		SIGMOID
Data Engineering	Newsletter	June 2024

THOUGHT LEADERSHIP



How Reckitt boosted e commerce sales through Aldriven 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.

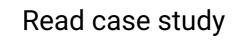
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BUSINESS IMPACT

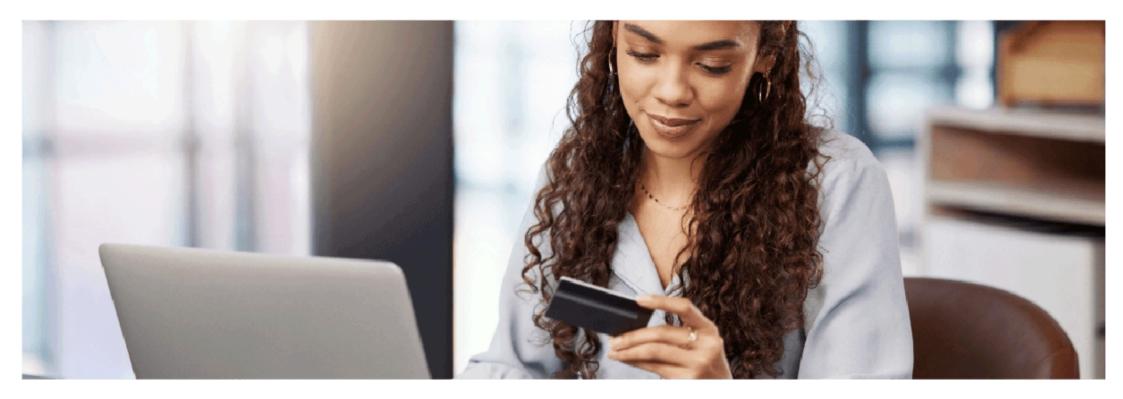


Data mesh drives 2X faster insights for commercial innovation

Discover how we transformed commercial operations for a top MedTech company be 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%.



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.

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