

The Ultimate Customer View to drive Marketing Intelligence

Bandai Namco Entertainment Europe (BNEE) specialises in the publishing, development, and distribution of video games.

Bandai Namco Group is a global leader in the entertainment market incorporating more than 400 brands and operating across 18 different business sectors. In 2023, the group generated £5.4 billion in revenue. Highly influential in popular culture in Japan, the group is well-known in Europe with iconic brands, especially in the video game sector.

Market Challenges

- Fewer video games released, main focus on established franchises with a solid fan base
- An increase in online-only streamed games, with mobile accessible games on the rise
- Globalised competitors, with fewer small players
- Communities forming independently on social media and online platforms

Project Specifics

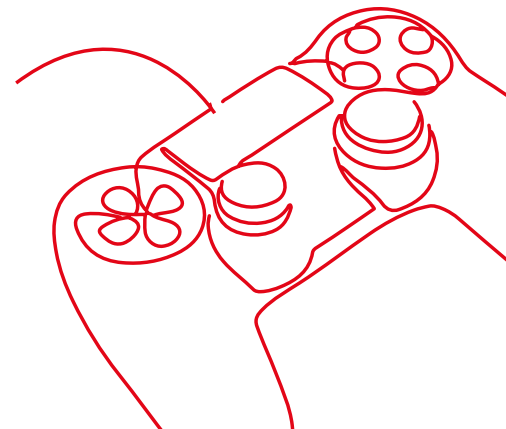
The goal was to build a Unified Customer View that would contain all touchpoints and customer interactions to provide a personalised experience.

Marketing teams lacked **autonomy**

Partial and difficult-to-leverage customer understanding

Challenges in meeting the market's need **for personalisation**

BNEE's data ecosystem, while efficient and robust, **supported more of a technical than marketing-driven data vision.**



Thanks to imagino, our customers' history is now accessible in just 3 clicks by anyone! Before, we had to go through IT to access customer data... now it takes two minutes, and we can see all our customers' touchpoints.

Lucas Siméon-Killis | CRM Manager at BNEE

Solution

BNEE had identified the need for a CDP early on. However, they needed to find **the right solution.**



SMART INTEGRATION
& SCALING

DATA GOVERNANCE
& COMPLIANCE

FAST IMPROVEMENTS
WITH LIMITED RESOURCES

Key Success Factors

To drive internal support and ensure the success of the project, BNEE defined three priority areas. These areas were used to measure the impact and success of the CDP project.

Marketing performance

«Our segments are now much more detailed. Adding new data sources has opened up new targeting opportunities for us. This allows us to reduce acquisition costs and increase upsell or cross-sell opportunities.»

Operational efficiency

«Our data management is simplified, and time to market is accelerated. Our data is centralised and easily accessible, all within a secure environment, which is essential for good data governance.»

Client satisfaction

«Since the implementation of imagino, we have seen a higher customer satisfaction rate and a reduction in churn.»



Results

- Revenue share from the eStore generated by email opens: **+10%**
- The creation of an email campaign is **x2** quicker

Brand Scoring at BNEE

THE CORNERSTONE OF CUSTOMER KNOWLEDGE

BNEE has been using brand scoring for some time. It is a simple RFM (Recency, Frequency, Monetary) score, tailored to meet the objectives and specifics of the industry. Calculated daily, it allows a regular assessment of user engagement with the brand.

This brand scoring is at the heart of all engagement, with all segments based on this score. With imagino, the brand scoring will be recalculated to incorporate new data collected via the imagino tag, including behavioural data.

imagino will also support the use of customer service data and its integration into the brand scoring, for example, to further enrich customer data and better manage sales pressure.