

Unifying siloed data drives 25% revenue increase

The Situation

Business and Marketing Tech Strategy director Jonathan Mendez led this program for the client, a leading hardware company, whose eBusiness consisted of multiple e-commerce brands, many with their own websites, SaaS and on-prem technologies for eCommerce, products, supply-chain, fulfillment as well as analytics, CRM & marketing.

This made it impossible to get customer behavioral data in a clean, properly-structured format for effective site analytics, personalization and marketing. The data separation also kept us from performing advanced machine learning and even basic data modeling. Successful marketing automation was also blocked as a result.

Compounding data quality issues, behavioral data from Adobe and Google Analytics was not trusted due to multiple previous install dates and site changes over the years and failures to properly update code.

And, due to new legislation on customer data (CCPA, GDPR) and increased consumer data privacy protections (Apple ITP, Google Same.Site), the collection and processing of customer data had become more restrictive. This required new methods of data collection and processing to comply - requirements that affect data volume and quality.

Working with a \$10+ billion leader in an industry moving more heavily online and battling behemoths like The Home Depot and Lowe's we created a "One View" data system that provide a single, in-depth view of each individual customer and prospect - across multiple brands, products and channels.

Data, data everywhere...

Current Landscape

Useful customer and prospect data resided within separate brands in separate environments and formats.



The Solution

Deploying an open-source platform for ease of use and omni-channel tracking and updating, we unified customer data and organized it into a single Master Customer ID Record - first party data with numerous advantages for compliance, collection, processing and activation.

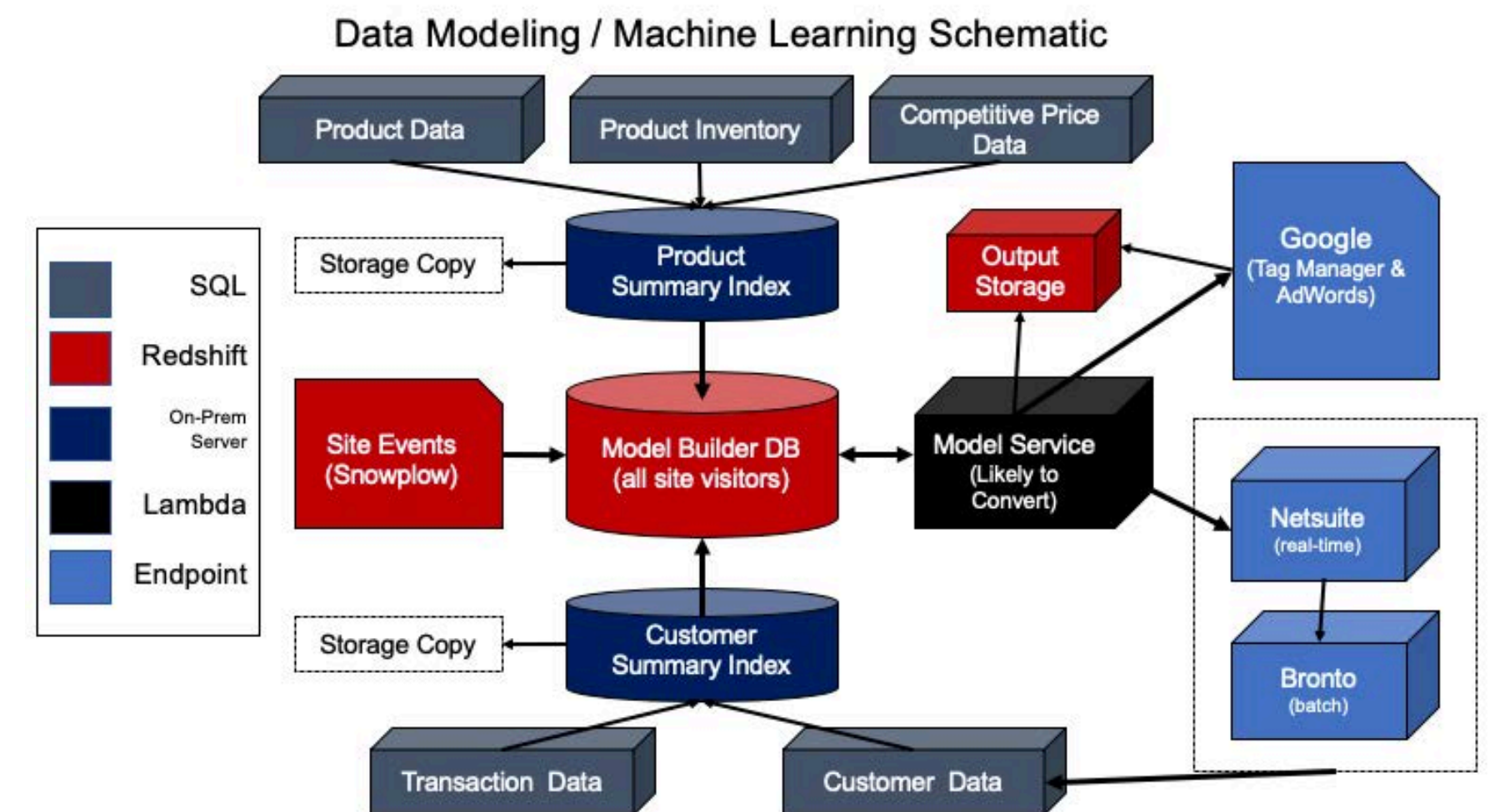
Serving as a single collector, the platform created a network ID for each brand and, through a single data pipeline, collected web and app behavioral data for 2 years (compared to the days prior cookie-based vendor systems allowed before expiration.) This created distinct first-party data advantage.

Working across multiple channels, the platform served as our primary behavioral data collector across website and apps, and we processed valuable data directly into Amazon Web Services (AWS).

Then, we created an ID stitch for anonymous-to-known customer behavior. Unifying that digital ID with historical transactional data and product/competitive data, we combined customer behavioral and transactional data into a master customer ID record. This allowed us to unleash a full arsenal of data-driven, highly-targeted and efficient marketing efforts that drove significant new revenue.

Most important for the future, this customer ID record is high-resolution, highly extensible and portable. It provides an owned data asset in the cloud and serves a foundation for Machine Learning and Artificial Intelligence the company previously lacked.

Data architecture for “One View” customer ID



Benefit: The owned master customer ID record that was created had immediate benefits. The ability to stitch sessions together and understand the customer journey for unknown and known customers allowed for more accurate and robust marketing attribution.

The Results

Transforming customer journey intelligence from unknown-to-known allowed the company to develop a new, behavior-based attribution model.

The new model showed an underinvestment in mobile search, among other findings.

After the media investment strategy was adjusted, mobile traffic tripled. Also, for the first time, the company could how/where B2B leads were coming in, and adjusted the bid strategy for this high-value segment.

Unexpectedly, the influx of new mobile visitors resulted in 20% increase in desktop traffic from return visits.

Most importantly, with the changes, new customers increased by 35% and top-line revenue increased by 25%.

“What they built has not only provided immediate lifts in customer growth and revenue, but we now know who our customers are and how they buy. It has forever changed the way we market.”

- VP of Marketing & Analytics