

Using Behavior Analytics to Increase Customer Lifetime Value

surfdome
THE LIFESTYLE STORE

Surfdome, a leading, an online retailer focused on delivering action sports products globally with its roots in UK and broader European market

Business Challenge:

- Seeking insights for how to grow the business by understanding their customers through analytics.
- Target marketing, customer cross-selling and higher repeat purchases seemed like the growth strategy — but the business could not be sure due to the lack of data insights
- As an on line retailer, Surfdome possessed large volumes of data about their products, customers, transactions and purchases all in different silos, and needed to bring this data together to gain deeper insights.

IT Challenges:

- Specifically described the problem as— monthly reconciliation of data. Too much data for excel and MS access to handle
- IT or tech team owned the data. As gatekeepers of the data, they slowed the process of reporting and analysis.

The Datameer Solution

- Datameer allows them to bring together many different sources of data so that they can see a single version of the truth as it relates to customer lifetime values
- Having delivered a big data platform that easily allowed them to combine all the different data types, they realized that they were freeing up time and resources to look at analysis beyond those of just financial reconciliation
- Datameer enabled Surfdom to give business the proper access to the data as well as the ability to use the data to make decisions. Surfdom business users could confidently make decisions that were supported by the available data.
- Cultural changes — business users and analysts could change the way that they interact with the data. Removing the IT bottleneck has allowed the business to derive more insights on the business and therefore deliver more results that are based on data rather than analyst intuition only.
- For IT, Datameer has delivered agility into the way they can support the variable growth of data that faces the business. Datameer, purpose built on top of Hadoop, delivers flexibility in the way it scales out as well as scaling up. If Surfdom needs more processing power, they can add more nodes. This agile approach to supporting data driven analytics allows the business to be much more cost effective and operationally efficient since you only turn on the engines when you need them, and you have the option to quickly turn them off when you aren't using them.
- Datameer allows Surfdom the ability to abstract the layers of big data challenges to many more stakeholders in the business — this allows them to drive the total cost of supporting the big data environment down because it enabled them to power users with tools that give the “specialist” type skillset.

“Datameer allowed us to have data behind the decisions we need to make.”

Lukas Kinduris, Business Intelligence Manager, Surfdom

Technology Stack

- MS Excel
- MS Access
- Datameer 6.0
- Hadoop
- Cloudera

Results

- Surfdomo has a way to combine all of the different data silos into a single big data platform — allowing the business users governed access to all the data.
- Silos of data have been integrated to give a single version of the data truth.
- Analytics that are deployed are more meaningful as more complex or deeper customer segmentation and customer behavior is revealed by the data. All this without waiting for IT to curate the data.
- Surfdomo's analytic results drives highly targeted marketing to acquire new customers, offer cross-sell offers in the purchase funnel and use customer marketing offers to spur additional purchases.
- **Results:** Surfdomo boosted their customer acquisition rates by targeting the most valuable segments, raised the average purchase size through improved cross-sell offers and increased the average lifetime value of customers through greater customer loyalty and repeat purchases.

Summary Table

DELIVERING ON	BUSINESS AFFECT	OUTCOME
Customer Analytics	Time saves, business user autonomy, data driving insights	New customer acquisition, targeted marketing, crossing – all increased in effectiveness because the analytics where clear
Data Preparation	Silos of data were combine	IT provides curated, and complete sets of data. Business empowered to use the data. Operational efficiency enhanced
Scalable and high performing data platform	Hadoop delivered with Smarter Execution allows IT to use the proper technology to deliver data faster	IT delivering on their SLA, business powering their analytics with data. Insights leading to new business opportunity.

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