



ALDO Group Selects Talend to Engage Millennials Across Channels

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Cloud data integration leader enables major footwear brand to build centralized Amazon Web Services data lake to quickly generate consumer insights and programs

REDWOOD CITY, Calif., Sept. 24, 2019 (GLOBE NEWSWIRE) -- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud](#) data integration and data integrity, today announced that the [ALDO Group](#), a world-leading creator and operator of footwear and accessory brands, has deployed a cloud data lake using Talend Data Fabric to create a personalized marketing experience for its growing millennial customer base. Talend enables the ALDO Group to integrate a broad range of data sources into an Amazon Web Services (AWS) data lake, generating immediate insight to help its customer relationship management (CRM) and marketing teams to deliver a compelling customer journey experience.



"We realized quickly that the millennial generation was driving most of our global sales, presenting a new business challenge for us," says Zaher Hazim, senior director, IT architecture, integration and cyber security at the ALDO Group. "Traditional sales took place at retail stores or on our e-commerce site, but more recently, social media has become the most popular. We chose Talend Data Fabric to help us build a strong consumer experience across all our channels. Talend has been able to help us reveal and act on insight to reach and retain a loyal customer base."

Data at millennial speed

The global retailer devised a data strategy that relies on three dimensions: consumer profile, transactional data, and consumer interactions and events across all channels and media.

With 3,000 points of sale in over 100 countries around the world, the ALDO Group wanted to understand its customer base better. The decision to move to the cloud was mainly driven by the need to know who its customers are, how they interact with ALDO brands and vehicles, whether they are loyal, and what they like and dislike.

The ALDO Group deployed its cloud data lake using Talend and a variety of services from AWS. Once raw data is collected in Amazon Simple Storage Service (Amazon S3) buckets, ALDO uses algorithms to link consumer profiles to transactions and interactions across all channels. The platform then provides the CRM team with the insight it needs to deliver a more personalized customer journey through data discovery, recency, frequency, monetary analysis, and customer segmentation activities aimed at creating loyalty across all channels.

"Talend has been working closely with the ALDO Group for several years, and we are happy to have been selected to help implement their first steps to a successful cloud journey, says Ciaran Dynes, SVP of product at Talend. "By leveraging AWS, Talend allows for personalized campaigns that leverage customer data to drive conversations that result in repeat purchases for retailers like the ALDO Group."

To hear more about how the ALDO Group is using Talend Data Fabric and AWS data lakes to reach their growing millennial audience, tune into Talend's sponsored speaking session at [Strata Data Conference](#) in New York on September 25 or visit www.talend.com to read the full customer use case.

Like this story? Tweet this: [@ALDO_Shoes](#) taps [@Talend](#) to use #CloudData and social media to engage millennials <https://bit.ly/2AVUTlh>

About ALDO Group

A world-leading creator and operator of desirable footwear and accessory brands, the ALDO Group has 3,000 points of sale in over 100 countries around the world. The organization operates under two signature brands, Aldo and Call It Spring, and a multi-brand retail concept, GLOBO. The ALDO Group is also an industry-recognized wholesale leader and direct sourcing provider of fashion footwear and accessories. In addition to the Head Office in Montreal, the ALDO Group has international offices in Europe and Asia. For more information, visit www.aldogroup.com.

About Talend

Talend ([NASDAQ: TLND](#)), a leader in cloud data integration and data integrity, enables companies to transform by delivering trusted data at the speed

of business.

Talend Data Fabric offers a single suite of apps that shortens the time to trusted data by solving some of the most complex aspects of the data value chain. Users can collect data across systems, govern it to ensure proper use, transform it to new formats and improve quality, and share it with internal and external stakeholders.

Over 3,500 organizations across the globe choose Talend to rely on trusted data to make business decisions with confidence. Talend has been recognized as a leader in its field by leading analyst firms and industry publications including Forbes, InfoWorld and SD Times.

For more information, please visit www.talend.com and follow us on Twitter: @Talend.

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