



A leading Indian Women's Apparels Brand leverages FirstHive to drive a 20X ROI on their digital campaigns





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thereby significantly exceeding the
expectations from the pilot phase



Challenges

The client is a leading Indian Women's Apparel company and their umbrella of offerings comprises three segment-defining brands. Their target audience is primarily upwardly mobile women who wish to make a style statement at work, at leisure, and on special occasions.

The company had been running digital campaigns for a reasonable period of time and had been getting limited success from their efforts- neither being able to tap the underlying potential of anonymized visitors nor being able to drive meaningful cross-sell and upsell programs since personalized, customized communication to shoppers was non-existent.

Being in a highly lucrative marketplace, the company wanted to find a way to tap into the aforementioned opportunities, while ensuring that the brand visibility and recall were improved for shoppers, thereby improving overall sales.



FirstHive's Solution

For the brand to better serve their end-users and to improve the customer experience overall, they decided to invest in a world-class CDP offering that would enable them to address their key initiatives. After zeroing in on FirstHive as their preferred partner for the solution, the scope of work was defined to include:

- a) An improvement in ROI on digital campaigns from the existing 3X-4X ballpark to a more robust 10X-12X return.
- b) Deliver these results utilizing a stringent period for attribution of 7 days as opposed to the usual market standard of 2 weeks
- c) Improve the personalized shopping experience to drive cross-sell and upsell opportunities from existing customers.

With FirstHive's intelligent CDP solution as part of their Marketing Arsenal, the client ran a pilot for a period of three months as a precursor to full-time deployment.



FirstHive's Solution

FirstHive also made a positive impact on the overall customer experience. FirstHive was able to create unique Customer 360 personas for all clients utilizing their unification algorithms and thereby provide personalized communication to shoppers, reduce cart drop-off rates, improved cross-sell and upsell and most importantly identify anonymous shoppers and personalize recommendations to them. The outreach through different channels enabled to alert end customers at the right time through personalized content-enabled FirstHive to also make a positive impact on the overall customer experience.



Impact and Result

With a FirstHive CDP being deployed, the client was able to create a unified single customer view journey for its end users. This helped them reach out to anonymous customers in a timely manner through the right communication channels and also enabled real-time tracking and remediation of cart drop-offs. Overall, the benefits the client experienced during the pilot period with FirstHive is as below:

1. Intelligent Customer 360 view which was unavailable prior to FirstHive's deployment
2. An ROI of 20X from the campaign, thereby significantly exceeding the expectations from the pilot phase
3. A strong Customer Experience which over the long-term will result in better Cross-Sell and Up-sell opportunities being leveraged



Impact and Result

4. An increase in revenues from anonymous clients who would otherwise have not been successfully converted or nurtured

5. A reduction in cart drop-offs and improved retargeting with personalization, resulting in shorter end customer buying cycles and improving brand recall.

The CDP deployment also enabled an intelligent omnichannel approach for the brand, thereby improving visibility and creating a meaningful digital revenue stream during the period of the pandemic.