

# Relevant Data for Targeted Marketing

INDUSTRY  
**Retail**

CONCORD CAPABILITY  
**Data Solutions & Analytics**

## Project Overview //

Using analytics to drive smart marketing decisions is key to seeing results. Our retail client wanted to increase the effectiveness of current email campaigns and explore the potential of analytics in personalization and real-time offers.

Our client had previously attempted to implement components of an enterprise email management suite, but had been unsuccessful. Concord was brought on for our experienced resources to help drive the implementation and ensure scalability.

Our solution comprised of a Hadoop-based event ingestion layer and an integration layer to manage the flow of real-time events entering the customer's marketing management engine that targets personalized offers to visitors of inbound marketing channels.

## Project Results //

The Concord team created new workflows, integrated data sources, provided training to business users, and served as SMEs for marketing technology best practices. The new targeted campaign was successfully launched and business users are now able to enjoy real-time feedback to the direct channels and streamlined marketing operations.