

Adult Beverages Company Overcomes Marketing Inefficiency

Harnessing the power of first-party data to deepen customer engagement with personalized touchpoints



LEADING GLOBAL ADULT BEVERAGES COMPANY



 TREASURE DATA

Executive summary

A leading CPG company and importer of adult beverages with over 60 brands worldwide had numerous disconnected platforms and tools. The lack of connectivity and data unification across the organization was limiting audience insights and creating fractured views of the customer.

Looking for a solution that could seamlessly connect enterprise data sources along with external second-party and third-party data partners in the future, the CPG company chose Treasure Data Customer Data Platform, which has enabled it to:

 **100k+** Unify more than 100k+ customer profiles



Develop predictive models for enhanced segmentation and improved marketing efficiency



Increase customer touchpoints and personalized engagements

CHALLENGES

- Siloed data across a large enterprise of brands and data sources
- Lack of first-party data to derive meaningful consumer insights
- Limited targeting and personalization abilities

USE CASES

- Data management
- Segmentation
- Identity resolution and profile unification
- Personalization
- Activation
- Predictive scoring

SOLUTION

- Unified customer profiles for a single-source of truth
- Increased customer touchpoints
- Enhanced personalization

BUSINESS IMPACT

- Identity resolution: 100k+ customer profiles unified
- Data management: 10+ data sources ingested and unified
- Marketing efficiency: 9-10 master customer segments developed to aid in targeting

“By increasing the number of touchpoints used for data collection and integrating all sources of consumer data into Treasure Data Customer Data Platform, the beverage company activated a unified first-party data strategy.”

Why Treasure Data

Due to the scattered and siloed nature of its customer data, the CPG leader did not have a comprehensive understanding of consumer journeys and had limited insights into its audience. The company needed to consolidate the data to create a holistic view of the customer. Treasure Data Customer Data Platform stood out for its capabilities in managing data complexities at scale and developing customized workflows for meaningful customer connections.

Treasure Data not only brought industry-leading CDP technology to the brand's enterprise martech stack, but provided a more intuitive, efficient, and streamlined way to:

- Derive audience insights
- Segment audiences
- Personalize customer journeys

A strong data foundation leads to stronger Customer relationships

By increasing the number of touchpoints used for data collection and integrating all sources of consumer data into Treasure Data Customer Data Platform, the beverage company activated a unified first-party data strategy. With Treasure Data as the trusted foundation for collecting and using first-party data, the CPG company can now proactively address an ever-evolving market, respond to shifting consumer behaviors, and meet new competitive challenges.

Having insights from this data foundation accessible to cross-functional teams has improved marketing efficiency, increased customer engagement, and provided innovative methods for segmenting, activating, and reaching the right audience. The beverage leader continues to deepen brand relationships with consumers by providing personalized, meaningful experiences throughout the customer journey.

THE RESULTS

100k

unique customer profiles created

10+

data sources ingested and unified

9+

segments developed for improved targeting