

# A FORTUNE 100 CONSUMER PACKAGED GOODS RETAILER

Maximizing ROI on Digital Investments  
with Agility and Self-service

## INDUSTRY

Retail

## LOCATION

Minneapolis, Minnesota

## FOUNDED

1902

## REVENUE

\$73,301 MM

## RANK

Ranked at number 38 on the Fortune 500  
as of 2012

## KEY CHALLENGES

- Improve insights into the ROI of digital marketing investments
- Lack of visibility across multiple social media platforms
- Improve customer engagement with better ad placement on the Internet
- Enable digital channel for delivering customer offers

## SOLUTIONS

- Rapid integration of social media data across various channels
- Real-time data updates for real-time responses to market
- Enablement of a new digital channel for customer offers
- Enablement of new revenue streams

## BUSINESS BENEFITS

Better spend analysis of budget and response times via Digital Marketing

## APPLICATIONS INTEGRATED

DoubleClick  
Facebook  
Vindico  
Kenshoo

snapLogic

## CUSTOMER PROFILE

This Retailer's stores tend to attract younger and more educated and affluent customers than Walmart, among other competitors.

- The median shopper is 41 years old, the youngest of all major discount retailers they compete with.
- The median household income of this company's customer base is roughly \$63,000 US\$. Roughly, 76% of customers are female, and more than 45% have children at home.
- About 80% have attended college and 48% have completed college.
- The Digital Marketing budget for Target is 72 million dollars per year, with a social Media Marketing budget of 54 million.

“ Our signature advertising is one of the ways that we share our brand with our guests. It helps define and communicate who we are. ”

— Advertising & Marketing

## THE CHALLENGES

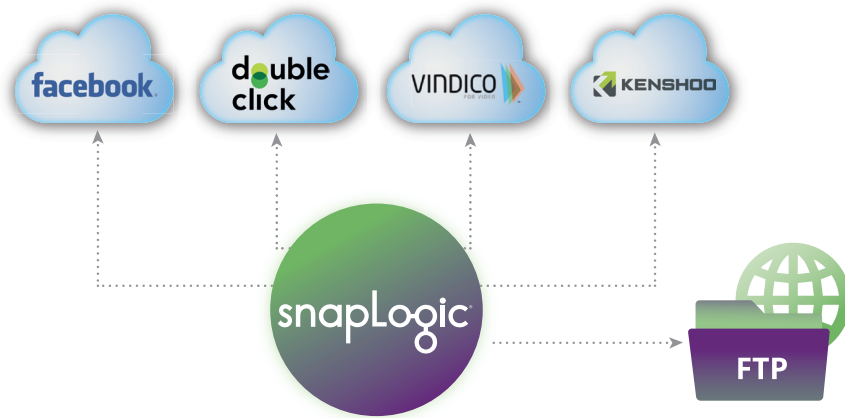
The Major Challenges facing them is Digital/Social Media

- They had no way of getting social media data without coding against the API of the various media sites and data aggregators
- Adding or modifying an existing data feed was a cumbersome and slow process, defeating the spirit of fast moving social media
- They had no way to source social media data outside of the existing delivered reporting Interfaces
- They needed expensive highly technical resources to write programs to access the media outlet API's

## SNAPLOGIC SOLUTION

The technical solution includes SnapLogic in the Cloud (Amazon EC2 infrastructure) and a handful of pre-built snaps as well as some custom-built new Snaps.

- **Easy way to introspect and interact** with the API's of the various media outlets and social media sites
- **Flexible and extensible** way to source the data, previously the approach and been all or nothing.
- **Ability to do light transformation** to the data as passed to them, previously any data formatting had to be done by IT, and was 6 month process.
- **Improve customer engagement** to enhance our brand with our guests.



“Seamless technology is critical to keeping us connected and able to efficiently communicate and collaborate around the world.”

— Information Technology

## TECHNICAL SOLUTION

The technical solution includes SnapLogic in the Cloud (Amazon EC2 infrastructure) and a handful of pre-built snaps as well as some custom-built new Snaps. SnapLogic partnered with this Major Consumer Packaged Goods Retailer to build or enhance the following Snaps

- Google Double click reporting analytics: this Snap will easily source dimensional and metric analytics from Google DoubleClick for Advertisers (DFA). This data is sourced nightly from the Google Platform, and delivered to the company via file FTP.
- Enhancements to the Facebook Snap to include a component that easily sources metrics contained within the Facebook Insights API. Insights data includes number of likes, number of views, etc.
- The SnapLogic Professional Services team built Snaps that source interaction measurement data from Vindico and Kenshoo within days. Vindico is an online video campaign platform and Kenshoo is a digital marketing predictive analytics provider.
- Data is sourced and delivered via FTP files. It is important to note that the solution relies solely on the Marketing team for running and managing these integrations.

## POSITIVE BUSINESS OUTCOMES

As a result of leveraging the Snaplogic, the company hopes to realize

- Better spend analysis of Digital Marketing budget
- Faster Campaign design and a reduction in Campaign costs due to better data analysis
- Free-up Marketing resources to do marketing, not manage file feeds
- Expand their Social Media presence in ways that make sense and add to the bottom line