

# The 2nd largest sportswear company in the world improves wallet share per customer by 4% within 3 months post Comsense's CDP implementation

## BUSINESS CHALLENGE

- Unable to leverage transactional data and to personalize and enhance customer experience
- Unable to create customer segments for the next best offer (NBO)
- Limited success in cross-selling to existing customers

## APPROACH & SOLUTION

Comsense team took a data-driven approach towards their engagement

- Conducted a 3-week due diligence to analyze past campaigns, digital assets, workflows
- Built a marketing data lake, consolidated customer information from various sources such as in-store point of sales, E-commerce channel, marketing campaign data, app login data, customer behavior, etc.
- Built single view of customer (SVOC) profiles along with advanced segmentation
- SVOC involved attributes around personal information, purchase history, preferences, behavior, and interactions
- Applied ML models like RFM, NBO, behavioral segmentation, collaborative filtering
- Application of ML modeling techniques enabled forecasting customer purchases to personalize communication and enhance the CLTV on the customer's channel of choice

## TOOLS & TECHNOLOGIES

- Acoustic Campaign (a.k.a. IBM Watson)
- Acoustic Content Hub, Acoustic Exchange
- Comsense CDP
- Comsense DataSense
- Comsense IntelliSense
- Comsense KleanMail
- CXA (Tealeaf)
- Google Analytics
- Power BI
- Python
- SQL Server



## BUSINESS IMPACT

- SVOC had 8+ identifiers and 32 attributes to build a strong foundation for targeted marketing and hyper-personalized communication
- Dynamic customer segmentation improved revenue via net new customer acquisition by 4% within two months
- Marketing attribution and channel optimization saved 23% marketing campaign costs. Email and SMS were the top 2 contributors
- Improved wallet share per customer by 4% within 3 months of implementing recommendation engine