ACTIONIQ

CDP In Action

Retail Use Cases
Increase Efficiency, Productivity & Revenue

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Retail Use Cases

Introduction

For any marketer, top line revenue growth is a critical KPI, coming from a combination of new customer acquisition as well as LTV growth for existing customers. ActionIQ recognizes that marketers are working with limited budget and organizational resources (people and technology) to deliver this revenue growth.

For those in retail, there's the added challenge of reaching this goal while surviving the onslaught of digital natives and pure direct-to-consumer retailers. The key is to quickly become customer centric, with centralized access to customer data and a unified customer experience across all touch points, all while adopting an agile approach to move as quickly as the competition.

ActionIQ delivers the capabilities retailers need for optimal efficiency and productivity in today's competitive landscape. The following set of use cases focuses on:

- **Marketing productivity:** improve budget efficiency and reduce spend waste, driving an overall increase in ROI without brand over-saturation and dilution

- **Organizational efficiency:** optimize people, process, and technology to ensure you can drive automated, coordinated cross-channel campaigns, then redeploy expensive resources to high value work

- **Incremental revenue:** find new revenue opportunities to acquire more valuable customers, grow LTV, and retain high-value customers with deeper customer intelligence and personalization

Optimize promotion strategies via highly targeted audience segments

CHALLENGE

This **omni-channel retailer** had an inability to differentiate offers based on behavior and price sensitivity, resulting in significant marketing spend waste as well as threatened brand perception.

AIQ APPROACH

- Segment customers by discount level, including loyalists not requiring $ incentive for repeat purchases
- Create post-purchase journey campaigns for custom audiences
- Automate dynamic updates to customer segments with recent behaviors

↑ **45%** increase
in return on marketing spend

Increase efficiency of global marketing organization with automation & self-service

CHALLENGE

This **global omni-channel retailer** had data and teams scattered across the globe, but no single source of truth or self-service data access about their customers.

AIQ APPROACH

- Build a single view of the customer across all data sources for more efficient analysis and modeling
- Allow teams to quickly and easily self-serve answers to key business questions, such as who viewed but not bought product in the last week, or how many customers are beyond their normal purchase frequency?
- Automate list export and upload for campaigns across channels
- Empower each team to ideate, go to market and iterate on new tests and insights

⬇ **70%** decrease in time and effort from idea to action

Drive incremental transactions via personalized purchase series

CHALLENGE

A significant portion of this **specialty retailer's** customers purchased once and never returned. With limited purchase events and no ability to leverage website browsing behaviors, the retailer struggled to understand their customers or personalize outreach.

AIQ APPROACH

- Unify purchase and browsing events to a single view of the customer
- Analyze successful repeat purchase profiles and behaviors
- Set up a multi-step journey for new customers across email, social and web, driven by digital interactions and CRM profiles
- Update messaging and incentives during series based on new interactions or purchases

↑ 25% increase in conversion to a second purchase

About ActionIQ

ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. As an Enterprise CDP, ActionIQ helps Fortune 500 companies connect their first-party customer data, orchestrate cross-channel campaigns, and measure incremental lift across all digital and offline channels. They are VC-backed by Sequoia Capital, Andreesen Horowitz, FirstMark Capital, and Bowery Capital, and are already helping brands like Verizon Wireless, The New York Times, HBC and others grow customer lifetime value and marketing ROI.

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