Tiger Analytics

Tiger Analytics helped a US-based large Grocery Retailer achieve an incremental margin of $17 million by redesigning the Clickstream platform

Tiger Analytics established a future-ready Clickstream platform and a best-fit operating model. It worked seamlessly across Digital Products, Analytics, IT, and Merchandizing teams to establish a foundation for real-time digital customer analytics. It went a long way toward consistently tracking event data architecture across channels and ensuring near-time access to closed-loop actionable analytics.

The Background

Our client is a leading US-based Grocery Retailer with 100+ categories and 10,000+ SKUs. They decided to adopt real-time Clickstream to transform their architecture and select technology vendors while establishing and executing a roadmap to enhance their digital analytics and execution capabilities. It would help them provide the best experiences to customers at the right time, increase production delivery speed, and create transparency.

Key Challenges

\ Tracking misalignment hindering customer insight: Discrepancies between the app and web tracking created a distorted understanding of customers. It resulted in ineffective marketing campaigns and poor user experience.

\ Limited on-time engagement: There was difficulty in providing the best experiences for the top 50% of customers at the right moment without a real-time Clickstream system. Consequently, opportunities for timely engagement and personalization get missed.

\ Data challenges in CX: Delay in CX product delivery as CX engineers spent ~20-30% of their effort on data transformation vs. feature creation. It diverted valuable time and resources away from improving the end-user experience.

Drive change with end-to-end solutions

Our Solution

Tiger Analytics initiated a comprehensive, multi-phased approach to redefine and enhance Clickstream capabilities.

In the first phase, the team began the **Unification of Mobile and Web Tracking.** It addressed the discrepancies between mobile and web tracking. A robust tagging and tracking foundation was laid, integrating event foundation and instrumentation. This groundwork was soon integrated into GA 360.

The second phase centered on **Semantic Integration and Governance** to ensure a transparent and standardized representation of user activity. To achieve this, the team established visitor digital identity logic, stitched customer profiles, and unified event semantics with real-time visibility.

In the third phase, **Harmonization with Enterprise Data,** the team focused on creating a holistic data view by merging Clickstream data with other enterprise-wide data for standardized consumption by CX squads to get a complete customer view.

Lastly, the **Enablement of Closed-loop Activation** was prioritized in the fourth phase. The team onboarded and activated actionable analytics on the Next-Gen Analytics Foundation, embedding a continuous feedback loop

Solution Architecture

Phase 0

Pre-Planning

Stakeholder alignment
Requirement gathering

Phase 1

Tracking Event Unification

Unify mobile and Web tracking

Phase 2

Semantic Integration and Governance

Unified Event Semantics and Visibility

Phase 3

Harmonization with Enterprise Data

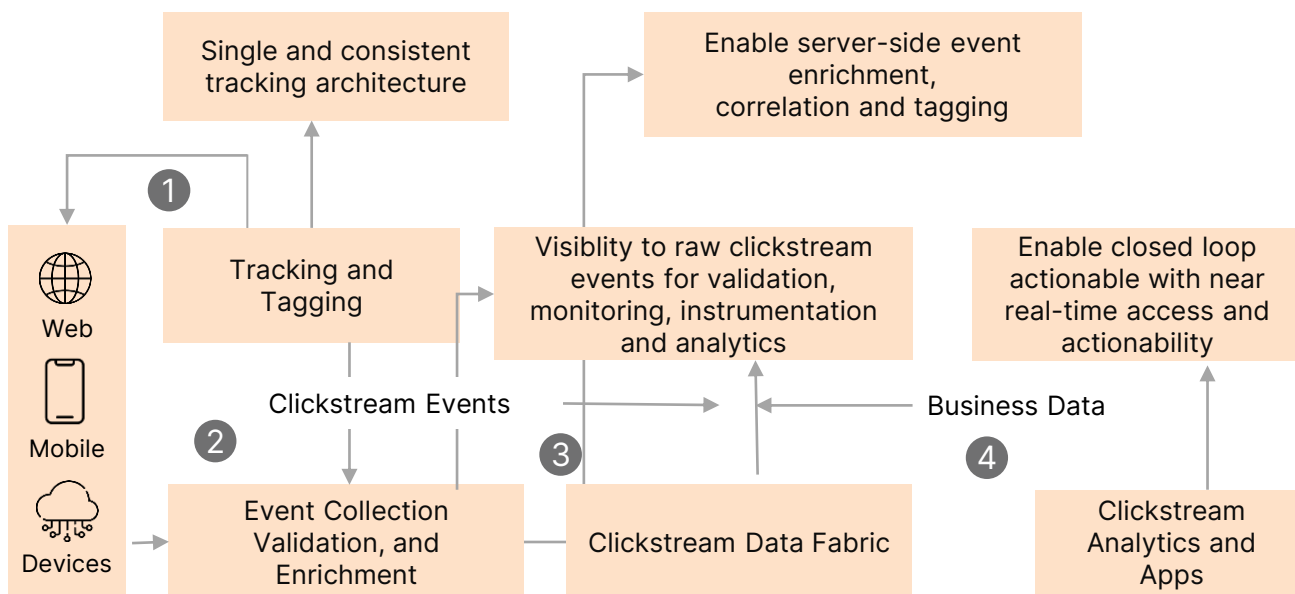Integrate enterprise data with clickstream data

Phase 4

Enable Closed Loop Activation

Enable actionable analytics with continuous feedback loop

Unified and Business Friendly Event Taxonomy

Single and consistent tracking architecture

Enable server-side event enrichment, correlation and tagging

1

Web

Mobile

Devices

Tracking and Tagging

Clickstream Events

2

Visiblity to raw clickstream events for validation, monitoring, instrumentation and analytics

Enable closed loop actionable with near real-time access and actionability

Business Data

4

Event Collection Validation, and Enrichment

3

Clickstream Data Fabric

Clickstream Analytics and Apps

Tech Stack

/Amplitude

/Adjust

/Teradata

/Data Bricks

/Liveramp

/MicroStrategy

/DV 360

/AWS

Value Delivered

/ An incremental margin of $17 million annually was achieved.

/ Consistent tracking of event data architecture across channels was enabled with an architecture-led approach.

/ The client was able to harness closed-loop actionable analytics with near-time access and actionability.

About Tiger Analytics

Tiger Analytics is a global leader in AI and Analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore, and Australia, we help our customers accelerate their AI and Analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work Certified and a 'Leader' in the Forrester Wave: Customer Analytics Services Report 2023.

Visit https://tigeranalytics.com. to see how Tiger Analytics provides certainty for a better tomorrow.