

# Kirin Leaps into the New Era of Marketing with Omni-channel Personalization

Case Study

**KIRIN**



# KIRIN



## Introduction

It's no secret that beverage companies spare little expense when it comes to advertising. In fact, beer, wine and liquor companies spent \$14.8 billion\* on worldwide advertising in 2016. Beer commercials are par for the course on Super Bowl Sunday and frequently pop up in social feeds as well. Mass market advertising gets the word out, but the beverage companies and other consumer product brands that are gaining customer loyalty are also making shrewd investments in technology, notably platforms that give them a holistic customer view so they can create a more personalized experience for their consumers.

## Setting the Scene

For established companies that have dominated the market for decades, it can be a challenge to bring in new technologies and weave them seamlessly into a proven marketing strategy. Enter Kirin, a world-renowned beverage and liquor company with a rich heritage and powerful brand, but also looking to stay relevant in this digital age.

Kirin has nearly 100 products in their portfolio across many brands, each with a website that collects customer data. The company also works with several different advertising agencies for the various products, each of whom needs different data sets to market more strategically. Aside from the individual brand websites, Kirin also has an eCommerce subscription business, external publishing sites, factory tours and stores.

With so many disconnected data sources, Kirin found itself struggling to visualize and understand its customers. Beyond the multitude of brands, Kirin needed to blend online and offline experiences, including factory tours and in-store purchases. These multiple touchpoints indicate the need for personalized omni-channel marketing. For example, Kirin knew that factory tour experiences dramatically improved purchase propensity, but they found it challenging or nearly impossible to track a person's factory trip to a marketing campaign.

Kirin was using an in-house data management system on AWS that was able to store customer data in separate, functional silos, with different units possessing different information. This worked well for traditional single channel marketing, but as more data was coming in and getting more complex – and being managed online and offline, the maintenance started to become more time-consuming.

What the company needed:

- Master data cleanse
- Identity matching (stitching)
- Personalized omni-channel marketing

*"The significance of personalized marketing was clearly confirmed by data. All customers purchased Kirin products, but those exposed to the personalized engagement were more likely to become loyal customers than those just exposed to standard campaigns."*

-Mr. Naoki Nakajima,  
Digital Marketing, Kirin

## Kirin Meets Treasure Data and Gets Results

Kirin deployed Treasure Data enterprise CDP to collect and analyze campaign data across digital channels, as well as sales events and storefront activities. Because a data management system was already in place, the installation was quick, and data transfer was seamless.

With Treasure Data, Kirin was able to combine online browsing data, promotional event data and other data, to get a complete customer profile. Augmenting and unifying this data with offline data, Kirin could gain insights to improve marketing campaign performance. Treasure Data was also able to set up access for each advertising agency, giving them insights to their respective product lines.

By understanding 4 million customers with unique member IDs, Kirin saw an increase in sales by those visitors who experienced the personalized campaigns at the company's concept shops, directly operated stores, and beer factory tours. Treasure Data allowed Kirin to analyze customer behavior during the customer's buying journey and develop personalized, omni-channel marketing campaigns. Results of campaign measurements showed an increase in purchase frequency and improved customer lifetime value.

By analyzing behavioral data, Kirin was able to determine profiles of their best customers and create targeted customer segments. Kirin was then able to execute personalized campaigns and distribute appropriate content with push notifications utilizing Salesforce Marketing Cloud.

This Kirin case study is an excellent example for so many businesses across all industries who need to figure out how to market within a system that is continually fragmented, and in a world where blending online and offline data is increasingly important.

## Why a customer data platform (CDP)?

With a multichannel buying journey comes the need to better understand customers' behaviors and past histories. By using a CDP, marketers can enable an always-on, always-processing record that facilitates a unified and complete view of the customer. Without a CDP, companies cannot begin to understand a consumer's array of needs or how to better improve their experience. In an age of digital transformation, it is this deep understanding of customer data that will separate the best retailers from their competitors.



# TREASURE DATA

Treasure Data Customer Data Platform (CDP) empowers enterprises by delivering rich insights that drive outstanding customer experiences. Built on a strong data management foundation, our CDP enables brands to securely unify customer data across silos at scale so they can better identify, engage and acquire customers. The highly configurable platform boasts a comprehensive connector network that evolves with your existing technology stack to future-proof all customer data initiatives. Treasure Data has more than 400 customers including Fortune 500 and Global 2000 enterprises, and is a wholly-owned subsidiary of Arm Ltd.

Request a demo today

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