

SUCCESS STORIES - SUMMARY


Project Name	Client	Brief Description	Services
Data warehouse Implementation and Campaign Management System Integration	Yoga Fitness Chain	Built a robust data warehouse on AWS Redshift by mirroring the CRM/POS databases from Zenoti and enabled integration with the email marketing cloud on Klaviyo by setting up a consent management process and segmenting the customer data for targeted communication.	<ul style="list-style-type: none"> ▪ Data Warehouse setup on AWS ▪ Integration of Zenoti DW to Redshift on AWS ▪ Establishment of a consent management system in Redshift ▪ Integration of transformed customer data into Klaviyo email marketing cloud to enable customer segmentation and targeted emails based on customer behavior

DW IMPLEMENTATION & CAMPAIGN MANAGEMENT SYSTEM INTEGRATION FOR A YOGA FITNESS CHAIN


ABOUT THE CLIENT

Client is a **yoga fitness chain** in the U.S. with around 200 locations across the country, and presence in Live and On-demand platforms.


SITUATION

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- Client was using a **Zenoti as their CRM/POS system** and **Vimeo as their On-demand video platform** along with the marketing platforms – **Klaviyo (Email marketing)** and **Attentive (Text/SMS marketing)**. However, there was no integration among these systems making it difficult to leverage data across systems and perform targeted marketing for potential customers.
 - Merilytics partnered with the client to **set up an AWS Redshift DW, mirrored Zenoti DW using ETL pipelines**, and set up a **consent management system** to integrate and reconcile consent data from multiple sources on AWS Redshift.

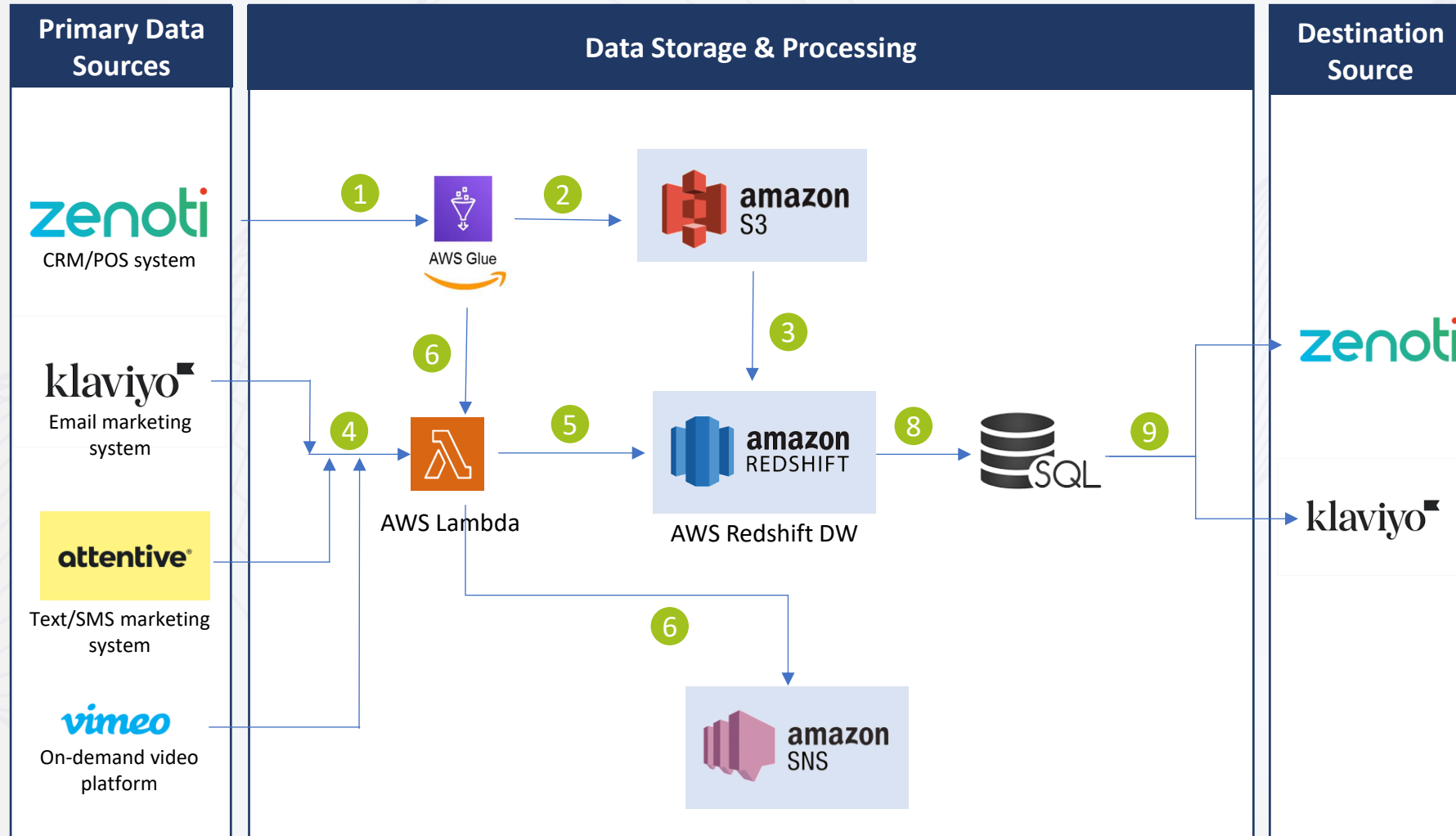
VALUE ADDITION

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- Built a sustainable and scalable **cloud-based data infrastructure on AWS Redshift** to mirror the CRM databases from Zenoti as a readily available **single source of truth for reporting or analysis**.
 - Created data pipelines** from the CRM system to the cloud DW using a **serverless architecture on AWS** and established an integrated consent management and write-back system involving **3 data sources – CRM, Email Cloud (Klaviyo) and SMS cloud (Attentive)**.
 - Segmented customers** using their profile information and their interactions with the client's yoga studios and online platform (purchases, visits etc.) for **targeted marketing email communication** from the email marketing cloud platform.

IMPACT

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- Mirroring the Zenoti DW in client's AWS account enabled the client to have **easy access to reliable and reconciled data** for quick reporting purposes. This new AWS Datawarehouse supported by serverless architecture helped client in significant cost reductions in maintaining the DW and a **significant reduction in payments (~8K USD per month)** to vendor for the analytics platform built on the vendor DW.
 - Integrated consent management process** ensured that the consent data that came through different point of entries are centrally managed and written-back to relevant systems based on reconciled consent status.
 - Setup built to enable daily processing of CRM/POS data on a serverless architecture **provided inputs to the email marketing cloud for customer segmentation**.

APPLICATION ARCHITECTURE AND DATA MANAGEMENT



- 1 Read from Zenoti DW containing CRM/POS data using Python jobs on AWS Glue
- 2 Unload the data (incremental changes) into AWS S3 buckets
- 3 **Incremental data load** to target DW on AWS Redshift
- 4 Read data from source systems (Klaviyo/Attentive/Vimeo) using AWS Lambda functions/API calls
- 5 Write the input consent data into AWS Redshift Staging tables using stored procedures
- 6 AWS Glue and AWS Lambda triggers **ETL notification using AWS SNS**
- 7 **Consent management process** and transformation of data for **customer segmentation**
- 8 Data load to Zenoti/Klaviyo to **update reconciled consent status and customer attributes** for segmentation