

From Data Chaos to Autonomous Marketing

How Spark New Zealand Scaled Real-Time Personalisation with Tealium, Snowflake, and Kapello

Overview

Spark New Zealand, the country's largest digital services provider, has transformed its marketing approach: moving from static segments and batch campaigns to delivering real-time, AI-powered experiences. This shift is powered by a seamless integration of Tealium, Snowflake, and Spark New Zealand's proprietary AI engine, Kapello. By combining live behavioural data, enriched customer profiles, and AI decisioning that operates in less than 200 milliseconds, Spark New Zealand is delivering highly personalised moments at scale and driving millions in incremental revenue.

The Challenge

Spark New Zealand was held back by a tangle of legacy systems and siloed customer data. Point-to-point integrations created inconsistent experiences across their channels. Batch-based marketing processes meant they struggled to access real-time insights, delaying engagement and personalisation.

To deliver on modern customer expectations and stay ahead, Spark New Zealand needed an intelligent, automated, and real-time data foundation.

Results

Spark New Zealand's new stack has delivered remarkable business impact:

- **+22% Incremental Conversion** from AI-driven "Next Best Offer" decisions
- **+13% Incremental Conversion** from real-time triggers like cart abandonment
- **150 Million+ Personalised Offers** delivered monthly across all channels
- **<300ms Response Time** from customer action to AI-powered decision
- **Ready for GenAI and Autonomous Marketing** at scale



"What we had was this kind of complex hairball of lots of different point-to-point integrations... a customer could have a very different experience depending on which channel they came through."

— Travena Addenbroke, Marketing Transformation & Gen AI Lead, Spark New Zealand

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The Solution

Spark New Zealand rebuilt its Martech stack around Tealium, Snowflake, and Kapello to unlock real-time, AI-powered marketing at scale.

Tealium: The Real-Time Data Engine

Tealium acts as Spark New Zealand's real-time customer data platform (CDP), capturing customer behaviour across digital and assisted channels. It resolves identities and streams important signals, such as browsing activity or cart abandonment, with millisecond latency, making them instantly available for personalisation.

Snowflake: The Bi-Directional Data Cloud

The integration between Tealium and Snowflake, using Snowpipe Streaming, means Spark New Zealand can send event and profile data to Snowflake in less than 10 seconds. This rapid streaming gives data teams immediate access to the freshest behavioural data for analytics and AI, replacing slow, batch-based processes.

Spark New Zealand's early adoption of Snowpipe Streaming made them one of the first to use this efficient, serverless CDP-to-data cloud integration. This not only reduced data engineering overhead, it also sped up insights for business and technical teams alike.

Real-Time Bi-Directional Activation

Spark New Zealand's stack isn't just fast in one direction. Using Tealium's Data Connect (reverse ETL), marketers can bring enriched customer traits from Snowflake back into Tealium in less than a minute, no developers required. New segments or use cases can be activated faster, putting marketers in control.

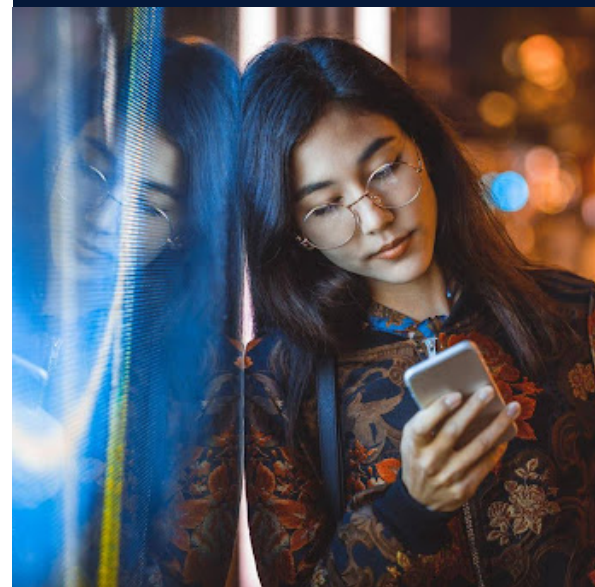
Kapello: The AI Decisioning Engine

To deliver timely, relevant experiences at scale, Spark developed Kapello—a proprietary AI engine purpose-built for next-best-action decisioning. Kapello constantly analyses enriched profiles in Snowflake, using real-time signals from Tealium to decide on the best message or offer for each customer. The entire process, from customer trigger to AI decision to activation, takes less than 300 milliseconds, powering personalised experiences at every touchpoint.



"We were given early access to Snowpipe Streaming, and it's been a game-changer. It lets us stream in Tealium events and enrich them in real time inside Snowflake—no more waiting for a batch run"

— Scott Kempster, MarTech Lead, Spark New Zealand



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Powering Real-Time Precision

Component	Purpose	Typical Latency	Value
Tealium CDP	Real-time event capture, identity resolution, streaming	Milliseconds	Live, actionable customer context everywhere
Snowflake Data Cloud	Store, enrich, and analyse real-time plus historical data	Ingest <10s Query/activation <1min	Consistent, governed data for AI and teams
Kapello AI Engine	In-memory AI for next-best-action decisioning	End-to-end: <300ms	Personalisation at scale dynamically and instantly

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Looking Ahead

Spark New Zealand’s ambition is bold: build a marketing system that learns, adapts, and delivers value autonomously. With Tealium providing live customer context, Snowflake as the analytics brain, and Kapello powering high-speed AI decisioning, Spark New Zealand is moving from reactive campaigns to a proactive, always-on personalisation engine.

This is the future of customer engagement: real-time, intelligent, and autonomous.