

fifty-five partners with retail giant to inhouse development of cloud technology

CHALLENGE

fifty-five has collaborated with a British retail giant to build an in-house CRM solution to support

customer purchases. The retailer has in-housed a critical portion of its marketing automation, supported

by fifty-five. This completely frees it from third party solutions that lack the data governance and flexibility to give customers the most tailored and relevant experiences.

SOLUTION

The retailer's digital team worked with fifty-five to support them in building the technology and deploying a range of insight and activation tools.

This included :

- An in-depth analysis of the retailer's current mar-tech setup paired with deep understanding of customer behaviour to improve data availability between tools.
- fifty-five's data experts collaborating with marketing experts in the retailer and its partners at Merkle and Adobe to implement an enhanced CRM programme that responds to customer actions and delivers timely reminders and help.

RESULTS

With these tools the retailer has full ownership of the technical and data assets for maximising the potential for online media to drive new and loyal customers instore

A critical part of this initiative is deepening the marketing team's insight into the online shopping experiences of its customers.

This means when a customer fills an online shopping basket but abandons it without completing the purchase, they can use the insights and customer-given permissions to help them complete the purchase. This is without exporting data to any third-parties. Customers can then find a product that better suits their needs. It also allows the retailer to intelligently respond to shopper behaviour and tailor the follow-up messages to help customers make their choice and offer timely and relevant advice, fully compliant with their permissions and data governance rules.