlined operations. The company's lead technical analyst called the RedPoint platform "transformative," leading to additional uses of the platform across the enterprise.

"We were able to leverage the RedPoint platform to identify needed business information and gather information from a variety of systems for reporting and other uses," the project leader said. "For us, one of its biggest strengths is RedPoint's ability to gather data from so many different sources so easily. We don't even use all the pre-built sources that are possible yet, but we will eventually."

Results

The company has integrated the RedPoint Customer Data Platform closely into its internal business processes, which provides them with an always-on, always-updating unified view of their customers. Through the RedPoint platform, the apparel company manages a rolling four-year database of 700 million records that have information on 10 million customers in North America alone. The company tracks customers across multiple transactional and behavioral dimensions and can easily provide access to multiple business functions for more detailed research into customer trends and behaviors.

The project leader commended the RedPoint platform's usability, saying that the team found it intuitive and able to deliver exceptional performance in streamlining data access. "The ability to manage our data so easily is great. We can actually respond to our business units who say, 'I need a way to get at millions of records across many different files, from different systems using different identifiers, and I don't know how to do that.' With RedPoint, we are able to sit down with them and walk them through it. Their typical response is: 'I get this. I can work with this.' This is an intelligent product that does so much, so easily."

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Lead Technical Analyst, Leading Apparel Company

About RedPoint Global Inc.

RedPoint Global's software solutions empower brands to transform how customer experience is delivered. RedPoint Global's solutions provide a single point of control to connect all customer data, determine next best actions in real time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust RedPoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement. For more information, visit www.redpointglobal.com or email contact.us@redpointglobal.com.



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