

Tealium x TWINSET: Transforming Retail with Data-Driven Personalisation

Challenge

It has been almost four decades since premium fashion retailer, TWINSET, began serving customers in its native Italy. Since 1987, TWINSET has expanded its operations to span internationally with a number of in-store boutiques, online, and wholesale partners, showcasing its collections globally.

Before beginning its journey with Tealium, TWINSET was reliant on an omnichannel Customer Relationship Manager (CRM). Its objective was to expand its customer data management capabilities, gathering real-time data from the widest possible range of physical and digital data sources, reconciling it in an effective and actionable way. Achieving these goals with the omnichannel CRM was not possible.

As a result, TWINSET searched for a system that could interpret every interaction and tap into navigation data provided by each individual customer. To solve this problem, TWINSET undertook a thorough research process which stretched from the end of 2021 through to the first half of 2022. The process culminated in TWINSET's conclusion that Tealium Customer Data Platform (CDP) would be the most effective way to overcome the challenges its teams were facing.



Results

The first-party data that is securely shared with these platforms includes browsing data and the transactional habits of active customers, clients, and promotion seekers. These integrations have allowed TWINSET to significantly improve marketing attribution, ROAS, and ad conversions on Google and Meta, whilst prioritising the security and privacy of customers.

54%

Increased conversion rate in Google Ads since start with Tealium in Feb. 2023

80%+

Increased conversion rate in responsive audiences with Meta



Daniele Nigro, CIO, TWINSET

"The decision to integrate Tealium was a calculated one. We went through a meticulous selection process to make sure we understood what a CDP could offer against the alternatives. Once we decided that a CDP was the right path, we had to make sure we selected the best partner possible."

Ultimately, at TWINSET we have a very specific philosophy around data – we are totally omnichannel, and our approach to data needs to reflect that. Tealium was the best option, because it's agnostic and interoperable with platforms such as Google and Meta. The adaptability of the platform and optimisation to our specific requirements means we can drive the best results for the business."



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Solution

TWINSET's choice to deploy Tealium CDP stemmed from the precise philosophy around data that the two partners share. The fact that Tealium is able to provide an agnostic platform which can be easily integrated, maintained, and plugged in with events coming from external platforms such as Google and Meta made the decision to select Tealium very easy.

Tealium CDP enabled TWINSET to activate first party data from the outset, unifying the data points from various sources to create a single view of each customer. This helped to solve another challenge TWINSET faced, around the re-attribution and personalisation of customer data. Now, when a user has spent some time away - be that days, weeks, or months - Tealium helps to identify and re-engage them in a tailored and bespoke manner, employing specific anti-churn omnichannel marketing campaigns.



Federico Zaghetto, Head of CRM, TWINSET

“Where we are seeing a lot of value from Tealium is through the ability to reattribute and stitch data to individual customers. We’re now armed with a single view of our customers – so, even if they abandoned a cart and returned months down the line, we can reattribute that data to their profile.

This means that we can engage our customers in a highly sophisticated and personalised way. For example, we can now identify our top customers and active clients, suppress promotion seekers for certain messages and push others, meanwhile creating tailored content for product-specific audiences looking at our bags, shoes, accessories, and beachwear.”

Once Tealium CDP had been selected, the time from deployment to completion was just three months – a testament to the detailed evaluation period. Within that same quarter, TWINSET was able to personalise content more effectively as soon as the CDP was integrated into its existing data management system.

Tealium's easy-to-use turnkey integrations complemented the use of enhanced first-party data, enabling interoperability with industry-leading advertising platforms, including the likes of Google, Meta, TikTok, Snap, and more. By enabling these integrations, TWINSET can now create built-in audiences within the CDP, which can then be easily pushed to Google and Meta.