

Turning customer knowledge into business success



THE CHALLENGE

The bad old days of data

Before working with Amperity, Citizen Watch Group's customer data was all separate and siloed, forcing teams to spend more time than they wanted to digging through the data rather than planning customer strategy and launching campaigns. Meanwhile, executives were unable to get views that showed them what they needed, and there was a general lack of confidence in the accuracy of the data they were getting.

THE SOLUTION

Building a future-proof data strategy

Partnering with Amperity, Citizen Watch Group worked to build a truly unified data foundation. They recognized the importance of getting the data right the first go-round and invested the time and resources to ensure that everything was properly in place so they knew they could rely on what the data was telling them. Everyone involved in the project was committed to building a foundation that would continue to deliver the most accurate data-based insights.

THE IDEA

A vision for knowing customers better

The team at Citizen Watch Group envisioned a scenario where they could know their customers at the individual level. They understood the challenges of a garbage-in, garbage out situation, and saw the potential of the opposite: clean data that could tell them what customers have liked in the past and feed models to predict what will work for them in the future. They understood that taking charge of their data would directly benefit their bottom line.

"If your data is clean, there's so much that you can learn from it, and it feeds models that predict what customers will do in the future. The ability to take advantage of **that can really help your bottom line."**



Rob Harvath

VP, Consumer Insights & Data Management, Citizen Watch Americas

CONNECTING MORE

Advanced analytics, better business

Citizen Watch Group partnered with the strategic services analytics team at Amperity to find the right customer segments and create data-based visualizations. These insights helped sales teams know which customers to target and which merchandise is mostly likely to appeal to them. This elevated their approach from being largely intuitive to being rigorously data-driven.

Advanced analytics also elevated their marketing practices. For example, using predictive models through Amperity, Citizen Watch Group was able to identify potential customers who had a higher likelihood of purchasing a given product. Exporting these segments to an ad platform saw **5x click through** and conversion rates. After iterative testing reproduced the same positive results, this workflow has become part of their standard operating procedure.

THE RESULTS

Less digging, more doing

Using the unified data foundation built in collaboration with Amperity, Citizen Watch Group is able to build dashboards and visualizations so executives and team leads can get a daily understanding of customer metrics and business health. Getting the info they need without having to go spelunking through the data means better-informed decisions at a much greater pace.

KNOWING MORE

Unpacking Amazon Prime Day

Citizen Watch Group wanted to understand the value of new customers who come to the brand via Prime Day discounts. They partnered with Amperity to determine which KPIs to look at and created the right queries to zero in on customer value, including predicted lifetime value, average order value, and demographic information.

This analysis gave them a clearer understanding of the overall value of Prime Day so that they could assess priorities and fine-tune their participation in this promotion.

It also helped them identify who to target for re-engagement and how to communicate with them, developing a more sophisticated and more effective approach to customer engagement.

THE FUTURE

Just getting started

The team at Citizen Watch Group is looking forward to more experimentation with new data-based strategies and tactics. They're already seeing improvements in KPIs and greater clarity in goal setting. They've experienced how a unified customer data foundation benefits the whole organization, from sales and marketing to analytics and executives, powering up the whole business.

“Now **consumer data is a strategic asset for our whole organization**, from marketing, to sales, to merchandising, to product development, to planning.”



Ranajay Nandy
VP, Analytics,
Citizen Watch Americas