

A Diversified Real Estate Leader Unified Customer Data to Drive Higher Conversion and Revenue

Brigade transforms fragmented engagement into AI-driven, high-value buyer journeys on FirstHive CDP+AI & AWS

Industry | Region
Real Estate | **Asia-Pacific**

OBJECTIVES

Brigade's growth created a clear set of strategic objectives centered on improving customer engagement and conversion. The organization needed to unify fragmented data across CRM systems, digital channels, site visits, and broker ecosystems to establish a single, comprehensive view of each buyer—including individuals, influencers, and decision groups. A key priority was to detect and act on high-intent signals, such as repeat property views and site visits, in real time to accelerate conversion. Brigade also aimed to move from generic campaigns to highly personalized engagement tailored to high-value segments like HNIs and NRIs, while reducing reliance on manual workflows to enable scalable, automated execution. Ultimately, the objective was to better identify, prioritize, and convert high-value buyers to maximize revenue outcomes.

SOLUTIONS

FirstHive, built on AWS as a secure and scalable cloud backbone, unified Brigade's structured and unstructured data into a persistent Customer 360 across CRM systems, digital channels, site visits, and broker ecosystems. This established a single, real-time view of each buyer, enabling multi-layer identity resolution across individuals, influencers, and decision groups—reflecting the true complexity of real estate purchasing behavior.

On top of this foundation, FirstHive introduced AI-driven intelligence, including dynamic ICP classification to segment investors, NRIs, and end-users, and real-time intent detection to capture high-value signals such as repeat property views and site visits. These insights powered AI orchestration, optimized channel selection and timing to deliver personalized engagement at scale.

The platform further enabled omnichannel campaign automation across SMS, email, WhatsApp, and RCS, while integrating with CRM and ERP systems to deliver transactional intelligence for context-aware communication. A sales prioritization engine ensured focus on high-value opportunities, while feedback loops supported continuous CX improvement—all delivered on a scalable AWS infrastructure supporting real-time data processing and AI-driven decisioning.

BENEFITS

Benefit 1: Increased Conversion Rates

Real-time, intent-driven engagement across site visits and buyer behavior improves booking conversion and reduces drop-offs

Benefit 2: Higher Deal Sizes

Targeted investor and HNI engagement with ROI-driven messaging drives larger transactions and higher-value outcomes

Benefit 3: Accelerated Sales Cycles

Digital-first journeys and automated follow-ups enable faster decision-making and quicker deal closure

Benefit 4: Improved Sales Efficiency

Multi-stakeholder identity mapping and AI-driven prioritization ensure focus on high-probability, high-value opportunities

Benefit 5: Enhanced Customer Lifetime Value

Personalized cross-sell, upsell, and NPS-driven engagement increase retention, referrals, and long-term value

"We've been able to unlock the potential of first-party data. We are able to push back all the data available for our Google and Meta universe. There's a direct integration. With that, we are able to get more qualified leads."

- Head of Digital Marketing, Brigade Group

AT A GLANCE

Brigade Enterprises Limited is one of India's leading real estate developers with a diversified portfolio spanning residential, commercial, retail, hospitality, and co-working spaces.

Key Facts & Stats:

- Founded in 1986 and headquartered in Bengaluru, India
- One of India's leading real estate developers across residential, commercial, retail, hospitality, and co-working segments
- Completed 280+ buildings totaling 86M+ sq. ft. of developed space
- Served 40,000+ customers across South India and expanding markets
- Operations across Bengaluru, Chennai, Hyderabad, Kochi, Ahmedabad, Mysuru, and other growth markets

Technology Stack & Platforms Used:

- FirstHive CDP+AI Platform
- Customer 360
- AI Driven Decision Engineering
- Customer & Dealer Identity Resolution
- Snowflake Data Cloud
- AWS Cloud Infrastructure
- AWS AI/ML & Real-Time Data Processing Services