TREASURE DATA

Embrace the possibilities

CDP Use Cases For Automotive

Discover how leading automotive brands and dealerships are maximizing value from their customer data

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Driving customer data forward in the digital age

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How can I rev up my sales pipeline?

This is a question many automakers are asking right now, especially as chip shortages, rising prices, high interest rates, and overall economic uncertainty are beginning to slow down auto sales. According to Bloomberg, annualized vehicle sales have gone from $17 million down to $13.2 million between 2019 and 2022 – and many automakers are seeing double-digit declines in sales.

Over the past couple of years, as the COVID-19 pandemic ushered in three times the growth in digital interactions, many automotive brands have had to make a giant leapfrog in digital transformation. Automakers have executed what would have normally been five to ten years of progress in just a few months.

But even as the auto industry moves to more digital customer interactions, increasing security, privacy and data governance requirements are limiting customer data usage and availability. This makes it harder to find and reach potential buyers, and get value from the digital investments companies have recently made.

To adapt to these myriad disruptions, automakers must realign their strategies to rapidly enact digital transformation, with a focus on being customer-centric. At the same time, they must also drive efficiency in how people across the organization spend their time and budget, comply with privacy regulations, and build trust with consumers that their data will be used wisely and ethically.

Treasure Data's robust Customer Data Platform, an integrated suite of customer data platform (CDP) solutions, allows automakers to better understand every customer and create a connected customer experience at scale. Moreover, automakers using our CDP have seen that they can effectively manage privacy, security, and compliance – while driving strong efficiency gains across the enterprise.

One global OEM has used Treasure Data's Customer Data Platform for over 179 different programs across the organization, **achieving a $68.8M per-year value.** They have combined more than 30 data sources, allowing them to use first-and-third-party data for enterprise-wide use cases.

Subaru is also using Treasure Data for enterprise-wide use cases that have increased dealership close rates by 70% and directly impacted product development. The result has been more than $100 million in increased revenue and greater cost efficiency, with **a 38% reduction in cost per acquisition.**

Time to value has also been swift. The Subaru digital marketing team estimates that a homegrown solution would have taken just shy of one year to develop. In comparison, Treasure Data's CDP for Marketing delivered **an 80% faster time to value, with the first services up and running in weeks, and the solution fully deployed into production within three months.** As you'll see in this guide, Treasure Data

isn't just a CDP for standard MarTech use cases, but has robust capabilities that let you get more mileage and value from your customer data across your entire enterprise.

In this guide, you'll learn more about the unique ways to do more with your data, along with how other auto leaders are making operations more efficient, optimizing their spend, and driving real impact.

If 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.

SUBARU.

"By unifying our customer data, the possibilities to improve the customer experience are endless."

Atsushi Yasumuro, Senior Manager of Digital Marketing, Subaru

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.

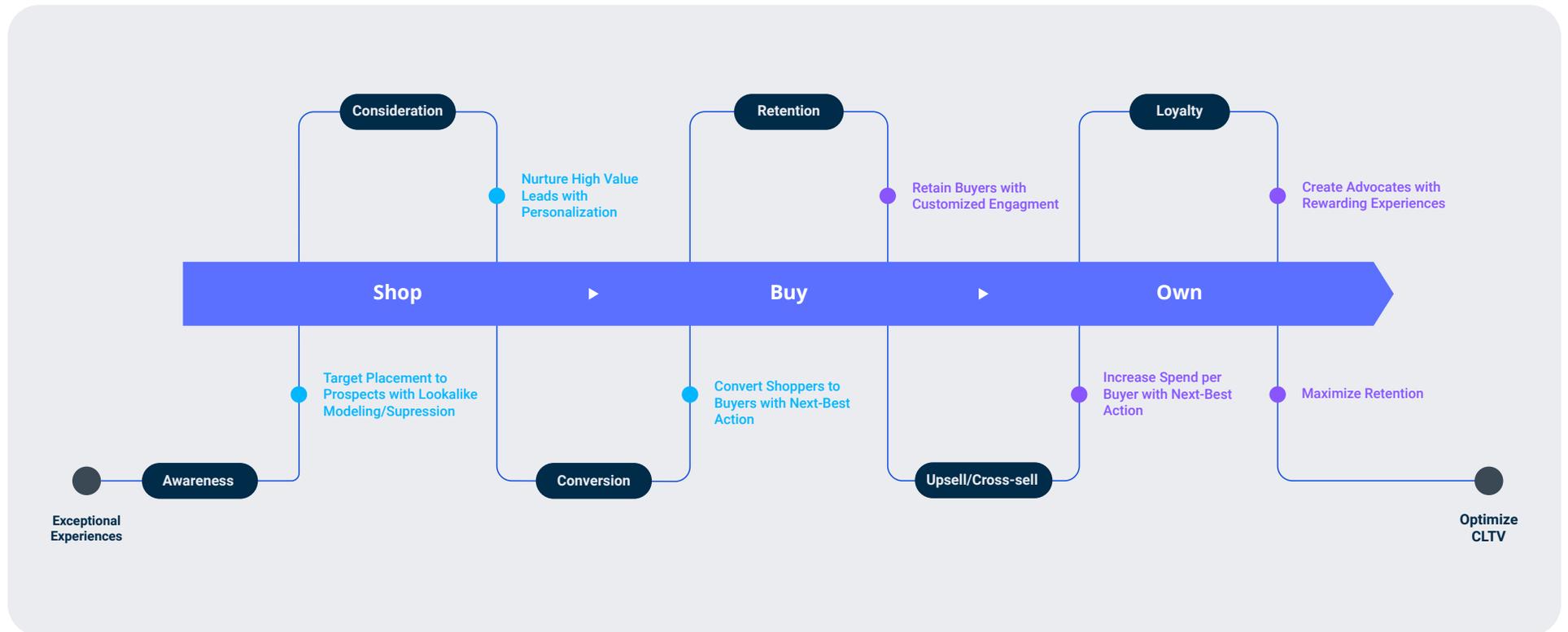| FOUNDATIONAL	BEGINNER	INTERMEDIATE	EXPERT
At this stage, you will focus on centralizing and integrating key first, second and third-party data sources into your CDP to establish a data foundation. Part of this process includes cleansing and deduping inaccurate records to create a unified customer profile. 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.	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.	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.	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.
TIME FRAME: Two weeks - two months	**TIME FRAME**: One month and ongoing	**TIME FRAME:** Four months and ongoing	**TIME FRAME:** Six months and ongoing
BUSINESS VALUE: Know and understand profitable sources, identify your ratio of known to unknowns records, and establish data privacy and consent models.	**BUSINESS VALUE:** Increase marketing efficiency, democratize data to all departments, start to see increases in conversion rates and customer loyalty.	**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.	**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.

Turn chaotic journeys into connected customer experiences

Chaotic customer journeys that cross channels, devices, online, and in-person—often simultaneously—make it hard for automakers, together with their dealer partners, to deliver a connected customer experience. Siloed technologies create a disjointed and dissatisfying experience for everyone. But with an increase in digital engagement, customers expect seamless and relevant customer experiences.

Creating experiences that feel personalized, consistent, and valuable to customers is critical to business success—and hinges on being able to use first-party data to understand your customers. You can then build a single view of the customer by unifying all your systems that collect first-party data within the Customer Data Platform, alongside other second- or-third-party data you have. Marketing, sales, customer success, and other groups can leverage this single view of the customer to provide connected and relevant experiences across all channels.
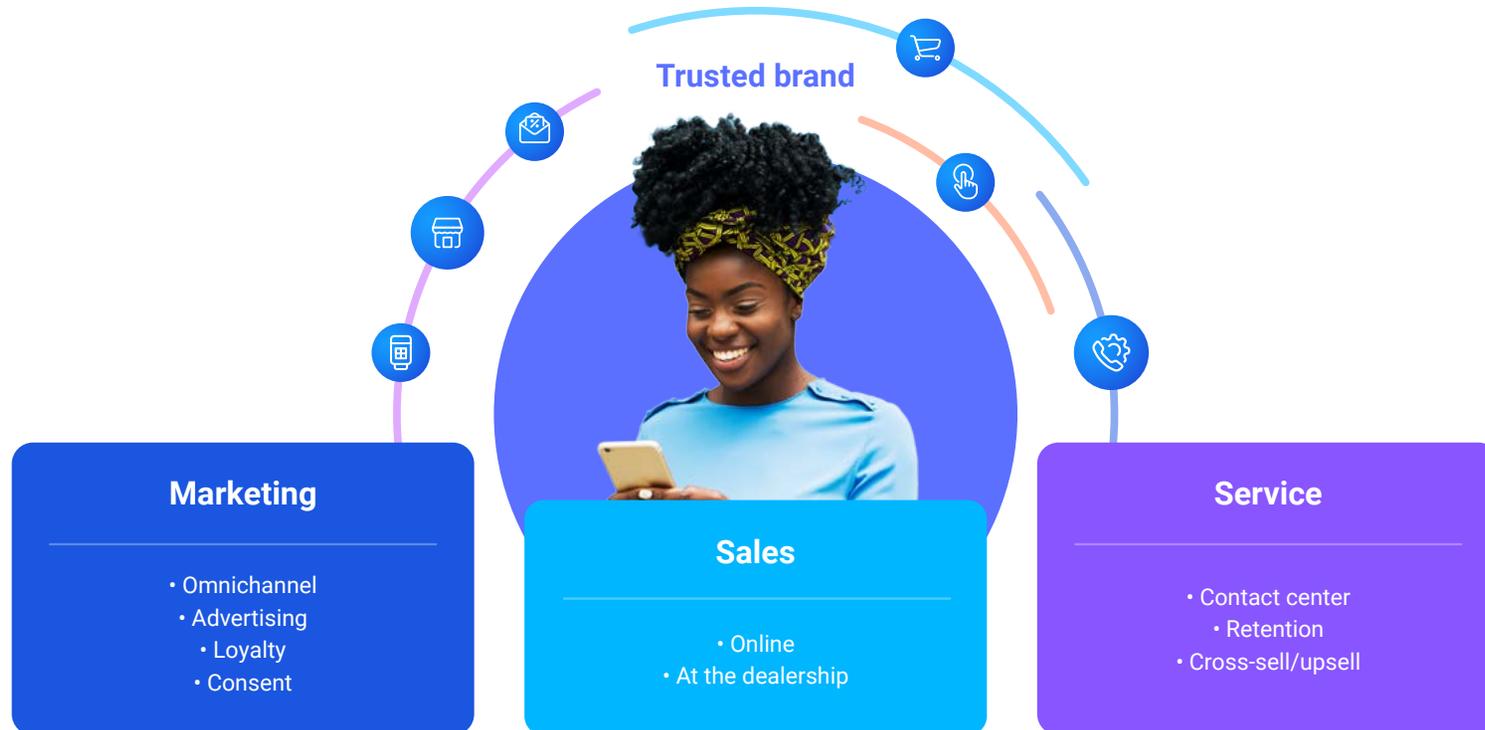
Elevate the entire customer journey

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 the lifetime value of customers through personalized brand experiences and more efficient marketing efforts. Sales are more proactive, innovation is faster, and service and support are enhanced, reducing churn while enhancing customer spending, loyalty, and trust.

Consideration

Nurture High Value Leads with Personalization

Retention

Retain Buyers with Customized Engagment

Loyalty

Create Advocates with Rewarding Experiences

Shop ▶ **Buy** ▶ **Own**

Target Placement to Prospects with Lookalike Modeling/Supression

Convert Shoppers to Buyers with Next-Best Action

Increase Spend per Buyer with Next-Best Action

Maximize Retention

Awareness

Conversion

Upsell/Cross-sell

Exceptional Experiences

Optimize CLTV

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 CDP, 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 lifecycle. 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.

Empower every department to create a connected customer experience

Trusted brand

Marketing

· Omnichannel
· Advertising
· Loyalty
· Consent

Sales

· Online
· At the dealership

Service

· Contact center
· Retention
· Cross-sell/upsell

With Customer Data Platform, you can guide customer interactions, make operations more secure and efficient, and maximize the value of your customer data across the customer journey.

Overcome the disconnect

Integrate all your first, second, and-third-party customer data—from social media and websites, to connected car data, dealerships, call centers, and service 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 cxperiences

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 a Customer Data Platform, 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.
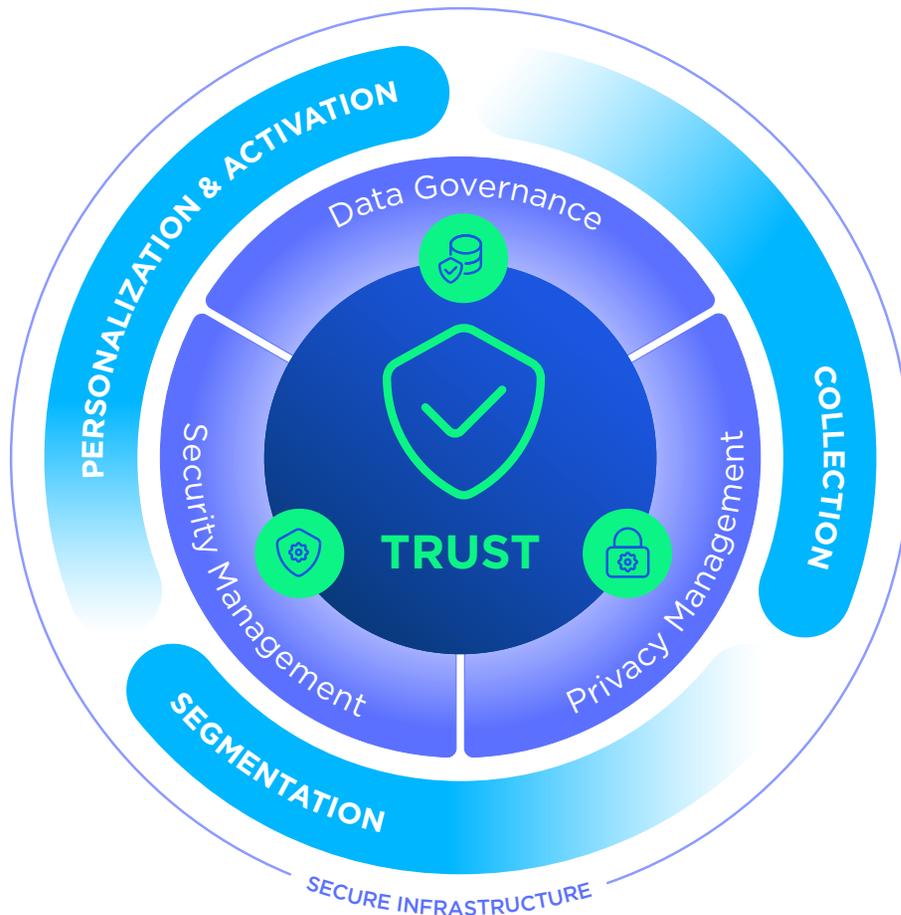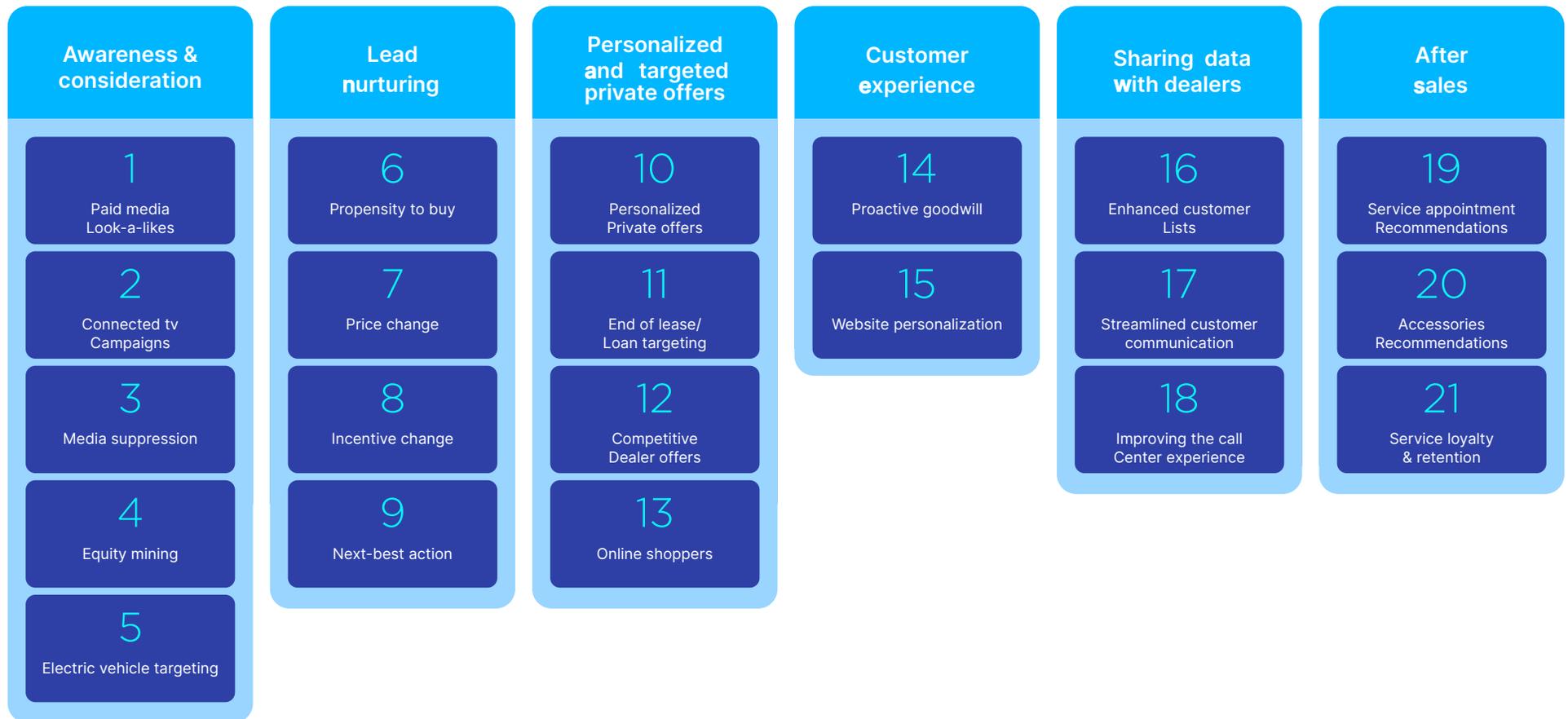

- Give privacy choices & comply with regulations
- Use data with the right level of consent and privacy
- Work with partners seamlessly and securely
- Protect data and PII
- Quickly identify risks with alerts and audits
- Set up policies once to streamline data operations

Customer data use cases that deliver business results

Throughout the customer journey—from shopping through ownership—automakers and dealerships must create and deliver experiences that resonate with customers. A customer data platform is essential to supporting this objective with specific use cases that drive greater marketing efficiency, conversions, and ultimately more revenue.

To make the most of your investment in a CDP, it's important to understand the use cases you'll be able to accomplish. But not all CDPs are created equal. You'll need to evaluate which use cases are most important to you to ensure you're optimizing the value of your customer data. On the following pages are just some of the many use cases our customers can successfully execute with the Customer Data Platform. You can also click on the use cases below to jump ahead and explore what matters most to you.

Awareness & consideration	Lead nurturing	Personalized and targeted private offers	Customer experience	Sharing data with dealers	After sales
1 Paid media Look-a-likes	**6** Propensity to buy	**10** Personalized Private offers	**14** Proactive goodwill	**16** Enhanced customer Lists	**19** Service appointment Recommendations
2 Connected tv Campaigns	**7** Price change	**11** End of lease/ Loan targeting	**15** Website personalization	**17** Streamlined customer communication	**20** Accessories Recommendations
3 Media suppression	**8** Incentive change	**12** Competitive Dealer offers		**18** Improving the call Center experience	**21** Service loyalty & retention
4 Equity mining	**9** Next-best action	**13** Online shoppers			
5 Electric vehicle targeting					

PRE-SALE

Awareness and consideration

At this stage in the funnel, it's important to drive awareness and trigger interest. You also want to grow your campaign's effectiveness while maximizing marketing efficiency.

1

Paid media lookalikes

A CDP brings all your customer data together to create a profile of what your current customers look like, including demographics, interests, behaviors, psychographics, and more. By being able to pull in and integrate customer data across different regions and systems, you can create a very robust and nuanced picture of existing customers to help build more accurate and effective lookalike audiences. You can then share this lookalike audience with your ad platform so they can target new people who share similar qualities. By marketing to unknown audiences that look exactly like your customers, you can drive more traffic to your site (or your dealership), convert customers faster, and be more efficient overall with your marketing.

The customer experience

"I was shopping for a new car but wasn't exactly sure what I wanted. I saw an ad on Facebook for what turned out to be the perfect model. I went to the dealer and bought it. It was great!"

A large dealer group sees 10x results using lookalike audiences

By bringing siloed data together in the Customer Data Platform, a large dealer group could target specific audiences based on a geographic location or the brands, models, or equipment that interested them. This made the dealer more effective and efficient with paid advertising efforts.

Results:

Once implemented, the dealer's ad click-through rates (CTR) went up 10x versus previous efforts.

2

Connected TV campaigns

Targeted TV advertising allows you to show ads on connected devices like Roku, SlingTV, YouTube, DirecTV On Demand as well as other premium content providers and networks. You can improve your return on investment on these campaigns by using your CDP to create lookalike audiences that can be shared with your DMP and other lookalike modeling platforms. This allows you to target household audiences based on your brand's specific audience criteria—demographics, vehicle ownership history, etc.—and can increase the likelihood of converting audiences while being more efficient with your ad spend.

The customer experience

"I was watching YouTube when I saw an ad for a local dealer to buy a new vehicle at a great price. It had been more than five years since my last vehicle purchase, so the timing was right to upgrade. I was very interested and went later that week to make the trade."

3

Media suppression

To avoid serving paid media to the wrong people, you can use data housed in your CDP to determine what ads should be suppressed to which potential buyers. Media suppression helps improve ad spend efficiency as well as the customer experience by ensuring that irrelevant ads aren't surfaced to your audiences.

The customer experience

"Since I just purchased a new car, I didn't see any ads to entice me to buy one. I did see ads talking about the after-sales support I could get, as well as information on a loyalty program. I am interested in those things."

Maruti Suzuki India reduces paid media spending by 30% while achieving the same results

Using data housed in the Customer Data Platform, 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.

4

Equity mining

By identifying and targeting existing customers with positive equity in their vehicles, you can encourage them to trade in their current car for a new one. This strategy is highly relevant today as used car prices are often close to that of a new vehicle of the same model. For dealers struggling with their used car supply chain, this tactic is especially appealing, as it can result in a steady supply of used cars while also converting a high number of customers to another car.

The customer experience

"I got a great trade-in offer on my car that let me upgrade to a new vehicle without it being too painful financially."

**A large dealer group uses equity mining to convert more customers**

By reaching customers before their competition and making them a compelling offer, the dealer can convert a higher number of customers to another car and avoid customers going to another dealer or brand to trade in their car. This also gives the dealer a steady supply of used cars.

5

Electric vehicle targeting

To increase electric vehicle sales, you can use your CDP to track users' online behavior, such as identifying users who are looking at a certain electric vehicle online, to push targeted communications or ads related to a specific electric vehicle. The benefit of this use case is that you can convert more people to buy electric vehicles.
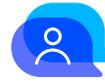
The customer experience

"I was researching electric vehicles online, when I got more information from the dealer that made me really excited to purchase one of their models."

PRE-SALE

Lead nurturing

Automakers can use their CDP to give them the tools to identify the best leads, and nurture those leads by sending personalized messages and helping customers better evaluate their options.

6

Identifying propensity to buy

Predictive modeling is a powerful tool that lets you leverage customer data and machine learning to anticipate your customers' needs.

By using Customer Data Platform's built-in machine learning, you can build a predictive model to determine a person's propensity to buy. Those leads with the highest propensity to purchase can be sent to the dealer for follow-up in the form of a "hot" lead list. This allows dealers to prioritize their time and better understand the leads coming to their dealership.

The customer experience

"I am in the market for a new car. I spent time researching on an automaker's website, figuring out exactly what I wanted, and registered so my details were saved for later. Soon afterward, I got a call from a local dealer telling me they had the model I wanted and would love to see me."

Subaru grows close rate by 71% with dealer "hot lists"

Using a scoring model built inside Treasure Data's Customer Data Platform, Subaru could determine which customers should be considered "hot" leads. The model, based on a person's re-engagement with Subaru's website and keying in on behaviors such as inventory searches and vehicle detail page views, helped determine which customers had a higher propensity to buy. These leads would be sent weekly to the dealers for follow-up. By prioritizing hot leads, dealers could target the leads with the highest potential, which was a better use of their time and helped them to close more deals.

Results:

Subaru dealers' close rate grew by 71% more than the previous rate.

7

Price change

By leveraging the power of your CDP, you can notify prospects about a change in price for a vehicle or a specific model in which they are interested. This drives more conversions and sales while delivering a more personalized customer experience.

What makes Treasure Data different

Some CDPs require very detailed data schema or restrict the type of data you can use. For example, some CDPs will only track customer data, so information from your other systems, such as price changes, can't be utilized.

With Customer Data Platform, our flexible, schemaless approach allows you to integrate all of your customer data alongside other important data, like price or incentives, so you can deliver tailored experiences that drive business value.

The customer experience

"I was researching a specific vehicle and received a notification that its price had gone down. This was very impressive. Since I loved the vehicle, I went down to the dealer to try to buy it."

Maruti Suzuki India boosts close rate with price change notifications

Thanks to the Customer Data Platform, Maruti Suzuki India could see what models a prospect was interested in when they were on their website. This information, together with dealer website information, was all tracked. If the price went down, the prospect was notified with a personalized email with new pricing details.

Results:

The overall close rate rose from 5% to 8.7%.

8

Incentive change

Using your CDP, you can identify and track which prospects are interested in a specific vehicle or model, and notify them about a change in incentives for the model they're interested in. This allows you to increase conversions and sales by eliminating the challenge of your dealers trying to track every customer, what incentives were offered, and what is available now. It also offers a more personalized experience for the customer.

The customer experience

"I was researching a particular model but wasn't ready to make a purchase, partly because the deal wasn't as good as I would have liked. Soon afterward, I received a communication alerting me that the car's available incentives had increased. Armed with this new information, I went to the dealer to buy the car."

A leading automaker improves close rate By 166.7%

By leveraging the power of the Customer Data Platform, the automaker could see what models a prospect was interested in. This information, combined with vehicle incentive information, was then tracked. If the incentives increased, that automaker would notify the prospect of the change.

Results:

The automaker's close rate jumped from 2.5% to 4%.

9

Next-best action for one-to-one personalization

With a CDP, you can ingest data from all your marketing, sales, and support systems, unifying the data to give you a unified view of the customer. The Customer Data Platform provides the AI, ML, and predictive modeling required to build next-best action models. In addition, the customer data is ingested in real time, enabling algorithms to optimize and iteratively improve insights and recommendations. This personalizes each customer's experience to increase conversions, and it also results in more efficient marketing.

The customer experience

"I am interested in buying a new car, as I started researching online on one automaker's website, they provided me content and offers on the types of vehicles I was interested in, prompting me to purchase a vehicle from them."

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 next-best actions based on both time and event-based activations for each individual customer.

Results:

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

PRE-SALE

Personalized and targeted private offers

Personalized and targeted private offers can move buyers from consideration to purchase quickly while facilitating convenient and secure transactions. They can improve the buying experience for customers both online and offline.

10
Personalized private offers

Your CDP allows you to send personalized private offers that can increase conversions. By sending specific messages to specific people, you can increase the speed of conversion and overall conversion rates. You can also be more efficient with your marketing efforts.

The customer experience

"I was looking for a new car and didn't think I would stay with my current brand. I felt like I was ready for a change. I then got a very attractive offer from my dealer to entice me to try a new model there. I went in and loved it."

A Leading Global Automaker Realized $2.7 Million in Incremental Profit

The automaker targeted current owners of any of its brands who were high in the market based on timing and modeling, and were at a high-to-medium risk of defection based on their customer engagement, experience scores, and shopping behavior. Once customers were identified, the automaker sent them a personalized private offer to get them into a new model and try to stop them from going to a competitor.

Results:

In one campaign, the automaker realized an incremental profit of $2.7M.

11

End of lease or loan targeting

You can identify when a customer's lease or loan would be coming to an end, and then use a CDP to target them specifically with a new offer. This helps you retain customers better and can result in higher conversion rates.

The customer experience

"I am still driving my current car, but got a great offer to come in and look at new ones. I thought I would be losing money, but it was a very compelling proposal. I am glad I got the message because now I can look for a new car."

A large dealer group builds a more efficient lease follow-up process

Using Customer Data Platform, the dealer can actively mine end-of-lease customers much more efficiently and effectively. The dealer now targets these customers earlier in their lease term to encourage them to start the process of leasing a new vehicle. The Customer Data Platform also enables the dealer to send a personalized offer for them based on their model.

12

Competitive dealer offers

Automakers have the ability, through their CDP, to email a personalized private offer to current owners and leads who have visited a competitor's physical lot. By making targeted, competitive offers, dealers can increase conversions and sales.

The customer experience

"I am interested in buying a new car and have looked at a new model of my current car at several dealerships. However, after a visit to one dealer, I got an email with a personalized private offer, and it was too good to pass up, so I went to that dealer to purchase my vehicle."

Large global automaker reaches $25.8m annual margin

Using the Customer Data Platform, the automaker can target offers to specific people for specific models at the right time. Interest in a vehicle can be tracked with a propensity to buy, and a private offer can be made to the prospect.

Results:

In 2022, the automaker realized a 12-month margin impact of $25.8M.

13

Online shoppers

Your CDP allows you to send personalized private offers that can increase conversions. By sending specific messages to specific people, you can increase the speed of conversion and overall conversion rates. You can also be more efficient with your marketing efforts.

The customer experience

"When I was getting ready to buy a used vehicle, I used online car research sites a lot to find a good deal and assess the value. While using these apps, one dealer was advertising a great deal on a vehicle that was exactly what I wanted. I bought it that afternoon."

PRE-SALE & POST-SALE

Customer experience

The customer experience goes beyond just purchasing a vehicle. You can grow customer loyalty to drive higher lifetime value by improving customer experience and engagement at every stage of the customer journey.

14

Proactive goodwill

Using your CDP, you can combine first-party customer data with data from customers' smart vehicles to track and react when certain vehicle maintenance is needed. This allows you to proactively communicate with customers so they can avoid car issues later. Not only does this help boost revenue by ensuring the service is done at your dealerships, but it also results in a better overall customer experience, and helps build loyalty and customer retention.

The customer experience

"I got an email from the dealer encouraging me to check my brakes and alignment. They noticed my brakes needed some service. I'm so glad I did this maintenance before my upcoming road trip. I even got a coupon to get the work done at the dealer."

Global automaker proactively identifies service issues

Better maintenance leads to better performance and reliability of cars—and connected car technology makes it much easier to know when maintenance is needed. Using the Customer Data Platform to connect data from cars with first-party customer data, one large global automaker could alert customers if there was an issue or it was time for routine maintenance, like oil changes. This creates a better customer experience because they avoid having issues happen unexpectedly. It also helps build loyalty because it shows the automaker cares about its customers.

15

Website personalization

Based on an individual's situational and behavioral data consolidated from your various sources, you can personalize a landing page to a specific prospect's interest. For example, your site could offer a next-best action recommendation to drive greater conversion, or show specific vehicles you know your visitor is likely to be interested in. Website personalization increases conversions from unknown to known audiences, and the potential offer could lead to more dealer leads.

The customer experience

"It was great. I went to the website, and the car I wanted was on the homepage. In addition, there was a tool that I could use to make sure I was looking at the best car for me."

Honda Japan personalizes the homepage

Honda Japan used the Customer Data Platform to personalize the website's homepage by displaying the predicted model the prospect would be interested in. In addition, there was a recommendation tool to help prospects identify the correct car model.

PRE-SALE & POST-SALE

Sharing data with dealers

You can empower individual dealerships with consistent support and messaging, improve customer service, and build brand reputation by sharing customer data insights with your dealers.

16
Enhanced customer lists

By combining machine learning, predictive models, and your CDP, you can identify the likelihood of both prospects and existing customers to buy a car. This allows you to prioritize leads based on a customer's score so that you only target those most likely to buy, and suppress audiences that may not be in the market. The sales team can then be more efficient with follow-ups and close more deals. You also save on ad spend and ensure that the communications you do send to customers are highly relevant.

Using machine learning, Subaru improved forecast reliability for 'likely' buyers, improving sales efficiency and helping dealers better allocate staffing resources.

22.2%
Human-applied scoring

52.4%
Machine learning-enabled models

The customer experience

"When I got to the dealer, they knew which model I was interested in. Further, they were ready to help me and made a very aggressive deal for the car I wanted. It was a great experience."

Subaru sees 72% close rate increase with enhanced customer lists

Subaru built machine learning models for the Customer Data Platform to help determine which customers are most likely to purchase. The model is based on collected data of websites the prospect has visited and their actions on those sites. Customer propensity to buy scores are then communicated to the dealerships so they can focus their efforts on customers to provide an experience in line with their interests and propensity to buy. This increases efficiency at their dealerships and enables the sales team to focus their efforts.

Results:

By applying machine learning to their unified customer journey maps, Subaru increased conversion of their "likely buyers" customer segment by over 50% and increased the close rate at the dealerships by 72%.

17

Streamlined customer communication

With a CDP, you can better orchestrate the customer journey by coordinating between departments about what to send to a customer and when to send it. This eliminates multiple communications being sent out from different departments due to departmental silos. Each message can be tailored specifically for the owner. This way, communications are targeted and less overwhelming to the customer. They are also more likely to see and read the communication. Further, you can upsell or cross-sell additional items when the communications are targeted properly.

The customer experience

"Historically, when I purchased a new car, I receive so many communications it's hard to keep up with everything. With my new vehicle, I was happy that there were not as many messages and the ones I got seemed to be highly relevant for me."

Global automaker customizes communications to boost customer engagement

Using the Customer Data Platform, a leading global automaker could send customized communications to each vehicle owner—and ensure those communications were relevant to the customer. This raised customer engagement and improved the customer experience.

18

Improving the call center experience

Creating customer profiles in your CDP—which are scored according to their likelihood to buy—and connecting those to your call center, allows your agents to know more about each caller and prioritize calls. Not only do the hottest calls get to the agents fastest, but it allows agents to be more efficient and provide better customer service.

The customer experience

"When I call customer service, they seem to know what I am calling about and are ready to help. It really makes for a better experience."

Creating customer profiles allows honda to prioritize calls and deliver a better experience

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 Customer Data Platform and the contact center to prioritize the calls and route the callers in the most relevant way possible. It also provides the agents with more information on each person, resulting in a better overall customer experience.

POST-SALE

After sales

Continue your relationship with customers post-sale through sales and service interactions to grow customer loyalty—and more revenue.

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Service appointment recommendations

Using your CDP, you can create personalized reminders for various services—from rotating tires to oil changes. This tactic not only increases revenue by helping you book more service appointments, but also helps get your service appointment load in balance.

The customer experience

"I had purchased my car from the dealer, but hadn't gone there for service due to the distance from my home. However, I got an email from them to come back, and it had a very attractive offer for me, so I was motivated to go back."

A large dealer group drives more customers to schedule service appointments

By deploying the Customer Data Platform, the dealer has truly personalized the messaging to each customer. The dealer varies the service offer to each owner based on a number of criteria. For example, they are increasing the service offer for customers who live further from the dealership, understanding that those customers likely need more motivation to return to the dealer for service since it's not as convenient.

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Accessories recommendations

Make your accessory recommendations resonate by targeting accessories to specific buyer personas and the type of vehicle they purchased. Customers will be more likely to convert, and you'll close more sales and generate more revenue from accessory purchases.

The customer experience

"I want to minimize the massive amount of mail and email I receive. I only want to see relevant accessory recommendations that fit my lifestyle and how I will use the car."

Leading global automaker boosts accessory purchases through personalized recommendations

One global automaker relies on the Customer Data Platform to capture all relevant consumer profile data. It then builds models based on customer behaviors and vehicle use to create the next-best action engine that serves buyers the perfect accessory recommendations. For example, a kayak carrier recommendation would be sent to a truck owner, not to a sports car purchaser.

Results:

This is one of 14 use cases that drove $60M in value to the automaker in just one year.

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Service loyalty & retention

Retaining customers and building loyalty are key to growing revenue. Using a CDP to personalize offers increases loyalty and retention by making service campaigns and other communications relevant and engaging to the customer. As a result, you'll see a higher conversion rate, while improving your marketing spend efficiency by only sending communications and promotions to those with a propensity to buy.

The customer experience

"I was going to a local oil change business for my car service because I thought it was easier and cheaper. But I got a great offer from my local dealer to get me to try them again, so I thought I would give it a shot. They were great! They seemed to know exactly what I needed."

Maruti Suzuki India drives dealership loyalty with personalized offers

The longer owners have their cars, the more likely they are to take their cars to a third party for maintenance. To better retain these customers, Maruti Suzuki leveraged the Customer Data Platform to send personalized communications, with a specific offer, to inactive owners (>12 months) to entice them to come to the dealer for service. As part of the communication, the automaker determined the next-best action or next-best offer to get them to return.

Results:

Increased response over traditional methods by more than 3%. In addition, the amount spent by the returnees per retention offer was 3% higher.

TREASURE DATA

Fuel connected customer experiences
Across your organization

The road ahead for the automotive industry may look bumpy given the current challenges the industry is facing, but you can create a much smoother ride for your organization and your customers by investing in a CDP.

With Treasure Data's Customer Data Platform, you can go further, faster by fueling customer-centric decisions across the entire organization—and across the customer journey. And, you can do it securely while driving more efficiency in your marketing efforts and across the entire organization.

It's time to get more mileage from your customer data in revenue growth, improved customer experience, and internal efficiencies.

Schedule a consultation with one of our experts to explore the use cases that will drive the most impact for your organization.

Schedule a consultation

TREASURE DATA

Treasure Data is the Intelligent Customer Data Platform (CDP) built for enterprise scale and powered by AI. Treasure Data empowers the world's largest and most innovative companies to deliver hyper-personalized customer experiences at scale that increase revenue, reduce costs, and build trust. Visit www.treasuredata.com to learn more.

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