



Large Beauty
Retailer

Beauty by the Numbers:

Large Retailer Helps Customers Personalize
their Beauty Routines



"Informatica MDM – Customer 360 helps us leverage our customer data to create a differentiated and very personalized experience for each customer."

Director of Customer Relationship Management
Large Beauty Retailer

Goals

Provide unique, personalized beauty experiences to each customer across all channels and touchpoints

Determine each customer's beauty goals and preferences through machine learning models fueled by trusted and actionable data

Improve deliverability of marketing messages by keeping contact information current and sending customer communications to the right person

Solution

Simplify customer data management with Informatica MDM – Customer 360 for a complete view of all customers across channels

Automatically deduplicate customer records, standardize customer data, and enforce data quality rules using Informatica Data Quality

Verify and enrich customer contact data, including addresses, email addresses, and phone numbers, using Informatica Data as a Service

Results

Enables more unique, differentiated, and engaging beauty experiences, which build customer loyalty and drive market share

Delivers high-quality customer data that allows machine learning models to make more accurate predictions about what customers want and when

Improves customer engagement and reduces costs by helping to ensure that digital and physical communications reach their intended targets

Business Requirements:

- Integrate with customer onboarding applications in real time
- Streamline customer opt-in and opt-out scenarios
- Provide a data lake foundation for customer analytics

About the Customer

This large retailer operates more than 1,000 beauty supply stores and salons in the United States and maintains a strong e-commerce presence.

Informatica Success Story: Large Beauty Retailer

When it comes to selling beauty products, every customer is unique. Every face, skin tone, and hair type demand different products, and each customer has their own preferences about fragrances, style, and ingredients. As such, the \$87 billion beauty industry is extremely competitive, with multinational retailers, department stores, and B2C e-commerce vendors all vying for market share.

To differentiate itself in the market and build customer loyalty, this large beauty retailer wanted to make more personal and emotional connections with customers. After outsourcing its customer data management, the retailer was not getting the expected return on investment or flexibility from the costly process. Transactional and analytical insights were limited and siloed across three key channels: store point of sale, e-commerce, and salon services. As a result, the retailer was unable to personalize marketing messaging across these channels, even for its loyalty rewards members.

Even as the retailer was growing, its marketing campaigns were underperforming because of duplicate customer data, poor data quality, and redundant messaging due to lack of data standardization. Many digital and physical marketing messages were found to be undeliverable after the fact, wasting time and money and missing an opportunity to make deeper connections with customers.

To support its personalized marketing strategy, the retailer needed a better way to manage, cleanse, verify, and enrich customer data. Trusted data was also needed to feed current and future machine learning models, which the retailer uses to generate product recommendations and better understand customer preferences.

"Beauty is deeply personal, and we have to be in tune with that fact to differentiate ourselves in a very competitive market," says the retailer's Director of Customer Relationship Management. "To succeed, we need to deliver beauty products and services based upon customers' individual needs, preferences, and patterns. And that's our mission—to understand who each individual customer is and provide experiences for them that are as unique as they are."

Keeping customer data looking good

To bring customer data together from the different systems that support store point of sale, e-commerce, and salon services, the retailer engaged master data management (MDM) experts at Infoverity, an experienced Informatica partner. Infoverity provided the architectural design, build, and delivery of a solution that utilizes Informatica MDM – Customer 360 to provide a central repository for all customer data.



*"Our customers have a passion for beauty,
and with Informatica MDM – Customer 360,
we can better know their hearts and minds."*

**Director of Customer Relationship
Management**

Large Beauty Retailer

Informatica MDM – Customer 360 connects across multi-cloud and on-premises systems to provide a single, trusted view of all customer components across the retailer's channels and third-party data enrichers. It also provides real-time integration with customer onboarding applications and gives the retailer a more granular model for customer opt-in, allowing opt-ins at both the campaign and contact method levels. Opt-out decisions are now synchronized across store point of sale, e-commerce, and salon services, so customers don't have to opt out in three different places.

The solution also provides proactive data quality and enrichment using Informatica Data Quality and Informatica Data as a Service. Customer data is automatically deduplicated, put into a standardized format, and run through a series of quality checks. Customer addresses, email addresses, and phone numbers are then verified and enriched with third-party data sources.

Reaching more customers with better experiences

With a single, complete view of customer data, the retailer can now drive personalization across all channels and customer touchpoints, and provide unique and engaging customer experiences wherever and however customers choose to interact. No matter which of the retailer's stores or salons customers visit, their complete and accurate information is readily available for service agents to make personalized recommendations, which are based on customers' purchasing history, and engage with them using individualized insights. When customers visit the retailer's e-commerce site or use its popular mobile app, they're greeted by name and presented with offers that are most likely to be compelling.

The solution keeps customers engaged by helping to ensure that digital and physical communications reach their intended target, always verifying and enriching data based on the most current information available. Marketing campaigns are now more effective and generate greater return on investment, while spending on catalog and mailer shipments has decreased due to address verification.

High-quality customer data allows machine learning models to make more accurate predictions about what customers want and when, enabling the retailer to increase sales with increasingly relevant product suggestions and replenishment reminders timed to personal history. Virtual beauty advisors leverage the customer data to deliver product simulations using the mobile app, allowing customers to "apply" makeup to see what colors they like. With better data for analytics, the retailer can now target customers based on new insights for individual and household demographics, preferences, and segmentation.





Inside The Solution:

- Informatica Multidomain MDM
- Informatica MDM – Customer 360
- Informatica Data Quality
- Informatica Data as a Service

“Our customers have a passion for beauty, and with Informatica MDM – Customer 360, we can better know their hearts and minds,” says the Director. “We’re constantly updating our machine learning models with new customer data, making them smarter as time goes on.”

It’s a beautiful thing

By mastering its customer data, the retailer is unifying its multichannel strategy, helping it compete and build loyalty in a crowded and fast-changing market.

“Informatica MDM – Customer 360 helps us leverage our customer data to create a differentiated and very personalized experience for each customer,” says the Director. “That’s going to help us win in the marketplace for the long haul and ultimately give us greater wallet share and lifetime value.”

Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871

informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica



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