

How Intimo connected marketing, bookings and sales data to measure campaign performance and grow revenue

Executive Summary

INTIMO

Intimo needed to connect data from multiple systems — a legacy ERP, a current ERP, a cloud bookings platform, social media and web analytics — to understand which marketing campaigns were driving customer bookings and sales through its associate stylist network. Peraison built the data pipeline and Qlik dashboards that made this possible.

The Challenge

Intimo operates through a network of associate stylists who generate bookings and sales from their own customer relationships and social media activity. Understanding which campaigns and stylists were driving the most value required connecting data from several separate systems: order history from both a legacy Summit ERP and a current SAGE ERP, a cloud-based bookings platform, social media marketing data, and website and cloud traffic analytics. Without a unified data pipeline, it was impossible to trace the journey from a social media campaign through to a stylist booking and a completed sale.

Key issues included:

- Order and sales data was split across two ERP systems — a legacy Summit system and a current SAGE system — with no unified view of sales history.
- Bookings, customer data and social media marketing activity lived in separate cloud and social platforms with no connection to sales outcomes.
- There was no way to attribute customer bookings to the social media campaigns or stylists that drove them, making it impossible to measure marketing effectiveness at an individual level.
- Marketing investment decisions were made without reliable data on which campaigns were converting to bookings and sales — limiting the ability to optimise spend or support the highest-performing stylists.

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Without a connected view of marketing, bookings and sales, Intimo's executive team could not reliably answer the questions that mattered most: which campaigns are working, which stylists are driving growth, and what is the true return on marketing investment.

The Solution

Intimo partnered with Peraison to build a data pipeline and Qlik dashboard solution, working with the executive team to connect all relevant data sources and surface the insight needed to drive better marketing and sales decisions.

The solution was built around three core elements:

Unified sales data pipeline

Peraison built a data pipeline that pulled order data from Intimo's current SAGE ERP and combined it with historical order data from the legacy Summit ERP — creating a continuous, unified sales history that preserved data across the system transition. This gave Intimo a complete view of sales performance that neither system could provide alone.

Marketing and bookings attribution

Customer data and the cloud-based bookings system were integrated with social media marketing data and website and cloud traffic analytics. This enabled customer bookings to be attributed to their marketing source — linking specific social media campaigns to the stylists and bookings they generated, and ultimately to the sales that resulted.



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Executive performance dashboards

Peraison built Qlik dashboards on the Qlik technology stack, giving the executive team clear visibility of:

- Stylist performance — booking numbers, sales conversion and revenue contribution by individual associate.
- Campaign performance — which social media campaigns were driving the most bookings and sales, and at what cost per acquisition.
- Customer intelligence — the source of each customer booking, enabling a clear view of which marketing channels and campaigns were most effective at driving customer engagement and revenue.

Peraison managed and maintained the solution in partnership with the exec team, ensuring the pipeline and dashboards continued to evolve with the business.

The Impact

The solution gave Intimo a connected view of marketing, bookings and sales that had not previously existed — with direct impact on campaign effectiveness and revenue.

Campaign performance measured end to end

For the first time, Intimo could measure the success of individual social media campaigns by linking them directly to stylist bookings and the sales that resulted — closing the loop between marketing spend and revenue.

More successful campaigns and increased sales

With clear data on which campaigns were driving bookings and sales, Intimo was able to invest more confidently in the most effective marketing activity — resulting in more successful campaigns, increased customer engagement and higher sales.

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The Impact

Stylist performance visibility

- The ability to see booking numbers and sales by individual stylist gave the executive team a clear picture of associate performance, enabling better support, recognition and resource allocation across the sales network.

A unified data foundation for growth

- By unifying data from legacy and current ERPs, cloud systems, social media and web analytics into a single pipeline, Peraison gave Intimo a data foundation that can be extended as the business grows — adding new channels, markets or analytics use cases without starting from scratch.

By connecting Intimo's fragmented data sources into a single, governed pipeline and surfacing the results through intuitive Qlik dashboards, Peraison gave the executive team the customer intelligence and campaign attribution they needed to grow sales, improve marketing ROI and better support their associate stylist network.



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