CASE STUDY

Iconic luxury fashion company drives effective customer engagement through a multi-region CDP

The Redpoint CDP

Why

Our client is a leading global luxury fashion and lifestyle company headquartered in New York. With multiple premium brands, its sales channels include both retail and wholesale brick-and-mortar, and digital.

When the company approached Redpoint:

- It had no solid data foundation in place – there was no single view of the customer
- It had an overly complex martech environment and could not satisfy key data-driven, revenue-generating use cases identified by the business.

Redpoint clearly demonstrated its ability to address these issues. In 2020, backed unanimously by the company's C-suite, we were awarded the CDP contract after a 100-use case POC that included identity resolution tests with Korean, Japanese and Chinese data.

What

Redpoint has provided a full suite of capabilities - from data quality and data management to omnichannel journey orchestration.

Deployed in multiple regions, the solution supports the company's largest, globally recognised brands.

The CDP provides a constantly updated single customer view for over 60 million unique identities. It is underpinned by a global data model and populated by global and local sources that include customer, product, transactional and web event data.

With Redpoint, marketers have user-friendly segmentation and activation capabilities at their fingertips to drive effective customer experiences.

Wow

With the Redpoint CDP, our client:

- Has a "single source of the truth" for customer data - a trusted dataset that can be leveraged by marketing and analysis teams
- Has a consistent CDP approach across multiple brands **and** multiple regions
- Can understand brand and regional similarities, differences, and recency frequency value dynamics

CDP data fuels a range of marketing-decisioning models designed to optimise campaign effectiveness across the customer lifecycle. Examples include churn prediction and price elasticity models.

Redpoint