

Case Study

Deploying a modern data stack for rapid marketing and customer insights.

Untitled Challenge

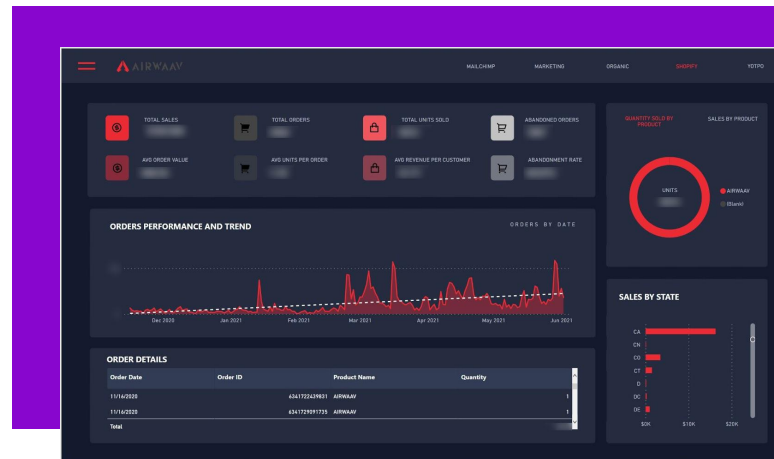
Delta Dental Kentucky had launched several consumer brands into the market. However, with a legacy on-premise server and multiple data sources, marketing optimization was difficult.

Client Outcome

After deploying a modern data foundation with Untitled, the DDKY marketing team was able to utilize the data insights from their new PowerBI dashboard to make better decisions. They experienced a 30-day **sales uptick of 460%** for Game On Mouthguards after utilizing engagement data from newly created customer pipeline.

The Story

Delta Dental of Kentucky has launched several successful brands with the help of our technology and data analytics team. We helped **connect several disparate data sources** into one clearly accessible and actionable **customer data pipeline** and provided a BI solution that provided insights to all levels of the organization.



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Enabling Everyone to Use the Power of Data.

Untitled gives clients a competitive advantage by building impactful data infrastructure, resulting in faster time to insight, decreased operating costs, increased revenue and advanced ML and AI capabilities.