CASE STUDY

Course5
Transformative intelligence

Micro Segmentation

Client

One of the top 3 consumer products companies

Industry

Consumer Goods and Services

Business Impact

- ⊘ Sharp increase in campaign ROI

- ⊘ Massive increase in click through rates for test vs control, with considerably higher engagement levels vs industry standards

- ⊘ Substantial media savings

Business Challenges

The client conducts a fashion event twice a year. They wanted to analyze the influence of this event on brand and sales level business metrics. The client wanted a business focused solution to drive Single View of the Customer to:

- ⊘ Integrate customer entities across different touch-points with the ability to get external information about the customers

- ⊘ Drive analytics and insight capabilities to drive better campaign and engagement strategies

Approach

Our approach was to implement a solution to:

- ⊘ Mine, analyze, and generate insights across channels including social platforms, blogs, online and offline channels

- ⊘ Classify the user base into major and sub-major behavioral segments of fashion using **classification algorithms;** and then stitch the digital footprints, transaction history and affinity data together for the target audience at an individual level

- ⊘ Utilize existing customer database and map the stitched profiles, enabling targeted individual level analysis
- ⊘ Perform campaign execution on both control group and test group data

Outcome

- ⊘ Enhanced engagement with better targeting capabilities
- ⊘ Near to real-time context to cohorts
- ⊘ Enhanced ability to identify new targeted sales opportunities
- ⊘ Customized interactions based on the time, place and context of each engagement

About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.