

CASE STUDY

CPG Company Achieves **79% Increase** in Conversions

WHY

A billion-dollar consumer packaged goods (CPG) company with a world-class portfolio of brands and an unrivaled distribution capability sought to increase customer loyalty by building new direct-to-consumer revenue channels.

More than 2,400 data elements across dozens of unintegrated data sources made it difficult to engage customers with relevant experiences across both online and offline channels. It struggled to accurately identify an individual customer in the timeframe needed to deliver a personalized CX.

WHAT

The CPG company used the Redpoint Data Readiness Hub to collect and integrate data from more than 25 disparate sources, aggregating first, second, and third-party data to create a real time unified customer profile.

Creating a unified profile with clean, accurate and timely data was a key first step in being able to meet a customer with personalized messages and relevant offers, such as real time website product recommendations based on a customer's individual product preferences, purchasing frequency, and other attributes such as consumption rates for a particular product, weather conditions, etc.

Redpoint also powers the company's real-time recommendation engine, using AI to orchestrate next-best actions across an omnichannel environment.



3x

ROI in first year



79%

increase in
conversions



20

data sources
integrated



15

weeks from design
to implementation



3x ROI in the first year



79% increase in conversions

WOW

In just 15 weeks, Redpoint helped the company create a single point of control over data, decisions, and interactions. Using Redpoint customer data technology, the company now executes strategic initiatives beyond the scope of the initial project, such as driving personalized engagement in all customer-facing business processes.

Initial successes included a 79 percent increase in conversions from real-time website product recommendations, and a 3X ROI in the first year.



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