

Building a Single Customer View Unique to You

Powerful Customer Data Use Case Recipes for Driving Amazing CX





The Top 2 Ways to Create a Single Customer View That Drives Powerful Business Results

A comprehensive view of your customer is the single most effective way to deliver a relevant and timely customer experience. This use case benefits all departments and roles by generating a single view of the customer across engagement channels. It's a goal that's a bit of a unicorn for marketing and analytics teams, but if you can build your view with the right customer data ingredients and tools, **it can truly drive higher customer lifetime value (LTV) and revenue for your business.**

This single view is created for many reasons, but the main outcome is generating an accurate view of your buyer as the foundation of customer analytics, as well as orchestrating engagement. When the data is accurate and current (real-time is ideal), teams can deliver the right experience to the customer at the right time. **This results in higher customer lifetime value, more engaged customers, and more loyal buyers.**

Let's dive into our first recipe so we can speak about an example.

Use Case Recipe 1: Grill Up a Single View of Your Customer to Generate Appetizing Insights

Problem

There is so much customer data in so many different places that generating high-quality insights can be slow and laborious due to data-wrangling and the need for technical resources. Every day it takes to generate a customer insight is one less day that insight can be used to generate revenue.

Solution

Automate data management practices in a customer profile from the time of data collection through activation and analysis.

(We're giving our example of ingredients and kitchen tools below, but feel free to fill out your own in the blank section below)



Example Lists

Ingredients

Web

Products searched	Content interests
Products viewed	Loyalty status
Purchases	

Offline/POS

Preferred store location	Contact center sessions
In-store purchases	

Mobile

App installed	Push notification engaged
App opened	Login history
Push notification received	

Kitchen Tools

Web analytics
eCommerce site
Display advertising (DMP, DSP)
Website personalization
CRM
Mobile engagement platform
Email service provider

Your Lists

Ingredients

Web

Offline/POS

Mobile

Kitchen Tools

I want to... Improve the time it takes to turn data into customer insights

In order to... Increase agility and drive more revenue by getting insights live quicker

Step 1 — Get Your Ingredients

First off, it's important to understand the customer insight you're trying to generate in order to know what data you want to collect. In this common example, let's say we want to generate insight into a customer's purchase behavior across online and offline sources to understand and target two customer segments: (1) new purchasers and (2) inactive customers.

For both audiences we'll need insights into purchase activity across channels, and for new purchasers we'll also have to make sure they didn't return the item. This means we want data from web, POS, and mobile channels.

Step 2 — Add Context

Every venue and platform uses its own visitor ID that can be useful for building comprehensive profiles and targeting users across devices. When any known ID is matched, visitors, their behaviors, and devices are automatically stitched together into a customer profile.

With data organized in a customer profile, we can perform calculations to determine customer-level insights, called attributes, that aren't available in each channel by itself. Attributes are assigned as data is collected so that you can uniquely distinguish new purchasers from inactive customers (across channels) and take appropriate action.

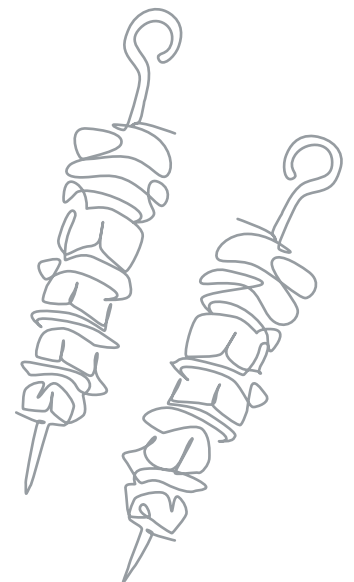
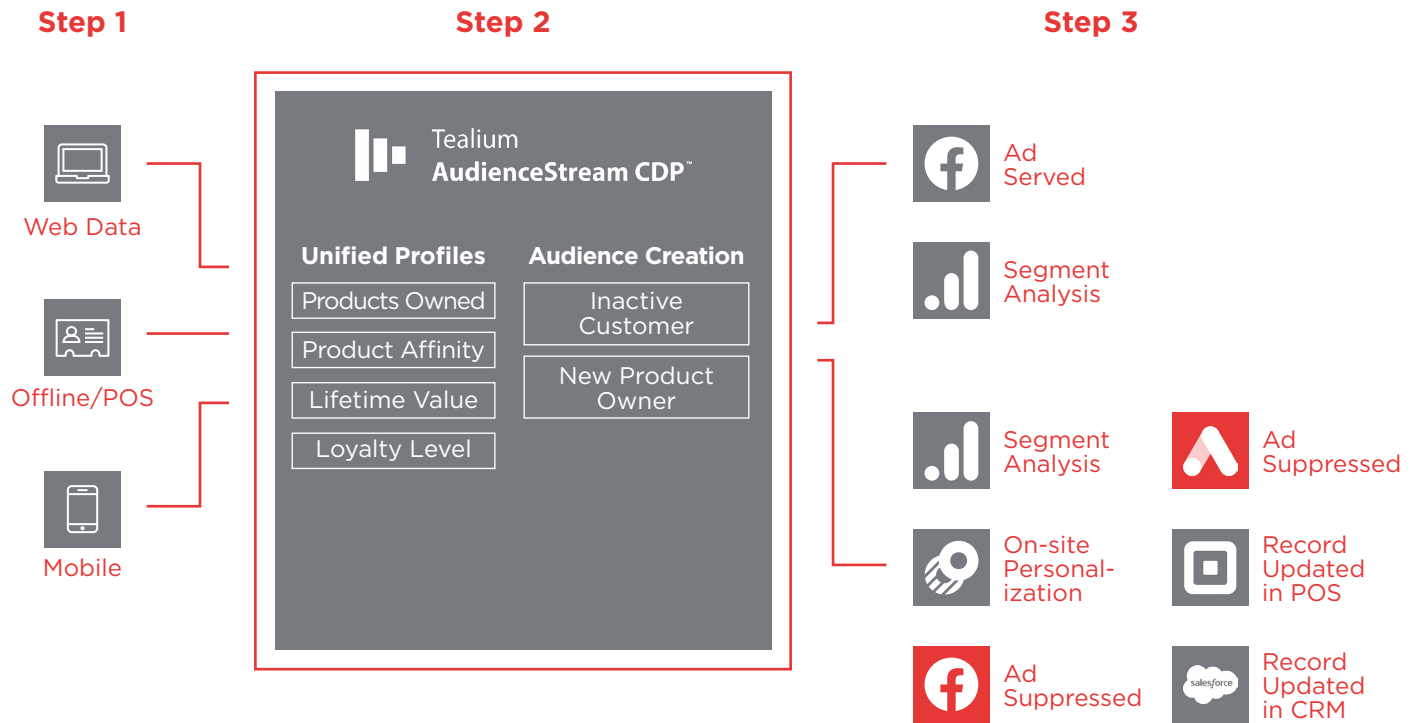
By defining the insight you want, this insight can be generated in the moment and then passed downstream to integrated systems without further data prep.

Step 3 — Generate Insights

Customer attributes are used to define audiences. Audiences allow you to manage data flowing to integrated systems.

Each audience will have unique, rule-based actions. By the time a customer is in an audience, the insight has been generated and is available in real-time to either drive customer engagement (ads, personalization, messages, etc), or update systems of insight with that piece of data (update CRM or web analytics to identify this user has a particular attribute).

Example Chart



Use Case Recipe 2: Drive Personalization Across Digital Channels

Let's look at how we can use a CDP to generate a single view of the customer to drive cross-channel insights and engagement.

Problem

Every individual customer experience channel has a unique view of the customer, causing an inconsistent and uneven experience.

Solution

Use centralized cross-channel customer profiles as a foundation for orchestrating customer experience actions.



Example Lists

Ingredients

Web

Products searched	Content interests
Products viewed	Email
Purchases	LTV

Offline/POS

Customer support inquiries	In-store purchases
Preferred store location	Contact center engagement

Mobile

App installed	Push notification engaged
App opened	Login history
Push notification received	

Kitchen Tools

Web Analytics
eCommerce Site
Display Advertising (DMP, DSP)
Website Personalization
CRM
Mobile Engagement Platform
Email Service Provider

Your Lists

Ingredients

Web

Offline/POS

Mobile

Kitchen Tools

I want to... Use my single customer view to drive cross-channel personalization

In order to... Orchestrate a consistent, relevant, and timely customer experience

Step 1 — Get Your Ingredients

You can see that for this example we are unifying three different sources of data to understand shopper intent and engage accordingly across channels. If our goal is to personalize for a consistent customer experience, we'll want data from all channels representing the full customer relationship:

- 1. Web data:** First-party data such as products searched, purchases, cart abandonment, orders completed, login history
- 2. Offline data:** First-party data such as store location, in-store purchases, contact center engagement, customer support inquiries
- 3. Mobile data:** First-party data such as location data, application installed, application opened, push notification received, push notification engaged, login information

Step 2 — Build a Customer Profile

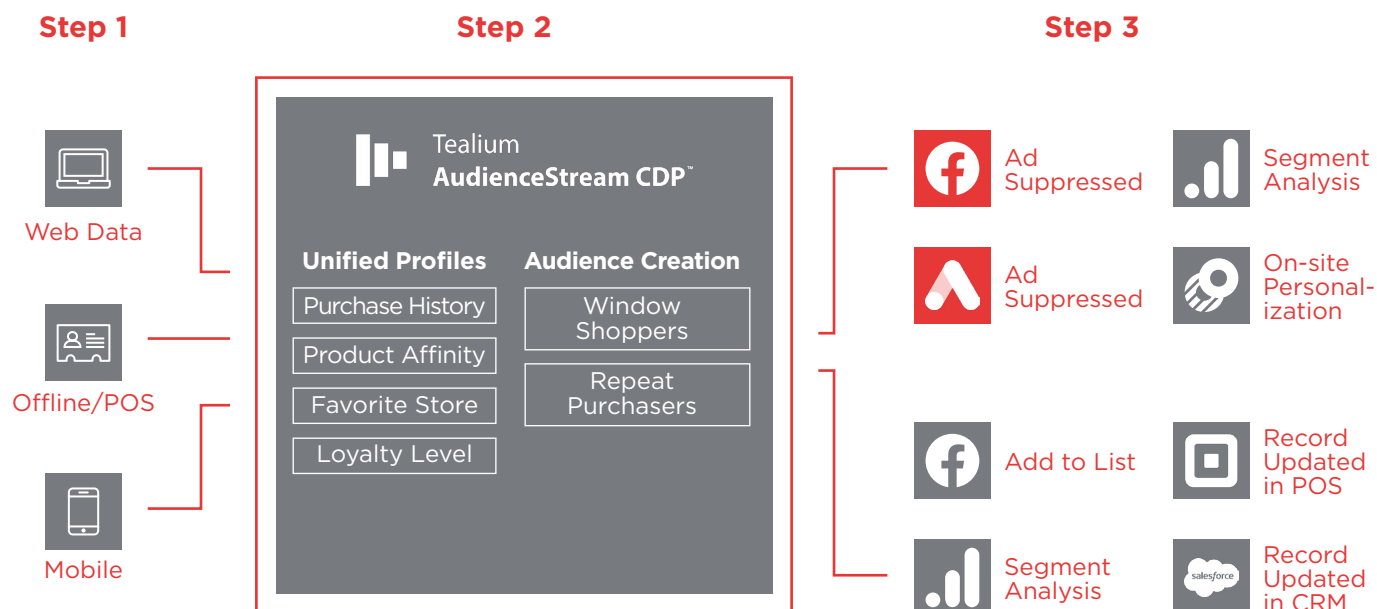
To get all this data in one place for understanding complete context you need two things: the ability to organize the data around a person (the customer profile) and a common taxonomy for that data so the data in the profile can be understood. In this example recipe, we are building attributes about our audiences based on data points like purchase history, product affinity, favorite store, and loyalty levels in order to deduce intent.

Step 3 — Take Action

Now you can use these centralized profiles to put customers into audience segments for the purposes of engagement or analysis. Data from each of these three channels lets you properly place a customer in one of two segments: window shoppers or repeat purchasers... yet, what you'd do to engage these two groups is drastically different.

Now that we have a unified view of our customers, we can build audiences and orchestrate them across all engagement and analysis channels. The single view of the customer is used to pass insights to key systems that benefit from having a more complete view of the customer, like CRM and POS. By updating CRM systems, customer service teams are enabled with customer insights in order to deliver more personalized customer support. By enriching POS systems, in-store experiences can be improved with knowledge of online behavior. Insights can drive improved customer experiences and increased revenue.

Example Chart

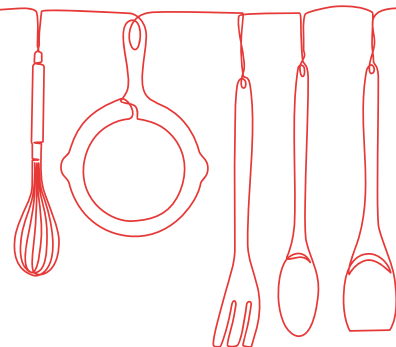


Real World Recipe Success

How Gap Inc. Encouraged Repeat Shopping Habits Across Multiple Brands and Devices

Leading retailer and Tealium customer, Gap Inc., wanted to encourage repeat customers and increase shoppers across their multiple brands. To achieve this, they wanted to be able to deliver more personalized experiences across their brand websites based on prior purchases and behavior rather than simply delivering the same experience to every customer. After implementing Tealium, they were able to collect customer data from multiple sources, unify it into a comprehensive profile and integrate it with their marketing tools. This allowed them to build new and meaningful experiences for their customers that drove deeper engagement.

The result? By using the audiences they built using the Tealium Customer Data Hub, the Gap Inc. team was able to move from a one-size-fits-all website to 87 different data-driven experiences. Nailed it!





We Connect Data So You Can Connect With Your Customers

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

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

