



238% Growth In Retailer's Customer Engagement

Fortune-25 Specialty Retailer was able to better personalize its app experience with data



A Fortune-25 Specialty Retailer wanted to improve the customer experience on their mobile app.

This retailer, already rated best-in-class for its mobile app (Forrester Research) knew its competition wouldn't sit still. And understanding consumer expectations are ever-increasing, this retailer's mobile experience required continuous innovation and insights to convert consumers today, as well as tomorrow.

How did they do it? By personalizing the shopping flow based on user attributes. Knowing who a consumer is, personalizing the shopping experience accordingly, and proactively recommending products to help the user find exactly what they were looking for at the right time.

As eMarketer formally studied, and brand marketers intuitively know, personalizing the shopping experience for each user is ideal, but very few, if any, are willing to share enough data so that a retailer can meaningfully personalize the experience for them.

The Solution

Leveraging Infutor's ID Max API, an identity resolution and enhancement solution, this Fortune-25 Specialty Retailer was able to send a single identifier (i.e. the user's email address), match that record against Infutor's TrueSource™ Identity Graph with 266 million active U.S. consumers, and receive back hundreds of key attributes in real-time.

Gaining access to such a large scale of consumer records with a

At a Glance

Who they are:

Leading Specialty Retailer, with annual revenue over \$140 billion

What they do:

Connect consumers with home improvement and services, both online and in-store at retail locations

Challenge:

Improve mobile online shopping experience to drive conversions and improve shopper experience

Solution:

Infutor's ID Max in real-time returns hundreds of attributes to instantly personalize a user's online experience

Results:

238% increase in customer engagement in-app

wealth of attributes is unique by itself, but the ability to do it in real-time so a mobile shopping interface can be updated sub-second is something this retailer, even with their incredible scale and resources, could not accomplish without a third-party service like ID Max.

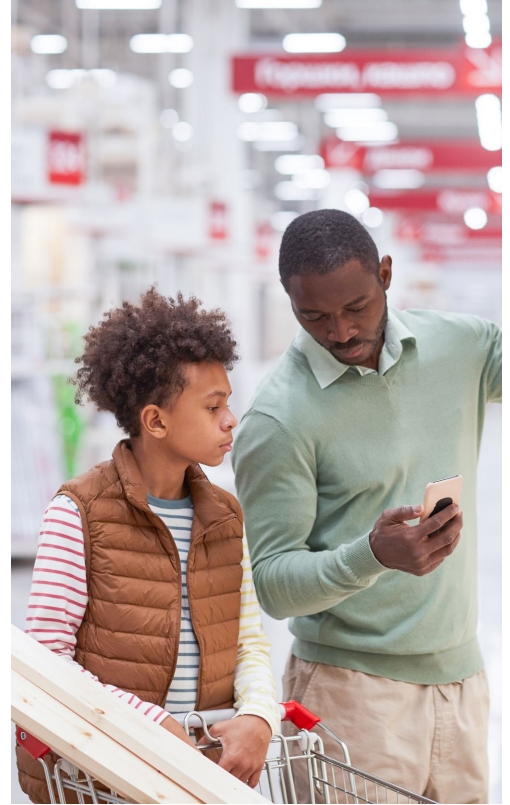
Infutor's ID Max allows brands to input fractional pieces of identity to unlock, in real-time, robust demographics and behavioral attributes such as:

- Age
- Gender
- Marital status
- Income
- Presence of children
- Estimated credit score
- Purchase propensity
- And hundreds more...

And, in addition to these, ID Max also unlocked remarketing opportunities by returning additional identifiers:

- Name
- Address
- Phone Numbers (3 most recent)
- Email Addresses (3 most recent)

**Infutor has similar products that accept and return digital identifiers, such as mobile ad IDs, hashed emails, and IP addresses*



The Results

The rich collection of identity data delivered through ID Max allowed this retailer to personalize their mobile shopping experience and see an in-app consumer engagement increase of 238%.

This increase in shopper conversions allowed this nationwide retailer to raise the bar for excellence in mobile shopping, which keeps its mobile experience rated best-in-class, and delivers meaningful value to its customers.

And the average response time for this service is 356 milliseconds – it's amazing to see how much value can be unlocked in less than half a second.



**Learn how your business can access
a wealth of consumer attributes in real-time**

Contact us at sales@infutor.com / [verisk.com](https://www.verisk.com)