



# Case Study

## India's leading food-tech company leverages FirstHive to drive its marketing objectives

### CUSTOMER CHALLENGES



The client is India's leading food-tech company that brings fresh, chef-made meals to foodies across 4 major cities. They had a significant marketing spend across multiple channels but were still plagued with identification issues of inactive accounts. In addition, the only customer access they had was to individuals that flow into their CRM, i.e. having a valid email Id or mobile number. There was no tracking of individuals across their website or apps, unless the user had logged in. The brand reached out to FirstHive to better understand their customer buying trends and optimise the same, across all channels.

### CUSTOMER NEEDS



The client had significant marketing spends and had employed a host of marketing tools and channels including social media, emails and SMS communication, native ads across networks, et al. However, they did not get a Single Customer View (SCV) at a brand level and were forced to employ local optimisation techniques by channel which was obviously sub optimal. Due to new user onboarding offers, they were having issues in identifying existing users who were using different phone numbers to order their meal.

Thus, their reactivation campaigns were wasting spends on active users. Additionally, the brand wanted the ability to target and contextualize offers for the customers, at each individual session level.

### SOLUTION



We deployed FirstHive to connect across all key channels and tools of interaction with customers for the app. This ensured that all the data flowed into a single interface for access to the brand.

FirstHive unification algorithms created personas using all interactions and transactions, that were unificued across the account. A fuzzy match on delivery addresses ensured active customers getting accurately tagged, irrespective of CRM persona defined by mobile number or email Id. Integration with tools and native forward channels also ensured that the central customer journeys could now be defined in FirstHive as the central decisioning system, which triggered the response through the appropriate channel or tool.

While the brand originally had access to only around 600k customers which formed part of their database (individuals with either email Id or mobile number mapped).

FirstHive unlocked 7X additional pseudonymous profiles from their web interactions and social data. Additionally, getting insights like the number of visits (to view the menu) before a purchase is made enabled the brand to also optimise their spends on coupons that were offered to yield a conversion.



#### ABOUT FIRSHIVE

FirstHive is the world's first Full Stack Customer Data Platform to apply Machine Learning for building unified Customer identities. We help enterprises take control of their customer data and provide marketing organizations with a suite of tools that enable them to execute highly personalized campaigns that achieve exponentially higher ROIs.