

US BASED SUPERMARKET CHAIN USES MANTHAN TO DRIVE **OMNI-CHANNEL** **PERSONALIZED MARKETING**



Business



3.6 Mn Customers in Loyalty Program



100+ Supermarkets in Massachusetts & Connecticut

Business Objectives

- Standard weekly offers were sent to all customers, with poor engagement and conversions
- Multiple customer interaction channels were deployed, without any personalization
- Customer experience across channels was inconsistent
- Digital assets were ineffective in driving customer engagement

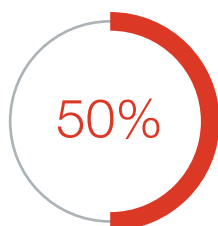
Solution

- Customer Data Platform for a persistent customer view across online and offline channels
- Descriptive and predictive modelling to get deep insights, and understand customer journeys
- Identified item affinities, purchase sequence, create behavioral clusters and assign propensity to buy
- Personalized recommendations across email and online channels, contextualized by their home store

AWS Services Used

- Amazon EC2 • Amazon S3 • Amazon CloudFront • Amazon RDS • Amazon DynamoDB
- Amazon EMR • Amazon Redshift • Amazon Kinesis • Lambda • AWS VPC • AWS ELB • SQS • SES

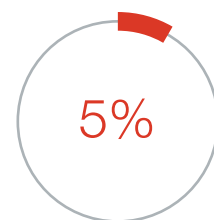
Outcomes Delivered



Increase in email open rates



Increase in website traffic through targeted emails



Drop in bounce rates through relevant offers on website



ABOUT US

Manthan is a leading cloud analytics company that has pioneered analytical applications for consumer-facing businesses. We excel in the application of decision sciences, advanced math, and artificial intelligence and have a restless ability to invent and bring ideas to life. Headquartered in Bangalore with offices in Santa Clara, London, Dubai, Mexico City, Singapore and Manila, Manthan's current client footprint spans 22 countries. Leading investment firms like Norwest Venture Partners, Temasek Holdings, and Eight Roads (Fidelity International Limited) feature on Manthan's board. **For more information, go to www.manthan.com**