

RETAIL

CUSTOMER SHOWCASE SERIES

Build Personalized, Omnichannel Shopping Experiences that Never Go Out of Style with Trusted Customer Data



The Industry Challenge

Between evolving consumer tastes and expectations, quickly shifting technology trends, and the pandemic, retail brands face enormous challenges creating shopping experiences that customers will love—both in-store and online. And when you add in new privacy and data regulations that bring a wide variety of other challenges for managing CX, it's hard for brands to not only delight their buyers, but to also improve operational efficiency, agility and ultimately, revenue.

The stakes are high, the shopper's journey is rarely linear, and customers don't give brownie points for effort. When customers interact with brands, they expect them to know them and for that knowledge to seamlessly transcend multiple company departments.

To deliver shopping experiences that stand out, brands must understand customers through their data and put that understanding at the heart of every experience they create. Retailers are looking to provide personalization at scale in order to form long-term, meaningful relationships with customers across multiple channels/brand identities.



Top 8 Retail CDP Use Cases

Now more than ever, it is critical for retailers to have the ability to personalize email outreach or deploy omni channel campaigns quickly. Retailers today leverage a 360° customer view to improve CX and personalize interactions (both online and offline) to acquire, retain and upsell customers. They are solving for more complex use cases such as those beyond acquisition and throughout the entire customer journey towards loyalty and retention.

1 Single Customer View

To use data, the first step is collecting it, then resolving the identity behind it to understand it. Even common offline data, like POS or loyalty data, contains valuable insights for digitally-enabled shopping experiences.

2 Identity Resolution

Combine offline data (such as POS systems, payments and transactional data, call center interactions, analytics data and more) with other customer data sources in a unified profile, fully correlated and stitched together.

3 Ad Suppression

Understand the full customer journey and reduce wasted ad spend by removing in-store shoppers from digital campaigns and offers, removing non-converters from campaigns, and much more.

4 Lookalike Targeting

A DMP or DSP, utilizing the granular insights from the CDP, will create better look-alike audiences which will improve engagement and ultimately ROI throughout your marketing stack.

5 Cart Abandonment Improvement

With real-time event data and complete customer profiles, marketers can improve cart abandonment campaigns by acting on that event in real time and ultimately getting customers to complete their purchase.

6 Personalization

Personalize the omnichannel shopping experience before, during, and after purchases are made.

7 Data Unification and Quality

Create segments like VIPs, window shoppers, cart abandoners, loyalty club members, coupon clippers—or just about any other ones you can think of.

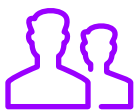
8 Predictive Audiences and Insights

Quickly predict high and low value customers, then take appropriate action. Predict high value customers and provide them a tailored experience to better convert, or predict low value customers and exclude them from certain efforts to optimize budget.

A CDP Helps Bring Success

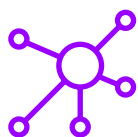
With a CDP in place to unify customer data across channels in real-time, retailers of any size have a more in-depth understanding of their customers to enhance the customer experience and deliver in-the-moment marketing across every channel.

Tealium integrates with your email, marketing automation, online advertising, social, personalization tools and customer relationship management (CRM) platforms, enabling real-time action within the marketing technologies you already use. You can trigger actions, based on real time customer data signals, and engage with your customers like never before across any channel. And with an integration marketplace exceeding 1300+ tools and technologies, retailers spend less time wrangling data, instead focusing on understanding your shopper.



Improve the Customer Experience Through Audiences

Audience segments become available for use to orchestrate data and customer experience, whether using the segments for targeting of interesting sets of customers or for suppression to save money and provide the best possible experience.



Reduce Ad Spend with Unified Data

Marketers can reduce ad spend with a 360° view of customer that allows them to identify prospective customers who are most likely to buy as well as identify repeat customers and advertise their frequently bought products. Tealium's data layer approach and real-time infrastructure gives you capabilities across the data supply chain to enable data to flow at the speed needed to deliver value to customers.



Get to Know Your Customers Faster

Map a consumer's journey to all of his or her devices for a unified view crucial to campaign planning and analysis. Tealium arms retail and eCommerce brands with a single customer view (rich with custom insights, and even ML analysis) that can be used across marketing, sales, customer service and support technologies to deliver a consistent experience with your unique view of the customer at the core.

One major retailer saw a 450% increase in revenue from browse abandonment after using Tealium's AudienceStream over an ESP for segmentation

With unified customer data, a major clothing retailer was able to build 500+ unique audiences resulting in 150+ personalization experiments being run and 80+ permutations of their homepage experience.



Spotlight on Bluestem

At Tealium's Digital Virtualocity NA 2021, Bluestem shared their experience developing customer insights from their CDP. For Bluestem, great customer experience means going 'beyond revenue' by measuring NPS and customer engagements without a direct connection to revenue. They also discussed stacking first-party data sources and omnichannel experiences as well as using machine learning to go from engaging customers based on what has already happened to engaging them based on what will happen in the future.



Really treat AudienceStream as your Experience Hub. That's where we coordinate experiences... that's where we tell the same message to the same person."



DV NA 2021, [*"Next level customer insights"*](#)



Bluestem Brands is a Tealium DV 2021 Customer Experience & Personalization Innovation Award Winner! Their ability to trigger relevant and powerful messaging at the right time to drive high engagement and conversion rates is inspiring to all marketers and the key to standing out in the crowded digital marketplace.

Spotlight on Bed, Bath and Beyond

Representing a key retailer in North America, Bed, Bath and Beyond shared their experience implementing a CDP to drive digital transformation at Tealium's Digital Virtualcity NA 2021.



Using a CDP, it was easy for us to tailor communications and optimize on the use cases we were running, measure the use cases and make changes if needed.”



DV NA 2021, [“Driving powerful digital transformation with a robust CDP”](#)



Bed Bath and Beyond is a Tealium DV 2021 Loyalty & Retention Innovation Award Winner! Using Tealium, they are able to deliver crave-worthy customer experiences that keep them coming back for more!

Spotlight on New Balance

Representing a key online retailer from North America, New Balance shared their experience implementing a CDP to drive digital transformation at Tealium's Digital Virtualocity NA 2021.



The ability for us to marry browse behavior, purchase behavior, and think through how we want to communicate with relevance downstream was compelling.”



DV NA 2021, [*“Driving powerful digital transformation with a robust CDP”*](#)

Spotlight on ASICS Digital, Inc.

At Tealium's Digital Virtualocity NA 2021, ASICS Digital, Inc. presented insightful viewpoints on how to stay agile and adaptable in today's ever-changing ad ecosystem. They thoughtfully explore the topic of first-party data collection and value exchange.



When you are upfront in what you are using customer data for, the value exchange becomes rooted in trust and you won't have as big of a challenge getting customers to share data with your brand."



DV NA 2021, [*"Staying Agile and Adaptable in the Ever-Changing Ad Ecosystem"*](#)

Spotlight on HanesBrands

During Tealium's Digital Virtualocity NA 2021, Hanesbrands spoke about establishing a strong data foundation and explored the benefits of growing that foundation from good to great.

“ The more familiarity you have with your data, the better your analytics will be, the stronger your suggestions will become, and the greater impact you will see at the end of it.”

“ Tealium provided excellent support when it came to learning Tealium iQ Tag Management, understanding how to set certain extensions to ensure I was collecting all the data I wanted to get my hands on, and a support system to make sure my audits were true and reliable.”

HANES *Brands Inc*

DV NA 2021, [*“Take your data foundation from good to great!”*](#)



We Connect Data So You Can Connect With Your Customers

Tag Management • API Hub • Data Management
• Customer Data Platform and Machine Learning

Tealium connects customer data—spanning web, mobile, offline, and IoT devices—so brands can connect with their customers. Tealium's turnkey integration ecosystem supports over 1,300 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit tealium.com/industry-retail/

