

Noble Customer Data Platform

Digithun Worldwide helped overcome NOBLE's challenges by implementing customer data platform using Google Cloud services. This platform enables efficient storage, processing, querying, and rapid analysis of enterprise data.

The challenge

Unifying data across diverse sources such as customer data and their preferences on CRM system, customer online activity on Google Analytics, customer contact on social media platforms, customer calls, and website customer data pose a complex challenge, making it difficult to identify customers with genuine interest in a product.

The solution

By leveraging Pub/Sub to ingest customer data, feeding it into Dataflow and transforming into BigQuery as a data warehouse then create set of API to transfer data, NOBLE can seamlessly synchronize data among its CRM system, Google Analytics, and BigQuery.

The result

The customer has their Customer Data Platform for marketing use, resulting in a faster and more efficient marketing team.

NOBLE established its own Customer Data Platform, strategically aligned with marketing goals such as personalization, automation, and lead scoring. This initiative significantly improved efficiency by enhancing the customer journey and insights, accelerating processes through automation and segmentation, managing high-intent leads with lead scoring, achieving more and precise retargeting.

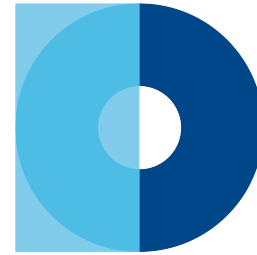


About NOBLE DEVELOPMENT PUBLIC COMPANY LIMITED

A leading property developer in Thailand, renowned for creating exceptional residential projects across various types of developments including condominiums, housing, and land plots.

Vertical/horizontal solution: Other

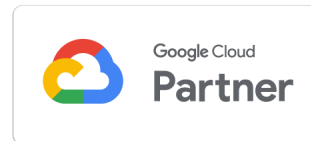
Primary project location: Thailand



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About Digithun Worldwide Co.,Ltd.

We believe in the power of digital solutions to transform businesses in Thailand. We offer cutting-edge applications as well as expert data solutions.



Products

Google Cloud Platform