sky

SKY

Enterprise and behavioral data joined in two months, inside Sky's own Google Cloud.

Sky used Syntasa inside its own Google Cloud to bring complex Adobe Analytics data together with the rest of its customer data, so it can recognize each customer across every channel.

SECTOR
Commercial

INDUSTRY
Media & entertainment, broadband and mobile

REGION
UK

DEPLOYMENT
Inside Sky's own Google Cloud environment

DATA
Adobe Analytics behavioral data, CRM and viewing data

USE CASES
Identity resolution, Customer 360, Churn reduction, Product recommendations

TIME TO JOINED DATA

2 months

to join enterprise data with previously unused behavioral data

CHANNELS

4

website, apps, on-demand TV and call center, joined around each customer

> **Syntasa and GCP have enabled Sky to dream again.**
>
> Rob McLaughlin, Head of Digital Decisioning & Analytics, Sky UK

CONTEXT

One customer, many touchpoints.

Sky is one of Europe's leading entertainment and communications businesses. At the time of this work it served 22.5 million customers in 11 million households across five countries.

Customers meet Sky on its website, apps, on-demand TV and in the call center, and the digital platforms are tracked with Adobe Analytics. To understand customers' needs, Sky wanted to bring that clickstream into its Google Cloud and join it with the rest of its customer data.

The goal was to speed up the return on Sky's Google Cloud investment, and to feed the joined data back into marketing, service, sales and product decisions.

CONSTRAINT

Rich behavioral data, in all the wrong places.

- **Untapped Adobe data.** Sky had vast amounts of Adobe Analytics behavioral data that was notoriously complex and difficult to process.
- **Many sources, no single view.** Customers produce data every day across many sources and touchpoints, and Sky needed it combined in one place.
- **No new tag, no new silo.** Sky didn't want another SaaS product that would add a tag and silo its data further.
- **The data had to stay in Sky's cloud.** Any platform had to run in Sky's private Google Cloud account, so the data raised no security or GDPR concerns.

TIMELINE

How the work grew.

BEFORE

Data in silos

Complex Adobe Analytics data sat apart from CRM and viewing data, and largely unused.

2 MONTHS

Data joined

Enterprise data sources joined with behavioral data, inside Sky's own Google Cloud.

2018

Launch + Learn, London

Sky's Digital Decisioning team shares how it uses the data for personalization and audience targeting.

SINCE

Every channel

Behavioral insight informs marketing, service, sales and product development.

ABOUT SKY

Sky is one of Europe's leading entertainment and communications businesses, offering TV, broadband and mobile. At the time of this work it served 22.5 million customers in 11 million households across five countries.

DEPLOYMENT

From clickstream to a customer you recognize.

Syntasa runs natively in Sky's Google Cloud and works with the martech and adtech tools Sky already had.

01

Make Adobe data ready to query

Syntasa transforms, processes and enriches the Adobe Analytics data into tables analysts can query, inside Sky's Google Cloud.

02

Recognize each customer

An identity graph joins each customer's behavior across devices and channels, and links it to CRM and viewing data.

03

Put models to work

Data scientists experiment with open-source machine learning, then productionize the models and push the results back to Adobe's marketing tools.

ARCHITECTURE

The architecture, in Sky's Google Cloud

Adobe Analytics
Behavior from Sky's digital platforms

→

Syntasa
Transform, process and enrich into ready-to-query tables

→

Identity graph
Joined with CRM and viewing data

→

Machine learning
Open-source experiments, productionized models

→

Adobe Marketing Cloud
Campaign, Audience Manager and Target

HOW IT WORKS

How each customer is recognized

Every decision starts with one question: who is this customer, across every place they meet Sky?

1 **Ingest**
Adobe Analytics data from every digital platform lands in Sky's Google Cloud and is transformed into tables analysts can query.

2 **Resolve**
An identity graph links each customer's devices and channels into one view.

3 **Join**
Behavioral data is joined with CRM and viewing data at the individual level.

4 **Activate**
Models built on the joined data are productionized and their outputs pushed back to Adobe's marketing tools.

> **"Syntasa lives natively in our GCP environment."**
>
> Sky, on why it chose Syntasa, Launch + Learn, London

RESULTS

The numbers.

MEASURE	BEFORE	WITH SYNTASA
Enterprise and behavioral data joined	Separate	**2 months**
Channels recognized as one customer	Siloed	**Web, apps, TV, call center**
Copies of customer data outside Sky's cloud	–	**None**

WHY SYNTASA

What made the difference.

- **The capability is where the data is.** Syntasa runs natively in Sky's Google Cloud, next to the data.
- **No security or GDPR concerns.** All data stays in Sky's private Google Cloud account.
- **More from existing tools.** Insight flows back into the Adobe Marketing Cloud, increasing the value of Sky's investment.
- **No new tag or silo.** It combines data from the martech and adtech tools Sky already had, instead of adding another SaaS product.
- **Digital data for everyone.** Analysts who aren't digital specialists can use behavioral data alongside enterprise data.

About Syntasa

Syntasa is the data and AI platform that runs inside your own cloud, turning first-party data into models, audiences and real-time decisions without copying it anywhere else.

Talk with our team
syntasa.com/contact