From an analytic viewpoint, the company defined measurement frameworks and KPIs for campaign effectiveness and return on marketing investments (ROMI), enabling better decision making. Thy also developed advanced Analytics including AB testing, simulation and measurement, providing ongoing insights on campaign performance measurement, customer engagement and understanding, customer purchase behavior and campaign planning and optimization

Capgemini helped develop a consumption layer with a production of insights systems and delivered key findings and recommendations to drive better decision making on campaign design and targeting. They also provided marketing operations support and automation, list management, and process automation

Figure 1. xxx

Results

xxx

Interested? Contact one of our Artificial Intelligence experts

xxx
Business Development Lead
xxx
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About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

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