



Reltio



Improving Consumer Engagement  
and Driving ROI  
in the Stay-at-Home Economy

#data4cx

**LEAD** Marketing  
CONFERENCE  
Loyalty • Engagement • Analytics • Digital  
**VIRTUAL EDITION**

# Speakers



**Stephan Zoder**  
VP Value Consulting  
Reltio

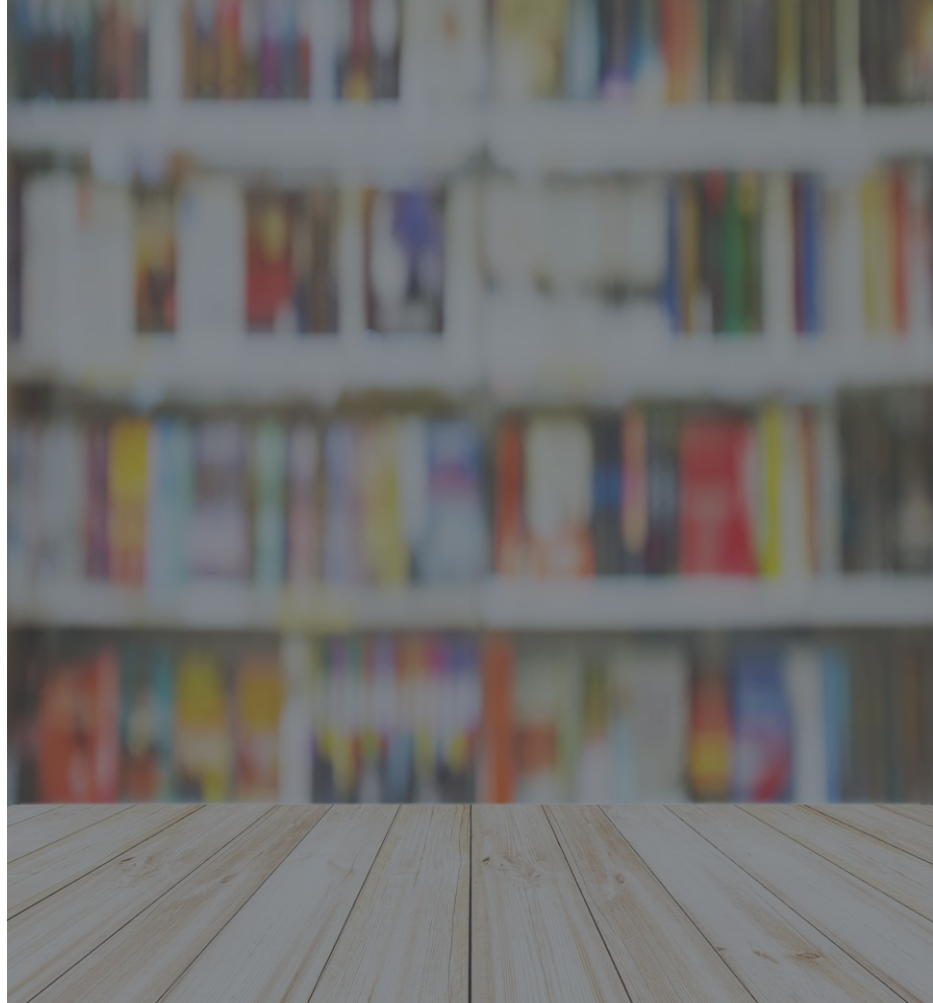


**Swati Sinha**  
Sr. Dir. Product Marketing,  
Reltio

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# Agenda

- **Shift to Digital**
- **Developing a winning growth formula**
- **The CX Footprint**
- **Connected Consumer Profile**
- **Use Cases**
- **Demo**
- **Best Practices**



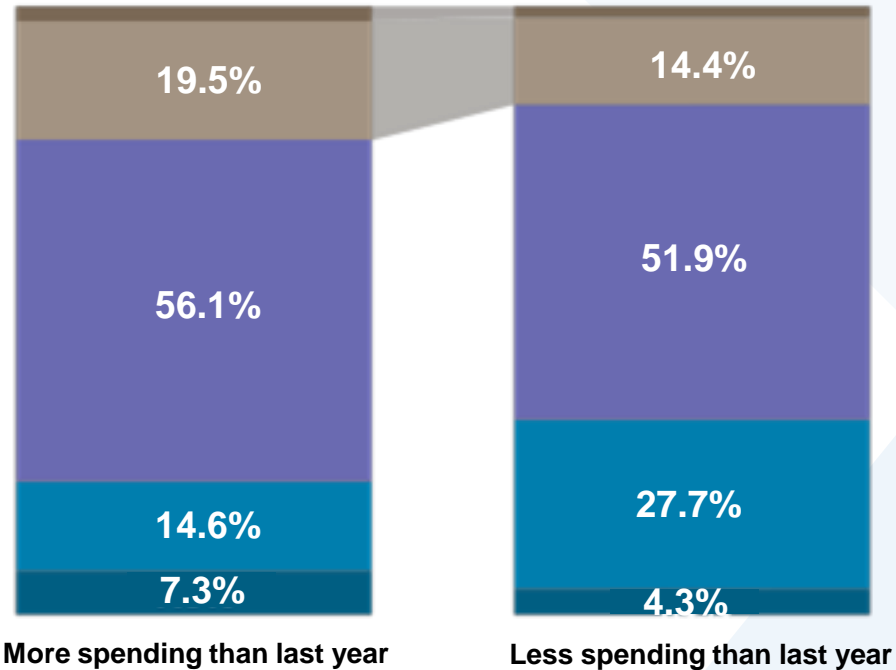
## POLL QUESTION #1:

Which technology is the highest priority for your organization to drive Digital Transformation?

- CRM
- Analytics/AI/ML
- eCommerce
- Marketing Automation
- MDM/CDP

# Shift to Digital Experience is the New Currency

- All of my in-store spending has shifted online
- Most of my in-store spending has shifted online
- Some of my in-store spending has shifted online
- Some of my in-store spending has shifted online
- Don't know/other



Source: [451 Research's Voice of the Customer: Macroeconomic Outlook, Consumer Spending, April 2020](#); [Voice of Connected User Landscape: Connected Customer](#)

# Developing a winning growth formula for The “New Normal”

Predict

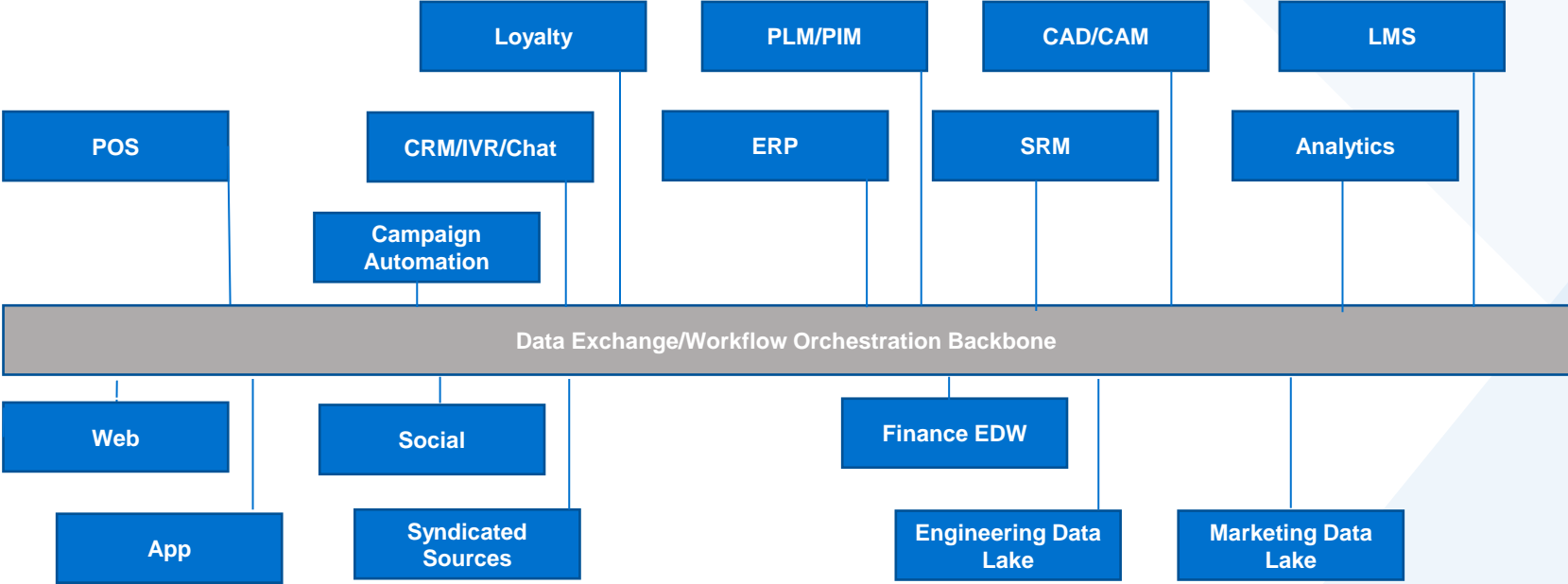
Rebound and Transform

Sustain

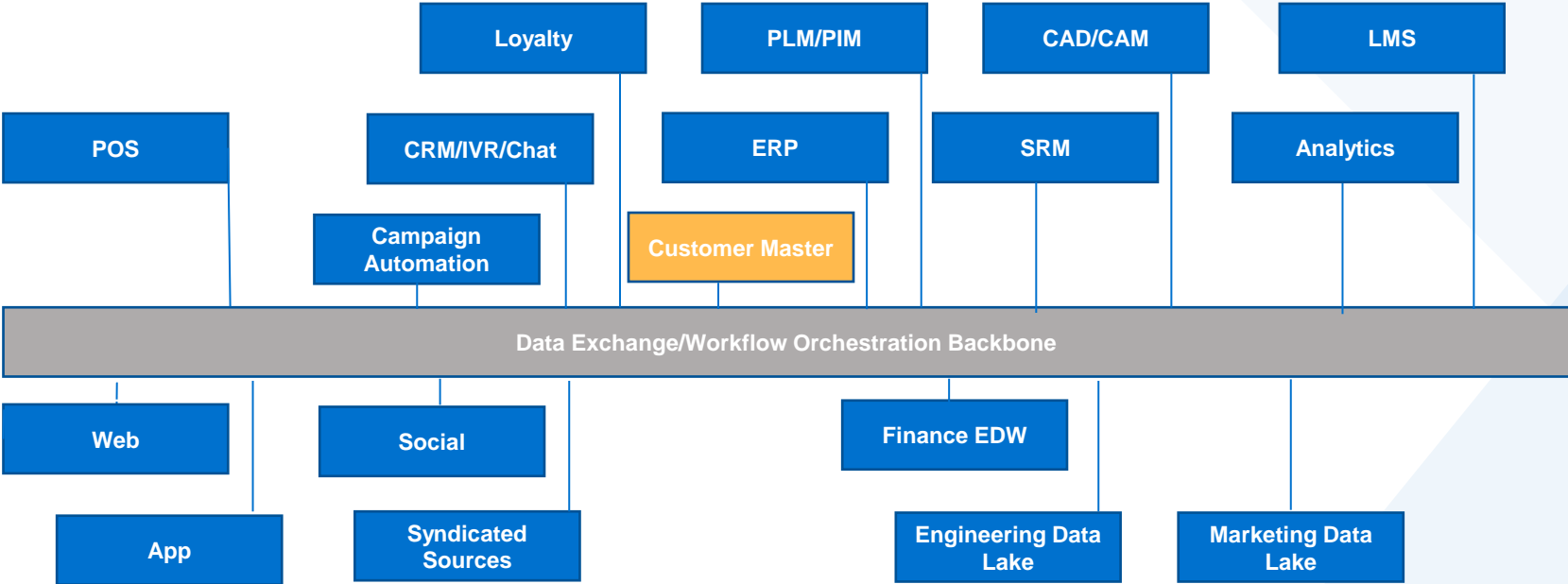
- Analytics on the most up-to-date understanding of consumer behaviors
- Harness a wide range of data sources for AI
- Translate insights into actionable insights

Source: McKinsey - “How CPG companies can sustain profitable growth in the next normal” June 2020

# Hyper-Personalize Engagement across CX Footprint



# Hyper-Personalize Engagement across CX Footprint



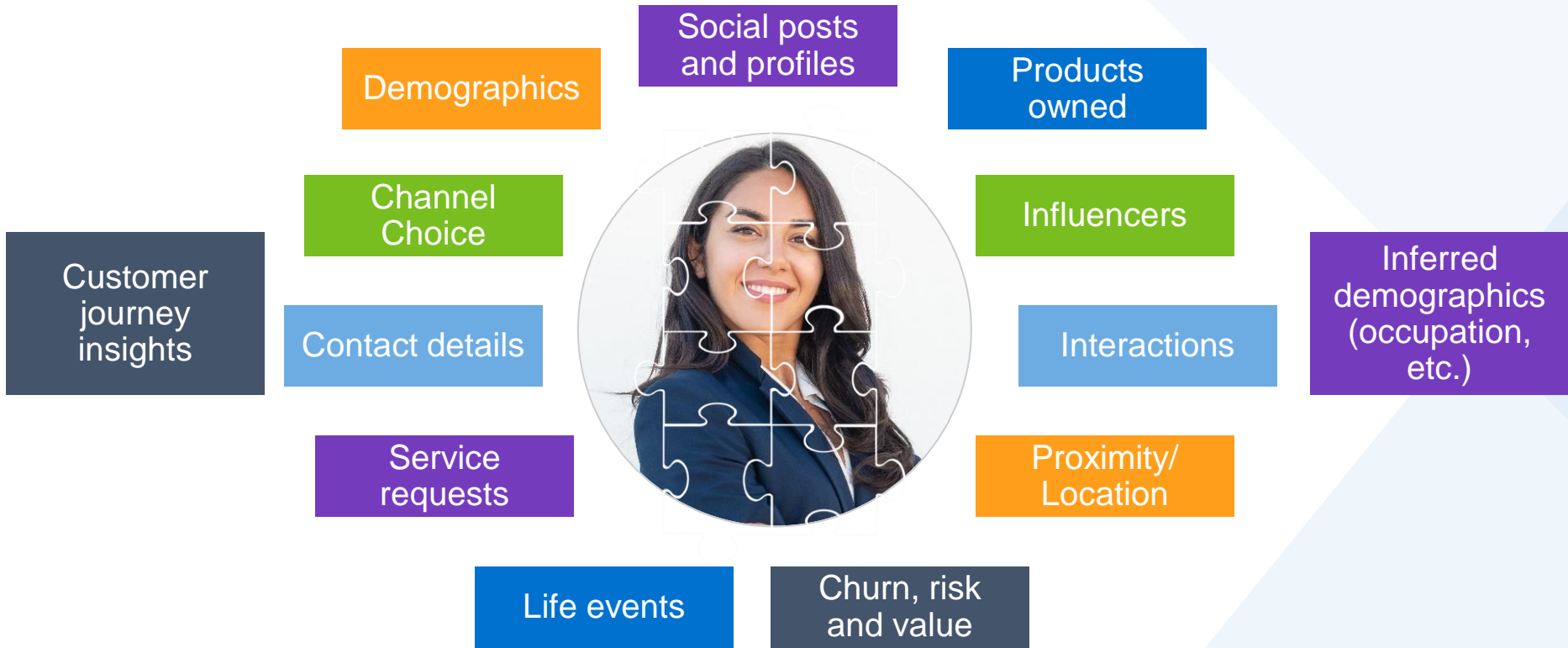


## POLL QUESTION #2:

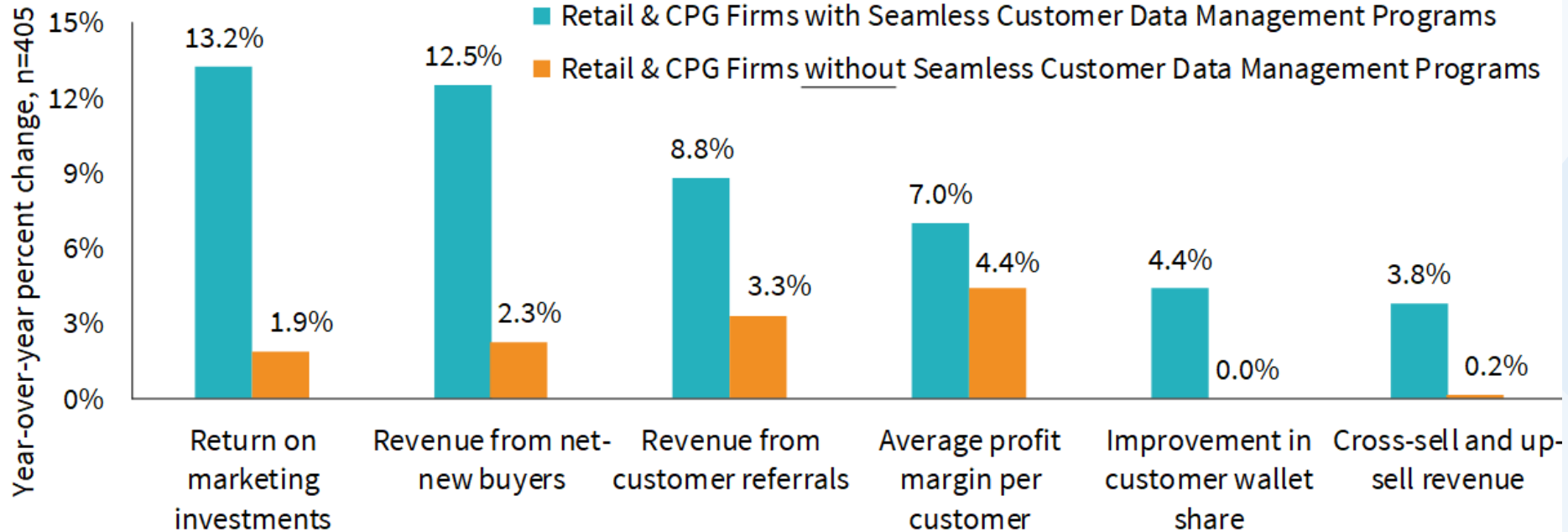
According to you what % of digital transformation success depends on good customer data?

- 10% or less
- 10% - 30%
- 31% - 50%
- 51% - 70%
- 71% - 100%

# Building Connected Consumer Profile



# Competitive Edge with Connected Engagement



Source: [Aberdeen Webinar: Data Strategy to Maximize Retail and CPG Digital Transformation ROI](#)

## POLL QUESTION #3:

What % of your customer data do you consider as good quality (terms of accuracy, timeliness, completeness, etc.)?

- >90%
- 75-90%
- 50-75%
- 25-50%
- <25%

# Use Cases

## Sales

A consumer electronics manufacturer realized a **8%** higher quota attainment by using a central, trusted customer profile driving its CX programs

## Marketing

A restaurant chain recovered \$1M in order volume by reducing its dependency on external loyalty/promotion vendor and related downtimes

## Marketing

A fashion house reduced its marketing spend by \$254,000 by reducing its data prep overriding quarterly Epsilon data

# Use Cases

## Sales

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## Marketing

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## Marketing

A fashion house reduced its marketing spend by \$254,000 by reducing its data prep overriding quarterly Epsilon data

## Marketing

A home goods manufacturer accelerated marketing dashboard development from 6 weeks to less than 1 by having a central consumer repository with a unique ID. concept.

## Inventory

A garment manufacturer and retailer reduced cancelled internet orders by 9%, partially by aligning inventory by channel based on fine-grained demand projections

## Design

A clothing & fragrance manufacturer and retailer predicted it can reduce its new product development timeline by 20% by via higher quality consumer data

# Hyper-personalized “in-the-moment” engagement



Connected Consumer Profile in 6 Easy Steps

# 6 Steps to Simplify the Complexity of Consumer Data

Single Customer View

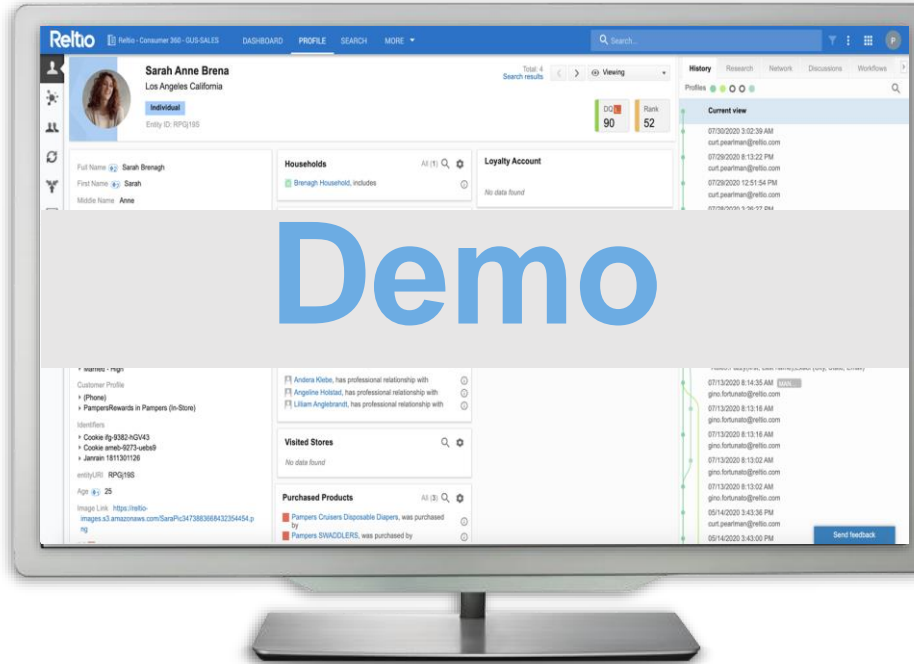
1

Onboard All Data, including Transactions

2

Unlock the Value of Relationships

3



4

Actionable Customer Insights

5

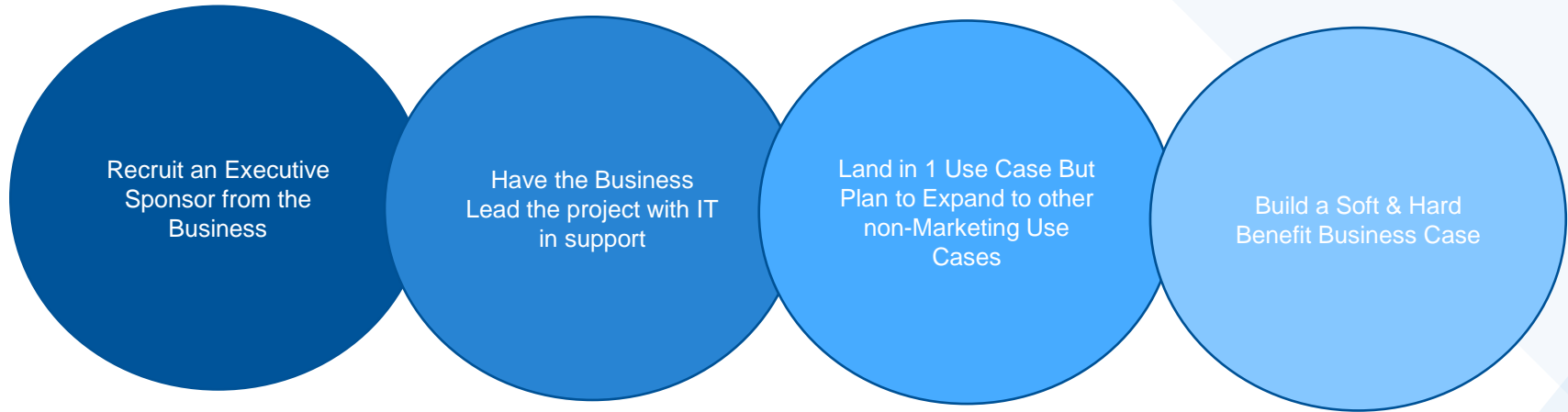
Simplify Compliance

6

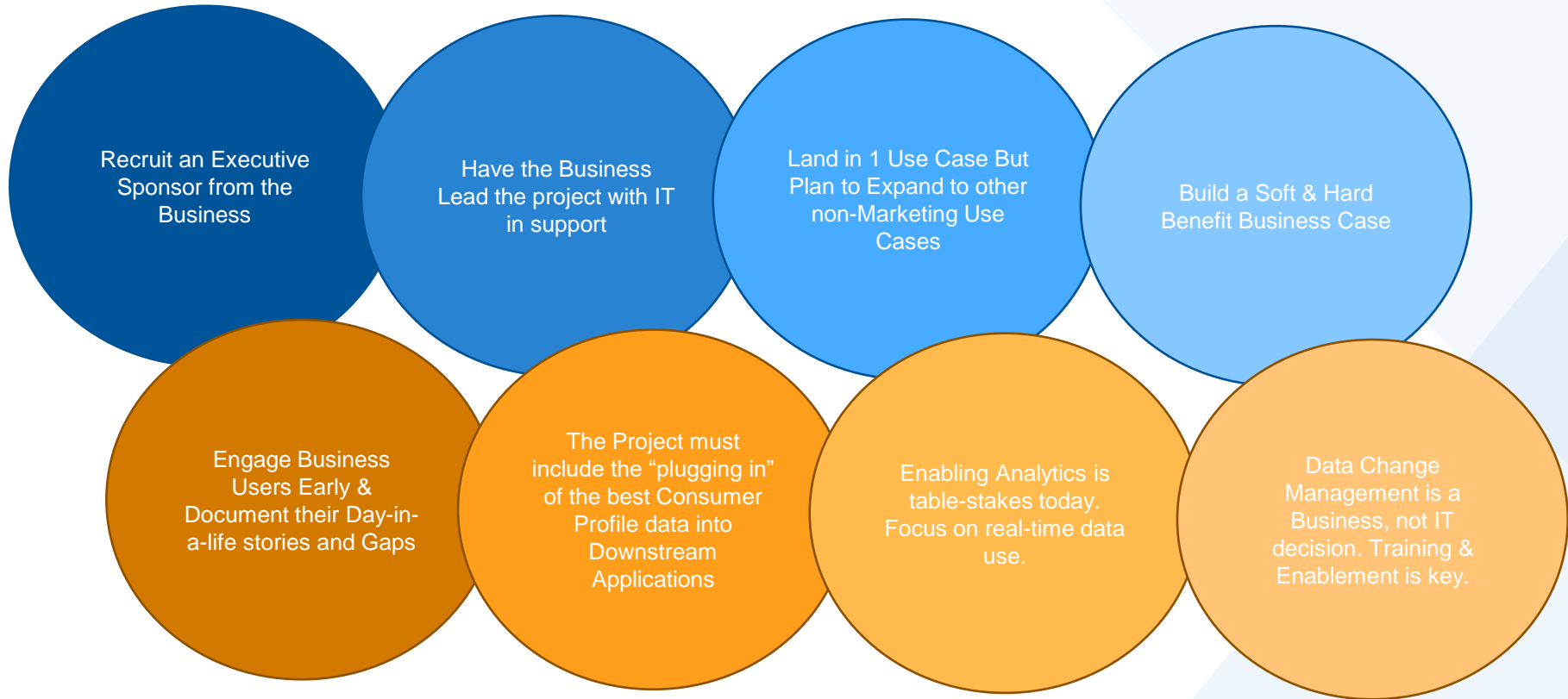
Contextual Connected Customer 360 Profiles



# How to get started



# How to get started



# Q&A

# Learn More

## Watch

Aberdeen Webinar: Data Strategy to maximize ROI in CPG and Retail



[Watch Now](#)

## Read

Gartner Report: Choose Between CDP and MDM

Published 30 January 2020 - ID G00465261 - 14 min read

Customer data platforms and master data management solutions both enable "360-degree" customer insights, but are optimized for different uses. Data and analytics leaders must evaluate the expected use cases and desired business outcomes of both.

### Overview

#### Key Challenges

- Hype about customer data platforms (CDPs) as a panacea for customer-related problems is liable to confuse data and analytics leaders seeking to understand how CDPs compare with master data management (MDM) solutions for enabling 360-degree customer (C360) insights.
- Differing opinions about the trustworthiness and completeness of customer data within organizations make it difficult for data and analytics leaders to agree on requirements for C360 insights.
- Organizations that fail to understand their use cases, desired business outcomes and customer data governance requirements have difficulty choosing between CDPs and MDM solutions, because of overlapping capabilities.

#### Recommendations

[Download Now](#)

## Go Deeper

[click here](#)



[Schedule demo](#)

email: [getconnected@reltio.com](mailto:getconnected@reltio.com)

The Reltio logo is displayed in white text on a blue diagonal background. The letter 'i' in 'Reltio' has a small orange dot above it.

**Reltio**

The text 'Thank You!' is centered on the page. 'Thank' is in a medium blue font, and 'You!' is in a larger, bold blue font. The background behind the text is a blurred, warm-toned image of a Christmas tree with lights.

**Thank  
You!**

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