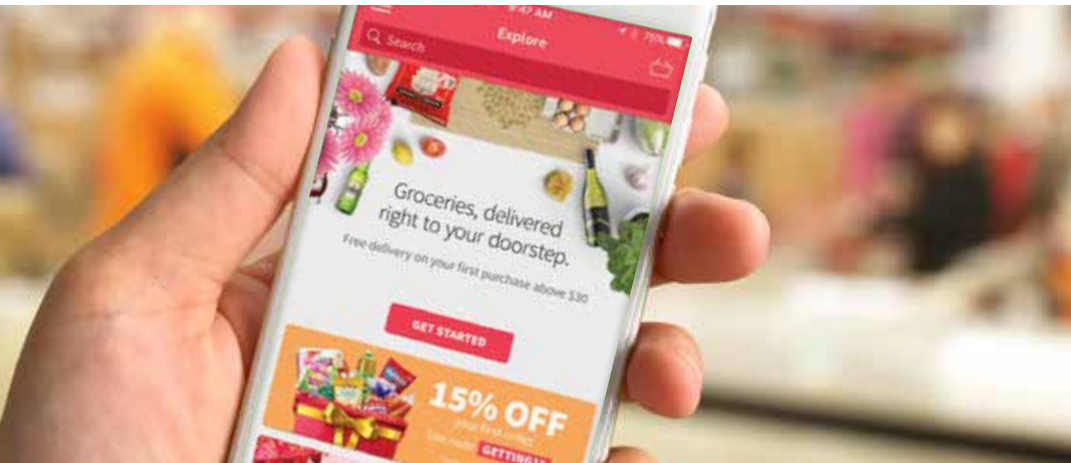


RedMart Powers Customer-Centric Online Shopping Experience with Tealium

Singapore's online grocery service pioneer leverages Tealium to optimize digital marketing initiatives and build a holistic customer view across channels.



As a leading online grocery service in Singapore, RedMart offers more than 25,000 products and serves tens of thousands of customers, with the mission to provide a seamless and straightforward household shopping experience. Facing significant challenges with inefficient digital marketing programs and customer acquisition initiatives, the company acknowledged siloed data sources, and the resulting fragmented customer view, as critical factors that needed to be addressed.

"Like any e-commerce organization, traffic is the lifeblood of our business," said Todd Kurie, Vice President of Marketing at RedMart. "If you can't source sufficient traffic to your site, you aren't going to be able to convert those into orders and drive revenue."

After a thorough evaluation, RedMart made the decision to invest in an enterprise-level tag management solution, and partner with Tealium to build the data foundation needed to transform their digital marketing efforts.

Unifying Disparate Data Sources

Kurie notes that data sitting in disparate silos was ultimately resulting in a fragmented, customer view. The company was viewing mobile app-based customers as unique to desktop customers, despite the reality that many of their customers transact across both.

"Being in e-commerce, we have a lot of information on our customers," said Todd Kurie, Vice President of Marketing at RedMart. "But there's a big step in terms of turning that into data into actionable insights that can drive customer-facing communications."

Challenges

- Ability to source and scale traffic
- Fragmented sources of customer data
- Strained developer resources
- Inefficiencies in digital marketing spend

Solution

- Invest in leading enterprise tag management solution, Tealium iQ™ Tag Management, to build the data foundation needed to optimize digital marketing efforts

Results

- Significant efficiencies and cost savings in digital marketing spend
- Unified customer view across channels
- Increased marketing flexibility and control
- Vendor tag implementation cycle decreased from months to hours

Without the technical ability to unify data across devices and channels, it was impossible to achieve the holistic customer view needed to then drive more effective, relevant customer engagement.

Relieving Strain on Developer Resources

Though RedMart had transitioned from using no tag management solution to leveraging a free solution, there was a tremendous amount of support required from the company's developer team. With each and every marketing vendor requiring the implementation of a tag to then provide a sufficient level of return, the strain on developer resources had become a pressing issue.

Increasing Marketing Flexibility and Control

In parallel, decreased reliance on the company's developer resources has translated into increased marketing flexibility and control. With the ease of vendor tag implementation, marketing now has the ability, and confidence, to exercise more granular control over both the type of data shared with vendors and the amount of data shared with each – resulting in better data-sharing practices.

“Our marketing channel managers now have much more flexibility in terms of what partners to work with, how much information to share with them, and how to turn them on and off,” said Kurie. “So Tealium has been a tremendous benefit to both the development and marketing sides.”

Optimizing Digital Marketing Spend

Since implementing Tealium, RedMart has seen significant efficiencies across the company's marketing spend as a result of increased flexibility and agility.

With the ease of vendor implementation, the company has seen an increased ability to more comprehensively test marketing vendors - something that has historically been a challenge due to the vendor integration work and development support required. In addition, the ability to more quickly turn vendors on and off has resulted in the ability to shift marketing spend much more quickly - improving optimization speed.

RedMart has also seen hard cost savings in working with acquisition vendors, and more specifically, in credits paid to affiliate networks. Because Tealium is accepted as a reliable 'source of truth,' the company now has the ability to de-dupe – giving credit only to the first click provider – resulting in significant efficiencies in spend.

Powering a Personalized Customer Experience

Looking ahead, the ultimate goal is to deliver a personalized store for each and every customer – which, Kurie recognizes, is an initiative that is largely data-centric. By presenting the most relevant product information, discounts and promotions, and educational material in real time, based on that particular customer's unique preferences

and purchasing behavior, RedMart aims to create the most seamless, straightforward shopping experience possible.

“That is really the one big benefit of e-commerce, and part of the promise of e-commerce,” said Kurie,

referring to a highly personalized experience. “And is something that every e-commerce business should be working towards, to some degree or another.”

About Tealium

Tealium powers the new era of real-time customer engagement and marketing, enabling global businesses to unlock their customer data and create more meaningful customer experiences. More than 700 organizations worldwide trust Tealium to eliminate data silos and build a unified, actionable customer profile. For more information, visit www.tealium.com.

1000+ TECHNOLOGY INTEGRATIONS

Expansive ecosystem that supports more than 1000 leading technologies, including most CMS and ecommerce platforms

700+ GLOBAL CUSTOMERS

More than 700+ organizations worldwide trust Tealium

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