

CHARMING CHARLIE USES MANTHAN CUSTOMER360 FOR **LIFE-CYCLE MARKETING**



Business Objectives

The retailer was looking to revitalize customer engagement across all engagement channels including in-store, e-commerce and mobile.

With Manthan, they achieved

1. Single view of the customer: Ingest and manage data from various sources to create a marketer-ready, unified view of the customer
2. Email engagement using customized communication: Enhanced customer experience through relevant communication based on their journey
3. Quantified revenue impact of customer interactions: Drive revenue growth among existing customers while retaining and growing high value customers, measure results of engagement efforts and campaigns
4. Significant process improvements: Achieve cost savings by automating manual processes and unifying data from multiple systems into meaningful dashboards and reports that support decision making

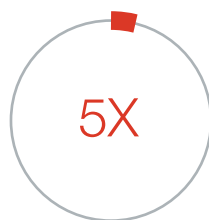
AWS Services Used

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

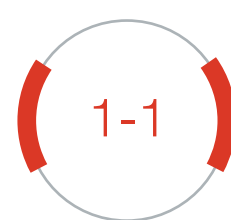
Outcomes Delivered



Reduced email unsubscribes by governing touch frequency and relevant messages



Lift in response rates among at-risk customers



Personalized displays and higher repeat purchases



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**