

blueconic

# HOW COMPANIES ACCELERATE GROWTH WITH A CDP

10 Real-World Examples to Inspire Your Transformation



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# INTRODUCTION

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Facilitate smarter data-driven decision-making in key areas of the business. Reduce the gap between having consumer data and acting on it. Put customers at the heart of the business to build better relationships with them. There are many reasons to invest in a customer data platform (CDP) today.

And there are just as many ways marketing, analytics, digital experience, and other growth-focused teams responsible for interacting with customers and/or accelerating business growth can leverage the technology to both streamline day-to-day operations and realize better business outcomes.

Regardless of your industry or business model, a **CDP like BlueConic is an essential technology** that enables a company's broader transformation and the wide range of growth initiatives tied to it, including direct-to-consumer (DTC) diversification, cross-channel lifecycle marketing, digital products and experiences, audience monetization, analytics and data science democratization, and more.

Yet one of the biggest barriers to making the most of a CDP is understanding distinct ways a business can take advantage of it to achieve its transformation goals. So, we've compiled several real-world use cases that detail how companies across industries — from retailers and manufacturers to publishers and CPGs — use BlueConic to transform their relationships with customers and accelerate growth.

Before we cover common use cases, it's worth explaining what exactly we mean by "use case."

If you ask any two people in your organization, chances are they'll offer two different definitions for "use case." One may see it as a high-level goal, such as unifying customer data. Another might view it as something more detailed and specific, like improving ad retargeting conversions.

*In BlueConic terms, a use case describes the current state, target outcome, supporting activities, and relative complexity required to successfully reach one's respective business goal.*

Since every company and team — all of which can benefit from first-party data and the operational efficiencies it creates — has entirely distinct priorities, there is an almost-infinite number of use cases a CDP can support. Therefore, deciding which to prioritize requires an understanding of what you want to achieve.

The use-case framework above helps everyone — from senior executives to business technology users — get on the same page about what they are using a CDP for. What's more, it provides clarity on the return on investment the technology will provide in terms of both revenue and operational efficiency.

So, how can you set your business on a trajectory of sustained revenue growth and ever-increasing efficiency? Here are 10 of the most popular CDP use cases you can use as inspiration for your own business, along with real-world examples of how BlueConic customers are using our platform to accelerate their omni-channel strategies, achieve a single customer view, and transform their businesses at large.



# USE CASE #1: BUILD DTC RELATIONSHIPS

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## THE CHALLENGE

For companies that face fundamental challenges in acquiring customer data — think consumer packaged goods (CPG) businesses and manufacturers that rely on traditional retailers and/or ecommerce marketplaces to sell their goods — it's difficult to understand who their customers are, let alone **devise smarter engagement strategies that lead to greater satisfaction and loyalty**. This issue isn't new, but it's been amplified due to COVID-19. As more consumers have shifted online, the pressure is on these companies to prioritize DTC relationships in order to maintain relevance.

## THE SOLUTION

That's why many of these organizations are turning to CDPs: to build robust first-party data sets, gain insights into their audiences, and reduce their reliance on third-party retailers and vendors. With unified, actionable data at their fingertips, these companies can then craft brand new DTC engagement strategies. Specifically, they can **discover new customer insights, build smarter segments, and apply analytics** to better understand and act in real-time on customers' buying habits, browsing behavior, product preferences, and more.

# USE CASE #1: BUILD DTC RELATIONSHIPS

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## REAL-WORLD EXAMPLE: BELGIAN CYCLING FACTORY

The bike manufacturer knew it needed to establish a DTC strategy in a hurry when its dealerships were forced to close their doors during the pandemic. By building an ecommerce store and using it to collect shopper data, then marrying that data with CRM data provided by dealers, BCF was able to create millions of unified customer profiles consisting of real-time behavioral data, marketing consent status, purchase history, and more. In turn, the company could build rich, multi-dimensional segments and activate them across channels to deliver highly personalized experiences. Ultimately, building this direct relationship with its customers has enabled BCF to optimize their experiences, transform into a truly data-driven business, and accelerate revenue growth.



Since implementing its DTC strategy with BlueConic, Belgian Cycling Factory has seen a 10-15% increase in sales.

# USE CASE #2: IMPROVE PERSONALIZATION

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## THE CHALLENGE

Deliver timely, relevant messaging to prospects and customers that aligns with their most recent interactions, behaviors, and interests and 'meets' them where they are on their unique journeys. *That* is many companies' goal today. But it's one many can't realize because they lack a solution that enables marketers and other growth-focused teams to **recognize the same individual across channels and systems** and use what they know about that person to consistently deliver the right messages (and suppress the wrong ones) at every touchpoint.

## THE SOLUTION

Instead of delivering irrelevant and ill-timed messages and experiences based on a limited understanding of each individual, companies with a CDP can leverage a comprehensive, real-time customer view based on data from across customers' journeys. Using built-in personalization capabilities and connections to activation platforms, teams can **deliver relevant and valuable experiences across all touchpoints** and in every customer lifecycle stage, while being responsive to changes in individuals' interests, behaviors, and privacy preferences.

## USE CASE #2: IMPROVE PERSONALIZATION

### REAL-WORLD EXAMPLE: FRANKLIN SPORTS

The sporting-goods manufacturer uses BlueConic to unify all its online and offline behavioral, shopping, and interest data in persistent, individual-level profiles. A single customer view and the CDP interface makes it easy for Franklin to build highly targeted, multi-dimensional segments based on any customer attributes and easily use those segments for on-site recommendations and to send to its ESP as well as Google and Facebook for targeting.

Franklin uses BlueConic to remove the complexity from its one-to-one personalization efforts. Customers never see ads for products they recently bought and, instead, see ads for related products because they rely on BlueConic segments to be the intelligence engine behind every interaction across the lifecycle.



**Roughly 90% of the personalized home-page experiences Franklin Sports provides visitors are powered by unified profiles in BlueConic.**



# USE CASE #3: UNIFY ONLINE & OFFLINE DATA

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## THE CHALLENGE

Companies with both a digital and physical presence **can't solely rely on online customer data to inform their engagement efforts**. To create omni-channel experiences, they must also factor in offline data from other systems (e.g., POS, CRM) to ensure they have a complete, up-to-date history of all individuals' interactions with their business. But many of these companies have to allocate considerable resources to unify online and offline data. By the time they gain this manually created single customer view, the data may not reflect customers' most recent actions and behaviors.

## THE SOLUTION

Thanks to its ability to connect with all other business technologies, including those that store offline transactional data, then transform that data, a CDP helps companies gain a true single customer view that accounts for all on-line and offline interactions individuals have with them. Because the **data is persistently stored in unified, up-to-date customer profiles**, growth-focused teams can deliver relevant, timely messaging to individuals and target segments across channels to support both short- and long-term lifecycle marketing programs.

## USE CASE #3: UNIFY ONLINE & OFFLINE DATA

### REAL-WORLD EXAMPLE: BOB'S DISCOUNT FURNITURE

The furniture chain put BlueConic at the center of its tech stack to drive smarter customer engagement. Prior to implementing our CDP, the marketing and ecommerce teams at Bob's didn't have access to transactional data that was stored in an IT-owned ERP. Thus, requesting (and eventually activating) data in this system was a long process. Moreover, they relied heavily on event-stream databases that limited their view of customer behaviors to a 90-day window. Bob's has since unified all online and offline customer data into persistent profiles in BlueConic. Now, it can execute personalized, cross-channel lifecycle marketing programs for more targeted, multi-dimensional audiences (e.g., customers who purchased a crib two years ago and now likely need a toddler bed).



**Bob's saw 5x growth  
in assessable customer  
data six months after  
the company imple-  
mented BlueConic.**

# USE CASE #4: BETTER CROSS-SELL & UPSELL

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## THE CHALLENGE

Acquiring *new* customers can be a tall task in and of itself for businesses. But retaining *existing* customers can be equally as difficult if companies do not have the **ability to execute personalized cross-sell and upsell programs** designed to boost retention, loyalty, and customer lifetime value (CLV).

But the only way these organizations' can personalize offers and product recommendations is by understanding each individual's interests, past purchases, recent browsing behaviors, and similar customer data points in *actual* (not *near*) real time.

## THE SOLUTION

Use a pure-play CDP to capture unlimited profile attributes for every individual in your prospect and customer universe. Then, tap into this first-party data to recognize and **retain at-risk customers and upsell and cross-sell loyal customers**. For instance, companies that sell through ecommerce can use our CDP to leverage unified customer profiles and create custom segments (e.g., ones for individuals with high- and low-CLV scores), then use product recommendations to show applicable deals and relevant products to each segment based on buying behavior and interests dynamically on-site.

## USE CASE #4: BETTER CROSS-SELL & UPSELL

### REAL-WORLD EXAMPLE: AMERICA'S TEST KITCHEN

The multimedia company, which has TV shows and magazines, also sells cookbooks through its DTC ecommerce store. After reconciling 10-plus years of historical data from disparate systems into individual-level customer profiles in BlueConic, ATK analyzed its customers to understand how, when, and where they interacted with the brand. Based on this data, the business created new DTC marketing programs geared toward specific segments. For example, customers who added an item to their cart but failed to purchase receive emails reminding them of the item along with promotions for related products of interest. The ATK team can present relevant upsell and cross-sell products by leveraging unified profiles and native personalization capabilities in BlueConic without managing numerous landing pages.

### — AMERICA'S — TEST KITCHEN

**ATK saw a 72.9% direct conversion-to-click ratio for its cross-sell and upsell holiday promotions by leveraging unified profiles in BlueConic.**



# USE CASE #5: CREATE NEW DIGITAL PRODUCTS

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## THE CHALLENGE

In an increasingly competitive business landscape, it's essential for companies to differentiate by **creating unique, value-driven digital products and experiences** no other competitor can replicate.

The problem for many organizations is they don't have a foundation of unified and actionable customer data to build those products and experiences on. Without the ability to power the first-party data collection behind and from digital engagement, they can't utilize that data to increase the relevance of their interactions with customers.

## THE SOLUTION

While CRMs, data management platforms, marketing automation systems, and other tools can collect customer data from disparate sources, only a pure-play CDP has the means to **handle the volume, variety, and velocity of data created by individuals** in the digital era. By streamlining data collection from multiple sources and unifying it in one, centralized location, digital product teams can access and use that real-time data to drive dynamic, personalized experiences across channels and improve customer interactions' relevance at scale.

# USE CASE #5: CREATE NEW DIGITAL PRODUCTS

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## REAL-WORLD EXAMPLE: NATIONAL REVIEW

National Review was looking to completely overhaul its digital products. To be successful, the publication knew it needed to better understand the makeup of its audience (e.g., whether they were readers, subscribers, and/or donors), how each audience type interacted with them, and what each wanted to accomplish when visiting its site. National Review began using BlueConic to collect in-depth audience data and unify it in persistent customer profiles. Notably, the publication configured the platform to serve as the driving tech behind its new digital-subscription offering. Not only was National Review able to use BlueConic to deploy a “smart” paywall, but the publication could also see which experiences led to different tiers of subscriptions for each audience segment.

## NATIONAL REVIEW

**Dynamic paywalls  
set up in BlueConic  
helped National  
Review generate 4x  
more subscriptions  
— and all without  
any paid advertising.**

# USE CASE #6: MONETIZE NEW AUDIENCES

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## THE CHALLENGE

Publishers and retailers alike realize they have an opportunity to not only unify and activate the first-party data they already collect to enhance their customer engagement efforts, but also to **create new revenue streams by using that data to create premium packages for partners**. Yet many of these companies lack a privacy-compliant, consent-focused, first-party data strategy. They continue to rely on soon-to-be-extinct third-party cookies and/or undependable third-party data instead of creating a robust, unified first-party data set they can monetize and use to accelerate their growth.

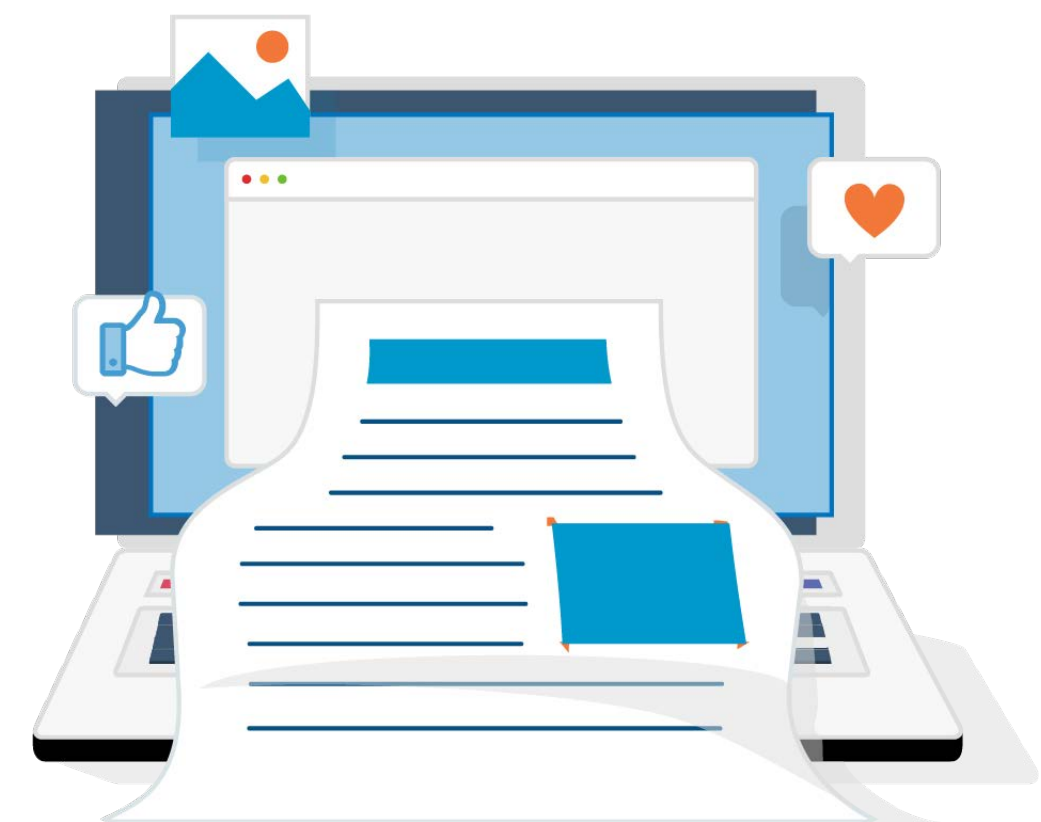
## THE SOLUTION

As privacy laws continue to proliferate, personalization and **audience monetization strategies must factor in consumers' consent**. With BlueConic's consent management functionality, companies can persistently store consent status in individual-level profiles. This means teams can easily discern which individuals have opted in (or out) of marketing communications and activate their data when and where they need it with confidence. Moreover, retailers and publishers can package and sell their consented first-party data to partners to utilize in their own marketing — all with consent in mind.

## USE CASE #6: MONETIZE NEW AUDIENCES

### REAL-WORLD EXAMPLE: PUBLISHER

A publisher with BlueConic collects interest and behavioral data for its site visitors to better understand their browsing behaviors and develop distinct segments based on that behavior. But the company also packages those segments, along with related insights dashboards, to sell to advertising partners. These partners, in turn, can create more relevant ads for those audiences. This data benefits all parties. The publisher diversifies its revenue portfolio and provides a premium service and product to advertising partners. The ad partners get rich, valuable data to produce more relevant creative that helps them connect with their customers. And their customer base gets bespoke, cross-channel experiences that closely align with their most recent interests and activity.



**BlueConic customers  
can create entirely new  
revenue streams with  
their first-party data.**



# USE CASE #7: LEVERAGE CUSTOMER SCORES

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## THE CHALLENGE

Predictive modeling's role in the modern customer engagement model continues to grow. Historically, data scientists and business intelligence professionals are responsible for artificial intelligence and machine learning execution — including building, training, and deploying models. The goal for these teams is to share the outputs of these models (i.e., customer scores) and insights with marketing and other growth-focused teams and the systems they use to activate on that data to optimize CX. But this **process is time- and labor-intensive and leads to latent, inefficient first-party data utilization.**

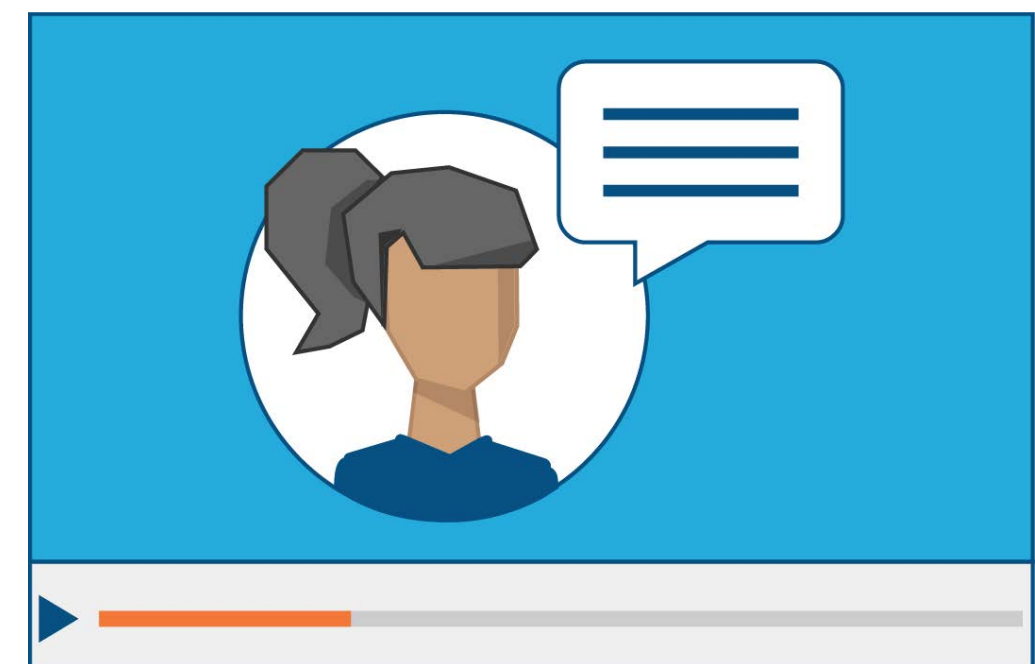
## THE SOLUTION

Data science and analytics democratization is a top growth initiative for companies across industries today. Part of that democratization means business users without technical skills or SQL knowledge need to be able to efficiently glean insights from and act on first-party data in real time. And that includes customer scores generated from predictive models. **With BlueConic, all growth teams can deploy out-of-the-box models** (as is or customized) to calculate CLV and forecast customers' propensity to buy or churn, then incorporate those scores in their engagement activities.

# USE CASE #7: LEVERAGE CUSTOMER SCORES

## REAL-WORLD EXAMPLE: ENTERTAINMENT COMPANY

Before implementing BlueConic, an entertainment business had its analytics team run reports every two months to calculate customer engagement scores. This lengthy process meant the marketing org was forced to rely on outdated data to inform its email campaigns. Using a marketer-friendly UI for machine learning modeling on top of their first-party data, marketers at the company scheduled customers' engagement scores to refresh every few minutes automatically. Those scores informed which highly engaged customers they should target in email campaigns. Since both customer profiles and segments automatically update with the latest scores, the team no longer worries about waiting for segments from analytics. Instead, marketing can activate data the moment intent is revealed.



**Real-time access to actionable customer scores in BlueConic leads to greater operational efficiency.**

# USE CASE #8: REDUCE RELIANCE ON AGENCIES

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## THE CHALLENGE

It's not just reliance on overburdened data science, analytics, and/or IT teams that create barriers to using real-time data. Dependence on external vendors like agencies to handle critical tasks such as segmentation and machine learning modeling is also a (costly) bottleneck for many businesses today. As noted, delivering custom segments and customer scores that are days or weeks old effectively neutralizes **growth teams' efforts to deliver bespoke experiences across touchpoints**. This problem only worsens when companies are forced to outsource these tasks.

## THE SOLUTION

Transformation-minded companies are the ones that invest in tech — like a customer data platform — that makes unified, actionable first-party data available to all growth-focused teams and their tools in a format they can use to improve how they engage with customers, conduct modeling and analytics, build segments, and handle other tasks.

By introducing accessibility and scale to these core activities, a pure-play CDP enables growth teams to **reduce their dependence on costly external agencies** and vastly speed up time to market.

# USE CASE #8: REDUCE RELIANCE ON AGENCIES

## REAL-WORLD EXAMPLE: MANUFACTURER

Prior to implementing BlueConic, a leading outdoors-wear manufacturer relied on its agency to create customer segments for email campaigns, which took a minimum of four weeks and cost thousands of dollars per list-pull. As a result, the marketing team often defaulted to requesting broad segments that would reach the highest number of customers but lacked granularity.

With BlueConic, the company was able to unify all its customer data in one place and quickly access that data to build its own dynamic, multi-dimensional segments for email based on audience demographics, buying behaviors, product preferences, lifetime value, propensity to buy or churn, consent status, and more — all in a matter of minutes and at no additional cost.



**The manufacturer can build new, multi-dimensional customer segments in a matter of minutes — and at no additional cost.**



# USE CASE #9: ENHANCE AD PERFORMANCE

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## THE CHALLENGE

To ensure a strong return on advertising spend, marketers need to be able to target engaged segments across channels and touchpoints. But they can only get granular with their targeting efforts when they're able to use any data associated with an individual (including online, offline, and behavioral data as well as calculated scores) to create rich, multi-dimensional segments. What's more, marketers see stronger results when they **streamline and scale their advertising efforts** by creating segments on their own and automatically send them to ad platforms for immediate activation.

## THE SOLUTION

With a CDP, companies can eliminate manual list-pulls and handoffs between teams. Marketers and other business users can **select any combination of customer attributes to build highly targeted segments** and send those segments directly to their advertising platforms via out-of-the-box connections. Since segments update in real time as individuals' attributes change, marketers can not only reach the right people with the right message based on their most recent interests and behaviors, but also suppress ads from those unlikely to convert, like customers who've already purchased.

# USE CASE #9: ENHANCE AD PERFORMANCE

## REAL-WORLD EXAMPLE: BOUTIQUE RETAILER

A boutique retailer operates with both limited budget and resources. To compete with the likes of Amazon, it turned to BlueConic to optimize its advertising spend. By unifying online and offline data into BlueConic and leveraging the platform's machine learning capabilities, the retailer ran models to calculate CLV and RFM scores without any additional analytics resources. It then used those scores to build dynamic segments that were passed to its advertising platforms for immediate activation. The retailer was also able to suppress messaging from customers who were in the lowest quartile of RFM scores (and, therefore, unlikely to convert) and create lookalike segments for high-CLV and high-RFM customers — all of which led to more conversions and a better ROAS.



**The retailer delivers relevant ads to engaged customers and suppresses ads from shoppers who are unlikely to convert.**

# USE CASE #10: MANAGE & FEDERATE CONSENT

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## THE CHALLENGE

Growing concerns over data privacy measures like General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) — along with consumers' mistrust of how companies collect and utilize their data — have **led many businesses to adopt consent management platforms** (CMPs) to manage individuals' consent statuses.

But standalone CMPs tend to fall short for companies, as they can be difficult to integrate with other activation tools in one's tech stack and the consented data they store doesn't enable technology users to suppress messaging when needed.

## THE SOLUTION

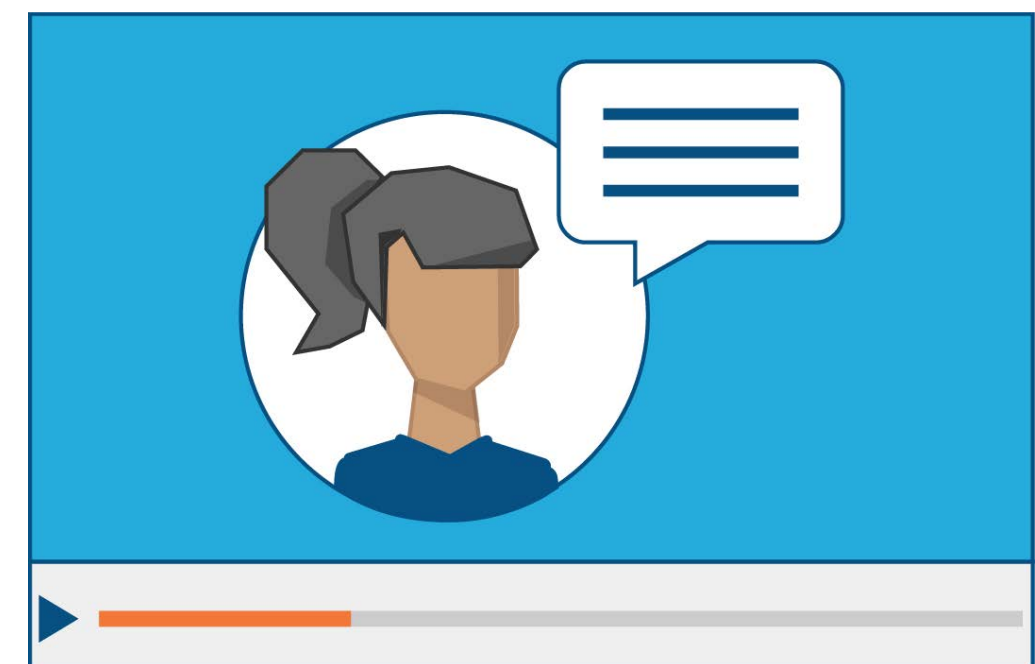
Unified profiles in BlueConic provide all business technology users with the most comprehensive and up-to-date record of what they know about their prospects and customers — including their consent statuses. Moreover, our CDP ensures individuals' **consent preferences are federated out to other parts of the business**. By providing one system of record for responding to consumer data requests and ensuring consent statuses synchronize across platforms, BlueConic removes the need for a manual, complex consent management process that can introduce latency and risk.

# USE CASE #10: MANAGE & FEDERATE CONSENT

## REAL-WORLD EXAMPLE: MULTI-BRAND MEDIA COMPANY

A Belgian multi-brand multimedia company was worried about managing privacy and consent across its many brands and tools. The business had two CMPs to capture consent preferences, but it wanted to ensure it was accounting for customers' most recent consent statuses before creating segments and sending them to its marketing and advertising platforms.

With BlueConic, the company can control which profiles are sent to its DMP, ESP, and other delivery platforms based on customers' real-time consent statuses, all while mitigating data risk and avoiding costly non-compliance penalties. If a consumer makes a request, the company can also readily pull a cross-brand profile without having to manually collect the data from multiple sources.



**The business can federate consent across its systems, enabling confident data activation.**



# ABOUT BLUECONIC

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BlueConic, the leading pure-play customer data platform, liberates companies' first-party data from disparate systems and makes it accessible wherever and whenever it is required to transform customer relationships and drive business growth. Over 300 companies worldwide, including Hearst Newspapers, Heineken, ING, T-Mobile, and VF Corp, use BlueConic to unify data into persistent, individual-profiles, and then activate it across customer touchpoints and systems in support of a wide range of growth-focused initiatives, including customer lifecycle orchestration, modeling and analytics, digital products and experiences, audience-based monetization, and more. BlueConic is a global company with offices in the US and Europe.



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