



Delivering hyper-personalization at scale for Pampers Club

- ✔ Bringing an iconic brand to life for every new parent
- ✔ How we've helped Pampers transition to an always on customer centric approach to customer marketing
- ✔ Transforming a way of working to leverage new tech capabilities
- ✔ Using CRM and loyalty platform to reinforce the brand purpose and preeminence in the market
- ✔ Enabled with Braze and Amplitude



A message from the team:

[Click here](#) to watch our CEO of Data Driven Futures, Simon Spyer, talk you through our journey with Pampers so far

Pampers

From CX to Contact Strategy - delivering hyper-personalization at scale

Pampers was losing customers as their babies grew and transitioned between diaper sizes. The growth and development of every baby is unique, and the Pampers brand has a unique role to play in helping parents navigate these changes. Our role has been to develop a new CRM strategy and, in short, make Pampers the definitive choice for every parent as they navigate the early years of their child's life.

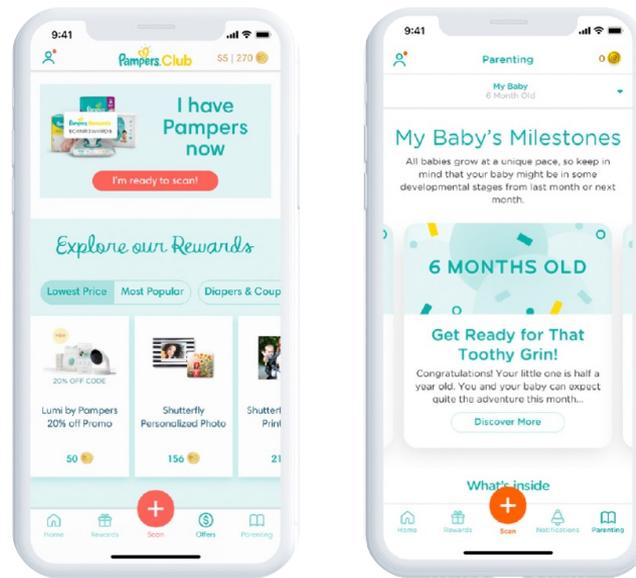
We mapped parents' journeys with their babies from pre-natal to toddlerhood and used the journey design and implement a contact strategy that delivers personally relevant content to increase loyalty to Pampers products at these key transition stages.

Active Participation sits at the heart of the strategy. Delivering more value to families than just points, we're turning Pampers into a Helper brand by adding in more support and education into the Pampers Baby Club app. By tracking and cataloguing certain stages of a new family, Pampers is better able to predict and encourage parents to purchase more products along the consumer lifecycle.

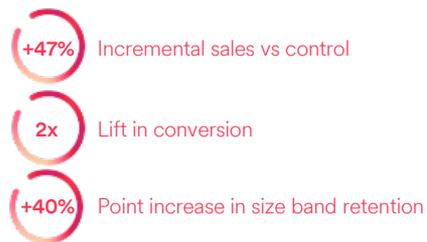


The Pampers Club program consists of:

- **Customer identification**, predictive modelling, and rapid test-and-learn strategy before moving on to cross-channel and cross-device customer journey integration and messaging.
- **Heavily- personalised triggers**, cross-channel attribution, and marketing automation to make the consumer at the forefront of the program.
- **Real-time event detection** and real-time analytics, along with machine learning, leverages the always-on campaign delivery, ensuring Pampers and the Baby Club app are always top of mind.



Mapping parents' journey with their baby



braze Planned, delivered & optimized in Braze

