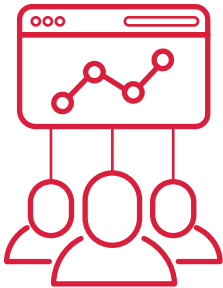# bigstep®

One of the Largest Online Retailers in Romania Accelerates Marketing with Personalized Market Campaigns Using Big Data

Context

The focus of this case study is one the largest online retailers in Romania - this retailer generates massive amounts of data on a daily basis. The data is captured in multiple systems; it is aggregated and queried to be displayed using a BI application in a near real-time interface.

The constant growth of the data volumes and the complexity of the queries were causing the system that was in place to become less and less efficient as it kept hitting bottlenecks.

Business Challenges:

- Gain a real-time 360-degree view of the customer journey and experience across data from a large number of interaction points.
- Improve the return of targeted marketing by creating customer fine-grained, real-time segmentation based on predefined customer models and personalized campaigns.
- Increase customer lifetime value by increasing customer retention and performing churn prediction.

Data Challenges:

- Integrate and prepare complex data side-by-side, and in multiple formats: structured, semi-structured and unstructured.
- Create a fast and distributed ingestion pipeline for the data created - the high velocity of the pipeline enables partial and incremental analysis over the newly ingested data.
- Empower analysts, data scientists and business teams with data and tools for self-service analytics - the generated analytics are easy to learn and easy to understand.
- Increase the flexibility for future format changes and new data integrations.
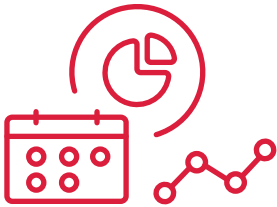
The Bigstep Solution:

Complete integration of data sources:

• The online retailer can now integrate structured, semi-structured and unstructured data in real-time - the use of a single-source-of-truth repository can offer a 360-degree view on the customer's activity on the online website.

Agile, real-time analytics:

• Using the solution provided by Bigstep, they can now drill down on large volumes of data in real-time to deliver a consistent, personalized and context-specific experience for all their customers.

Self-service data visualization:

• Using the tools integrated into the Bigstep solution, the customer care department can now analyze the data they are constantly receiving on a user's activity - they can also identify "at-risk" customers and enroll them in a retention process.

Leverage the power of Hadoop:

• Bigstep's level of integration with the Cloudera Hadoop distribution enables the company to scale their analytics and data on demand efficiently - they can, therefore, more easily meet the ever-changing requirements of their business.

Leverage the power of DataStax:

• DataStax on the Bigstep bare-metal cloud helps the retailer perform complex, resource-intensive queries on the stored data - they can obtain impressive results regarding efficiency and performance.

The Results:

Single, integrated omnichannel customer view:

- Bigstep's solution accelerated the online retailer's time-to-insights by providing a 360-degree view of the customer's journey across web, mobile and logistics channels.

Personalized campaigns:

- With a more real-time view on the customer's experience, they can now drive personalized one-to-one marketing campaigns to increase retention of high-value customers, and they can also increase their revenue by running upselling campaigns on certain market segments.

Rapid value delivery:

- Using Bigstep's integrated solution, the retailer's team delivers rapid results to their business team and therefore improves the business decisions: for example, they assist the business team in better managing by exception some customer service situations, the result being a higher customer lifetime value.

Ready to start crunching data?

REQUEST A DEMO   CONTACT US

Bigstep.com   **We're here to help.** Call us at **+44 (0) 207 510 9298** or email us at **sales@bigstep.com**