



Alteryx Helps Experian Marketing Services Reduce Delivery Time for Client-Ready Output by 70 Percent

CHALLENGE

Experian Marketing Services wanted to accelerate the process for processing very large, inconsistent client data files. In addition, the company wanted to reduce both the cost and time to deliver output to clients as well as add real-time access to analytical capabilities.

SOLUTION

Experian Marketing Services uses Alteryx as a single platform for data blending and analysis, delivering faster data processing and analysis in a repeatable and scalable manner.

RESULTS

- **Deeper Insights:** Processed multiple files with millions of records in a fraction of the time previously required, providing customers with actionable insight
- **Hours vs. Weeks:** Reduced data processing and analysis time from hours to mere minutes
- **Intuitive Workflow:** Included customer demographic and spatial data in a single analytic workflow

Introduction

Experian Marketing Services is a global provider of integrated consumer insight, targeting and interactive marketing. Experian helps brands from around the world intelligently interact with today's dynamic, empowered and hyper-connected consumers. By coordinating seamless interactions across all marketing channels, Experian enables marketers to plan and execute superior brand experiences that deepen customer loyalty, strengthen brand advocacy and maximize profits.

Experian works with top brands every day to help them gain insight into their customers through the use of data appends and modeling to improve targeting, upsell and cross-sell. Its mission is to provide actionable analysis to their clients using segmentation and cross-channel marketing recommendations.

Situation

Before using Alteryx, Experian Marketing Services was challenged with providing its clients top quality, highly customized reports, in short time frames. These challenges were primarily caused by the tools and processes required to get to the final data and analytic output.

Each client file that Experian receives can span terabytes of data and often contains a variety of data formats including structured, unstructured, and semi-structured data. Processing the data through the legacy system at times required intervention from engineering and delivery resources to meet customer requirements. This was also often a long process that included custom coding, multiple and complex analytical tools, and expensive data transformation resources.

In order to lower processing and analysis costs, produce final product for clients more quickly, and improve overall customer satisfaction, Experian turned to Alteryx.



“Alteryx is helping Experian Marketing Services continuously improve the quality and value of its commercial services.”

—Todd Rudie, Vice President of Data Development and Delivery at Experian Marketing Services

Solution

Experian Marketing Services has streamlined its custom and ad-hoc processing to one based on *Alteryx Analytics* in order to:

- Process, integrate, enrich, and stage data, including customer demographic and spatial data;
- Analyze this dataset to best meet the needs of its clients; and
- Deliver usable insight in a flexible format that can be easily consumed by decision-makers within Experian and at client locations.

“We wanted to drive down costs and raise the efficiency of our data delivery infrastructure by automating routine tasks, expanded flexibility, and significantly increasing processing speed,” said Todd Rudie, Vice President of Data Development and Delivery at Experian Marketing Services.

Now, when data arrives, it can be processed and analyzed in a fraction of the time, and with less involvement from system engineering and developers.

Results

Experian Marketing Services uses Alteryx to process tens of millions records per hour and billions of records each month to deliver complex data enrichment and provide customers with actionable insight.

In one client project with multiple data files of 2 to 28 million records each, Experian Marketing Services used Alteryx to reduce the time-to-insight by 55 percent. This not only provided a better service for the client, but also enabled Experian to be more efficient overall.

“Alteryx has helped us reduce turnaround times and recognize cost savings,” Rudie stated. “Alteryx has been able to handle the scale and diversity of the data and enhance our analytics efficiently and effectively. As a result, Alteryx is helping Experian Marketing Services continuously improve the quality and value of its commercial services.”

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