



Embrace the possibilities

CDP Use Cases to Drive Efficiency, Profitability and Growth

A Definitive Guide of CDP Use Cases for
Marketing, Sales, Service, and Operations



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INDUSTRY PERSPECTIVE

Driving efficiency, profitability and growth with customer data



Kazuki Ohta

CEO & Co-Founder,
Treasure Data

In a world where customer experience is the critical factor for building lasting loyalty and retention, the ability to connect all of your customer data to deliver personalized interactions is not a nice-to-have, it's a necessity.

Many companies use customer data platforms (CDPs) to help elevate their marketing campaigns. But if you're not activating customer data across the entire business, you've just created another data silo – and a lost opportunity.

By maximizing the value of customer data across your entire organization – from customer-facing teams, to backend operations – you can drive greater efficiency, profitability, and growth.

But, perhaps most important of all, connecting data across your entire organization enables you to deliver truly connected customer experiences.

80%

of consumers have abandoned a brand because of bad customer experiences.

(Qualtrics)

Drive ROI with the right CDP use cases

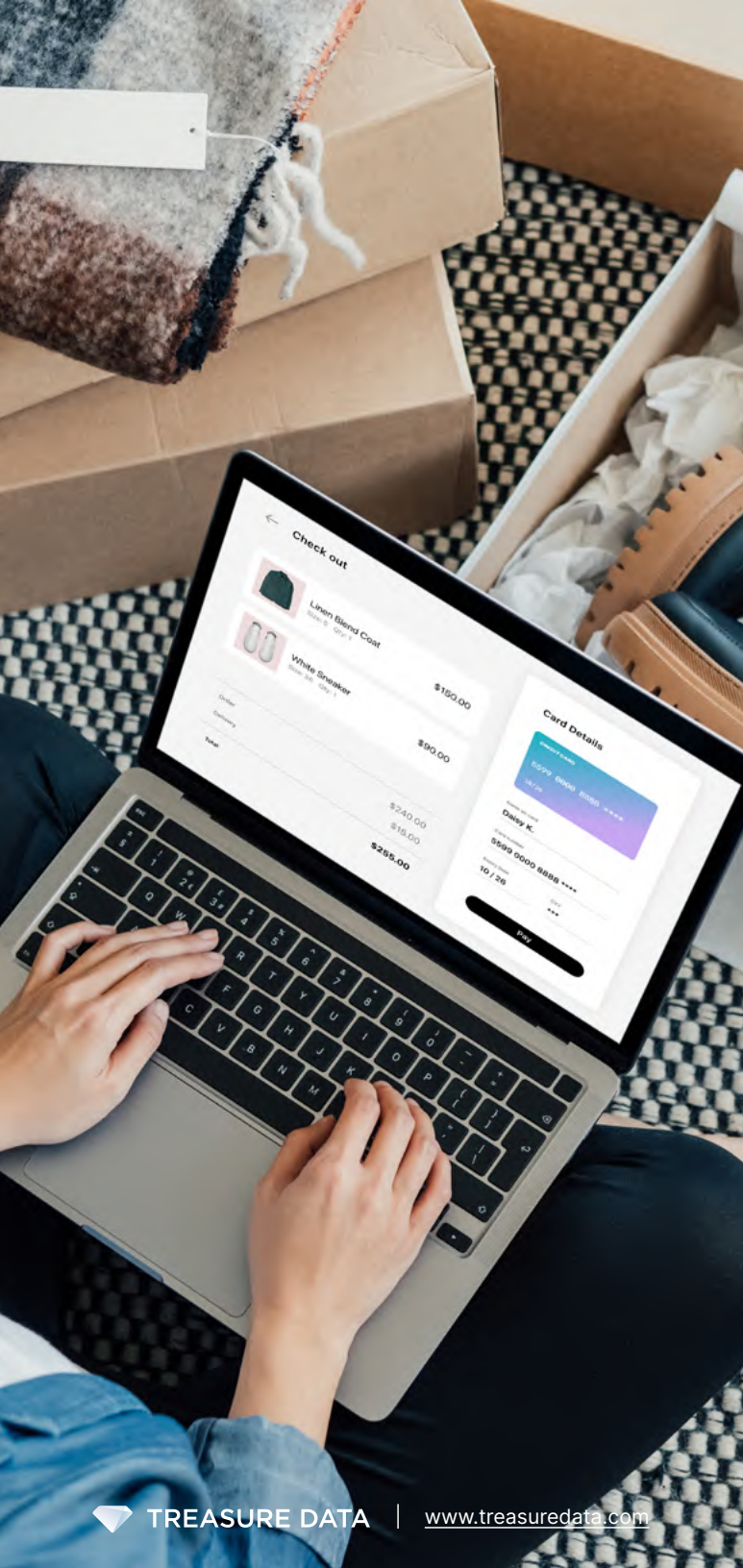
To deliver connected customer experiences with a CDP, you must first identify and prioritize the CDP use cases that will drive short-term gains, and set you up to scale for long-term value. Because CDP projects are continuously evolving, pinpointing and prioritizing initial use cases is key to ensure your organization creates a roadmap for efficient implementation and speed to ROI. When ROI and efficiency are more important than ever, taking a proactive approach that will set your organization up for long-term success is essential.

To determine which use cases will be of the most value, you need leadership from across the organization to be aligned around goals, benefits, and data prioritization. This will include IT and data experts, as well as sales, marketing, customer support, legal, and executives.

90%

of marketers agree that providing a connected customer experience is a top priority.

(Better Decisions: A Spotlight on Data Efficiency, Treasure Data)



Create a path to profitability

Identifying the right CDP use cases ensures you understand what capabilities you'll need from your CDP, and the best path to implementation to achieve your goals. As you think about your needs, it's important to realize that not all CDPs, or CDP vendors, are the same. Some CDPs are purpose-built for enterprise-grade use cases and omnichannel campaigns, and some have more limited functionality.

By understanding what's possible with a CDP, you'll be able to maximize your CDP investment and the value of your customer data. You'll also be able to speed up business outcomes like increasing marketing spend efficiency, improving the customer experience, growing loyalty and customer retention, and ultimately, driving more revenue for the business. In this guide, you'll explore even more

unique ways to do more with your data. We'll also help you assess how different use cases can bring value to your organization by showing you:

- What pain points a particular CDP use case can solve
- How to prioritize use cases and implementation based on your organization's data maturity level
- What results other organizations have achieved with Customer Data Cloud

We invite you to explore how you can maximize the value of your customer data with the power of Customer Data Cloud. If after reading this guide you would like a deeper dive into specific use cases that will drive the most impact for your organization, reach out to [schedule a consultation](#) with one of our Treasure Data experts.



"Treasure Data CDP is now our playground to understand our customers and do things like better targeting and segmentation, and predictive analytics. It's also our single source of truth for the whole company, which is just what we needed."

VP of Marketing, Trifecta Nutrition

Getting started with CDP use cases

By understanding your level of customer data maturity, you can create a CDP use case roadmap to maximize the impact and ROI of your CDP investment.

The definition and importance of data maturity within enterprises has evolved over time. When we talk about data maturity today, we are referring to the data usage within your business.

Whether you are just beginning your data journey, or gaining momentum in making data-based decisions, applying a customer data maturity model can help you identify where you're getting the most from your data and strategies, and how to improve your processes and data insights.

Customer data maturity is defined as the extent to which an organization is maximizing the use of their customer data. The goal is to incorporate customer data into all of your decision making and practices. In the process, your customer data transitions from a source of information, to a driver for decision making.

Using a maturity model specific to your customer data gives you goals, and prescriptive actions, to take with your data. These goals and prescriptive actions allow you to focus more on setting yourself up to gain insights, and less on how to get there. For example, before you can take on more complicated use cases, and layer on additional capabilities – like artificial intelligence (AI), machine learning (ML) and predictive analytics, you must first have the foundational pieces of data management in place.

CDP use case maturity model

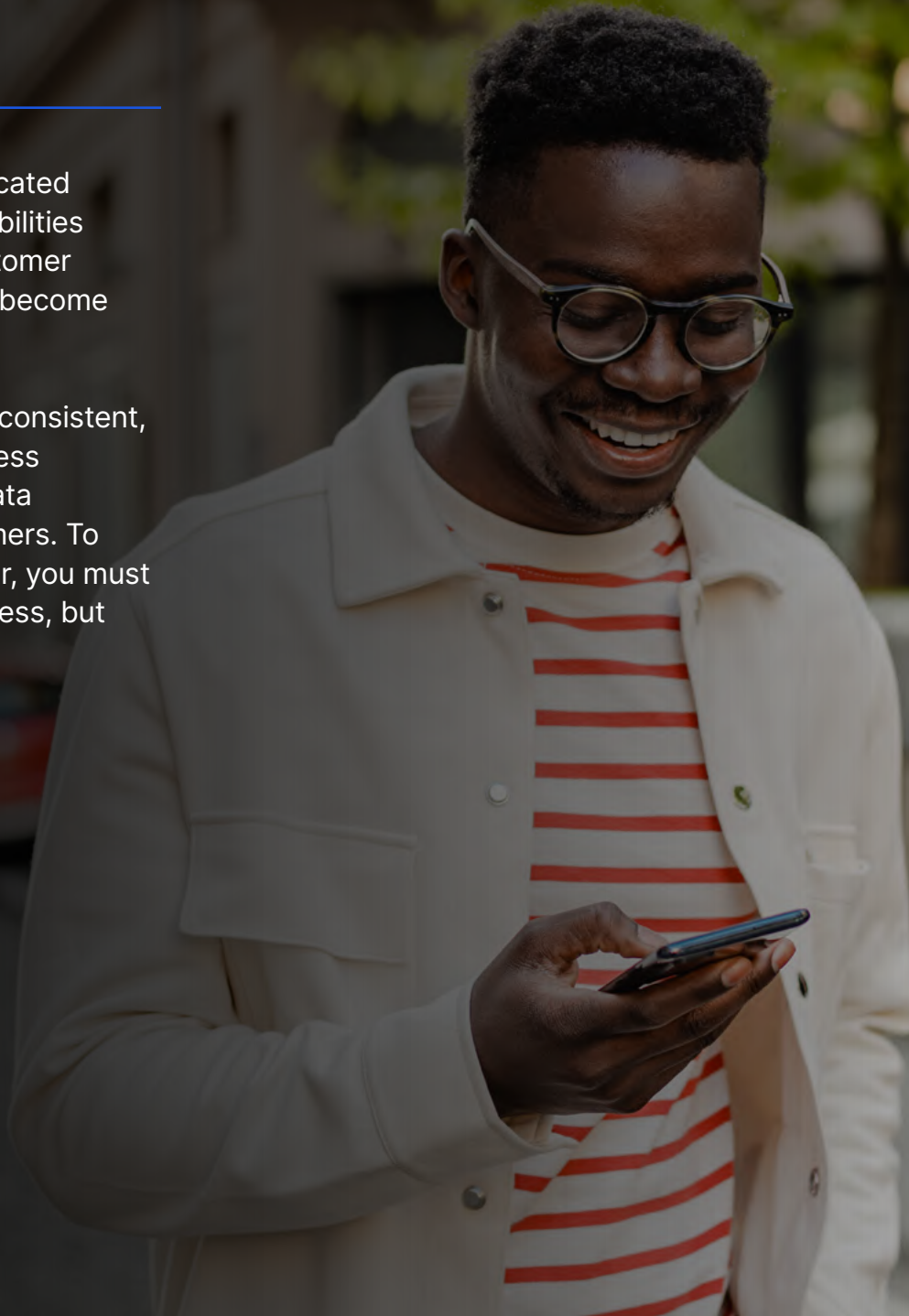
At Treasure Data, we have developed a customer data maturity model that can help you understand where your organization is when using customer data to make key decisions. This model will also help you identify how to prioritize the right CDP use cases for faster time to value, and how to use your data to create a competitive edge for your business.

FOUNDATIONAL	BEGINNER	INTERMEDIATE	EXPERT
<p>At this stage, you will focus on centralizing and integrating key first, second and third-party data sources into your CDP to establish a data foundation. Part of this process includes cleansing and deduping inaccurate records to create a unified customer profile. AI-powered identity resolution can be applied to enrich data and increase the number of known profiles. Data privacy, consent management, and governance safeguards are also applied to ensure secure and compliant data management practices.</p>	<p>With a good foundation in place, you can now begin to use your customer data to maximize marketing, sales, service, and operational efficiency. Use cases at this stage include optimizing ad spend through audience segmentation, improving conversion, reducing churn, and personalizing experiences for both known and unknown audiences.</p>	<p>At this stage, you can begin to layer on more advanced AI capabilities that power real-time personalization use cases and next-best action recommendations, as well as advanced analytics, like propensity modeling, to generate higher retention, and cross-sell/upsell opportunities to drive retention and loyalty.</p>	<p>At this stage, you have the experience and capabilities to fully orchestrate the customer journey and deliver connected customer experiences. Campaign optimization can be improved through multi-touch attribution and automation. A strong data foundation, combined with advanced predictive analytics will also enable consistent profile enrichment, enabling real-time insights and swifter decision making.</p>
<p>TIME FRAME: Two weeks - two months</p> <p>BUSINESS VALUE: Know and understand profitable sources, identify your ratio of known to unknowns records, and establish data privacy and consent models.</p>	<p>TIME FRAME: One month and ongoing</p> <p>BUSINESS VALUE: Increase marketing efficiency, democratize data to all departments, start to see increases in conversion rates and customer loyalty.</p>	<p>TIME FRAME: Four months and ongoing</p> <p>BUSINESS VALUE: Your CDP becomes an increasing competitive advantage. Drive increased revenue through personalization, create more relevant offers, and quickly identify cross-sell and upsell opportunities.</p>	<p>TIME FRAME: Six months and ongoing</p> <p>BUSINESS VALUE: You have become elite in your approach to customer experiences. Increases in customer loyalty and return on investment (ROI). Reduction in churn and increased customer lifetime value of your customers. Stronger relationships with your customers and long-term loyalty gains.</p>

Unlocking the value of customer data

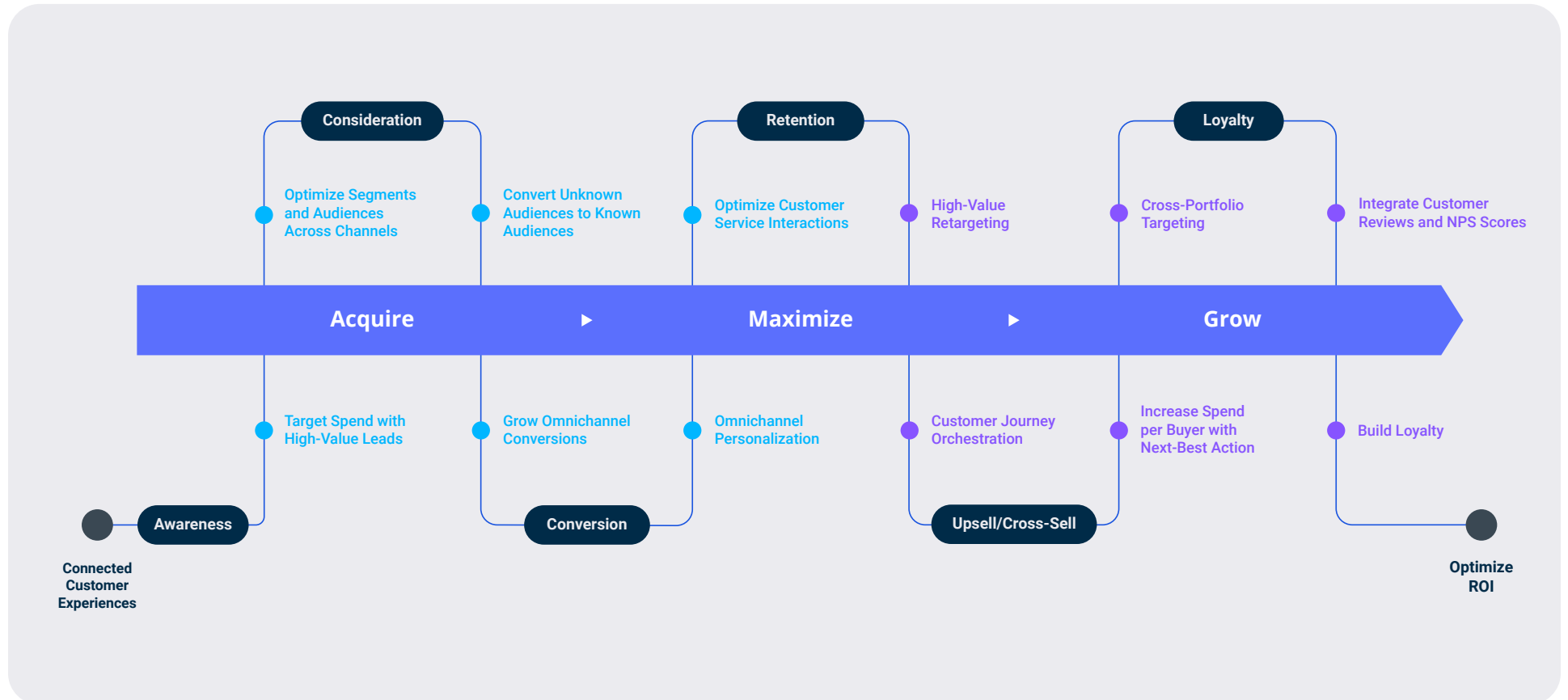
As your organization becomes more sophisticated in its data management processes, the possibilities to expand, scale and deliver exceptional customer experiences that align with consumer needs become endless.

Creating experiences that feel personalized, consistent, and valuable to customers is critical to business success—and hinges on being able to use data holistically to deeply understand your customers. To keep up with today's digitally savvy consumer, you must put them at the center of not only your business, but your tech stack.



Elevate the entire customer journey

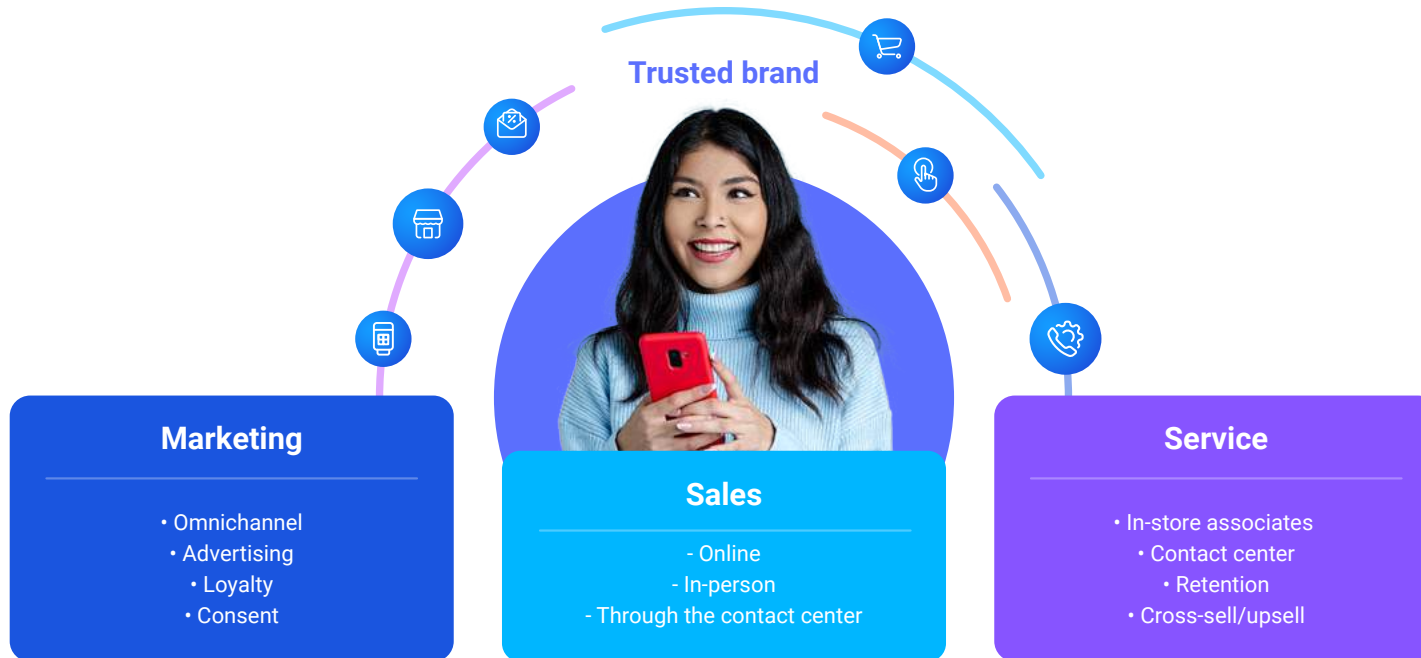
Data is at the core of knowing what to say to customers—and where and when to say it. A solid and secure customer data management solution lays the groundwork for a truly connected customer experience by unifying data and identities across the enterprise to power better decisions along the customer journey. The result is an increase in customer lifetime value through personalized brand experiences and more efficient marketing efforts. Marketing and sales are more proactive, innovation is faster, and service and support are enhanced, reducing churn while enhancing customer spending, loyalty, and trust.



Empower every department with customer data

In a fractured and unpredictable ecosystem, customer experiences are broken. When marketing, sales, and service have an incomplete view of the customer, it's impossible to meet the high expectations of today's savvy customers. And these broken experiences aren't just clunky, they're costly. They can lead to wasted marketing spend, inefficient use of sales resources, and lost service revenue. And worst of all, they can mean lost customers.

With Treasure Data Customer Data Cloud, you can combine all of your customer data in one place, creating a unified customer profile to power connected customer experiences across the entire customer journey. Your customer experiences and your brand become one, with personalization at every touch point, creating a trusted relationship across marketing, service, sales, and your customers.



Overcome the disconnect

Integrate all your first, second, and third-party customer data—from social media and websites, to mobile apps, stores, and call centers—all in one place.

Operationalize insights

Leverage AI/ML models for use cases like determining the next-best message or offer, and the optimal channel to deliver that message.

Orchestrate connected customer experiences

Deliver one-to-one personalized experiences across every touch point across the customer journey.

Optimize CAC & LTV with smarter operations and engagement

Dynamically sync all touch point systems for continuous campaign feedback that drives meaningful conversations, empowers innovation, and delivers speed to value.

Modernize your organization For data privacy and governance

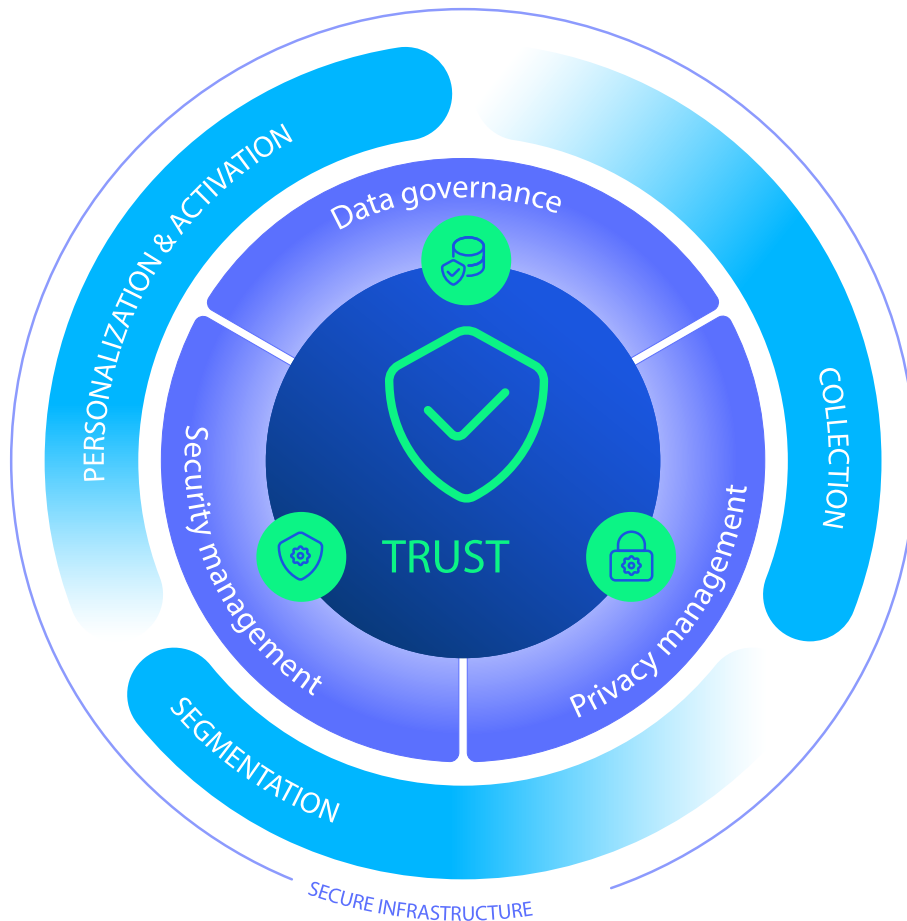
Data privacy is becoming increasingly important to consumers and is an essential part of the customer experience. Enterprises that want to maintain customer trust must show consumers that they take data protection and privacy seriously, and are ethical stewards of customer data. This requires protecting personal data and respecting your customers' data privacy preferences.

Integrating data privacy and governance practices is a foundational part of your data management strategy, and should be considered at the early stages of your CDP implementation plan. A CDP gives data and IT teams better control over how data is accessed and activated across the enterprise. This means that permissions can be granted, so that certain teams have access to only that data that's relevant to their needs. Consent management capabilities allow for customer data privacy preferences to be integrated directly into customer profiles, ensuring that preferences are respected and consumer choice is upheld. And, identity resolution capabilities enable data consolidation across brands, eliminating risk of duplicate profiles that could pose security risks when managing compliance across geographies.

With these capabilities integrated into your CDP, keeping up with customer privacy preferences and evolving regulatory demands becomes easier and more efficient, while reducing risk of non-compliance that could result in costly fines. With unified customer profiles, changes and updates to data governance practices can easily be rolled out across the enterprise, ensuring all business units are on the same page.



Treasure Data helps you manage customer data preferences through native or integrated consent management, and brings transparency to the audience creation process. With Customer Data Cloud, you can integrate key privacy attributes like consent management, communication preferences, and other global requirements into individual customer profiles, manage data access across teams, and enforce privacy policies across the organization without having to worry about managing all the variations in privacy regulations or inadvertently misusing data through an improperly shared list.



- Give privacy choices & comply with regulations
- Use data with the right level of consent and privacy
- Work with partners seamlessly and securely
- Protect data and PII
- Quickly identify risks with alerts and audits
- Set up policies once to streamline data operations

Discover the right CDP use cases for your organization

Many people think of marketing impact when they think about customer data platforms. At Treasure Data, we're certainly helping our customers increase campaign performance. But if you're not activating customer data across every brand, on every channel, throughout the entire business, you're missing the opportunity to multiply the value of your customer data.

Our vision for Customer Data Cloud is to create a customer data foundation for the entire business to cut costs and gain revenue. Aligning customer interactions across every department, including marketing, sales, operations, and service means that you will always engage your customers in the right place, at the right time, on the right device. It also means that you will solve the CX disconnect, ensuring that the customer always has the same personalized experience with your brand.

To remain competitive in today's crowded digital landscape, brands must create and deliver experiences that truly resonate with customers. By deploying specific use cases across each customer journey stage, brands can drive greater marketing efficiency, conversions, loyalty, and ultimately, more revenue.

Customer Data Cloud gives businesses game-changing opportunities to drive efficiency and growth. When budgets are tight, and your teams are expected to do more with less, you need fast results and proven ROI.

On the following pages are just some of the many use cases our customers can successfully execute to drive revenue with Customer Data Cloud across every level of data maturity. You can also click on the use cases below to jump ahead and explore what matters most to you.

Integrate customer insights	Increase marketing and operational efficiency	Create connected customer experiences	
1 Provide a single source of truth for customer data	9 Measure and predict customer lifetime value	19 Next-best action for event-based campaigns	26 White glove in-store shopping experiences
2 Dedupe profiles and improve customer data quality	10 Identify propensity to buy	20 Next-best content recommendations	27 Real-time web personalization
3 Expand and enrich profiles with first, second, and third-party data	11 Lookalike modeling for improved campaign performance	21 Next-best product recommendations	28 Personalized mobile in-app experiences
4 Identity resolution	12 Identify and decrease churn	22 Best-time algorithms	29 Connected physical and digital experiences
5 Increase known profiles	13 Audience suppression	23 Personalized customer service interactions	30 Increase in-store traffic with personalized promotions
6 Clean room partnerships	14 Multi-touch attribution	24 Personalized customer care status emails	31 Manage loyalty program data to promote future purchases
7 Access control and consent management	15 A/B and multivariate activation testing	25 Improved quality of customer service interactions	32 Integrate net promoter scores into the customer journey
8 Data privacy compliance across geographies	16 Demand planning and inventory management		
	17 Measure product and service usage for product development		
	18 Optimize backend logistics		

PART ONE

Integrate customer insights

Your capacity for creative marketing campaigns, efficient sales, and exceptional customer service is endless. But you need access to accurate and complete customer data to be successful. By securely combining data integration, identity resolution, and single customer views, you can establish a strong customer data foundation that will set you up for success.



Integrations, data cleansing & enrichment

Positive perceptions of your brand depend on your data being trustworthy, consistent, and correct. High-value data lets you make informed decisions about your marketing strategy. But with large volumes of data coming in from so many directions, things can get messy. You need data cleansing and data enrichment handled automatically, and in real time. Ensuring that you have a schemaless solution removes the need for ingestion data planning and reduces the risk of lost data.

Treasure Data has a wide variety of integration APIs, SDKs, plug-ins, data loaders, custom scripts, workflows, and pre-built connectors to ensure that you can integrate seamlessly with anything in your tech stack.



1

Provide a single source of truth for customer data

Data maturity level: Foundational

Customer Data Cloud provides a centralized location for all customer data, eliminating multiple systems. Out-of-the-box integrations allow for seamless onboarding of multiple data sources and delivers a quicker time to value. Schemaless data management removes the need for ingestion data planning and reduces the risk of lost data.



Pain point

“Disconnected, siloed data across systems, brands, and teams makes it difficult to identify and understand our customers.”

AB InBev gains a single source of truth for customer data

AB InBev was able to connect 757 global systems and 70 million unique customer records across 500 brands into Customer Data Cloud in less than half a year – bringing data once siloed across brands and agency partners together into a centralized system.



Results:

With their data in a centralized location, AB InBev was able to make unified customer profiles accessible across teams, giving greater visibility into campaign performance across channels. This led to greater operational efficiency, optimized ad spend, revenue lift, and improved direct-to-consumer initiatives.



“The ability to manage everything in one single product interface is incredible for us.”

Luiz Gama, Senior Global MarTech Manager, AB InBev

2

Dedupe profiles and improve customer data quality

Data maturity level: Foundational

Customer Data Cloud first-party identity graphs hold identifiers and signals that correlate with individual customers. By organizing online and offline first-party data with third-party insights, the graphs connect and maintain customer identity across touch points, devices, channels, and identity relationships.



Pain point

“Duplicative customer data makes customer acquisition inefficient because we can’t accurately identify insights and marketing program performance. Data is not standard, and is not mapped.”

U.S. soccer unifies and dedupe customer Profile data

U.S. Soccer struggled with identity resolution. Their profile data was messy, not resolved, and filled with duplicates, with multiple unique IDs for the same person. These inconsistencies weakened the association’s ability to use their customer data to interact with fans in a meaningful, resonant way.



Results:

With Customer Data Cloud, U.S. Soccer was able to unify and dedupe their customer profile data by identifying and matching data across channels, clearing duplicate or corrupt records, and cleaning outdated information.

3

Expand and enrich profiles With first, second, and Third-party data

Data maturity level: Foundational

With the deprecation of third-party cookies and new privacy regulations, enterprises must increase their efforts to collect first-party data. A centralized customer data foundation enables enterprises to collect first-party data across owned channels, integrate that data in real time into a unified profile, and use that view to create personalized experiences.

Customer Data Cloud collects data during initial interactions, like a web visit or social media engagement, then builds a comprehensive customer profile through data enrichment with other sources. After establishing a robust customer profile, Customer Data Cloud continues to update customer information based on the customer's actions. Profile unification during this initial phase sets the stage for more targeted actions further along in the customer journey.



Pain point

"Insufficient first-party data has made it challenging to understand and track buyer behavior across channels."

Data enrichment enables stripe to combine data sources across the organization

Stripe, an apparel retailer and lifestyle brand, used to outsource some aspects of its marketing and data analysis. As a result, they had different data sources that were not unified, including first-party data, advertising and behavioral data, second-and-third-party data, IP location data, NPS data, and weather data. Once they started ingesting data from these sources into Customer Data Cloud and creating unified customer profiles, Stripe could apply advanced analytics capabilities for predictive scoring, targeting, and segmentation.



Results:

Stripe successfully unified and hyper-localized data across more than 10 different sources, creating a centralized data repository across its brand portfolio.

STRIPE_{Int'l}

"Now that we can easily access and analyze customer data in-house, we are motivated to look at problems and say: 'let's try this too.'"

Shigeki Yamazaki, Advisor of the Digital Transformation Division,
Stripe International Inc.

4

Identity resolution

Data maturity level: Foundational

With a CDP, all your data can be unified, with AI-powered identity resolution activities performed on top of it. This allows you to clearly define customer records, dedupe customer profiles, create better segments, orchestrate on output, and increase personalization – all of which leads to more efficiency in how you market to customers.



Pain point

“We need to maintain clean and accurate customer data records across our brands.”

Asian paints gains a complete view Of the customer

As Asian Paints looked to expand its retail locations to become a fierce home décor competitor in 60 countries, it knew that creating customer experiences that relied on data was going to be key to scalable growth and expansion. By implementing Customer Data Cloud, Asian Paints was able to unify data from more than 30 sources, giving them the ability to perform identity resolution to deliver seamless experiences.



Results:

With a CDP that enables an effective customer identity resolution solution, Asian Paints has been able to bring down the cost of new customer acquisition, and successfully navigate combining structured and unstructured data. This resulted in an 80% increase in remarketing rates.



“Treasure Data’s unified customer view transforms our customer touch points by allowing us to have more contextual interactions.”

Deepak Bhosale, General Manager of IT, Asian Paints

5

Increase known profiles

Data maturity level: Foundational

With AI-powered identity resolution capabilities, Customer Data Cloud allows you to link unknown or incomplete profiles to known profiles to create richer unified customer profiles. You can then segment these profiles to increase your marketing effectiveness through greater personalization and relevancy.



Pain point

"We have an insufficient number of known profiles, making it hard for us to engage in personalization tactics. We're struggling to link incomplete unknown to known profiles."

Major pet food brand connects data to achieve identity resolution

Using Customer Data Cloud, the pet food brand is able to ingest first-party data from online purchases, and unify that data with second and third-party data sources. This makes it easier to perform identity resolution.



Results:

The pet food brand was able to double the number of known profiles in its database. With more known customer profiles, the pet food brand has been able to better define segments and orchestrate outreach that increases loyalty.

Customer data privacy, governance & compliance

Data governance, security, and privacy management are central to building trust, reducing risk, and remaining compliant with global data privacy regulations efficiently. A secure CDP and data infrastructure ensures geo-specific consent for every piece of customer data across channels, brands, and teams.



6

Clean room partnerships

Data maturity level: Intermediate

Through integrations with leading cloud data warehouse providers, Treasure Data helps customers achieve clean room capabilities that allow for the sharing of data in a privacy-compliant way. This enables enterprises to develop rich, timely insights for optimized marketing, advertising, and campaign investments, and share customer data safely with partners.



Pain point

"I need to share data in a privacy-compliant way with other organizations and partners, like advertisers and partner brands."

7

Access control and consent management

Data maturity level: Foundational

Treasure Data provides an intuitive interface to build data catalogs by labeling practices, ensuring the right controls are in place to maintain compliance with data privacy regulations.



Pain point

"The lack of controls around our customer data poses a compliance and data security risk."

Major pet food brand uses Treasure Data To manage data privacy

Using Customer Data Cloud, the pet food brand can ingest and store consent attributes against a user's customer profile, assign relevant data sources for collecting consent, and reconcile any rules needed for their setup.



Results:

With data privacy and consent integrated directly into the data management process, the pet food brand can respect customer data privacy preferences, manage data access across teams, and tailor communications by channel and permission preferences.

8

Data privacy compliance across geographies

Data maturity level: Intermediate

Treasure Data Customer Data Cloud protects, secures, and manages all customer data and personally identifiable information, so you can ensure that customer privacy preferences are honored.



Pain Point

"Our inability to manage consent and compliance across a global brand portfolio creates a poor customer experience and puts us at risk."

AB InBev uses Treasure Data to improve data privacy management

AB InBev lacked centralized data security and compliance management for over 70 million unique customer records across more than 500 brands and 40 countries. With Customer Data Cloud, AB InBev has a globally compliant solution that governs data and builds trust because Treasure Data protects and secures all customer data and PII.



Results:

AB InBev is able to protect personal information for more than 70 million unique customer records across 40 countries.

PART TWO

Increase marketing and operational efficiency

Maintaining a competitive edge in marketing is no longer just about growth, new customers, and logos – it's about executing with efficiency. Marketing is now tasked with measuring both channel and campaign contributions to optimize their spend. Marketing can drive greater efficiency by identifying ways to reduce overlap to yield better return on ad spend and campaign investments.



Customer data analytics For marketing efficiency

Having insights into customer interactions, campaign performance, and channel revenue optimization helps fuel a connected customer experience. Using customer data to determine churn, customer lifetime value (LTV), and cost of acquisition (CAC) can dramatically increase your marketing efficiency. Deep insights can also help you optimize pricing, customer service, and engagement based on customer feedback.

9

Measure and Predict customer lifetime value

Data maturity level: Beginner

Customer Data Platform enables you to create LTV prediction models based on customers' past transactions, preferences, and buyer behavior.



Pain point

"We lack the ability to measure the potential LTV of segments and individuals, which means we're not efficient at identifying high-value customers and understanding their behavior."

Shiseido uplifts loyalty with Treasure Data

Shiseido wanted to offer truly personalized, one-to-one customer experiences via their loyalty app. To do this, data was needed to replace assumptions about customer behavior. Treasure Data's enterprise CDP unified Shiseido's 80 years of collected data and enriched it with demographic, historical and online customer interactions.



Results:

By accurately assessing each customer's preference and correlating this analysis with customer behavior, Shiseido can now design communications that better meet customer needs. This resulted in a 20% increase in in-store revenue per loyalty program member, and an 11% increase in overall company revenue.



"Treasure Data fundamentally changed how we communicate with our customers."

Kenji Yoshimoto, Chief Analyst for Direct Marketing, Shiseido

10

Identify Propensity to buy

Data maturity level: Beginner

Predictive modeling is a powerful tool that lets you leverage customer data and machine learning to anticipate your customers' needs. By using Customer Data Cloud's built-in machine learning, you can build a predictive model to determine a person's propensity to buy.



Pain point

"It's hard for us to determine who is most likely to purchase our product in real time. This makes our marketing campaigns less effective, and impacts our sales teams' productivity."

Subaru grows close rate by 71% with lead scoring

Using a scoring model built inside Customer Data Cloud, Subaru could determine which customers should be considered "hot" leads. The model helped determine which customers had a higher propensity to buy. These leads would be sent weekly to dealers. By prioritizing hot leads, dealers could target the right customers, which helped them quickly close more deals.



Results:

Subaru dealership close rates grew by 71%.



SUBARU

"It's important for us to understand why our customers choose Subaru so that we can continue to meet and exceed their expectations. Treasure Data makes that understanding possible for us."

Ito Takashi, General Manager of Digital Innovation, Subaru

11

Lookalike modeling for improved campaign performance

Data maturity level: Beginner

Customer Data Cloud allows you to bring all your customer data together to create lookalike models. You can further micro-segment customers based on specific similarities and layer on machine learning and artificial intelligence to analyze your seed audience, identify key attributes, and identify similar customers. With just a few clicks, you can activate your target lookalike lists across all the platforms needed for your campaign.



Pain point

“Currently, we have a mass approach to customer acquisition, which leads to less marketing efficiency and higher ad costs.”

Stripe identifies lookalike audiences to help increase revenue

Stripe wanted to evaluate its customer acquisition efforts, including its advertising. It also wanted to understand its customers better to mitigate risk of churn. With unified customer profiles and analytical capabilities provided by Customer Data Cloud, Stripe was able to use lookalike analysis to find new prospects for its lifestyle brands. They also applied predictive retention and scoring models to determine which customers are most likely to buy or churn, and modeled customer behavior to discover if high click rates and good lead generation resulted from effective advertising, relevant promotions, or other factors.



Results:

Revenue attainment increased by 70 percentage points in three months – more than 160% of the target goal.

12

Identify and decrease churn

Data maturity level: Beginner

Customer Data Cloud provides a marketer-friendly interface that allows marketing teams to create and activate models to predict future behavior, such as the propensity to buy or the propensity to churn, without requiring extensive IT or data team resources.



Pain point

"It takes too much time to create the analytics and models needed to quickly execute campaigns. It makes both our marketing and data teams less productive and efficient."

Confectionery brand reduces acquisition costs by more than \$10 per customer

The confectionery brand used Customer Data Cloud to deploy machine learning models based on site behavior of the brand's most popular products. Then, they created a number of micro-segments based on propensity to buy. The brand nurtured each audience differently across different channels: non-buyers with high scores were targeted aggressively with social media, non-buyers with lower propensity scores were served ad campaigns with coupons and promotions, and loyal buyers that haven't purchased in awhile, or that had churned, were targeted with campaigns that included personalized discounts and promotions.



Results:

The brand saw an increased capture rate and conversion rate, reducing email acquisition costs from \$12 to \$1.40 per customer.

13

Audience suppression

Data maturity level: Intermediate

Customer Data Platform allows you to suppress certain audiences from marketing activities, optimizing spend, while providing only the most relevant content to the right customers. This focus enables you to optimize your global marketing spend and operational efforts.



Pain point

"We want to make sure our campaigns are served only to the right audiences, and not waste ad spend on sending promos to the wrong customers."

Maruti Suzuki India reduces paid media spend

Using data housed in Customer Data Cloud, Maruti Suzuki India could determine what ads should be suppressed to which potential buyers. Customers who recently purchased a car were not shown ads to try to get them to buy. Rather, if it was determined that they were not in the market, they could be shown an ad for another part of the company.



Results:

The suppression led to a 30% reduction in paid media spending with no loss of sales or brand recognition.



*"Everyone can use the data the way they want to.
It is changing the culture here."*

Noritaka Wakuda, Advisor & Leader for Digital Transformation, Maruti Suzuki India Ltd.

14

Multi-touch attribution

Data maturity level: Expert

Customer Data Platform's suite of customer analytics provides full visibility into customer behaviors to measure campaign effectiveness by reviewing which audiences, channels, and messages are driving the most conversions.



Pain point

"We lack visibility into which touch points offer the best return under which circumstances, which means we're not able to fully optimize our marketing mix."

AB InBev gains greater visibility into digital media's impact on purchases

AB InBev wanted to directly connect purchases to campaign results so campaigns were more effective. With Customer Data Cloud, AB InBev has greater visibility into its digital media mix and its impact on individual purchase behavior. Through its online partnership with Drizly, an alcohol e-commerce and delivery platform, the company has learned what marketing mix is most effective to maximize ad placement and impressions correlated to actual purchases.



Results:

Connected TV and Display ads drove the likelihood of purchasing on Drizly up by 35% and decreased cost of acquisition over the life of the campaign by 80%.

15

A/b and multivariate activation testing

Data maturity level: Expert

Customer Data Platform offers hundreds of built-in activations that allow enterprises to dynamically update segments and campaigns across channels through campaign automation. A/B testing can be applied to optimize campaigns, and customer profiles can be aligned to the different journey stages, with next steps orchestrated to create seamless experiences across all activations.



Pain point

"We are unable to quickly test and measure campaign effectiveness to optimize our marketing efforts."

Operational efficiency across the enterprise

Connected customer insights can go beyond marketing to inform broader business decisions, like inventory planning, product development, and forecasting demand, enabling brands to plan strategically and raise the bottom line.

16

Demand planning and inventory management

Data maturity level: Expert

Customer Data Platform natively supports the use of machine learning models to segment and score potential customers based on predictive analytics and propensity modeling. These insights can be used to help operational teams efficiently plan and manage demand and inventory across online and offline channels.



Pain point

"Our analytics are insufficient to understand the optimal product mix or the inventory of our digital and retail shelves. If we had these insights, we could better optimize revenue and profit."

Stripe hyperlocalizes its inventory to maximize sales

Stripe wanted to predict which stores would be most likely to sell more based each store's customer buying patterns in order to hyperlocalize inventory, avoid out-of-stocks, and maximize sales efficiency. Using Customer Data Cloud, Stripe updates and adjusts its AI-driven predictive analytics models in near-real time so that reordering from suppliers is continuously adjusted and expedited based on fresh incoming customer data.



Results:

Demand prediction and stock optimization prevented opportunity losses, maximized sales, and improved the bottom line, resulting in greater efficiency and an estimated labor cost savings of \$220,000 per year.

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Measure product And service usage for product development

Data maturity level: Expert

Customer Data Platform allows brands to view sales across channels. This gives manufacturers great value in each phase of product development and post-market promotion. It can also help brands understand how to improve products in terms of packaging, pricing, and product extensions.



Pain point

"We want to be able to understand how customers engage with our products and services, so we can make better decisions around product development."

Japanese retailer helps its brands understand how to improve products

A Japanese retailer that owns a daily necessities B2C site wanted to monetize its data. They launched a marketing lab to make the data available to CPG partners selling on its B2C website. The goal of the lab is to work with the CPG brands on promotion and product development. This required using Customer Data Cloud to unify brands within the B2C site for greater visibility into sales through its own channels, and across combined channels.



Results:

Brands can now use connected first and second-party data to better understand customers' perceptions, interests, and buying habits. This helps brands understand how to improve products in terms of packaging, pricing, and product extensions. In addition, this holistic view can help determine new product launches.

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Optimize backend logistics

Data maturity level: Expert

Use Customer Data Platform to predict demand by product and send each store the right amount of inventory to minimize store transfers and clearances, helping you manage your supply chain and ensure you have the right merchandise in your stores.



Pain point

“We want to make sure we are planning for demand and inventory across our stores and e-commerce channels efficiently – out-of-stocks are not a great customer experience.”

Stripe optimizes supply chain and increases staff efficiency

Stripe used insights and predictive models provided by Customer Data Cloud to understand how to tailor its supply chain based on customer behavior. The goal was to have the right merchandise, in the right stores, at the right moment for customers to find what they need right away.



Results:

Following the launch of the system, Stripe’s apparel division budget improved over pre-CDP periods, as more frequent stock follow-ups led to fewer lost opportunities and higher sales. Staff was able to spend more time attending to the customers, which contributed to better customer experiences.

PART THREE

Create connected customer experiences

Building customer trust and loyalty are critical for success in today's efficiency-driven business environment. Solutions that show your customers as a sea of clicks and transactions can keep you from seeing your customers as they actually are.

Companies focused on touch points often optimize based on siloed outcomes. They don't have the view to best understand the customer journey and struggle to deliver value.

Using the power of Treasure Data for customer journey orchestration, omnichannel personalization, and AI-powered next-best action recommendations, organizations can create connected customer experiences that become smarter with every point of contact – increasing your conversion rates and the lifetime value of your customers.



Next-best action recommendations

AI-powered next-best action capabilities ensure you're sending the right message, to the right customers, on the right channel, at the right time. Next-best action can be used across marketing, sales, and customer service teams to power campaigns, and suggest product recommendations or content offers based on customer journey stage in a way that's contextual and personalized – ensuring a highly relevant customer experience.

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Next-best action for event-based campaigns

Data maturity level: Intermediate/Expert

Customer Data Platform allows you to create audience segments and apply predictive analytics and machine learning to determine the next-best action for each segment to take. This allows you to understand and orchestrate the customer journey by moving them from one stage to the next with the right campaigns, delivered at the right time, on the right channel.



Pain point

"We lack the ability to adjust timing and messaging of campaigns or understand which channel will be most effective for segments or individuals."

Maruti Suzuki India sees 300% roi from next-best action personalization

With customer profiles unified in their CDP, Maruti Suzuki could better understand the context of each customer journey and drive event-based activations for each individual customer.



Results:

A first-year ROI of 300% from increased conversion rates.



"We can get real-time data into our app because of Treasure Data, and link it with customer journeys for personalization. That is something we weren't able to do before. Being able to optimize our marketing with such granular data from our Treasure Data CDP is really quite remarkable."

Vinay Pant, Vice President of Marketing, Maruti Suzuki India Ltd.

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Next-best content recommendations

Data maturity level: Expert

Customer Data Platform helps organizations fine-tune market segments based on any attribute and behavior. With our Content Affinity Engine, you can enrich customer data based on how customers are engaging with specific content across channels. Predictive modeling and machine learning can then be used to determine next-best action and update the customer journey based on audience segments without manual intervention, resulting in greater personalization, more frequent engagement, and, ultimately, better customer experiences.



Pain point

“Customers are changing their buying behaviors with a mix of touch points used when shopping and buying. We need our products and campaigns accessible at the right time and the right place.”

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Next-best product recommendations

Data maturity level: Foundational

Customer Data Platform allows you to segment customers based on predefined attributes or behaviors, such as purchase history, web browsing, and other data. This allows you to identify and segment customers with the propensity to purchase more or increase their LTV so you can better target your marketing to high-value audiences.



Pain point

"We want to offer customers the right product choices based on their preferences, purchase history, and what they may also be interested in."

Shopping app successfully predicts and recommends products to double conversions

One retailer's mobile shopping app guides shoppers to their purchases as they browse, with nearly 17 billion events occurring every day. With Customer Data Cloud's ability to exponentially ingest and process trillions of daily events in near real time, the retailer was able to apply next-best product recommendations to ensure that 95% of products that cross a customer's field of vision are relevant. This enables the retailer to successfully predict customer needs, offer relevant recommendations, and deliver the right experience.



Results:

Optimized algorithms drive continuous conversion growth year-over-year, allowing the retailer to grow into a full web and mobile e-commerce platform with more than 15 million daily active users.

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Best-time algorithms

Data maturity level: Intermediate

Use your CDP to improve engagement and communications with a personalized best-time algorithm that can increase campaign engagement. By delivering communications at the right time, you can improve open rates, click rates, and click-to-open rates (CTOR) for email campaigns.



Pain point

“Our email campaigns are underperforming. How can we stand out in the inbox?”

Global CPG brand implements personalized best-time algorithm, increasing ctor by 19%

A B2B e-commerce email campaign with retailers was underperforming for one global CPG brand due to insufficient open rates. When the email campaign first launched, e-commerce emails were sent to all potential retailer customers simultaneously. By using Customer Data Cloud and machine learning, the brand could implement a personalized best-time algorithm that was adaptive to individual behaviors, improving the campaign's open rate, click rate, and CTOR.

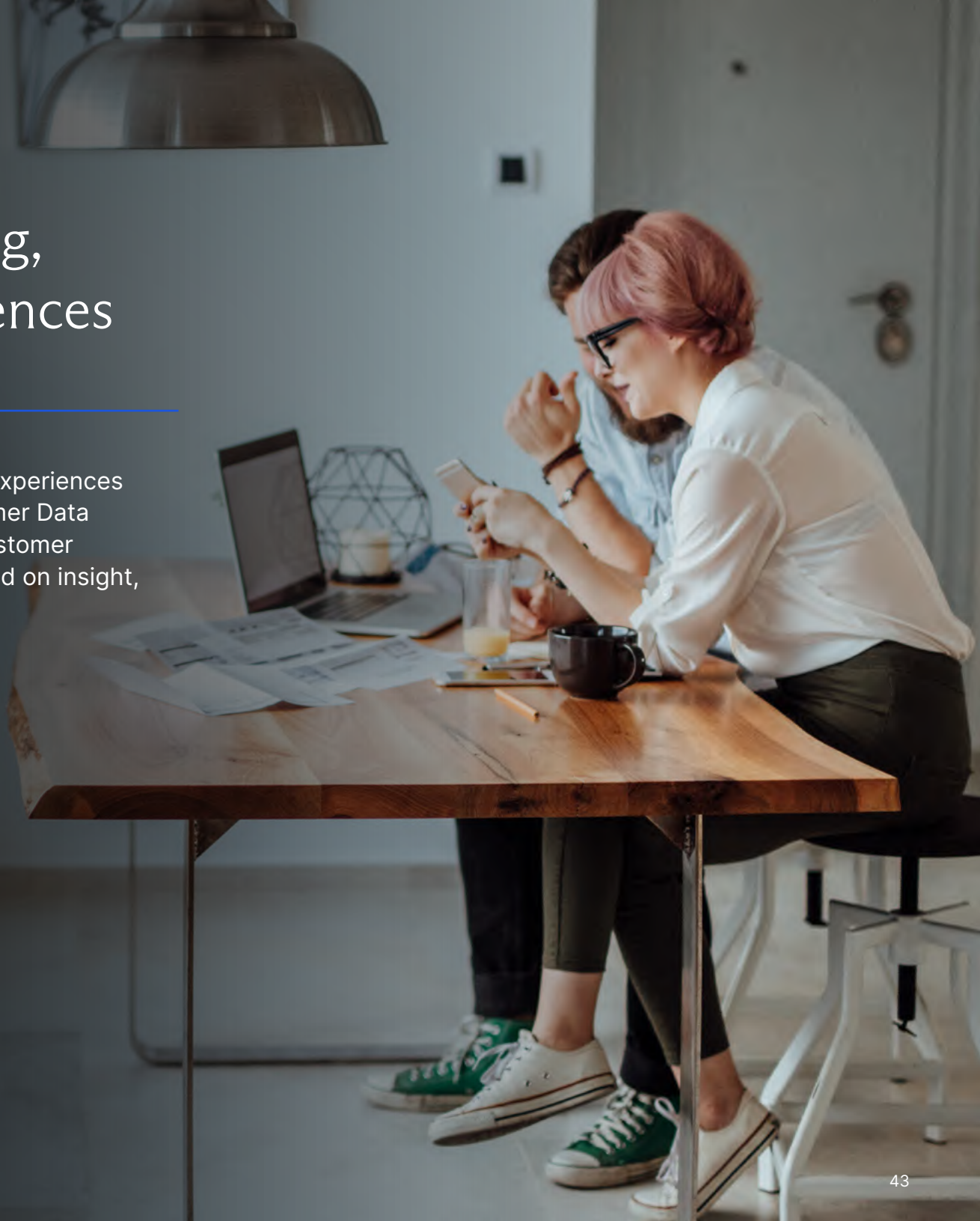


Results:

The brand saw a 15 percentage point lift in email open rates and more than a 19% lift in CTOR. Conversions were 10% higher than in previous campaigns.

Personalized marketing, service & sales experiences

Customers want personalized messages and experiences for a seamless path to purchase. Using Customer Data Cloud and information generated from past customer engagement, you can create experiences based on insight, rather than guesswork.



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Personalized customer service interactions

Data maturity level: Expert

With Customer Data Cloud, you can capture and share behavioral data that helps your contact center agents understand the entire customer experience. You can optimize the customer experience across your apps, websites, and other touch points to reduce or eliminate friction, and make customers more likely to take desired actions.



Pain point

"We lack the ability to prioritize customer inquiries, which makes our agent teams less productive. We'd like to help customers quickly get the help they need."

Connected customer data allows honda to prioritize calls and deliver better experiences

Honda created a lead score for every customer profile to increase the efficiency of its contact center agents and provide a higher level of service to customers and prospects. This allowed the contact center, powered by Customer Data Cloud, to prioritize calls and route callers in the most relevant way possible. It also provides the agents with contextual information about customer inquiries, resulting in a better overall customer experience.

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Personalized customer care status emails

Datamaturity level: Expert

Customer Data Cloud allows you to proactively send status emails based on your customer care data to customers who have made a service or support inquiry. This improves the customer experience, builds trust, and increases customer retention.



Pain point

"We are unable to keep customers up-to-date on the status of their service and support inquiries."

Global CPG brand sends personalized customer care status emails

Before using Treasure Data, a global CPG brand struggled to send timely, personalized emails about the status of a customer inquiry when customers were having issues. By implementing Customer Data Cloud, the company was able to begin sending proactive, personalized email status updates based on their customer care data.

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Improved quality Of customer service interactions

Data maturity level: Expert

By empowering customer service teams with unified customer profiles, agents can have a better understanding of customers' past engagement, shopping behavior, and purchase history. Next-best product recommendations can help surface the right suggestions for customer service reps to make to help increase cross-sell and upsell opportunities.



Pain point

"How can we help our customer service team make the right recommendations to our customers on support calls?"

Asian paints boosts opportunities to upsell And cross-sell

Using Customer Data Cloud, Asian Paints has successfully integrated and harmonized its data and can leverage it in its contact center for more seamless phygital customer journeys. Agents not only qualify leads and address issues, but also build relationships over time due to greater customer intimacy.



"Beyond digital marketing, we are in the process of leveraging Treasure Data at our contact center to improve our ability to convert the prospects into our customers."

Deepak Bhosale, General Manager of IT, Asian Paints

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White glove In-store shopping experiences

Data maturity level: Expert

Customer Data Cloud enables brands to integrate with clienteling apps that make it easy for in-store employees to facilitate all the steps of the selling process, providing a seamless experience for customers who are shopping at physical locations.



Pain point

"We want to make in-store experiences seamless for our customers."

Major cpg brand boosts in-store associates' ability to sell on the spot

By using a clienteling app connected to Customer Data Cloud, the brand's in-store associates can search for and register customers, select and add products to the cart, and complete the checkout process. The reconciliation dashboard in the app provides information on stock sold, and the associate can review and confirm orders within a 360-view dashboard.

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Real-time web personalization

Data maturity level: Intermediate

Customer Data Cloud collects all relevant data to create a unified customer profile and continues to enrich the profile as more interactions occur, forming a continuous and dynamic picture of the customer that allows for real-time web personalization and recommendations.



Pain point

"We lack the ability to create personalized web experiences for customers that visit our website. We want to be able to show them the products or services that they're most interested in."

Honda Japan personalizes the home page

Honda Japan uses Customer Data Cloud to personalize the website's homepage by displaying the predicted model an individual customer would be interested in. In addition, they introduced a recommendation tool to help the prospects identify the correct car model to suit their needs.

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Personalized mobile in-app experiences

Data maturity level: Expert

Increase the likelihood of purchase by using your Customer Data Cloud to orchestrate mobile or in-app experiences that are personalized and contextualized. This will allow you to increase revenue and improve your marketing ROI, while also delivering a better customer experience.



Pain point

"We want to increase engagement on mobile apps to increase sales and grow loyalty."

Packaged goods brand increases revenue and delivers greater personalization

The packaged goods brand wanted to increase sales through more effective and modern marketing approaches, replacing traditional in-retail methods (signage, pop-up displays, and giveaways) with a mobile loyalty app. But they were struggling with managing massive amounts of disconnected customer data, including tracking customer's location from GPS and pedometers. By implementing Customer Data Cloud, the brand could personalize and contextualize its marketing by utilizing a loyalty app and push notifications.



Results:

The brand has seen increased revenue and better personalization and was able to unify traditional customer data with modern app-based data.

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Connected physical and digital experiences

Data maturity level: Expert

Gaining a holistic view of your customers requires connecting all of your data in a centralized location. A CDP provides a dynamic, scalable way to acquire and aggregate fast-moving data streams of both online and offline data. It also acts as a single source of truth, allowing you to centralize all data in one location. With this single source of truth, you can strengthen brand loyalty with omnichannel campaigns that resonate and drive more sales.



Pain point

“How do we make sure our in-store and online experiences are consistent for our customers?”

Muji global brings online and offline data together to increase in-store revenue by 46%

Muji Global, a retailer known for sustainable products and packaging, discovered that website visitors most often browsed for products to buy later in one of its physical stores. To capitalize on this behavior, the retailer used Customer Data Cloud to combine online browsing data and in-store purchase history to get a complete customer profile. By having a dynamic, scalable way to acquire and aggregate real-time customer data, they could offer customers promotions and coupons that would drive more in-store purchases when customers were ready to buy.



Results:

A combination of highly targeted promotions across digital and mobile app channels led to a 100% increase in coupon redemptions across all store locations, higher volumes of in-store foot traffic, and a 46% increase in revenue over a two-year period.

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Increase in-store traffic with personalized promotions

Data maturity level: Expert

Connect your CDP data to all channels to drive real-time personalization. This will allow you to deliver a connected customer experience that deepens relationships, builds loyalty, and increases overall engagement.



Pain point

"We want to be able to deliver real-time digital promotions to help drive in-store traffic, but we lack the right data to make that connection."

Insights from PARCO's loyalty app increase in-store visits

PARCO, a 66-year-old Japanese shopping mall and department store chain, introduced an official shopping app, POCKET PARCO. The app gave the retailer more customer behavior data to help discover untapped opportunities for personalization and engagement. Customer Data Cloud ingests POCKET PARCO data, IoT data from localized weather, and geofencing sensor data for real-time analysis and activation through the app. Customers can also play "store-walking" games on the app that lead them to visit stores they might like, with social media data used to help determine customer preferences.



Results:

Actionable insights provided by the app have led to increased sales and customer lifetime value, along with a 35% increase of in-store visits.

PARCO

"I do not think that e-commerce and physical stores conflict with each other. We have embarked on a journey to find a way to use digital data in our physical stores to increase customer engagement."

Naotaka Hayashi, Executive Officer, Group ICT Strategy Office, PARCO

Customer loyalty optimization

Understanding how to cultivate loyalty is pivotal to developing long-term relationships with customers. This understanding helps you align your teams and systems to provide value, trust, and continuity for ongoing customer experiences.



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Manage loyalty program data to promote future purchases

Data maturity level: Expert

Data unification helps you to drive business insights and intelligence around your loyalty program that can improve the customer experience. This can increase participation in your loyalty program and drive greater overall customer loyalty.



Pain point

"We should be able to take advantage of mobile features to deliver more timely and personal experiences to customers."

PARCO unifies customer data and drives more engagement in loyalty app

Data from PARCO's loyalty app allows PARCO to better understand its reward-motivated customers and improve customer satisfaction. Adding an element of gamification, shoppers earn "coins" on the app as part of PARCO's rewards program. Customers earn a coin when they save blog articles from PARCO retailers, check into shops, make payments using registered credit cards or prepaid cards, and more. Once a customer collects a certain number of coins, the coins can be exchanged for a gift certificate. Meanwhile, PARCO benefits from the ability to gather meaningful first-party insights based on customers' shopping history and in-store behavior.



Results:

Customers who clip a particular shop's blog article have a 35% higher tendency to visit that shop, and 25% of customers who received a store push promotion for a sale made a purchase.

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Integrate net promoter scores into the customer journey

Data maturity level: Expert

Customer Data Cloud integrates with NPS survey tools, allowing you to enrich your customer profiles with that data to help determine which customers would most likely be strong promoters of your brand, so you can target them with referral promotions and other offers.



Pain point

"How can we use NPS surveys to segment customer data?"

PARCO uses data insights to encourage first-time buyers to visit again

PARCO wanted to target first-time shoppers by encouraging them to visit the store again. To achieve this goal, PARCO used Customer Data Cloud to analyze customer reviews and purchases to find correlations between favorable reviews and increased repeat visits. PARCO shares these survey results with its retailers to address factors causing a low score so they can improve overall customer experience.



Results:

PARCO has improved its repeat business rate by 8% with insights based on unified survey, lifetime value, and purchase data.



Maximize the value of your CDP investment

Treasure Data Customer Data Platform can add value to your organization far beyond marketing use cases. As we've shown in this guide, connected customer data can be used across your organization to generate value through greater efficiency, improved revenue, productivity, innovation, personalization, and a more connected customer experience.

It's time to maximize the value of your customer data to power connected customer experiences, and drive operational and marketing efficiency, and deliver transformational business growth.

Schedule a consultation with one of our experts for a deeper dive into what you can achieve with Customer Data Cloud, and to explore the use cases that will drive the most impact for your organization.

[Schedule a consultation](#)





Treasure Data empowers the world's largest and most innovative companies to drive connected customer experiences that increase revenue and reduce costs. Built on a big data foundation of trust and scale, Treasure Data is a customer data platform (CDP) pioneer and continues to reinvent the CDP by putting AI and real-time experiences at the center of the customer journey.

Our CDP gives customer-centric teams across Fortune 500 and Global 2000 companies – marketing, sales, service, and more – the power to turn customer data into their greatest treasure. Visit www.treasuredata.com to learn more.

Join Treasure Data's global CDP community at [CDP World \(cdpworld.com\)](http://CDP World (cdpworld.com)), its annual summit for marketing and data leaders.