



CASE STUDY

How EduZ Scaled Personalization Across Every Channel

from Fragmented Data to 500% ROI with an AI-Powered CX Engine

EXECUTIVE SUMMARY

EduZ transformed a fragmented, legacy-bound marketing operation into a **unified, AI-powered personalization engine** — delivering a 500% ROI, \$3M in first-year revenue, a 25% increase in customer engagement, and a 25% lift in lead-to-sales conversions. This case reveals how EduZ executed a **seven-step MarTech and AdTech transformation playbook** to eliminate data silos, automate omnichannel personalization, and build a scalable CX engine designed for sustainable growth.

500%

Return on Investment

\$3M

Revenue in Year One

+25%

Customer Engagement Lift

+25%

Lead-to-Sale Conversion Rate

THE PROBLEM: GROWTH WAS STUCK IN AN OUTDATED MODEL

EduZ had the ambition to deliver hyper-personalized customer experiences at scale — but its technology infrastructure couldn't keep up. Customer data was scattered across disconnected systems, campaigns were executed manually, and AI remained largely untapped.

The result was slow go-to-market execution, rising acquisition costs, and a customer experience that felt

Key Pain Points

- **Fragmented data architecture** preventing a 360° customer view
- No AI or predictive analytics for real-time personalization



inconsistent and generic — the opposite of what a CX-first organization should deliver.

- **Manual campaign orchestration** slowing go-to-market speed
- **Rising acquisition costs** from inefficient ad targeting
- **GDPR & CCPA compliance gaps** limiting data activation
- Underutilized MarTech & AdTech automation across teams

THE OPPORTUNITY MOST COMPANIES MISS

Most organizations invest in best-in-class tools but fail to connect them into a **unified, intelligence-driven ecosystem**. The gap is not the technology. It's strategy, integration, and the discipline to execute personalization at every touchpoint, at scale.

The opportunity lies in moving from isolated data usage to a centralized, AI-powered infrastructure — one that activates customer insights in real time, automates cross-channel journeys, and continuously optimizes spend for maximum ROI.

STRATEGIC GOALS & OBJECTIVES

1. Unified AI-Driven MarTech & AdTech Ecosystem

- Eliminate data silos with a centralized customer data infrastructure
- Integrate AI-powered analytics across all touchpoints
- Ensure seamless interoperability between MarTech, AdTech & CRM

2. Enhanced Engagement & Conversion Through Personalization

- Implement predictive analytics for audience segmentation
- Deliver real-time AI-powered personalization across web, mobile & email
- Automate customer journey orchestration to drive higher conversions



3. Maximized Marketing & Advertising Efficiency

- Optimize ad spend via first-party data and AI-driven targeting
- Automate campaign execution for speed and personalization accuracy
- Ensure GDPR & CCPA compliance while maximizing data-driven impact

4. Accelerated Go-to-Market Execution

- Streamline marketing & sales alignment through AI-powered lead scoring
- Reduce campaign deployment from weeks to days
- Enable cross-functional teams to execute omnichannel personalization

THE 7 PILLARS OF A MODERN TECH STACK

EduZ adopted a structured, seven-step approach to modernizing its MarTech and AdTech stack — focusing on data unification, predictive intelligence, automation, and real-time omnichannel orchestration.

1

Unified Customer Data Platform (CDP)

Consolidated disconnected customer data from multiple sources into a centralized CDP, enabling real-time data ingestion, identity resolution, and 360° customer profiling — eliminating silos and creating a single source of truth for all personalization efforts.

2

AI-Powered Predictive Analytics

Integrated AI and machine learning models to build a predictive CX engine leveraging behavioral insights. Enhanced audience segmentation, content recommendations, and real-time decision-making to optimize engagement at every touchpoint.

3

Automated Omnichannel Personalization

Deployed a Digital Experience Platform (DXP) and Multi-Channel Marketing Platform (MMP) to automate cross-channel personalization across web, mobile, email, and social — ensuring consistent, contextual customer interactions and higher conversion rates.

4

Advertising Efficiency via Demand-Side Platform (DSP)

Scaled programmatic advertising using a DSP with AI-driven segmentation for precise audience targeting. Reduced advertising costs while optimizing ad spend efficiency and overall return on investment across all paid channels.



5

CRM Integration for Automated Sales Operations

Integrated the CRM system with AI-powered lead scoring and automation tools to streamline sales processes, improve marketing and sales alignment, accelerate lead-to-sale conversion, and reduce go-to-market execution time.

6

Business Intelligence (BI) for Performance Analytics

Implemented BI tools for real-time CX performance tracking across the full customer journey. Enabled data-driven decision-making, continuous optimization of marketing strategies, and agile orchestration of customer touchpoints.

7

Compliance & Scalable Data Governance

Established a data governance framework ensuring full compliance with GDPR and CCPA. Secure data management combined with AI-powered identity resolution and consent management enabled trustworthy, scalable personalization at global scale.

B U S I N E S S I M P A C T



500% ROI and \$3M in revenue generated within the first year



25% lift in lead-to-sale conversion rates via predictive analytics



Campaign deployment reduced from weeks to days via automation



25% increase in customer engagement through omnichannel personalization



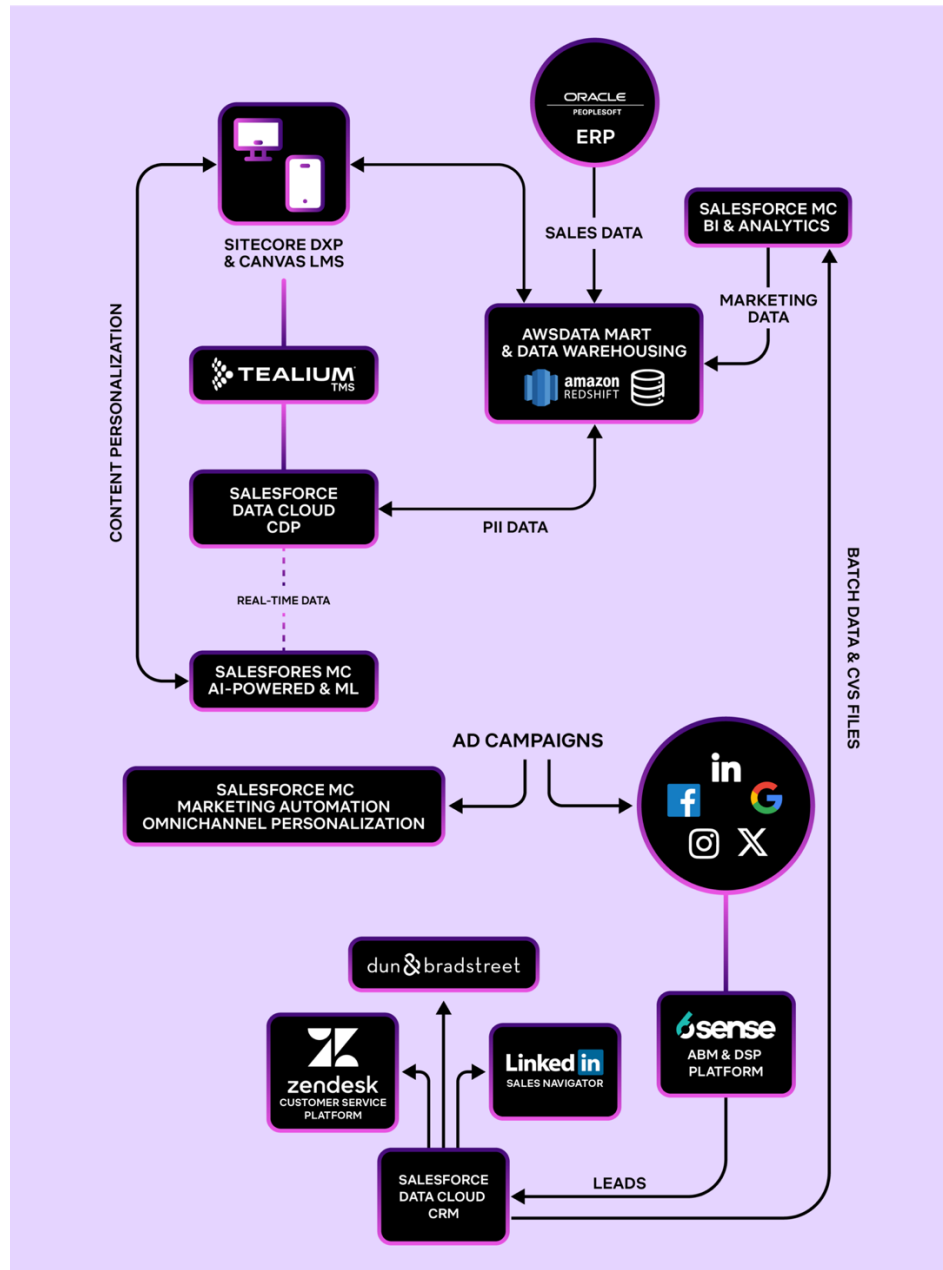
Lower cost per acquisition through AI-driven audience targeting



Seamless omnichannel CX across web, mobile, email & social



MARTECH & ADTECH STACK ORCHESTRATION





KEY TAKEAWAYS

Unified Data Infrastructure — A centralized, real-time data strategy is essential for actionable insights and seamless personalization at scale.

AI-Powered Engagement — Leveraging AI-driven analytics optimizes targeting, enhances customer interactions, and consistently boosts conversion rates.

Agile Marketing Execution — Automating workflows and campaign activation accelerates go-to-market speed and frees teams to focus on strategy.

Omnichannel Personalization — Delivering the right message at the right time across every channel ensures consistent, high-impact customer journeys.

WHY THIS MATTERS NOW

Personalization is no longer optional — it's the key to sustainable business growth. Executives who delay MarTech and AdTech transformation are not standing still. They are falling behind competitors already operating with AI-powered targeting, unified customer data, and real-time omnichannel orchestration.

The opportunity to lead — not follow — is open now.

Today's Market Demands

- Measurable, accountable **marketing ROI**
- Unified customer data — not **siloed systems**
- **AI-driven** personalization at scale
- **Omnichannel orchestration** across every touchpoint
- Speed: automated execution, **real-time optimization**
- Compliance-ready **data governance (GDPR, CCPA)**



Franck Ardourel

TESTIMONIAL

“Before this transformation, we had the tools — but not the connectivity, intelligence, or speed to deliver meaningful personalization. Our data was fragmented, execution was manual, and performance was plateauing.

By implementing a unified, AI-powered CX engine, we completely changed how we engage customers. We now activate real-time insights across every channel, automate personalization at scale, and align marketing and sales around a single source of truth.

The impact has been transformative — from significant ROI and revenue growth to measurable gains in engagement and conversion. More importantly, we’ve built a scalable foundation that will support our growth for years to come.”

— **Eduardo Mendoza Barrios, Creative leader, Digital Media**

READY TO BUILD YOUR GROWTH ENGINE?

Let’s design your MarTech transformation strategy — together.

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