



Major Beauty Retailer Halves Critical Processing Times and Fortifies Marketing Operations with Munvo's Embedded Support



50M+ loyalty member records processed reliably twice per week



50%+ reduction in end-to-end processing time for the largest audience workflow (12h -> 6h)



Significant reduction in GBQ slot usage and campaign runtimes through data-layer and query optimizations



Client

A major leader in the beauty retail industry, recognized for its deep understanding of customer behavior and its large, highly engaged loyalty program with nearly 50 million active members. Supporting an audience of this scale requires a marketing technology ecosystem that is both powerful and exceptionally stable, particularly during high-stakes retail moments such as major multi-week promotional events.

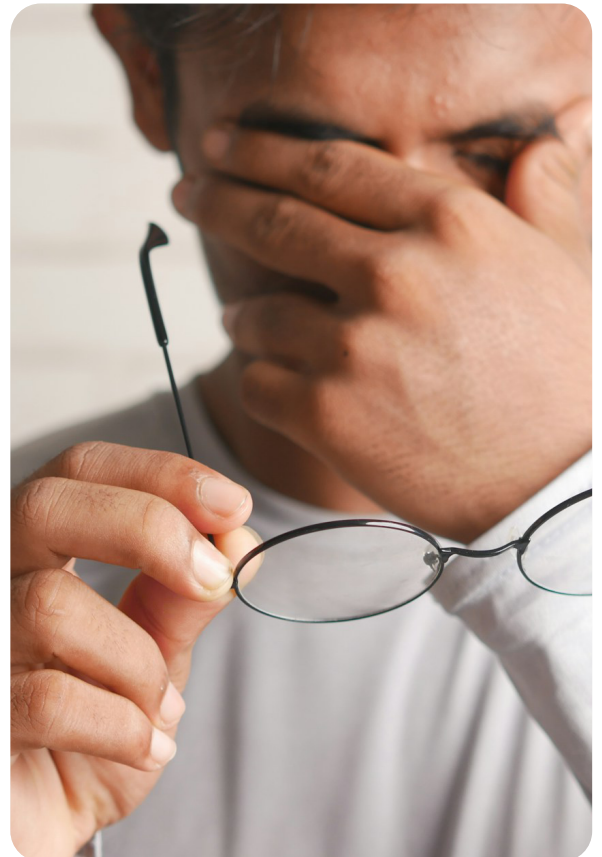
Over time, the organization's marketing environment evolved into a highly customized and complex landscape, incorporating intricate workflows, unique quality-control processes, and sophisticated stored logic essential for large-scale audience preparation. While this ecosystem was robust, its complexity also introduced significant operational challenges.

Challenges

The client approached Munvo with a clear need: to bring stability, speed, and predictability to their marketing operations. Their internal teams were spending an increasing amount of time on operational "firefighting"—troubleshooting recurring technical issues, managing performance bottlenecks, and manually overseeing lengthy data processes. This reactive state had a direct business impact:

- **Operational Instability:** Key audience workflows were prone to delays and errors, creating risk for revenue-driving campaigns.
- **Reduced Agility:** Long processing times meant the marketing and analytics teams had less time to react to market changes or make timely decisions.
- **Strained Internal Resources:** The CRM team was diverted from strategic audience development to focus on technical troubleshooting and support.

The company needed more than a typical vendor on standby; they needed a partner who could fully immerse themselves in their environment, take ownership of its most complex components, and operate as a true extension of their internal team.





Munvo Solution

To address the client's challenges head-on, Munvo implemented an embedded support model designed for deep integration and proactive ownership. This wasn't a traditional ticketing system but a hands-on partnership anchored by two senior Munvo consultants and a dedicated project manager. This structure ensured consistency, rapid response times, and a focus on continuous improvement.

Munvo's team became the designated owner of all custom logic and components within the company's SAS marketing environment. The solution was built on several key pillars:

- **Total Ownership of Custom Components:** Munvo took full responsibility for maintaining, updating, and providing break-fix support for all custom workflows and logic. This immediately lifted a significant burden from internal teams.
- **Embedded, Hands-On Support:** The Munvo team provided same-day, hands-on support for any operational issues, troubleshooting problems before they could escalate and impact the business.
- **Strategic Technical Guidance:** During major initiatives, such as the company's critical transition to a new V2 customer data schema, Munvo acted as a guiding force. The team worked alongside internal CRM and data engineering teams to ensure the migration was seamless, with no interruption to campaign execution.
- **Centralized Coordination:** Munvo functioned as a central hub, helping coordinate and prioritize tasks across CRM, IT, and data engineering groups, fostering better cross-functional efficiency.
- **Proactive Performance Optimization:** The team continuously monitored the environment to identify and implement performance and efficiency gains. This involved deep analysis of queries and data structures to improve speed, stability, and resource consumption.

This embedded model gave the company a single, accountable partner responsible for the day-to-day stability and performance of their marketing operations, freeing their strategic teams to focus on growth and innovation.

Benefits

These technical achievements translated directly into high-impact business benefits for the organization:

- **Confidence During Peak Retail Moments:** With stable and timely audience delivery, the company can execute its most critical revenue-generating campaigns without the risk of technical delays or failures.
- **Increased Marketing Agility:** Faster runtimes give CRM and analytics teams more flexibility to plan campaigns, make last-minute adjustments, and react to dynamic market trends.
- **Empowered Internal Teams:** By offloading the operational and troubleshooting burden, internal CRM teams have been able to shift their focus from firefighting to high-value strategic work like designing and optimizing member experiences.
- **Future-Proofed Scalability:** The company can now add new targeting attributes and expand segmentation capabilities without needing to re-engineer core processes, ensuring the platform can grow with the business.



Results

- ✓ **50%+ Reduction in Processing Time:** Munvo optimized the company's largest and most critical audience workflow, cutting the end-to-end processing time from approximately 12 hours down to 6 hours. This unlocked newfound agility for campaigns activated across social and paid media channels via LiveRamp.
- ✓ **Operational Stability for Nearly 50 Million Members:** Audience workflows processing close to 50 million member records are now reliably executed twice per week, ensuring consistent, on-time audience delivery for all campaigns, including major promotions and seasonal events.
- ✓ **Significant Cost and Resource Savings:** Through data-layer performance recommendations and query optimization, Munvo achieved a significant reduction in Google BigQuery (GBQ) slot usage, lowering operational costs and improving system responsiveness.



This is a valued long-term partnership, and I'm incredibly proud of the ownership our team has taken in supporting these marketing operations. Over the past few years, we've built a relationship grounded in trust, fast turnaround times, and a shared commitment to delivering great customer experiences. It's been rewarding to work this closely with the CRM and IT teams, and we look forward to continuing to help them scale and evolve their marketing programs.

— **Shaun Memon**, Director, Professional Services, Munvo



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