

Confectionary giant sweetens customer relations through BigQuery data crunch

FERRERO

In the confectionary universe, Ferrero owns some of the most popular and recognizable brands in the world, including Nutella, Kinder and Tic Tac, sold in supermarkets on every continent.

THE CHALLENGE

Like most Consumer Packaged Goods (CPG) brands, Ferrero relied on its distribution and sales outlets for direct contact with consumers.

This system created a distance between the company and the people who bought its goods. Knowledge about consumer behaviour and preferences was delivered second hand.

To compensate, Ferrero sought to create a digital ecosystem as both a point of contact with its customers and a foundation for an innovative, data-driven marketing strategy. For a solution, the company turned to fifty-five, their digital and technology agency.

THE APPROACH

fifty-five developed a solution called Raw Data. Using Google Cloud Platform's BigQuery, business analysts from Ferrero can now store and analyse massive data sets in a fast, efficient and affordable manner. Processing gigabytes of data in seconds, BigQuery makes data reports about consumer behaviour and sales patterns easy to build and automate.

Raw Data's enhanced analysis allows Ferrero teams to then adapt advertising and content across all its marketing channels to better serve specific customer needs.

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THE RESULTS

Using Raw Data's processing and analysing power, Ferrero can divide its database into real time, actionable consumer clusters to generate more accurate user profiles.

In strict accordance with users' privacy concerns, Ferrero can now adapt and personalise its marketing strategies to match these user needs and profiles for example, display different advertising content to a new web user, compared to a frequent visitor.

Raw Data also allows Ferrero to adapt advertising on its apps for an individual consumer.

Although Raw Data is still in its early stages, its first impact has been enriched customer knowledge to conduct smarter media buy strategies for Ferrero.



Our objective is to know who our visitors are and to turn them into addressable contacts to initiate Meaningful relationships. Using Google Cloud Platform allows us to gather truly actionable data.

**Guillaume du Gardier,
Head of Digital, Ferrero**