

# AB InBev Brings People & Data Together to Make Great Marketing Happen

How the beverage giant uses Treasure Data CDP for digital transformation, superior CX, and worldwide customer data management



1,000+

data sources unified,  
including more than  
70 ecommerce sources

40+

countries on  
Treasure Data CDP

70.1M

unique consumer  
records

4.3M

DTC consumer  
records

To drink in the full extent of the customer data that helps run Anheuser-Busch InBev—the global leader in beer—can be a heady experience. The company behind such prominent beer brands as Budweiser, Bud Light, Corona, Stella Artois, and Beck's operates in over 50 countries and generates more than \$54 billion USD in revenue annually.

These operations rely on more than a 1,000 different data sources and more than 70 million unique customer records—and the Treasure Data Enterprise Customer Data Platform (CDP) to manage it all.

*"Treasure Data is our center of marketing... our key to how we'll live in a cookieless world, in an even more digital environment, and still connect with our consumers."*



**Luiz Gama**

Senior Global Martech Manager,  
AB InBev



## CHALLENGE

- Data siloed across 40+ countries & 500+ brands
- Reliance on third-party cookies vs. first-party data
- Inefficient segmentation, targeting and ad spend
- Lack of centralized data security & compliance



## SOLUTION

Centralize data on a single source of truth for insights & activation with a global privacy-compliant platform



## WHY TREASURE DATA?

- Best-in-class solution for digital transformation
- Integrates data from all data sources
- Easily handles personalization at scale
- Intuitive UI for marketers and non-IT users
- Built-in data security & privacy controls



## TOP USE CASES

- Break down data silos & unify data
- Automate personalization at scale
- 'Smart attribute' marketing based on behavior
- Data security & compliance for each country
- Real-time marketing capabilities



## The Challenge

# 'Kill Data Silos Everywhere'

Unify customer data in each regional market to prepare for a cookieless world

When global beverage giant AB InBev first started its digital transformation, the company's goals were threefold: manage and administer its worldwide data assets securely and in compliance with all applicable laws, break down silos to integrate data from more than 1,000 data sources and platforms worldwide, and achieve personalization at scale for all of its markets.

"Our vision is that we bring people together for a better world," says AB InBev's Senior Global Martech Manager Luiz Gama.

"Our beverages are part of good moments, celebrations, and great memories. People are central to that, and people have customer data that has to be managed effectively, efficiently, and compliantly," he says. "We decided to use a customer data platform, so we can start to understand our consumers around the globe and centralize our data into a single, compliant place—and to have a better way to activate our data."

With many brands and such widespread operations—along with strict local regulations on both customer data and alcoholic beverages—it was clear that managing AB InBev's consumer data worldwide required technology that could handle the scale and multinational nature of AB InBev's business. It was also time to bust silos and manage it all company-wide, while still respecting increasingly stiff regulations on data privacy, security, and export.

"We're moving toward a cookieless world. With the quantity of consumer data touch points that we have, we needed to bring all this data to a single place where we can store it in a compliant way, because data protection laws are changing everywhere," says Gama.

"Before, the data was sitting with agencies, or with the brands directly. We didn't have a single place to store our data, or capture insights, or use this first-party data effectively, because there were data silos everywhere. That's one of the reasons we chose Treasure Data CDP, to get rid of the silos," Gama adds.

***"Before, we weren't able to connect all our data signals. At AB InBev, we take a global approach to marketing, and we need to ensure that we are not duplicating marketing efforts across our many brands."***

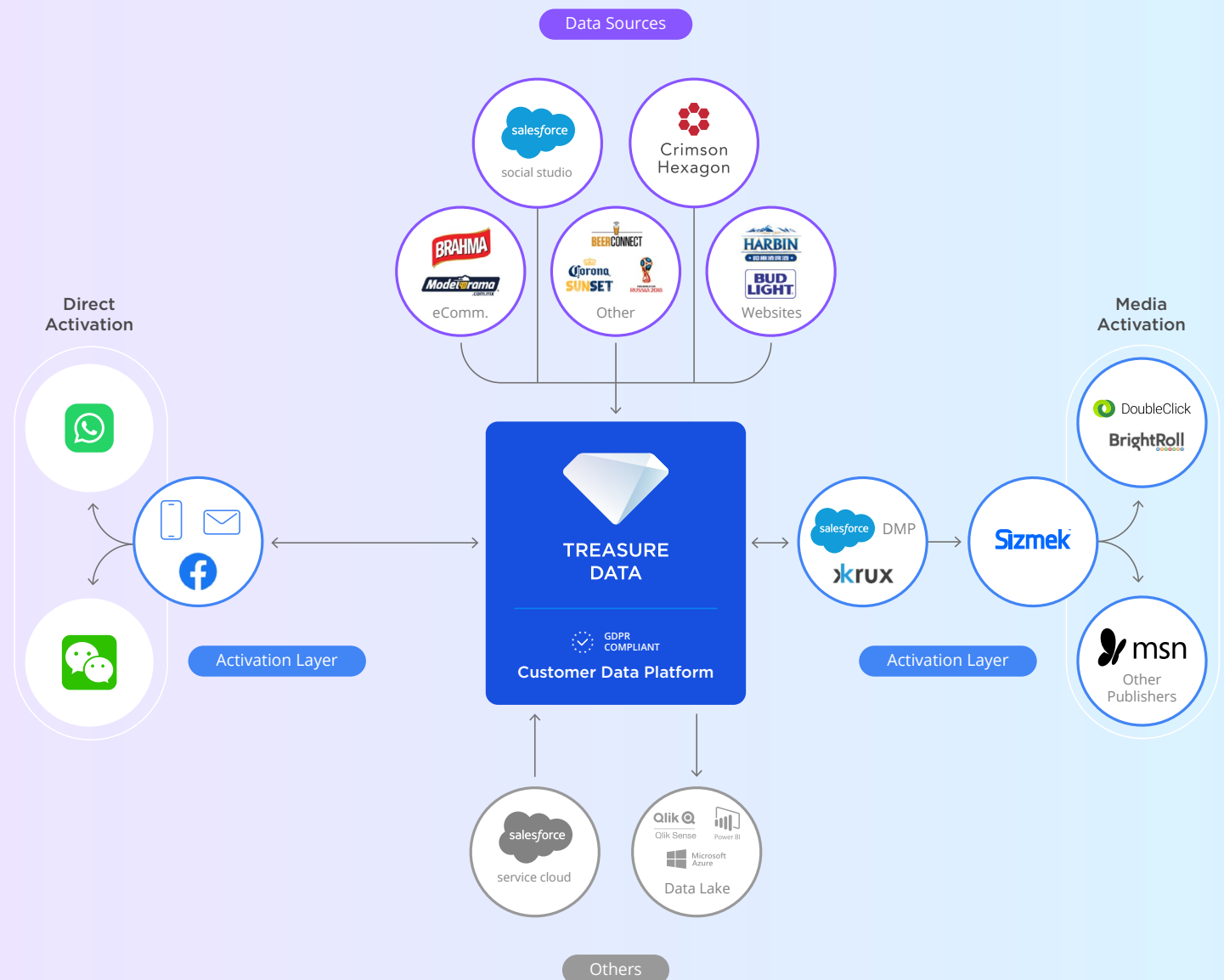


**Lucas Borges**

Head of Martech for Europe, AB InBev

# AB InBev Martech Stack

Treasure Data CDP sits strategically at the center of AB InBev's marketing



*"In the Treasure Data CDP solution, you can do everything in a single place. You have all the integrations to ingest and export data, to create dashboards, to perform analysis, and to create media communication. You don't have to ask the infrastructure guy or the agency guy."*

**Luiz Gama**

Senior Global Martech Manager, AB InBev



## The Solution

# Unified Data Worldwide: 'Huge Around the Globe'

Fast data integration and analytics fuel a powerful interface

Implementation was swift, and the company started to see value in just a few months. The Treasure Data CDP solution is now in use in all of the regions where AB InBev does business, and Gama says usage is increasing as marketers realize its power.

"The Treasure Data platform is becoming huge around the globe," says Gama. "Right now, the most common use is for awareness marketing to make our brands bigger and to make our campaigns better focused on the brands. We are rolling out the first-party data usage for ecommerce also. And we started to create advanced analytics, like RFM [recency, frequency, monetary value], all inside Treasure Data."

A big part of the value realized is the integration the solution provides, across more than 1,000 data sources, which has helped the company further its digital transformation goals.

"We're extremely interested in the fact that in the Treasure Data CDP solution, you can do everything in a single place. You have all the integrations to ingest and export data, to create dashboards, to perform analysis, and to create media communication. You don't have to ask the infrastructure guy or the agency guy to pick files, and of course we can't do that anymore anyway, following the passage of data protection laws," says Gama.

## Customizable Security Administration Policies

The company is also taking full advantage of Treasure Data's ability to create and customize roles and policies for better privacy administration.

"We have four different policies that can be applied to different users. For example, if you are in a Brazilian agency, you will only see data related to Brazil, you cannot access the rest of the database, only the parent segment for Brazil," says Gama.

"The security and administration features ensure the right people have access while maintaining customer privacy and security," says AB InBev's Head of Martech for Europe Lucas Borges.

*"The ability to manage everything in one single product interface is incredible for us."*

### Luiz Gama

Senior Global Martech Manager,  
AB InBev





## The Results

# CDP Is ‘Single Source of Truth’ at Center of Martech Stack

Busting down data silos has saved money, boosted marketing KPIs & yielded profitable new insights

AB InBev's Treasure Data CDP now unifies customer data from more than a 1,000 sources, including more than 70 ecommerce sources and sites, for a total of 70.1 million unique records. This includes 4.3 million unique direct-to-consumer records that now fuel the company's emerging DTC business. Unifying data in each of its regions and countries has been nothing short of transformational for AB InBev.

Says Gama: “The ability to manage everything in one single product interface is incredible for us. It's much easier now for us to have a complete overview of our consumer data. We don't need to work to connect multiple thousands of sources and platforms. We have everything to generate insights. Everything's inside Treasure Data, so we just need to go deep inside our data in a single place and then all of the insights are there.”

“We are using our first-party data to achieve media efficiency and effectiveness in a secure, compliant way,” Gama adds. “Our first impression is that we're seeing a huge increase in our KPIs every single year since we implemented our CDP. Our marketing KPIs were better using first-party data, then third-party data. And using first-party data is not only better—and cheaper to achieve—but we can deliver a better consumer experience in terms of personalization of messages.”

A top benefit was Treasure Data's ability to help the company avoid data silos, and the expense that goes with them.

“We also were able to cut costs, because we were able to shut down old infrastructure,” says Gama.

The company has also gotten a better handle on which types of data provide the best returns. “We've started to play with first-party data campaigns based in social media, and we started to see that engagement rates using first-party data were better than using third-party data,” says Gama. “We realized those benefits just from having the data centralized and secure, before we even started activating the data.”

Security and privacy administration is also easier, taking less time and reducing risk.

“The Treasure Data CDP has enabled us to securely unify our customer data and build complete profiles. The security and administration features ensure the right people have access while maintaining customer privacy and security,” Borges says. “Here at ABI, Treasure Data CDP is our single source of truth talking about our consumer data, and it is in a strategic place in our martech stack.”

Gama agrees, adding that the CDP gives AB InBev a way to adapt quickly to changes in the marketing and regulatory landscape.

As Gama explains: “Digital transformation is something that everyone's talking about all the time. But digital transformation is about people. Treasure Data is at the center of it all because it's our home to better understand the data from our consumers. And it's our home to better understand the people that are behind the consumer behavior and behind the purchases on our ecommerce sites.”



## Use Case: Data Security & Privacy

# CDP Helps ABI Achieve Global Security & Privacy Compliance

ABI avoids a Big Data administrative 'nightmare' and prepares for a cookieless world with Treasure Data

AB InBev required a solution that would help it achieve global digital transformation while addressing increasing concerns about data privacy, security, and compliance with local and international data regulations.

"One of our marketing goals shared among all our countries is to speed up the use of first-party data—not just because now we have large amounts of consumer data inside our platform, but also because the cookieless world is becoming a reality. When Google blocks all cookies, that will be it for cookie-based advertising. It will be over. We marketers will have to use other approaches," says Gama.

As he puts it: "Our priorities are: We need to kill external data silos. We need to unify, standardize, and analyze our data. And the final focus is to have better media activation, based on first-party data."

But unifying and standardizing data use across dozens of countries can bring data security and privacy compliance risks, if not done properly. So the company wanted technology that would handle customer data in compliance with the regulations in each country or region. Gama recounts how avoiding compliance risk, in a cost-effective way, became a top priority.

"When the GDPR passed, we focused on security and compliance. With the quantity of data that we collect, if we don't have the proper governance in place for data storage and usage, it could become an administrative nightmare," says Gama. "Having our customer data platform centralize everything—in terms of storage, understanding, and activation of first-party data—helps us avoid issues related to the data protection laws around the world."

That's because the same technology that keeps track of a customer's personally identifiable data and behavior can also easily [track customer data privacy preferences](#) and different local data privacy requirements.

"CDPs are really a great way to help not only manage customer data for marketing, but also manage the controls around the privacy of that data and the preferences that people have given—as part of their unified data record," Gama explains.

It's an effective approach, says Borges. "The Treasure Data CDP has enabled us to securely unify our customer data and build complete profiles. The new security and administration features ensure the right people have access while maintaining customer privacy and security," he explains.

***"CDPs are really a great way to help not only manage customer data for marketing, but also manage the controls around the privacy of that data and the preferences that people have given—as part of their unified data record."***

**Luiz Gama**

Senior Global Martech Manager,  
AB InBev

## Use Case: Smart Segmentation No IT Geniuses Required: 'Smart Attributes' Help AB InBev Juice Its Marketing



Key to AB InBev's marketing strategy is translating customer behavior into buying signals. This includes purchase behavior inside its ecommerce platform. Here's how marketers can do that themselves—without IT intervention or help—using Treasure Data's easy-to-understand dashboards and segmentation features.

Once Treasure Data Enterprise CDP has unified and [enriched customer data](#), these signals can be the key to finding new customers and making existing customers happy.

For example, AB InBev marketers can look at cross-brand behavior, find people who like to visit multiple brand campaigns on multiple platforms, or who like promotions, and transform these behaviors into signals.

"When our marketers segment, they don't just segment on raw data, but they can also use custom attributes or calculated attributes that have become signals, too. We call these 'smart attributes.'"

Borges agrees on the value of unified data in detecting signals. "Now we can connect all consumer signals into one centralized database for the entire company," he says.

"We're able to apply all our learnings—using machine learning or data generated from our algorithms—to understand more about our consumers. And whenever we find something interesting, we can implement and scale it very fast within the business," explains Borges.

Many marketers are still just thinking about demographics, Gama says, rather than looking at behavior and other signals. The Treasure Data solution—with an easy-to-use UI—helps AB InBev look beyond traditional marketing techniques to acquire new lookalike customers and target consumers more effectively.

"You might think your target is people 18 to 21, but you can have people 30 years old spending much more money in ecommerce, and the data shows that," Gama explains. "With

the capabilities inside the Treasure Data platform, you can create your audience and base it on age and state. But if you want to go deeper, if you want to monitor your audience segmentation, you can do that too, inside the same platform."

And, says Gama, "You don't need to be an IT genius to do it. The capability is already set up on the [Treasure Data] platform based on the way that we are collecting and analyzing our data. Our regional marketers are using CDP capabilities to support campaigns with one-to-one communication, email, and SMS marketing. We also use our first-party data to create lookalike audiences inside social media platforms."

### Real-time Signaling Capabilities Help Marketers Close the Sale Before Customers Leave

In addition, Gama says that the Treasure Data CDP is critical to enabling [real-time marketing capabilities](#), which the company needs to detect behavioral signals quickly, before customers go elsewhere. Ultimately, the company wants to get closer to doing true real-time marketing, which Treasure Data supports.

"If you've just left your ecommerce cart with lots of products inside, I need to communicate with you quickly, not the next day, when you've probably already made your purchase somewhere else," says Gama. "We eventually want to communicate in hours or even minutes to encourage the customer to buy."

### TREASURE DATA

Treasure Data Customer Data Platform (CDP), backed by AWS, empowers enterprises to deliver relevant, real-time customer experiences.

[Request a demo today](#)

[treasuredata.com](https://treasuredata.com) | +1 (866) 899-5386