



**FUELING MARKET LEADERSHIP:  
DATAMATICS STRENGTHENED CONSUMER  
CONNECTIONS FOR ENERGY BRAND**

**DATAMATICS**

The client is a global leader in the energy drink sector, has been a dominant force in the beverage industry, with an impressive track record since its inception. Renowned for its high-quality products and widespread appeal, the company operates in 170 countries and sells over 7.9 billion cans annually. As one of the most recognizable names in the energy drink market, it continues to thrive by consistently delivering consumer satisfaction, driving innovation, and maintaining a significant market share.

## **The Challenge: Marketing and Operational Pressures**

The client, a global leader faced a crucial challenge: how to increase brand popularity and multiply usage triggers among its target audience, creating deeper engagement.

A key objective for the brand was to deliver a consistent and personalized experience across all consumer touchpoints. Without these insights, the brand risked losing its competitive edge in an increasingly saturated market. In the face of rising competition, the company sought to strengthen its position as an 'irresistible brand of choice,' one that consumers would turn to time and again for their energy needs.

This challenge was particularly pressing for the company's Chief Marketing Officer (CMO), who was tasked with driving brand engagement and ensuring that marketing efforts resonated with consumers. Additionally, the Chief Financial Officer (CFO) faced operational pressure to ensure that the investments made in customer experience and brand strategy would yield measurable returns.

The need for a data-driven approach to connect with consumers, enhance brand loyalty, and deliver tangible financial outcomes was clear across the leadership team.

## **The Solution: Data-Driven Consumer Insights**

Recognizing the need to better understand their diverse consumer base, the client partnered with Datamatics to leverage advanced data analytics and gain a deeper insight into consumer behavior. Datamatics conducted a thorough analysis using factor analysis and latent class analysis on the company's consumer data, ensuring that every key dimension was explored.

The team applied 56 carefully crafted statements on a 5-point rating scale, capturing valuable insights on consumer preferences. One unique challenge they tackled was handling the "Don't know" responses. These ambiguous responses were not discarded; instead, Datamatics used a supervised machine learning technique to convert them into actionable insights, ensuring no data was left underutilized.

This strategic shift helped the brand deliver personalized experiences that resonated with each segment, strengthening their market position.

## Impact: Personalized Consumer Experience

### **Brand Positioning**

And customer engagement improved with data-driven recommendations

### **Stickiness**

Increased brand stickiness

### **Enhanced Distribution Strategies**

Based on geographical footprint of customer segments

# ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

## **FOLLOW US ON**



© Copyright 2025 Datamatics Global Services Limited and its subsidiaries (hereinafter jointly referred as Datamatics). All rights reserved. Datamatics is a registered trademark of Datamatics Global Services Limited in several countries all over the world. Contents in this document are proprietary to Datamatics. No part of this document should be reproduced, published, transmitted or distributed in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, nor should be disclosed to third parties without prior written approval from the marketing team at Datamatics.

website: [datamatics.com](http://datamatics.com)

USA

UK

UAE

India

Philippines