

Customer Data Lake and ML-Driven Segmentation

DELVE provided end-to-end marketing consulting and technical data science/engineering development services, leading problem definition, solutions architecture, agile development, training, and deployment.

The challenge

How to leverage available marketing data (1st and 3rd party) living in siloed systems and disconnected from channel platforms? How to integrate such varied data and make available for downstream advanced customer segmentation (and follow-on solutions) geared towards designing and deploying data-driven marketing strategies to grow top-line revenue and improve return on ad spend?

The solution

The solution comprises 2 key components: marketing data lake and advanced ML-driven segmentation. The marketing data lake ingests multiple data sources (including 1st party customer data, web analytics, and ad platform data) with automated workflows implemented in Cloud Composer. The segmentation models are deployed in AI Platform and outputs visualized in Google Data Studio.

The results

The robust marketing data lake infrastructure (enhanced by ML-based segmentation and a rules-based segmenting UI) enables Wynn with the ability to channel advanced audience creation and targeting in both prospecting (via look-alike) and retargeting. Such a consumer-centric data solution lays the foundation for rapid audience test & learn campaigns geared towards return on ad spend optimization.

Wynn and DELVE partnered on bringing to life the integration of customer and marketing data in Google Cloud Platform for the purpose of powering smart segmentation-driven marketing campaign activation. By leveraging the numerous best-in-class data and AI tools from Google, Wynn elevated the ceiling of possible business growth with data-driven marketing and analytics.



About Wynn Resorts

Wynn Resorts, Limited is an American publicly traded corporation based in Paradise, Nevada that is a developer and operator of high end hotels and casinos.

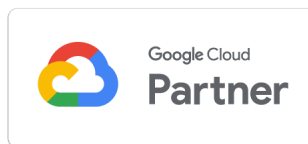
Industry: Tourism & Leisure

Primary project location: United States

DELVE

About Delve Partners LLC (dba Delve)

Global marketing consultancy (media mgt, web analytics, data science & engineering) leveraging data science & engineering to power outsized results.



Products

Google Cloud Platform