

## CASE STUDY

# Software Retailer – Real Estate & Mortgage

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### Client Profile

A US software retailer that provides subscription-based access to software applications that service individual (B2C) and organization (B2B) customers in the real estate and mortgage businesses.



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## Infoverity Solution

A Treasure Data Customer Data Platform (CDP) implementation to create a holistic view of enterprise customers across 15 customer types and 11 source systems, and syndicate customer profiles to the client digital storefront

### BUSINESS NEEDS

- Drive customer account signups from existing web traffic
- Management of customer data at scale
- Holistic view of customers across applications, customer types, and relationships
- Centralized customer segmentation to drive deeper customer insights across cohorts, and personalized experiences across channels

### CHALLENGES

- Complex enrichment source handling of MLS data to meet existing MLS/client contractual guidelines
- Fragmented customer data with poor data quality
- Lack of business ownership and understanding of existing source system data and associated processes
- No enterprise definition for customers and data capture across distinct customer types

### RESULTS

- ~6M source customer records consolidated into ~1M customer profiles eligible for downstream consumption
- Enabled net new “consumer property search” service
- Increased web traffic and customer volume growth
- Increased product impressions per customer via cross-advertising and cross-selling of additional homogeneous products
- Delivery of connected customer experiences across previously disparate services
- Decreased customer acquisition cost (CAC) via customer self-serve purchases and removal of manual sales ops tasks
- Decrease of data management/IT spend via process automation