

Generating Predictive Insights and Customer Analytics that Drive Marketing Effectiveness

Powerful Customer Data Use Case Recipes for Driving
Amazing Customer Experiences





Predict Customer Insights to Plate Up More Meaningful Moments and Drive Engagement

The best chefs in the world can't always predict what dishes their customers are going to order when they sit down to dine. But data chefs can!

As marketing, analytics and data professionals, wouldn't it be great if you could predict which steps your customers are most likely to take next (i.e. buy, join a loyalty program, churn, abandon shopping cart)? If you could anticipate the likelihood of your customers' next move, you'd be able to target prospects and customers at just the right time to deliver meaningful moments on the right channel to drive better engagement, retention rates, and lifetime value.

But what does it take to accurately understand and predict customer behavior? The power of machine learning (ML) can get you there! ML provides remarkably powerful capabilities to predict customer behavior based on their past actions (browsing/purchasing/viewing). Given this, it's not surprising that savvy marketing and analytics teams want to tap into the power of ML to maximize results!

To truly harness the power of ML, there are some key challenges to solve. Normally ML projects require a team of data scientists to cleanse data, extract insights, generate these into a report, and implement insights into a point solution where they can be accessed. This poses a problem, since it adds resource costs, and even worse, delays. By the time you can access customer insights, they could be stale.

What, then, is the solution to making ML projects both marketer-friendly and data scientist powerful? What you need is the right CDP coupled with ML-powered insights in a single solution!

Let's show you how you can put this all together by diving into a few recipes that show you how to anticipate meaningful moments and better target only the most relevant prospects and customers with the right message in the right channel at the right time!

Recipe 1: Predicting Likelihood to Purchase

Problem

Targeting the right customers at the right time can be difficult and requires difficult analysis of large volumes of customer behavior.

Solution

ML-powered insights built into your customer data platform to simplify analysis and targeting of customers based on likelihood to complete an action (in our example, a purchase).



Example Lists

Ingredients

Web

Products searched	Cart abandonment
Products viewed	Orders completed
Purchase history	

Offline/POS

Loyalty / rewards member	In-store coupon applied
Preferred store	

Mobile

Location data	App opened
Device type	Login email
App installed	

Kitchen Tools

eCommerce Site
Display advertising (DMP, DSP)
Social media advertising
Marketing automation
Personalization tool

Your Lists

Ingredients

Web

Offline/POS

Mobile

Kitchen Tools

I want to... Predict the likelihood of my customers to complete an action

In order to... Drive proactive customer engagement to increase revenue growth

Step 1 — Get Your Ingredients

To know what data you need to collect, you should start with understanding the behavior you want to influence or ultimately predict. If your goal is revenue growth, for the sake of simplicity, let's say you want to influence purchases.

For our example of influencing purchases, we need to bring in purchase data from all sources. Some common examples of data to include for analysis are demographic data, device used, content preferences and products viewed. With these data points, ML analysis can identify patterns correlated with achieving your goal.

Step 2 — Create a Prediction Score

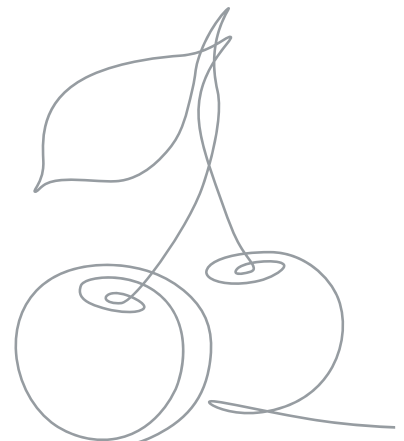
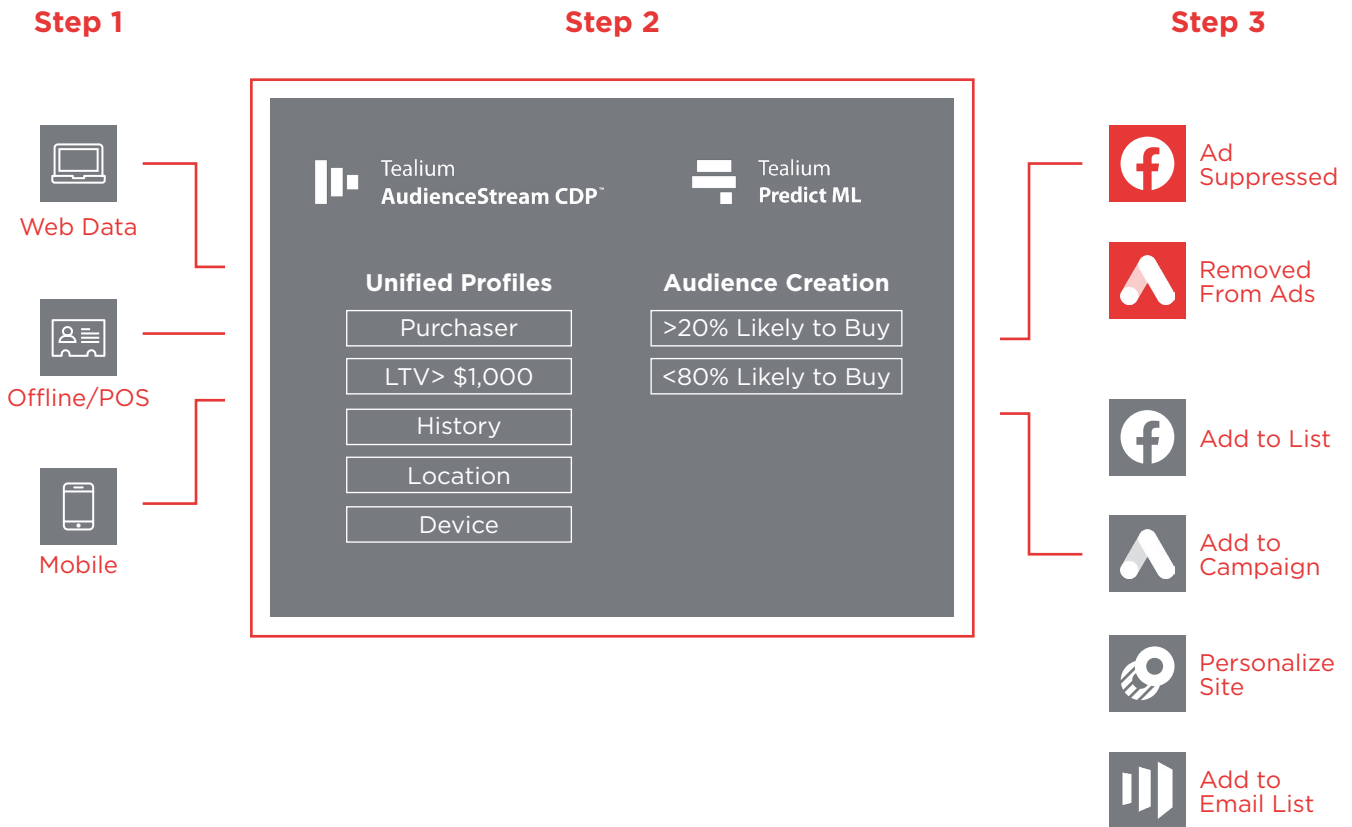
The data you've gathered is organized around the customer in your CDP, ultimately creating visitor profiles and attributes. The visitor profile provides a place where machine learning can sit "on top" and be used to predict the likelihood of purchase. In the example, this profile contains data from across engagement channels, which makes it fertile ground for generating predictive insights.

The prediction score generated by Tealium Predict ML becomes another data point that marketing and analytics teams can use with rules to trigger action and analysis.

Step 3 — Define Audiences Based on Likelihood to Complete an Action

We then use these prediction scores as the basis for defining audiences. You can use scores in creative ways to target or exclude certain customers from various campaigns to drive more efficiency. The audiences allow you to orchestrate customer experience to take proactive action to produce desirable outcomes like purchase conversion.

Example Chart



Recipe 2: Proactively Identify and Convert High-Value Customers

Problem

Marketers need to identify and increase conversion rates for high-value customers to drive higher lifetime value (CLTV) and boost revenue.

Solution

Marry predictive insights with high-value customer segments to target high-value audiences that are ready to convert with customer engagement tools like advertising, site personalization, and emails.



Example Lists

Ingredients

Web

Products searched	Cart history
Products viewed	Content interests
Purchases	Email

Offline/POS

In-store coupon applied

Mobile

Location data	Push notification engaged
App installed	Login history
Push notification received	

Kitchen Tools

Social media advertising
Display advertising (DMP, DSP)

Your Lists

Ingredients

Web

Offline/POS

Mobile

Kitchen Tools

I want to... Proactively increase my engagement with high value customers who are most likely to purchase

In order to... Increase marketing budget efficiencies by engaging with my most valuable audiences

Step 1 — Get Your Ingredients

In this example, we are identifying high-value customers by first unifying three different sources of data including web, offline, and mobile data.

This unified data feeds into the visitor profiles created by Tealium AudienceStream CDP where any behavior that is tracked can also be predicted. The data is correlated with the customer's lifetime value, products owned, and propensity to buy.

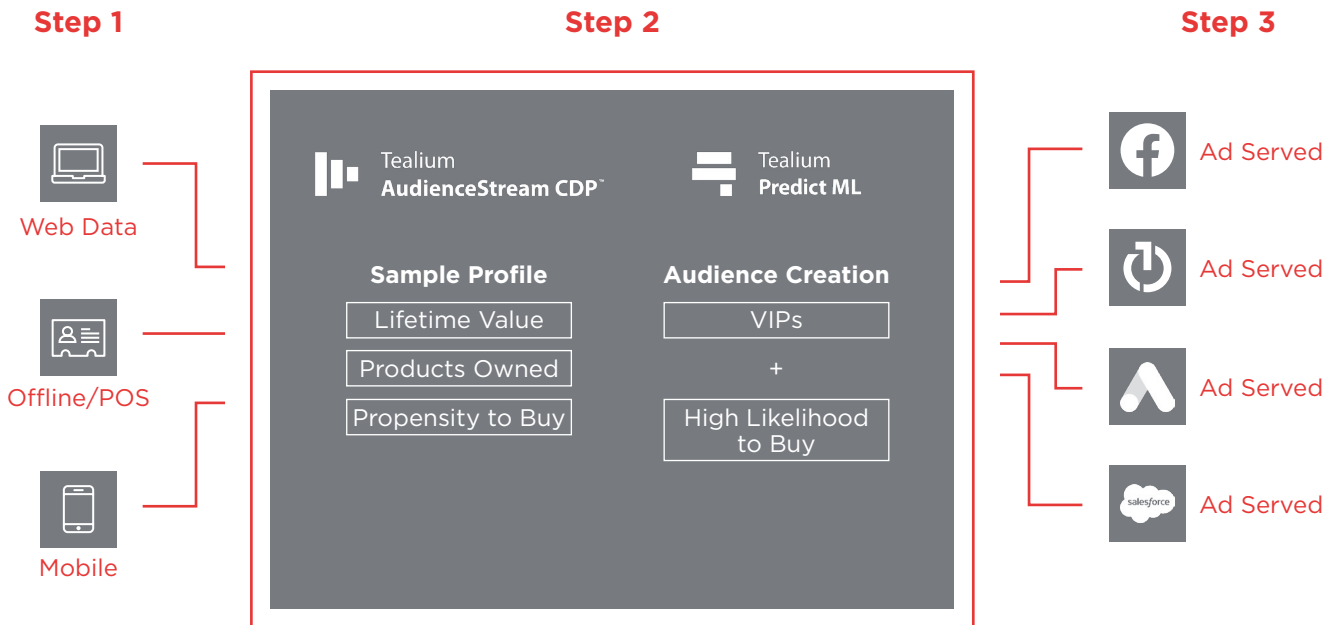
Step 2 — Add Context

You can now generate a score indicating the likelihood of this customer to complete an action using Tealium Predict ML. Now, this likelihood score is yet another data point in the visitor profile (just like loyalty status, interest categories, etc.) and you can predict how likely these customers are to complete an action based on data.

Step 3 — Generate Insights

Now you are ready to use this likelihood score to target the identified high-value customers and engage them with advertising, site personalization, and emails to increase conversion rates.

Example Chart



Recipe 3: Intelligent Cart Abandonment Campaigns

Problem

Between 2006 and 2019, **69.57%** of digital shopping carts were abandoned, resulting in incomplete purchases and lost sales.

Solution

Create intelligent cart abandonment retargeting by adding predictive insights to your customer data to refine targeting and improve return on marketing efforts and investment.



Example Lists

Ingredients

Web

Products favorites	Orders completed
Cart abandonment	Purchases

Offline/POS

Store location	Customer support inquiries
In-store purchases	

Mobile

Application installed	Login history
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Kitchen Tools

Web analytics
eCommerce site
Display advertising (DMP, DSP)
Social media advertising
Email service provider

Your Lists

Ingredients

Web

Offline/POS

Mobile

Kitchen Tools

I want to... Increase the efficiency of one of my most valuable use cases, cart abandonment retargeting

In order to... Proactively increase purchase conversion

Step 1 — Get Your Ingredients

Let's start where we always start, by getting our data all together across channels. In the example shown below, we have three sources to monitor all potential product browsing and purchasing. Tealium AudienceStream CDP uses all of the purchase and behavior data across each of the three channels to resolve identity, build profiles, and identify attributes.

In this example, we are identifying abandoned carts based on behavior and product favorites based on a cross-channel history of items browsed. Remember, all of this data is enriched at collection, based on your own business rules to automate the process of building insights into the visitor profile.

Step 2 — Combine Audiences with Rules to Automate Targeting

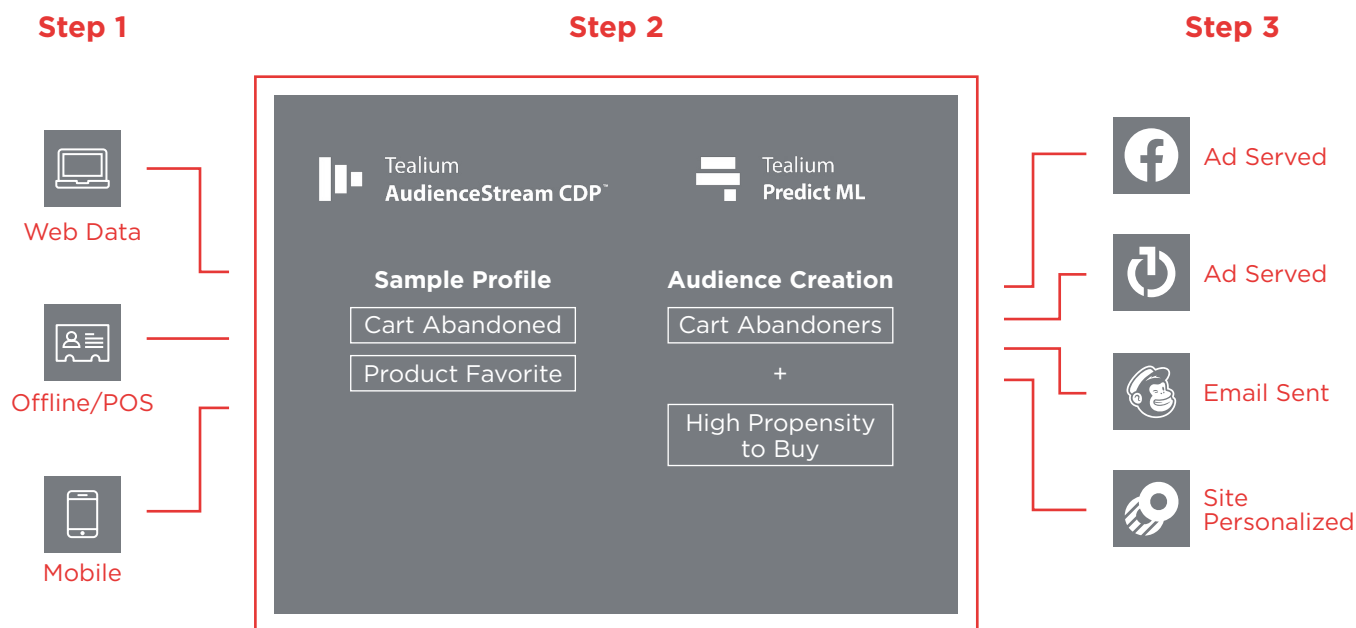
We can now build these audiences for inclusion (or exclusion) from campaigns. They can also be further refined using predictive insights. This allows you to automatically target cart abandoners on an ongoing basis with no additional work.

You don't need to worry about wasting spend on customers who purchase in store, since these are automatically removed from retargeting campaigns based on rules. And because all data sources are included in one visitor profile, product interests are extremely well identified.

Step 3 — Reap the Sweet Rewards

This automation, combined with ML-powered insight from Tealium Predict ML, enables marketing teams to scale effective campaigns that dynamically react in real time to generate revenue. The end result is a more effective way for marketers to identify conversion drop-off with predicted high-value customers and automatically generate campaigns to re-engage.

Example Chart



Real World Recipe Success

Monash University Enrolled a CDP to Deliver Higher Quality Engagements and Conversions

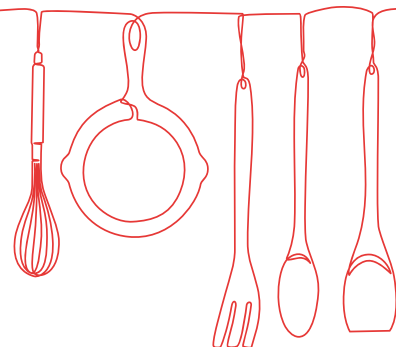
To better understand the prospective student's journey and help inform their decisions when choosing where to study, Monash University needed to gain insights into their online customer journey, from initial searches to evaluation, through to final selection.

Using the Tealium Customer Data Hub, Monash was able to create a 360-degree view of a single student by orchestrating both historical and real-time data from multiple touchpoints. This comprehensive view allowed Monash University to provide relevant educational information and a positive experience during a student's selection process and Open Day.

The results of their Student Open Day pilot program?

- +19% more 'quality' leads generated
- +20% more events were added to those who received a more personalized experience
- 4.2 out of 5 respondents stated it was easier to find activities relevant to them

That's an Instagram-worthy result!





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.

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