



# How Poplin Data Helped Catch Group Own Their Customer Data

## Introduction

Australian eCommerce retailers operate in a competitive market. While eCommerce makes up only 10% of retail in Australia, data shows the volume and revenue from parcels is growing and Australia leads the way in terms of parcels per capita compared to other strong performers in APAC. (34 parcels per capita, an increase of over 6.4% YOY.) As an eCommerce category killer,

Catch sells everything from fashion and beauty products to electronics and groceries. They also support a marketplace of third-party retailers selling their goods as well.

To scale with the growing demand, Catch realised the challenge across the business was access to highly available data.

**8** %  
↑ increase  
By 2020 parcel volume is expected to increase to 841 million from 778 million, an increase of over 8% YOY.

**6.2** %  
↑ increase  
By 2020 parcel revenue is expected to increase to 9.2 billion from 8.6 billion, an increase of over 6.2% YOY.

Source: Pitney Bowes Parcel Shipping Index Report 2018.

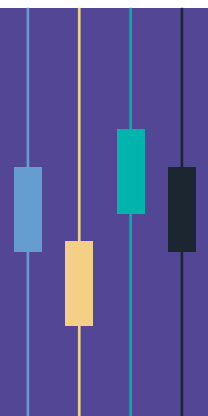
<https://www.pitneybowes.com/au/newsroom/press-releases/pitney-bowes-parcel-shipping-index-reports-australias-parcel-shipping-volume-exceeds-63-million.html>

## Business Needs

When Dr Liron Nehmadi (PhD) took over as Chief Product Officer for the Catch Group he was instantly frustrated. He'd hit a data dead end.

Data was locked away in closed-loop systems, mostly-external vendors made promises about what they do and obfuscated access to the data generated in their own system. This approach was blocking Catch from gaining a cohesive view of their customers across the customer journey.

As the largest online retailer in the country, data integrity is vital, especially when it comes to understanding customer behaviour. However, their legacy data infrastructure meant the data required for decision making could not be easily retrieved and when it was it couldn't be trusted.



### They were simply unable to answer complex questions like:

- How many people search for kids toys, what is their CTR and how is this search term performing compared to other search terms?
- How many people that hit a search page use the filter panel? What are the most common filters and what is their relation to conversion rate?
- How many of the customers acquired through an affiliate actually made a purchase from us in the past?
- What is the return rate of different sellers on the marketplace and what is the impact on Customer Support workload?

- What is the average order dispatch time and how does it affect the NPS score?

The data available to Liron was unreliable. Each platform was presenting data that was favourable to them and causing internal echo chambers of misinformation.

Inside the business, many different versions of the truth overlapped causing deeper silo behaviours.

The challenge for Liron was designing a system that took the burden away from those who don't know how to design complex data systems.

He needed to work with everyone in the business to understand how data must move to feed their requirements and the ways in which they consume it.

For Liron, building modern teams meant putting a stop to outdated behaviours. It shouldn't be the job of departments like marketing to think about data structures. A distributed system from a centralised team should manage the flow of data into each team, taking the burden away from all that need to use it.

Ultimately, the business needed an effective way to share data internally.

## Solution

Catch Group quickly brought in Poplin to take care of all data structure requirements, architectural advisory and org chart advisory — along with engineering challenges like data integrations, data packaging and data delivery.

Instead of taking away people with domain knowledge to solve unknowns and slowing down the business further, Catch opted for a dual stream of activity (ie internal and external teams) with a system design that provides all actors with a real time feedback loop. It gave Liron the ability to move significantly faster as all teams communicated with each other on an overall program.

Liron's ability to separate domain knowledge from common data patterns ensured his team was focused on internal applications. Poplin Data operated as an extension of the broader business strategy in parallel with these teams, organising their enterprise data and simplifying its consumption across the business.

Catch needed ownership over their data. No more black box solutions and no more buying into the promise of AI as a panacea to the mess they created. To Liron, even if AI solved their business needs, is this the DNA his organisation needed? One where a group of people did not know what the black box systems were doing and were blindly following the output?

Liron understood Catch owning its data far outweighed any associated costs for two reasons:



They could stop building individual tracking systems that measure bias output from third parties with vested interests.



Ownership of data gave him the scalability in addressing common problems across the organisation which is firmly aligned to the company interest.

“A new capability requires a rethink of how the organisation operates. This isn't a bolt-on solution, we are changing how our teams work and what the teams look like. There is no 'off the shelf' product that can solve a people problem.”

*“We needed authority in this domain which is why we are working with Poplin Data. They are a complete system, not just a platform and not just engineering smarts. Our success is their success and from day one they have invested in understanding our problems.”*

**Dr Liron Nehmadi**

While it required extensive work, the right data makes or breaks online retail businesses.

*“There are no shortcuts. If you want to solve your data problems, you need to solve it by putting hard work into it. And hard work is not enough because it's also a complex problem. Poplin Data has the knowledge in order to facilitate, support it, and guide you through the process of getting your data right.”*

**Dr Liron Nehmadi**

## Benefits

Today Catch is no longer reliant on third parties handling their data. The business owns their data and can internally define, measure and judge success as the core driver in everything they do as a business.

Highly motivated, modern teams are forming within the business using real time feedback loops to iterate the discovery of new ideas by the Catch and Poplin partnership and the speed in which

Catch's internal business teams deliver them. The data system allows these teams to objectively put the case forward and justify product changes to stakeholders as well as calculate product development ROI.

When you trust your data you can be confident in your decision making. It's these decisions that have an impact on revenue. Additionally, the entire lexicon in the organisation has adapted in the last 18 months.

*"The ah-ha moment was talking in a language that wasn't there previously. It has changed the way people see their roles. We now have the ability to have conversations around the business as it happens and this connecting between Discovery (driven by Poplin) and Delivery (driven by Catch) allows us to make faster decisions."*

**Dr Liron Nehmadi**

## Future Plans

With Poplin Data as their partner, Catch plans to invest deeper with data-driven product experiences. Empowered employees can scale data driven product experiences based on real time data insights that create a unique eCommerce customer experience.

*"With the additional benefit of teams spending more of their time on value creating work than just data admin, the benefits of this project continue to grow. I'm super excited about what the next 18 months will deliver."*

**Dr Liron Nehmadi**

Great data gives you the answers  
to make better decisions.

[poplindata.com](https://poplindata.com)