

### Industry

- [Travel & Hospitality](#)

### Customer application

- Commerce data hub
- Data science experimentation

### NoSQL solution

- [Customer 360](#)
- [Catalog & Inventory Management](#)

### Use case

- Session store
- User profile store
- Real-time big data
- Loyalty program
- Store operations
- Store locator

### Product

- [Couchbase Server](#)

### Key features

- [NIQL](#)
- [Full-text search](#)
- [Analytics](#)
- XDCR
- [In-memory database](#)
- Indexing



**Domino's** is the largest pizza company in the world based on retail sales and runs almost 18,000 stores in more than 90 countries. By emphasizing technology innovation, Domino's generates over 50% of its global retail sales and over 70% of its U.S. sales from digital channels. When Domino's created their single platform for operational and analytical workloads they chose Couchbase over Cassandra for its extreme flexibility and built-in services such as full-text search and analytics.

### CHALLENGES

- Marketers didn't have a development framework that supported multiple campaign initiatives
- Reduce time to market for innovation
- Needed a self-service data querying tool

### OUTCOMES

- Marketers can now create personalized ad hoc campaigns using unified real-time data
- Domino's plugged Couchbase directly into their e-commerce platform, eliminating legacy SQL components and increasing agility
- Teams can pull information directly from a central repository without having to submit a request to a database team

“Couchbase gives us the best of all worlds when it comes to managing customer marketing data.”

— **Cliff Miller**  
Enterprise Data Architect, Domino's

## Domino's serves up personalized marketing campaigns with Couchbase

As the world's largest pizza company, Domino's runs almost 18,000 stores in over 90 countries. In addition to serving up 3 million pizzas a day, those stores also generate millions of invaluable data points from their in-person and online point-of-sale systems. This data is useful not only to the individual stores, but also for corporate initiatives such as personalizing marketing campaigns and customer experiences.

Domino's is a tech-savvy organization and takes pride in enabling its customers to order from virtually any device and numerous applications, including smartwatches and even the Slack app. While great for business, the omnichannel marketing approach also introduces complexities when it comes to managing data. The wealth of information gathered allows marketers to be extremely precise in identifying the best channels to find convertible opportunities, but the sheer volume of data is a challenge for storage and analysis.

"We really wanted to understand how to ensure that data is our largest strategy when it comes to working with our consumers," explained Cliff Miller, Enterprise Architect, at Domino's. "We quickly learned we needed to have something that allowed us to reduce time to market for innovation."

### Data collection and analysis at scale

To speed up innovation, Miller's team initiated its Commerce Data Hub (CDH) project, which is built around five different data personas. Each persona hones in on one specific ingredient the company needs to fully understand its customers, better score its marketing efforts, and convert more sales from its marketing campaigns.



"Our success really came from working with Couchbase on our plan, model, and mission to create the solution we truly needed."

— **Cliff Miller**, Enterprise Architect, Domino's

For the CDH to work as planned, Domino's needed to provision a semi-structured SQL environment to act as a unified data management platform. "We needed something that was highly scalable and could also house comprehensive amounts of information for anyone who wanted to dip into all kinds of data without going through a SQL table structure," said Miller.

## Feeding the hungry data machine

“We didn’t want to create IT for the sake of creating IT,” said Miller. “So we worked closely with our marketing and innovation teams to determine what the best course of action was to capture and leverage data quickly within our organization.” As a result, Miller’s team was able to create a flexible solution that allows any team to pull information directly from a central repository instead of having to submit a request to a database team to pull and format the data.

With their mission defined, the Enterprise Information Management (EIM) team began working with Couchbase to streamline their data collection and query processes. To do this, they linked Couchbase directly to the various sources of data that were being used to fine-tune customer communications strategies. By plugging Couchbase into the Domino’s e-commerce platform, the EIM team was able to eliminate legacy SQL components in favor of a more agile information structure.

“We were very successful with Couchbase because we were able to leverage its query service, index service, and analytics service in a way that was very prescriptive and allowed us to understand any type of transactional customer experience and aggregate large datasets,” said Miller.

With Couchbase, Domino’s is able to use all of its existing data more efficiently while also feeding new data to employees seamlessly as it becomes available. This continuous cycle of information allows the Domino’s corporate marketing teams to constantly find new nuggets of actionable information in real time.

Thanks to its unified data management platform, the Domino’s omni-marketing strategy is flourishing. Marketing analysts and other users can pull data at levels of granularity that were not previously possible. And with that information so easily accessible, marketers can now create nimble ad hoc campaigns tailored to particular locations and times, to specific marketing channels, or to third-party vendors such as marketing agencies.



At Couchbase, we believe data is at the heart of the enterprise. We empower developers and architects to build, deploy, and run their mission-critical applications. Couchbase delivers a high-performance, flexible and scalable modern database that runs across the data center and any cloud. Many of the world’s largest enterprises rely on Couchbase to power the core applications their businesses depend on. For more information, visit [www.couchbase.com](http://www.couchbase.com).