

ONE OF THE LARGEST MEXICAN
SUPERMARKET CHAIN USES
MANTHAN **CUSTOMER ANALYTICS**



Business



\$5 Bn Annual Revenue



2 Mn Customers in Loyalty Program



235+ Stores in Mexico

Business Objectives

- Use customer insights and analytics to devise new engagement programs for its members
- Provide consistent customer engagement across channels and touchpoints
- Move from broadcast marketing and adopt targeted and personalized marketing programs
- Needed automation of their existing marketing engagements

Solution

- Single view of Customer: Integrated with multiple sources such as SAP, SugarCRM, POS and Ecommerce platform to build a 360 view of customer
- Customer Analytics: Segmentation, Business dashboards, month-on-month scoring of behavioral clusters
- Personalize campaigns and marketing automation: Engage customers contextually across multiple channels with automated personalized campaigns

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



Month-on-month growth in loyalty program member base



Increase in customer visit frequency



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**