



#### CLIENT

CrowdTwist

#### INDUSTRY

Computer Software

#### TECHNOLOGIES

- Oracle
- Big Data
- Hadoop
- Amazon Redshift

#### ADVANCED ANALYTICS

- Managed Services: Monitor and manage systems
- Solution Type: Data Enablement

## ADVANCED ANALYTICS ENABLES CROWDTWIST TO MAXIMIZE CHANNEL ENGAGEMENT

### OVERVIEW

CrowdTwist is an industry-leading provider of comprehensive and patented multichannel loyalty and engagement solutions that drive incremental spend, leading to better customer data, stronger insight, and more personalized experiences. CrowdTwist is helping international brands to revolutionize loyalty, while gaining a deeper understanding of their customers.

### MULTICHANNEL LOYALTY AND ENGAGEMENT PLATFORM

CrowdTwist's multichannel loyalty and engagement platform is used by international consumer brands to drive new and existing customers to their company, while keeping them engaged throughout the entire customer journey.

The flexibility of CrowdTwist's technology delivers unique, memorable, and branded experiences that keep customers engaged with brands, while optimizing their interaction and revenue.

CrowdTwist customers benefit from a team of dedicated resources who provide day-to-day management to ensure optimal performance and analysis of the multichannel loyalty and engagement platform.

### THE VALUE OF COLLECTING CONSUMER DATA

Consumers have high expectations when it comes to loyalty programs. Whether they are seeking personalized content or more meaningful rewards, being relevant has its advantages. That's why it's crucial to collect customer data and use it wisely. Some 65.2 percent of consumers would share personal data in exchange for earning loyalty program points. If brands strategically collect data from customers over time, they can understand more about their needs to strengthen ties and drive long-term loyalty.



Enter CrowdTwist – their comprehensive and patented multichannel loyalty and engagement solutions power interactions beyond transactions, to deliver meaningful connections that drive long-term relationships based on trust.

To better deliver on their engagement solutions, CrowdTwist wanted to improve the client experience with more visible information, a better variety of reports, and a balance between incentives given and the financial liability associated with them.

## SOLUTION

CrowdTwist engaged the Pythian Data Science team to assess the potential of their current dataset and to build a model to determine how their users clustered together and distinguished from one another. A user model was built, leveraging Facebook ‘likes’ and client IDs as distinct features that would reveal customer preferences. Further cluster analysis provided by the data science team focused on users as a means to test how to identify clusters that drive activity. Pythian’s advanced analytics and cluster analysis provided insight into the optimal spend per channel for each user, which translated into actionable outcomes for the end client.

## ABOUT PYTHIAN

Pythian is a global leader in data consulting and managed services. Since 1997, we have specialized in planning, deploying, and managing business-critical data systems for large and mid-market enterprises. Learn more about Pythian and its elite teams of data experts at [www.pythian.com](http://www.pythian.com).

## WORLDWIDE OFFICES

Ottawa, Canada  
New York City, USA  
London, England  
Sydney, Australia  
San Francisco, USA  
Hyderabad, India

## RESULT

The Pythian Data Science team was able to identify several predictive customer data factors such as the chosen target and activity level to within a standard deviation. This is significant as the range of values is very large. A refinement of the models found an optimal dollar-to-point conversion, an optimal activity-to-point conversion, as well as other ways to optimize the different loyalty programs in their portfolio.

The outcome was measurably improved customer data segments and streamlined reports – resulting in a better client experience with the loyalty and engagement platform overall.