


Customer Success Story.

AMERICAN EXPRESS

A circular inset image showing three people (two men and one woman) sitting at a desk, looking at a laptop screen. They appear to be in a collaborative work environment. The background of the image is a teal gradient with overlapping circles.

**A data collaboration between
Datastreams, our partner
Adversitement and their
customer American Express.**

Combining forces for data-driven solutions.

OVERVIEW Our partner Adversitement worked on providing a solution to their client American Express, using their data process management expertise. The Datastreams Platform was selected to deliver what was needed, as it provides a state-of-the-art solution to empower instant, data driven logistics.

Another consideration was the European Union General Data Protection Regulation (GDPR) based data governance layer within the platform. This enables partners such as Adversitement to only process personal data, on behalf their clients (e.g. data controllers such as American Express) that complies with this legislation which will be in place across all EU member states from the 25th May 2018.

ABOUT ADVERSITEMENT

Adversitement is a leading full service company that allows its clients to maximise the benefits from their digital data. They are specialists in increasing returns from online initiatives ranging from specific mobile apps to complete customer environments which include lots of interactions. The combination of a pragmatic approach, academic knowledge and market leading tools enables them to build long lasting partnerships with many corporates and multinationals such as Vodafone, ING, Rabobank and Robeco. They have two offices in The Netherlands: One in Uden, located in the top European “Brain Port” technology region of Eindhoven, as well as Amsterdam.

ABOUT AMERICAN EXPRESS

American Express, also known as Amex, makes it easier, safer and more rewarding for consumers and businesses to purchase the things they need and for merchants to sell their goods and services. An engine of commerce, American Express provides innovative payment, travel and expense management solutions for individuals and businesses of all sizes. Most of all, they help their customers realise their dreams and aspirations through industry-leading benefits, access to unique experiences, business-building insights, and global customer care. They enable their customers to do more and achieve more.

DATA-DRIVEN PARTNERSHIP

In order to take the required actions on their online marketing, the Amex Acquisitions teams in different countries needed to have better insight on key touchpoints within the approval process for credit card applications.

These touchpoints were:

- 01 Landing pages
- 02 Submissions of credit card applications
- 03 Approval of credit card applications

Data for these touchpoints came from two key sources:

- 01** Global marketing campaign performance: containing a wealth of information in a great level of detail about the performance of Amex online campaigns.
- 02** Adobe Analytics: real-time analytics and detailed segmentation across marketing channels.

This data was delivered from a central Amex repository in the USA and was not usually available until sometime after month end.

“The data-driven collaboration created the opportunity to collect data from the required master sources and then configure new data models which are then are used for visualisation purposes.

To provide the insight required, improvements were needed:

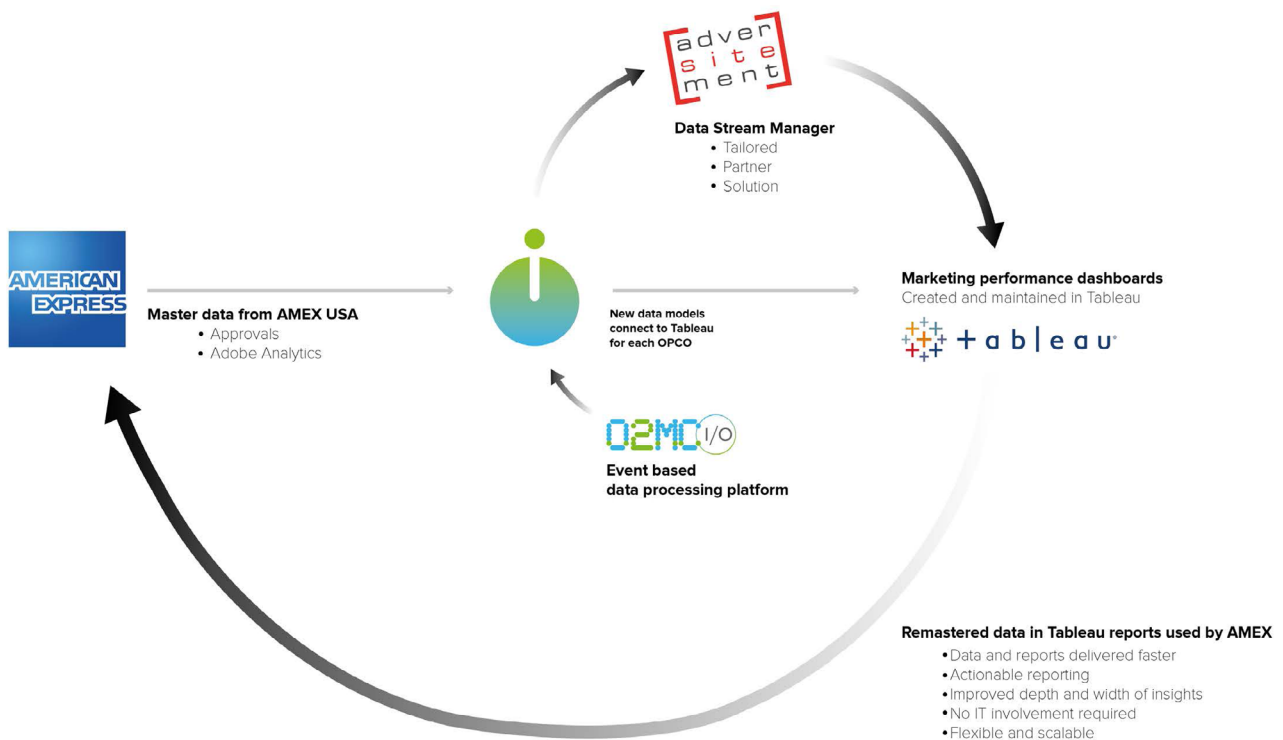
- 01** The presentation of the campaign tracking data was suitable for root cause analysis of trends, however it needed a high-level overview to detect the trends that required deeper analysis.
- 02** At the same time, a solution was required that allowed the end user to easily segment and filter the data themselves. Users should be able to spend time providing insight from the data, not building and maintaining it.
- 03** The collection, collation and creation of reporting associated with these data sources took much time and effort.
- 04** A solution was required that would be flexible and scalable across Amex.

DATA ENABLED SOLUTION

A digitally collaborative partnership between various stakeholders was formed to deliver the solution:

- 01** Amex NL was the first Amex 'Operating Company' (OpCo) customer.
- 02** Other countries came on board after this was successfully implemented.
- 03** Our agency partner Adversitement BV owned the relationship and contract with Amex NL and delivered managed services to them.
- 04** Datastreams provided the Datastreams Platform solution to Adversitement through our partnership program.

Adversitement is now able to use the Datastreams Platform to collect data from the required master sources and then configure new data models which are then connected to Tableau for visualisation purposes. They then create and keep up to date the dashboards Amex users need, to give them the insight required to help optimise their online campaigns. Amex Acquisitions teams can log in and see the data/reports they need, when they want it. It is up to date, trusted and easy to understand.



DATA-DRIVEN RESULTS

A digitally collaborative partnership between various stakeholders was formed to deliver the solution:

- 01** Data and reports delivered to Amex users between 4 and 6 weeks earlier than previously. Data used to be sent after month end and reports were then built manually when it arrived. Now, data is batched on a near daily basis.
- 02** Users can set targets and take action on the data part way through a month to make a change to currently live monthly campaigns. Previously, they had to wait for the data at month end to make recommendations for the next monthly campaign.
- 03** The solution is flexible and scalable. It started with Amex NL and since has been extended to the UK and other markets.
- 04** Users can now segment the dashboards much more broadly and deeply than before, quickly giving them the insight they need to make decisions on the data, rather than spending time building reports themselves. They can clearly understand channel and campaign data and even compare it to year on year data, which was not possible to do as easily before.
- 05** No IT involvement is required by Amex, saving time and resources for other projects.
- 06** New data sources from other touchpoints can quickly be added to generate even further insight and ROI.

Some examples of data visualisations in Tableau:



