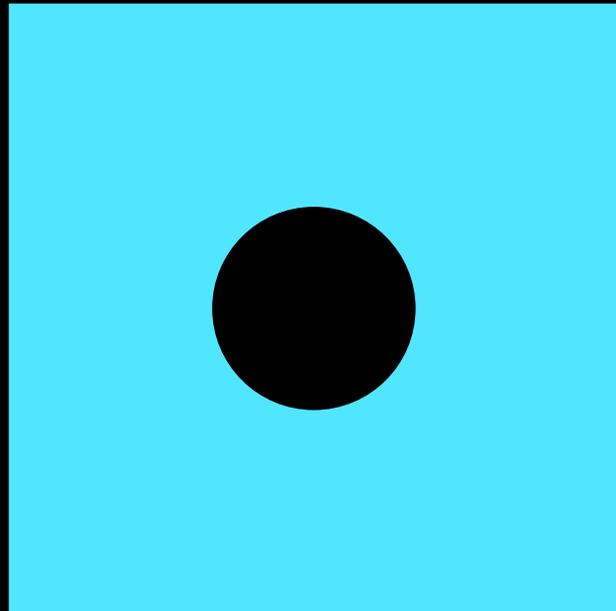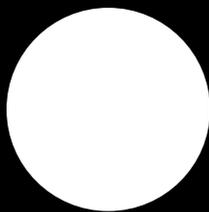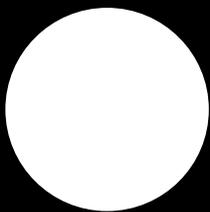**Microsoft Dynamics 365**

Campari Group Uses Microsoft Dynamics 365 Customer Insights to Unify Data Siloes and Increase Revenue

Improved brand experience results in 5x increase in revenue generated at events.
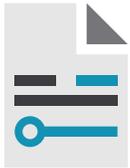
Executive Summary

Campari Group, like many enterprises, feels increasing pressure to transform and digitize. As the company began planning its digital transformation roadmap, they prioritized data unification efforts, looking to Microsoft Dynamics 365 Customer Insights to address marketing-specific goals with a unified customer view. After their initial implementation, Campari was able to unify digital and physical customer data across several global markets and analyze the unified customer profiles, ultimately driving better customer engagement and an increased ROI on events. As they continue their digitization journey, Campari's vision is to provide even greater value to the business through expanded use of customer intelligence through sales and customer services scenarios.

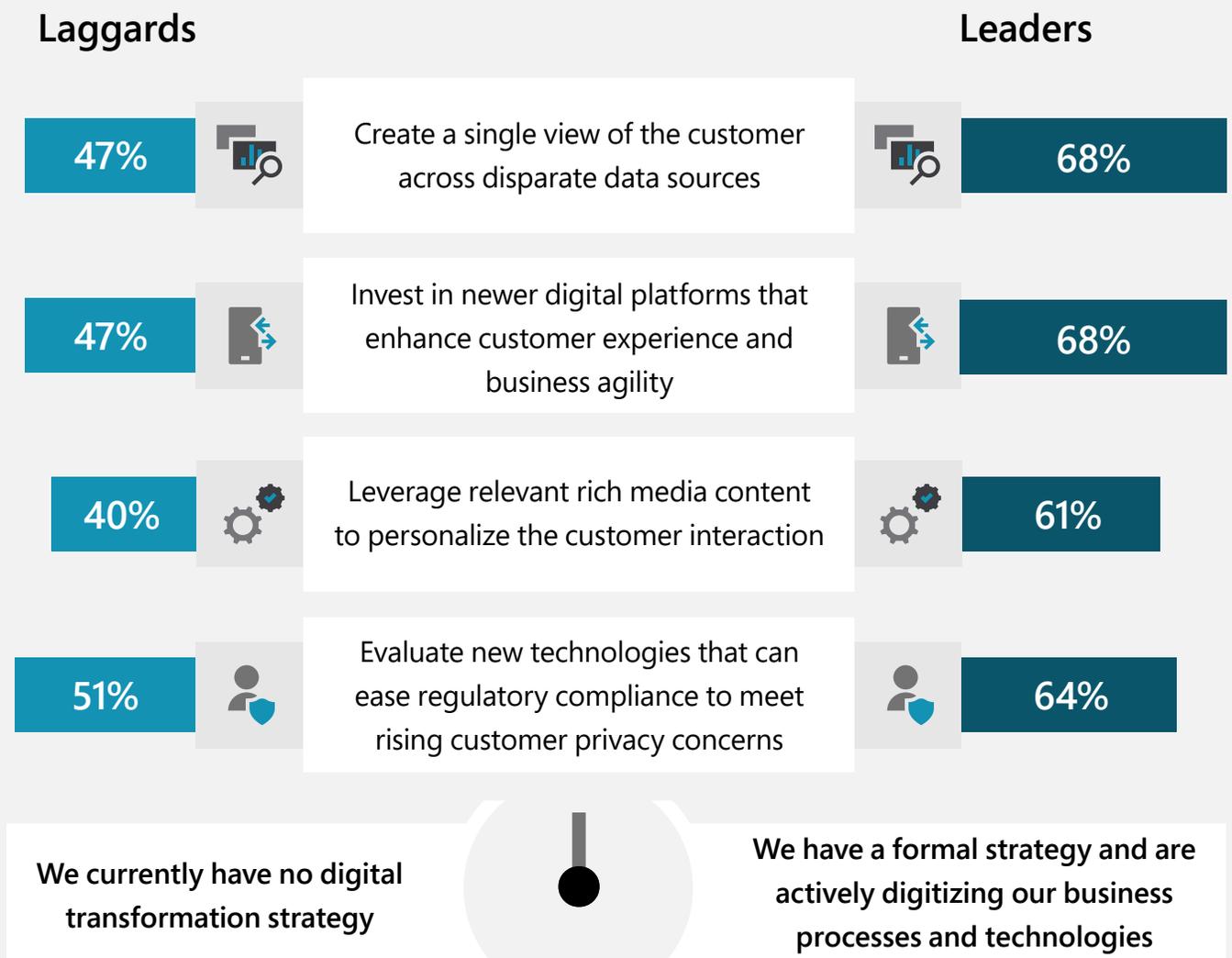# The 451 Take on Customer Experience and Digital Transformation

As digital technologies continue to pervade how we experience, interact and transact in our daily lives, customer data has become the fuel powering the modern experience economy, driving engagement across both digital and physical channels. The ability to harness the potential of this data—by collecting, analyzing and operationalizing it to drive customer insights and intelligence—is a key pillar in achieving optimized customer experiences and business outcomes.

Breaking down customer data siloes to achieve a single view of the customer is critical in driving customer experience-led digital transformation efforts. It is also the top priority for 68% of digital leaders who are actively digitizing their business processes, according to data from 451 Research's Voice of the Enterprise: Customer Experience and Commerce Digital Maturity Study. Additionally, top digital transformation priorities include investment in modern platforms that enhance the customer experience and business agility, while maintain regulatory compliance to address privacy concerns and evaluating new technologies to ease regulatory compliance that meet rising customer privacy concerns are other top priorities.

These strategies are pursued by businesses that seek to differentiate and drive revenue in an increasingly complex digital landscape (Figure 1).

Figure 1: Overcoming customer data siloes is a key strategy for customer experience-led digital transformation efforts

Laggards		Leaders
47%	Create a single view of the customer across disparate data sources	68%
47%	Invest in newer digital platforms that enhance customer experience and business agility	68%
40%	Leverage relevant rich media content to personalize the customer interaction	61%
51%	Evaluate new technologies that can ease regulatory compliance to meet rising customer privacy concerns	64%

We currently have no digital transformation strategy

We have a formal strategy and are actively digitizing our business processes and technologies

More modern Customer data platforms (CDPs) help meet these priorities and drive contextually relevant, personalized customer experiences by connecting, ingesting and synthesizing vast amounts of behavioral, transactional and operational data. While CDPs have historically been used for marketing-specific use cases, we see traction and market demand for an expanded value proposition that transcends marketing-only use cases to connect the broader customer journey.

Behavioral data   Transactional data   Operational data

The Campari Story:

unifying data siloes and improving global brand experience

Overview

- **Company name: Campari Group**

- **Industry: Food & Beverage**

- **Global HQ: Sesto San Giovanni, Italy**

- **Number of employees: 4k+**

- **2019 FY Revenue: €1.81bn**

- **2019 net income: €308.4m**

Italian-born Campari Group has operated in the branded beverage market since 1860, producing and distributing a variety of spirits, wines and soft drinks. The company has grown to become the sixth-largest worldwide spirits organization, generating nearly €1.81 ($2bn) in annual revenue. Its portfolio comprises of 60 brands that are distributed in 190 countries globally. Much of this growth and global reach is attributed to its high volume of mergers and acquisitions over the years, with the company having acquired 16 distributors and brands since 2010. Notable Campari-owned brands include Wild Turkey Whiskey, SKYY Vodka, Espolòn Tequila and Grand Marnier Liqueur, among others.
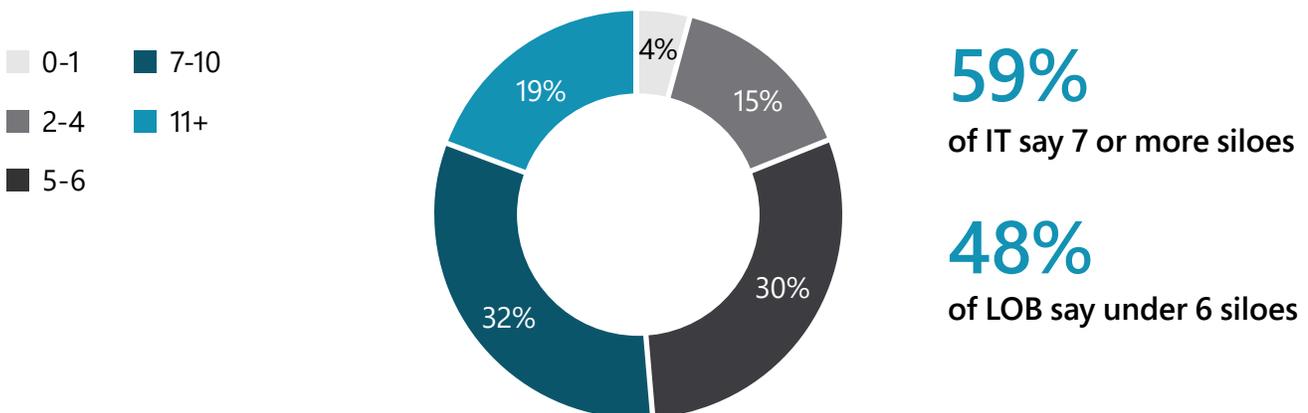
The Challenge

▶

According to a recent 451 Research Voice of the Enterprise: Customer Experience and Commerce Digital Transformation survey, just over half (51%) of enterprise respondents state that they have more than seven distinct silos of customer data used within their organization.

This figure climbs to 59% when IT practitioners were asked the same question (Figure 2).

Figure 2: Overcoming data siloes remains a challenge for enterprises

Legend:
- 0-1
- 2-4
- 5-6
- 7-10
- 11+

- 4%
- 15%
- 30%
- 32%
- 19%

59%
of IT say 7 or more siloes

48%
of LOB say under 6 siloes

Campari faced a similar challenge. Following each of its numerous acquisitions, they aspired for an ambitious and timeline, achieving full integration of distribution channels for newly acquired brands within an eight-month period. Because of this, Campari found itself with a complex and highly fragmented IT landscape and customer data infrastructure across countries and brands.
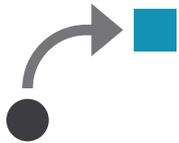
Considering that Campari's acquisitions and integrations numbered in the double digits, the company struggled with data siloes on a grand scale. Its sprawling data estate housed customer data across completely different systems and tools for contact management. Event management and marketing varied from country to country, making it difficult for marketing teams to effectively segment consumers, create initiatives and campaigns, and track KPIs. Campari needed a platform that could connect into and effectively unite a technology stack that spanned multiple existing systems from a host of competing vendors—including CRM systems from SAP and Salesforce; web experience and content management systems such as Adobe Creative Cloud, WordPress and Drupal; analytics platforms and tools like SAP Analytics Cloud, Google Analytics and Microsoft Power BI; and marketing automation platforms and social media tools such as HubSpot, Sprinklr, Eventbrite and Constant Contact.

> **This complexity and decentralization led to a basic lack of understanding of who its customers are and what data was even available, resulting in highly disjointed marketing efforts and impeding the company's ability to deliver meaningful experiences across its brand portfolio and markets. Additionally, the complex, global nature of its data estate introduced significant concerns regarding customer data privacy and compliance. In order to drive deeper brand relationships and loyalty through trust, Campari required an offering that could ensure data quality and security, as well as compliance with international regulations like European Union's General Data Protection Regulation (GDPR), in real-time and at scale.**

The Challenge

Campari also experiences complexity regarding its stakeholder landscape. As a producer and distributor, it faces the difficulty of unifying communication and engagement siloes along its value chain, involving a mix of customers (who it sells and/or distributes to), bartenders, and end consumers, as well as its own sales and marketing teams. With its products sold in both, a retail sense and as a service-based interaction in a bar or restaurant setting, Campari required a system that could bridge communication and engagement gaps to shape how the end consumer ultimately experiences the brand and product. Accurate data would help Campari stay relevant in the eyes of its consumers and align strategy and investments around driving the experiences best for consumers and business outcomes.

For example, Campari's network of certified bartenders and their hosted events are a key aspect of its marketing strategy—connecting with consumers via one-to-one brand experiences at the point of consumption. The company was unable to identify and measure the lifecycle of prospects and customers struggled to identify key metrics such as attendance and spending, and attribute ROI to its events and certified bartender-delivered experiences. Harnessing the full scope of its data with a 360-degree view and better understanding its customers—bartenders and end consumers—required investment in digital transformation, evolving from independent systems and software stacks to a centralized, interconnected approach that can ingest and analyze vast amounts of data quickly and effectively.

The Challenge

Deployment Summary

Leading up to the implementation of Customer Insights, Campari had begun digitizing its IT infrastructure, moving from physical infrastructure-as-a-service in dedicated, geographically locked datacenters to the Microsoft Azure cloud. An existing Microsoft client, Campari says it chose Customer Insights due to its perceived price for value, ability to handle scope and scale, security and data governance capabilities, and flexible integration framework that easily connects into existing technology stacks. It was also attracted to Customer Insights because it supports Campari's vision for a 'bring your own data' approach, with Microsoft's network of preconfigured integrations, and an ability to easily create custom connectors, allowing customer data to be accessed from all existing applications—wherever it may be and in whatever format.

Campari indicates that the deployment of Customer Insights supports cross-functional use cases, unifying data across marketing, sales and service scenarios with quicker time to market. Campari uses Customer Insights to boost engagement and lifetime customer value while also providing speed to market and automation at scale, augmented by the underlying functionality of the wider Microsoft product, service and application ecosystem.

With the initial implementation, Campari sought to unify its physical and digital customer data with the goal of better understanding its event-based marketing efforts and the customers who attend them, both at bartender-hosted events and its global destinations like Appleton Estate in Jamaica or the Wild Turkey Distillery in Kentucky. This involved ingesting customer data into Customer Insights from Cloud4Wi (a Wi-Fi provider that collects sign-in data from customers at events on an opt-in basis); Splash (event marketing check-in data); Sprinklr (social media aggregation data); Constant Contact (email marketing platform); and AnyRoad (event booking tool). Campari says it was able to use Customer Insights to connect, unify and augment ingested data, then synthesize and activate on this data.

Deployment Summary

The
Results

Campari's implementation of Customer Insights unfolded quickly. Within the first ten days, the company was able to integrate Customer Insights with marketing and send out initial campaign emails using insights derived by the platform. Within a month, it had launched usage across several global markets. Campari says that having access to its customer data has helped it to more effectively position its products and content to drive relevant customer experiences that resonate to forge deeper, and lasting, customer relationships. The Campari marketing team is able to analyze unified customer profiles, bartender, and event-related information based on data from various sources, ultimately driving customer engagement. Campari asserts it has seen a **nearly 5-fold increase in average revenue at bartender-hosted events.**

With the deployment of Customer Insights, Campari has also measured success in terms of the growth of its centralized database, or how many data sources it has integrated on a country-by-country level. Data management and security is also key to how Campari builds and maintains consumer trust. Customer Insights has been configured for a multi-instance deployment with data stored in North America, Europe and APAC, compliant with GDPR, as well as other regional security policies.

The move from physical to digital engagement as enabled by Customer Insights has allowed Campari to accelerate its marketing efforts across channels at scale. The company claims this has become particularly invaluable in light of COVID-19, as in-person events are restricted and at-home bartending rises in popularity.

With many consumption models and distribution channels disrupted amid the ongoing pandemic, Customer Insights has made Campari more agile and responsive to market changes. It has made it possible for Campari to maintain engagement and respond with timely and effective communication to its bartender community and distributor customers.

Campari's roadmap is to further build out integrations between marketing and Customer Insights to establish a fully automated, closed loop marketing process, as well as adopting ML-powered segmentation and AI models to enhance the brand journey for its distributor customers, bartenders and end consumers. Looking ahead, Campari will continue to focus on global expansion and connecting to a greater number of its customer data sources across markets, as well as to new and emerging touchpoints, like website interaction data. Campari has also identified the potential to expand value into sales and customer service scenarios, unifying data along the broader customer journey.

Microsoft Dynamics 365