

7Up/Dr. Pepper

:: Overview

Dr. Pepper/7Up, Inc. is the world's largest non-cola soft drink producer. Other beverages manufactured by DPSU include A&W, Canada Dry, Schweppes, Sunkist, Welch's, Hires, Crush, Squirt, Vernors, Sundrop, Hawaiian Punch, Country Time, RC Cola and Slush Puppie Brands.

:: Challenge

Select DPSU brands have websites that are used to support the brand and allow consumers to sign-up for promotions and/or loyalty programs. DPSU recognized the value of a centralized marketing database and needed to work with a leading organization to provide an on-line relationship marketing database and the supporting tactics for the DPSU brands.

Database Management &
Relationship Management Program



Consolidated database & intelligence
for all online promotional & loyalty
marketing efforts

:: Solution

ClickSquared worked closely with DPSU's online marketing agency to develop a solution to standardize all data sources (websites):

- The data is imported through daily feeds into ClickSquared's Marketing Intelligence System where it's cleansed, standardized and optimized for marketing purposes
- A series of business rules are then applied to the data, reports and all e-communications efforts
- Custom reports track the success of each brand's on-line marketing efforts, giving brand managers and executives insight into consumer value and consumer behavior
- Then ClickSquared leverages it's platform to deploy various dynamic messages via email which are then integrated tightly with the existing components of the database to ensure real-time reporting and data integration

:: Results

- Brand managers and executives now have valuable insight into their consumer's online behavior and the opportunity to capture additional value from current brand consumers
- The consolidated marketing database has allowed DPSU the ability to improve targeting and cross-sell consumers by intelligently marketing without the risk potentially alienating a consumer