

Customer 360 in GCP to Power Predictive Insights & Reporting

Actable designed and deployed a GCP-centric solution that enabled Fresh Tracks to realize their core use cases of; 1. Lowering customer acquisition cost, 2. Delivering more personalized digital experiences, and 3. Making automated bidding decisions.

The challenge

Fresh Tracks lacked a centralized and robust data environment for reporting, AI/ML, and insight activation. Reporting and data science modeling required manual integration of disparate data sources. This approach was not only operationally burdensome, but hindered the ability to uncover deeper insights, make faster marketing optimizations, and deliver enhanced customer experiences.

The solution

Actable's use case-driven methodology accelerated the delivery of an analytics solution capable of generating immediate business value. In 4 months, Actable successfully integrated data from 11 sources into BigQuery and deployed a digital analytics, audience activation & experimentation tool to level-up customer journey reporting, website experimentation, & digital personalization.

The result

Actable successfully built a single source of truth to deliver insights & reporting across the customer journey. The centralized data environment enabled always-on Looker reporting & forecasting, which gave insight into customer acquisition cost optimizations. BigQuery & Vertex AI unlocked the ability to modernize lead scoring with ML to deliver conversation ready leads to sales.

“ Thanks to the strategy and integration of our 1st party data architecture by Actable, we have a connected, single source of truth, which is enabling faster, better-informed business decisions through accurate, automated, and timely data. ”

Bryan Baker, VP Analytics and Insights, Fresh Tracks Canada



About Fresh Tracks

Fresh Tracks Canada is a direct-to-consumer service company specializing in customized trip itineraries for travel throughout Canada. The team of passionate local travel experts has planned more than 25,000 trips, helping visitors experience the best of Canada.

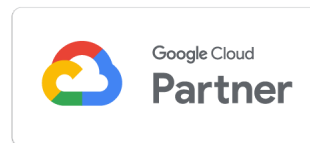
Vertical/horizontal solution: Tourism & Leisure

Primary project location: United States



About Actable LLC

Actable is a customer data accelerator that helps enterprises organize, analyze, and activate customer data to create business value.



Products

Google Cloud Platform