

Modernizing Enterprise Data Platforms



CHALLENGE

Sales campaigns lacked customer insights and predictive intelligence, limiting campaign effectiveness, customer engagement, and revenue growth

ENTERPRISE DATA MODERNIZATION

Built a Customer 360 platform on Google Cloud with AI-driven segmentation and predictive analytics to enable targeted campaigns and personalized customer engagement.

SOLVED FOR A GLOBAL SCALE

Empowered marketing teams with predictive insights to optimize campaigns, improve customer targeting, and accelerate revenue growth across product portfolios.

IMPACT

Direct Benefits

20M

Customers analyzed

40-50%

Increase in sales across product brands

50%

Year-over-year revenue growth

Contributing to

AI & Analytics

Customer Intelligence