

Leading Retailer Improves Customer Loyalty and Lifetime Value

Reduced campaign launch times by 70% and achieved 9x ROAS in its first CDP-powered use cases



LEADING RETAILER



Executive Summary

A leading retailer, with over 300 locations and tens of billions in annual revenue, implemented Treasure Data Customer Data Platform (CDP) to enhance customer loyalty and engagement. By implementing real-time personalization and advanced segmentation, the retailer delivered precisely targeted campaigns across digital channels.

Key points of this customer story:

70%

Reduced paid media campaign launch times by 70%

9x

Achieved 9x return on ad spend (ROAS)

180M

Unified over 180 million customer profiles

The retailer continues to expand its use of the CDP to optimize customer journeys and drive long-term brand loyalty.

CHALLENGES

- Fragmented data sources hindered a unified customer view
- Limited real-time personalization capabilities
- Difficulty personalizing messaging at key lifecycle moments to boost loyalty and lifetime value

USE CASES

- Customer profile unification
- Email marketing
- Loyalty programs
- Real-time personalization
- Paid media activations

BUSINESS IMPACT

- Achieved 9x ROAS and nearly \$1 million in incremental sales in first CDP-powered paid media campaigns
- Reduced paid media campaign launch times by 70%, from one-and-a-half weeks to just three days
- Improved customer lifetime value with personalized engagement

Driving loyalty through unified profiles and segmentation

In just six months, the retailer implemented and launched Treasure Data CDP with several initial use cases with quantifiable impact. It assembled over 180 million deterministic and probabilistic customer profiles, unifying customer data from multiple sources into a 360-degree view, including transaction data, loyalty status, and email and website engagement.

Enhanced customer engagement

The retailer can now personalize merchandised emails based on purchase history and browsing behavior. It can also deliver relevant communications at key moments in the lifecycle, boosting loyalty program participation and strengthening customer relationships. This personalized approach resulted in a more than 90% year-over-year increase in reach among premium loyalty cardholders.

Accelerated revenue growth

Treasure Data CDP enabled the retailer to assemble high-value customer segments in as little as three days, instead of 10 days pre-CDP. In one of its first CDP-powered paid media activations, the retailer achieved a 9x ROAS and nearly \$1 million in incremental sales for non-email marketable consumers. Customers who were already email marketable saw a smaller lift, indicating they were more likely to purchase anyway, providing valuable insights to fine-tune paid strategies.

Future expansion

The retailer plans to expand its use of Treasure Data CDP across additional business units and digital channels. By leveraging advanced analytics for predictive insights, the company aims to enhance strategic planning and deliver even more personalized customer experiences, driving deeper engagement and continued growth.

THE RESULTS

180 million
unified customer profiles

70%
reduction in paid media campaign launch times

9x ROAS
in first CDP-powered paid media campaigns



TREASURE
DATA

Treasure Data empowers the world's largest and most innovative companies to drive connected customer experiences that increase revenue and reduce costs. Built on a big data foundation of trust and scale, Treasure Data is a customer data platform (CDP) pioneer and continues to reinvent the CDP by putting AI and real-time experiences at the center of the customer journey. Our CDP gives customer-centric teams across Fortune 500 and Global 2000 companies – marketing, sales, service, and more – the power to turn customer data into their greatest treasure. Visit www.treasuredata.com to learn more. Join Treasure Data's global CDP community at CDP World, its annual summit for marketing and data leaders.