

APPAREL AND ACCESSORIES

Prada Group taps Sprinklr AI tech to deploy data-driven social strategy

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Prada's technologically groundbreaking lightweight fabrics give consideration to interaction between garment and body, between textile and skin, protecting from the elements and perspiration. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italy's Prada Group is targeting a new group of customers with the deployment of a data-driven social advertising and engagement strategy.

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The Milan-based company has tapped customer experience management platform provider Sprinklr to create immersive brand experiences across social channels.

"Today, digital transformation is changing relationships with consumers, giving them an unlimited amount of purchasing choices," said Lorenzo Bertelli, head of marketing at Prada Group, in a statement.

"In this world, it's even more crucial to effectively reach and engage our customers," he said.

"Sprinklr's platform fits our strategy perfectly, and will boost our efforts to reinforce a digital culture within the Prada Group while improving customer experiences."



Sandal with a sneakers sensibility: from Prada's spring/summer 2020 collection. Image credit: Prada

Shoe fits

Slammed by COVID-19 lockdowns worldwide like its luxury peers, **Prada Group** has used the downturn to analyze its customer outreach efforts for portfolio brands such as Prada, Miu Miu, Car Shoe and Church's.

Prada Group will increase collaboration across global agencies on Sprinklr's AI-backed platform to boost return on ad spend, reach relevant audiences, and gain insight into effective marketing content, Sprinklr said.

The partnership with New York-based **Sprinklr** is part of the Italian fashion company's aim to digitally transform its business. It will use the **Sprinklr Modern Advertising** and **Sprinklr Modern Engagement** tools.

Sprinklr will also support Prada Group's efforts to identify, reach and engage millennial and Gen Z consumers as they account for more consumption of luxury goods and services.

"We're incredibly proud to partner with an iconic company like the Prada Group to provide a luxury retail experience across modern channels," said Luca Lazzaron, chief revenue officer of Sprinklr, in a statement.