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Unlock the potential of your data.

Delivering personalized experiences with a Customer Data Platform.

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Emil Björnskär
Head of Martech - Miltton Insights

TWILIO
segment

→ **The current customer data landscape**

- Customers are increasingly mindful of how businesses use their data.

- Privacy concerns have led to a reticence to divulge personal details.

- Yet unified and accurate data is central to the delivery of desired experiences.

- EU regulation changes are phasing out third-party cookies.

- Google Chrome cookie deprecation targeted for the end 2024.

- Recent release of Google's Privacy Sandbox intended to drive the generation of compliant first-party data.

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63%

of consumers say they appreciate personalization, as long as it's based on data they've shared with a business directly.

Twilio Segment: State of Personalization report

50%

of businesses state that collecting accurate data is a challenge.

→ **The value of first-party data**

- Ongoing privacy concerns are placing renewed focus on first-party data collation.

- First-party data regarded as more compliant and less invasive.

- Customers feel confident that their data is only being collated with their consent.

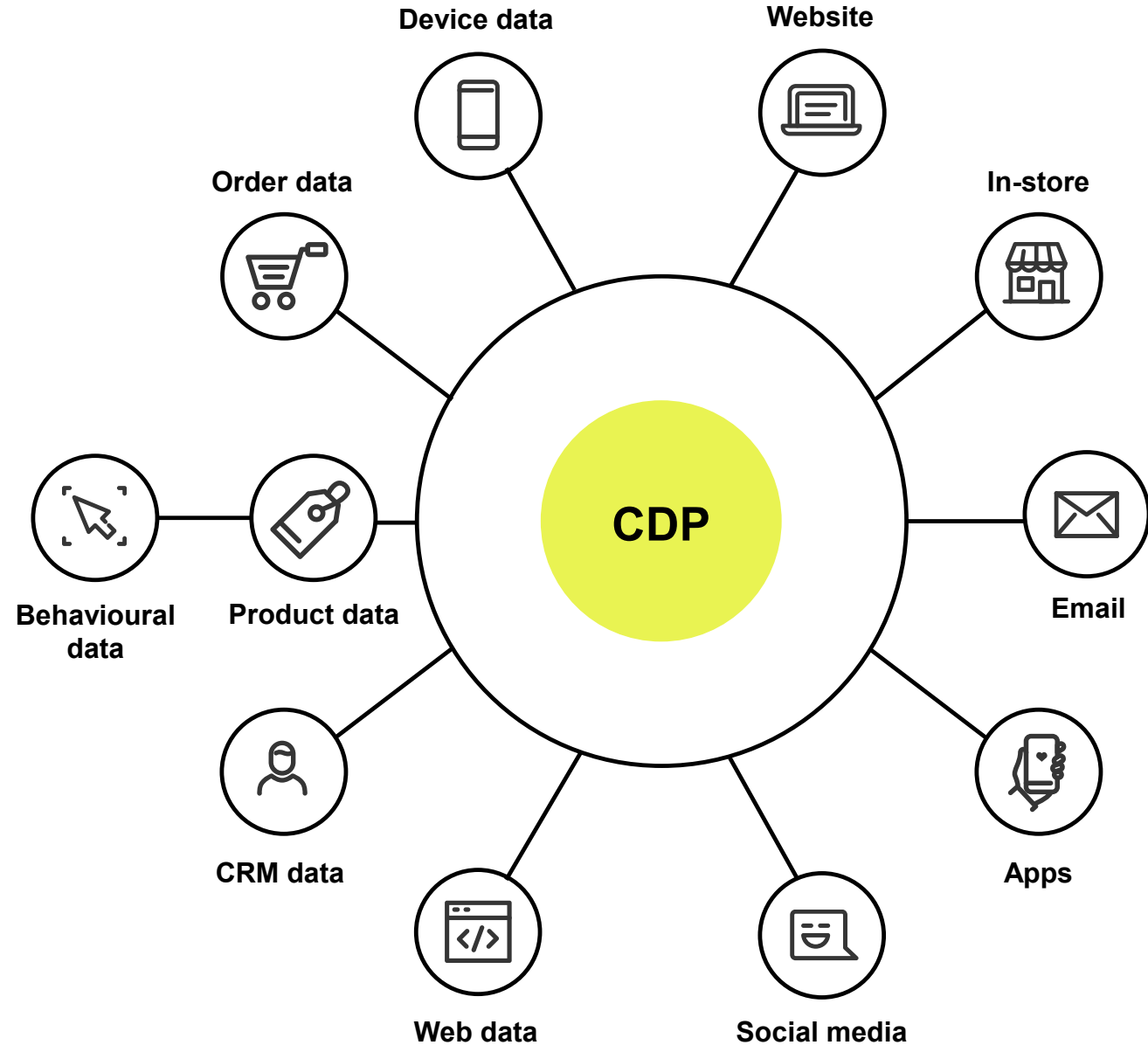- Harnessed correctly, this is a hugely valuable tool in the delivery of better digital experiences.

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What is first-party data?

First-party data is information that is shared with you directly by customers, rather than third-parties. This typically provides insights into customer actions, behaviors and preferences.

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→ # Delivering personalized experiences with a Customer Data Platform

- To get the most from first-party data, businesses need a platform that allows them to collect, unify and activate it.

- Customer Data Platforms (CDPs) combine data from every touchpoint to create centralized customer profiles.

- Integrations with outgoing channels allows the creation of sophisticated and highly-personalized omnichannel communications.

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Device data

Website

Order data

In-store

CDP

Email

Behavioural data

Product data

CRM data

Web data

Social media

Apps

What value can a CDP add to my business? $\rightarrow$

Let's explore some common use cases

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Use case #1

De-anonymize user data

→ **Business challenge**

❌ Much of your website and app visitor data is anonymous.

❌ No ability to attribute these actions and behaviours to known users.

❌ Behavioural data is only recognised when a user reveals their identity e.g. at purchase.

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Solution - CDP

✅ All data sources are collated and unified to build complete customer profiles.

✅ Anonymous activity is identified by known parameters such as device or visitor ID.

✅ Both historic and future data can be aligned to known profiles.

UNLOCK THE POTENTIAL OF YOUR DATA.

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→ **Customer example – Retail therapy**

✔ Mattias is looking for a new jacket online.

✔ He browses the retailer's website anonymously but closes before purchase.

✔ Later, he signs in on the mobile app and is presented with personalized recommendations.

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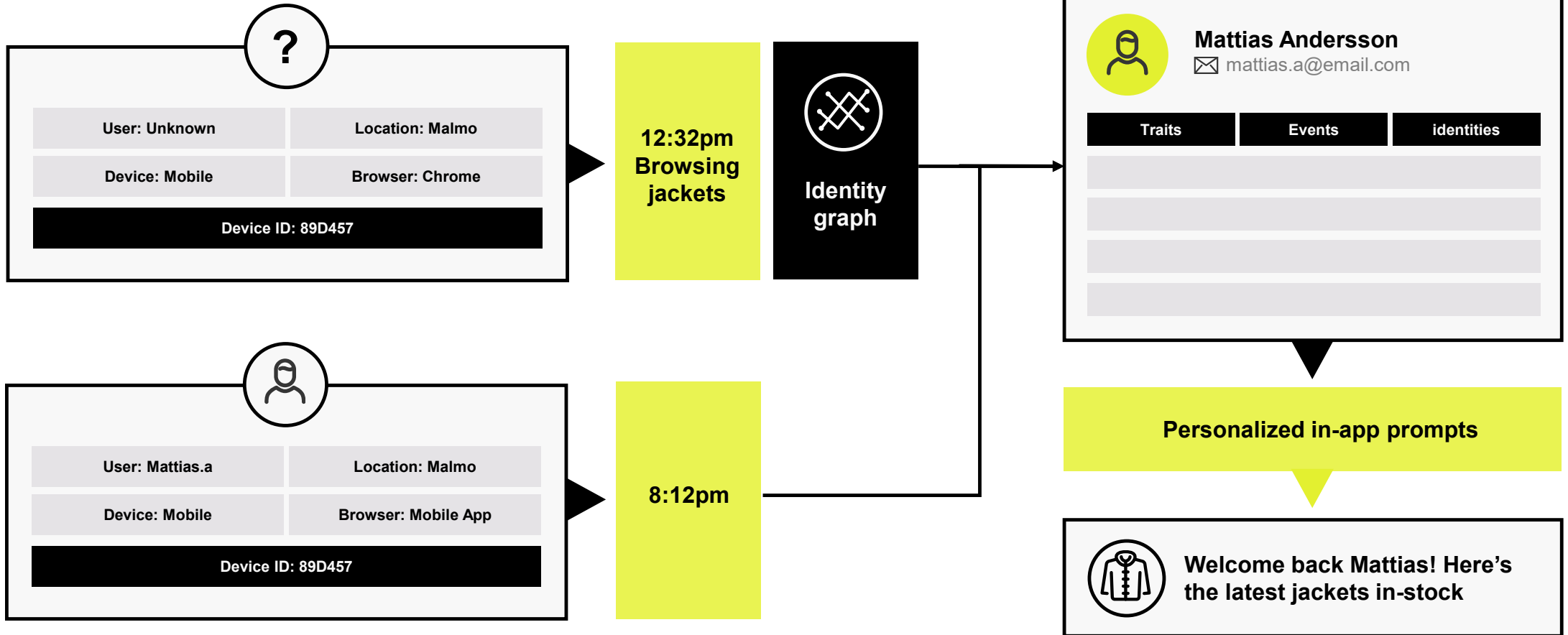
→ **Benefits of a CDP**

✓ Provides greater insights into the preferences and behaviors of prospects and customers.

✓ Detailed and unified profiles support greater levels of personalization.

✓ Personalized activity delivered using first-party data grows customer trust and brand loyalty.

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Use case #2

Personalized experiences at scale

→ **Business challenge**

✖ Customer journeys are typically built within siloed marketing platforms.

✖ Limited integrations with other channels create journey 'blind spots'.

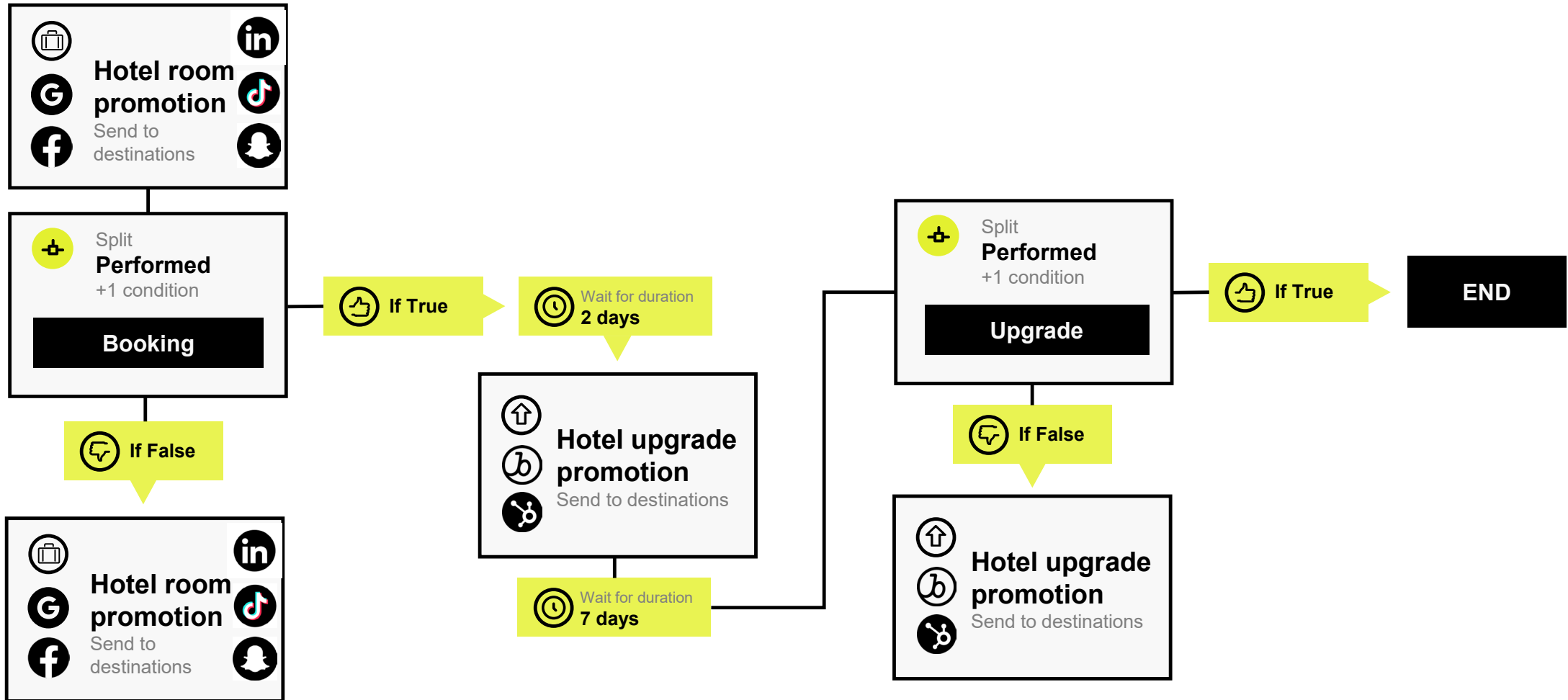✖ Limited ability to personalise journeys based on wider data.

Solution - CDP

✔ Sophisticated customer journeys are informed by a single, unified data source.

✔ Customer journeys can be extended across multiple channels.

✔ New flows can feed into existing automations built within dedicated channels.

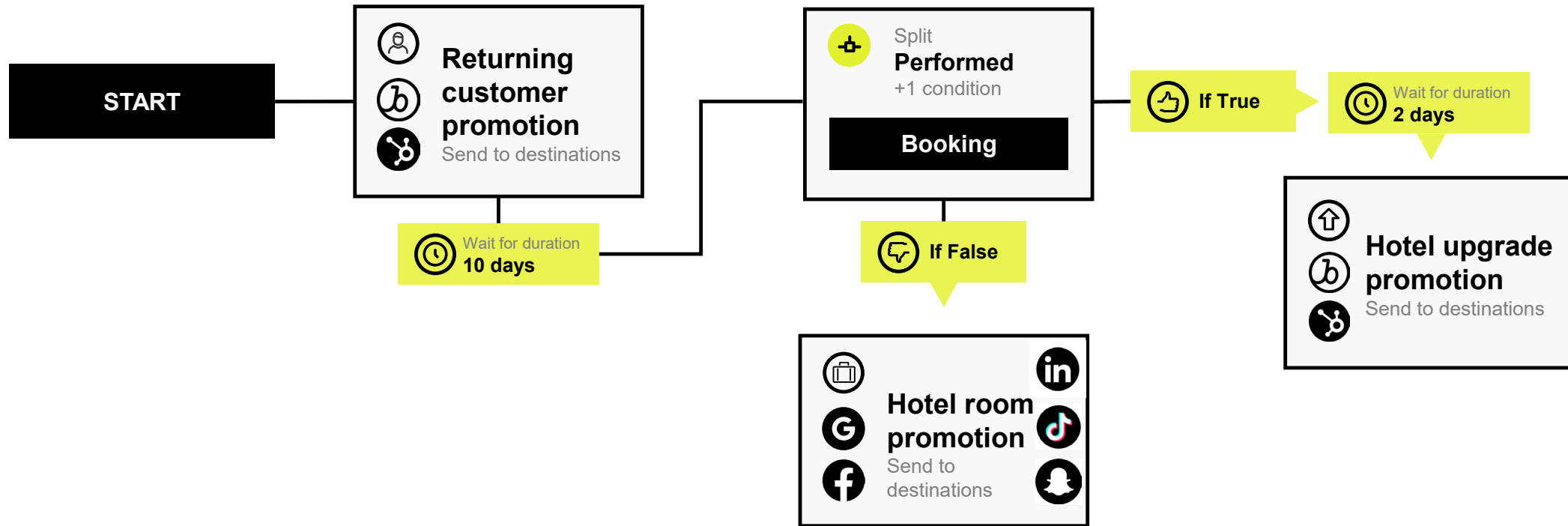✔ Integrate with best-of-breed tools, rather than platform-driven integrations.

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→ **Hassle-free hotel bookings**

✓ Mattias is looking to book a hotel room.

✓ He sees an online ad and clicks through to book.

✓ Following his booking, Mattias is taken down a personalized customer journey.

✓ This includes the promotion of upgrades and offer of discount on future stays.

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Customer example – Hassle-free hotel bookings

Hotel room promotion
Send to destinations

Split **Performed** +1 condition

Booking

If True

If False

Wait for duration **2 days**

Hotel upgrade promotion
Send to destinations

Wait for duration **7 days**

Hotel room promotion
Send to destinations

Split **Performed** +1 condition

Upgrade

If True

If False

Hotel upgrade promotion
Send to destinations

END

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Customer example – Hassle-free hotel bookings

START

Returning customer promotion
Send to destinations

Wait for duration
10 days

Split
Performed
+1 condition

Booking

If True

Wait for duration
2 days

If False

Hotel room promotion
Send to destinations

Hotel upgrade promotion
Send to destinations

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→ **Benefits of a CDP:**

✔ Create genuine customer journeys that deliver personalized experiences across multiple channels.

✔ Replace, complement or enhance existing customer journeys.

✔ Test, review and enhance journeys as needed using real-time insights.

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Use case #3

Find the right audience to target

→ **Business challenge**

✖ Real-time audience adjustments require manual intervention.

✖ Need to actively extract and re-upload data to impact activity.

✖ Delayed updates can see that marketing spend is wasted broadcasting to existing customers or dead leads.

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Solution - CDP

✔ Audiences can be built using first-party data collated from multiple touchpoints.

✔ Demographics can be scoped and adjusted in real-time.

✔ Wider integrations allow simultaneous changes across multiple channels.

✔ Native APIs regularly updated to ensure consistent channel integrations.

✔ Merge user details across channels to create a single unified view of the customer.

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Customer example – Sun, sea and simplified holiday bookings

✓ Mattias wants to book a holiday.

✓ He wants a long break and explores beach holidays.

✓ But as his plans change, and he explores other options, his actions see that he's automatically added into different marketing audiences.

Mattias on Saturday

Website visit
Beach holiday deals

Search abandoned

Website visit
Beach re-targeting promotion
Last minute beach holiday deals

Mattias on Tuesday

Website visit
City break deals

Google ads
Beach re-targeting promotion ends

Website visit
City breaks re-targeting promotion
Last minute city break deals

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→ **Benefits of a CDP:**

✔ Real-time adjustments deliver greater marketing impact.

✔ Quickly adapt strategy in-line with market changes.

✔ Marketing teams empowered to explore data and make proactive changes.

✔ Marketing activity better aligned to more lucrative demographics and cohorts, optimising spend.

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Use case #4

Collating trusted data to inform AI

→ **Business challenge**

Solution - CDP

✗ AI-powered systems are influenced by incomplete siloes of data.

✗ Lack of real-time updates prevents proactive actions.

✗ Limited and disconnected insights reduce the operational impact of AI.

✓ AI-powered systems are influenced by clean, optimized and unified data.

✓ Complete data profiles are built with insights from multiple touchpoints and channels.

✓ Real-time updates power predictive AI to deliver accurate recommendations for user journeys.

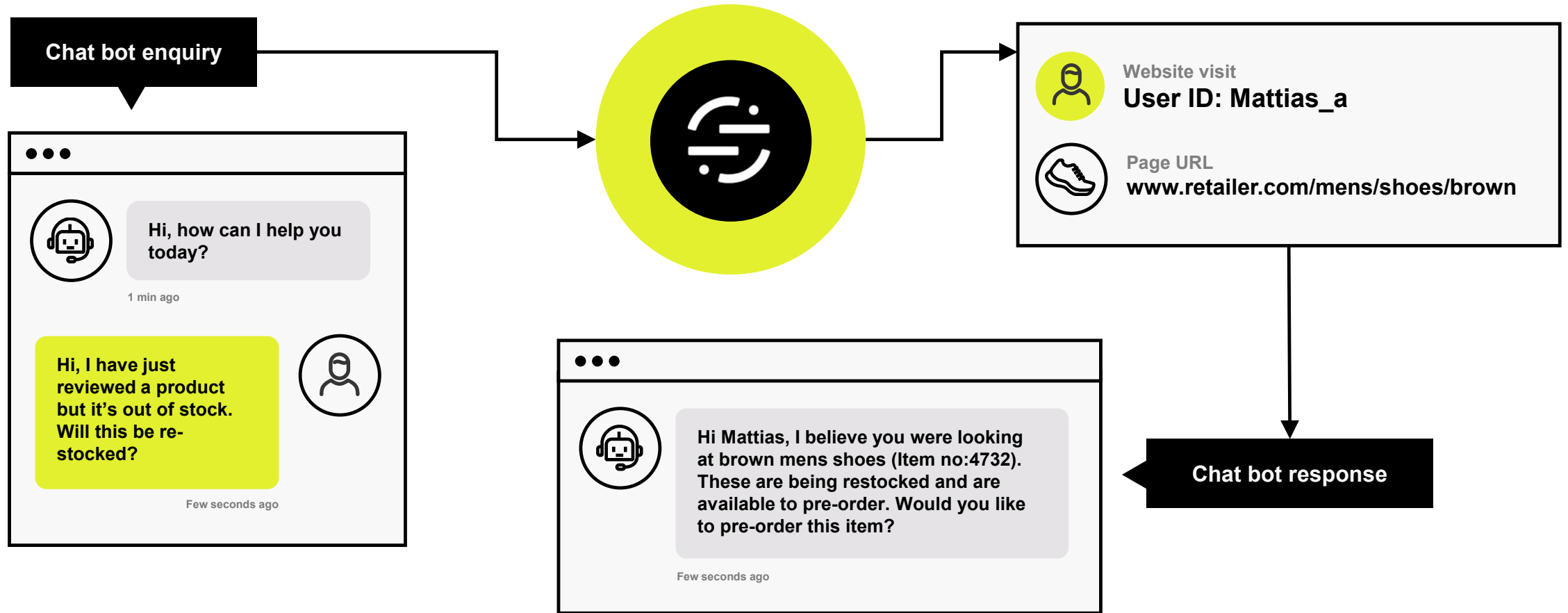✓ AI-inferred insights around traits and preferences can be collated as part of a unified profile.

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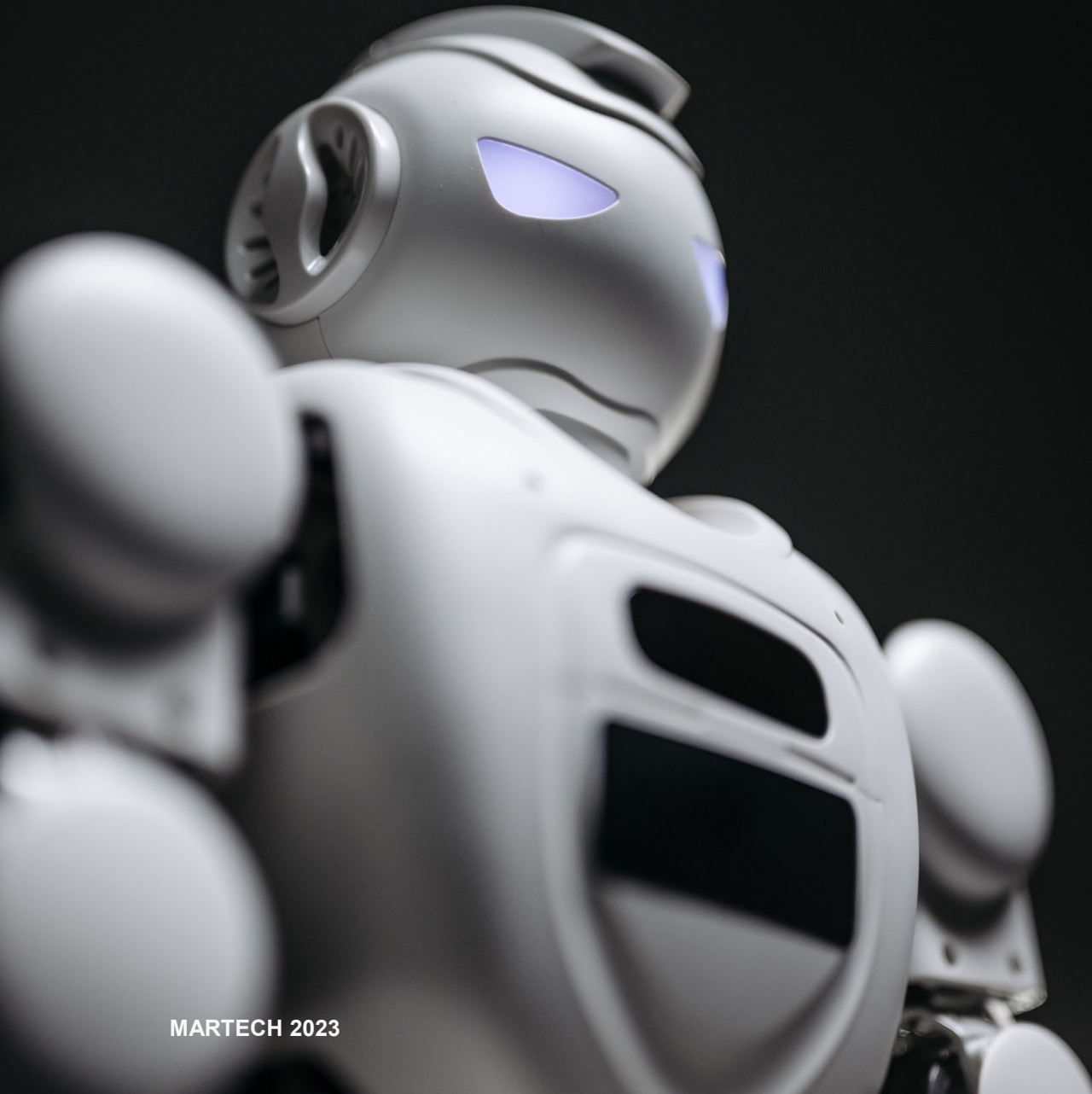
→ **From out of stock to back in style**

☑ Mattias is looking to purchase some shoes to complete his outfit.

☑ Unfortunately, the shoes he wants are out of stock.

☑ He contacts the on-site chatbot for assistance.

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Customer example – From out of stock to back in style

Chat bot enquiry

Hi, how can I help you today?

1 min ago

Hi, I have just reviewed a product but it's out of stock. Will this be re-stocked?

Few seconds ago

Website visit
User ID: Mattias_a

Page URL
www.retailer.com/mens/shoes/brown

Hi Mattias, I believe you were looking at brown mens shoes (Item no:4732). These are being restocked and are available to pre-order. Would you like to pre-order this item?

Few seconds ago

Chat bot response

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→ **Benefits of a CDP**

✔ Investments in AI are enhanced with access to relevant and impactful data.

✔ Better informed AI delivers valuable recommendations that inform ongoing optimization.

✔ Enhanced AI systems reduce the operational overhead on internal teams, and ensure faster, more proactive response.

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ROI

Customer Acquisition and Retention

Revenue Increase

Marketing Efficiency

Cost Savings

Customer Satisfaction and Loyalty

Time Savings

Cross-Selling and Upselling

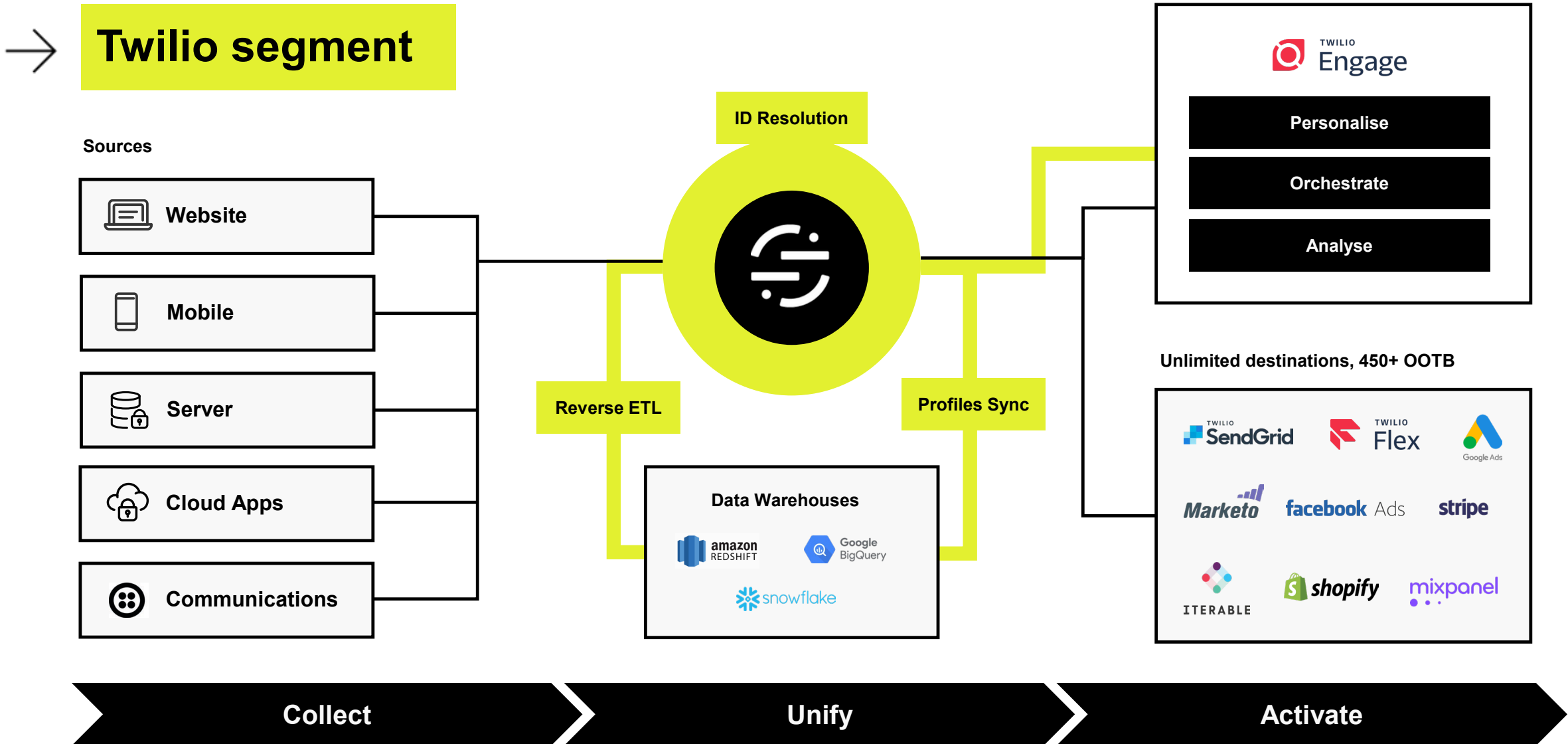Compliance and Data Security

Introducing Twilio Segment →

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Michaela Latham
Account Exective - Segment

TWILIO
segment

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→ **Twilio Segment**

• The leading Customer Data Platform.

• Collects data across every touchpoint.

• Creates a unified view of your customers
  with sophisticated ID resolution.

• Consolidates known and anonymized customer data.

• Builds detailed customer profiles.

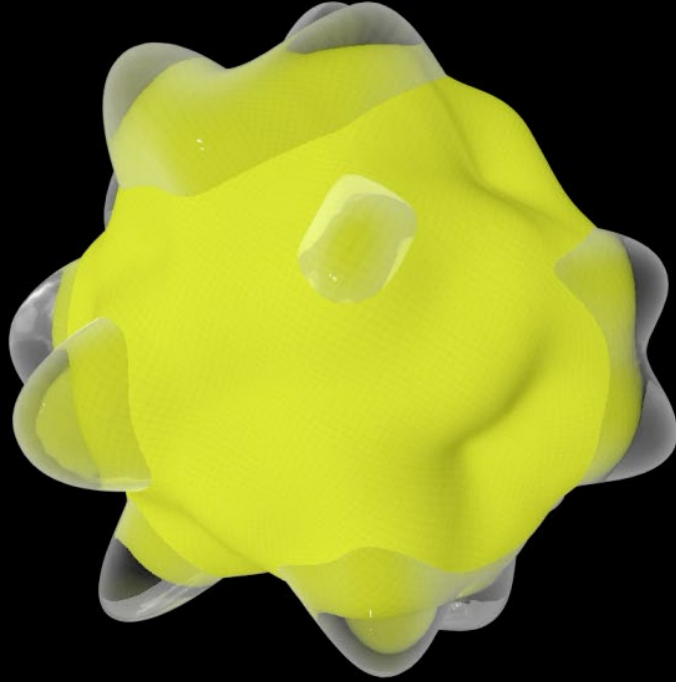• Supports highly-personalized customer experiences
  at scale.

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Twilio segment

ID Resolution

Sources

| Website |
| Mobile |
| Server |
| Cloud Apps |
| Communications |

Reverse ETL

Profiles Sync

Data Warehouses

amazon REDSHIFT Google BigQuery

snowflake

TWILIO Engage

Personalise

Orchestrate

Analyse

Unlimited destinations, 450+ OOTB

TWILIO SendGrid TWILIO Flex Google Ads

Marketo facebook Ads stripe

ITERABLE shopify mixpanel

Collect   **Unify**   **Activate**

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Case study

Yara International

The customer

- ✓ World's leading crop nutrition manufacturer.

- ✓ Provider of environmental and agricultural solutions.

The need

- ✓ Identified a need to communicate directly with farmers between harvest seasons.

- ✓ Deliver targeted messages with relevant information to increase engagement.
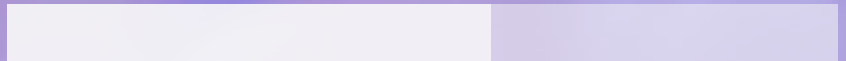
→ **The solution**

✓ Deployment of Twilio Segment CDP to create unified profiles to inform personalized comms.

✓ In concert, rollout of Twilio Engage to orchestrate multi-channel communications.

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The results
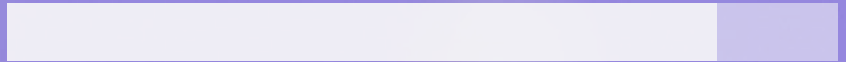
85%

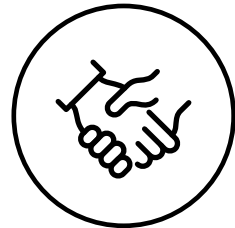reduction in the time spent on manual data collection.

65%

reduction in the time spent on basic reporting and analytics efforts.

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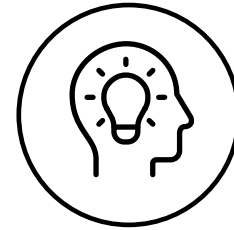
→ **Why choose Miltton as your CDP partner**

Proven

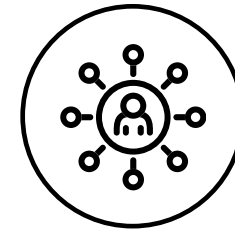Proven track record of helping customers build and maintain CDPs.

Expert

Long-standing Twilio Segment partner with extensive product knowledge.

Experience

Knowledgeable and experienced team can mould a solution around the needs of your business.

Proximity

Vast experience of CDP deployments for customers across Scandanavia.

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→ **The complete view**

ClearScore®

3X cost savings in leveraging Segment vs building in-house

25% of engineering resources preserved for working on the core product, instead of the ongoing maintenance required of the in-house system

YARA

85% Time reduction spent on manual data collection

65% Time reduction spent on basic reporting and analytics effort

sanofi

93% Time saved adding new data sources

35 Active audiences created with Segment

60 Traits per profile

Danske Spil

4X Increased new subscribers conversion

Adevinta

€190K Savings per year on marketing camping costs

12% Increased return on investment on (Facebooks ads)

25% Engineering time saved

10% Increased operational efficiency

| COLLECT | UNIFY | ACTIVATE |

→ **Thank you for listening**