



## CASE STUDY

# Integrated Marketing Analytics Platform



### Just the Headlines

Short on time? Here are the key facts.

- A retail and e-commerce company wanted to improve their email marketing strategy and needed visibility into the cost and ROI of each email.
- 2nd Watch integrated data from multiple sources and built solutions that allowed the client to see a customer's buying behavior across brick-and-mortar and e-commerce mediums.
- The analytics engine identified customers across buying platforms, which gave a true measure of a customer's lifetime value. This resulted in a \$28 million increase in yearly revenue.

### Overview

A retail and e-commerce company was hoping to better leverage their data to improve visibility into the cost and ROI associated with their campaigns. To solve their problems, 2nd Watch deployed an analytics engine that identified customers across buying platforms and allowed a true measure of a customer's lifetime value. This platform helped the company increase their yearly revenue and decrease their email marketing costs.

### Industry

Retail and E-commerce



### Featured Technologies

Adobe/Omniture

Microsoft SQL Server

Microsoft SQL Server Reporting Services

SQL Server Integration Services

Tableau

## The Challenge

Our client lacked a well-developed email marketing strategy, the ability to analyze campaigns, and visibility into the cost and ROI associated with each email. They also did not have a central area from which they could tie together sales data for a customer between the physical retail locations and their e-commerce platform.

The terabytes of data our client was collecting were challenging to store and caused reporting issues across the enterprise. To solve these issues and have a more effective email marketing strategy, our client wanted an integrated marketing analytics platform that could provide a holistic view of a customer.

## The Solution

2nd Watch defined, designed, and built a solution that allowed the client to see a customer's buying behavior across brick-and-mortar and e-commerce mediums.

The team utilized SSIS and Microsoft SQL Server to integrate data from multiple sources. The ETL process cleansed the data, getting rid of duplicates and transforming syntax so all of the data fit together in a consolidated manner. Custom integration points were built alongside many of the firm's marketing affiliates and partners to standardize data delivery and email campaign execution. The Adobe/Omniture suite of products was then implemented to identify and track customer interactions and feed this information into the enterprise data warehouse.

After ingesting and consolidating the data, our team used Tableau and Microsoft SQL Server Reporting Services to create actionable dashboards and visualizations that gave the marketing team quick insights into their campaigns.

## The Outcome

2nd Watch's solution resulted in a \$28 million increase in yearly revenue. Our client's marketing team is now able to make informed, data-driven decisions and can target customers more effectively with these insights.

Email marketing costs also decreased as a result of a more targeted strategy, based on more than 3 billion historic email transactions that are now available for analysis.