

Embrace the Possibilities

CDP Use Cases for Retail

How retailers can unlock the value of customer data across the entire customer journey



Table of Contents

Industry Perspective	3
Moving Beyond Products to Connected Customer Experiences	5
Customer Data Use Cases That Maximize Retail Revenue	9

INDUSTRY PERSPECTIVE

Maintaining a Competitive Edge with Customer Data



Irene Sibaja

Industry Principal, Retail,
Treasure Data

There is a paradigm shift unfolding in retail.

Retail used to be a world of real estate, inventory planning, and allocation. Communication with shoppers was through advertising like TV commercials, direct mail, and billboards. When e-commerce emerged, it was simply a new retail channel – an extension of the store. As digital marketing grew, agencies owned that communication channel, as if it were exclusive to e-commerce.

In today's retail world, however, channels are blurring. Customers can browse online and buy in-store, order online and pick up in-store, or browse in-store and buy online. The variety of options makes it challenging for retailers to determine who is most likely to buy what items and when, especially when customer data exists in siloed platforms across the organization. Direct-to-consumer (DTC) provides yet another channel for consumers to engage, enabling any brand to set up their own e-commerce shops and build direct relationships with consumers.

With more visibility into competitive pricing, exceptional customer experiences are no longer a “nice-to-have,” but a key competitive differentiator to meet evolving consumer expectations in a crowded marketplace. [Nearly three-fourths of consumers \(74%\)](#) say they are at least somewhat likely to buy based on experience alone.

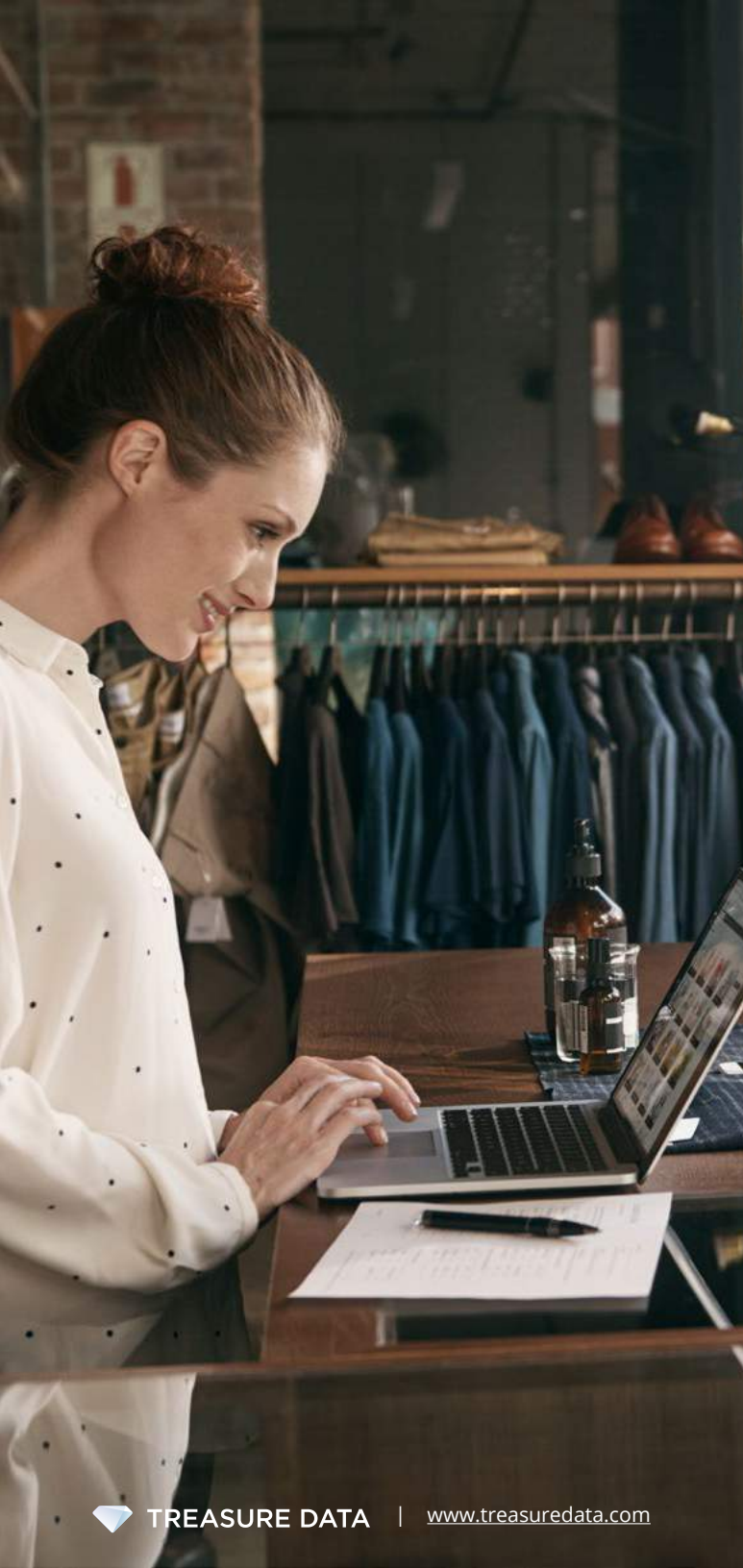
In a highly competitive global marketplace, retail brands need to embrace this new paradigm and be able to drive superior, real-time, one-to-one personalized experiences to gain lasting loyalty. This requires brands to dive deep into their data to understand their customers across every channel and device, both in-store and online.

What does that mean for the retailer of today and tomorrow?

A good data foundation is a must for retailers to track customer behavior and deliver personalized experiences. But achieving greater personalization requires the ability to deploy extensive testing, utilize machine learning models, and, most importantly, build a repository of first-party data. In most cases, this means ditching the legacy systems and moving to a more modular, flexible approach to data management.

74%

of consumers say they are at least somewhat likely to buy based on experience alone.



Treasure Data's robust Customer Data Cloud, an integrated suite of customer data platform (CDP) solutions, allows retail brands to centralize all their data to create connected customer experiences across the entire enterprise – from marketing, customer service, and B2B sales, to product development and logistics.

Brands are already seeing the benefits of a connected customer data foundation. For example, after consolidating data across channels and systems, global retailer Stripe International, Inc. was able to optimize campaigns and ad spend to increase revenue attainment. They were also able to apply insights to their supply chain and customer service organizations, improving the understanding of their product mix, and elevating the quality of support experiences.

In this guide, you'll explore even more unique ways to do more with your data, along with how other retail leaders are making operations more efficient, optimizing spend, and driving real impact.

If you would like a deeper dive into specific use cases that will drive the most impact for your organization, reach out to [schedule a consultation](#) with one of our Treasure Data experts.

STRIPE_{Int'l}

"Now that we can easily access and analyze customer data in-house, we are motivated to look at problems and say, 'let's try this too.' By increasing the accuracy of our work, I feel we have come closer to understanding our customers."

Shigeki Yamazaki, Advisor, Digital Transformation, Stripe International Inc.

Moving Beyond Products to Connected Customer Experiences

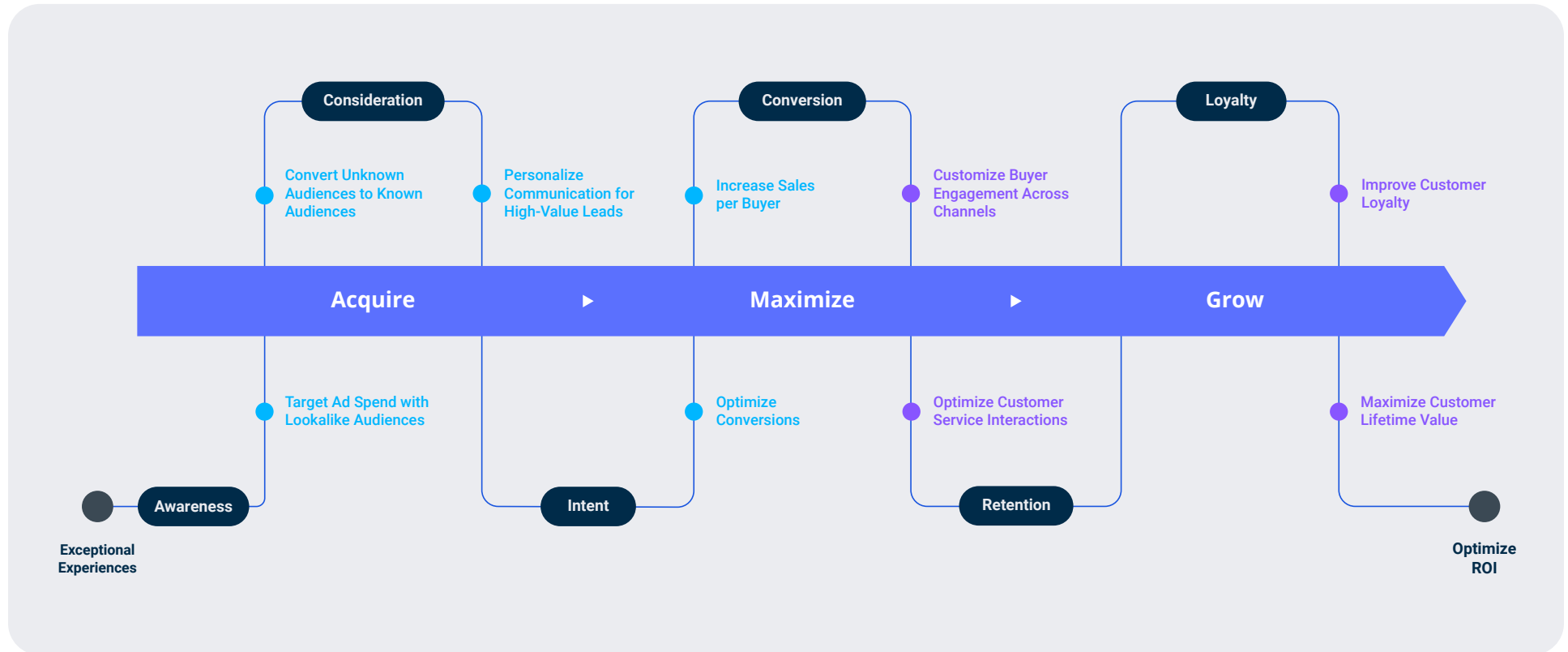
Every component of the customer journey is becoming more challenging – from awareness and consideration, to conversion, retention, and loyalty. The proliferation of content and channels makes it harder to cut through the noise and reach people when and where it is most impactful.

Retention is also harder. Shoppers switch brands for a number of reasons, including availability, convenience and value. To head off more brand switching, retailers need to not only manage product availability, but increase the value they offer to consumers.

To do this, retailers must move beyond just selling products, and into creating connected customer experiences that build long-term loyalty. The relationship a retailer has with customers is now more than just a transaction – it's a frictionless purchase, a delightful engagement, and an adherence to data privacy and communication preferences that create seamless interactions time and time again.

Elevate the Entire Customer Journey

Data is at the core of knowing what to say to customers—and where and when to say it. A solid and secure customer data management solution lays the groundwork for a truly connected customer experience by unifying data and identities across the enterprise to power better decisions along the customer journey. The result is an increase in the lifetime value of customers through personalized brand experiences and more efficient marketing efforts. Purchases are more proactive, innovation is faster, and service and support are enhanced, reducing churn while elevating customer spending, loyalty, and trust.



In a fractured and unpredictable ecosystem, customer experiences are broken. When your brand has incomplete data, it's impossible to meet the high expectations of today's savvy customers. And these broken experiences aren't just clunky, they're costly. They can lead to wasted marketing spend, inefficient use of resources, and lost revenue. And worst of all, they can mean lost customers.

With Customer Data Cloud, you can combine all of your customer data in one place, creating a unified customer profile to power connected customer experiences across the entire customer lifecycle. Your customer experiences and your brand become one, with personalization at every touch point, creating a trusted relationship between your brand and your customers.

Empower Every Department to Create a Connected Customer Experience



Our suite of customer data management solutions allows you to guide customer interactions, make operations more secure and efficient, and maximize the value of your customer data across the customer journey in a number of ways.



Overcome the Disconnect

Integrate all your first, second, and third-party customer data – from physical retail, to digital channels, service and agency partners, customer support, and supply chain – all in one place.



Operationalize Insights

Leverage AI/ML models to determine the next-best message or offer, optimal channels for campaign delivery, optimizing product mix, and predicting propensity to buy.



Orchestrate Connected Customer Experiences

Deliver one-to-one personalized experiences across every touch point along the customer journey.



Optimize CAC & LTV with Smarter Operations and Engagement

Dynamically sync all touch point systems for continuous campaign feedback that drives meaningful conversations, empowers innovation, and delivers speed to value.

Customer Data Use Cases That Maximize Retail Revenue

To remain competitive in today's crowded digital landscape, retailers must create and deliver experiences that truly resonate with customers. By deploying specific use cases across each customer journey stage, retailers can drive greater marketing efficiency, conversions, loyalty, and ultimately, more revenue.

To make the most of your investment in a CDP, it's important to understand the use cases you'll be able to accomplish. You'll need to evaluate which use cases are most important to you to ensure you're optimizing the value of your customer data.

On the following pages are just some of the many use cases our customers can successfully execute with Customer Data Cloud. You can also click on the use cases below to jump ahead and explore what matters most to you.



PRE-SALE

Discovery & Awareness

By unifying online and offline data to extract insights, retail brands can improve AI-powered identity resolution, enrich third-party data to improve targeting, and build and activate audience segments. This leads to greater marketing efficiency and a more connected customer experience.



1

Unify Online and Offline Data to Extract Insights

Gaining a holistic view of your customers requires connecting all of your data in a centralized location. A CDP provides a dynamic, scalable way to acquire and aggregate fast-moving data streams of both online and offline data. With this single source of truth, you can strengthen brand loyalty with omnichannel campaigns that resonate and drive more sales.



The Customer Experience

"I often see products online that I'm interested in, but plan to buy them later in a store. When a brand sends me a promotion for something I was already considering purchasing, I'm even more likely to go to the store and make the purchase."

Muji Global Brings Online and Offline Data Together to Increase Coupon Redemption

Muji Global, a retailer known for sustainable products and packaging, discovered that website visitors most often browsed for products to buy later in one of its physical stores. To capitalize on this behavior, the retailer used Customer Data Cloud to combine online browsing data and in-store purchase history to get a complete customer profile. By having a dynamic, scalable way to acquire and aggregate real-time customer data, they could offer customers promotions and coupons that would drive more in-store purchases when customers were ready to buy.



Results:

A combination of highly targeted promotions across digital and mobile app channels led to a 100% increase in coupon redemptions across all store locations.

2

Combine Structured and Unstructured Data

With a CDP, all your data can be unified, with AI-powered identity resolution activities performed on top of it. This allows you to clearly define customer records, dedupe customer profiles, create better segments, orchestrate on output, and increase personalization – all of which leads to more efficiency in how you market to customers.

Asian Paints Gains a Complete View of the Customer

As Asian Paints looked to expand its retail locations across 60 countries, it knew that creating customer experiences that relied on data was going to be key to scalable growth and expansion. By implementing Customer Data Cloud, Asian Paints was able to unify data from more than 30 sources, with the ability to perform identity resolution to deliver seamless experiences.



Results:

With a CDP that enables an effective customer identity resolution solution, Asian Paints has been able to bring down the cost of new customer acquisition, and successfully navigate combining structured and unstructured data.

3

Unified Data Enrichment for Better Targeting and Segmentation

A CDP acts as a single source of truth, allowing you to centralize all first, second, and third-party data in one location. With this single source of truth, you can unify customer profiles to optimize marketing while decreasing reliance on outside services or partners.

Data Enrichment Enables Stripe to Combine Data Sources Across the Organization

Stripe, an apparel retailer and lifestyle brand, used to outsource some aspects of its marketing and data analysis. As a result, they had different data sources that were not unified, including first-party data, advertising and behavioral data, second-and-third-party data, IP location data, NPS data, and weather data. Once they started ingesting data from these sources into Customer Data Cloud and constructing unified customer profiles, Stripe could apply advanced analytics capabilities for predictive scoring, targeting, and segmentation.



Results:

Stripe successfully unified and hyper-localized data across more than 10 different sources, creating a centralized data repository across its brand portfolio.

4

Build and Activate Audience Segments by Channel

A CDP provides a secure and scalable platform to manage all your customer profiles, with the ability to segment customers into specific audiences based on a holistic marketing plan. These segments can then be shared across teams and applied across channels to help improve the customer experience and increase conversions at different stages of the customer journey.



The Customer Experience

"I want to engage with brands in a way that meets my personal preferences for how I like to shop."

Global Athletic Retailer Uses Audience Segments to Drive Greater Email Engagement and Revenue

One global athletic retailer needed to use a secure and scalable platform to manage its community of customers, market more efficiently, decrease the rates of abandoned carts, and gather better insights to make the right decisions on how and when to engage. Using Customer Data Cloud, the retailer was able to unify siloed data sources across different departments. This allowed the brand to segment audiences according to their online behavior and send triggered emails based on those segments.



Results:

The retailer's unique open rates increased 15%, conversions-to-click rates increased 10%, and revenue per email increased from \$0.20 to \$1.72.

PRE-SALE

Exploration

At this stage of the journey, retailers should focus on identifying current and potential customers most likely to buy, and personalizing those experiences. Doing this well requires knowing who your best customers are, discovering similar customers across channels, and driving real-time personalized experiences.



5

Real-Time Personalization

Connect your data across all channels to drive real-time personalization. This will allow you to deliver a connected customer experience that deepens relationships, builds loyalty, and increases overall engagement.



The Customer Experience

"I love engaging my favorite brands in their app, in-store, and online, especially when they make it fun and rewarding for me to do so."

Insights from PARCO's Loyalty App Increase In-Store Visits by 35%

PARCO, a 66-year-old Japanese shopping mall and department store chain, introduced an official shopping app, POCKET PARCO. The app gave the retailer more customer behavior data to help discover untapped opportunities for personalization and engagement. Customer Data Cloud ingests POCKET PARCO data, IoT data from localized weather, and geofencing sensor data for real-time analysis and activation through the app. Customers can also play "store-walking" games on the app that lead them to visit stores they might like, with social media data used to help determine customer preferences.



Results:

These actionable insights have led to increased sales and customer lifetime value (CLV), along with a 35% increase of in-store visits.

6

Identify High-Value Customers and Lookalike Audiences

Use your CDP to model customer behavior to find new prospects similar to your best customers. This will help create more targeted campaigns and improve the efficiency of your marketing spend.



The Customer Experience

"I like it when new brands market to me with products that match my interests."

Stripe Identifies Lookalike Audiences to Help Increase Revenue

Stripe wanted to evaluate its customer acquisition efforts, including its advertising. It also wanted to understand its customers better to mitigate risk of churn.

With unified customer profiles and analytics capabilities provided by Customer Data Cloud, Stripe was able to use lookalike analysis to find new prospects for its lifestyle brands. They also applied predictive retention and scoring models to determine which customers were most likely to buy or churn, and modeled customer behavior to discover if high click rates and good lead generation resulted from effective advertising, relevant promotions, or other factors.



Results:

Revenue attainment increased by 70 percentage points in three months - more than 160% of the target goal.

Purchase

A CDP can help you improve the online and offline buying experience by powering recommendation engines and customizing in-person buying experiences based on previous brand engagement.



7

Determine Upsell or Cross-Sell Propensity

Using your CDP and machine learning models, you can analyze customers' propensity to buy based on historical data and real-time behaviors. Using these insights, you can then target customers to upsell or cross-sell, helping you drive more sales and increase revenue.



The Customer Experience

"When I bought a pair of running shoes from a new brand, I didn't anticipate buying anything else, but then they sent me a great promotion on running apparel, and I ended up making another purchase."

PARCO Uses Data Insights to Encourage First-Time Buyers to Visit Again

PARCO wanted to target first-time shoppers by encouraging them to visit the store again. To achieve this goal, PARCO used Customer Data Cloud to analyze customer reviews and purchases to find correlations between favorable reviews and increased repeat visits. PARCO shares these survey results with its retailers to address factors causing a low score so they can improve overall customer experience.



Results:

PARCO has improved its repeat business rate by 8% with insights based on unified survey, lifetime value (LTV), and purchase data.

8

Power Next-Best Recommendation Engines

Use your CDP's customer behavior data and AI-powered next-best recommendation engine to ensure products recommended to consumers are relevant. This increases the likelihood of customers to purchase those products.



The Customer Experience

"I want to see products that I am interested in when I visit a retailer online. I don't want to search or scroll through a lot of products that are not relevant to me."

Shopping App Successfully Predicts and Recommends Products to Double Conversions

A retailer's mobile shopping app guides shoppers to their purchases as they browse, with nearly 17 billion events occurring every day. With Customer Data Cloud's ability to exponentially ingest and process trillions of daily events in near real time, the retailer was able to apply next-best recommendations to ensure that 95% of products that cross the consumer's field of vision are relevant. This enables the retailer to successfully predict customer needs, offer product recommendations, and deliver the right experience.



Results:

Optimized algorithms drive continuous conversion growth year-over-year, allowing the retailer to grow into a full web and mobile e-commerce platform with more than 15 million daily active users.

9

Customize In-Person Buying Experiences Based on Previous Product Preferences

Use your CDP to acquire and aggregate real-time store inventory and purchase history to enable personalized buying experiences in a dynamic and scalable way.



The Customer Experience

"I want to save money by getting promotions on products I want to purchase in-store to make my shopping trips seamless."

Muji Global Increases In-Store Revenue Using Previous Product Purchase Data

Muji Global ran online and social campaigns, but was struggling to improve sales and generate steady foot traffic to physical stores. In addition, they were unable to transfer data and perform data analysis of online traffic in time to make a relevant recommendation to the in-store customer. To overcome these challenges, Muji Global used Customer Data Cloud to combine online browsing data and in-store purchase history to get a complete customer profile. By joining real-time store inventory data with online data, they could execute data-driven incentives like personalized coupons and timely, well-targeted in-app push notifications.



Results:

Muji Global saw a 46% increase in in-store revenue.

Product and Usage

Grow product engagement by measuring product and service usage and interactions to inform product development.



10

Measure Product and Service Usage To Inform Product Development

You can use your CDP to allow brands to view sales in its own channels and across all combined channels. This gives manufacturers great value in each phase of product development and post-market promotion. It can also help your brands to understand how to improve products in terms of packaging, pricing, and product extensions.

Japanese Retailer Helps Its Brands Understand How to Improve Products

A Japanese company that owns a daily necessities B2C site wanted to monetize its data. They launched a marketing lab to make data available to CPG partners selling on its B2C website. The goal of the lab is to work with the CPG brands on promotion and product development. This required using Customer Data Cloud to unify brands within the B2C site for greater visibility into sales through its own channels, and across combined channels.



Results:

Brands can now use connected first-and-second-party data to better understand customers' perceptions, interests, and buying habits. This helps brands understand how to improve products in terms of packaging, pricing, and product extensions. In addition, this holistic view can help determine new product launches.

11

Hyperlocalize Inventory

A CDP can determine product affinity using AI-driven predictive analytics models. This can increase sales, upsell, and cross-sell, as well as reduce overstock losses.



The Customer Experience

"The retailer always has the products I want to buy in stock"

Stripe Hyperlocalizes Its Inventory to Maximize Sales

Stripe wanted to predict which stores would be most likely to sell more based on the previous behavior of each store's customer buying patterns. This would enable them to hyperlocalize inventory and come closer to selling it all. Using Customer Data Cloud, Stripe updates and adjusts its AI-driven predictive analytics models in near real-time so that reordering from suppliers is continuously adjusted and expedited based on fresh incoming customer data.



Results:

Demand prediction and stock optimization prevented opportunity losses, maximized sales, and improved the bottom line, resulting in \$220,000 annual savings in estimated labor costs.

12

Optimize Backend Logistics

Use your CDP to predict demand by product and send each store the right amount of inventory to minimize store transfers and clearances, helping you to manage your supply chain and ensure you have the right merchandise in your stores.

Stripe Optimizes Supply Chain and Increases Staff Efficiency

Stripe used insights and predictive models provided by Customer Data Cloud to understand how to tailor its supply chain based on customer behavior. The goal was to have the right merchandise, in the right stores, at the right moment for customers to find what they need right away.



Results:

Following the launch of the system, Stripe's apparel division budget improved over pre-CDP periods, as more frequent stock follow-ups led to fewer lost opportunities and higher sales.

Customer Service

Improve customer service by giving in-store agents a unified view of the customer, including recent online and offline behaviors, and transactions. This will allow agents to provide more informed guidance instore, online, or through the contact center.



13

Power Real-Time Customer Service Experiences

Use your CDP to capture behavioral data that helps your contact center agents understand the entire customer experience. You can optimize the customer experience across your apps, websites, and other touch points to reduce or eliminate friction, and make customers more likely to take desired actions.



The Customer Experience

"I want to be able to call in and have contact center agents understand who I am and what my past interactions have been with the brand, so they can better serve me now."

Retailer Improves Quality and Efficiency of Customer Service Operations

To provide customer service operations with higher quality and efficiency, one retailer realized that call centers and digital channels must work together to build a better user experience. The retailer used Customer Data Cloud to import call center logs and visualize data, focusing on data cleansing and architecture updates.



Results:

The brand has captured the entire customer experience, creating a seamless connection between call centers and digital channels that has allowed them to understand issues better, improve measures, and verify effectiveness.

Grow Loyalty

Once you acquire customers, you want to retain them by growing loyalty to your brand. Sending customized offers in-app or via email, determining customers' affinity for other products, cross-selling or upselling, and ingesting social media interactions helps you further personalize experiences and build relationships with your customers.



14

Manage Loyalty Program Data to Promote Future Purchases

Data unification helps you to drive business insights and intelligence around your loyalty program that can improve the customer experience. This can increase participation in your loyalty program and drive greater overall customer loyalty.



The Customer Experience

"I love when a loyalty app rewards me in ways that feel fun and are tailored to my interests."

PARCO Drives More Engagement in Loyalty App

Data from PARCO's loyalty app, POCKET PARCO, allows PARCO to better understand its reward-motivated customers and improve customer satisfaction. Adding an element of gamification, shoppers earn "coins" on the app as part of PARCO's rewards program. Customers earn a coin when they save blog articles from PARCO retailers, check into shops, make payments using registered credit cards or prepaid cards, and more. Once a customer collects a certain number of coins, the coins can be exchanged for a gift certificate. Meanwhile, PARCO benefits from the ability to gather meaningful first-party insights based on customers' shopping history and in-store behavior.



Results:

Customers who clip a particular shop's blog article have a 35% higher tendency to visit that shop, and 25% of customers who received a store push promotion for a sale made a purchase.

15

Send Customized In-App Mobile Offers

Combine customer data with real-time mobile app data in your CDP to identify opportunities to send customized offers in-app to help you increase sales.



The Customer Experience

"I got a notification for a great deal right as I was headed to the store, so I used it on my purchase."

PARCO Sends Customized In-App Offers and Achieves a 25% Purchase Rate

By using a geofence, PARCO can determine where visitors are inside a mall. PARCO then uses Customer Data Cloud to connect this data to customer profiles in order to send in-app store notifications to customers as soon as they enter the area. For example, when an environmental sensor installed on the rooftop of a store detects rain, the app sends a "rainy day special" notification to customers nearby, prompting store visits on rainy days. PARCO can also send a push notification to customers near a store having a sale.



Results:

PARCO achieved a 25% purchase rate through mobile IOT-based promotions.



Create Connected Customer Experiences Across Your Organization

Remaining competitive in omnichannel retail requires the ability to be agile and pivot as customer preferences evolve. With a modular approach that delivers more flexibility, retailers can pivot quickly, allowing brands to have deep insights into who their customers are in order to be able to reach them at the right time, with the right product, on the right channel.

With Treasure Data's Customer Data Cloud, you can create more personalized and connected customer experiences, while driving efficiency in your marketing efforts, and your backend operations.

It's time to get more from your customer data in revenue growth, improved customer experience, and marketing spend efficiencies.

Schedule a consultation with one of our experts to explore the use cases that will drive the most impact for your organization.

[Schedule a Consultation](#)



About Treasure Data

Treasure Data Customer Data Cloud helps enterprises use all of their customer data to improve campaign performance, achieve operational efficiency, and drive business value with connected customer experiences. Our suite of customer data platform solutions integrates customer data, connects identities in unified customer profiles, applies privacy, and makes insights and predictions available for Marketing, Service, Sales, and Operations to drive personalized engagement and improve customer acquisition, sales, and retention.

Treasure Data is trusted by hundreds of Fortune 500 and Global 2000 companies, has won numerous awards, and has been named a strong performer and leader by top analyst firms. Headquartered in Mountain View, CA, Treasure Data has offices in Japan, South Korea, England and France to help leading brands around the world make the connection. To learn more, visit www.treasuredata.com.

treasuredata.com | +1 (866) 899-5386