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CUSTOMER STORY

THE ICONIC

THE ICONIC achieves
single customer view
with CDP in 15 days

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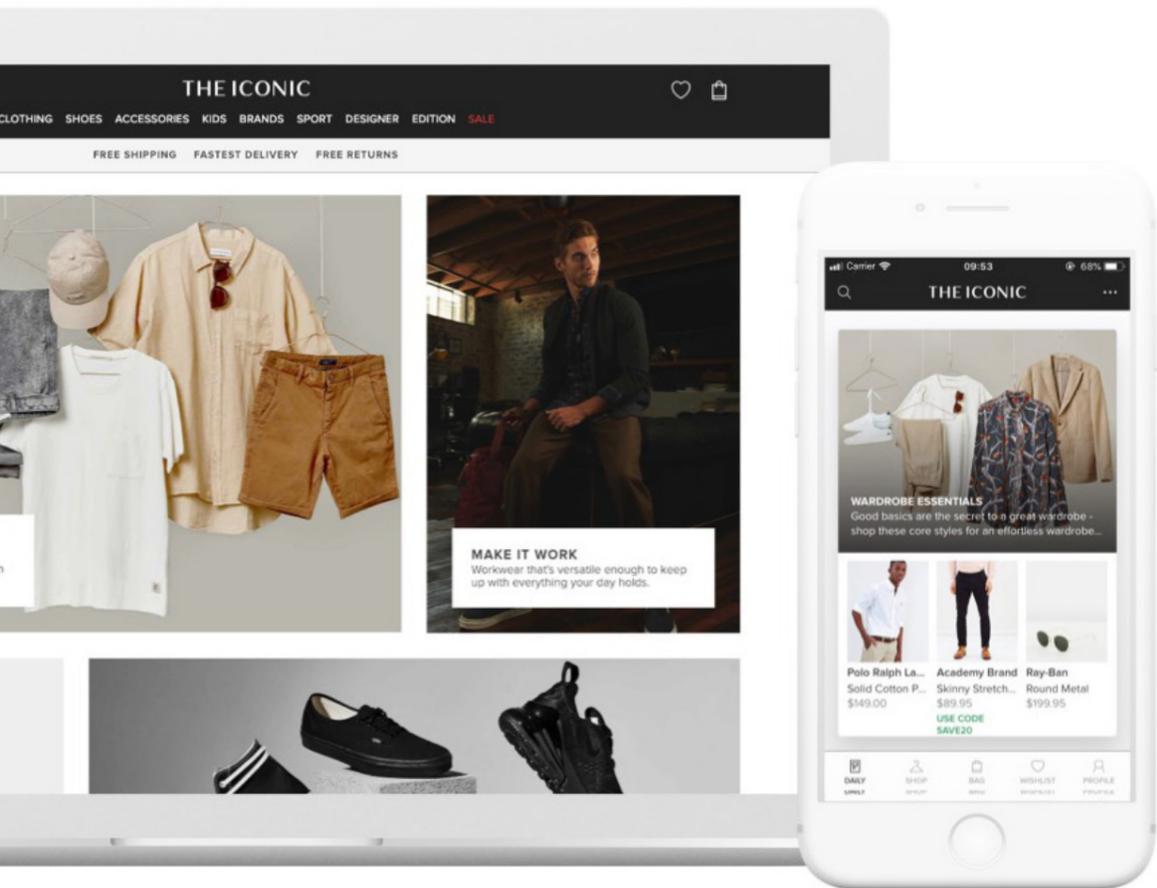
CONTENTS

- Introduction 4-5
- Unified in 15 business days 6-11
- Data-driven segmentation and targeting 12-21
- Insights without a data scientist 22-23
- Become a Data Rockstar 24-26

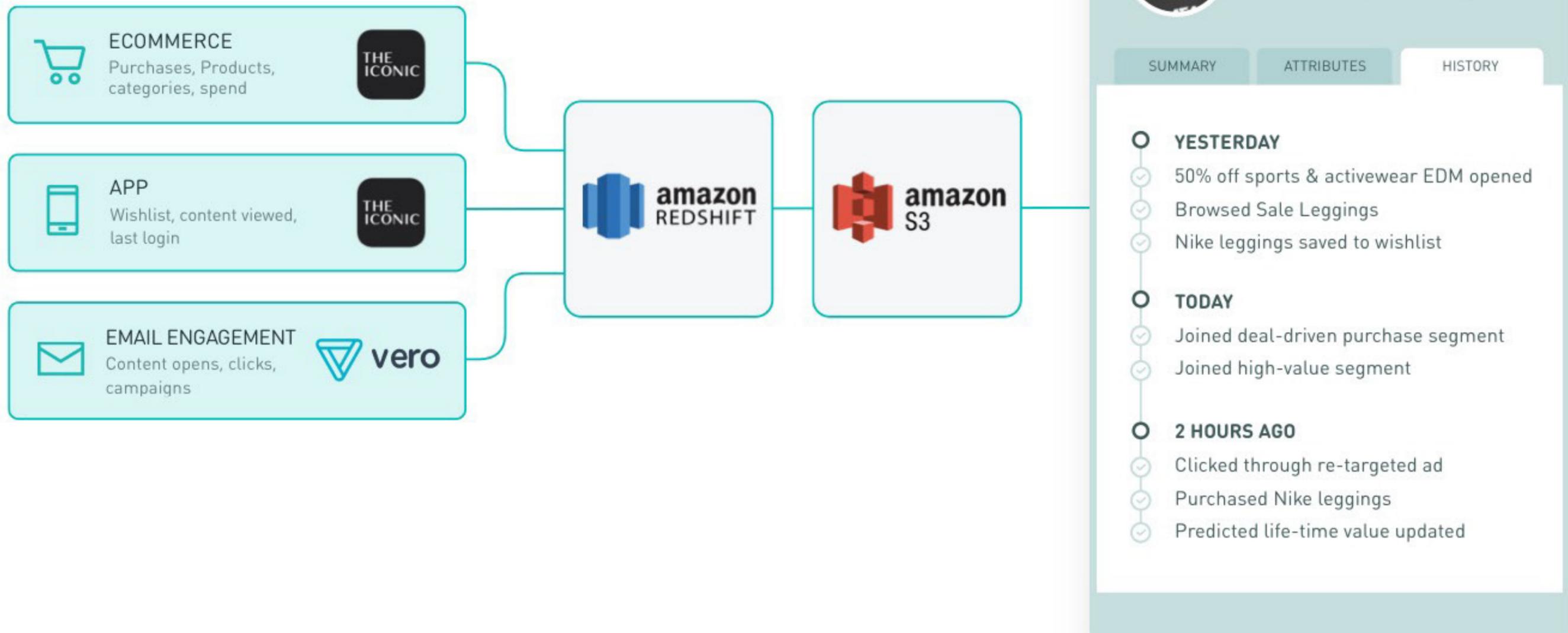
INTRODUCTION

Australia and New Zealand's leading fashion and sportswear retailer has achieved a single customer view in under 15 days.

With eCommerce, app, NPS and engagement data accessible in a CDP, THE ICONIC are using a holistic understanding of their customers to deliver amazing experiences.



A live feed from Amazon Redshift continuously **updates millions of customer identities** in the Lexer Customer Data Platform, each enriched with valuable demographic data.



CONNECTING...

CRM and eCom data from Redshift to a CDP means **everyone can access insights quickly.**

This means search, social and display teams no longer need to be data scientists to access insights on:

- ✔ Purchases, exchanges and returns
- ✔ Profit margin on products purchased
- ✔ SKU details - category, size, style and colour
- ✔ Pre-built customer segmentation
- ✔ Emails received, type of message, open and click rate
- ✔ In-app browsing behaviour, including wishlist items & abandoned carts
- ✔ NPS ratings, promoters, detractors
- ✔ Lifetime value
- ✔ Predicted spend



“ Our customers are at the heart of everything we do and **having a more holistic understanding on how, why and when they are shopping with us** enables us to not only better serve their needs, but increase our customer satisfaction as a whole. ”

ALEXANDER MEYER

Chief Marketing Officer, THE ICONIC

DATA-DRIVEN SEGMENTATION AND TARGETING

With a Customer Data Platform in place they're rapidly gaining customer insight, creating segments and targeting across channel.

"If we have a question about a particular segment, we can find the answer in minutes and use it to activate a campaign instantly."

David O'Rorke, THE ICONIC



“ Lexer gives more power and access to the marketing team to find insights. It’s much easier to create segments and see the products they buy. ”



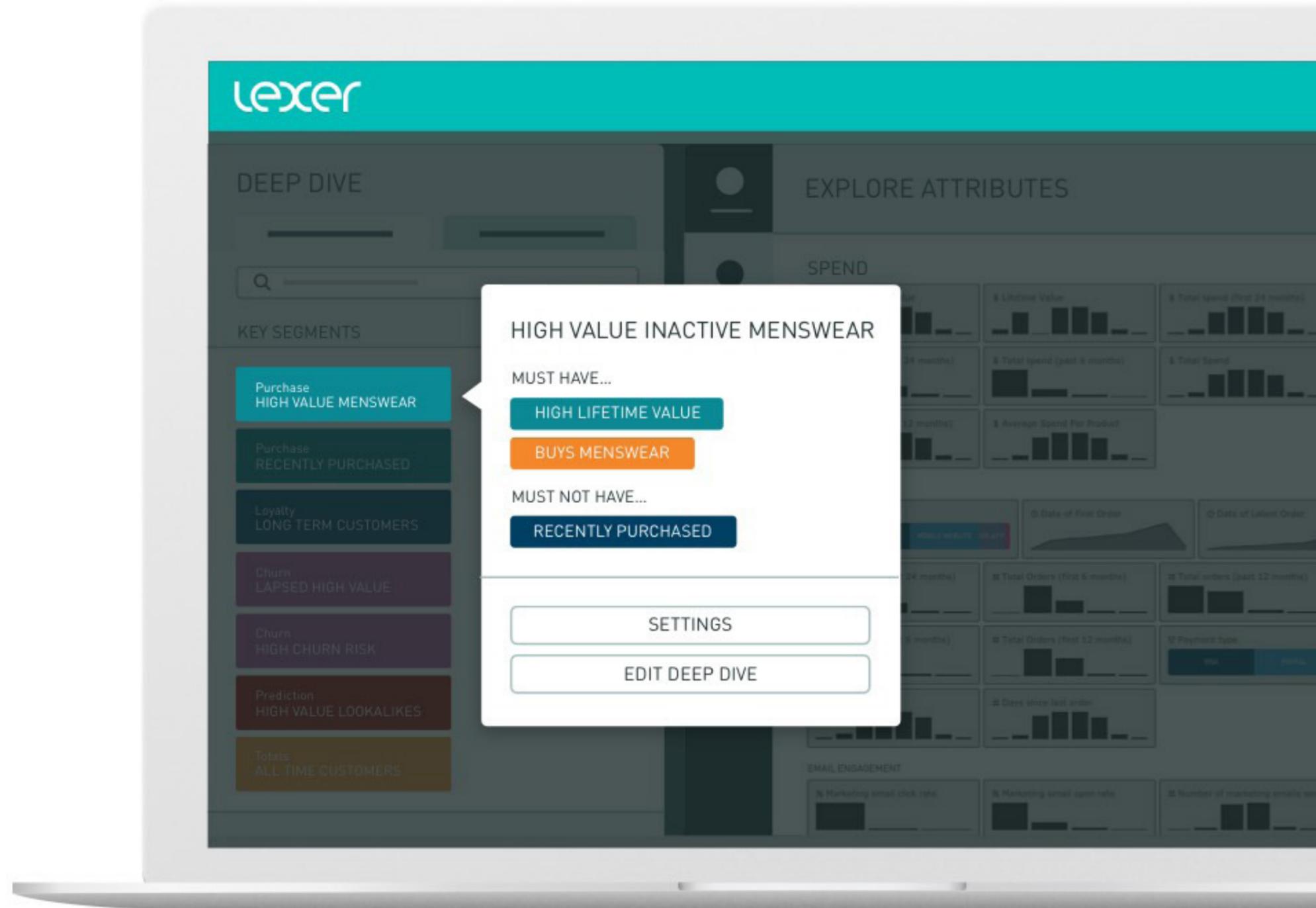
DAVID O'RORKE

Head of Performance Marketing, THE ICONIC

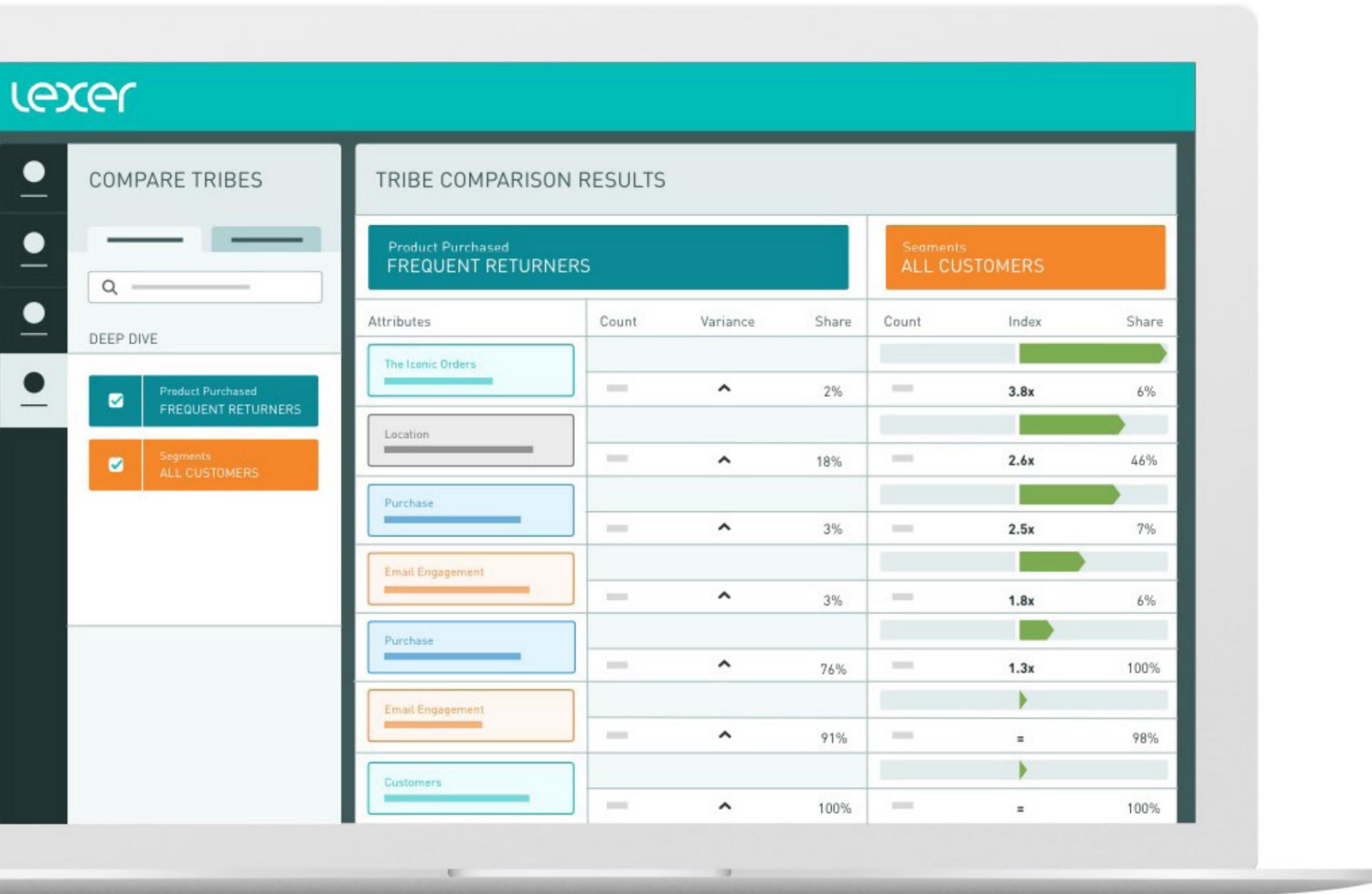
Real-time lifetime value is powering re-engagement campaigns for lapsed customers, with the ability to create RFM segments and send them to paid channels in minutes.

"It's a faster, more refined approach to building and maintaining audiences."

David O'Rorke, THE ICONIC



Unified data is also solving a common but challenging problem for eCommerce brands: **returns.**



A centralized view of purchase data helps the team mitigate the cost of high return rates.

The characteristics of frequent returners are informing new UX ideas and tailored campaigns to reduce returns.

INSIGHTS WITHOUT A DATA SCIENTIST

THE ICONIC's customers consistently provide satisfaction scores of over 90% and the team continue to innovate with data to optimize their experience.

With a CDP, they unified eCommerce, app, NPS and engagement data into an accessible single customer view. This has:

- ✔ Reduced the manual effort involved in finding insights from their data
- ✔ Improved segmentation
- ✔ Made it simpler than ever before to power personalization

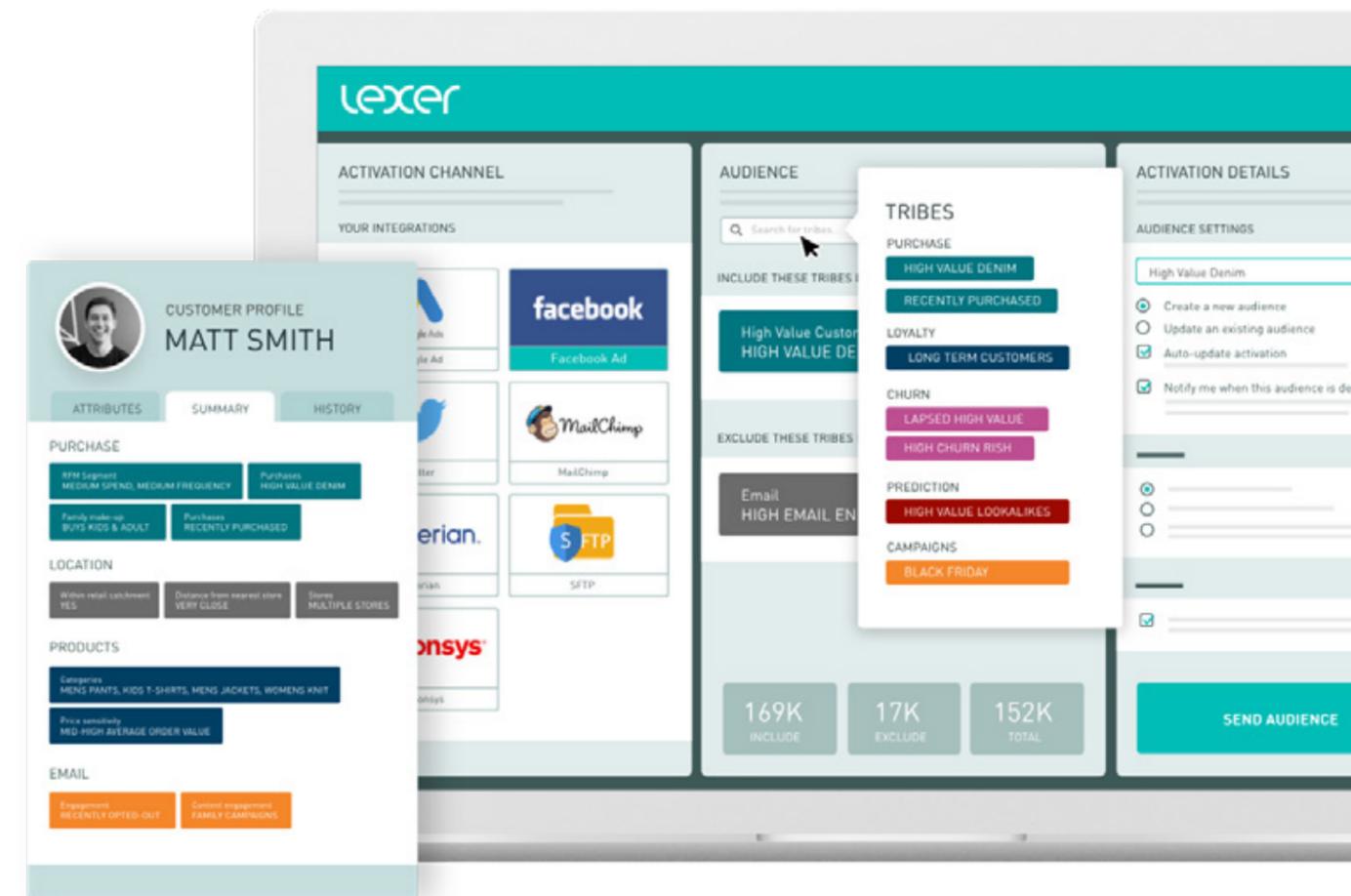


BECOME A DATA ROCKSTAR

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**Lexer is the CDP for retail marketers,
the all-in-one segmentation and targeting hub
for driving customer acquisition and growth.**

Orchestrate personalized marketing across paid and owned channels to reduce wastage, improve customer experience and drive conversions.



BE A DATA ROCKSTAR

We'd love to make you a Data Rockstar too, and give you the band merch to match.

Just order via **datarockstar.io** and we'll deliver it in person, and show you a demo of how your data feeds through Shopify into our CDP.

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