

# Unibail-Rodamco-Westfield: connecting with customers using Google Cloud

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*The collaboration with 55 was key for the success of the project. We worked closely together to make sure that we had the right solution for the right business case, delivered on time, and with minimal disruption.*

Ghadi Hobeika  
Head of Data & Loyalty Europe  
Unibail-Rodamco-Westfield



UNIBAIL-RODAMCO-WESTFIELD

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Unibail-Rodamco-Westfield is a leading global developer and operator of flagship shopping destinations, with over 90 malls across 13 countries.

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## CHALLENGE

### Connecting with in-mall visitors

The Unibail-Rodamco-Westfield Group owns and operates more than 90 shopping malls across Europe and the United States, with 1.2 billion customer visits every year. As important as its physical stores are, the group strives to connect with customers online too, using several channels including its websites, mobile apps, and email.

## SOLUTION

### Built a marketing analytics platform thanks to BigQuery

Since 2016, the group's marketing strategy has been more data driven, delivering an improved, more personalized customer experience. Central to this strategy, Unibail-Rodamco-Westfield and fifty-five built a marketing analytics platform with BigQuery that collates all of its data in a single place and helps deliver a new level of customer service.

## RESULTS

### More than doubled its customer loyalty scheme in a year

With Google Cloud, Unibail-Rodamco-Westfield has built an analytics platform that has revolutionized the group's marketing practices.

- Improves customer engagement, increasing the open rate of promotional emails by 75% and doubling the number of click-throughs
- Enables customer segmentation with an easy-to-use, unified data platform built on BigQuery
- Instills a data-driven mindset into its marketing process, with a deep analytics platform capable of ingesting new data

*Read the full case study on Google Cloud's website.*

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