NTT DATA

Brazil | Telco, media and technology

Transforming Record TV's relationship marketing with data and AI

RECORDTV

Client profile

Record TV, also known as Rede Record, is the second largest Brazilian television broadcaster. Established in 1953, the company has extensive experience in the communications and entertainment industry. Its main products include soap operas, reality shows and news programs.

With NTT DATA, Record TV transformed scattered audience data into actionable insights. By unifying user data and deploying AI-powered marketing tools, the broadcaster increased engagement, improved customer retention, and accelerated digital revenue growth — turning data into a strategic asset for long-term success.

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The Relationship Marketing project drives the evolution of our connection with our customers. This strategic initiative elevates us to a new level of competitiveness, keeping ahead of the dynamic and constantly changing market."

Alessandro Malerba, Director of Digital Operations, Record TV

Business need

Reshaping marketing strategy for digital products

Faced with growing market demands, Record TV recognized the need to modernize its strategic and technological approach to better understand audience behavior and improve customer relationship management.

"With the data architecture and unique user identification in place, there was a need to develop data-driven, predictive, hyper-contextualized, and agile 5.0 marketing strategies for an efficient relationship with consumers," says Juan Eiras Fontenla, Marketing Strategy Leader, NTT DATA

"We needed to map and optimize relationship marketing strategies to drive revenue growth through new customer acquisition, cross-sell/upsell opportunities, and improved retention on digital platforms," says Filipe Barros Cilento, Senior Digital Marketing Consultant at NTT DATA.

Identifying users across platforms

To run more targeted campaigns, Record TV first needed to build a strong technology infrastructure and gain a holistic view of each user across their platforms.

"In an increasingly competitive landscape, deeply understanding our audience is crucial for taking more predictive and targeted actions," says Leonardo Siegl, Multiplatform Project and Product Manager at Record TV.

This approach enabled the creation of detailed, hyperpersonalized user profiles, boosting both conversion rates and audience loyalty.

Challenges:

- **Adapting to Marketing 5.0**
  Transitioning to a data- and AI-driven strategic model required a complete overhaul of Record TV's positioning in the market. The biggest challenge was integrating new strategies and technologies without disrupting the broadcaster's established identity and workflows.

- **Fragmented audience data**
  Another major hurdle was consolidating and organizing audience data. Despite reaching around 145 million people monthly, the data was scattered and inconsistently structured. Creating a system to integrate these records and extract actionable insights was essential for customizing content and commercial offerings.

- **Cultural transformation**
  Shifting to an automated marketing model also required a cultural shift within the organization. Beyond implementing new tools, it was crucial to ensure that employees were equipped and motivated to use them strategically and effectively.

Solution

Implementing Record ID and building data intelligence

The solution began with the development of a unified user ID — Record ID — enabling the execution of a relationship marketing strategy in partnership with NTT DATA. The goal was to centralize and classify audience data, providing a 360 view of user behavior across all Record TV platforms.

The first step was building a technology foundation and business processes capable of integrating and unifying user records into a single ID, providing a better view of their customers.

To monitor and improve actions, KPIs and strategic metrics were defined, along with dashboards to provide management with deeper insights and a holistic view of their customers.

Building a relationship marketing function and the implementation of Marketing 5.0 strategies

With Record ID in place, a new division focused on relationship and growth marketing was created. This initiative targeted B2C strategies and took advantage of close collaboration between the Record TV and NTT DATA teams.

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>
> **Filipe Barros Cilento,** Senior Digital Marketing Consultant, NTT DATA

Building on this understanding of both marketing and technology strategies the decision was made to implement Salesforce Marketing Cloud to manage user journeys and integrate Record ID data, using AI to optimize performance and personalize communications.

An advanced RFV segmentation model was developed and implemented, allowing the creation of hyper-personalized and effective campaigns.

Enablement

To ensure the successful adoption of these strategies, NTT DATA conducted workshops and hands-on training covering everything from covered everything from creating and updating campaigns in the context of Marketing 5.0 to the advanced use of Salesforce Marketing Cloud with the application of AI.

"The program, in partnership with NTT DATA, emerged from a restructuring of the company — not just supported by technology and data, but fundamentally driven by organizational transformation," emphasizes Carlos Giusti, Director of New Business at Record TV.

This immersive approach helped the team mature and operate confidently in a data-driven environment. In addition, the workshops and training courses proposed and held by NTT DATA encouraged the engagement of professionals from all hierarchical levels in the project, from top management to daily operations.

Outcomes

Significant growth in digital engagement

The implementation of the Relationship Marketing project and leveraging the latest Marketing 5.0 strategies resulted in a significant growth in the performance indicators of the campaigns. Process automation and hypersegmentation, among other strategies, made communications more relevant, boosting engagement with Record TV content and advertisers, as well as brand and platform loyalty.

"NTT DATA positioned Record TV at the epicenter of Marketing 5.0, allowing them to take advantage of disruptive marketing strategies and technologies and provide a memorable consumer experience," says Fontenla.

Evolving relationship journeys

Automated user journeys were developed using AI to better serve different audience segments.

"This project was developed by people truly committed to transforming how we do marketing at Record TV," says Alessandro Malerba, Record TV's Director of Digital Operations.

This transformation enabled continuous communication with Record TV's customers, enhancing engagement and fostering more strategic interactions.

Partnership

"This project as a whole was really developed together, it didn't matter who was from NTT DATA and who was from Record, TV they were all one team," says Malerba.

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> NTT DATA became more than a partner — they built deep human relationships with us, and I believe that made the work much more successful,"
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> **Dado Lancelotti,** Multiplatform Executive Director, Record TV