



A High AI-Q[™]
Company



Customer 360 Loyalty Platform Boosting Retention and In-Store Growth Across Retail Channels

Unifying customer data through a Customer Data Platform (CDP) to power hyper-personalized campaigns, gamified loyalty, and measurable retail growth.

Overview

- Delivered a CDP-powered Customer 360 platform enabling real-time data unification and omnichannel personalization.
- Increased customer retention by 15–20% through AI-driven targeted engagement.
- Boosted in-store traffic by 25% using location-aware campaign triggers.
- Improved campaign efficiency with 40% faster time-to-market and higher redemption rates.



Client Profile

A US-based grocery retail chain operating over 400 stores nationwide, serving more than 1.5 million active loyalty customers. The organization focuses on delivering value-driven shopping experiences while strengthening customer engagement and long-term loyalty across physical and digital channels.

Challenges: Fragmented Data and Limited Personalization

- Siloed customer data across POS, mobile, and digital channels
- Lack of real-time visibility into customer behavior and preferences
- Ineffective generic batch campaigns for engaging high-value customers
- Declining in-store traffic and pressure on retention rates

QBurst Solution: CDP-Powered Customer 360 and Real-Time Engagement Platform

We implemented a unified Customer 360 platform that consolidates behavioral, transactional, and location data into a single, real-time customer profile. This enabled the client to deliver highly personalized, context-aware engagement across channels while transforming their loyalty program into a dynamic, data-driven experience. Key capabilities include:

- Real-time data unification using Pimcore CDP to create enriched customer profiles.
- Omnichannel campaign orchestration with Braze, enabling behavioral and location-triggered engagement.
- Gamified loyalty programs replacing static points systems with dynamic incentives.
- AI-driven next-best-offer recommendations to drive upsell and repeat purchases.

Technical Highlights

- Real-time synchronization between CDP and campaign platform
- Native mobile SDK integration for iOS and Android platforms
- Behavioral and location-triggered campaign execution
- Gamified loyalty mechanics including sweepstakes and flash offers
- Post-transaction personalization for continuous engagement
- Scalable architecture supporting 1.5M+ loyalty users



Business Impact

15–20% ↑ Increase in customer retention through CDP-driven personalized engagement	25% ↑ Growth in in-store traffic driven by location-aware, real-time campaign triggers	30% ↑ Higher campaign redemption rates using Customer 360 segmentation
20% ↑ Uplift in average basket size via intelligent upsell recommendations	40% ↓ Reduction in campaign time-to-market via automated Braze workflows	360° Unified customer view across POS, mobile, digital, and location data

QBurst has been named a Contender in the IDC MarketScape: Worldwide Retail GenAI-Driven Product Discovery and Search Tools 2025-2026 Vendor Assessment along with Google, AWS, Flipkart and a few other prominent organizations.

In the IDC Market Glance: Loyalty in Retail, 2Q26, QBurst is included under the commerce and payment-integrated loyalty platforms category.