

# CPG Company Increases Conversions Through Personalized, Real-Time Marketing



## Company Overview

A billion-dollar consumer packaged goods (CPG) company with a world-class portfolio of brands and an unrivaled distribution capability, this innovative beverage company is capitalizing on digital and cloud technologies to build new direct-to-consumer revenue channels with a focus on increasing long-term customer loyalty.

## Challenges + Goals

With more than 2,400 data elements across more than 20 unintegrated data sources, this company lacked a holistic understanding of its customers. This made engagement in an omnichannel environment difficult, creating the real possibility of customer friction and frustration. The company identified the improvement of online and offline engagements with hyper-personalized messages and relevant offers as a key step to resolve this issue. The company anticipated that by delivering a seamless, personalized experience it could drive growth, increase loyalty, and optimize marketing spend.

## Winning Solution

The RedPoint Customer Data Platform™ collected and integrated data from multiple disparate sources, aggregating first, second, and third-party data to create a unified customer profile and real-time, cross-channel data visibility.

With a comprehensive golden record of every customer that included an additional 300 attributes, the company used the RedPoint Customer Engagement Hub™ to layer big data processing, machine learning and omnichannel orchestration capabilities and create a real-time recommendation engine that customizes product recommendations across multiple channels.

In just 15 weeks, RedPoint helped the company create a single point of control over data, decisions, and interactions. The customer data platform now helps the company explore and execute strategic initiatives beyond the scope of the initial project, such as driving personalized engagement in all customer-facing business processes.

**3X**  
ROI in one year

**79%**  
increase in conversions  
from real-time web-based  
product recommendations

Integration of **20**  
data sources comprising  
**2,400** data elements into  
a single customer view

**15 weeks**  
from design to  
implementation