



**Personalization of
promotion campaigns**

CASE STUDY

Analytics capabilities to deliver personalized promotions

The customer is a media and content services business division that produces interactive mobile apps for better customer stickiness and service.

Highlights

Zensar proposed a solution to enable the client to deliver personalized promotions and marketing messages to its application users. This was done through a combination of Open Source tools on cloud while Amazon Redshift was utilized as a parallel processing engine for new and increasing data volume. For reporting, Pentaho and Jaspersoft was bundled to provide more than lively and feature rich visualizations to the business user and rightly identify and monitor data on their individual dashboards anytime anywhere.

Company:

Media and content company

Headquarters:

Emmaus, USA

Industries:

Media

Products and Services:

Wellness magazine and digital properties

Employees:

More than 500

Total revenue:

\$ 250 million

Business Benefits

- Reduced cost of ownership with Open Source BI tools and hosting on the Cloud
- Quick on-boarding of infrastructure – configuration of the environmental setup in a day
- Rapid development with reduced development timelines
- Controlled environment with the flexibility to operate from anywhere without VPN access
- Flexible configuration - scale up and down facility of databases providing instant access to users on demand
- Data security without the hassle of using Public Key Certifications

Challenges

- Lack in Analysis around User behaviour and in-App engagement information
- Lack of personalized content to App Users
- No personalized promotions and marketing communications.

Top Benefits Achieved

