



CUTTING THROUGH COMPLEXITY WITH A DIGITAL ROADMAP

ASICS brought Cardinal Path in to streamline, update and optimize their analytics processes. The complexity of the enterprise and its marketing silos meant the brand had multiple voices and separate budgets, emails were unorganized, testing was not part of the culture, and there was a wide range of digital maturity between teams. They had a ton of data that was not fully leveraged, and they wanted to start activating it to drive website conversions, enhance the customer experience, increase economies of scale across media buys, and ultimately achieve their top line 2016 revenue goals.



Cardinal Path conducted a 2-day onsite strategy session, led by highly experienced, senior partners, and brought together key stakeholders from various parts of the organization - brands, regions, media planning/buying, IT, SEO/SEM, Programmatic, Email, Social, Content, Analytics, Data Science, and Business Intelligence, and key agency partners - to drill down into the issues blocking their digital opportunities.

This was the first time these groups had come together to discuss data, which held value in itself. The solution comprised:

- ✓ Pre-session interviews with stakeholders
- ✓ Bringing people & functions together for a 2-day session in Tokyo
- ✓ Working through organizational goals, current state, needs and technology landscape
- ✓ Developing recommendations and documenting martech stack
- ✓ Categorizing, prioritizing and identifying dependencies in 6-and-18-month roadmaps

“Cardinal Path helped us to clearly demonstrate the big-picture vision for the way data drives our business to a large number of people with differing perspectives. This led to many ‘ah-ha’ moments, and ultimately got us the buy-in we needed to move forward.”

JOSE UZCATEGUI



GLOBAL ANALYTICS & ECOMMERCE OPTIMIZATION LEAD GLOBAL MARKETING DIVISION

“By delivering a detailed plan, and not a sales pitch, Cardinal Path proved their ability to work hand-in-hand not only with our business stakeholders, but also our agency partners. We were able to draw from a broad range of resources - internal, 3rd party vendors and agencies, and also Cardinal Path - to start working towards our analytics goals.”

18 months later, ASICS has made strides in activating against that roadmap:

- ✓ Aligned and executed on analytics technology solution
- ✓ Implemented audience management platform & activation strategy
- ✓ Data access is now liberated across the organization
- ✓ Marketing channel silos are breaking down, adopting audience-based approach
- ✓ Deployed Tealium AudienceStream (1st party DMP)
- ✓ Working with all regions to build out their audiences and appropriate workflows to move from campaign-focused audiences to activation
- ✓ Ecommerce dashboards deployed
- ✓ Ongoing deep-dive analyses
- ✓ Digitally mature to the point where they can do multi-channel marketing

Learn more!

We'll show you how. Contact us today:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.