

Data Onboarding

CASE STUDY

THE PARTIES



Automotive Brand

THE OBJECTIVES

Automotive brands need to adapt to the current global circumstances. There is a continuing need to deliver timely and targeted people-based marketing activity, for example with customers who hold leases or payment plans that are due to end shortly, who may have real concerns about what happens next.

THE CHALLENGES

Brands need to onboard their CRM data to identify customers that should receive this messaging. Onboarding has typically been a slow and arduous process, with significant data manipulation required before the onboarding process begins, which can take up to a week.

STEP ONE



The automotive brand uploads their first-party CRM data into an InfoSum Bunker. Data goes through an AI-powered normalisation and mapping process.

STEP TWO



Insight permissions are exchanged between the Automotive Brand and the Publishers to enable analysis of the intersection between customers.

STEP THREE



Through analysis of the intersection, they are able to identify a segment of their commonly known users who meet their predefined criteria (e.g. PCP ending soon).

STEP FOUR



The publisher is then able to activate that segment across its media properties, delivering a focused brand message to drive enhanced response.

THE RESULTS



Improved Speed:

InfoSum's onboarding process is completed in hours, rather than days or weeks.



Privacy-by-Design:

Analysis and activation is achieved without either the brand or publisher sharing personal data.



Simple

No pre-upload data manipulation is required, removing significant data science requirements.

Get in touch to find out more

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