

Customer Success Story.

INFINITY



A data-driven collaboration between Datastreams, our partner Mapp and their customer Infinity.

Datastreams, Mapp and Infinity combining forces.

OVERVIEW Infinity from Italy, wanted to enhance the online experiences of their customers by providing additional information using real-time outbound communications based on their digital customer journeys. They had established a strong foundation for customer engagement, but recognised an opportunity to use more individualised communications that would drive consistent re-engagement. The company wanted to offer connected, relevant experiences via various devices for each customer and prospect.

ABOUT MAPP DIGITAL

Mapp Digital is one of the largest, global independent marketing technology companies. Their Customer Engagement Platform streamlines insights and pushes business results by identifying consumer and behavioral data to acquire new customers and grow brand affinity. Their efforts are propelled by people, cross-channel insights, marketing automation and orchestration. Mapp Digital integrated the Datastreams Platform, modular software and customer-centric services enable marketers to go the extra mile, to bridge the digital gap and enhance brand engagement and marketing execution across channel and display.

ABOUT INFINITY

In 2013, the Mediaset Group launched Infinity. They are an Italian video streaming provider that transforms their customers' cinematic dreams into reality. As the primary on demand streaming service in Italy, Infinity offers access to a rich catalogue of movies, TV shows, fictions, cartoons, blockbusters and more. Customers can stream Infinity content anytime, anywhere, via any device, including PC, Mac, Android Tablet, iPad, Smart TV, Play Station, Xbox, Decoder, Blu-Ray, Chromecast Stick and Smartphone.

DATA-DRIVEN PARTNERSHIP

Mapp provided their 'Customer Engagement Platform' to Infinity. Using this solution, they created a business strategy for Infinity that enabled Email, Mobile and Social Media Marketing. Infinity were then able to implement an effective, automated multichannel and multi-step marketing strategy in order to engage and re-engage their users. In addition, Mapp used our Datastreams Platform to collect the customer online journey events and then trigger communication with Infinity customers in real-time. The Datastreams Platform was selected for this as it provides a simple and easy to set up solution for capturing online customer events alongside its inbuilt flexibility to easily alter what data is captured as customer requirements change over time. Another consideration was the European Union General Data Protection Regulation (GDPR) based data governance layer within the Platform. This enables partners such as Mapp to only process personal data on behalf of their clients (e.g. data controllers such as Infinity), that complies with this important EU wide regulation.

DATA RELATED CHALLENGES

Infinity wanted to answer specific use cases within a conversion funnel scenario to drive continuous improvements in their customer service. They were unable to do this with their existing technology solutions.

Entry Point	A visitor lands on http://www.infinity.tv.it and decides to proceed with the Trial Period (PROVA GRATIS).
Step 1	After clicking on PROVA GRATIS, the visitor needs to insert their email address within the online order form to proceed.
Step 2	The visitor can then insert a PROMO code, if they previously received one.
Step 3 & 4	These steps are not on the same website, but the visitor is redirected to an external website as part of the credit card process required to complete the purchase.
Step 5	If payment is successful, the visitor is redirected back to the Infinity.tv website.

Cases that were addressed by the Datastreams Platform

01 Login not successful

Track users that have started the registration process, but that have never reached the next page.



02 Login is successful

Track users that have started the registration process and have reached the next page.



03 Promotional code validation

Track users that have inserted a promocode clicking ok. The record in the dataset will have «valid» set as true when the code is correct, or false when the code is incorrect.



04 Payment information

Track users that have started the registration process, but that have never reached the next page.



05 Registration result

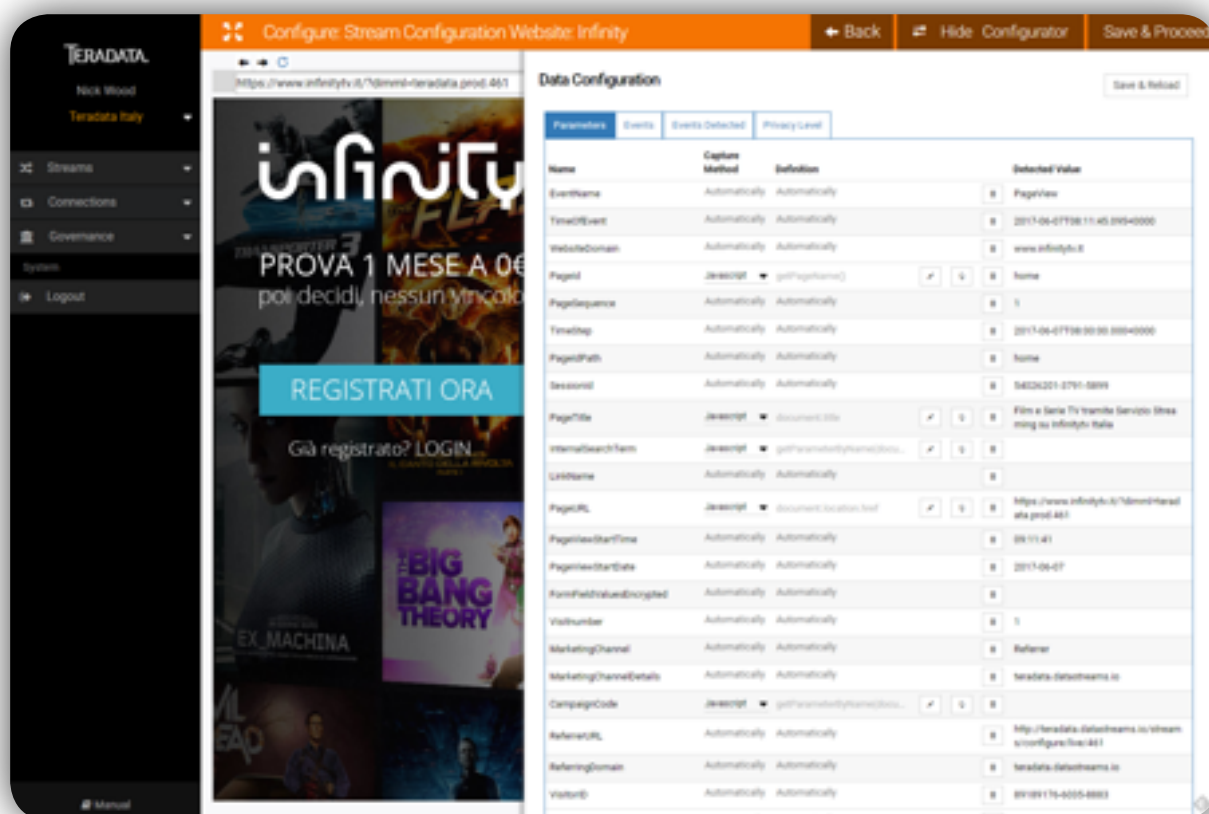
If payment is successful, the visitor is redirected back to the Infinity website.



“The data-driven collaboration created an effective, automated multichannel and multi-step marketing strategy that improved engaging and re-engaging users.

DATA ENABLED SOLUTION

A data-driven collaborative partnership was formed to deliver the solution. Mapp Digital owned the relationship and contract with Infinity. They provided their Customer Engagement Platform to Infinity, with the addition of the Datastreams Platform and delivered additional managed services.



Easily capture and configure the required customer journey data, using the Datastreams Platform.

DATA DRIVEN RESULTS

Mapp Digital used the Datastreams Platform to rapidly collect, govern, manage and stream the required data from the Infinity.tv website.

