

CASE STUDY

johnnie-O builds personalized user experiences with Littledata



Tool: Littledata's Shopify source for Segment



Goal: Accurate data flowing to Segment

SUMMARY

Like other big DTC brands, johnnie-O faced challenges in coordinating the number of tools needed for its marketing operations. Twilio Segment is well-known for its ability to seamlessly synchronize data across marketing tools, but building and implementing an ecommerce tracking plan can take several months. Littledata shortened time-to-value by 4x and helped johnnie-O get accurate data for both *action* and *analysis*.

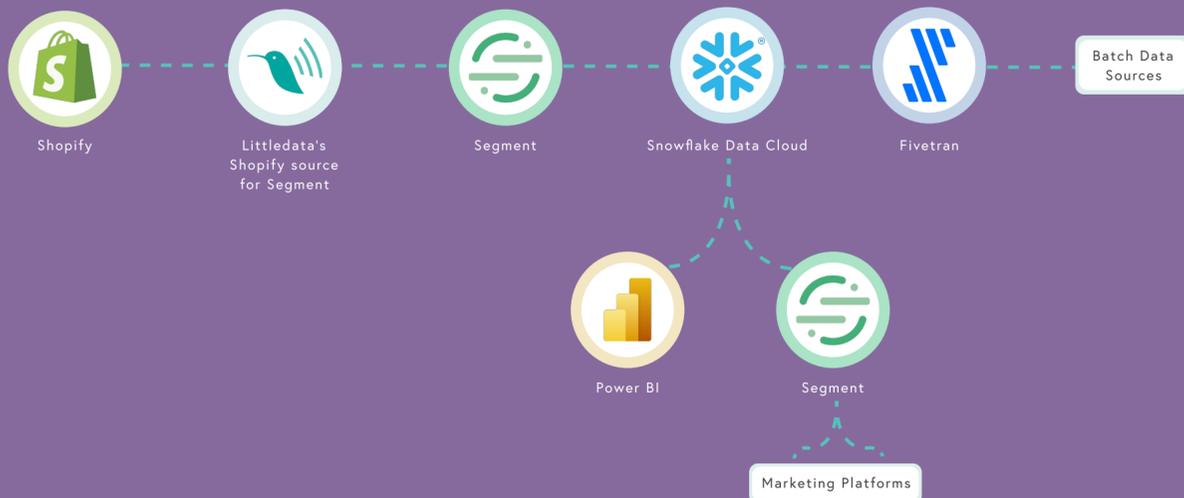


THE CHALLENGE

johnnie-O's existing tech stack—including its ecommerce, email, SMS, analytics, and A/B testing platforms—weren't unified to allow the free flow of customer data between tools.

"After a surge in ecommerce sales, johnnie-O uncovered cracks in its marketing technology stack that were holding it back from its full potential," said Adam Ribaud, VP of Data Activation at johnnie-O's agency, Velir.

Product and order data were unable to mix into user interaction analytics reports, fragmenting their overall metrics. This lack of a data-driven approach meant johnnie-O only saw a small portion of user behavior data, which in turn led to revenue-affecting decisions made on incomplete information. In short: they couldn't optimize and they couldn't personalize.



THE SOLUTION

Littledata's Segment connector saved the day by streamlining the integration and allowing johnnie-O to bypass what would have been months of planning and development work if implementing an ecommerce tracking plan from scratch. Using Littledata's Shopify connector for Segment allowed johnnie-O to ingest high quality data into its CDP and revolutionize how the brand understands and interacts with its customers.

- Using Littledata, johnnie-O can track each customer touchpoint and view key metrics in Google Analytics, Power BI and other connected tools
- Server-side tracking future-proofed johnnie-O's data and removed dependence on third-party cookies; they now have first-party data to use for both action (personalization) and analysis (optimization)
- Simplifying data reporting meant fewer stakeholders needed to manage metrics, saving time and money

RESULTS

With their tools in sync and customer data flowing freely throughout their analytics setup, johnnie-O achieved accurate customer lifetime value calculations for the first time, increased their email open and click-through rates with personalized emails, and gained a deeper understanding of customer behavior which helped them take steps to drive average order value (AOV) and repeat purchases.

13

Diverse data sources consolidated

150k

Touchpoints tracked daily

100%

Match with Segment's ecommerce spec

ABOUT LITLEDATA

Littledata is the top ecommerce data platform for modern DTC brands, tracking the entire customer lifecycle, unifying touchpoints across tech stacks, and sending data to the most popular data destinations. Connect sales, marketing, and customer data for action and analysis.

AGENCY PARTNER



Velir's Data Activation team is focused on helping businesses convert data into business value through data engineering, advanced analysis, and data strategy.

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