

Case Study | Retail

UNLOCKING CUSTOMER DATA TO DELIVER IMPACTFUL ENGAGEMENTS

The Challenges

Legacy Technology:

This specialty retailer built an impressive internal system to issue points and manage tiers, but was lacking in their personalized outreach to customers. They were looking for a solution to bring the next level of loyalty technology to their stack that would enable further personalization of the customer experience, while also enabling marketing managers to control the process.

Disparate Customer Data:

This leading specialty retailer faced a challenge of having various point-in-time views of customers across all their systems, channels and brands. Without a single view of their customers, it added to their issue of not being able to deliver personalized offers and engagements.

The Solution

Unified Data:

The SessionM platform is able to gather all of this retailer's data together to create unique, 360-degree profiles for each customer. By applying SessionM's campaign rules, which define behaviors and outcomes to drive certain types of engagements, on top of that data, the retailer's team gained the ability to run targeted, points-based promotions such as incentives, purchase challenges, and geo-targeted promotions to its customer base. The loyalty managers gather deep insight into this program through SessionM's reporting suite. This was a key selling point during the sales process, as they did not have any insights or reporting capabilities without our platform.

Personalized Offers:

SessionM's powerful offer management system enables this leading specialty retailer to create a personalized customer journey across any channel and reinforce real-time engagement and loyalty when their customers are checking out and in a buying state of mind. Using our software, they're able to create a tailored loyalty program that drives incremental high-value behaviors, frequency and average order size by incentivizing and rewarding customers for their actions beyond spend.