Deloitte.
Digital

US DEPARTMENT STORE

Enabling a personalized retail experience

Delivered robust identity resolution capabilities through Amperity on Amazon Web Services (AWS), enabling activation of the brand's personalization strategy and greater insights into the individual customer experience

USE CASE

As part of an overarching marketing technology transformation, a national retailer sought to increase digital sales and customer lifetime value through the adoption of a robust 1-to-1 personalization strategy. However, the retailer struggled to create a single unified identity across disparate channels and marketing tools, resulting in redundant profiles and ultimately impacting its ability to tailor its retention and acquisition marketing campaigns. It sought a robust identity resolution solution that could harmonize and democratize the 360-degree view of the customer, regardless of the delivery tactic.

SOLUTION

Deloitte Digital delivered a next-gen Identity Resolution solution leveraging Amperity's machine learning-based Stitch and Customer 360 components on AWS, leveraging probabilistic and deterministic matching capabilities to collapse duplicate customer profiles and leverage AWS to ingest and process data. The team collaborated with the client to develop and codify the Golden Record business rules directly in the application and streamlined downstream consumption using the Customer 360 data view for sharing the refined, scalable customer data model.

IMPACT

We ingested more than 27 different datasets and 1.05 billion records into a unified platform, yielding a single view of each customer profile. The client plans to scale this to include more than 40 additional data sources. The unified customer ID and customer data model will be made available to Adobe Experience Platform (AEP) where the brand plans to perform segmentation and push audiences into omnichannel journeys.