



Business Challenges and Objectives

- The Email Subscribe Marketing Cloud incorporates data from diverse Email Campaigns and tracks user behavior on the client's website, covering browsing and shopping details.
- Resolving data discrepancies arising from various sources is a crucial task.
- A significant challenge in managing Email Subscription feeds was determining the Opting Status, i.e., Optstatus (Optin & Optout) dates for email engagement across different brands for each customer.
- The client required the TekLink Team to conduct Brand Uniqueness checks, address duplicate data from clients, and implement effective identification and resolution processes.
- Another objective was establishing a strong security framework to protect sensitive data, including Personally Identifiable Information (PII).

Client

- Our client is an American manufacturer, marketer, and distributor of consumer and commercial products with an extensive portfolio of brands. They employ over 30,000 people globally with a distribution network that caters to the world.

Industry

- Manufacturing

Function

- Supply Chain

Technology

- Microsoft Azure



The Solution

- Acquisition of Marketing cloud data from the Salesforce platform to the SFTP server is facilitated, with a logic app triggering file loading into blob storage.
- Azure Databricks is utilized for the seamless execution of data transformation tasks across diverse data sources.
- Implemented logic that effectively addresses and manages opt-in and opt-out data issues.
- A logic is in place to determine OptStatus and Subscription status, aiding in tracking customer behavior across different Brands.
- Significantly enhanced efficiency, resulting in cost savings and reduced manual efforts, is achieved by leveraging processed data.
- Brand Uniqueness check is implemented at the enhanced layer, ensuring that each file contains only one unique brand in the designated column.
- To bolster data security and privacy, introducing a PII (Personally Identifiable Information) notebook ensures sensitive data encryption before it enters the data lake.



Outcomes and Benefits

- The ETL pipeline was designed to be generic enough to run efficiently for multiple brands.
- Improved efficiency, achieved through the automation of data transformation and increased data accuracy, has resulted in both cost and time savings, allowing our team to concentrate on essential data analysis and planning tasks.
- Substantial enhancements in data security protect essential and private information, preventing unauthorized access.
- Assistance provided to businesses in gathering insights ensures that the information used for decision-making is more accurate.