

# Real time for real action

Effective selling at the millisecond level



# Foreword



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Retailers have invested in data. It is a valuable resource, an enabler of large swathes of the customer experience and business profitability. It is the arranger of actions – from personalising an ecommerce site, to sending out the right offer, to the store colleague having the best content to talk about with a customer who has previously browsed the product category online.

Utilised correctly, and at the optimum time, this knowledge about the individual translates to sales, a return on investment and a driver of business growth. However, sending a customer a discount offer after they've bought the item or phoning a cart abandoner two days after they bought from a competitor is an opportunity lost, and one that could have been saved by using the first-party data the shopper has given already and acting upon it in real time.

This is the retail experience operating at its peak: a point where the retailer has data about the consumer, their needs, attitudes and behaviours, and is able to act upon it in the moment.

That real-time moment, in which pre-set business rules make a decision about new data, causing an action to be carried out is what will be examined in this Internet Retailing blueprint. We look at the current challenges

for the industry, the disconnects that can occur between consumer behaviour and retail's selling response, especially when shoppers are browsing and buying across multiple channels.

The right platform can eliminate silos, connect data and action it in milliseconds as customers interact, not only to overcome challenges but to open up business opportunities that enhance the customer experience, and also reduce costs. How can ROAS be increased, what's the best way to use information given by a customer answering questions about their skincare needs, and how do you ensure a customer isn't sent a pet food offer the day after they place a large order? These are just some of the use cases, real-world applications and case studies outlined in this blueprint. All count as win:win for retailers and customers alike.

To achieve real-time, all-channel, seamless and personalised commerce and experience is a long-standing objective of retail. New, millisecond-level capabilities make this a reality for 2024's retailers and brands.

# Introduction



**Heidi Bullock**

CMO, Tealium



You don't need to be a retail industry veteran to know that shoppers are only one click away from the competition. The fastest, most personalised and seamless experience will win the customer, more times than not. And loyalty is harder to maintain in commoditised markets. This is when harnessing real time customer data becomes essential to business success. The more real-time personalisation and the less friction your customer experiences, the faster the retailer will see the revenue. Could you close a customer sale on just the first visit? This is the holy grail. And we all know the retailer who succeeds time and time again with this!

While personalisation has been a marketing buzzword for years, true in-the-moment personalisation is now achievable through real-time data, enhancing customer engagement and loyalty. Slow, clunky websites just don't cut it anymore.

Real-time data lets us capture those all-important moments. Imagine this: a customer fills out a form on your website to learn about a new product. When they call into your call-centre, the info they provided online is instantly available to your support team. No need for the customer to repeat themselves, making the experience smooth and efficient. This is NOT the same as a real-time data call to a database, where information could be missing, or weeks or months old. Responding quickly and accurately to customer behaviours not only makes them

happier but also boosts business. And if you can collect, enrich and activate customer data in milliseconds, not minutes, then you are already reacting ahead of the competition.

## Here's how real-time data can make a big impact:

- **Personalised Recommendations Based on Current Behaviour:** Suggest products on your site based on the last item a customer viewed on their phone.
- **Context-Aware Promotions:** Offer deals tailored to the customer's current location or the weather.
- **Immediate Suppression:** Remove buyers from product campaigns as soon as they make a purchase, preventing wasted budget and improving their experience.
- **Event-Triggered Campaigns:** Launch a personalised experience right after a customer downloads your app.
- **Instant Insights:** Feed conversion data to APIs in real-time for immediate insights, ensuring data quality and accurate attribution.
- **Contextual Customer Support:** Equip support agents with insights into the webpages a customer visited or the campaigns they engaged with before calling.
- **Real-Time Sales Follow-Up:** Enable sales reps to call back new leads with insights into their behaviour right before they submitted a lead form.
- **Consent and Privacy Compliance:** Display all stored data for a customer upon request, including their most recent behaviour, and honour customer consent across multiple devices.

# Missing the moment

Reliability as a retailer, good customer service, appealing promotions and offers all drive retention and loyalty among shoppers. 95% of consumers state that a retailer's reliability is an important factor when buying online. While prices, promotions, and being acknowledged as a loyal customer also help with retention and increasing lifetime value, according to Internet Retailing's research partner, RetailX. The research highlights how the majority of shoppers (81%) have been influenced by a recommendation on a retailer's website, while 48% say a retailer's promotions and offers will keep them loyal.

However, retailers operate in a fine margin between retaining and losing customers. Multiple parts of the interaction between retailer and customer can result in a sale being made with a competitor, a switch that's made easy for consumers online. All of the good will built up over prior engagement and transactions can be lost through a single suboptimal experience, or a gap between what the customer expects and how the retailer behaves, reacts or delivers a service.

## Gaps in the customer experience

Data directly from a customer or gathered through their behaviour is a gain. A retail business may be working with data in silos, algorithms to action the data and provide insight already, but not using it in real time is an opportunity lost. It can mean the difference between a push and promote experience and one based on interaction and inspiration.

Not working in real time leads to experience gaps. It causes challenges for staff that don't have the right information to carry out their role to the best of their ability and it can be costly in the short and long term.

- **Slow update to valuable data:** Systems and processes can delay the flow of data from customer interaction to retailer reaction. What one part of the organisation sees

## Data use translates to sales

36% of online shoppers have bought a product that was highlighted in a personalised offer or discount

81% have been influenced by recommendations on a retailer's website when shopping

33% of shoppers put "good offers" in their top three reasons for shopping online

## Drivers of loyalty

52% of online shoppers remain loyal to retailers with good customer service

48% say a retailer's promotions and offers will keep them returning

44% of loyal customers return during seasonal shopping events for exclusive discounts

ConsumerX research was conducted by Internet Retailing's research partner, RetailX.

may not be available to another, with data fragmented among disparate solutions, all working on different timescales. Analytics may be updated hourly, store data daily, and personalisation and a unified view of the customer requiring a real-time view. Without a real-time connection, marketing performance can be hindered, push notifications sent to customers with messaging that is out-of-date and paying for adverts that are no longer relevant. Is data at the heart of your business and, more importantly, is it being activated in real time?

- **Disconnect between consumer behaviour and retailer response:** Data can be collected from a shopper from the first moment they land on an ecommerce site. Their browser and operating system help to define the experience and how they see the site. The categories and products viewed, the interactions with rich content and how they navigate further inform the retailer. Is the site personalised around their current behaviour? If the shopper adds something to the basket or leaves a form half completed will it instantly trigger a call to action to complete the sale? Without a real-time response, the desired result may not be achieved, reducing revenue, customer growth and lifetime value.
- **Incoherent responses between channels:** Retailing is multichannel. Data from one channel is relevant across all. Not knowing that a customer is already loyal instore can impact the offers they are served online, while browsing online and then purchasing the same item instore could lead to a customer being followed around the internet by an advert for said item for the next three months. With customers retained or lost by how well a customer service interaction is concluded, having up-to-the-second information from every channel not only saves time during the call it could be imperative to customer retention and advocacy. Customers expect retailers to have a real-time, 360° view.

## Real time in retail

What counts as real time in retail?

Real time is amorphous. Real-time computing refers to it as a constraint within which an event occurs and the system responds. The timeframe for this constraint, or deadline, is whatever has been specified.

For the consumer, real time means the right moment.

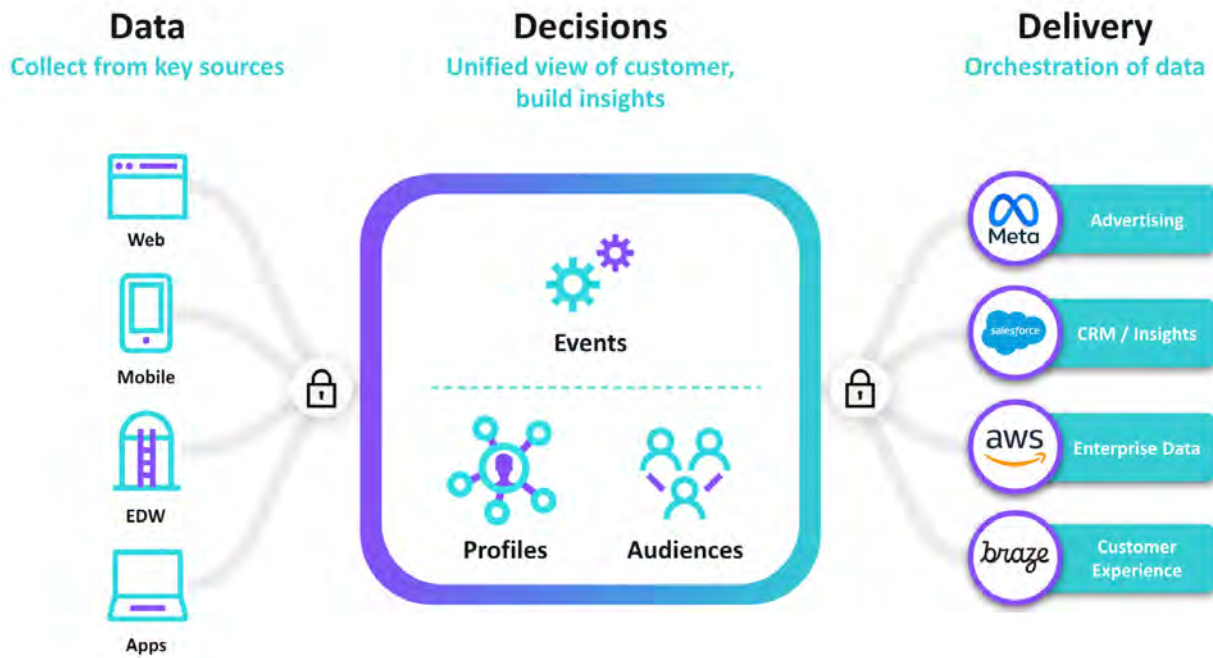
Retail systems endeavour to act in the moment, and respond to customer actions in the right way in a timely fashion. This might be instantly, in milliseconds, with an action taking place before the consumer's next click, or within an hour for an email being sent or sending a notification on whichever day they next walk into a bricks-and-mortar store.

Regardless of when the right moment is for the consumer, all processes, from the ground up, including collecting and enriching data, creating audiences, deciding on actions and communicating with the downstream systems that create the response, need to connect and work in milliseconds. This ensures up-to-date data is utilised without creating bottlenecks for the retailer's interaction with a potential or returning customer.

# Enabling a response in milliseconds

A customer data platform such as Tealium's solution sits between the channels and applications that collect first-party data and those used by the retail business to interact with, or engage customers, such as an ad server. The platform works with the inputs and the powerful partnerships that the business uses already, enriching and activating

data to improve the customer experience, increase sales, reduce costs and drive profit across all channels – in real time of just milliseconds. The majority of implementations in the retail industry start with three use cases before expanding progressively to more scenarios and greater returns.



## Data

Every part of a customer interaction is valuable first-party data, regardless of the channel in which it is captured or where in the organisation it is stored. Every click on a website, video viewed in an app, use of a

loyalty card instore, call to a contact centre or product purchase helps to build up a 360° view of the customer, their behaviour, attitudes and propensity to behave in a certain way or like other similar-to-them shoppers.

## Decisions

### Events

Tealium constantly pulls in information from customer data sources as it is collected or added through batch processing. This happens as events take place and influence the next steps in Tealium's decision making in milliseconds.

### Profiles

Tealium looks to recognise the shopper by an existing visitor identifier such as email, name or customer number, something that is easier to do if the consumer has registered on a website. These visitor IDs are all stitched together to form a single profile so any interaction in future needs just one of the identifiers for the system to have a unified view of all of the shopper's interactions and purchases. Tealium can store an unlimited number of visitor identifiers and be able to stitch them into a single profile, or start to build insights even if the consumer is unknown.

### Audiences

Tealium doesn't pull in the actual data from the different sources. It assigns attributes to a customer profile based on the data, such as interested in menswear, or adds the consumer to an audience such as cart abandoner or window shopper. Profiles can be enriched

with additional conditions including lifetime value, or excluded from an audience due to recent behaviour such as recent purchaser. These audience badges can switch, be assigned or unassigned in real time as events take place such as the unknown shopper entering their email address and becoming a known visitor. As attributes and audience membership are assigned, the visitor ID can then be pushed through to delivery solutions, ecommerce site, email, social channels etc, to trigger actions to be carried out in accordance with pre-set business rules.

## Delivery

The downstream apps and technology stack used by the business may not need to work in real time. Business rules and use cases will determine when each downstream application receives audience information from Tealium, and the actual data that is sent to support the required action, such as email address, name and product information for a follow-up email. This enables the retail business to gain the most from the data while working with existing partners and delivery solutions.

## Increasing returns from existing partnerships

Data connectors and APIs connect Tealium with more than 1,300 client side and server side solutions which enables swift integration. These include analytics, affiliates, display ads, email, personalisation, search, social, big data, mobile, engagement, error and performance monitors, CRM and commerce.

Data mapping of the attributes required by delivery solutions are brought into Tealium automatically so each solution only needs to be configured once. Business rules control the actions that each delivery system carries out, under which conditions and timing. For example, being added to a specific audience triggers advertising from Facebook.

# Turning real-time capabilities into valuable use cases

There are multiple ways that a customer data platform acting in real time of just milliseconds can be used to enrich data, create growth and reduce costs. Some of the use cases for Tealium's solution are given throughout this paper, with the following examples showcasing

some of the innovative ways that a real-time view of the customer can be translated into value for retail businesses. The majority of implementations in the retail industry start with three use cases before expanding progressively to more scenarios and greater returns.

## Improving ROAS

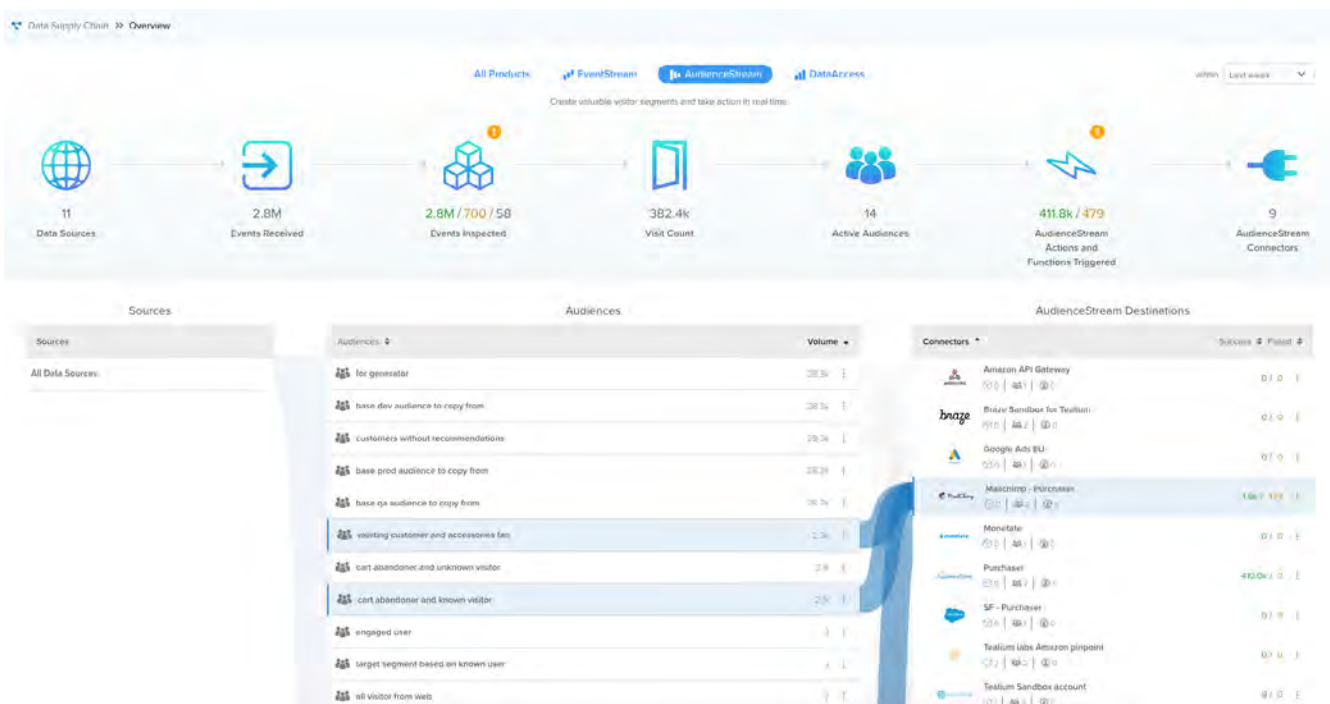
The screenshot displays a product page for 'BOWERY CHINO PANTS' priced at \$140.00. The product is marked as 'IN STOCK'. A description states: 'The slim and trim Bowery is a wear-to-work pant you'll actually want to wear. A clean style in our crisp, compact cotton twill, it's perfectly polished (but also comfortable enough for hanging out after hours)'. Below the description are options for 'Color' (with a red asterisk indicating a required field) and 'Size' (with options 28, 30, 31, 32, 34, 36, 38). There is an 'ADD TO CART' button and a quantity selector set to '1'. Social sharing icons for email, Facebook, and Twitter are also present. On the right, a 'Tallies' sidebar shows a list of favorite products and categories with counts: Favorite Product (Bowery Chin... 2), Favorite Sub-Category (Men 3, Accessories 1), Favorite Top-Category (Default Cat... 4), and Product Category - Visit (men 3, accessories 1).

Suggesting products based on the last product the consumer viewed online or on mobile increases the effectiveness of advertising, email and social campaigns thus improving return on expenditure. The decision as to the action to be

carried out is made in real time even if the follow-up campaign is carried out later. The action could lead to cart abandoners making purchases, or as Rakuten achieved, repeat purchase rates increasing by 20%.



## Increasing sales through personalisation



Acting in real time enables a retailer to remain in the moment with the customer, changing the mix of products shown online based on what they view and how they navigate the ecommerce site. This hyper-personalisation requires milliseconds response in data

collection, enrichment and action to make changes between one click by the consumer and the next. Personalisation on Gap's home page is powered by more than 500 customer badges and audience data points.

The screenshot displays the Tealium website's men's clothing section. At the top, there is a navigation bar with the Tealium logo, account and cart icons, and a search bar. Below this, a secondary navigation bar lists categories: WOMEN, MEN, ACCESSORIES, HOME & DECOR, SALE, and VIP. The main content area is titled 'MEN' and includes a 'SHOP BY' section with 'CURRENTLY SHOPPING BY: Occasion: Casual'. A filter sidebar on the left allows users to refine results by Category (New Arrivals, Shirts, Tees, Knits and Polos, Pants & Denim, Blazers), Price (\$0.00 - \$99.99, \$100.00 - \$199.99, \$400.00 and above), Color (Black, Blue, Brown, Red, White), and Type (Blazers, Denim, Pants, Polos, Shirts, Tees). The central product grid shows 9 items, including a Linen Blazer (\$455.00), Bowery Chino Pants (\$140.00), Khaki Bowery Chino Pants (\$140.00), Chelsea Tee (\$75.00), Plaid Cotton Shirt (\$160.00), and Core Striped Sport Shirt (\$125.00). Each item card features a model image, product name, price, star rating, and buttons for 'VIEW DETAILS', 'Add to Wishlist', and 'Add to Compare'. On the right, there are sections for 'RECENTLY VIEWED PRODUCTS' (Bowery Chino Pants, Linen Blazer) and 'RECOMMENDED PRODUCTS' (Tori Tank, Chelsea Tee).

Personalisation goes beyond a consumer’s actions or behaviour. External factors such as the person’s location and weather conditions or business rules around stock availability and seasonality can affect the content or messaging they are shown.

An instantaneous reaction is required to embrace and reflect the current context of these factors on a site, especially when the customer is on a mobile device trying to find their closest bricks-and-mortar store or check stock levels.

## Reducing call centre costs

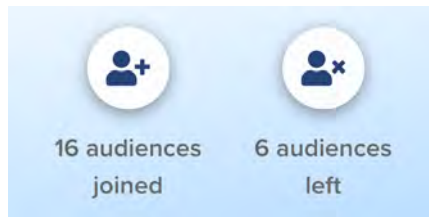
The screenshot displays the Tealium configuration interface for a 'Favorite Product' attribute. The attribute is a Tally (Decimal) with an ID of 5233. A note states: 'Favorite Product (favorite) has been generated to indicate the number within this Tally that has the maximum value.' Below this, the 'Enrichments' section shows a rule for 'Favorite Product' that increments each tally item found in the 'product\_name' array. The rule conditions are: 'WHEN Any event', 'IF Rule - Is Product Page', 'String page\_type equals (ignore case) product', and 'AND Array of strings product\_name is assigned'.

Below the configuration, a retail website layout is shown. It features three main categories: 'HOME & DECOR FOR ALL YOUR SPACES', 'SHOP PRIVATE SALES MEMBERS ONLY', and 'TRAVEL GEAR FOR EVERY OCCASION'. Under 'NEW PRODUCTS', four items are displayed: 'LINEN BLAZER' (\$405.00), 'CHELSEA TEE' (\$75.00), 'ELIZABETH KNOT TOP' (\$270.00), and 'LAFAYETTE CONVERTIBLE DRESS' (\$340.00). At the bottom, a section titled 'RECOMMENDATIONS BASED ON YOUR BROWSING' shows three product images: 'Tan Tee', 'Charcoal Tee', and 'Linen Blazer'.

Consumers do not follow a linear path. Offline purchases affect online behaviour as well as the reverse being true. As soon as store data becomes available to the Tealium CDP it can be used across all other channels. One way, is to personalise the landing page highlighting complementary products to match a recent store purchase.

Alternatively, customers buying something instore for delivery to their home can be invited to track the delivery next time they visit the ecommerce site. This doesn't require prior click stream or session history. The customer has a good experience and is kept informed, and the retailer has lower costs since calls to the contact centre reduce.

## Ad suppression to keep the customer experience



**Audiences Joined**

- Axiom Potential User ↶
- Existing Customer ↶
- Existing Customer And Accessories Fan ↶
- Purchaser ↶

**Audiences Left**

- [Predict] Cart Abandoner With Booking 3d & Returning 7d | Low Propensity < 0.6 ↶
- Cart Abandoner ↶
- Cart Abandoner And Known Visitor ↶
- Cart Abandoner And Unknown Visitor ↶
- Window Shopper ↶

Removing customers from campaigns at the time of purchase can be just as important as adding them to an audience, if not more so. For example, sending out an advert for pet

food after the loss of a family animal or a discount on yesterday's large purchase is not going to enhance the relationship with a customer.

## Being proactive following on-site Q&A

HOME / MEN

## SHOP BY









CATEGORY

- New Arrivals (3)
- Shirts (3)
- Tees, Knits and Polos (6)
- Pants & Denim (4)
- Blazers (3)

PRICE

- \$0.00 - \$99.99 (3)
- \$100.00 - \$199.99 (8)
- \$200.00 - \$299.99 (2)
- \$400.00 - \$499.99 (2)
- \$500.00 and above (1)

COLOR

-  (3)
-  (5)
-  (3)
-  (3)
-  (3)
-  (2)
-  (1)
-  (2)

## TEALIUM MOMENTS



Help us get to know you and tailor your experience with us  
What occasion are you shopping for today?

- Career
- Casual
- Evening

## MEN

SORT BY: Position



VIEW AS:



Grid

1-12 of 16

SHOW: 12

1

2



LINEN BLAZER



\$455.00



BOWERY CHINO PANTS



\$140.00

KHAKI BOWERY CHINO  
PANTS

CHELSEA TEE

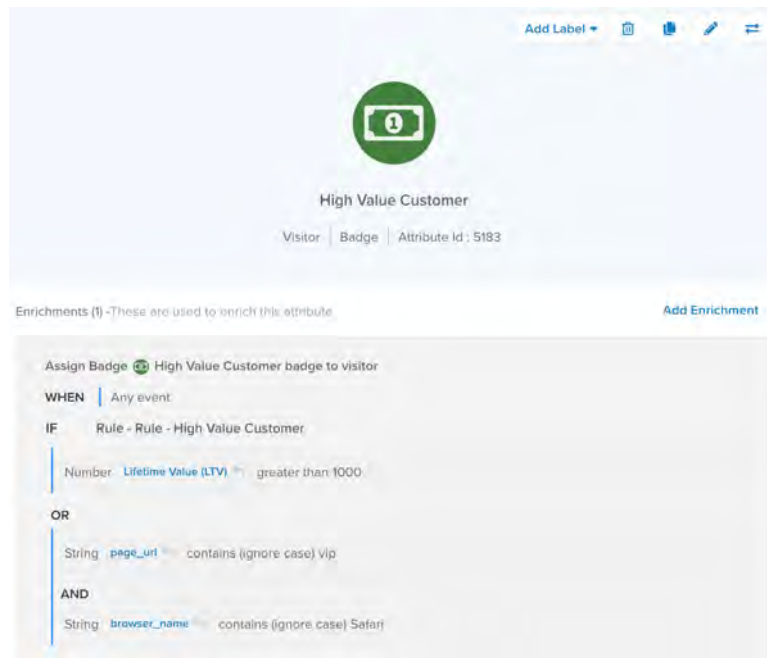


\$75.00

Retailers that use question-and-answer sessions online to help consumers choose the right product are given a wealth of first-party data that can be used after the event to guide a purchase even if the shopper doesn't buy anything that day. For example, beauty retailers ask consumers about skincare

concerns to recommend products, while car companies help a potential purchaser configure their ideal vehicle. Both can follow up through multiple channels as appropriate. Adore Beauty boosted its conversion rate by 17% and grew its revenue by 249% using such tools.

## Predicting with artificial intelligence



### [Predict] Visitor Attrition Risk 5d (31441)

Last modified by bruno.buous@tealium.com on February 21...



### [Predict] Visitor Purchaser 3d (31443)

Last modified by bruno.buous@tealium.com on February 21...



### [Predict] Visitor Returning 7d (31439)

Last modified by bruno.buous@tealium.com on February 21...



### [Predict] Visitor VIP 7d (31445)

Last modified by bruno.buous@tealium.com on February 21...

Tealium's machine learning enables predictions to be made about a consumer's propensity to behave in a certain way or make a purchase so that the best prospects can be targeted in any campaign. Artificial intelligence can do so

much more but it is only as good as the data it is given. Tealium's enriched data can be a feed for an external AI as well as the CDP being able to ingest results from these external tools enabling them to be used to the maximum advantage.

# Kvik: gaining from real-time action



**Cathrine Rørby Therkildsen, Product Owner Marketing Automation, and Jesper Lanther, Head of Digital, Kvik, spoke to Internet Retailing about business challenges and the opportunities that Tealium opens up for the brand**

Kvik is a Danish brand selling high-quality, low-cost kitchens, bathrooms and wardrobes. It operates online as well as via its 180 franchised bricks-and-mortar stores in eight European countries. It was founded in 1983.

The brand has an interesting relationship with customers that takes a long time to develop from first interaction to them making a purchase. The process from a shopper's initial thoughts about buying a new kitchen to purchase and installation can be up to two years, although this does vary by country and different customers. "On average, people only buy a new kitchen every 12-13 years," explains Jesper Lanther, Head of Digital, Kvik. "We don't see our customers that often so when they are in the market we need to be active and help them."

That help can be in the form of inspiration or nudging them towards a store. Customers do

most of the work themselves during the early stages, looking for inspiration from social media and different companies and then taking those ideas once more solid into one of Kvik's stores enabling staff to work with them to design their dream kitchen.

Therefore, it's important for Kvik to communicate in a relevant and timely way with potential customers, recognising that it understands where they are in their journey and helping to move them on to taking the next step.

## The business case

Along with the length of time that Kvik is engaging with a potential customer, it also has the challenge of disparate franchise stores unable to see how the customer has interacted with other stores or the prices they've been offered. "It's completely separate," says Lanther. "The experience we want to give them is uniform and seamless."

The Tealium customer data platform, along with a new marketing automation solution from Agillic, will enable Kvik to give customers a seamless experience while also creating robust and efficient processes internally around customer communications. "From our perspective it's making sure there's a unified approach to the communication that goes out to customers from the stores or the marketing we do from headquarters so that we support the stores," says Cathrine Rørby Therkildsen, Product Owner Marketing Automation, Kvik.

The experience currently is disjointed so customers can receive different communications from individual stores and head office all with a different brand voice.

### Tealium implementation

Kvik is in the process of digitalising the full customer journey, as well as its own internal processes replacing its ERP solution, implementing a new CRM with Microsoft, the Agillic marketing automation platform and Tealium customer data platform. This work is giving it the foundations to communicate to customers in a single voice giving the right message and content at the right time, whether that's from the company or a franchise store.

The company began its implementation with Tealium in 2023 by building the foundation and connectors to different media platforms. "We're not done yet," says Lanther, as the brand is starting to work with new media platforms and its CRM. So, he adds, "We will have even more data on our customers."

Kvik has been working with its data and activating it through Tealium for the last year, testing and developing use cases and expanding its setup as it focused on building a solid foundation. "We are at a good place now with a lot of solid data going in and out and a lot of communication use cases going out to the different media platforms. All of the foundational work that has been done is starting to work," says Rørby Therkildsen, who has been creating the foundations for both Tealium and Agillic and the customer communications that Kvik wants to roll out over the next couple of years.

"We've done a lot of good stuff already but it's only the beginning," adds Lanther. The next steps are to expand Tealium's use as a driver for media execution and performance as well as using customer data and Tealium activation for customer communications automated through Agillic. "This will make sure that all our customers are informed before, during and after they've bought a kitchen," says Lanther.

### How Kvik uses Tealium in real time

Kvik uses Tealium IQ client side and server side products enabling it to use data effectively rather than having many connectors going into the same system. This allows it to model and test data, and



cherry pick the things it needs to test use cases, such as creating audiences based on consumer data from its website for re-targeting. In this case, consumers see the particular kitchen they were looking at on the site in the re-targeting advert. Not only does this give a more personalised experience, it is also driving good results for Kvik. "It may not seem like a big thing for the customer but it's a small nod from us that we understand them," says Rørby Therkildsen.

"We are trying to build a better relationship with the customer and we can do that simply by being a better listener," adds Lanther. He believes that by being able to show this through a multitude of media is a really strong approach. "Tealium is a great listening tool. It's great at collecting the data we need but also we can now execute on it and are starting to see value coming from all the great work that Cathrine has



done setting the foundations. We are spending less money to find more customers.”

Kvik is also investigating how it can use customer behaviour online to trigger different responses on its own site. One such audience is highly engaged consumers who are giving clues that they are ready to talk to a kitchen consultant. They are being nudged towards making a booking online to visit a store.

On the customer side, this takes the form of a small popup asking if they want to book a meeting. The wording is around continuing their exploration journey and having the opportunity to touch and feel what they've been looking at online such as opening drawers, touching different materials and work surfaces, rather than being focused on purchasing. This helps to link the online and offline experience as “we know the sales people instore are really good at explaining the different solutions”.

If a potential customer leaves the website without booking a meeting when prompted communication through a different channel can send them a further prompt. As customers move in and out of different audience groups, Tealium will decide on the next communication based on the clues the customer is giving, whether that's further inspiration, signing up for a newsletter, or nudging them towards visiting a store. Acting in real time is the decision maker on the next step to take.

Kvik has also been learning from the patterns in its data so it can work out the different steps that could be taken to move customers towards a purchase depending on how they behave as individuals or audience groups.

### Ongoing steps

To date, much of the brand's focus has been on using its data and getting everything up and running to make sure the site drives traffic to the bricks-and-mortar stores and it becomes a good bridge between online and the physical experience in the store. It plans to link the offline data back to online in the future. This includes

transactional data and the screens instore showing campaigns as well as screens enabling customers to configure kitchens on their own or in conjunction with store staff.

“Tealium has been really helpful in providing ongoing support. The customer success manager helps us test and implement new things and discusses different opportunities. They are really good at communicating and keeping the dialogue back and forth on what the next steps could be for us,” says Rørby Therkildsen.

### Delivering results

Tealium is allowing flexibility in how Kvik uses its customer data, especially since everything is kept in one place. Adding and removing connectors is easy so one person can quickly add or integrate something making it simple to run tests. “It opens up for more innovation, especially on the personalisation and real-time efforts that we're looking into. If we didn't have Tealium as a solution there's a lot of things that we wouldn't even consider starting,” says Lanther.

The Tealium solution doesn't require Kvik to find additional people with specific competencies or different integration skills in order to run tests. A non-technical person can get an overview, see audiences and rules far easier than going into an SQL database or similar. This view of different audiences has opened up more discussions with Kvik's media agency around opportunities and good use cases of what the brand could be doing.

**Since implementing Tealium, Kvik has seen its media costs reducing. Cost per click has dropped by 88% by driving better traffic to its website. Cost per booking has reduced by 55%.**

# Considerations for a CDP to drive future customer engagement

A retailer using all of the first-party data that can be collected when a consumer interacts with the business goes some way to reducing costs and improving the customer experience. Using that data in real time and making it available to solutions for actioning at the optimal moment can make a difference with driving customer engagement, gaining a brand advocate or not losing a customer. As has been examined in this blueprint, a real-time customer data platform (CDP) facilitates cost savings while also maximising customer experiences. Both are wins for retailers and shoppers.

In fact, 80% of companies that use a CDP say that real-time data is essential and plays a critical role in meeting business objectives, including dynamic personalisation, maintaining cross-channel consistency, optimising campaigns and ensuring compliance. Those companies that have been using a real-time CDP for longer are even more likely to extol its importance.

These include the case study companies included in this blueprint. These implementations show how the principles behind a real-time customer data platform translate into real-world retailing. All of these companies have moved from a real business need and thoughts about nice-to-have outcomes to examination of financial impacts and board-level discussion. Some of the considerations they have already worked through are as follows:

Re-targeting suppression in real time removes the customer from a re-targeting audience providing cost savings on paid media along with improvements in ROAS. As an example:

- Digital media annual spend £50mn
- Conservative approach provides 10% suppression impact
- Provides £5mn in annual cost savings, or budget to reinvest to drive increased customer acquisition/retention.

At the high spend customer relationship end of the retail industry, a salesperson from a car showroom following up with a potential customer needs every piece of information about how the customer has engaged to date including online behaviour and how they have interacted with a car configuration tool. This provides:

- Increased revenue of £18mn through improved first call resolution
- Cost savings of £15mn as personalised, real-time engagement improves average call handling times
- Operational savings of £12mn due to omnichannel real-time engagement
- Cost savings and operational efficiencies of £10mn by reducing hold times using data automation across silos.

# Key considerations for cross-business buy-in

A CDP is an investment in the long-term success of the business and its customer engagement strategy. It needs buy-in from across the business from heads of marketing, IT and finance, as well as chief information officer and CEO. The business requires a single, clear vision to move any implementation forward and to gain the most from the solution and what it offers but each stakeholder has their own considerations and metrics for evaluating success.

## CEO

How does a real-time CDP align with short-term needs and long-term goals? What are the bottom line metrics for positive business growth (marketing and sales qualified leads) and revenue (gross profit and average gross margin)?

## CMO

What is the business case for engaging customers across channels, personalising experiences and improving investment already made in marketing technologies? Some of the metrics to consider include customer growth (conversion), loyalty (customer lifetime value), and marketing efficiencies (customer acquisition cost, marketing technology utilisation and marketing return on investment).

## CTO

Wants to understand the total cost of ownership as well as the longer-term impact on the overall tech ecosystem. Metrics to consider include the impact on the bottom line (return on IT investment), operational efficiencies (total cost of ownership, time to value, utilisation of key IT managed resources, staffing efficiencies),

security and risk mitigation (number of incidents, cost per incident and resolution time).

## CIO

How will a CDP overcome challenges around third-party cookies and increasing levels of data? Metrics to consider include data quality and efficiencies (frequency of data collection, time to analysis), security and risk mitigation (number of incidents, cost per incident and resolution time), bottom line impact (return on IT investment), operational efficiencies (total cost of ownership, time to value, staffing efficiencies).

## CFO

What is the financial impact of the CDP itself as well as its effect on longer-term revenue generation and cost savings? Metrics to consider include bottom line metrics for positive business growth (marketing and sales qualified leads) and revenue (gross profit and average gross margin), marketing efficiencies (customer acquisition cost, marketing technology utilisation and marketing return on investment).





## Useful resources

To discover more about how Tealium's CDP works with existing data and systems across a retail business in real time to deepen customer relationships, increase loyalty, eliminate unnecessary costs and drive growth, visit [www.tealium.com/industry-retail/](https://www.tealium.com/industry-retail/)

2024 State of the CDP whitepaper. A guide to unlocking the transformative power of AI and real-time data for CX.

<https://tealium.com/resource/whitepaper/2024-state-of-the-cdp/>

How to get buy-in for a customer data platform (CDP).

<https://tealium.com/resource/whitepaper/key-steps-to-successfully-buying-a-customer-data-platform-cdp/>

### INTERNET RETAILING BLUEPAPER

Bluepapers focus on solutions to commercial opportunities and challenges in multichannel retail and digital direct sales. Our Whitepapers, Sector Reports and Top500 performance rankings set out the board-level discussion for commercial success and our Bluepapers examine the technologies and systems that form part of the solution.

Drawn from our comprehensive industry directory of technologies and services in use by our Top500, RetailDNA, our Bluepapers form a regularly-updated library of actionable, proven solutions.

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