



PARTNER  
CASE STUDY

## Efficient targeting and audience building

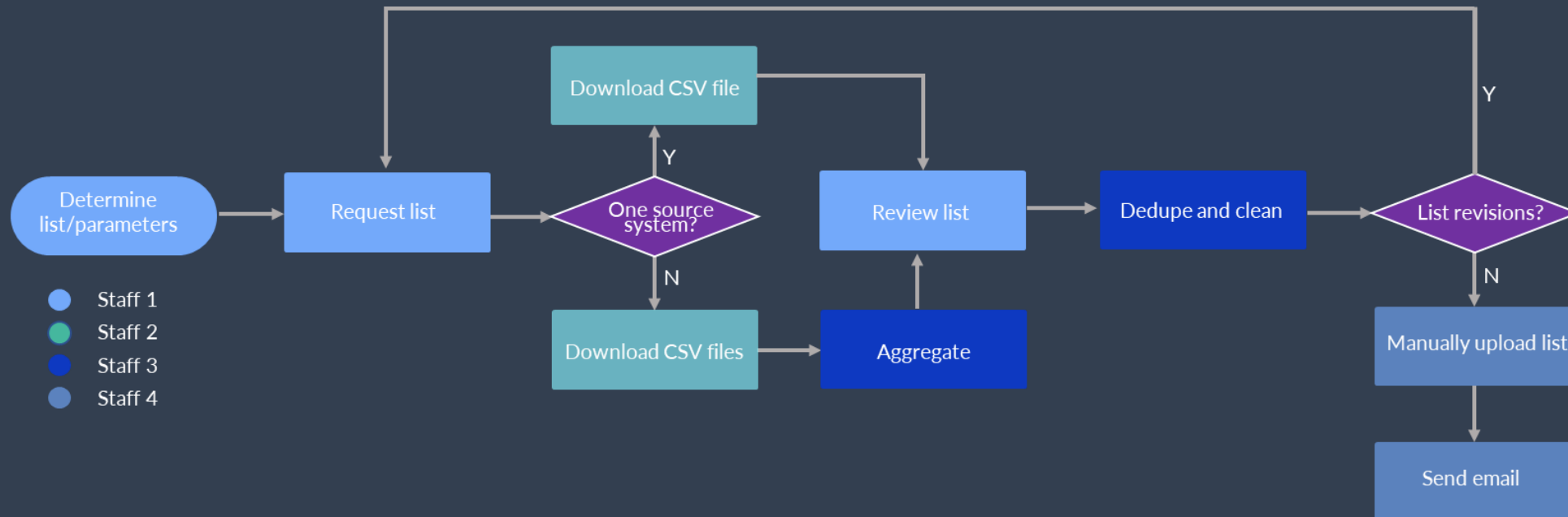
Leveraging Data for the University of Wisconsin - Milwaukee

# Challenges Resulting from a Complex Process

UWM has multiple systems and a large contact database from which they manually pulled data for sending emails. Their typical process resulted in:

- Complex and time consuming workflows
- Data inaccuracies
- Limited ability to send targeted messages

## TYPICAL PROCESS BEFORE PILYTIX



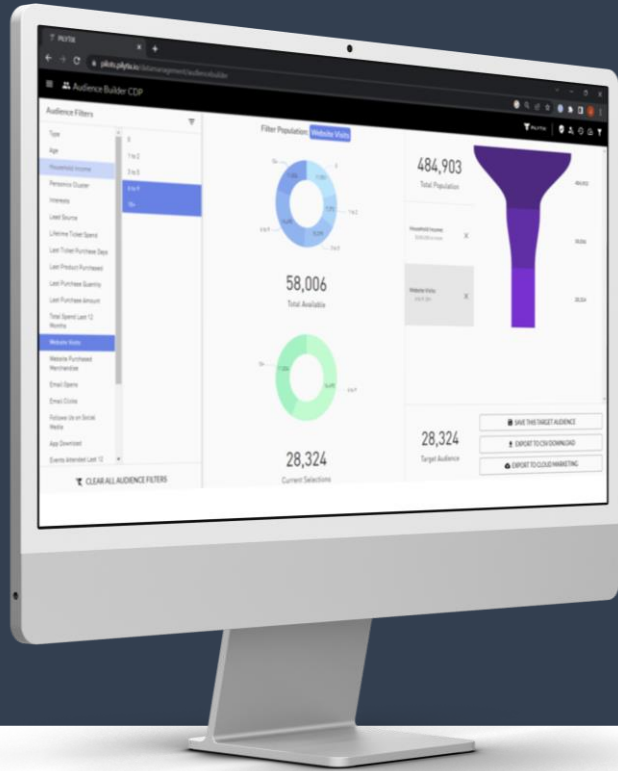


# Simplifying the Complex

Upon reviewing UWM's engagement strategies, the team set out to determine how they could more efficiently and effectively leverage their data to create a more robust market segmentation strategy.

UWM installed PILYTIX's Audience Builder CDP which:

- Streamlined the workflow
- Made the list-building process accessible to non-technical business leaders
- Allowed for fast, easy micro segmentation



**Adam Schemm**

Senior Associate Director of Athletics  
University of Milwaukee, January 2023

*“Implementing Pilytix Audience Builder represents UWM’s commitment to innovation and leadership in the athletics space. As a way to help supplement our staff we have used an innovative approach that has resulted in a morale boost for the team with increased revenues and increased productivity that has far surpassed expectations.”*

# Results

PILYTIX'S Audience Builder CDP was installed in less than a month with minimal involvement required from UWM personnel. The results have been impressive:

## UWM'S CURRENT PROCESS FROM CONCEPTION TO EMAIL



IMMEDIATE  
BENEFIT: *TIME*

A typical campaign takes 3 – 5 minutes for *anyone* to build, eliminating multiple steps in the process that previously took days – *or even weeks* – to complete

# Results

“The Pilytix Audience Builder CDP helped us quickly and easily identify key targets so we could market to the right audience in advance of hosting the early rounds of the league’s basketball tournament. With the ability to target the venue location and nearby fans, we were able to sell out the campus arena for the first time in years.”

**Adam Schemm**

Senior Associate Director of Athletics  
University of Milwaukee, January 2023



# Conclusion

UWM is better equipped to drive awareness leading to improved financial results



Efficiency

Frictionless and much faster process to produce reliably accurate target lists



Effectiveness

More frequent and more relevant communication with each member of the entire contact database



Engagement

Frequent, highly-relevant messages have greater open rates, more opt-ins and fewer opt-outs



Revenue

**Higher engagement drives greater purchases and supports a better experience for current customers – making them more likely to re-purchase**