



Using First-Party Data to **Transform Marketing Operations**

Retail Organisation

First-Party Data Strategy

Retail Organisation

The Challenge

This retail group sought to deliver personalised marketing journeys across multiple online and offline channels at scale.

Due to a changing privacy landscape, the organisation needed to drive the uptake of new processes and technologies to alter how customer data was collected, connected and leveraged across the organisation.

This presented challenges across technology integrations, as there was no single source of truth for marketing activation, analytics or CX.

The Approach & Solution

The organisation engaged XPON to work with internal cross-functional teams to audit and develop a unifying first-party data strategy across the organisation. The objective was to enable first-party customer data collection, connection and application across the organisation.

To support the adoption of the first-party data strategy a revised technology stack had to be considered, so in-turn this project also included the delivery of the following:

- Data Ecosystem Audit
- Customer Business Rules Dictionary
- Audience Activation Tool & Strategy
- Technology & Capability Transformation Plan

XPON then delivered a Customer Data Platform solution to enable a single customer view for the organisation. This allows teams to quickly surface relevant insights to drive informed decision-making across the marketing mix.

The Impact

The collaborative engagement enabled the following strategic outcomes for the organisation:

- Delivery of a unifying customer data strategy
- Revised martech stack to support collection and activation of first-party data
- Centralised framework on data rules to drive personalisation
- Centralised framework for communication change between performance partners and internal teams
- Centralised plan for team capability growth, to ensure best utilisation of first-party data and revised martech stack

 *XPON helped us drive strategic change across the marketing and operations functions, by future-proofing the way we collect customer data and by better enabling our marketing practitioners to use the tools at scale, to deliver personalised CX.*

Head of Marketing & Operations



XPON (ASX:XPON) is a Marketing and Cloud Technology business that helps customers better leverage their First-Party data to unlock exponential growth.

We help make customer experiences more connected, immersive and profitable.

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