ASOS

Marketing to Millions with ASOS

Datatonic worked with ASOS to build out its Centralised Marketing Dataset (CMDS) using BigQuery and Looker, to rapidly scale and automate its powerful marketing function.

The challenge

Previously, ASOS' marketing teams relied on a more manual solution for reporting, with data taken from multiple sources. ASOS wanted to establish the CMDS as the ultimate data destination for its marketing stakeholders. The CMDS should be the single source of truth that empowers performance marketing, to drive spending efficiently and enable the teams to make data-driven decisions.

The solution

Datatonic built the CMDS on Google Cloud, incorporating several new features to allow ASOS to maximise its marketing potential. This included event-driven ingestion into Google Cloud, a transformation framework using Dataform, load dependency tracking and alerts, and developing a LookML semantic layer incorporating all of ASOS's core metrics.

The result

This has several key benefits for ASOS. Enhanced Efficiency: ASOS uses the Looker platform daily to extract rapid insights on marketing performance. Better Decision-making: ASOS can use these insights to make better marketing decisions, and to further boost marketing performance. Scalable Data Models: With Dataform, ASOS can build highly scalable data models.

> ❝ "ASOS has successfully partnered with Datatonic on a number of projects to accelerate our marketing data programme. We've found them to be an innovative, flexible and diligent partner to ensure we achieve our goals." ❞
>
> Ash Fisher, Head of Technology, ASOS

About ASOS

ASOS is a destination for fashion-loving 20-somethings around the world. Available in nine languages and in over 200 markets, ASOS customers can shop a curated edit of nearly 50,000 products, sourced from nearly 900 global and local third-party brands.
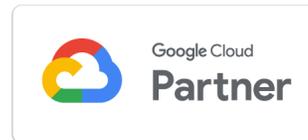
Vertical/horizontal solution: Retail & Wholesale

Primary project location: United Kingdom

✛ Datatonic

About DATATONIC LTD.

Datatonic is the go-to cloud data + AI consultancy for industry-leading businesses.

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