



High-tech cloud solutions provider enhanced campaign effectiveness and ROI tracking with specialized analytics extension team

CLIENT

**High-tech cloud solutions
company**

INDUSTRY

Information Technology



BUSINESS IMPACT

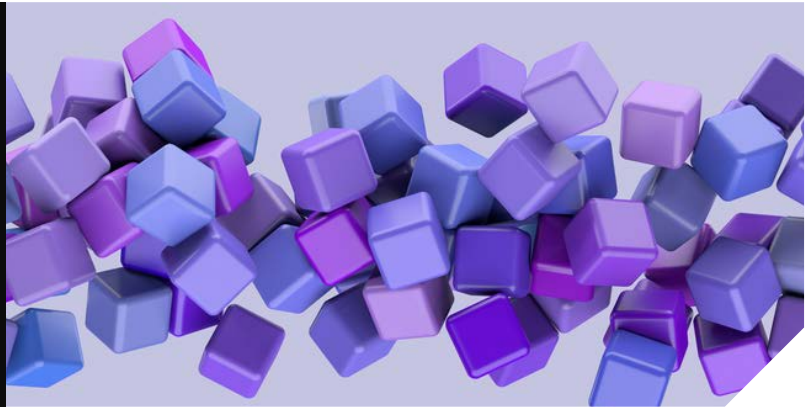
- Drove effective ROI on digital engagement
- Improved campaign budget allocation process
- Created an Effective campaign strategy



BUSINESS CHALLENGES

- This client's website had more than 100 campaigns running each week and the data was flowing into multiple marketing platforms
- The client wanted to understand the digital depth and goal conversion of various marketing efforts
- They wanted to understand how campaigns are influencing customer interactions with various digital properties
- Additionally, they wanted to draw insights from the campaigns and use it to enhance consumer behaviors
- Overall, the client was looking for a cohesive analytics strategy

OUR APPROACH



Initial workshop

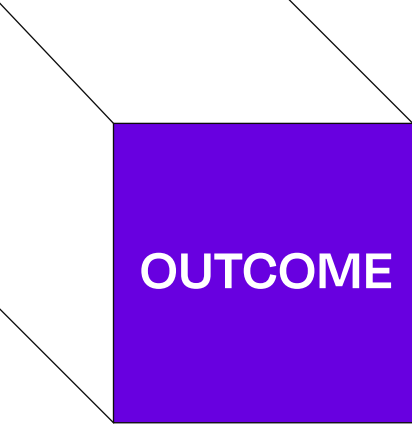
- C5i conducted a detailed and in-depth analytics workshop to build initial understanding of the business requirements and priorities
- Designed business intelligence framework for global and regional levels to address key questions on digital path, campaign efficacy and advanced analytics for fueling customer segmentation and personalized product offers

Data integration and storage

- Set up the cloud-based technology stack to deliver a global and scalable solution
- Developed host of APIs and other data bridges to integrate data from different client-owned and third party platforms
- Created metadata and schemas to be leveraged for scale
- Leveraged industry MDM best practices to drive effective data storage practices

Business insights and deployment

- Developed visualizations by leveraging industry leading platform Tableau™ and created various analytics applications to meet business requirements



OUTCOME

- Developed a cohesive, industry-leading analytics platform for clients to drive analytics in real-time
- Developed campaign attribution models which improved campaign ROI measurement Improved
- Improved customer fallout rates based on C5i's recommendations

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

