RECIPE FOR SUCCESS

Create Customer Loyalty & Retention Offers that Delight Buyers

The Challenge

Customers have high expectations that change frequently. It is difficult to create the right experiences across key channels, especially when fragmented data and identity challenges exist. Brands need data to illustrate if buyers are happy, engaged, waning interest, or at risk of leaving—only then can brands determine what marketing strategies can be applied for retention.

Brands are also seeking to target customers who are more likely to buy again. Marketers know that selling additional products into their existing customer base will increase their customer lifetime value, but in order to drive this expansion revenue, it's critical to spot when and where you can gain customer loyalty.

How to Solve It

Ideally, companies would speak personally to each and every customer, but unfortunately that interaction doesn't scale digitally. High-quality customer data can provide a complete and accurate picture of the relationship so brands can then proactively identify and target high-value customers as well as those at risk for churn. Tealium integrates customer knowledge so brands can generate high-quality customer predictions, which in turn drive customer experience actions towards loyalty and retention.

Useful Across Multiple Industries

Tealium customers across all industries benefit from loyalty and retention strategies that help with many different use cases:

Understand Customer Behavior

Get to know your customers through privacy-conscious, first-party data collection

Improve Loyalty Campaigns

Master new measurement techniques to see signals early in the customer journey

Identify Risk and Reduce Churn

Data-rich customer profiles are fertile ground for ML-driven predictions, allowing brands to identify and address risk at scale

Grow Customer Lifetime Value (CLV)

Automated, real-time actions move at the speed of your customer, engaging when the time is right

Mini Recipe For Loyalty & Retention

Add this mini recipe to your data cookbook, and you'll be well on your way to serving up experiences that delight your customers.

Step 1 — Gather Your Ingredients

Knowing and honoring your customer starts by understanding their preferences, but behaviors don't end at acquisition. Collect and manage first-party customer data in a privacy-conscious way so you can continue building mutually beneficial customer relationships for the long haul.

Web — Products Searched, Products Viewed, Cart Abandonment, Orders Completed, LTV

Mobile — Location Data, App Installed/Opened, Login History, Push Notification Received/Engaged

Offline/POS — Preferred Store Location, Contact Center Sessions, In-Store Purchases, Customer Support Inquiries

Step 2 — Add Context to Create Insights

You'll need to combine different data sources to create and use the insights you know exist. Mix and match data from many sources, then use those insights to trigger intelligent customer interactions unique to your business. 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 so that the data in the profile can be understood. You can even generate a score indicating the likelihood of this customer to renew and add to their profile.

Step 3 — Act on and Serve up Richer Insights

Use the likelihood score to target identified customers and engage them with real-time and relevant advertising, site personalization, and emails to reduce their likelihood to churn. Mix your ingredients to perfection and bake in rich insights that allow you to identify which customers to target with your loyalty campaigns, and you will want to see and act upon "unhappy" signals before the customer leaves. Use tools capable of providing multi-channel customer insights and predictive analytics so you can recognize when your customers may be at risk plus have the integrations to do something about it.

Serving Suggestions

Advertising Tools, eCommerce CMS, Website Personalization, Email Service Provider, Display Advertising (DMP, DSP)

One Tealium client rescued abandonment rates and increased conversions by focusing on existing customers— building a 50% increase in mobile response rate!

Customers Who "Nailed it"

At Tealium's Digital Virtualocity 2021, a few of our customers shared their approach to strengthening customer loyalty and retention. These award-winning brands are using Tealium to succeed with data-driven strategies that keep their customers coming back for more.

ASU is aiming to fully instrument the student journey by inserting Tealium solutions into the entire student lifecycle. This approach not only involves CRM and online data sources, but engagement will span many different channels.

ASU Arizona State University

Tealium DV 2021 Loyalty & Retention Innovation Award Winner!

"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."

BED BATH & BEYOND

DV NA 2021, *"Driving powerful digital transformation with a robust CDP"*

Tealium DV 2021 Loyalty & Retention Innovation Award Winner!

TEALIUM

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 www.tealium.com.