



**Gauri**  
Great Value. Delivered with Passion.



Image: [www.polarnopyret.co.uk](http://www.polarnopyret.co.uk)

## Uncovering Insights. Discovering Intelligence.

for ODIN RETAIL

Master franchisee of:

**POLARN O. PYRET**

UK & Ireland

**Odin Retail is the master retailer franchisee of Polarn O. Pyret UK and Ireland, marketing high-quality clothing for babies and children through retail stores and e-commerce operations.**

Odin Retail required a transaction insights tool to be able to make informed decisions about marketing campaigns and identify best customer acquisition methods.

Focusing on recency, frequency and monetary aspects of every transaction, Gauri delivered a Marketing Intelligence platform that now enables Odin Retail to uncover insights and discover intelligence based on lifetime value rather than purely using last-click insights provided by other similar platforms.

1. Recency
2. Frequency
3. Monetary

“These three variables can tell us a great deal about our customers and their buying habits. It relies on the fundamental premise that someone who recently bought something, who shopped often and who spent a lot is more likely to respond to our next campaign, than someone who bought something a long time ago, shopped infrequently and spent next to nothing.”

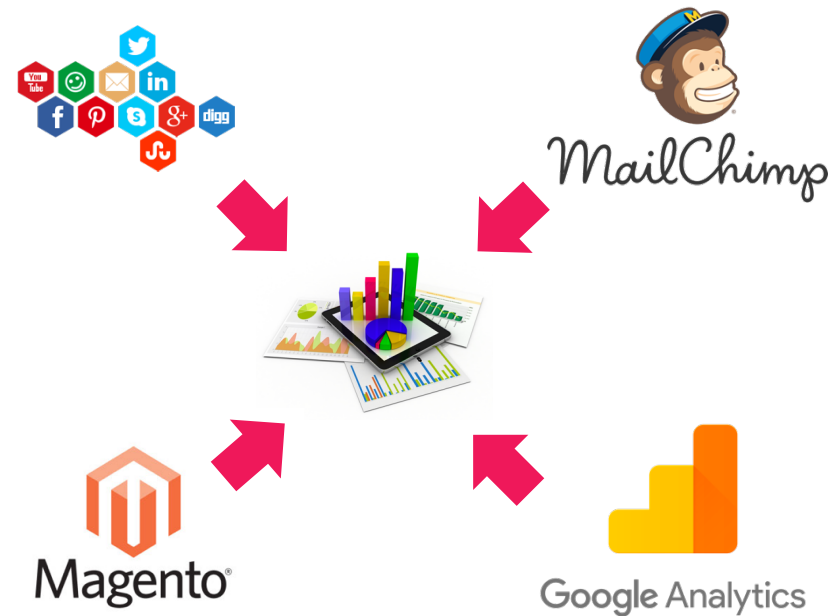
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Luisa Cacioppo-Smallwood  
Head of Marketing Polarn O. Pyret



## Solution Capability

Odin Market Intelligence platform consolidates all marketing information from e-marketing tools, e-commerce platform and customer acquisition and conversion data from Google Analytics.





**Odin Market Intelligence Platform is a comprehensive high-performance information-base with all data in one location, accessible from one source.**

**250k**  
Marketing  
Entities

**50k**  
Products

**2k**  
Campaigns

**1mil**  
Order  
Items

**75k**  
Offline  
Entities

**5mil**  
Campaign  
Responses



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**Designed for all e-commerce retailers to integrate with existing on-premise or cloud based e-marketing and e-commerce platforms.**



## **Rapid Engagement and Go-live**

The solution is built upon leading ETL technologies and can be deployed on-premise and cloud - totally integrated with your infrastructure.

Our approach to deploy the solution is as follows:

### **Quick start and launch**

We can start analysing your existing infrastructure and information landscape to construct the architecture, data loads and model sample reports for you to preview – all completed in just a few days from start.

### **Predictable roll-out plan**

We provide a clear roll-out plan of the solution covering your requirements driven by your business priorities.

### **Expertise you can trust**

Your deployment will be directly managed by one of the lead consultants from our BI and Analytics Practice that is built on years of collective experience working on leading BI and Analytics technologies

### **Proven RoI and TCO**

All our costs can be directly linked to the business benefits – thereby providing assurance on the Return on Investments and Total Cost of Ownership.



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## About Us

Gauri is a UK based consultancy helping our customers compete and grow using digital initiatives.

As trusted partners, we have consistently helped our clients achieve planned business outcomes for more than ten years.

We specialise in the areas of sales, service, digital marketing, commerce, finance, supply chain & business intelligence. Our talented team bring with them years of international experience providing innovative solutions to address the business challenges of today.

Give us a call and let us explore how we can work together.

