TEALIUM

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Aiming To Unify Data and Marketing, Global Auto Finance Company Builds a Platform That Strengthens User Communication

Challenge

A global Auto Finance company specializes in B2C and D2C services that sell cars directly to users. The organization was tasked with developing a data analysis platform to achieve these goals:

- Increase awareness and usage of their new service
- Develop a data analysis department that can work in unison with marketing
- Utilize customer data to approach customers within limited contact points

Solution

The organization implemented Tealium's Customer Data Platform (CDP) and AWS to address these challenges and deliver best-in-class experiences. The Tealium CDP & AWS solution offered:

- A means to accumulate first-party data
- A single customer view regardless of device or channel
- Effective communication by providing the right content to the right person, at the right time, through the right channel

Results

- Implemented delete targeting to effectively suppress advertising and reduce costs
- Directly connected Tealium's CDP and the advertising server through an external service's API to improve advertising accuracy.
- Effectively targeted display ads to users with a high application rate.
- Succeeded in encouraging repeat site visits and applications

✓ **Effective Ad Suppression and Cost Reduction**

✓ **Single Customer View Across Devices and Channels**

"With Tealium's solution, we now have a platform that can link data with other tools and put it to full use, such as more advanced advertising displays and real-time digital marketing. We are already beginning to see visible effects little by little, but in the future, we are thinking about making visible the "invisible effects" of connecting us with our customers. We would like to work together with Tealium to achieve our business goal of increasing adoption of our service."

Managing Director
Global Auto Finance Company

Focusing on Its Function as a Neutral Hub That "Connects" Data

The Global Auto Finance Company is an in-house development organization within a major automotive group, specializing in B2C and D2C services that sell cars directly to users. They employ approximately 300 engineers across multiple locations and support the development of B2C services for the entire group in around 40 countries worldwide.

As the automotive industry transitions from ownership to usage models, the company launched a service that allows customers to drive a new car for fixed periods with a monthly subscription. The role of the company's engineers is to provide these services globally in an agile manner and support the company's business goals.

The company aimed to establish a data analysis department that could work in tandem with the marketing department to increase awareness and understanding of their new services. They needed a system to accumulate customer data and maintain continuous customer contact to achieve their business goals of increasing sales and ensuring continuous usage of their services.

They chose Tealium for its function as a neutral hub that connects data and its compatibility with various tools. The company introduced Tealium iQ Tag Management, AudienceStream, and EventStream, completing the initial construction in about six months.

Despite challenges with cookie regulations, they created a stable foundation for effective cross-device communication. The company now uses Tealium for A/B testing, improving advertising accuracy, and implementing targeted display ads based on user behavior.

Tealium + AWS - Delivering Value to KINTO

Tealium is an ISV-Accelerate Extension partner, part of the SRRP program, and listed on the AWS Marketplace. It provides a Customer Data platform as a Service, entirely built on AWS technology. Tealium integrates with AWS by connecting customer data to Amazon services like S3, Redshift, EventBridge, SQS, Kinesis Streams, Pinpoint, etc. via out-of-the-box connectors.

Looking Ahead

The Global Auto Finance Company aims to utilize Tealium's solutions and AWS's infrastructure to further advance efforts integrating data and marketing. They strive to connect with more customers and maintain long-term relationships with users who choose their services, working diligently to achieve these business goals.

About Tealium
As the most trusted CDP, Tealium connects data so businesses can better connect with their customers. Tealium's real-time data infrastructure allows brands to power their AI models and activate data for enhanced in-the-moment experiences. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections from the world's most prominent technology experts. Tealium's solutions include a real-time customer data platform with machine learning, tag management, an API hub, and data management solutions that make customer data more valuable, actionable, privacy-compliant, and secure. Named as a Leader in the Gartner® Magic Quadrant for Customer Data Platforms™, more than 850 leading businesses globally trust Tealium to power their customer data strategies. For more information, visit www.tealium.com.