



## CASE STUDY

Luxury fashion retailer  
launches platform supporting  
**customer experience**

### Zeta Global Helps a Legendary Clothing Brand Improve Loyalty and Data Management

This organization has a well-known, established brand and a large customer base registered in its loyalty program. Zeta Global was able to enhance the user experience of managing a customer account online, improving their quality of data and encouraging further customer engagement.

#### Challenge

The retail brand wanted to improve their customers' ability to directly access and manage their loyalty accounts and contact preferences via a new preference center. The organization wanted to host the site and connect that site to a new loyalty platform to enable this improved functionality and customer access.

#### Solution

Zeta Global developed an API connection to the new preference center providing real time access and updated preference capability to loyalty program members. The loyalty platform became the information foundation of the customer experience. With this connection, customers can:

- + Review point balances and rewards
- + Update contact information marketing preferences
- + Expand their profile
- + Reset password

#### Results

Expanding the customer loyalty program drove further value of each customer. Maximizing each customer touchpoint increased sales and improved long-term value. Real-time access to this complete customer and loyalty data has:

- + Improved customer experience
- + Improved site performance
- + Eliminated fail points in data management