

## THOUGHT LEADERSHIP



### How Reckitt boosted e commerce sales through AI-driven targeting

Want to get more users to buy your products repeatedly? AI driven targeting enables marketers to refine audience selection, bid frequency, campaign budgets, and other KPIs and improve marketing ROI. Explore how Reckitt drove sales by targeting the right users with the right campaigns on retail media networks.

[Download Infographics](#)

## BUSINESS IMPACT



### Data mesh drives 2X faster insights for commercial innovation

Discover how we transformed commercial operations for a top MedTech company by eliminating data silos and enabling faster access to purchase, sales and operations and financial data across business teams through data products driven by a data mesh architecture. This reduced data duplication, streamlined workflows, and provided timely, accurate insights, while optimizing monthly cloud operating expenses by 30%.

[Read case study](#)



## BLOG



### 6 data engineering fundamentals to accelerate generative AI deployment in banking

Generative AI is transforming FinTechs and financial services industry by enhancing operational efficiency, improving customer experiences, and mitigating risks. Delve deep into 6 essential data engineering best practices for implementing generative AI use cases in the banking industry.

[Read blog](#)

Explore top picks in the data engineering, AI, and analytics, with thought leadership content to get the most out of the data world.

[Follow our LinkedIn newsletter](#)

Sigmoid empowers enterprises with improved decision-making through data engineering, AI and consulting. As a leading analytics partner to Fortune 500 companies, our expertise in DE, cloud modernization, GenAI, and DataOps solves complex business challenges to deliver tangible outcomes. For any feedback or more information, write to us at [marketing@sigmoid.com](mailto:marketing@sigmoid.com).

Disclaimer: You have been subscribed to our monthly newsletter. This reach out is purely for business communication. Sigmoid respects your digital security and complies with other regional data laws. Our [Privacy policy](#) explains how we collect, process, and safeguard your personal information. If you wish to stop receiving these emails, you can unsubscribe at any time.

