

# Your Secret Weapon for Customer Retention & Expansion

First Party Data  
and A CDP



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First Party Data and a CDP

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## SUMMARY

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### We are in a world of massive change.

Businesses across the globe are under pressure to be more efficient, reduce spend, and drive growth, but not at all costs. This paper will explore how the most successful companies are turning today's challenges into opportunities by connecting customer data through a Customer Data Platform (CDP) and using unified customer profiles to retain customers, grow loyalty, and reduce costs, all at the same time.

### Current Challenges

#### Consumer Economic Pressures

Due to current economic pressures, buyers are more selective about their purchases and have become increasingly price sensitive - this includes your current customers as well. Your customers know your price points and have already selected your brand, but they might be influenced by reduced competitor pricing.

#### Risk Averse Consumers

Consumers have become more risk-averse than ever and are opting to stick with tried and true brands. Even though you may be a well known brand or an emerging brand with apparently faithful customers, you still need to make brand loyalty a priority.

**Source:** [The 12th edition of WARC's annual Marketer's Toolkit](#)



"We are seeing a much sharper downturn in consumer confidence across Western Europe than we are in the US. You have to be constantly pushing to understand what people are experiencing. As we saw through the pandemic, people were very choiceful about where they spent their money."

#### Jessica Spence

President of Brands, Beam Suntory



"In these inflationary times, where you are fighting for every other...dollar that a consumer spends, consumers will always prefer brands that have strong equity. There might be a small dip or small growth, but the preference will always be to go for the known brand and brands that have been consistent in the past."

#### Qaiser Bachani

Global Head of Digital COE and Europe Consumer Experience Lead Mondelez





## INTRODUCTION

Consumers have high expectations when it comes to the quality of their experience and the level of personalization being provided by their favorite brands. They expect companies to deliver relevant content, offers, or messaging while respecting their privacy and upholding their preferences. Especially now, many consumers are more risk averse and are sensitive to messaging that doesn't match their expectations.

How can businesses drive growth in times where there is strong economic pressure and buyers' expectations are at an all-time high?

**One area to focus on during economic instability is your customer base. Nothing is more important than ensuring your current customers are happy and their needs are met.**

**Why does it make sense to focus on customers now?**

### Opportunity: Your Customer Base



#### **New Customer Acquisition is Expensive**

Acquiring net new buyers can be 5-25x more expensive than placing investments with the current customer base. Spend the time to ensure it's clear what your different customer segments need from your products and company. Make sure there are programs that are centered around utilization, customer success, and loyalty.



#### **Strong Growth Can Come from Existing Customers**

Acquiring net new buyers is great, but don't forget about *keeping* current customers happy. Retaining customers can help businesses generate more revenue in the long run. Satisfied customers are more likely to make repeat purchases, and their loyalty can also lead to referrals and recommendations, bringing in additional new business.

The cost of acquiring a new customer can range from **5-25x more expensive** than keeping an existing one.

**Source:** Harvard Business Review

A **5% increase in customer retention** can increase a company's profitability by 75%.

**Source:** Bain & Company



## It's helpful to have a targeted strategy around customers. Yet, where should you focus to make the biggest impact on **customer retention and expansion** right now?

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### Three Proven Strategies

01

#### **Speak to the Moment and Build Trust Through Targeted Consumer Messaging**

By understanding your customers, you will learn to speak their language and this is the start to developing a long term trusted relationship. This means you need to understand their business vernacular, experiences, challenges, and what drives them. Once you have that, the next step is to ensure you have a unified view of your customers in order to activate targeted engagements and messages (ex: offers) at scale and in real-time.

02

#### **Embrace Consumer Sensitivity and Test New Pricing and Offers**

Look for insights on how your own customer base is responding to price adjustments. Develop strategies to align different segments of your customer base with different offers by using trusted customer data and activate those offers in multi-channel programs. *Bonus, the information you learn about your customers with these programs can also be used in your strategies for attracting new customers.*

03

#### **Reinforce Your Privacy Preferences and Accessibility to Drive Trusted Experiences**

Proper data collection and usage, privacy, and accessibility are more important than ever. Customers are keyed in on how companies are using their data and will be put off if they don't think you're being responsible with their personal information. Make sure you have your customer data properly collected and organized so it's easy to maintain privacy preferences.

The great news is that you've already done the hard work of winning your customers over. Now you can focus on retaining your customers and growing their commitment to your brand.



Now, let's explore how to execute the above strategies in a timely cost-effective way?

# It Starts With Having One Trusted View of Your Customer

The good news is your organization already has customer data. Some of it is probably being used and analyzed, which is great. The challenge is it can be outdated, incomplete, or stored in multiple places. That makes it more time consuming and expensive to use effectively.

When data is in siloes or not collected in real-time, it can result in poor experiences. For example, a buyer might not have their privacy preferences updated accurately or they receive a communication that just misses the mark (which can be frustrating for a loyal customer).

## **Accurate customer data is essential to deliver the right results.**

Imagine how incomplete or outdated customer information can impact how that data is activated (email, mobile, website, product updates, etc.).



## Each Channel Has a Separate View of The User



One of the most valuable assets a company can have is accurate and real-time customer data because it is the key ingredient to understanding complex customer behavior whether that is online, in-store, in-app, or even call center conversations.

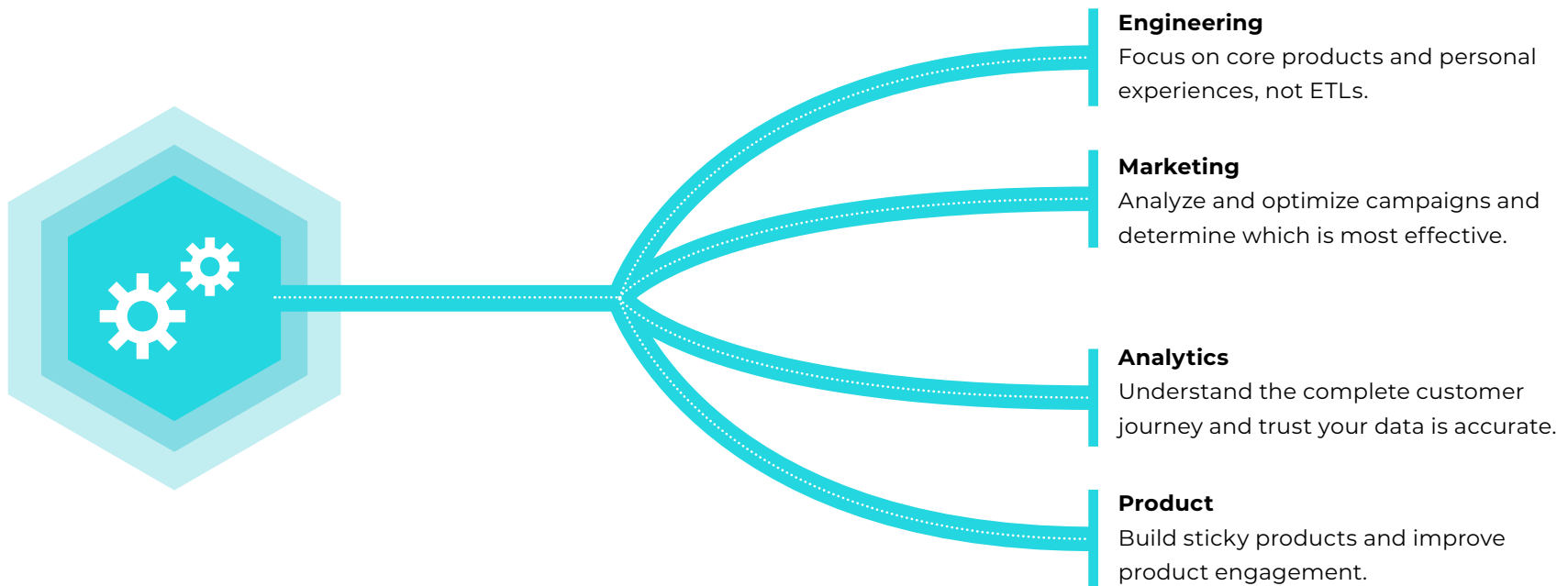
## Unified and Real-Time Customer Data Enables Trusted and Relevant Experiences





It is also important to highlight that accurate and real-time customer data needs to be accessible for all teams to take action on. That includes marketing, customer success, product teams, IT, and analytics groups. Organizations need a proactive and thoughtful strategy to collect and manage data. Ideally, it should be collected in real-time across all key sources (online/offline), unified, and then respective teams can take the right action on that data for the best business outcomes. Teams that do this can future-proof their business and be ready for new market conditions or even a change in technology or data source.

## Customer profiles need to be accessible by all teams in a company.



Once you have current and unified customer data, it's time to put it to work. The first area you will want to focus on is retaining the customers you already have.

# How to Strengthen Customer Retention

## Avoid easy mistakes that put customers at risk.

Ideally, we would all like to speak 1:1 with our customers. Unfortunately, that isn't a viable option for most of us! To understand our buyers at scale, it's essential to have rich customer data to assess if buyers are happy, engaged, or at risk. Teams need visibility into key buying patterns and behaviors.



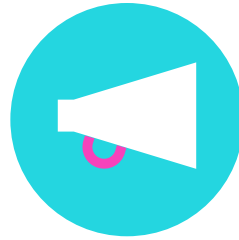
## What are a few immediate areas to think about right now to help with retention?

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### **Respect privacy preferences.**

With a unified view of your customers, you can ensure privacy regulations are adhered to and user preferences are upheld throughout the entire customer journey, because data silos are removed.



### **Use messaging that resonates.**

By bringing all of your customer data together, you will have relevant insights to ensure the right message is delivered to the right customer at the right time. A proven example of this is marrying call center data with website data. When a customer interacts with the call center, an agent will have all the relevant data on hand to facilitate the most impactful conversation ex: eligible for a device upgrade or a free promo.



### **Spot risk early and act.**

Having real-time customer data helps teams quickly examine patterns. Look for declines in product usage, regular purchases, etc. Teams should have programs ready to run for at risk segments.



## Sportsbet made a winning bet on a unified data platform to improve customer retention.

Sportsbet wanted to shift more of their organization's attention to growing lifetime customer value and retention. They soon realized that they needed a single view of the customer to orchestrate, automate, and scale personalized customer experiences throughout the customer journey.

Using Tealium, Sportsbet achieved a unified view of its customers, allowing them to engage in several successful customer retention use cases.



### Results

- ◆ A **10 to 15% uplift in reach** by integrating Tealium with the company's CRM.
- ◆ Achieved a **20% improvement in the customer journey** by being able to surface relevant events on the home page, and provide 1 click access to their desired destination.
- ◆ A **0.4% reduction in homepage bounce rate**, which equates to about 9 million more sessions on their site and apps each year.

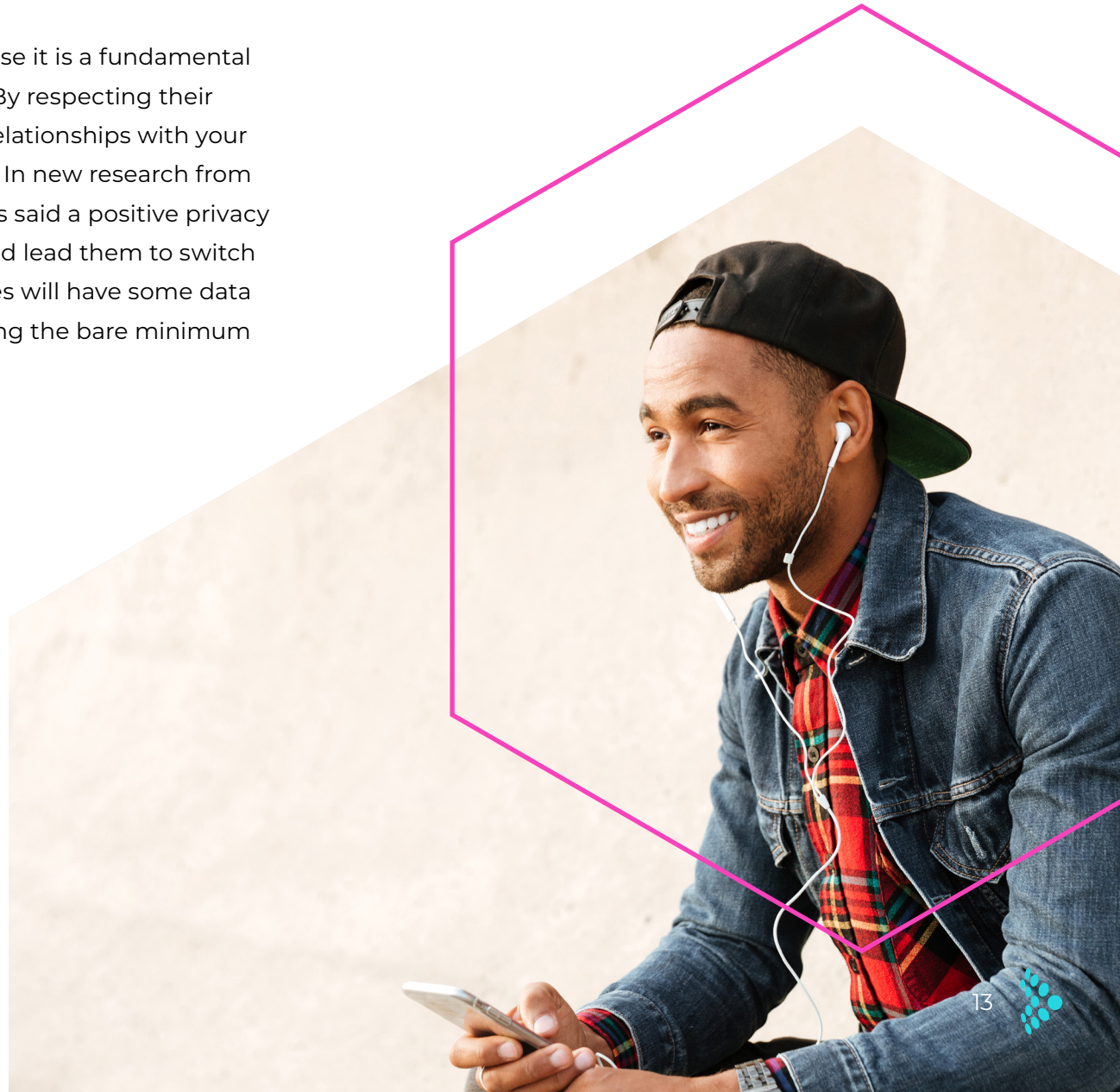




Let's dive into how organizations can do a better job of respecting buyers' privacy.

## **Give customers control of their data.**

Your customers want control of their data because it is a fundamental aspect of their privacy, security, and autonomy. By respecting their rights and preferences, you can build stronger relationships with your customers and create more value on both sides. In new research from Google and Ipsos, a shocking 49% of participants said a positive privacy experience with their second-choice brand would lead them to switch from their first-choice brand. While all companies will have some data privacy controls built into their organization, doing the bare minimum is no longer acceptable.



### Specific Tips:

01

**Make your data collection policies clear and explicit.**

This can be done through an easy to understand privacy policy or terms of service agreement that outlines how their data will be used, how to access and manage their data, and who their data will be shared with. Remember, this is also required by law.

02

**Provide easy access to personal data.**

You should provide customers with access to the personal data that has been properly collected. Customers should be empowered to correct any errors in their personal data or request their data be deleted if they no longer want it to be collected or used.

03

**Make it known that you use secure data storage and transfer practices.**

Don't be shy about your internal practices around secure data storage and transfers. Your customers want to feel protected and safe in your company's hands. You can do this through email correspondence, messaging on your website, as a part of opt-in forms, and in the dashboards where data is accessible to customers for self-management.

04

**Train your employees on data protection and privacy.**

Make sure to train all your employees, especially customer facing employees, on data protection and privacy practices so they understand how to handle customer data responsibly and respectfully.



## Lefebvre Dalloz revamps data collection and tag management to meet new data consent requirements.

Lefebvre Dalloz transformed its data collection and cookie consent across 65 websites within just three months, by swapping “home made” tools for a CDP and CMP that work together smoothly.

### Challenges

To replace a patchwork of “home-made” tag collection tools across its web pages with a more efficient solution in time to comply with incoming regulations.

### Solution

With Tealium, Lefebvre Dalloz has created one agnostic layer to streamline website visitor data collection, enable efficient tagging and comply with new guidelines on cookie consent.

### Results

Lefebvre Dalloz transformed data collection and cookie consent across more than 60 websites within just three months to ensure compliance with new requirements from the French data protection authority. its web pages with a more efficient solution in time to comply with incoming regulations.

*“Lefebvre Dalloz takes data regulation and user consent very seriously. To uphold our exacting standards around data compliance and meet new French guidelines on cookie consent, we needed to work swiftly to transform our data collection and consent tools across numerous websites. Working with Tealium enabled us to replace the previous patchwork of tag management tools in record time, while simultaneously improving our data management system so we can make the most of the data our clients share with us.*”

*Now we’re fully compliant with cookie consent guidance in France, and able to use first party data more effectively. This swift turnaround was only possible through the strong support we received from Tealium and Didomi, as well as the easy integration between the two systems. That support and simple integration turned what could have been an onerous task into a pain free and quick implementation.”*

**Jean-Marie Noble**  
Head of E commerce and Acquisition  
Lefebvre Dalloz

# Lefebvre Dalloz



Identifying and reducing churn are critical aspects of customer retention, which can be more easily achieved when all your teams are operating from the same source of customer truth. One of the reasons it can be difficult to properly identify and quantify customer needs has to do with the nature of customer journey. Buyers can go from mobile device and then to browsing online in a matter of clicks. Establishing continuity and the right message is essential.

## **Connect all departments to your unified customer profiles.**

Anyone within your company who interacts directly with customers, such as account managers, sales reps, and customer service teams, need access to comprehensive customer profiles. This ensures all customer experiences come from a single source of truth and all employees can provide the best service possible. For example, account managers need to be able to identify upsell and cross-sell opportunities while customer support needs to spot churn risks.

This is one of the most compelling functions of the CDP, especially one like Tealium's which is vendor neutral and integrates up and down the tech stack to streamline the removal of departmental silos around customer profiles. Having a CDP that can connect data across all departments is critical for driving customer loyalty and retention.

### **Example:**

#### **Quantum Metric, Invoca, Tealium**

Invoca shares call and call conversion data with Tealium's CDP while Quantum Metric shares information like the session replay URL and indicators of frustration. When this data is brought together, teams can get a complete picture of what is happening with a customer. It becomes easier and more scalable to stay current on customer needs and implementing the changes necessary to deliver the best experiences when it matters the most.





## How to break down departmental silos through customer data:

01

### **Customize departmental data needs.**

Make sure to understand and prioritize the data that each department needs into the customer profile so every department has access to the data and insights they require to meet their goals.

02

### **Integrate data from different sources.**

Data from CRM systems, marketing automation platforms, and website analytics tools can all be integrated into a single view of your customer, among other data points. A vendor-neutral CDP will make it easy to link up all the desired data points coming in through disparate systems to make the data actionable and useful across the company.

03

### **Take advantage of real-time data.**

The right CDP can provide real-time data on customer behavior, preferences, and interactions, allowing different departments to respond quickly to customer needs and provide more personalized experiences.

04

### **Create a shared customer view.**

Ensure all departments have access to a tool providing your shared customer view. This will provide everyone in your company with a consistent understanding of the customer and their needs.

05

### **Facilitate collaboration between different departments.**

Connecting all departments to unified customer profiles allows your teams to work together more effectively to meet customer needs. For example, marketing can use customer data from a CDP to create more targeted campaigns, while customer service can use the same data to provide more personalized support in call centers.



## PSJH harnesses consumer data to treat patients like humans and not devices.

### Initiatives

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- Use Tealium AudienceStream to link anonymous user data across technologies and channels to provide personalized and consistent experiences across touchpoints.
  - PSJH's call center is taking in 100k calls per month on a wide variety of requests. They want to optimize for efficiency and productivity, but also provide a more consistent and personalized experience for callers.
  - Build fluid and dynamic personalization strategies for customers without exposing Personal Identifiable Information (PII) data.
- 



### Results

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- By using Tealium with CRM and call center data, PSJH can stitch together profiles across systems deduplicating analytics for measurement.
- Created screen pops for call center staff, in real-time, with relevant customer info and campaign parameters for all incoming calls.
- By integrating Tealium, CRM and ERM data together, PSJH was able to accomplish this goal and share the data anonymously with 3rd party vendors without exposing PII data.



Once your customer data is connected and all your teams have access to it, you can start to look for signs of customer dissatisfaction.

## Spot risk early.

Nothing is worse than missing signs a customer is unhappy or not getting the value they should from a product or service. It's helpful to identify signs early and then quickly intervene. There are many ways to detect risk in customer engagement, especially when you're able to properly track their interactions with your company.



## Signs of risk that your customers will churn:

01

### Decreased usage.

If a customer starts using a company's products or services less frequently or stops using them altogether, it may be a sign that they are no longer finding value in them.

02

### Complaints or negative feedback.

If a customer starts complaining about a company's products or services or leaves negative feedback, it may indicate that they are dissatisfied and considering leaving.

03

### Non-payment.

If a customer stops paying for a company's products or services, it may be a sign that they are no longer interested in using them.

04

### Lack of engagement.

If a customer stops engaging with a company's marketing materials, such as emails, social media posts, or offers, it may indicate that they are no longer interested in the company's products or services.

05

### Asking for cancellation or refund.

If a customer explicitly requests a cancellation or refund, it is a clear sign that they are unhappy with the product or service.

06

### Inactivity.

If a customer becomes inactive and doesn't interact with the company in any way, it may be a sign that they have lost interest and are considering leaving.

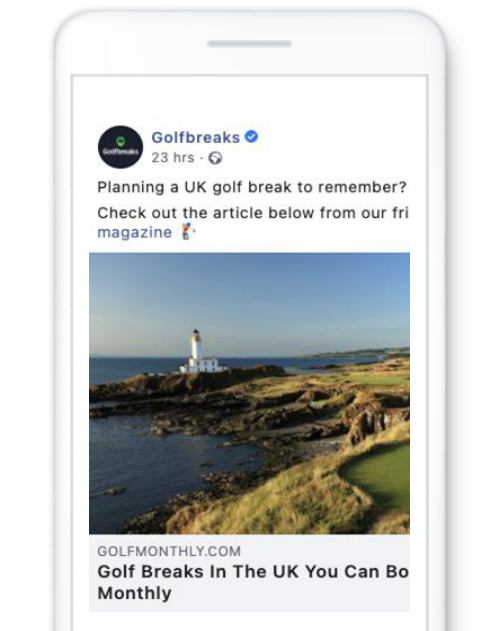




## Golfbreaks uses Tealium's Facebook Conversion API (CAPI) to track inbound customer service calls.

### The Story.

Golfbreaks relies on the expertise of its sales staff to provide advice to customers, meaning the call center is the highest converting channel. Being able to track inbound calls (as server side events as a webhook from the phone tracking system) and send those to Facebook, allowed Golfbreaks to get a full picture on conversions.



18%

Ad click through rates improved by 18% from using both the CAPI and the Facebook pixel.

11%

Online sales conversion increased by 11% from using both the Conversions API and the Facebook pixel.

17%

Golfbreaks ad spend ROI increased by over 17%.



Now that you have reviewed some tips for retention, let's move to expansion. For the customer segments that are happy, it's helpful to examine if there are opportunities for them to either purchase more of the same product (upsell), or additional ones (cross-sell).

## How to Drive Expansion

### **Know when it makes sense to cross-sell or upsell.**

Often the signals are there when a customer is ready for a cross-sell or upsell, so you don't want to miss them. Each organization, depending on the products or services will have different signals, so it is essential to have those identified for your company. The key is having customer data in real-time, so these signals are easier to spot and act on.



## Three areas to consider when looking for cross-sell or upsell opportunities include:

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### **Customer needs.**

The most important factor to consider when deciding whether to cross-sell or upsell is the customer's needs. The product or service being offered should be relevant and useful to the customer and should solve a problem or fulfill a need. If the customer does not have a need for the additional product or service, or if it does not add value to their experience, then it is unlikely to be effective.



### **Timing.**

The timing of cross-selling or upselling is also important. It should be done at the right time in the customer's journey when they are most likely to be receptive to the offer. For example, if a customer has just made a purchase, they may be more open to additional products or services that complement their initial purchase. Or you can use your customer data to create patterns and understand what the next predicted purchase could be for certain customer personas.



### **Customer value.**

Cross-selling and upselling should be done in a way that adds value to the customer's experience and does not feel pushy or aggressive. It is important to consider the customer's lifetime value and long-term relationship with the company, rather than just trying to make a quick sale.



## TUI optimises conversion as travel returns, with predictive machine learning insights.

TUI optimized its conversion with the help of predictive machine learning insights.

While travel was put on temporary hold at the height of the pandemic, TUI's analytics teams used this as an opportunity to take the next step on its customer personalization journey. As part of this, Tealium Predict proved business critical in the months of recovery to come.

As travel gradually returned (with all the bumps in the road associated with the pandemic) TUI already had Tealium Predict in place to predict customer travel behaviour. By working with Tealium through the pandemic, TUI is able to predict which customers are more comfortable with travel and what type of travel package they might prefer. In a testing sample of 160,000 customers (of which 20,000 were identified as fairly likely to convert), TUI used Predict insights to selectively offer high value coupons to customers, boosting its conversion rate by 400%.

*"Layering Tealium's predictive insights onto its CDP has been a real gamechanger.*

*The targeted use of personalized coupons has proven instrumental to improving our conversion rates. Here in Germany, it's a legal requirement to sell a holiday package at the same price both in store and online, so coupons enable personalization where it's needed.*

*With this level of insight, we can prioritise a great customer experience, while remaining compliant with regional legislation, and improving our conversion rates amongst certain prospects."*

**Karin Marksteiner,**  
Head of Analytics, Data &  
Personalization,  
TUI Deutschland GmbH





A historical challenge for many companies is having the ability to observe and act on customer signals. Having a unified customer view helps identify risk (as we read earlier), and it also helps identify opportunity. Bringing online and offline events together provides a more complete picture for teams to act on.

## **Integrate offline events.**

An easier way to connect your online and offline engagements is through the use of a CDP. CDPs can ingest offline data from various sources such as CRM systems, point-of-sale (POS) systems, call centers, and other offline data sources. This data can be processed and merged in real-time with online data to create a more complete unified view of your customer profiles.





Offline event data points when married with online data points, can provide key signals to act on. This information can be used to identify qualified customer segments and then teams can develop unique offers or experiences that encourage expansion.

---

### Types of offline events to incorporate into your customer profiles include:

01

#### **Speak to the moment and build trust through targeted consumer messaging.**

Collect data about customer purchases at the point of sale, such as the items purchased, the amount spent, and the time of purchase. This data can provide insights into customer preferences and behaviors. *Ex: A discount code can be provided to a regular customer that offers savings with an increased purchase.*

02

#### **Embrace consumer sensitivity and test new pricing and offers.**

Keep a log of in-person interactions with customers, such as customer service inquiries or sales interactions. This log can help identify trends or issues that need to be addressed. *Ex: If a particular product is purchased regularly, introduce a new product that could be a strong complement.*

03

#### **Reinforce your privacy preferences and accessibility to drive trusted experiences.**

Collect data on customer behavior during in-person interactions, such as how much time they spend in a store, which products they browse, and which products they ultimately purchase. This data can be used to optimize store layouts and product offerings. *Ex: Instore data can then be used to provide a special offer online.*



## Belron gets a clear view of customers' online and offline behavior.

Belron, a world renowned holding company for a number of glass and body work businesses, had a unique business with short engagement cycles with their customer. Siloed customer data between digital data sources and call centers left the customer experience disjointed and difficult.

By utilizing Tealium AudienceStream CDP and iQ Tag Management, Belron gained a persistent, real-time view of the customer through offline and online engagements. With that data, Belron built an effective digital self service portal for their customers.



### Results

- Built a real-time data supply chain to quickly develop customer identities to inform the digital and call center experience.
- Increased digital customer self service from **18% to 50% in two years** at Belron UK.



Now, with your established and growing customer relationships, you are primed to achieve the ultimate customer goal - brand loyalists!

## How to Create Proud & Loud Customer Advocates

**Treat your VIPs in a distinct and unique way that they value.**

Consider a VIP program for your high value customers. Whether they are top-tier customers or are your best references, ensure this segment is clearly defined. Loyalty programs are a great first step to provide special customers with superb experiences. Think about tiered rewards, discounts, or special promotions for buyers who make repeat purchases or meet other criteria.



## Ways to provide great customers with special treatment:

- ◆ **Add a tiered VIP program to your existing loyalty initiative.**  
This will gamify the experience and make it feel like your customers are winning big by being committed to your company. Customers can unlock exclusive benefits that are only available once a new level of loyalty has been achieved.
- ◆ **Personalize rewards to individual customers.**  
Use their purchasing behavior, preferences, and interests to make the rewards more relevant and engaging to the customer, and encourage them to continue to shop with your business.
- ◆ **Integrate your VIP loyalty program with your CRM system.**  
Tracking customer touchpoints through your CRM can help ensure customers can easily access their rewards and benefits and have a positive experience with your business. It will also make it easier for sales and customer service representatives to have visibility into each customer's level of loyalty and make sure your top customers are being treated like the rock stars they are.
- ◆ **Surprise VIPs with an offer unique to them.**  
When a company acts on information that customers provide (first party data), it can help create a loyal buyer for life. For example, if a customer staying regularly at a hotel always plays golf, imagine if the hotel places monogrammed golf balls in their room. A simple, personalized touch can make a significant impact.

Customer service expert Shep Hyken talks about creating an amazing customer experience that leverages very satisfied customers as “customer evangelists.” He says: “The customer experience comes in part from service, but in the larger sense it is everything created by any and all contact with your operation.” If a company can maximize the positives from the interactions in every node (ex: companies involved, supply chain partners, customers) in the customer journey, customers can be nurtured into repeatedly coming back and potentially becoming promoters and evangelists.

**Source:** Harvard Business Review



## Bosch Power Tools drills down into data to personalise the user journey and improve marketing efficiency.

Bosch Power Tools' average open rate increased to 70% with dynamic product recommendations in France.

Robert Bosch Power Tools GmbH, a division of The Bosch Group, is the global market leader in power tools and accessories. While its products are used by trade professionals and DIY enthusiasts all over the world, the company has relatively limited customer data given that it doesn't sell directly to many end users.

Bosch Power Tools needed to make better use of its available first party data to improve its understanding of users and their preferences. Data siloes made this difficult. By deploying Tealium AudienceStream to connect user data across various touchpoints from the website to the CRM system to external advertisers Bosch Power Tools can now create a more complete picture of its users. Doing so fostered a new level of user understanding within Bosch Power Tools, and made more data driven, personalised marketing possible. Bosch Power Tools' average open rate increased to 70% with dynamic product recommendations in France..

*"With Tealium, we've been able to remove siloes, connect our data, and create a new standard when it comes to understanding our customers at Bosch Power Tools. We can now build rich user profiles and execute more personalised marketing activity, while adhering to stringent data privacy regulations. This allows us to create better experiences for our users and improve our advertising efficiency.*

*Tealium's hands on approach and continued collaboration has been key to not only a smooth deployment but also our confidence in building further on this foundation as we continue to prioritise personalisation and a data driven marketing strategy."*

**Tillmann Bross,**  
Manager Personalization,  
Robert Bosch Power Tools GmbH





Finally, when creating brand loyalists, you want to make sure you're speaking to them across all channels, especially your public facing channels like social media.

## Engage with customers through social media.

Social media marketing can be an effective customer marketing technique, where companies engage with customers on social media platforms to build relationships, provide support, and promote products. For example, The Gap engages with customers on social media, promotes the hashtag #howyouweargap, answers customer questions, and promote its products. The critical element is that you must be able to track customer interactions on social media, which can be achieved successfully through a CDP.



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## To engage with customers through social media, try:

01

**Using customer-specific hashtags.**

Hashtags can help increase the visibility of your content and make it easier for customers to find and engage with your brand. Use relevant hashtags in your posts and encourage customers to use them as well.

02

**Encourage user-generated content.**

User-generated content, such as customer reviews and photos, can be a powerful way to engage customers and build trust. Encourage customers to share their experiences with your brand and feature their content on your social media channels.

03

**Run contests and promotions.**

Contests and promotions can be a fun and engaging way to get customers involved and encourage them to interact with your brand on social media.

04

**Link social media engagement to your VIP Program!**

Track your customers' social media interactions through your VIP Programs (a CDP is a great tool for supporting this omnichannel experience!) and incorporate it into their ability to gain points, rewards, and new status.



## Encouraging repeat shopping habits across brands and devices.

The Gap wanted to encourage customers to shop more frequently across their multiple brands. However, their challenge was that they served the same content experience to every customer, regardless of prior customer purchases or behavior.

After implementing Tealium, they were able to collect customer data and integrate it with their marketing tools. This created the ability to build new experiences for their customers that would drive deeper engagement.

### Results

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- By using the audiences they built using the Tealium Customer Data Hub, they were able to move from a one size fits all website to 87 different data driven experiences.

GAP



# Make Sure You Can Embrace Emerging Technologies

It's also important to think of new, more innovative ways to cut through the noise to keep your customers engaged. They like your brand but will be more likely to churn if they see competitors evolving and offering more interesting experiences.

But it's not enough to keep on top of emerging trends. Having unified customer profiles is critical for being able to embrace new technology because data is the fuel that powers the most advanced technologies. Emerging technologies such as artificial intelligence, machine learning, and the Internet of Things (IoT) rely heavily on customer data to drive their algorithms and decision-making processes.

Having organized and complete customer profiles, made possible by a CDP, will enable your company to make use of these technologies to their full potential. Good quality data, reduction in data silos, and more complete data sets can lead to more accurate insights and outcomes, increasing the effectiveness of emerging technologies.



## New Ways to Market to Customers in 2023

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### **Voice search and AI.**

As more consumers use voice assistants like Amazon's Alexa and Google Assistant, voice search and AI can be powerful tools for customer marketing. According to a recent [TechJury](#) article, 77% of businesses are already using or exploring AI. Additionally, a forecast made by [Gartner](#) stated that customer satisfaction will increase 25% by 2023 in most organizations that invest in artificial intelligence. You can optimize your website and content to be more easily discoverable through voice search, and use AI chatbots to provide personalized recommendations and support to customers.



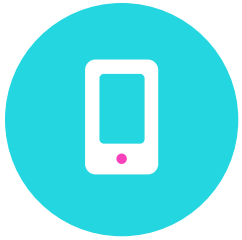
### **Sustainability and social responsibility.**

Customers in 2023 are increasingly interested in the social and environmental impact of the brands they support. Businesses are taking notice. According to [Forbes](#), 90% of business leaders think sustainability is important, and 60% of companies have a sustainability strategy. Demonstrate your company's commitment to sustainability and social responsibility to build stronger relationships with your customers and differentiate yourself in the market.



## New Ways to Market to Customers in 2023

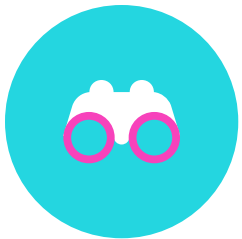
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### **Micro-influencers.**

While influencer marketing has been around for some time, the trend in 2023 is towards micro-influencers, who have smaller but highly engaged followings on social media. Working with micro-influencers can be more cost-effective and can provide a more authentic connection with customers. [Emplifi](#) has reported that micro influencers boast up to a 60% increased engagement rate compared to macro influencers. And [HubSpot](#) has stated that, of marketers that work with both large and small influencers, 44% say that the biggest benefit of working with small influencers is that it is less expensive.

*For example, the travel and retail sectors were impacted greatly by the pandemic and micro-influencers are a great cost-effective way to reach and influence current customers in today's complicated microeconomic conditions. Micro-influencers also open more opportunities for niche targeting, which can be activated through your CDP-identified niche audiences in your customer database.*



### **Interactive experiences.**

Interactive experiences allow your customers to engage with a brand in a more immersive and participatory way. According to [TechRepublic](#), 91% of businesses are already using or are planning to adopt AR or VR technology. Companies can use virtual or augmented reality experiences, interactive videos, and gamification to increase engagement with customers in innovative ways.



# How Customer Data (and Using a CDP) Enables Customer Retention and Brand Loyalty

A Customer Data Platform is a fundamental element of your tech stack for enabling initiatives that will help you retain and drive expansion within your customer base.

Today's environment is not only competitive, but it's continually evolving. To be successful, companies need to take an active role in orchestrating experiences (digital or in-person) to influence the customer journey. As we learned, this all starts with having the right customer data and then using it for delivering relevant messaging, timely offers, and even spotting churn risk.



To summarize, here were the key areas covered in this eBook that will help support customer retention and expansion:

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### **Buyers are risk averse right now, they select companies they can trust.**

#### **🔹 Action: Collect and manage customer data responsibly.**

A CDP can help your company collect and manage customer data in a responsible and ethical way. This includes being transparent about how your customer data is collected, stored, and used while providing your customers with control over their data. A CDP can also help ensure your customer data is accurate and up-to-date, which can improve the customer experience and reduce the risk of privacy violations.

### **Buyers select companies that listen to them and act.**

#### **🔹 Action: Personalize experiences and tailor messaging based on customer input.**

Use data to understand sentiment and themes customers care about. A CDP can deliver targeted messaging that is relevant and helpful to each customer. This includes using data to personalize marketing messages, offers, product recommendations, and customer service interactions.

*For example, a popular issue now for many consumers is responsible business practices and sustainability. By demonstrating a commitment to responsible business practices, you can build stronger relationships with customers and differentiate your company in the market. A CDP can help teams understand issues that are important to key segments - then deliver vetted messages across channels.*

Additionally, CDPs help teams quickly monitor customer feedback and concerns in real-time. By collecting and analyzing customer data from multiple sources, including social media and customer service interactions, you can identify and address customer issues more quickly to reduce the risk of churn.



## SUMMARY

We are living in a time that is experiencing significant amounts of change. Many companies are under pressure to grow, retain customers, and develop new products - all with reduced financial investment.

In this eBook, we explored one tangible strategy - doubling down on customer initiatives using customer data and a CDP. By collecting and analyzing customer data in an ethical way, you can deliver more trusted, personalized, and targeted experiences that build stronger relationships with your customers. This results in improved retention rates, improved expansion, and ultimately loyal advocates.

Organizations that view customer data as a valuable and strategic asset will outperform their peers. Aligning on a single source of truth supports customer growth, but additionally reduces costs and also saves time.

In environments where change is the one constant, having a customer data strategy and a select set of customer initiatives are a proven way to future-proof your business.

### **In Data We Trust**

Your guide for establishing customer trust through privacy.

### **State of the CDP 2023**

How the most innovative brands are using CDPs to deliver cutting edge customer experiences and drive revenue.

### **The Organization of the Future**

A blueprint for structuring your optimal customer data team (plus sample org charts!).



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.

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