

A 90-Day Marketing Analytics Insourcing Journey

With Aginity Amp™, the world's largest eyewear company insourced seven years of customer data and marketing analytics in less than 90 days.

Challenges

- » With outsourced analytics, the company had no control over its complex analytic ecosystem.
- » Customer and data analytics were scattered across systems, business units and geographies.
- » Planned a CRM deployment, but due to timeline, company would have to continue outsourcing its analytics.

Solution

- » Amp was selected for its unique analytics management capabilities.
- » Deployed Amp on the IBM® PureData for Analytics™ (Netezza) platform.
- » Amp brought together business logic and data to create a multi-brand analytics environment.

Results

- » Amp enabled the IT team to insource, organize and catalog its customer data and analytics (7 years & 6 brands).
 - » Amp added value in less than 90 days – it would have taken over a year for other solutions to match.
 - » The company learned that shoppers who shopped multiple brands were 2x more valuable than those who shopped one brand.
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The world's largest fashion and sports eyewear company has more than just stylish frames. It has 40 active brands across 130 countries. Because of the complexity of maintaining marketing analytics for so many brands, this company outsourced its analytics to a third-party service provider.

However, because it outsourced its analytics, the eyewear company did not have complete control over its complex ecosystem of customer and data analytics, which spanned seven years, three geographical regions and six brands.

The organization's marketing team faced a challenge common to such large-scale initiatives: They struggled to accurately identify the company's most valuable customers. The result of such a complicated system led to:

- » **Poor visibility into customer data.** The company outsourced its analytics capabilities, which limited its visibility into the mathematical calculations driving customer insight.
- » **Difficulty in personalizing marketing campaigns.** Analytic and data assets were scattered across systems, business units and geographies, making it impossible to deliver personalized marketing campaigns.

In-house solution posed serious challenges

Initially, the company planned to deploy a homegrown CRM software solution to solve its poor customer visibility and personalized-marketing challenges. Three problems quickly emerged:

- » **Duplicated work/wasted resources.** IT teams would have to rewrite analytic logic into the CRM solution.
- » **Rigid data models resulted in lost time.** Due to the CRM's inflexible data model, incorporating new data sources would be time consuming.
- » **Inconsistent data occurred system-wide.** The CRM solution would not provide consistency between analytic logic and data.

“We chose the IBM/Aginity solution to drastically shorten the time it would take to insource the customer data and analytics that drive our CRM capabilities.”

– Chief Information Officer for the company’s North American Retail Division

Key Figures:

\$9.8 billion sales



72 million customers

40+ brands across
130 countries

93 million frames manufactured



4 logistics hubs

Adding to those problems, a one-year deployment timeline meant the marketing team would:

- » Need to continue relying on its external analytics services provider for at least one more year
- » Not see immediate value from its CRM and marketing campaign tools
- » Lack the capability to manage data and analytics related to its multi-brand, multi-channel customers

Customer insight in less than 30 days

With Amp, it took 30 days to buy and start using IBM Campaign, rather than the 6+ months it would have taken to rewrite analytic logic within IBM Campaign itself. The company could also use Amp’s catalog to distribute logic to SAS® for predictive modeling or for use in any other application.

This “insourcing journey” included the migration of more than 200 analytic attributes which had formerly been scattered across numerous, siloed data sources and analytics tools. With Amp, the company could:

- » **Immediately enhance direct marketing capabilities.** With better direct marketing capabilities, the company deployed seven times as many campaigns per week at 50% the cost. With Amp, the company imported its data, defined its analytic assets and deployed them from Amp’s analytic catalog into IBM Campaign.
- » **Leverage newly cataloged customer analytics.** With their newly insourced capability for direct marketing, users were able to leverage many of the customer analytics that had been previously cataloged. By searching within Amp, the marketing team was able to easily find attributes (i.e., number of web visits, tendency to purchase sunglasses).
- » **Deploy analytic logic to other applications.** 80% of the analytic logic needed to run the company’s first high-impact direct marketing campaign was already available and easy to deploy to SAS for predictive modeling. Now, the marketing team could feed most of the logic required directly from Amp into IBM Campaign.

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» **Ensure data consistency throughout analytic ecosystem.** The company deployed analytic logic to SAS and other BI tools to ensure that all analytics were consistent throughout the analytic ecosystem.

Deploying Amp resulted in immediate insight: **The company discovered that shoppers who frequented multiple brands were twice as valuable as those who only shopped at one brand.** However, the true value of leveraging an analytics management platform became clear as marketing planned its long-term strategy.

Highly scalable marketing initiatives enabled

With the eyewear company's newly insourced capability for direct marketing, users were able to leverage many of the customer analytics that had been previously cataloged by the third-party but not easily accessible. By searching within Amp, the marketing team was able to easily find attributes, such as the number of online visits and how often those visits resulted in purchases.

This meant that 80% of the analytic logic needed to run the company's first high-impact direct marketing campaign was already available and easy to deploy to other applications. The company's marketing team could feed most of the logic required directly from Amp into IBM Campaign.

In addition to making its first campaign fast and simple to execute, Amp enabled the company's marketing team to develop and execute seven times as many weekly email campaigns.

The power of analytic reuse, access, consistency and governance

Most businesses today struggle to fully leverage their analytic assets because their analytics environments are highly complex—making it difficult to introduce new data sources and deploy analytics to operational, business intelligence and predictive modeling applications.

To become analytically driven, businesses must solve the problem that is central to this complexity: Analytics today are not reusable or shareable across the enterprise. Instead, a single analytic asset must typically be recreated or copied for every new use case.

With Amp, the marketing team could execute 7x more weekly email campaigns.

Aginity Amp is the only analytics management platform that makes analytic assets reusable and accessible to every person and every application. With Amp – and only with Amp – companies gain four capabilities that increase the business value of analytics:

- » **Scalability** – More analytics can be created, reused and deployed faster
- » **Self-service** – Business users access a catalog of validated analytic assets
- » **Consistency** – Analytics yield consistent output
- » **Governance** – The lifecycle of analytic assets can be managed

The global eyewear company used Amp's powerful capabilities to create and execute seven times as many marketing campaigns, and leverage its analytics faster and at half cost. Aginity Amp is transforming this company's analytics into consistently reusable business assets that are accessible across geographies, divisions, business functions, systems and applications.

Largest Eyewear Company

This case study highlights the analytics insourcing journey of the world's largest eyewear company with more than 40 brands active across 130 countries. The company had formerly outsourced its marketing analytics to a third-party services provider. However, it sought to gain control over a complex ecosystem of customer analytics and data, spanning seven years, three geographies and six brands.

About Aginity, Inc.

Founded in 2005, Aginity transforms the way companies compete on analytics. Aginity Amp software enables companies to create, catalog and manage analytics as assets which can then be reused consistently everywhere in the enterprise. Customers have seen significant operational cost savings and achieved improvements in business outcomes by applying the governed, reusable analytics that Amp enables. For more information, visit www.aginity.com.

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