Case study: Optimizing campaign build cycle by building a custom web app for creating and exporting customer segments

CLIENT

A Global Survey Platform Firm

PROBLEM

- Our client's Marketing and Analytics team creates customer segments that would typically take between 3-8 weeks to segment and then roll out a campaign
- Creating and pulling marketing lists required dependence on the data-analyst and BI teams

SOLUTION

- Analyzed the customer base on the basis of their transactional, behavioral and demographic parameters and to create market segment lists
- Reduced the BTL marketing campaign build cycle from weeks to less than a day.

Objective
To reduce the campaign build cycle from 3-8 weeks per campaign to <1 day per campaign

Data Sources
- Customer 360 (CDP) - Demographics, Transactional, Membership data
- Behavioral (Web/Online, social) data
- Past Campaign data

Approach
- Created a custom web app that converts business rules created by users into codes/ SQL queries
- Developed ML-based modeling to identify and group similar customers based on demographics, behavioral, transactional data
- Helped users create, analyze & export their campaign lists independently

Benefits

Our solution enabled our client in...
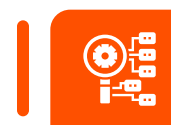
- A custom drag-and-drop-tool empowering even the non-technical user in culling out the data for campaigns
- The tool can create the segment and export it in less than 20 mins for executing BTL marketing campaigns
- Our innovative solution helped to bridge the gap between data & decision layers of marketing activation