

Global Media Company

Stitching together data sources with Syntasa's ID Graph

BACKGROUND

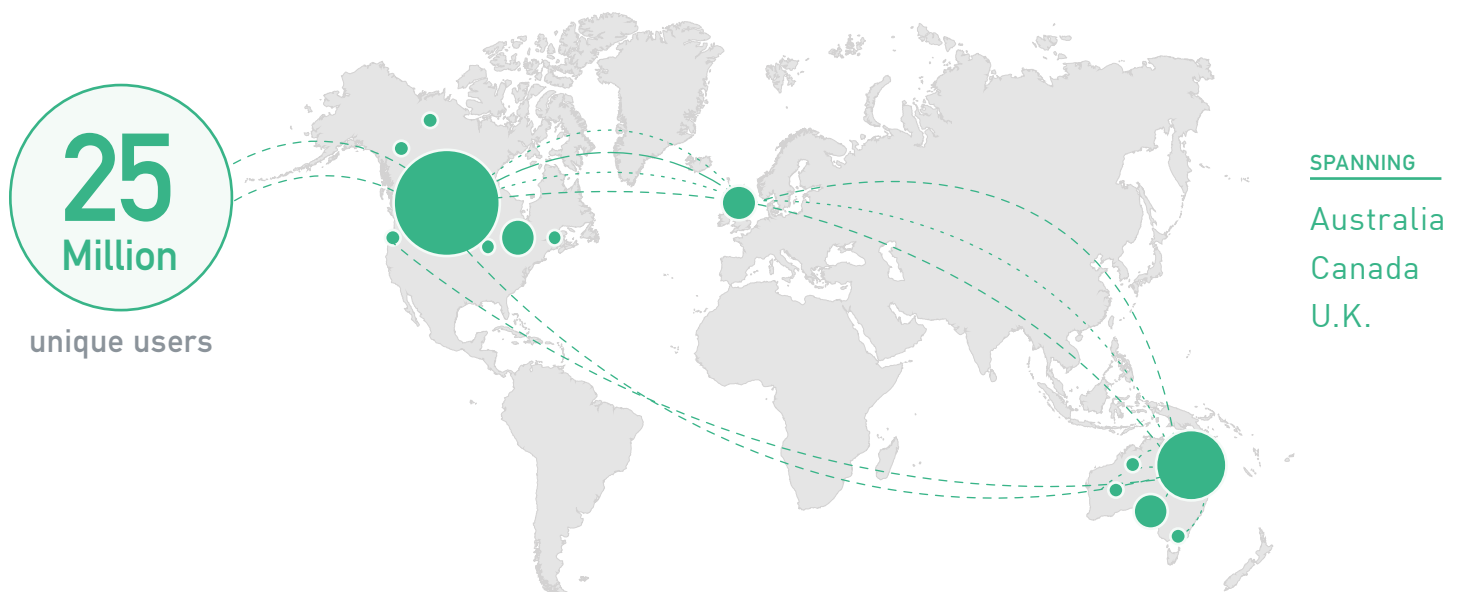
A global media company publishes and broadcasts in the UK, Australia and Canada, and has more than 25 million unique users. With an audience fragmented across a variety of platforms, the organization sought a solution that could combine and simplify their data in a clear and concise format. They discovered that Syntasa allowed them to generate insights on how much time their customers spend on their platforms and receive reliable, consistent reporting.

CHALLENGES

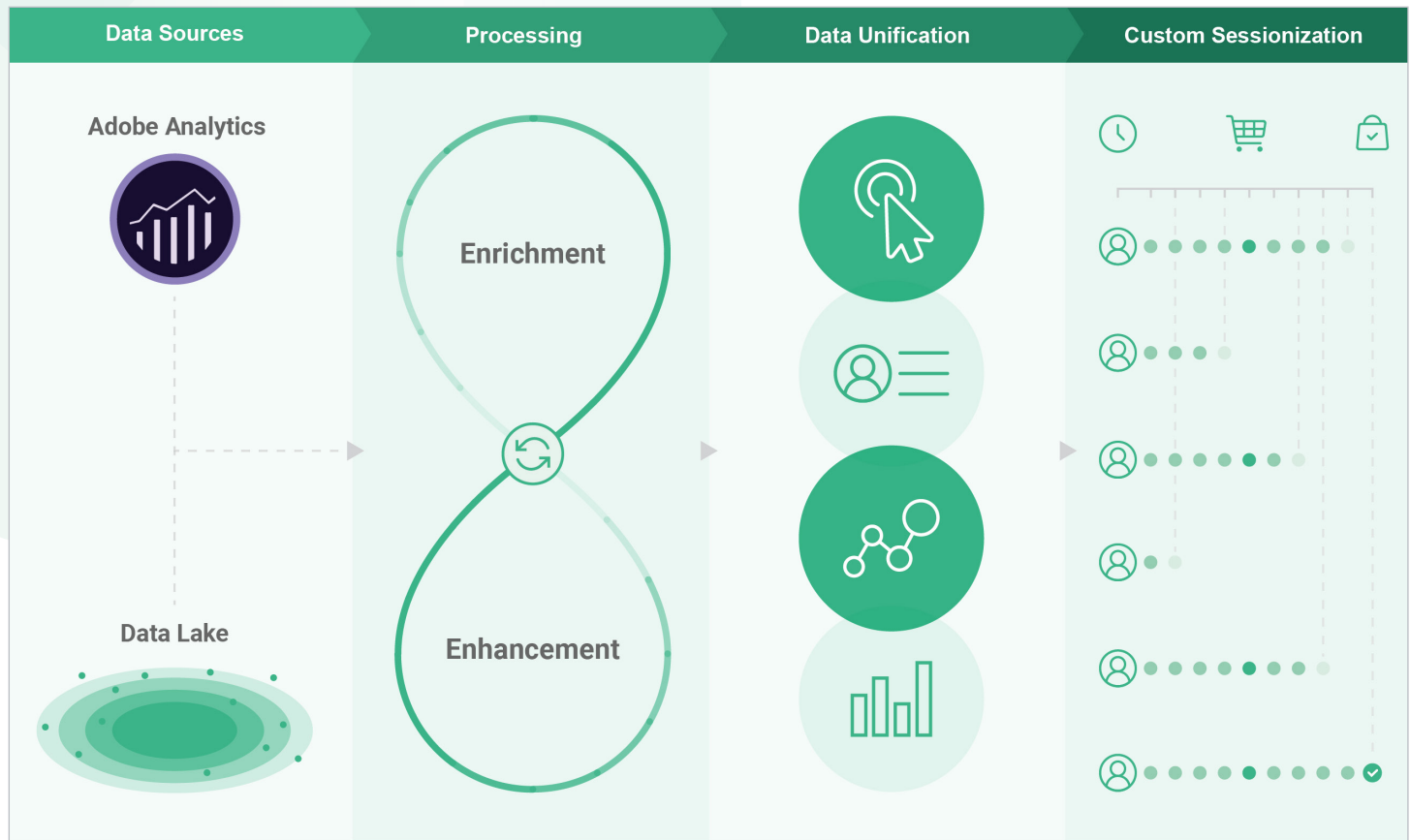
This media company was suffering from fragmented data. They were using separate report suites for different platforms, and they didn't have a clear way to link what their customers, visitors, and prospects were doing on each of their platforms. It was also difficult to illustrate a user's journey across their website, news app, and other mobile apps. While they wanted to provide consolidated insights into how much time their customers were spending on their platforms, they had separate Adobe Analytics reports for each of their platforms.

The crux of the issue lies in the various methods of authenticating a user to each platform (e.g., an email address may be required for one platform, whereas a username and password may be required for another). This results in different IDs assigned to a single user, and the organization did not have a method to stitch these IDs as the same customer.

Also, with their data locked in Adobe Analytics, they could not apply their own transformations to get the level of enrichment they wanted, nor get access for their preferred analytics tools for dashboards, reports, and visualizations.



/// Case Study



SOLUTION

Syntasa's Platform has been deployed in the company's GCP environment, and now automatically ingests Adobe Analytics clickstream data from each of their media platforms, enriches it with their custom variables (eVars), lookups, and applies data cleansing transformations. The ID Graph allows them to stitch their users, sessions, events, and products and store them in a unified customer schema. These Syntasa-created tables can be queried for ad-hoc investigations and are used to build dashboards, reports, and visualizations. And by supporting native cloud services, the platform scales gracefully as traffic spikes during breaking news events.

RESULTS

Today the company is running their mission critical dashboards (prominently displayed in their newsroom) from the data created by Syntasa. They are able to size their audience and describe behaviors on their website, news app, and news edition. Their analysts are building self-service dashboards, reports, and visualizations with Tableau and performing ad-hoc queries to answer pressing business questions. Overall, the analytics team is glad to be self-sufficient with the platform and their ability to manage their data.

THE FUTURE

Going forward, the company will use Syntasa to drive further insights into their customer experience. This will provide visibility into every touchpoint a customer makes over time and across multiple platforms. Customer journey analytics will help the company influence and personalize each customer's journey and improve the customer experience by focusing on customer loyalty, retention, enrichment, and advocacy. They will also use Syntasa to predict each customer's likelihood to churn. Predicting when and why a customer may stop interacting with their products will help prevent lost business by identifying specific customers for 'save' campaigns, including targeted offers and recommendations to re-engage them.