



Centralised Consumer Data

Organization Name: MARICO

Overview:

Marico has 15+ brand.com websites where consumers come to read about the brand. There, consumers subscribe to newsletters and also reach out to us through Contact Us form for any queries. At website level, we are capturing consumer data through newsletter subscription, contact us form, cookie data etc. Additionally, Marico has DTC websites where consumers come and place order. There we are able to capture consumer PII data such as Name, Mobile number, address and anonymous data through cookies

Business Challenge:

What is a Cost effective Solution to centralize all consumer data captured through multiple channels?