

RETAIL REIMAGINED

# Redesigning the hybrid connected customer experience



 **TEALIUM**





# Envisioning the future of retail

As the physical and digital worlds collide, the rise of the 'phygital' retail experience has taken firm hold. Consumers now expect a cohesive and connected customer experience that is relevant and individualised. Amid seismic shifts in market dynamics, consumer shopping behaviours are undergoing a radical transformation that is redesigning the future of retail. With [46% of consumers](#) switching retail brands, achieving customer loyalty and lifetime value requires reinventing the retail experience.





Let us show you how

In this Retail Industry Playbook, gain vital insight into how Tealium empowers the world's leading retailers to compete in a Web 3.0 era. Learn why Tealium's solution is the trusted foundation of many modern retailers' data architectures, and an enabler of operational excellence amid macroeconomic volatility.

### Creating rich customer experiences through a centralised CDP

The retail recession, supply chain disruptions, rising cyber risks and evolving privacy laws have converged to create a market landscape unlike any that has preceded it. With 80% of consumers indicating the adoption of new shopping habits, retailers must take immediate action to build business resilience and accelerate competitive advantage. This year, the compound annual growth rate (CAGR) in the retail market is 8.3%. To seize the market, retail brands must exceed customer expectations through omnichannel CX excellence.

### In-the-moment marketing

For the modern retailer, building CX innovation capability upon a foundation of data quality and data integrity is a strategic imperative. Tealium powers the innovation capability of the world's leading retailers via its versatile and scalable customer data platform (CDP) that creates an enriched 360-degree single customer view for real-time activation. At Tealium, this is termed 'in-the-moment marketing'.

### Weaving the silos and channels together

Retailers need to stay ahead of the curve by leveraging technology to meet and exceed customer expectations. Through CDP-enabled centralised data collection and analysis, retailers can effortlessly weave together multi-department and multi-channel silos to create a truly connected customer experience. Business benefits include increased conversions, improved loyalty, enhanced revenue and reduced costs.

### Staying competitive and compliant in a digital economy

Data-driven insights represent more than an avenue to increased sales – it is the currency that underpins a trusted value exchange. In the retail industry, privacy issues have risen to the forefront, with consumers increasingly aware of privacy risks and rights. In the absence of consumer trust, brands will lose the principal source of customer insight in today's global digital economy – data. Accordingly, it is essential for retailers to ensure data collection, use and disclosure is conducted in line with applicable privacy laws, with privacy by design principles in mind.



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A woman with long dark hair is shown from the chest up, holding a dark-colored smartphone in her right hand. She is wearing a white tank top. The background is a vibrant blue and purple gradient with some blurred light patterns. A large, semi-transparent white graphic of the number '01' is overlaid on the right side of the image. The '0' is a circle, and the '1' is a vertical bar with a horizontal top bar.

# Real-time personalisation

The care of one: achieving the promise of personalisation



## How Gap achieved timely personalised experiences

### Challenge

Gap wanted to encourage customers to shop more frequently across their multiple brands. However, the global retailer's challenge resided in serving the same content to every customer, irrespective of behavioural insights or purchase decisions.



### Solution

With Tealium CDP, Gap could collect data in real time across multi-channel sources to create an enriched single view of each unique customer. With that information readily accessible, and useable, Gap integrated it with their existing marketing tools. In turn, a whole new world was created in which the right message could be delivered to the right person at the right time.

### Results

By using the audiences Gap built with Tealium CDP, the retailer was able to move **from a one-size-fits-all website to 87 different data-driven experiences.**

In the retail industry, one size never fits all, so customising the CX is equally as important as a customised fit. Consequently, Gap produced hyper-personalised customer experiences at scale to drive deeper engagement and stronger loyalty that endures.





## How Thomas Sabo catered to individual taste to reverse cart abandonment

### Challenge

Since 1984, Thomas Sabo has epitomised jewellery innovation, diversity and versatility. The company caters to a wide range of demographics, budgets and styles. Key to their success is identifying, understanding and delivering a brand experience according to individual taste.

Within the in-store environment, customers can talk through their tastes and preferences, and enjoy the guidance and assistance provided by human engagement. It is substantially more challenging to replicate this type of high-touch customer service online, and Thomas Sabo was experiencing a higher than average cart abandonment rate. As high-street stores closed due to the global pandemic, the company knew that transforming their customers' experiences online would be essential. Accordingly, Thomas Sabo required an exceptionally high-level use of data to guide their online customers to the jewellery that perfectly suited their preferences and passions.

### Solution

Tealium AudienceStream provided Thomas Sabo with the ability to integrate multiple data sources to develop a highly detailed understanding of preferences, behaviours and tastes.

As time was of the essence due to a commercial need to cater to customers online because of the global pandemic, Tealium installed high-touch strategic support to assist Thomas Sabo's data analytics team. In turn, this ensured Tealium's CDP was implemented in a single month.

Once implemented, all customer interactions could be collected and analysed for intelligently activated digital CX. With Tealium, Thomas Sabo could monitor behaviour, predict the customer's next actions and prompt nudge emails at precisely the right time, with the right messages and offers.

Detailed insight into the products being viewed, saved or added to carts allowed Thomas Sabo to iteratively refine its understanding of every customer and their taste in jewellery.

### Results

Emulating the in-store experience, Tealium AudienceStream integrated customer path to purchase data to enable personalised responses to customer behaviours.

As a consequence, the cart abandonment rate was significantly reduced, resulting in **a conversion rate six to seven times higher than average.**

Furthermore, Thomas Sabo's newfound understanding of online customers at an **individual level led to a 70% higher conversion rate** when introducing customers to new jewellery collections through tailored communications.







“The use of data to analyse taste is a complex challenge. It needs to sit alongside understanding behaviour, and with Tealium AudienceStream, Thomas Sabo was able to drive loyalty — and sales — with customers in one of the most turbulent years in retail history. It’s also setting the company up for success for whatever comes next.”



**Florian Schlütter**  
Business Analyst e-Commerce  
Thomas Sabo







# Building a Hyper-Personalisation Blueprint

## 4 key steps to personalisation performance:

Consolidate online and offline data within a centralised hub

Enable real-time data enrichment

Segment data for intelligent activation

Leverage real-time insights for continual CX innovation





# 360-degree single customer view

Intelligent insights: the path to customer-centric growth





## How L'Oréal redefined CX in the global beauty industry

### Challenge

As one of the world's leading cosmetics companies, French-based L'Oréal sought to rewrite the future of the beauty industry by modernising its digital infrastructure. The company endeavoured to achieve this aim by deftly combining its physical, digital and virtual worlds in a Web 3.0 era to deliver augmented and high-touch beauty experiences that yield customer delight.

L'Oréal's vision was simple, yet ambitious; namely, to acquire penetrating real-time customer insights that could inform timely, relevant and authentic CX in a drastically different digital market. Put differently, the company's goal was to create the richest and most valuable CX that would enable their customers to discover the best in beauty.

### Solution

Tealium CDP provided the mainstay of L'Oréal's marketing intelligence to power their CX ambition. By unifying all data into a single source of truth, L'Oréal could capture and analyse real-time customer interactions to extract meaningful insights for intelligent CX.

Tealium's solution imbued L'Oréal with confidence in their data quality and data integrity, which inspired the creation of more accurate and relevant two-way customer communications.

With a Tealium CDP-enabled 360-degree trusted customer view, L'Oréal could simultaneously achieve multiple strategic objectives to accelerate commercial performance. Democratised data access drove clearer CX decisions, which led to enriched, augmented and authentic retail beauty experiences.

Media efficiency and conversion rates also experienced significant uplifts via the creation of lookalike audiences and more efficient dynamic segmentation to

enhance remarketing. In turn, this empowered L'Oréal to deliver the right message to the right audience segments at the right time.







Tealium has accelerated L'Oréal's first-mover advantage to decode data-driven digital transformation and reinvent the future of beauty. As the mainstay of our marketing intelligence, Tealium has empowered L'Oréal to transform into a digital-first company that prioritises trust and transparency throughout the retail beauty experience. In turn, this has paid CX and commercial dividends by enabling L'Oréal to seize Web 3.0 innovation opportunities and attain market leadership in the global beauty industry."



**Souparna Bose**

IT CRM Product Manager – CRM Technologies  
L'Oréal

## Results

Retargeting of cart abandoners is merely one of the success stories L'Oréal achieved via Tealium-enabled data quality and data integrity. With Tealium CDP, L'Oréal's media campaign achieved an impressive 22.22% conversion rate, which is an uplift from the 20.95% conversion rate during the same period pre-CDP adoption.

An email campaign targeted to cart abandoners achieved significantly higher click-through and conversion rates. With Tealium CDP, the click-through rate increased to 55.08%, which was a 26.25% improvement from the pre-CDP adoption state. Additionally, the conversion rate increased to 4.38% from 3.98% in the same period pre-Tealium CDP adoption.

Moreover, return on advertising spend (RoAS) for the media retargeting audience is almost double that of the same period pre-Tealium CDP adoption.

For larger brands within the L'Oréal Group, such as Lancôme, a substantial 100,000+ customers are now activated monthly via Tealium CDP.

With Tealium, L'Oréal has achieved:

55.08%

Click-through rate (CTR)

22.22%

Conversion rate against a key campaign

100k+

L'Oréal Group subsidiary,  
Lancôme's monthly  
customer activations





## How Jeanswest unified real-time omnichannel data to activate audience segments for CX that fits best

### Challenge

Australian apparel chain store Jeanswest is renowned for its iconic tagline, 'Jeanswest Fits Best'. In a hyper-dynamic market, Jeanswest sought to extend its brand message to every engagement touchpoint to deliver CX that fits best.

Achieving insights-driven CX customised to an individual's needs and preferences requires the unification of disparate data sources from in-store and online channels. Without access to an enriched 360-degree single customer view, Jeanswest was impeded in attaining its goal of personalised CX at scale. Additionally, third-party cookie loss necessitates the intelligent activation of segmented first-party data to deliver tailored and timely CX.

### Solution

In a hybrid retail world, Tealium CDP ensured a single source of truth regarding customer interactions via Jeanswest's in-store and online touchpoints. Tealium CDP adoption delivered immediate impact by empowering omnichannel excellence throughout a customer journey.

As the modern retail market requires meeting ever-evolving customer expectations in real time, Tealium empowered Jeanswest to deliver hyper-personalised CX in the precise moments that matter. In turn, customers received products, services and experiences that consistently fit best to uphold Jeanswest's value proposition throughout a path to purchase and beyond.

### Results

Tealium's scalable solution allowed Jeanswest to extend its brand promise holistically to envelop every discrete customer interaction with the brand. With Tealium, Jeanswest could more efficiently activate audience segments via paid media and marketing automation, as well as activate identical audience segments across multiple vendors in real time. Consequently, Jeanswest enhanced operational excellence by reducing duplicative efforts and maximising productivity.

Jeanswest has leveraged Tealium's capabilities to modernise its martech stack and evolve its brand into the next era of hybrid retail. In turn, Jeanswest has achieved improved ROI from paid media campaigns and the suppression of omnichannel audiences. Jeanswest further benefitted from unified real-time omnichannel data to deliver CX that fits best for improved loyalty and lifetime value.







At Jeanswest, we strive to deliver an omnichannel retail experience that fits best with our valued customers' real-time needs and preferences. Tealium CDP has disintegrated data silos to create an enriched 360-degree single customer view to inform competitively differentiated CX in a hyper-dynamic market. The end result is predictive, precise and holistic CX to infuse customer delight throughout a path to purchase.”



**Darren Cain**  
Head of e-Commerce  
Jeanswest





## How Snooze unified disparate data sets to lift ROI and revenue

### Challenge

In order to achieve CX excellence, Snooze needed to overcome siloed data and disparate data sets from their different channels, primarily in-store and online. In a hybrid retail world, elevating the omnichannel CX is key to competitive differentiation. With data fragmentation came their biggest roadblock to competing in an increasingly data-driven digital economy. Third-party cookie deprecation and the exponential rise of first-party data further compounded the complexity of producing insights-driven omnichannel CX that would delight Snooze's savvy customer base. The solution was to leverage Tealium's CDP to unify their data sets and create an enriched 360-degree single customer view.

### Solution

Tealium's CDP enabled Snooze to overcome all obstacles to insights-driven omnichannel CX by stitching together vast swathes of data to create an enriched 360-degree single customer view. By creating a holistic view of every individual who came into contact with Snooze, irrespective of the engagement channel, the retailer acquired penetrating real-time consumer insights to deliver authentic CX in the moments that matter.

In turn, Snooze's marketing team could readily activate hybrid retail experiences across all in-store and online touchpoints. This resulted in richer, more personalised service throughout a customer journey at an individual level. With Tealium, Snooze advanced its CX strategy through seamless, unified and coherent omnichannel communications that accelerated conversions.

### Results

Tealium empowered Snooze with the tools necessary to significantly improve customer retention and loyalty in a dynamic market. With Tealium as the foundation of its martech stack, Snooze experienced an incremental lift in revenue through optimised customer targeting, both in-store and online.

Together, Tealium and Snooze are establishing a new benchmark in CX excellence within the home retail category.





In a dynamic market, access to real-time data-driven insights is essential to activating meaningful and effective customer experiences. In the home retail category, personalised omnichannel CX is also paramount to remaining competitive. At Snooze, customer-centricity is integral to our brand ethos, so Tealium's CDP was a natural fit to accelerate our CX goals. With Tealium, Snooze could stitch together disparate data sets to form an enriched single customer view for real-time activation. In turn, Snooze was empowered to deliver richer, more personalised experiences to valued customers at every touchpoint throughout a customer journey."



**Josel Solas**

Head of Digital & e-Commerce  
Snooze





# Capturing Value via a 360-Degree Single Customer View

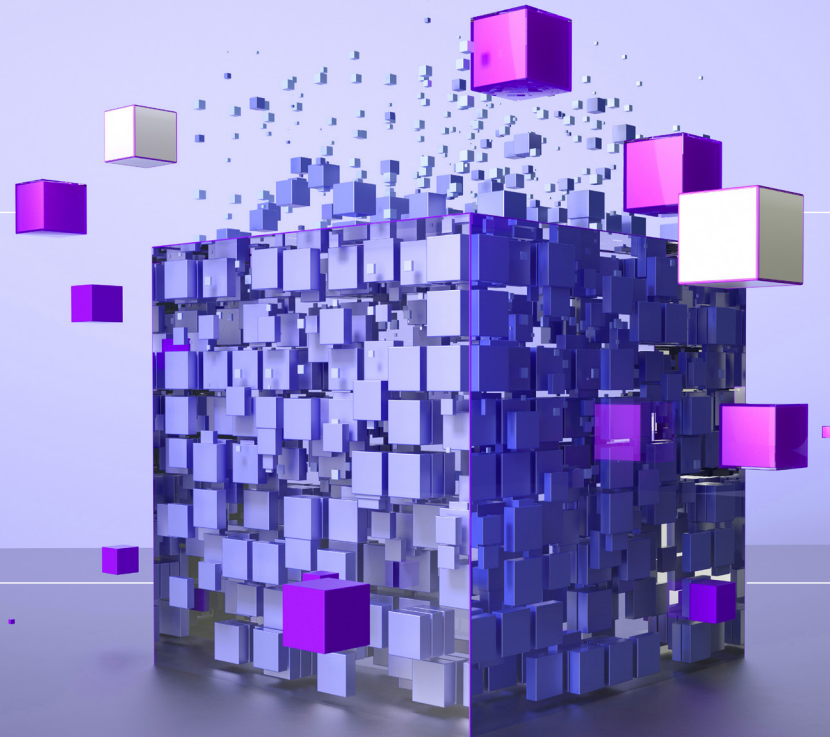
4 key steps to omnichannel excellence:

Stitch vast swathes of data into an enriched single customer view

Decode data to digitally transform the customer experience

Leverage AI-powered predictive analytics for next-best-action marketing

Activate enriched customer profiles in the moments that matter







# Data-driven transformation

Operational excellence: forging sustainable productivity and profitability



## How Countdown built retail resilience to lift loyalty and lifetime value

### Challenge

Prior to employing Tealium as their trusted CDP partner, Countdown established a clear personalisation strategy to lead the market in omnichannel retail CX. Yet, the brand's existing tools weren't sufficiently versatile, agile or scalable to achieve their ambitious CX aims.

Countdown recognised the need for a future-ready and centralised CDP that could flexibly integrate with existing technology investments. Additionally, the retailer sought to rationalise their tech stack to enhance operational efficiency amid macroeconomic volatility.

**Countdown's data-driven transformation journey was a triumph in cross-functional collaboration.**

The retailer successfully brought multiple departments and stakeholders along its transformation journey, demonstrating the power of a CDP to unify an organisation around a common vision and goal.

### Solution

After implementing Tealium's CDP, Countdown sought to demonstrate the platform's value as a single source of truth. The retailer's mantra was to adopt simple use cases, retrain internal teams to harness the capabilities of the CDP, and orientate them towards the future of digital hyperconnectivity.

Initial use cases included website banner suppression, paid media exclusions for optimised targeting, suppression of the 'install the mobile' banners within emails, and ranking special offers according to customer preferences.

Upon establishing the ability to hyper-personalise content across all digital channels, the Countdown team ensured to demonstrate the efficacy of its CDP-enabled data initiatives to gain the buy-in essential to scaling future efforts.

### Results

With a successful high-touch CX strategy founded upon a trusted customer view, Countdown ensured responsible and ethical data management from collection through to activation. In turn, Countdown could quantify the value derived from data initiatives in line with strategic goals.

Amid evolving privacy laws and third-party cookie loss, **Countdown implemented Meta's Conversions API (CAPI) to effectively harness first-party data and achieve an outstanding 70% improvement in the Facebook match rate.**

With Tealium's CDP and Meta's CAPI, Countdown also improved advertising performance and return on advertising spend (RoAS), whilst enhancing conversions and boosting bottom-line growth.

Additionally, website banner suppression yielded cost reductions and accelerated ROI, whilst demonstrating the limitless value offered by Tealium's scalable CDP.

Our vision was to bring all stakeholders along the CDP journey from the outset. With the rise of first-party data, Tealium's solution activated privacy by design principles to empower us to compete on a robust foundation of trust. From an operational standpoint, Tealium was integral to integrating our martech stack for masterful and modernised data management. We believe that Tealium has strengthened our market position, and enabled us to serve our valued customers optimally through omnichannel excellence."



**Mark Wolfenden**  
Digital & Loyalty Director  
Countdown







## How Lion built a disposable architecture anchored in Tealium's CDP

### Challenge

Lion is a leading Australasian beverage company, with brands such as XXXX, James Squire, Furphy and Steinlager. Primarily a B2B company, their customers span liquor retailers, pubs and bars. With legacy systems and data accumulated over a 10-year period, the brand sought to embark on a digital transformation journey that would encompass the entire business – from marketing to the supply chain and all traditional business units.

Lion was acutely aware that as their data use grew, they needed the strategy and technology to yield ever-increasing consumer insights that empower the B2B2C model of the future.

### Solution

Lion's CX and digital agency, AFFINITY, put the building blocks in place for their digital transformation. Through a process of data consolidation and data cleansing, AFFINITY helped Lion overcome siloed data sources and legacy data. This prudent measure minimised cybersecurity risks, whilst

establishing a trusted data foundation from which to maximise the ROI of CDP adoption.

With Tealium CDP at the heart of their digital transformation, Lion transitioned from a tech-heavy approach to adopting a lightweight disposable architecture that engenders greater agility and speed. This enabled Lion to rationalise their tech stack and attain operational excellence.

### Results

Tealium and AFFINITY'S combined capabilities empowered Lion's transformation into a privacy-enabled data-driven enterprise.

Revolutionising how Lion collects, analyses and uses data has reorientated the business towards driving ongoing CDP effectiveness. As global privacy laws evolve, Lion sought to mitigate risks and protect the integrity of its newly implemented data infrastructure. Tealium CDP uniquely enables Lion's capacity to achieve privacy-first value realisation across the data supply chain.

“Tealium CDP sits at the heart of our data strategy – enabling data gathering and data storage, right through to real-time insights analyses and audience activation. This has empowered a revolutionary view of the role of technology within the business to engender operational excellence and enhance our competitive position.”



**Paul Quinn**  
Head of MarTech  
Lion

“AFFINITY sought to provide strategic insights that would elevate Lion’s digital transformation roadmap. AFFINITY’s integral support in data consolidation and data cleansing mitigated privacy risks and established a robust data foundation for CDP performance. In turn, Lion maximised the value of CDP adoption and built a future-ready CX strategy to remain competitive in a hyper-dynamic market.”



**Rob Mills**  
Head of Digital  
AFFINITY





# Delivering Data-Driven Operational Excellence

## 4 key steps to data-driven organisational transformation:

Create a CDP-enabled robust data foundation

Align data initiatives to commercial imperatives

Undertake periodic data cleansing

Build a data culture via people, process and technology alignment



# Privacy compliance

Privacy and profitability: transforming compliance into a competitive advantage





## How Kmart increased its consenting customer base by 200% to forge a trust dividend

### Challenge

Globally, two trends seem to be at odds with each other: evolving data privacy laws and increasing consumer demand for personalisation. Consumers are seeking real-time, relevant and rich customer experiences that create an indelible impact. Leading retailer, Kmart Australia, sought to grant customers full control over their data, with a centralised consent management solution. The retailer's aim was to power personalisation performance on a robust foundation of trust.

### Solution

In collaboration, Tealium and Deloitte Digital uniquely enabled Kmart to create a bespoke centralised consent management solution that unifies a customer's real-time consent status under a single customer profile. The centralised solution resolved the issue of data fragmentation across the retailer's various channels, paving the way for real-time omnichannel excellence. Having a single view of a consenting individual at any given time allowed for valid personalisation of real-time communications delivered to each unique customer.

### Results

Tealium's most trusted CDP made data readily accessible and actionable, speeding up operations, saving costs and supporting business growth. Critically, it made it easier to navigate evolving compliance requirements, resulting **in a 200% increase in Kmart's consenting customer base.**

It also substantially enhanced audience quality for improved relevance and conversions. Privacy by design has unlocked the power of trust to build Kmart's powerful personalisation engine.



“Consent management is essential to the organisation of the future. With Tealium, Kmart has consolidated company-wide consent streams to deliver privacy-first customer experiences at every touchpoint. We believe this approach has future-proofed our business to remain compliant in an evolving regulatory landscape.”



**Photi Orfanidis**

Group Product Manager – MarTech,  
Personalisation & Loyalty, Kmart Group,  
Australia and New Zealand



**Mathew Norton**

Partner  
Deloitte Digital





# Transforming a Trust Deficit into a Trust Dividend

## 4 key steps to revolutionising the CX through trust:

Acquire accountability across the data supply chain

Implement privacy by design principles

Deliver a trusted value exchange to maximise profitable growth

Unify real-time consent status under a single customer profile





# Tealium CDP: The centrepiece of connected CX

The retailer of the future needs to understand their customer base intimately, deliver impeccable customer experiences immediately and yield privacy-led value realisation to attain and retain customers.

## Proven and trusted success

A partnership with Tealium means the advantage of a capability that is central to connected CX – a unified customer data platform that integrates with all channels in real time. With Tealium, data quality and data integrity intelligently inform AI-powered predictive analytics for next-best-action marketing. Importantly, it all starts with a trusted, consistent and democratised single customer view.

## Masterful modernisation of the martech stack

Seamless implementation allows scaling as your business needs grow. Tealium's vendor-neutral, customisable platform is designed to integrate with your existing infrastructure and support new additions

to your martech stack. The result is maximising the value of your existing technology investments for operational excellence that yields profitable growth.

## Prioritise the privacy imperative

With trusted data centralised through Tealium's CDP, organisations build resilience as privacy compliance becomes paramount. Unification of multi-source data within a centralised intelligence hub creates a foundation of trust to power personalisation performance for the individual consumer's benefit. Tealium effortlessly integrates with a myriad of Consent Management Platforms (CMPs) to enable **real-time** consent orchestration and enforcement for valid data management throughout the data lifecycle.







# Envisioning the CDP of the future

CDPs are quickly becoming the foundation of the modern martech stack. A CDP can adapt flexibly to new regulations, underpin customer acquisition and retention strategies, and enable powerful AI and machine learning capabilities.

For data-driven CX success, retail marketers should be looking for CDPs that:

## **Are highly flexible and infinitely scalable**

This allows for faster, easier integration with the tools that already exist in the organisation or those that may be planned down the track. This will speed up time to value and increase overall ROI. Platform scalability will engender greater returns in line with business maturity.

## **Offer predictive insights**

User-friendly AI capabilities will empower marketers to deliver standout experiences that indelibly impact the hearts and minds of consumers.

## **Protect data privacy**

Capabilities such as anonymisation and pseudonymisation, as well as omnichannel consent orchestration, enable corporate compliance with evolving privacy laws.

## **Come from a trusted partner**

The challenges you encounter are unique to your organisation. It's not simply selecting a vendor, but a dedicated partner that will journey alongside you to help you achieve your business goals in a Web 3.0 era.





# A personal note from our Vice President & General Manager, APJ

## Will Griffith

Vice President & General Manager,  
Asia-Pacific & Japan, Tealium



The rise of generative AI and large language models (LLMs) presents an opportunity for disruptive retail innovation and operational excellence. Effective AI adoption requires a foundation of data quality and data integrity, for which a CDP is crucial as the enabler of AI-driven business performance. But most retailers still have quite some way to go to build a consistent, complete and compliant data foundation.

According to McKinsey, [80% of consumers](#) indicate that they will adopt new shopping habits, so retailers must take immediate action to build competitive advantage through differentiated CX. This year, the compound annual growth rate (CAGR) in the [retail market is 8.3%](#). To seize the market, retail brands will need to exceed customer expectations by achieving omnichannel CX excellence.


Tealium powers the CX innovation capability of the world's leading retailers via its versatile and scalable CDP that creates an enriched 360-degree single customer view for real-time activation.

At Tealium, this is termed 'in-the-moment marketing' – harnessing the most granular data to create authentic, real-time interactions via the channels relevant to your customers.

We invite you to learn why Tealium's powerful solution is the trusted foundation of many modern retailers' data architectures, and an enabler of operational excellence amid macroeconomic uncertainty.

Happy retailing!





This report was published by



Tealium connects customer data across web, mobile, offline, and IoT so businesses can better connect with their customers. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections, empowering brands to create a complete, real-time customer data infrastructure. Tealium's solutions include a 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. More than 850 leading businesses throughout the world trust Tealium to power their customer data strategies.

For more information, visit  
**tealium.com**