

# Google Cloud Recommendations AI Driven Marketing

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

## The challenge

How to generate rapid incremental e-commerce growth in a competitive environment by leveraging existing online, offline, and product catalog data living in silos? How to do so with speed and agility during an environment of unprecedented transformation in consumer behaviors caused by a global pandemic? How to deploy a data/tech-heavy solution laser focused on generating immediate business impact?

## The solution

DELVE developed and deployed Google's Recommendations AI solution as the main engine for website, mobile app, and email personalization. The solution ingests data from Salesforce Commerce Cloud, Amazon AWS, and in-house databases processing tens of millions of transaction records and tens of thousands of product SKUs (containing hundreds of attributes) daily and generating incremental performance.

## The results

After solution deployment, numerous iterative tests showed statistically significant improvement in visitor/customer engagement driven by recommendations deployed in the website, mobile app, and email marketing messaging. The lift in engagement influenced improvements in conversion rates, average order values, and customer lifetime values.

“ Hebe selected DELVE as a partner in Customer Data Platform development and Google AI Recommendation Engine implementation... DELVE demonstrated very high expertise in the area of data analytics based on Google tools as well as a very client-oriented approach. DELVE's team continuously contributes to project development, with an open mind and agile approach. ”

Magdalena Mularuk, Marketing & PR Director



About Hebe - Jeronimo Martins Drogerie

With more than 260 points of sale, Hebe is a retail chain of specialised Health and Beauty stores, whose business concept is based on offering high quality services at very competitive prices.

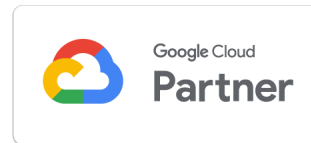
Industry: Retail & Wholesale

Primary project location: Poland

# 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