csa

Data & Analytics
from Havas

Google Cloud
Partner

Tackling Complex Data Challenges

Around the World as a Global GCP Partner

As part of CSA's ongoing collaboration with market-leading technology providers, we're pleased to have been recognized with expanded Google Cloud Platform (GCP) partner status.

With a network of certified GCP partners that is now global in scale, CSA helps organizations at all stages of data maturity reduce infrastructure costs, enhance operational efficiency and improve collaboration through scalable and flexible computing resources.

CSA's inhouse experts and exclusive insights into technology and product roadmap and updates from Google enable us to help brands across the world leverage GCP and drive more effective media activations. Today we look at four innovative GCP-enabled projects across North America, France, Germany and India that addressed business challenges and drove digital transformation.

North America

Building Canada's Most Comprehensive Repository of Industry Intelligence

Destination Canada, Canada's national marketing organization, came to Noise, as part of CSA to transform their approach to understanding global travelers with efficient, data-driven solutions. Traditionally, travelers' motivations were ascertained through focus groups – a time and cost intensive approach that could take weeks or months to provide actionable insights. Enter the "Traveler Twin": a generative AI tool developed by Noise, as part of CSA that marketers could interact with conversationally to gain real-time, tailored insights of specific traveler segments.

The Traveler Twin was developed by leveraging data from the Canadian Tourism Data Collective, a groundbreaking initiative to provide a centralized, accessible, and secure GCP-powered data platform fueled by a network of tourisms partners across public and private sectors. With over 25 billion rows of data, the collective was enormous in volume and came from more than 205 disconnected sources. To fuel the Traveler Twin, CSA partnered with GCP to create a centralized, secure data ecosystem that could harmonize disparate data streams, ensure accuracy and reliability, and enable operational efficiencies through automation and machine learning. To date, the data ecosystem has received more than 18,000 unique users since launching and Traveler Twin is estimated to save marketers 10-20% of their total spend, equivalent to 6-11 weeks of the campaign creation process.

France

A Data and AI-Driven Approach to Optimizing Media Efficacy

Club Med's global footprint spans 70 resorts in more than 30 countries, employing an omnichannel marketing approach to reach new and existing customers across multiple touchpoints. The travel and tourism company came to CSA to understand and enrich their data and identify and optimize the marketing paths influencing purchases. By leveraging Club Med's first party data in a rich GCP environment, CSA was able to build first-party audiences that influenced purchases and enabled more effective media activations, achieving a 26% decrease in cost per engagement on acquisition campaigns using the new audiences.

As data utilization is increasingly limited by cookie deprecation and evolving consumer privacy preferences, CSA and Club Med collaborated to create a 100% tailored AI model that could build on the 'blank spaces' found in the existing data and model and evaluate online and offline contributions to omnichannel sales.

CSA used a "Data Factory," powered by GCP, which delivered a unified, privacy-first measurement approach to optimize marketing efforts and drove a 3x revalorization in return on ad spend.

Germany

Attributing the Drivers of Conversion in an Omnichannel Environment

With a myriad of paths to purchases, capturing the complete customer journey is increasingly difficult and is only becoming more complicated as the status of third-party cookies is in constant flux. Multinational telecommunications leader Telefónica came to CSA for comprehensive understanding of the relationship between spend and sales impact, looking to gain insight into how attribution to individual sales channels impacts the probability of customer conversion.

CSA leveraged Telefónica's existing first party data in a rich GCP environment that could integrate multiple data sources on a daily basis. By combining Multi-Touch Attribution Models and Media Mix Modelling, CSA continuously refined attribution accuracy and identified high-value profiles across markets for retargeting.

With improved data quality and a more precise evaluation of channels, CSA was able to achieve an 18% increase in overall media efficiency for Telefónica.

India

Increasing Customer Lifetime Value Through Efficient Data Utilization

One of India's leading financial services companies came to CSA for a future-ready, scalable data and technology stack that could increase customer acquisition and lifetime value. The first step was collecting and visualizing data using GCP, providing behavioral and user journey insights and key metrics to drive more efficient and effective digital touchpoints across the customer lifetime journey. This data was then ingested into AWS Cloud for a unified customer view, driving personalized, omni-channel activations that increased predicted customer lifetime value by 15% and decreased cost per action by 10%.

As a transformation partner to brands at all stages of data maturity, CSA's tech-agnostic approach is crucial to creating bespoke data & tech solutions that deliver against our clients' business objectives. Our more than 400 specialists across 20+ locations are experts in market leading platforms and are constantly on the forefront of learning and certification to provide an agile, seamless approach that enables business growth. If your organization has a complex data challenge, or is suffering from data-overwhelm and doesn't know where to start, CSA is here to help. With a global network of certified CGP partners and expertise in market leading platforms including AWS, Salesforce, Adobe, and more, our team is equipped to bring meaning and value to your data assets through a seamless approach routed in meaningful business growth.

Contact

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to get the conversation started

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