# Qlik

Customer Story

## ANALYTICS

# sodastream

SodaStream deploys Qlik Sense® to optimize consumer-centric marketing strategy

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Karin Schifter-Maor, Former Global Chief Marketing Officer, SodaStream

## Spreading the "pre-cycling" message

The beauty of many great ideas lies in their simplicity, and the concept behind SodaStream is beautifully simple. Why waste resources transporting hundreds of billions of plastic bottles a year full of soft drinks when the bulk of what's being carried is already piped into most homes? Why not use reusable cylinders to carbonate domestically supplied water and add the flavoring yourself?

It's what SodaStream calls "pre-cycling", removing the need to deal with plastic waste by cutting it out of the production and distribution process altogether. And given that over 90% of plastic waste in the USA isn't currently recycled, it's an idea that is gaining traction as global awareness of sustainability as well as personal and corporate responsibility grows.

Global soft drinks giant Pepsico acquired the business in 2018 and since then the importance of the sustainability message has grown significantly. "Our research shows that almost 25% of our consumers are very engaged by sustainable marketing messaging," says Yoed Negri, Global Director of Digital Transformation at SodaStream. "It really beats every other commercial offering that you can send to the consumer."

## A transformative vision

While the idea behind SodaStream is both elegant and easily grasped, the marketing techniques behind it are sophisticated, well developed and continually evolving as sales expand. And following a new, high-level strategic vision, SodaStream embarked on the process of significant operational transformation.

### Solution Overview

**Customer Name**
SodaStream

**Industry**
Consumer Products

**Geography**
Israel

**Function**
Marketing, Sales

**Business Value Driver**
Customer Intelligence, Reimagined Processes

**Challenges**
- Develop a customer-centric business model
- Build compelling one-to-one customer relationships
- Maximize use of growing customer data volumes

**Solution**
SodaStream deployed Qlik Sense® to build a range of tools and dashboards to inform marketing campaigns and ramp up the effectiveness of its messaging.

**Results**
- Built APIs and tools to boost marketing success
- Enabled marketing staff to segment customers effectively
- Optimized campaigns and communication with actionable analysis

"SodaStream was growing very fast and we realized that how we analyze and operate the business should be more data-driven and grounded in consumer insights," says Karin Schifter-Maor, SodaStream's former Global Chief Marketing Officer. "We also decided that with the volume of consumers we had, we needed to become much more consumer-centric than product-centric."

Allied with this was a new focus on direct-to-consumer distribution, putting SodaStream in closer contact with its end consumers. And while this meant the business was accumulating more information about its customers, it was a potentially highly valuable marketing resource that was underutilized.

"The vision was to better understand how different consumers have different needs and behaviors that we need to tap into," says Schifter-Maor. "We needed to organize the data we have, connect data across all the touchpoints and personalize our consumer communications to create long-term one-to-one relationships."

Negri explains that SodaStream's solution was to build a three-layer data strategy: acquire the data, ensure its availability and then enable the 40-plus markets the business serves to use it in a smart way. Delivering this strategy to greatest effect would, however, require a flexible, agile and easy-to-use tool to optimize how SodaStream processed, analyzed and presented the contents of its expanding data warehouse.

## Building new tools and insights

QlikView was already used in another part of SodaStream and Negri saw that it would make sense to extend its usage to the marketing function. Doing so would also make it easier for developers to get algorithms and dashboards up and running quickly, without being held up by months of training.

Qlik's ability to collect data from SodaStream's multiple different front-end and consumer-facing sources and funnel it into the business' data warehouse, Snowflake, and consumer relationship and development platforms was also a critical factor.

Negri was also particularly impressed with Qlik Sense's mobile platform and its ability to present marketing information in real time in an appealing format. This would make the solution attractive to users with little previous experience in analytics and who need access to customer data anytime and anywhere.

"Qlik Sense's mobile capability sealed the decision for us," says Negri. "We now have numerous users of the insights, dashboards and tools it provides."

Migrating SodaStream's hundreds of data models was completed in around six months and staff were ready to use the system and start delivering results within just a few weeks.

A highlight of the tools that SodaStream has built through Qlik is the Segmentation Builder, which enables marketing staff to define specific consumer segments, identify their consumption habits and patterns and target them with the most effective forms of communication, ranging from social media to SMS and email.

"Our consumer base comprises millions of individuals and you need to find the right marketing message for each one – whether it's sustainability or something else," says Negri. "Qlik Sense helped us to identify up to 25 different segments whose behavior is similar across national markets."
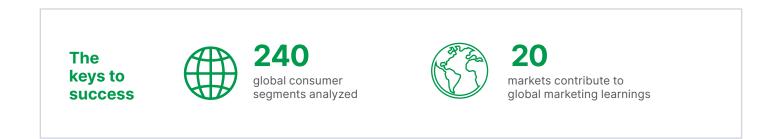
## Enabling a comprehensive view

Using Qlik Sense and the APIs that Negri and his team have built around it, SodaStream now has a comprehensive view of its customer base and the multiple components within it. This can range from basic demographic information such as gender, age or family status to the type of product owned, frequency of purchase and the types of drinks bought.

And while much of this data is derived from SodaStream's B2C sales, buyers from retailers can also scan their receipts and join the community of consumers while sharing highly valuable data about their demographics and buying habits. All this contributes to what Negri calls "global learning", where SodaStream can take key marketing information and use it to shape highly focused campaign messaging.

"We used to work market to market but, for the first time, we can now gather feedback from 20 markets and identify elements that work most effectively for each segment," he says. "It could be a specific text or asset, or microcopy in the subject of an email or Facebook ad; Qlik Sense gives us global insights into what drives consumers to buy."

Schifter-Maor adds that a key learning from Qlik Sense is that SodaStream's sustainability message often becomes an important marketing element even if it wasn't the buyer's original motivation to purchase.

"We use data from Qlik Sense to tell consumers things like how many plastic bottles they save each month," she says. "That's something that really engages them.

They're not only consuming a product, our consumers are also very proud to be part of a sustainability revolution that SodaStream is leading across the world."

**The keys to success**

**240**
global consumer segments analyzed

**20**
markets contribute to global marketing learnings

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## Qlik

### About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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