

# Apparel Company Streamlines Data to Create a Unified Customer View

## Company Overview

A privately held global activewear apparel company with a market presence in over 140 countries and more than 1,600 employees.

## Challenges + Goals

As a manufacturer, distributor and retailer with a burgeoning direct-to-consumer model, the company wanted to create an omnichannel experience for its customers, but fragmented systems and customer data silos presented significant obstacles. Customer information consisting of multiple online and offline data types from a variety of digital and traditional channels made it difficult to provide consistent messaging across touchpoints, such as contextually relevant offers and related product descriptions. To build a single view of the customer while protecting business-critical information, the company needed to integrate a wide variety of data types and sources and create a solution that leveraged its existing marketing technology stack.

With a single view of the customer, the company believed it could transform marketing operations, simplify the management of its growing customer database, and provide innovative omnichannel marketing orchestration.

## Winning Solution

Using the Redpoint CDP, the company unified multiple data types into a single point of control to create a single view of the customer across multiple channels of engagement. The solution is tightly integrated across the company's entire marketing technology stack, allowing the company to optimize consumer messaging with an easy-to-manage database of unified customer profiles.

Armed with an always-on, always-updating unified view of its customers, the company manages a rolling four-year database of 700 million records with information on 10 million customers in North America alone. With direct access to these records, the company tracks customers across multiple transactional and behavioral dimensions, analyzes customer trends and behaviors, and creates personalized customer experiences across all channels and interactions.

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**Being able to bring all the data together in one place, compare it, clean it, and provide a consistently clean piece of information – a single view of the truth – is critical.”**

LEAD TECHNICAL ANALYST, LEADING APPAREL COMPANY

## HIGHLIGHTS

### Created

a single point of control for 10 million customers and 700 million records

### Streamlined

multiple online and offline sources for a unified customer view

### Achieved

visibility into customer transactional and behavioral information to improve customer engagement

### Simplified

marketing and IT teams' ability to access data across multiple databases

