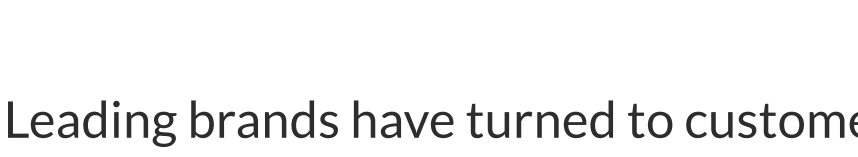


How 3 Major Brands Transformed Their Customer Experience with a CDP



Leading brands have turned to customer data platforms (CDPs) to improve every phase of the customer experience. Let's see how three top brands—Subaru, Shiseido and Kirin—took their CX to new heights with a CDP.

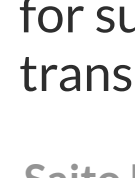


SUBARU



Data Drives Revenue and Customer Loyalty

Subaru first used a CDP to predict which customers were ready to buy. Now it uses customer data to design new products that build customer loyalty.



The volume and variety of data we collect help Subaru build customer loyalty and distinguish our brand for success in a highly competitive transportation market.”

Saito Kazutaka
General Manager of Digital Innovation,
Subaru

THE RESULTS

Unified 200 data points and 80 billion data records to:

- Boost closing rate by 14%
- Increase conversion rates from 18% to 31%
- Reduce cost per acquisition (CPA) by 38%
- Earn \$26M from a single cash-back campaign

SOLUTION

1. Unify all first-party data:

- MySubaru app
- Customer engagement at dealerships
- Support histories from maintenance facilities
- Yahoo! and Google ads
- Marketing automation
- Social media
- Post-sales customer data

2. Merge all first- and third-party data into continuously updated, unified customer profiles

3. Create audience segments and identify opportunities based on:

- Recent digital behavior
- Signals about buying intent
- Purchase history and demographics

4. Serve personalized content, reducing costs & boosting results across channels:

- Retail & digital campaigns
- Dealerships
- Ads
- Social networks
- Landing page optimization

5. Use post-sales customer data to design new products and services that improve revenue and cement brand loyalty

RETAIL TREND 1

More Centralization, Better Data

64% of retail leaders with centralized systems are satisfied with the quality of their customer data—compared to 52% of companies with decentralized systems.

watashi by shiseido

Turning Loyalty Into Sales

Shiseido sought to increase sales by sending relevant, personal offers to customers enrolled in its loyalty program.



THE RESULTS

- Stronger customer loyalty in a competitive market
- 20% in-store revenue growth per loyalty program member
- 11% overall revenue growth per member
- 38% net income growth year-over-year

Our new customer data platform built on Treasure Data is fundamentally changing how we communicate with our customers.

Blasting emails to everyone who tried samples or bought a particular product won't lead to customer delight. Detecting a mood swing in each customer and changing the tone of push notifications does.”

Kenji Yoshimoto
Chief Analyst for Direct Marketing, Shiseido

1. Create profiles with single customer IDs from multiple types of data:

- Historical purchase data (online and in-store)
- Demographic data
- Recent customer behavior
- Data from third-party DMPs

SOLUTION

2. Analyze each customer's changing preferences and correlate them with behavior

3. Model customer segments based on four kinds of data:

- Demographics, brand loyalty, channel, personal interests

4. Deliver one-to-one, personalized communications that respond to each customer's needs

RETAIL TREND 2

Cross-Channel Engagement

54% of retailers will accommodate customers who engage with them both online and in stores.

KIRIN

Making the Most of a Diverse Brand Portfolio

Kirin wanted to create more profitable cross-channel experiences for its many brands and nearly 100 products.

The significance of personalized marketing was clearly confirmed by data.

Those exposed to the personalized engagement were more likely to become loyal customers than those just exposed to standard campaigns.”

Naoki Nakajima
Digital Marketing, Kirin

THE RESULTS

- Increased sales from personalized campaigns at concept shops, directly operated stores and beer factory tours
- Higher purchase frequency
- Increased customer lifetime value

SOLUTION

1. Analyze customer behavior and derive insights from multiple data sources:

- Brand websites
- Ecommerce subscriptions
- External publishing sites
- Factory tours
- In-store events

2. Provide access to each advertising agency, allowing it to gather data about relevant product lines

3. Generate complete profiles from browsing, promotional event and other data

4. Create profiles of the firm's best customers and use behavioral data to build targeted segments

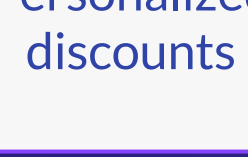
5. Execute personalized campaigns and distribute content with push notifications

RETAIL TREND 3

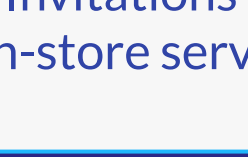
Smarter Campaigns

35% of retailers will use new customer insights to launch smarter advertising campaigns.

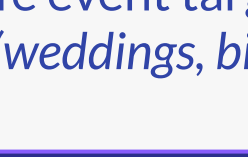
How Brands Use CDPs to Boost Revenues



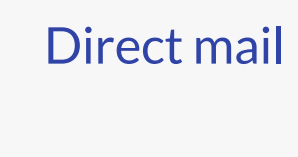
Personalized discounts



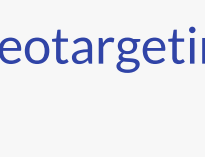
Invitations for in-store services



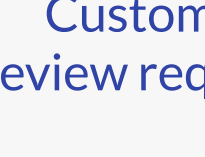
Life event targeting (weddings, births)



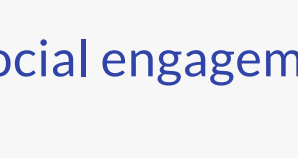
Direct mail



Geotargeting



Customer review requests



Social engagement



Cart abandonment campaigns



Reordering/restocking

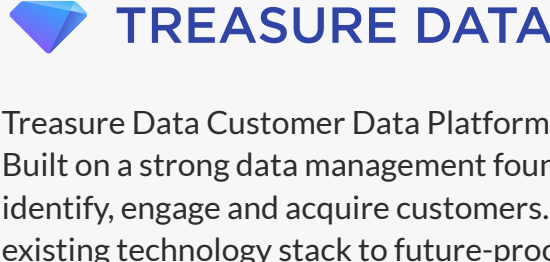
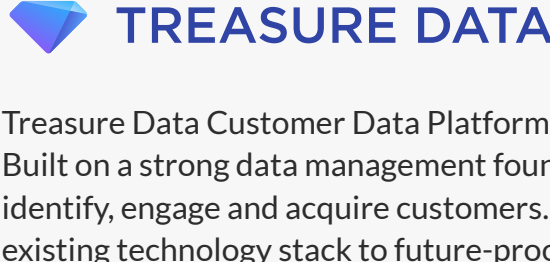
RETAIL TREND 4

CDPs on the Rise

46% of retailers plan to invest and 31% have already invested in a CDP.

Delivering an exceptional customer experience can mean the difference between losing the next sale or winning a lifetime of loyalty. A CDP helps brands create meaningful, hyper-personalized experiences by turning siloed and underused data into accurate and actionable unified customer profiles.

See how brands have transformed their customer experience with Treasure Data CDP—and how you can too. Visit [treasuredata.com](https://www.treasuredata.com).



Treasure Data Customer Data Platform (CDP) empowers enterprises by delivering rich insights that drive outstanding customer experiences. Built on a strong data management foundation, our CDP enables brands to securely unify customer data across silos at scale so they can better identify, engage and acquire customers. The highly configurable platform boasts a comprehensive connector network that evolves with your existing technology stack to future-proof all customer data initiatives. Treasure Data has more than 400 customers including Fortune 500 and Global 2000 enterprises, and is a wholly-owned subsidiary of Arm Ltd.

Source for Trends: Retail CX and Data Management Strategies in 2020, Arm Treasure Data, eTail and WBR Insights
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