

SOFG uses BigQuery to improve marketing and customer experience

By talking to different stakeholders and gaining an understanding of SOFG's marketing and DW pain points, we were able to find a way to unlock the most value from the company's data by building an Enterprise Data Platform on Google Cloud.

The challenge

SOFG's data was unstructured and distributed across a number of sources, including TikTok, Facebook, Google Analytics, RetailNext, and Salesforce. Without a clear, consolidated view of each customer, it was extremely challenging for the marketing team to create truly personalized messaging—let alone have a dimensional understanding of the customer journey through marketing to sales.

The solution

Pythian designed and built a modern data platform that addressed SOFG's key needs and pain points. The retailer could further optimize and personalize their marketing efforts by providing a richer and more accurate view of SOFG's customers.

The result

SOFG can now bring its in-store experience to its digital channels. With analytic capabilities and a better understanding of their customers, SOFG provides a personalized, personable shopping experience that mirrors the targeted hospitality for which its stores are known. The modern platform allows SOFG to design and measure more targeted marketing campaigns.

“ Pythian is an extension of our team. I trust them because they understand what we are and what we need. This is very valuable as we move away from managing technology and enabling business outcomes. ”

Joergen Scheuer-Larsen, CIO, Altar'd State



About Stand Out For Good

Stand Out For Good, Inc. is a purpose-based, inspiring family of brands rooted in community and committed to giving back. Stand Out For Good is built upon the founding principles of giving back and making a difference in the world. They have partnered with over 4,000 nonprofits that provide resources, education, and love to children in need.

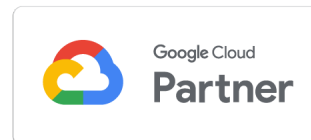
Vertical/horizontal solution: Retail & Wholesale

Primary project location: United States

Pythian

About Pythian Services Inc.

Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights.



Products

Google Cloud Platform