

SOLUTION BRIEF

# Elevate Customer Intelligence Across All Channels

Transform customer insights with unified data and accelerated analytics for smarter business decisions

## Customer Journeys Made Clear

Retail and consumer goods companies rely on customer intelligence to guide nearly every decision, from promotional planning to product development. But when customer data is fragmented, outdated, or hard to analyze, teams miss key patterns and lose speed in execution. Unlock the full value of your customer data by

- reducing manual data prep by 80 percent
- accelerating delivery of customer insights by 3x
- improving customer data accuracy by 90%

Retail and CPG companies are overwhelmed by siloed customer data across loyalty platforms, e-commerce, POS, and CRM. Teams spend excessive time reconciling mismatched records, delaying insights and reducing personalization. Inconsistent formats and incomplete data make it nearly impossible to deliver cohesive, omnichannel customer experiences that drive conversion and loyalty at scale.

Alteryx solves this by automating data preparation, integration, and analytics across all systems. Retailers can blend customer data, build predictive models, and deliver segmentation insights in hours, not weeks. This approach enables smarter decisions across marketing, merchandising, and operations—without requiring heavy IT support. By operationalizing insights in real time, organizations gain agility, accuracy, and measurable performance improvements.

**West Marine used Alteryx to unify disconnected customer data and improve targeting ►**

## Common Challenges

Alteryx solves the following common customer intelligence challenges

- Siloed systems prevent unified customer views and slow down marketing workflows
- Manual data prep limits personalization and delays customer segmentation
- Disconnected analytics reduce campaign effectiveness and budget optimization
- Lack of automation hinders real-time insight delivery across teams

## 5 Myths About Customer Intelligence

1. Loyalty data is enough to understand the full customer journey
2. Customer intelligence demands deep data science expertise
3. POS systems automatically reflect customer behavior changes
4. Personalization doesn't require historical behavioral context
5. Manual segmentation performs equally well as predictive models

# Five Areas Where Alteryx Improves Data-Driven Customer Understanding and Campaign Strategy

## Unify Customer Data Across Sources

Combine data from e-commerce platforms, point-of-sale systems, loyalty programs, and CRM tools. Alteryx automatically resolves duplicates, standardizes formats, and blends sources to create a complete customer view. This unified dataset supports segmentation, personalization, and reporting. Teams gain a single source of truth that improves execution across digital, store, and marketing operations without relying on manual data handling.

## Build Accurate and Actionable Segments

Create customer segments based on behavior, purchase history, or value scores using low-code workflows. Alteryx enables rapid testing of segmentation strategies such as recency-frequency models or look-alike groups. These segments can be updated regularly and applied across campaigns. The result is more relevant messaging and promotions that match customer needs without requiring deep technical knowledge.

## Improve Campaign Planning and Reporting

Connect campaign results with customer profiles to evaluate performance across audiences and channels. Alteryx supports automated reporting that tracks key metrics such as response rates, order value, and channel influence. Teams can use these insights to adjust targeting criteria and test new strategies. This approach ensures campaigns stay aligned with business goals and customer expectations.

## Reveal Product Affinities and Purchase Patterns

Use analytics tools in Alteryx to uncover which products are frequently purchased together or in sequence. Teams can identify cross-sell opportunities, improve bundle recommendations, and align pricing strategies. Filter insights by channel, customer, region or segment. Merchandising and marketing teams benefit from deeper context into customer buying behavior without guesswork.

**Predict Churn and Retain High-Value Customers** Apply churn models and retention analytics to flag at-risk customers and prioritize engagement. Alteryx helps teams score accounts or individuals based on behavioral and transactional data, then trigger interventions or campaigns that improve retention. By combining churn signals with lifetime value metrics, organizations can take informed action to protect their most valuable relationships.

## What You Will Need

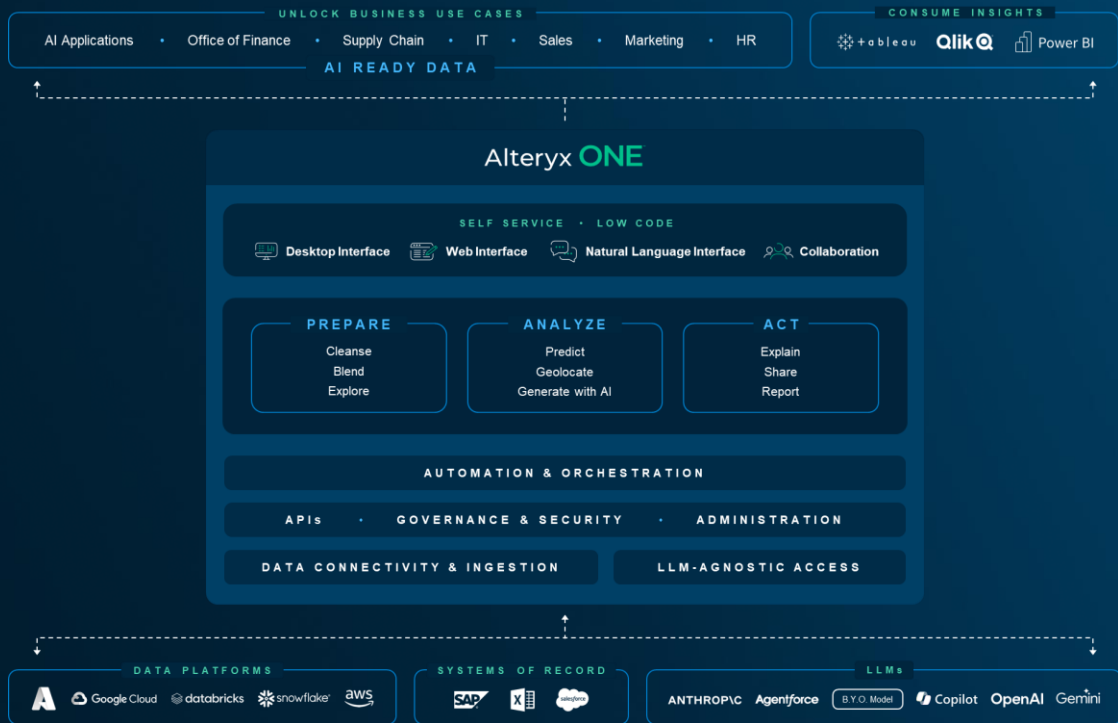
- Access to CRM, point-of-sale, loyalty, and e-commerce data even if formats are inconsistent
- Historical campaign performance and transaction data for validating segmentation and modeling strategies
- Shared understanding of customer lifecycle stages across marketing, product, and data teams
- Agreement on priority use cases for segmentation, targeting, or personalization across channels

## What Alteryx Provides

1. End-to-end workflows for unifying and enriching customer data from disconnected internal systems
2. Templates for segmentation, lifetime value scoring, and behavior modeling using low-code tools
3. Built-in connectors for exporting results to marketing, BI, or customer engagement platforms
4. Tools to support campaign tracking, performance analysis, and audience optimization workflows
5. Centralized platform for collaborative analysis across marketing, analytics, and merchandising functions

**Gymshark:** “We’re using Alteryx to pull all of the raw data from our customer touchpoints, centralize it into our analytics database, and tap into insights on what’s happening across different channels and get a complete view of our customer. We are then able to target those customers with customized products based on what we think would best suit their needs.”

# Alteryx for Customer Intelligence



*“We’ve saved 70% of our annual costs in terms of managing customer data and getting insights back from what we used to spend with our old vendor. We feel like we’re actually in control of our data now and it’s exciting.”*

- Louis Holmes, Senior Manager of BI at West Marine

For a complete list of system requirements and supported data sources, visit

<https://www.alteryx.com/products/alteryx-platform>

## About Alteryx

Alteryx offers an end-to-end, analytics platform which empowers people to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Business analysts and data scientists alike can discover, share and prep data, perform analysis, and deploy and manage analytic models. Enterprises all over the world rely on Alteryx to deliver actionable insights daily.

Alteryx, Inc.  
3347 Michelson Drive Suite 400  
Irvine, CA 92612  
+1 888 836 4274  
[www.alteryx.com](http://www.alteryx.com)

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