

Embrace the Possibilities

CDP Use Cases for CPG

Unlock your CPG's growth potential
with customer data



Table of Contents

Industry Perspective	3
Getting Started with CDP Use Cases	5
Centralize Your Customer Knowledge	7
Modernize Your Organization for Data Privacy & Governance	11
Customer Data Use Cases That Empower Consumers While Boosting Sales	13

INDUSTRY PERSPECTIVE

Adaptability in the Age of the Connected Consumer



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The newly empowered consumer is changing the consumer packaged goods (CPG) landscape.

Gone are the days when CPG companies could rely on retailers to bring in sales and mediate relationships between brands and customers. Today's tech-savvy consumers have more choices than ever before, and they want more personalization, as well as more opportunities to curate, co-create, and source their own experiences and products. They're also taking more control of their data by maintaining the ability to turn on and off ad blockers, location services, and attempts to get their attention.

These empowered consumers also use their purchasing power to assert social influence and push brands to align with their values. [Three-quarters of consumers](#) now say they are likely to buy brands based on their values, and [58% believe that calling out others](#) on social media is more likely to hold people, and companies, accountable.

CPGs must transform how they market to interact with consumers to adapt to these new standards, while also facing significant business challenges. Whether it's digital disruption to supply chain issues, labor shortages, more competitors in the marketplace, or rising inflation and geopolitical upheaval, CPGs have a lot they are trying to manage.

The biggest impediment to CPGs' ability to adapt to these challenges is simply organizational readiness. Many CPGs are flying blind, with gaps in their customer data. Historically, CPGs have had limited access to customer data. However, as they've focused on building direct-to-consumer (DTC) models to stay competitive and offer the personalized experiences consumers now demand, they've found that the retailer data shared with them is often not enough. This makes it hard to create direct connections with consumers, or to understand the full customer journey.

As a result, CPG leaders are sometimes forced to make business-critical decisions without adequate data. Insufficient tools and legacy data infrastructure limit the ability to integrate new data sources into a centralized system. Decentralized organizational structures also make it difficult to gather and share data across different departments, while large and complex product portfolios make tracking customer behavior and preferences quite challenging.



There is an undisputed impact of having connected consumer data that can be used to drive decisioning, customer experience, and loyalty. Consequently, a strong data foundation is a must for CPGs in order to track customer behavior and preferences, and deliver personalization to consumers.

Treasure Data's robust Customer Data Cloud, an integrated suite of customer data platform (CDP) solutions, allows CPG brands to centralize all their data (first, second, and third-party) to create connected customer experiences across marketing, service, and sales.

For example, as you'll see in this guide, AB InBev completely transformed how they use data to understand their customers and deliver highly relevant omnichannel campaigns. The global brand was able to connect 757 global systems and 70 million unique customer records into Customer Data Cloud in less than half a year – bringing in data once siloed across brands

and agency partners. With their data in a centralized location, the brand was able to apply AI-powered identity resolution to improve the quality of their unified customer profiles. These complete profiles, now accessible across teams, gave greater visibility into campaign performance across channels, leading to greater operational efficiency, optimized ad spend, revenue lift, and improved direct-to-consumer initiatives.

In this guide, you'll learn more about the unique ways to do more with your data, along with how other CPG leaders are making operations more efficient, optimizing their spend, and using their data in new ways to create real connections with customers.

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.



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

Luiz Gama, Senior Global MarTech Manager, AB InBev

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.

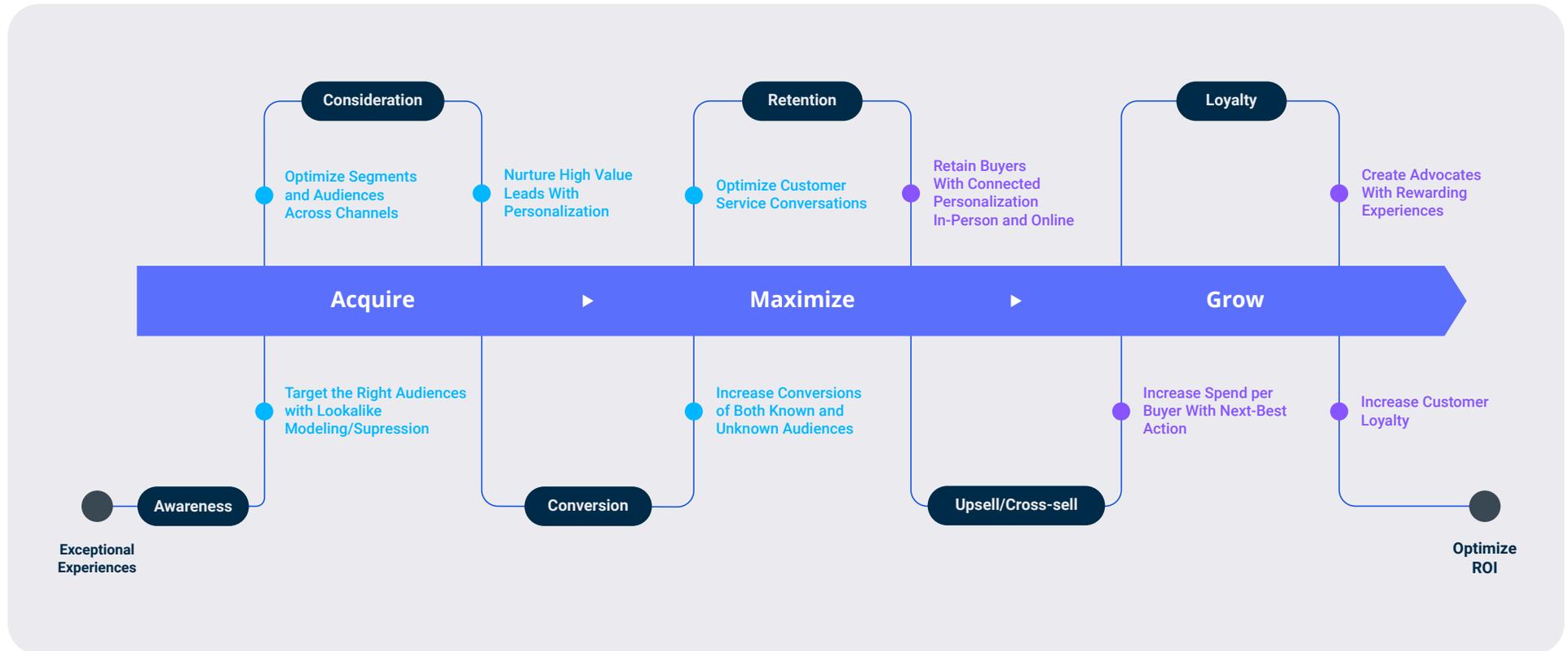
FOUNDATIONAL	BEGINNER	INTERMEDIATE	EXPERT
<p>At this stage, you will focus on centralizing and integrating key first, second and third-party data sources into your CDP to establish a data foundation. Part of this process includes cleansing and deduping inaccurate records to create a unified customer 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>

Centralize Your Customer Knowledge

To meet the demands of the newly empowered consumer, you need to put them at the center of not only your business, but your tech stack. The ability to deliver consistent, seamless, online and offline experiences, grow consumer relationships, and protect individuals' privacy and security is now essential for CPGs.

Elevate the Entire Customer Journey

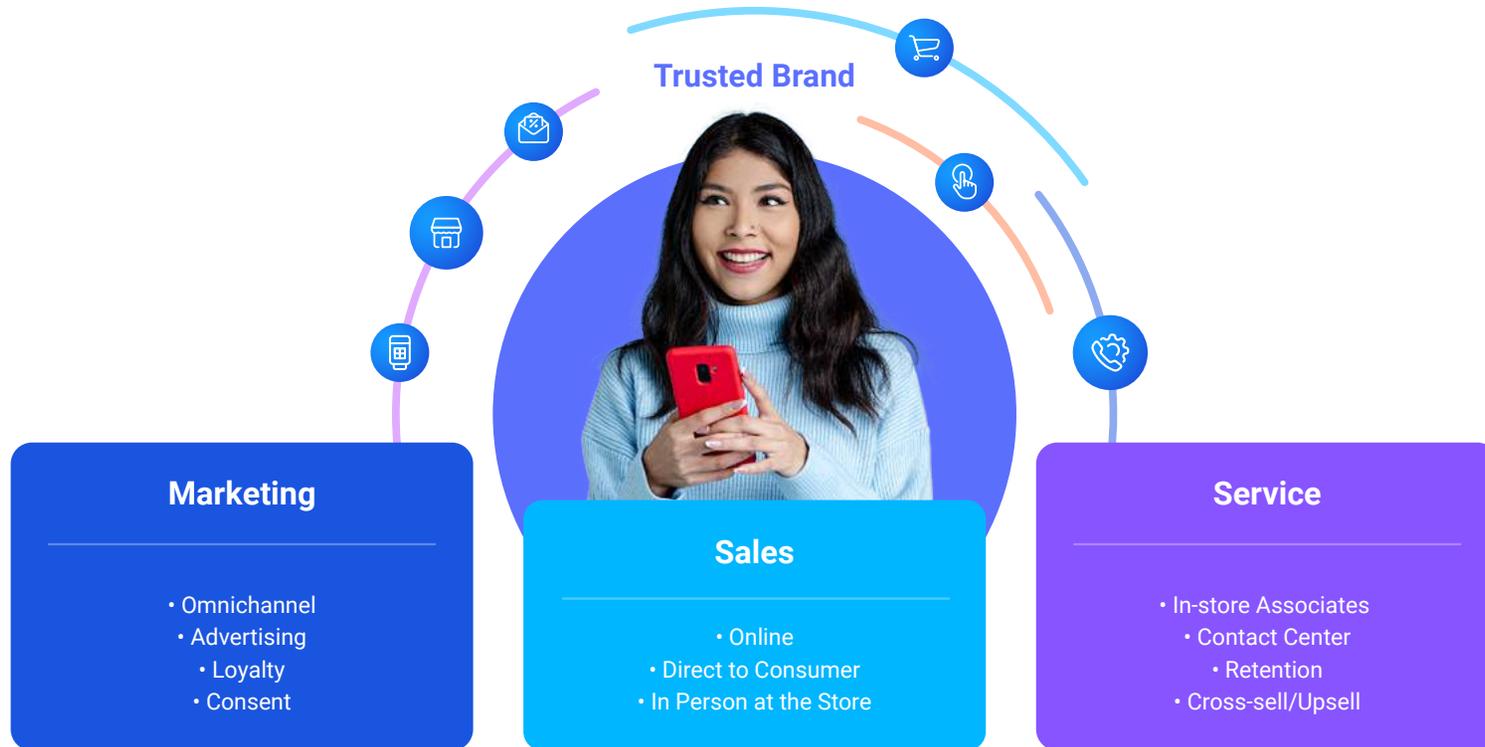
Data is at the core of knowing what to say to customers—and where and when to say it. A solid and secure customer data management solution lays the groundwork for a truly connected customer experience by unifying data and identities across the enterprise to power better decisions along the customer journey.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



In a fractured and unpredictable ecosystem, customer experiences are broken. When your brand has incomplete data, 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 resources, and lost revenue. And worst of all, they can mean lost customers.

With Customer Data Cloud from Treasure Data, 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 between your brand and your customers.

Empower Every Department to Create a Connected Customer Experience



With Customer Data Cloud, 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 mobile apps, retail 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

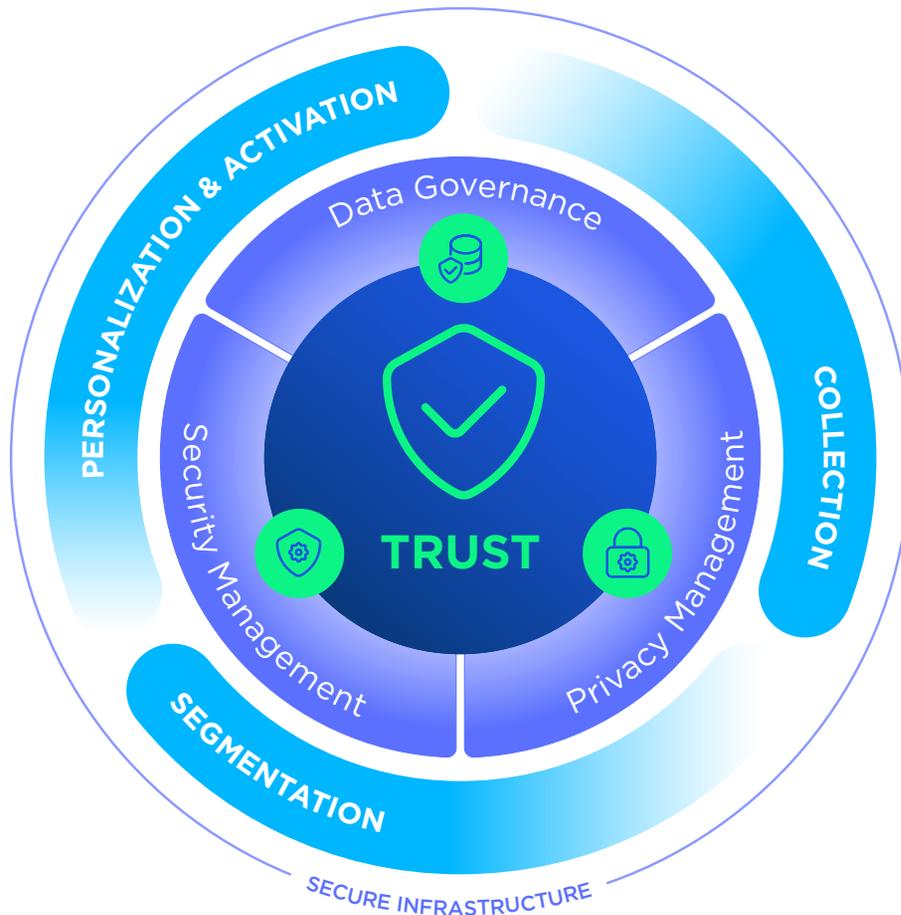
Data privacy is becoming increasingly important to consumers and is an essential part of the customer experience. Enterprises that want to maintain customer trust must show consumers that they take data protection and privacy seriously, and are ethical stewards of customer data. This requires protecting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

Customer Data Use Cases That Empower Consumers While Boosting Sales

From discovery and awareness, to retention and loyalty, CPGs must create and deliver experiences that resonate with customers. A CDP is essential to supporting this objective. By deploying specific use cases across each customer journey stage, CPGs can 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. 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, and then select a CDP that can support those use cases.

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



PRE-SALE

Discovery & Awareness

By unifying online and offline data to extract insights, CPGs can improve ID resolution, enrich third-party data to improve targeting, and build and activate audience segments, leading to greater marketing efficiency and a more connected customer experience.



1

Connect Data for a Single Source of Truth

Gaining a more holistic view of your consumers and truly understanding and delivering against their needs requires connecting all of your data in a centralized location. A CDP acts as a single source of truth, allowing you to centralize all first, second, and third-party data in one location to understand how each individual interacts with your brand, along with their behaviors and attitudes about your products. With this single source of truth, you can strengthen brand loyalty with campaigns that resonate.

AB InBev Gains a Single Source of Truth for Customer Data

AB InBev didn't have full access to first-party customer data, as most of their data was kept externally with agencies. However, they wanted to deeply understand consumer personas for various brands, including their characteristics, wants, and needs to better customize messaging by consumer persona. With Customer Data Cloud, AB InBev created a single source of truth, so they could understand their consumers more deeply and better engage with them.



Results:

They have developed insights into important consumer personas by brand, characteristics, wants, and needs. This intelligence is used to measure and optimize campaigns.

2

Data Unification and Identity Resolution

A CDP allows you to have a “golden customer record,” including behavioral and transactional data. With a CDP, all your data can be unified, with AI-powered identity resolution activities performed on top of it. This gives you the ability to clearly define customer records, create better segments, orchestrate customer journeys, and increase personalization.

Major Pet Food Brand Connects Data to Achieve Identity Resolution

Using Customer Data Cloud to ingest first-party data from online DTC purchases, the pet food brand can now unify that data with their customer loyalty data. Because Customer Data Cloud stores information to track behavior and transactional data, this makes it easier to perform identity resolution.



Results:

The pet food brand has been able to better define segments and orchestrate outreach that increases loyalty.

PRE-SALE

Exploration

At this stage of the journey, CPGs need to bring attention to their brand and deepen engagement. To be most effective, CPGs should focus awareness campaigns for those most likely to buy. To do this well requires first knowing who your best customers are, and then finding similar consumers on ad platforms, social media channels, and elsewhere.



3

Identify Optimal Lookalike Audiences

You can use a CDP to better understand the digital media mix and the audiences that most efficiently drive e-commerce sales for your brand. This allows you to direct ads to high-value lookalike targets and direct them to your e-commerce website.



The Customer Experience

“While watching connected TV and scrolling through social media, I saw ads for beers I love. Even better, I could buy them in-the-moment and have them delivered to my house – which is exactly what I did.”

AB InBev Increases Likelihood to Purchase by 35% While Decreasing CPA by 80%

Despite the recent acceleration of DTC and e-commerce sales, AB InBev could not directly connect consumer purchases to campaign results, so campaigns were less effective. Using Customer Data Cloud, AB InBev was able to target high-value leads driven from lookalike modeling based on current online customer purchases. Digital media campaigns and ads that leveraged lookalike modeling enabled AB InBev to grow online brand awareness and sales on Drizly, their e-commerce app.



Results:

Connected TV and display ads drove the likelihood of purchasing on Drizly up 35% and decreased the cost per acquisition (CPA) by 80% throughout the campaign.

4

Social Media Lookalike Campaigns

Using a CDP, you can identify high-value audiences on social media channels that look like your highest lifetime value (LTV) consumers. This will help you create more targeted social media lead generation campaigns for your e-commerce site, and improve your return on ad spend (ROAS).



The Customer Experience

"I don't know how they do it, but I feel close to brands that can anticipate my needs and show me the right ad at the right time. On the other hand, I get annoyed with irrelevant ads and feel like they are designed for someone else."

AB InBev Social Media Lookalike Campaigns Deliver Higher Brand Engagement

Prior to deploying Customer Data Cloud, AB InBev campaigns were broadly targeted using audiences provided by the ad networks. Now, using first-party data and micro-segments of high-value consumers, AB InBev can drive social media lookalike campaigns for higher brand engagement online. Campaigns are targeted to lookalike audiences with recency, frequency and monetary (RFM) modeling to consumer segments with the highest propensity to engage.

5

Omnichannel Lookalike Modeling for High-Value Leads

Use your CDP to generate segments of website visitors based on RFM value and then target top buyers and non-buyers. This will help you to increase conversions and reduce acquisition costs.



The Customer Experience

"I was on one of my favorite brands' websites, and considering buying a personalized gift, but I did not purchase it. I later saw additional, enticing ads that drove me to complete the purchase."

Multinational Confectionery Brand Reduces Acquisition Costs by \$10+ per Customer

The confectionery brand deployed Customer Data Cloud and RFM machine learning models, which were based on the behaviors of site visitors to one of the brand's most popular products, to create a number of micro-segments. The micro-segments included Low RFM, Med RFM, High RFM, Top Buyers, and Non-Buyers. The brand has then nurtured each audience differently.

Non-buyers with High RFM scores were targeted aggressively with social media. Non-Buyers with Med/ Low RFM scores were served ad campaigns with coupons and promotions. Top Buyers or Low RFM scores (dormant/churned) were targeted with campaigns that included personalized discounts and promotions.

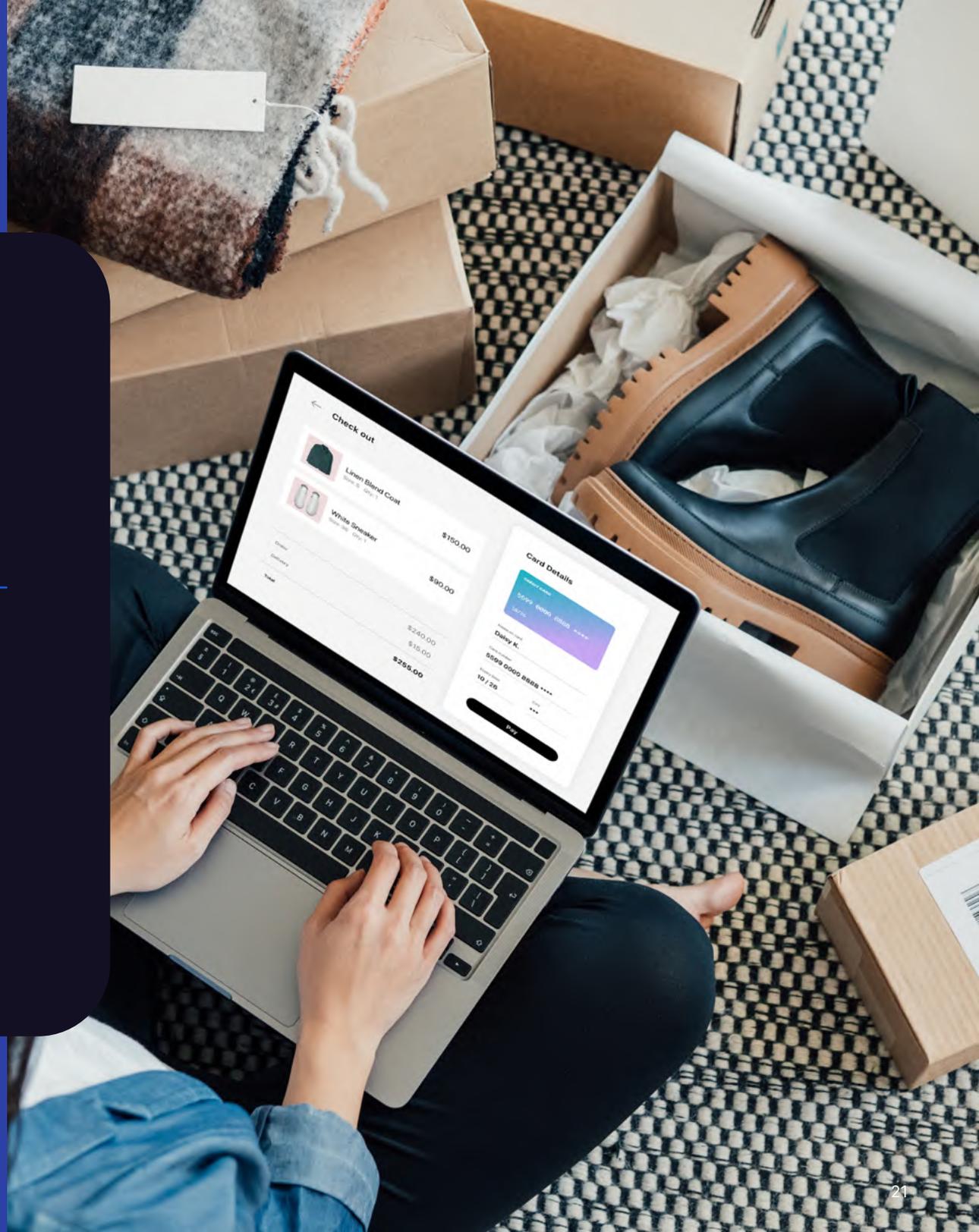


Results:

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

Purchase

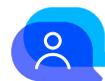
A CDP can help you improve the online and offline buying experience by powering recommendation engines and customizing in-person buying experiences based on previous product preferences.



6

Omnichannel Campaign Optimization

Based on web behavior, you can use your CDP to better understand the digital media mix that most efficiently drives e-commerce sales. This will help to lower your cost per acquisition.



The Customer Experience

"When I'm on Hulu, Roku, or other streaming services or social media, I see ads that are personalized for me."

AB InBev Gains Greater Visibility into Digital Media's Impact on Purchases

AB InBev wanted to directly connect consumer purchases to campaign results so campaigns were more effective. Now, with Customer Data Cloud, AB InBev has greater visibility into the 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 the cost to acquire customers over the life of the campaign by 80%.

7

Convert New Retailers

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

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 open rates and more than a 19% lift in CTOR. Conversions were 10% higher than in previous campaigns.

8

Personalized Content Recommendations

Use website and purchase behavior stored in your CDP to nurture high-value leads with personalized, relevant content across multiple channels to improve sales growth and drive higher conversion rates.



The Customer Experience

"I have a personalized experience when I visit my favorite pet brands' website and see content relevant to me, my pet, and my interests."

Major Pet Food Brand Improves Customer Experience with Website Personalization

One pet food brand uses Customer Data Cloud to personalize its website to each registered pet owner's personal interests. For example, by using purchasing history, the brand can determine what size of dog a pet owner has, and then tailor the products recommended on its website accordingly.

9

Sell on the Spot

Capture all relevant information about each consumer in your CDP to make it easy for in-store employees to sell products or services to customers by facilitating all the steps in the selling process. This enables you to provide a seamless experience for customers and drive more incremental revenue.



The Customer Experience

"I love that the in-store associates are so knowledgeable about the store's products and make it seamless for me to purchase the products I'm interested in. Even if the products aren't in stock, they make payment and shipping easy."

Major Tobacco Brand Boosts In-Store Associates' Ability to Sell on the Spot

By using a clienteling app connected to Customer Data Cloud, the tobacco brand's in-store associates can search for and register consumers, select and add products to the cart, and complete the checkout process – including everything from confirming the customer's address, to selecting the payment type and providing an invoice to in-store customers. The reconciliation dashboard in the app provides information on stock sold (type, category), and the associate can review and confirm orders within the 360-view dashboard.



Results:

The purchase is straightforward and personalized for the customer, which drives them to buy on the spot.

POST-SALE

Product and Usage

Grow product engagement by measuring product and service usage, and interactions to inform product development. Predictive modeling can also help you to identify customers' propensity to buy or churn.



10

Upsell or Cross-Sell Using Next-Best Action Recommendations

Use your CDP to ingest first, second, and third-party data so you can know everything there is to know about your customers' behaviors and attitudes. With these insights, you can provide next-best action (NBA) recommendations to upsell or cross-sell across your portfolio of products and services.



The Customer Experience

"I love that the brand continues guiding me to products I am interested in and giving me recommendations that align with what I've already purchased."

Asian Paints Boosts Opportunities to Upsell and Cross-sell

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



Results:

The brand has seen higher retention and increased purchases across products and services.

11

Smart Product Recommendations

Using a CDP, you can segment current customers to identify immediate cross-sell and upsell opportunities based on propensity scores. You can then model the behavior of similar campaigns for channel optimization and timing. This can drive greater sales growth.



The Customer Experience

"I'm more likely to buy when a brand recommends products that align with the types of products I already buy and use."

Major Pet Food Brand Makes Smart Recommendations Based on User Behavior

Using Customer Data Cloud, the pet food brand has developed a smart product and package recommendation engine based on user behavior. User activity is utilized to recommend upsells based on historical affinities of similar users.

12

Decrease Ad Spend With Smart Targeting

Use your CDP to “smart target” customers based on those with high engagement. Not only does this drive more sales, but it also decreases ad spend by ensuring you target those most likely to make a purchase.



The Customer Experience

“I usually shop in person for beverages, but I decided to try buying online from my favorite brand. The experience was seamless, and now I get great loyalty offers that have made me buy even more beverages online.”

AB InBev Drives More Online Sales Through Smart Targeting

AB InBev wanted to drive repeat e-commerce purchases using promotions to drive loyalty, and target past purchasers to bring them back. But the brand could only target consumers based on the data within the walled gardens of their ad platforms. Without full visibility into the consumer, the ads were driving less relevancy and resulting in higher ad costs. AB InBev now uses Customer Data Cloud, combined with analytics and machine learning, to micro-segment and personalize communications, ensuring they reach out to the right people with loyalty campaigns. RFM analysis is conducted for e-commerce visitors to ensure the right product and promotion is offered. Discounts are only offered to those with high engagement.



Results:

AB InBev’s online share is greater than its share in traditional outlets.

13

Security Management

A CDP allows you to unify, secure and protect your brands' customer data in a single platform, making it easier to respect consumers' privacy choices and minimize risk for your brands.



The Customer Experience

"I trust this brand will keep my data secure, only use my data according to my preferences, and won't be subject to data breaches."

AB InBev Improves Data Security Management

AB InBev lacked centralized data security and compliance management for over 70M unique customer records across 500+ brands and 40+ countries. With Customer Data Cloud, all consumer data is centralized as a single source of truth for insights and activation. Now, AB InBev has a globally compliant solution that governs data and builds trust, because Treasure Data protects and secures all consumer data and personally identifiable information (PII).



Results:

AB InBev connected 757 global systems into Customer Data Cloud within four months, centralizing and protecting 70M unique consumer records.

14

Data Privacy

Using a CDP, you 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 your setup. This allows you to offer personalization while respecting data preferences and privacy.



The Customer Experience

"I want the convenience of registering on the website where I buy my pet food while knowing that my data will be treated respectfully according to my preferences."

Major Pet Food Brand Improves Data Privacy Management

Using Customer Data Cloud, the pet food brand can respect consumers' data and tailor communications to channel and permission preferences indicated by the consumer.

Data Governance

A CDP allows you to honor customers' requests not to be contacted. By controlling this in the CDP, you ensure that the customer is not contacted, regardless of the system or technology. This will show your customers that you value their data, privacy, and requests, building greater trust and loyalty with the customer.



The Customer Experience

"I want to be respected by the brand and know that my data is being managed properly. When I ask to unsubscribe, I want to be confident that it will happen."

Multinational Confectionery Brand Improves Data Governance

Before deploying Customer Data Cloud, when a customer opted out of being contacted, that request was not always reflected in other systems. This led to frustrated customers and poor brand experiences. With Customer Data Cloud, if a customer chooses not to be contacted, the CDP will serve as a filter to ensure that any system or technology will not contact them and update their preferences through a single unified profile that's used across brands and platforms.



Results:

The brand can suppress communications according to customer preferences.

POST-SALE

Customer Service

Improve customer service by giving agents and store associates a unified view of the customer, including their recent online and offline behaviors, and transactions. This will allow agents to provide more informed guidance in-store, online, or through the contact center.



16

Receive Appointment Requests Online

Receive appointment requests from your website with the ability to view a consumer's personal information and accept and schedule the appointment, all from your CDP dashboard. This can help increase the number of appointments, because scheduling is seamless.



The Customer Experience

"I love that I can just go to the website and make an appointment to speak with a sales associate. It's so easy and convenient."

Global Brand Streamlines Online Appointment Requests

Using Customer Data Cloud, one global brand has made it easier for customers to make appointments. Consumers looking to meet with an in-store associate can go to the brand's website, request an appointment with a store associate, submit their details, and receive a call from the associate to confirm the booking and location.

17

Create an Appointment or Event

Using a CDP, you can store complete consumer profile information. This allows your agents or store associates to choose a mutually convenient location for an appointment, and schedule the appointment after referring to the calendar.



The Customer Experience

"I love that I can receive a confirmation on an appointment request and schedule the appointment with an associate online or in-store."

Major Tobacco Brand Makes Creating an Appointment Quick and Easy

The tobacco brand offers the ability for consumers to make in-store appointments from their e-commerce site or in-store. When appointment requests are received, the associate identifies if the consumer requesting the appointment is already registered, is willing to share their personal details, or prefers to remain anonymous. Then, the associate begins to input information about the appointment into the system. Once the appointment is confirmed, the associate checks their calendar and chooses a date and time.

18

Lend Products

You can lend a device or product to shoppers for a free trial period by using your CDP to identify their information in the system or register them as a new customer. The CDP also allows you to simultaneously schedule an appointment and have the ability to complete the process for device return.



The Customer Experience

"I want to try using the product, personally selected for me by an in-store associate, before purchasing."

Major Brand Streamlines Product Lending

Using Customer Data Cloud, which is connected to their clienteling app, the brand's in-store associates can identify or register consumers, select the trial product, and book an appointment to lend a device for a trial. They can also book an appointment for a device return and confirm receipt in the app.

19

Educate Buyers With a Guided Trial

Conduct a guided trial with consumers during in-person appointments using a 360-view of consumers based on data about their preferences, behaviors, and purchases. Sales associates can deliver personalized interactions to enhance the customer experience.



The Customer Experience

"I can learn more about the product by speaking to an expert in person who can help me choose what's right for me. I need to feel comfortable that I know the benefits and how to use it."

Major Tobacco Brand Educates Buyers with Guided Product Sample

The brand's clienteling app, which is integrated with Customer Data Cloud, enables all sales experts to best support consumers in learning about types of heated tobacco devices and flavors available to them. Store associates use the clienteling app to guide sample selection tied to a customer's preferences. The associate records the reason for the sample, the device tried, the flavors tried, and can pull up educational content around how to use the device. This information is then stored by Customer Data Cloud, enriching the customer's unified profile to give the brand a holistic understanding of their unique customer journey.

POST-SALE

Grow Loyalty

Once you acquire customers, you want to retain them by growing their loyalty to your brand. Sending customized offers in-app or via email, determining their affinity for other products to cross-sell or upsell, and ingesting social media interactions to help you further personalize the experience are all ways a CDP can help you increase customer loyalty.



20

Audience Orchestration

A CDP can ingest e-commerce data and unify it with loyalty data. With this unified data, your CDP can also manage communications according to customer preferences by checking consent and permissions for communication channels. This allows you to refine segments and orchestrate outreach so that content is delivered to the customer by relevant channels and touch points based on their most recent transaction, or loyalty status.



The Customer Experience

“One of my favorite brands always provides me with relevant offers and information as a follow-up based on my loyalty status. This provides me with a highly personalized experience.”

Pet Food Brand Orchestrates Post-Purchase Emails to Boost CX

One pet food brand uses Customer Data Cloud to orchestrate sending post-purchase follow-up emails to newly registered pet owners after they make their first purchase. The emails confirm purchasing details and loyalty status within the relevant channel.



Results:

The pet food brand has improved the customer experience and has started to build direct-to-consumer relationships.

21

Increase Buyer Loyalty Through Mobile In-App Experiences

Increase the likelihood of purchase by using your CDP 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.



The Customer Experience

"I want relevant interactions with the brands I buy from. Impersonal mobile ads or in-app notifications are annoying, and it makes me feel like the company doesn't know me very well, despite having lots of my personal information."

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 consumer 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.

22

Personalize Customer Care Status Emails

Your CDP allows you to proactively send status emails based on your customer care data to customers who have made an inquiry. This improves the customer experience, builds trust, and increases customer retention.



The Customer Experience

"I want to be updated on the status of my order confirmations, and warranty information. I would trust this brand more if they were to already have all that information each time I call."

Global Tobacco Brand Sends Personalized Customer Care Status Emails

Before deploying a CDP, the brand could not send 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.



Create Connected Customer Experiences Across Your Organization

The road ahead for the CPG industry may be challenging given the pressures it's facing. This makes it important for CPGs to continue to scale and future-proof their businesses so that regardless of what happens, they have an infrastructure that is solid and agile enough to quickly adapt to change.

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

It's time to get more from your customer data in revenue growth, improved customer experience, and marketing spend 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 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.