planning inc

SCV POWERS CUSTOMER-CENTRICITY AT HALFORDS

Q. How can Halfords understand customer behaviour groupwide to develop a customer-centric marketing strategy?

A. Unilyze unifies on- and offline data from nearly **40** first- and third-party held data sources, enabling them to analyse and activate it across channels.

What's the story?

Halfords had a wealth of customer data at their disposal –
transactional, engagement and behavioural assets from across
the group's brands. However, with the data siloed and therefore little
view of overlapping customers across the estate, they were losing out
both operationally (by needing to maintain separate data/systems
infrastructures) and also commercially, missing the insight needed
to drive strategic and targeting decisions. They needed a solution to
support at both a group and brand level and a way of matching the
rich data together as comprehensively as possible.

What's the story?

Moving at pace to ensure value could be extracted as quickly as possible, we implemented Unilyze to build an SCV combining disparate data sources and legacy data solutions from across the business. Using sophisticated algorithms to match together known customers we created a single record for each customer, resulting in a 360-degree view of behaviour both online and offline.

The Impact

Updated daily, Unilyze's SCV enables Halfords to answer questions from the business using the most up-to-date data. Utterly comprehensive, the SCV grew the number of orders that could be matched to customers by **24x** over two years, creating rich insight to drive business strategy and a personalised and targeted CRM programme that delivers major incremental revenue.