

# FirstHive CDP Drives Digital Transformation for Leading Plumbing Manufacturer



A leading plumbing manufacturer faced challenges in differentiating its brand in a competitive market where name duplication by other players was common. The client operates through a complex network of distributors, wholesalers, retailers, and plumbers, which required better visibility and engagement to maintain market leadership.

## Result Metrics

### What Success Looks Like with FirstHive

It’s not just automation – it’s intelligent engagement at scale

12%

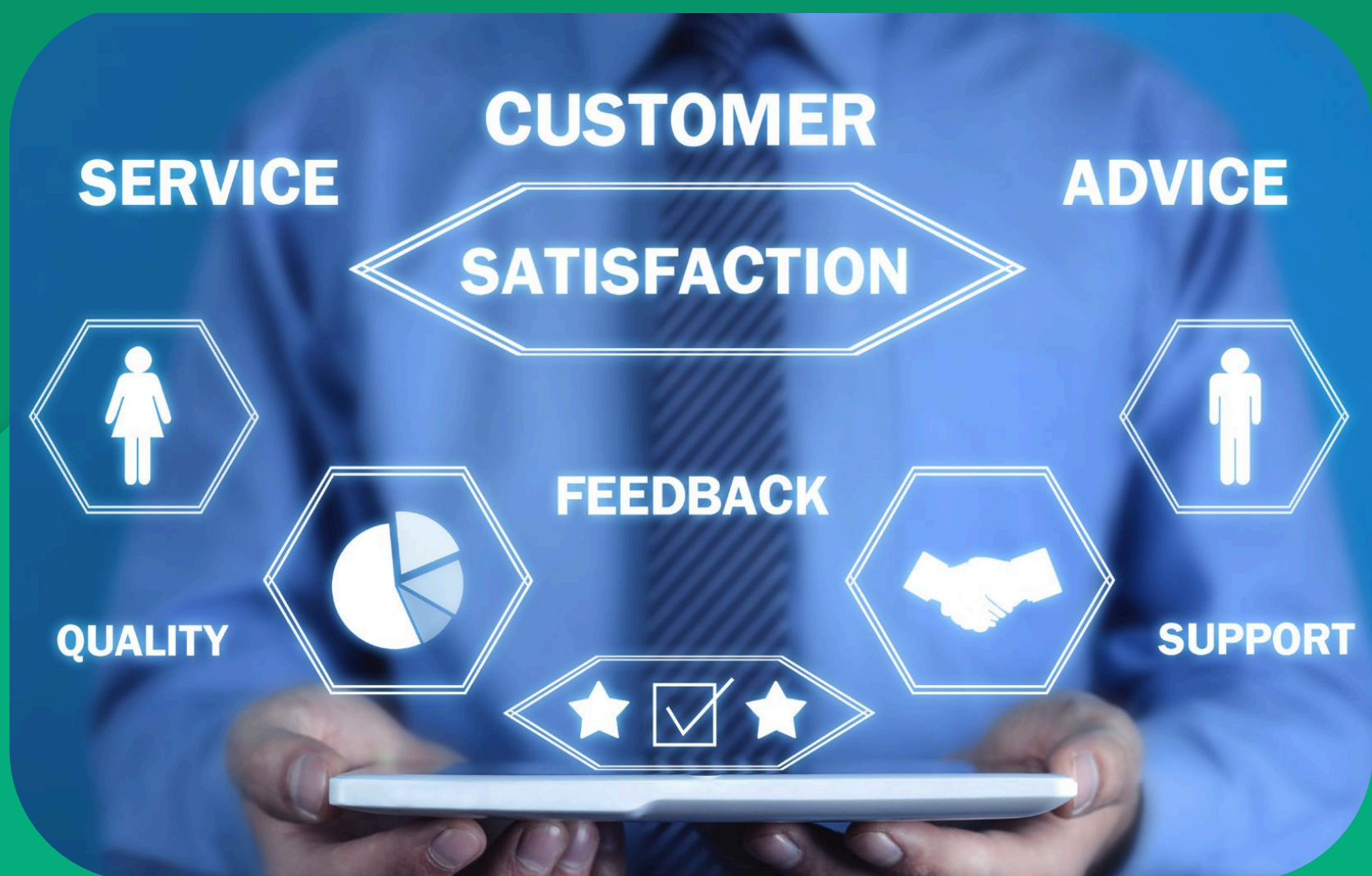
Increase in  
Renewal  
Participation

35%

Higher Customer  
Satisfaction &  
Response

100+

Personalized Campaigns  
Executed



*"FirstHive's 'Point wallet' was a strategic improvement to both digitize the distribution and micro channel network which helped in differentiating our brand."*

– Senior Executive, Leading Plumbing Manufacturer

## Business Challenges

Despite being a market leader, the plumbing manufacturer faced several critical challenges across its distribution network:

- Brand confusion due to name duplication by competitors
- Heavy dependence on distributors for sales and market insights
- Lack of digitization with sales and channel partner data maintained in physical records
- Difficulty in tracking primary, secondary, and tertiary sales across multiple channel layers
- Fragmented partner ecosystem preventing a single view of channel performance

The brand needed a way to digitize its entire channel partner network while strengthening relationships with micro channel partners such as plumbers and retailers through scalable engagement programs.

## Business Impact

The FirstHive CDP solution delivered significant improvements in channel visibility and partner engagement:

- **Complete visibility and control** over sales across all channel layers
- **Reduced dependency on distributors** through direct partner insights
- **Strengthened brand differentiation** by preventing name duplication
- **Improved partner retention** through personalized engagement and incentives
- **Scalable engagement model** fostering long-term loyalty among micro channel partners

## Solution Provided by FirstHive

FirstHive implemented its Customer Data Platform integrated with AI-driven analytics to unify and digitize the entire channel partner ecosystem—helping the manufacturer achieve complete visibility and control over sales channels.

### Unified Channel Partner Data and Digital Infrastructure

- Combined transactional data from wholesalers, retailers, distributors, and plumbers
- Integrated digital tools: Virtual Chain concept, standardized invoice templates, centralized platform
- Centralized sales database linking transactions across various channel layers

### AI-Driven Sales Analytics and Fraud Prevention

Advanced AI models enabled targeted insights and prevented revenue leakage across the distribution network.

- Primary, secondary, and tertiary sales mapping to track complete purchase flows
- Fraud detection algorithms to identify and prevent unauthorized activities
- Predictive engagement strategies based on partner behavior and sales patterns

### Digital Coupon System and Loyalty Management

FirstHive powered automated, personalized engagement through innovative digital solutions. The system dynamically tracked and incentivized partners based on sales performance and engagement levels.

- Codified digital coupons assigned to each channel partner for sales tracking
- Point wallet system for seamless coupon redemption and loyalty management
- Tailored interfaces for wholesalers, retailers, distributors, and plumbers
- Real-time dashboards for partners to monitor performance and rewards

By deploying FirstHive's AI-powered CDP, the plumbing manufacturer transformed its fragmented and manual channel partner ecosystem into a digitized, data-driven network. With complete sales visibility and predictive engagement capabilities, the brand not only enhanced market differentiation but also empowered scalable growth through stronger micro channel partnerships—setting the foundation for sustained market leadership.