

Global Sportswear Company

Consolidating volumes of complex data for two major sports brands



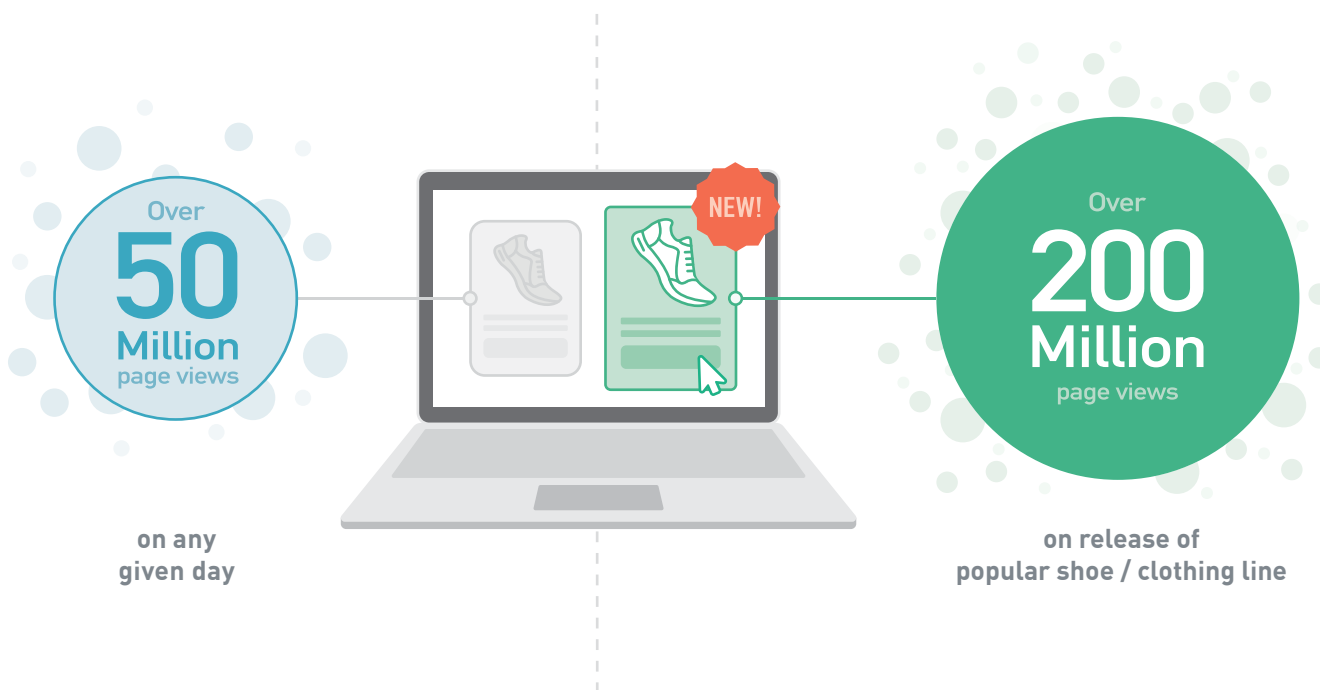
BACKGROUND

A large sportswear company is leveraging Syntasa's platform to ingest the Adobe clickstream data of two large brands that they own. As the largest sportswear manufacturer in Europe, (and second largest in the world), the company designs and manufactures apparel, footwear, and accessories - all of which are consistently the preferred choice for the world's top athletes.

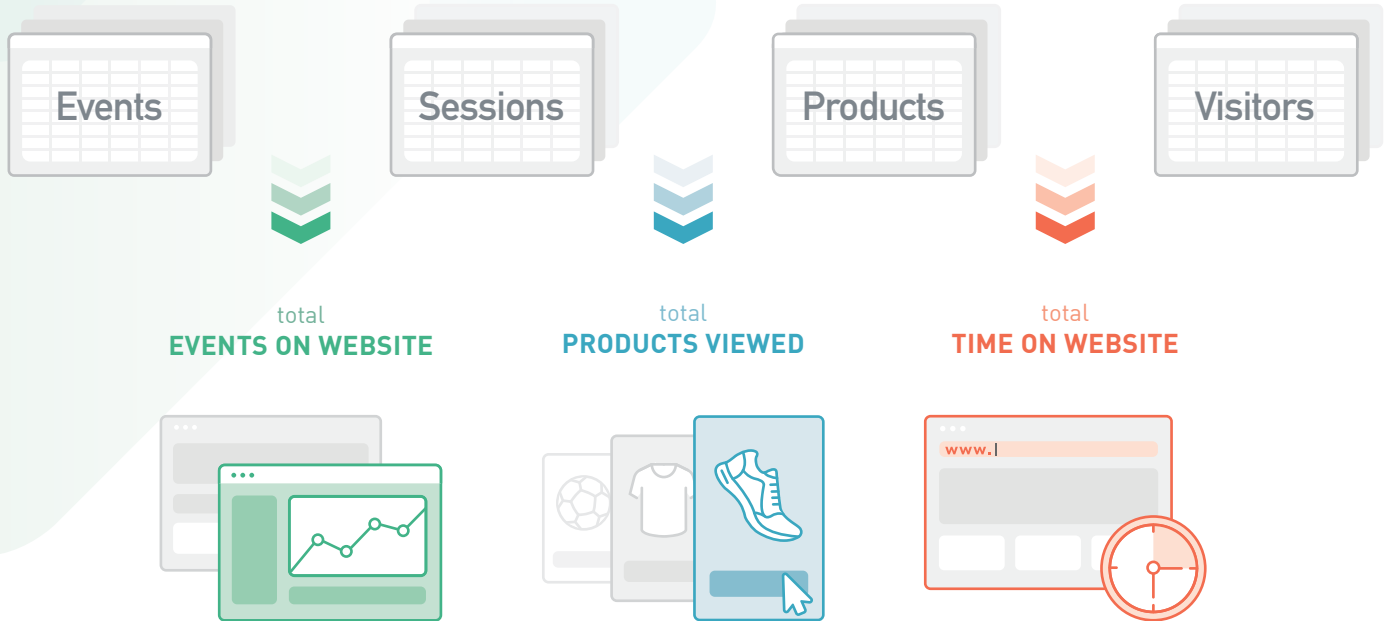
Previously, the company was unable to extract, transform, and load their data due to its massive size. But now they are utilizing actionable data to better understand customer preferences, through the use of aggregated tables.

CHALLENGE

Today, the company receives over 30 million unique website visitors per month. They collect clickstream data through Adobe Analytics and, while they had access to it, they were not able to make sense of it at all. The data was large, messy, and difficult to consolidate into reports.



/// Case Study



SOLUTION

The sportswear company is currently using Syntasa's Adobe Analytics Adapter to ingest the clickstream data for two global brands into their private Amazon Web Services (AWS) environment. On a given day, one of the brands will have over 50 million records in their events table. However, this jumps to over 100 million records as soon as they release a popular shoe or clothing line.

Syntasa built four tables (for events, sessions, products, and visitors) to better classify their data and simplify the time and costs to process within AWS. These tables allowed the sportswear company to identify the total number of website events, the products viewed by each visitor, and the amount of time each visitor spent browsing the website.

Syntasa also built four custom tables which are updated on a daily basis. They include a base value dataset, a last touch channel dataset, a page type dataset, and a product franchise dataset. These aggregated tables provide detailed information about a visitor's journey on the website, and help them understand which product and page categories are preferred by each visitor.

RESULTS

In an AWS environment, Syntasa has a 100% match rate with Adobe, which means that a report run in Adobe Analytics produces the same exact results when it's run in Syntasa's platform. The sportswear company is now confident with the accuracy of their data, and is especially pleased that Syntasa's platform was able to scale with native AWS support during a period when web traffic quadrupled.

Today, they're able to understand their customers at an individual level. This is possible through detailed data that break down visitor activity. The detailed data allow them to see the individual's preferred products and pages, while also identifying how the individual came to the website, the length of time they spent on the site, and the region where the visitor is located. This level of detail helps the company achieve a complete picture of visitor behavior across their websites and helps their analysts make more data-driven decisions.

FUTURE

Going forward, the sportswear company will still rely on Syntasa to process large volumes of data on a daily basis. Now that they have their behavioral data available to use, they are equipped to use this data in their existing AI models to achieve better results through personalization use cases.