



Case study- Retail industry

A multinational corporation, that designs and manufactures sports shoes, clothing, accessories and is very active in the sports industry.

Objective



Use customer data in a more actionable and operational way for direct marketing campaign as well as social media marketing. In order to increase the awareness of products, web traffic as well as sales conversion.

Solution



An intelligent model trained with psycholinguistic profiling with Natural Language Processing (NLP) for the automatic identification of profiles in social media and CRM system.

Benefits



Developed a personalized communication strategy for newsletter campaign based on attitudinal dimensions. Improved customer success metrics & increased marketing of opening rate by 15% and sales conversion by 97%

"Our target is to become completely consumer centric. Symanto's technology is helping us to do that." -SVP Brand Commerce-

