

CASE STUDY

Drive Marketing Excellence: How a Pet Food Company Used Customer Genomics™ to Understand and Reach Their Target Audience

fractal



Executive summary

A staggering **70% of American households** own pets, which has created an incredibly competitive marketplace for pet food companies. One American pet food company discovered that data-driven decisions could optimize the effectiveness of its marketing communications and collateral. However, its marketing and customer data was stored across multiple operational and information silos. **As a result, marketing teams provided rule-based recommendations instead of data-driven strategies.**


Fractal designed a solution that began with consolidating marketing and customer data from multiple sources. This data formed the basis of an advanced behavioral architecture process that informs the design of future marketing collateral and communications. This solution can also predict the impact different marketing programs could have in different markets. Once Fractal's solution was developed and implemented, the client experienced the following results:

- They received a single, unified view of their transaction, CRM, product, marketing, and external data through the Customer 360 platform
- An advanced machine learning algorithm powered data-driven marketing decisions based on a variety of customer and marketing data
- Marketing collateral and communications are optimized based on projections generated in sandboxes to estimate the sales and churn impact of each marketing program

About the Client

A leading producer of dog and cat food in the United States, our client built a strong foundation of specialized knowledge of veterinary clinical nutrition. This allowed our client to produce pet food for American cat and dog owners regardless of their pet's breed, life stage, or nutritional needs.



A woman with long dark hair, wearing a beige turtleneck sweater, is sitting on a couch. She is smiling and looking up at a ginger cat that is sitting on her lap. She is pointing her index finger towards the cat's nose. The background is a blurred indoor setting with a white shelf and some objects.

The big picture

Businesses need to optimize marketing activities in a highly competitive pet food marketplace

As Americans buy more pets, more businesses have entered the competitive pet food marketplace. The industry is crowded with businesses serving general pet food needs catering to highly specific customer demands. Each of these business types is competing for their customers' attention, and pet food businesses must reach their target audience effectively and efficiently.

Incumbent rule-based marketing recommendations were highly organization-centric and failed to take the customer's needs and wants into account

Traditional methods of rule-based marketing have been replaced by more effective modern marketing techniques that reach the customer when and where they are most likely to make a purchase. The rule-based marketing recommendations in use by our client placed a disproportionate emphasis on the organization's needs and performance without considering evolving market conditions or changing customer preferences.

Data-driven and clinic-centric marketing efforts relied on a constant stream of complete and accurate information compiled from numerous sources

Our client had grown significantly over the years, and in the process, individual departments grew isolated. The resulting information silos prevented marketing teams from building strategies that used information gathered from a wide variety of internal and external sources. Market data, clinical information, and internal sales and operations statistics can increase the efficiency and effectiveness of marketing activities—but this information needs to be compiled, organized, and analyzed first.

The transformative solution

Consolidation of transaction, CRM, product, marketing, and external data on a single platform for holistic data analysis

To ensure that marketing recommendations were generated using comprehensive data, closing the gaps between departments was necessary. Data sources and types were cataloged and brought onto a single platform to make transactions, CRM, product, marketing, and external information accessible to business leaders at all times. This also provides leadership teams with a holistic view of their operation and ensures that their decisions remain as informed as possible.



The transformative solution

Implementation of a Customer Genomics™ system to collect customer data and predict the estimated impact on sales and churn through different marketing programs

Businesses learn about their customers through customer interactions across their various engagement channels, but customers also make their preferences known through their shopping choices. A Customer Genomics™ system was implemented using AI to analyze sales and churn data following marketing programs. Through this data analysis, our client was able to evaluate the effectiveness of specific marketing campaigns and tweak them to achieve the best possible outcomes.

Deployment of modern behavioral science analysis strategies to understand customers' decision-making processes and use non-conscious design principles to modify existing marketing collateral

Even before customers make a purchase, they go through a period of product and need evaluation. The decisions during this period ultimately determine if they make a purchase—and what that purchase is. Businesses that understand this process are able to align their marketing collateral with their customers' needs and encourage purchase decisions through non-conscious design principles.



The transformative solution

Excel-based dashboarding tool provided the clinic with recommended subsequent execution based on demographic data and other client information

Marketing campaigns typically form part of a larger marketing strategy that spans years. Business leaders need to retain flexibility in their approach during this period. A dashboarding tool brought key customer data together to provide clinics with a recommended next execution. This helps our client determine the best course of action to take with customers as their preferences continue to evolve.

The results

Fractal's model allows the client to gain market share, improve the effectiveness of marketing communications, choose the right partners, and instill a data-driven culture within the organization. The availability of consolidated customer and marketing data drives more effective decision-making, which has had an estimated annual impact of \$22M. With in-clinic execution, this impact could reach \$70M.

Discover the best way to
segment and target the
right customers with
Fractal's cutting-edge
solution.

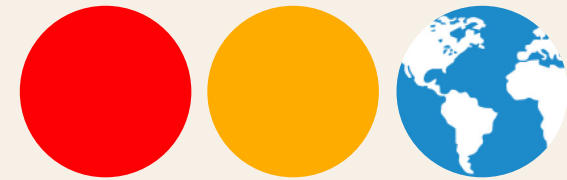


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Fractal product companies include Qure.ai, Crux Intelligence, Theremin.ai, Eugenie.ai & Samya.ai.

Fractal has more than 2,300 employees across 16 global locations, including the United States, the UK, Ukraine, India, and Australia. Fractal has consistently been rated as India's best company to work for, by The Great Place to Work® Institute, a 'Leader' by Forrester Research in its Wave™ on Specialized Insights Services, Computer Vision & Customer Analytics and as an "Honorable Vendor" in 2021 Magic Quadrant™ for data & analytics by Gartner.



Corporate Headquarters

Suite 76J,
One World Trade Center, New York,
NY 10007

[Get in touch](#)