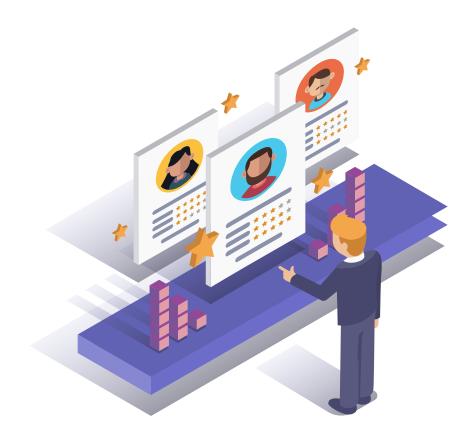**RØWER**

Customer Profiling, CDP Development, Data Enrichment

THE PROBLEM

A major player in the construction and real estate industry, recognized for its expertise in building quality homes and communities needed to enhance its understanding of customer preferences and behavior to personalize marketing efforts and improve customer satisfaction.

THE SOLUTION

Our team developed a customer profiling and Customer Data Platform (CDP), integrating data from CRM systems, demographic data, and behavioral analytics.

alteryx experian dun&bradstreet

tomtom +tableau curator BY INTERWORKS

THE OUTCOME

By leveraging enriched customer data, our client achieved personalized marketing campaigns, improved customer segmentation, and enhanced customer satisfaction, leading to increased sales and brand loyalty.

Atlanta
One West Court Square
Suite 750
Decatur, GA 30030

Los Angeles
610 S Main Street
Suite PH 107
Los Angeles, CA 90014

www.rowerconsulting.com

+1 (404) 689-9467