

# Discover & Assemble Relevant Business Information

Leading musical retailer needed to  
drive effective marketing campaigns  
& eliminate errors

## Client Needs

1. Build a marketing platform to build customer trend based and targeted campaigns.
2. Minimize the marketing costs and be able to evaluate performance of a campaign automatically through dashboards.

## Benefits

- Sophisticated analytics highlighted customer contact preferences helping to avoid complaints with email marketing.
- Reduced marketing costs (50%) by eliminating duplicate emails, flyers, and coupons sent to the same customer .
- Increased profits/purchase response (30%) by building targeted campaigns based on customer interest and browse and purchase behavior while eliminating/improving underperforming campaigns.
- Estimated savings of USD **\$4M** in 4.5 years

## PR3 Systems Solution

Architected & implemented customer consolidation process using **InfoSphere Discovery** and **IBM InfoSphere MDM**, mapped & loaded data via **InfoSphere DataStage**, built marketing **data warehouse**, installed and configured marketing platform using **IBM Unica Campaign v8.5**.

