

Smarter Leads, Lower Costs: A Leading FMCG Brand’s Success with FirstHive CDP



A prominent FMCG manufacturer at the national level, operating across personal care and wellness categories, was looking to scale its digital customer acquisition programs while optimizing return on investment (ROI) across both campaigns and distribution-led channels.

Result Metrics

What Success Looks Like with FirstHive

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

1 Day

Same-day campaign launches with self-serve segmentation

Complete Visibility

End-to-end ROI tracking via AI-powered media optimization

20%

Lower cost per lead through AI-driven targeting & suppression

“FirstHive helped us cut through the noise and target the right segments faster, with measurable ROI. The improvement in lead quality and campaign agility was immediate.”

– Head of Digital Marketing, Leading Indian FMCG Brand

Business Challenges

While the brand had robust marketing operations, it was struggling to achieve efficiency in digital acquisition.

- The cost per lead was high, driven by over-reliance on new acquisitions without clarity on lead quality or conversion likelihood.
- Data fragmentation across CRM, offline distributors, campaign platforms, and trade promotions made it difficult to build a unified customer view.
- Marketing teams faced execution bottlenecks due to their dependence on IT for even basic segmentation and targeting.
- There was limited visibility into campaign ROI and attribution, making it hard to optimize spend and scale high-performing channels.

Business Impact

The transformation led to measurable gains within weeks of implementation. With better targeting, improved segmentation, and suppressed low-intent audiences, the brand was able to scale smarter and faster.

- **20% reduction in cost per lead**, driven by higher-quality audience targeting and suppression of low-conversion cohorts.
- **Faster campaign execution**, as marketing teams gained self-service access to segmentation and activation tools without IT dependency.
- **Full-funnel ROI visibility**, with AI-enabled analytics helping to continuously optimize media spend.
- **Increased lead quality**, resulting in higher conversion potential and more efficient use of media budgets.

By adopting FirstHive’s CDP and AI-driven engagement models, the FMCG brand was able to reduce acquisition costs while building a scalable, insight-rich foundation for future marketing success. The shift empowered teams to move from fragmented execution to intelligent, data-led decision-making, ultimately delivering better performance and higher marketing ROI.

Solution Provided by FirstHive

To address these challenges, the brand implemented FirstHive’s full-stack Customer Data Platform (CDP), enhanced with AI-powered segmentation and predictive analytics to transform how customer intelligence was used across acquisition and engagement.

These gaps inflated marketing costs, delayed responses, and degraded the overall customer experience.

Unified Customer Data Foundation & Multi-Channel Activation

FirstHive implemented an enterprise-grade CDP that consolidated customer information from multiple offline and digital sources, creating a single, reliable view of each customer to power smarter marketing decisions.

- Created 360° customer profiles using deterministic and probabilistic identity resolution across offline and digital data streams.
- Integrated diverse data sources including CRM, partner, and interaction logs for comprehensive insight.
- Enabled real-time audience segmentation using behavioral, transactional, and engagement data.
- Unique SKU codes printed on products, redeemable via SMS, updating profiles in the CDP.
- Participation enabled through SMS, toll-free numbers, and physical PO boxes.
- Transitioned from cash rewards to a points-based, tiered loyalty framework to boost ongoing engagement.

AI-Powered Intelligence Engine

Leveraging this unified data, FirstHive applied AI-driven models tailored to optimize customer targeting and campaign precision, maximizing marketing effectiveness and minimizing waste.

- Developed first-party lookalike models to identify high-potential audiences.
- Enabled predictive analytics including response scoring, churn prediction, and next-bestaction recommendations.
- Automated dynamic segmentation for timely, relevant customer engagement.

Intelligent Campaign Orchestration

The platform facilitated seamless, compliant omnichannel campaign management—automating personalized delivery across key communication channels to maximize reach and engagement.

- Orchestrated real-time personalized messaging across SMS, email, WhatsApp, and digital media.
- Integrated rapidly with website, CRM, mobile apps, and trade promotions for cohesive execution.
- Used AI-powered channel attribution and response prediction to optimize campaign performance and ROI.