

# SUCCESS STORY

## ANALYZING AND RANKING PURCHASERS' PROFILES AND BEHAVIORS

Squid helped a major e-commerce site boost sales by better customer knowledge.

**Issue:** To boost sales, our client's marketing team decided to focus on their best customers and develop their business through better, more adapted communications and services. This required new reports based on the analysis of customer site usage and transaction data, contained as raw records in a huge datawarehouse (DWH). They turned to Squid Solutions to provide the expertise and technology to handle data aggregation and analysis.

**Our mission:** Define the most adequate reports for targeted marketing towards top customers, in a fast, cost-effective and flexible way.

**Security constraints:** Our client had a huge DWH with terabytes of data. For security and privacy reasons, they could not be extracted, but required analyses directly within the DWH via SQL queries.

**Our service:** Squid provided the resources able to understand the business requirements and the technology to generate optimized SQL queries. We interacted with the marketing team to build and refine the reports and subsequent updates for a 12-month period.

**Result and benefit:** The resulting analyses were used to create a new segmentation of customers. The marketing team could monitor the top customer segment and identify behavior drivers. This insight was used in new product development and communication initiatives.

### About Squid Solutions

Squid Solutions, the Customer Intelligence software company that introduced a radically new process to create customer insight from large datawarehouses, was founded in 2004. Their solution, based on the proprietary Nautilus™ technology, helps client business unit managers generate new or additional revenue through better customer insight. Squid Solutions' innovative business model relies on self-operating the technology without selling licenses or training new users. Squid Solutions is the only solution provider to deliver new indicators within 3 weeks whatever the size of the client datawarehouse, where incumbent processes take months. The speed and flexibility of Squid Solutions' technology provide a decisive competitive advantage to corporations, by optimizing the time-to-market of new revenue-generating initiatives. Squid Solutions' clients are major companies like SFR (France's #2 mobile operator, part of Vodafone Group), eBay in the US, Germany and France, and a large French bank. Squid Solutions' headquarters are located in Paris, France.

For more information, please visit [www.squidsolutions.com](http://www.squidsolutions.com) / [contact@squidsolutions.com](mailto:contact@squidsolutions.com)

