Leading Automaker Fuels Revenue Growth With Unified Customer Data

By unifying customer data, automaker uncovers $125M in annualized margin

Leading Global Automaker

Executive Summary

As one of the world's largest automakers, this company has millions of customers engaged with its iconic brand portfolio across multiple global markets. The automaker wanted more insights into customer behavior in order to shape important moments in the customer journey and enhance the customer experience.

Since deploying Treasure Data Customer Data Cloud to unify its customer data and build detailed customer profiles, the automaker has turbocharged its marketing, cost, and operational efficiencies, achieving:

$125M annualized margin

1,000% conversion rate improvement across various campaigns

57% decrease in campaign execution time

"Thanks to Customer Data Cloud, we have a more complete, unified view of each customer. And we've used those unified profiles to evolve our suite of predictive and prescriptive models, improving our customers' experience."
–Sr. Manager, CDP Program

Challenges

- Measuring customer experience and engagement scores across 33 categories for 277M+ unique customers
- Multiple data sources and platforms
- Compliance with international privacy regulations

Use Cases

- Cross-channel personalization
- Lookalike targeting
- Upsell / cross-sell
- Lead scoring

Solution

- Analyze data to determine and surface optimal incentive offer
- Ability to segment, AB test, and use predictive modeling for greater marketing efficiency
- Utilize data to increase client satisfaction and service
- Enabled customer-centric use cases and decisions

Business Impact

- Revenue growth: $125M annualized margin uncovered
- Marketing efficiency: 1,000% conversion rate improvement across various campaigns
- Operational efficiency: 57% decrease in campaign execution time
- Cost efficiency: 15+% increase in close rate

Why Treasure Data

With multiple automotive brands across its global portfolio, the company needed full visibility into vast quantities of distributed data in order to improve customer engagement and drive revenue. But measuring the customer experience across numerous brands–and millions of customers–was proving challenging, especially in light of privacy concerns and compliance requirements. In addition, the automaker wanted to analyze customer data to gain insight into the customer journey and increase client satisfaction.

In the automaker's search for a customer data platform, Treasure Data Customer Data Cloud stood out for its robust data governance and customer analytics capabilities, as well as its ability to deliver value across the entire customer lifecycle. Since deploying Treasure Data Customer Cloud Data, the automaker has seen an estimated $68.8M increase in annual value due to boosted sales, greater conversions, and more efficient lead scoring.

Deeper Customer Insights Lead to Better Offers and Service

The automaker is now using data-driven customer insights enterprise-wide to improve customer service across the board. With Customer Data Cloud, the automaker has been able to unify information across all touchpoints for more accurate and personalized customer experiences, including private offers and targeted campaigns. It is using the data to figure out what kind of rewards or discounts will be most effective in driving customer engagement and loyalty, and adjusting its incentive offers accordingly.

In addition, the automaker is using data segmentation and A/B testing to turbocharge marketing efficiency by identifying which audiences respond best to which campaigns. The results have been phenomenal, with as much as 1,000% conversion rate improvement across various campaigns and a 57% decrease in campaign execution time.

The Results

$125M
annualized margin uncovered

1,000%
conversion rate improvement across various campaigns

57%
decrease in campaign execution time

TREASURE DATA

To learn more about how Treasure Data can help you use all of your customer data to improve campaign performance, achieve operational efficiency, and drive business value with connected customer experiences, visit www.treasuredata.com.