

ENABLING GLOBAL GROWTH THROUGH CUSTOMER DATA PLATFORMS

HARTE
HANKS

CHALLENGE

Over the years, a large B2B and B2C tech giant has lagged behind in marketing and target audience management. Customer data and firmographics have become obscure, complex and outdated. As the number of internal competing systems proliferated, the number of marketing and communication channels increased and the process grew more and more disorganized. Customer data lived in 10 separate silos, with no efficient way to quickly access and understand basic data

OUR APPROACH

We embarked on a meticulous audit of all data sources and touchpoints and identified new ways to consolidate, migrate, manage and utilize them to support all sales and marketing operations.

SOLUTION

- Migrated all data onto a cloud-based platform, and created a single view of the customer leveraging a customer data platform solution
- We developed functionalities to receive data from multiple sources, scrub it, dedupe it, polish it
- 29 million amorphous global contacts were refined down to 8-10 million actively engaged, earnest customers.
- Through the application of analytics and insights, information became easily extractable, directly improving the customer experience throughout the sales cycle.
- We utilized sophisticated data triggers to automate campaigns and interactions at given key moments in the product and customer lifecycle

SERVICES

- Data audit to assess health, quality and marketability
- Customer Data Platform deployment
- Data operations and management to maintain health and marketability

DATAVIEW

250 million people
150 million U.S. households
180 million Global businesses

RESULTS

60%

Audience
quality
improvement

4:1 ROI

Analytics
outcome

40%

Engagement
lift in
campaigns

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- www.hartehanks.com
- www.hartehanks.co.uk
- hello@hartehanks.com