



CASE STUDY

Powering Data-Led Customer Experiences for an International Home Improvement Company

The Redpoint CDP

Why

Our client is a multi-brand retail group with a strong growth agenda. It operates in eight European markets, has over 1900 stores and a significant, rapidly increasing ecommerce presence.

When the company first approached Redpoint its data was “messy” and siloed. It had an incomplete and often out-of-date single customer view, with slow, infrequent updates and data that was not fit-for-purpose.

The Redpoint challenge? To build a solid, trusted and future-proofed data foundation and drive wide-ranging data-led customer experiences.

Redpoint was awarded the CDP contract after a successful POC where the flexibility, accuracy and speed of Redpoint’s identity resolution and data quality capabilities were singled out as differentiating capabilities.

What

Redpoint’s principal focus is on the group’s two main retail banners. Our remit includes both store and online customers.

The Redpoint CDP:

- Unifies the group’s many data sources. It validates, transforms and matches both consumer and trade professional data in near real-time
- Maintains 18 million consumer and business identities and associated profiling, loyalty, consent, transaction, web behaviour and contact history data
- Provides a data analytics foundation that is heavily used for modelling and “what-if” scenario planning
- Enables the group’s marketers to segment and activate customer data and orchestrate customer journeys

Wow

The Redpoint CDP provides this large retail group with significant benefits:

- **Trusted single customer view for B2C & B2B:** As a “trusted” source, the CDP underpins customer engagement programs and fuels weekly trading dashboards which proved to be a vital management tool during Covid trading peaks.
- **Significant revenue uplift:** To give just one example, a “hit and run” campaign that targeted “single order non returners” delivered incremental revenue of £1.9 million.
- **Powering B2C and B2B experiences:** Redpoint activates data for all customer types across multiple channels. POS integration drives personalised voucher programs. Store personnel have the customer data they need to support upsell initiatives for click and collect customers who often arrive in store less than an hour post order.