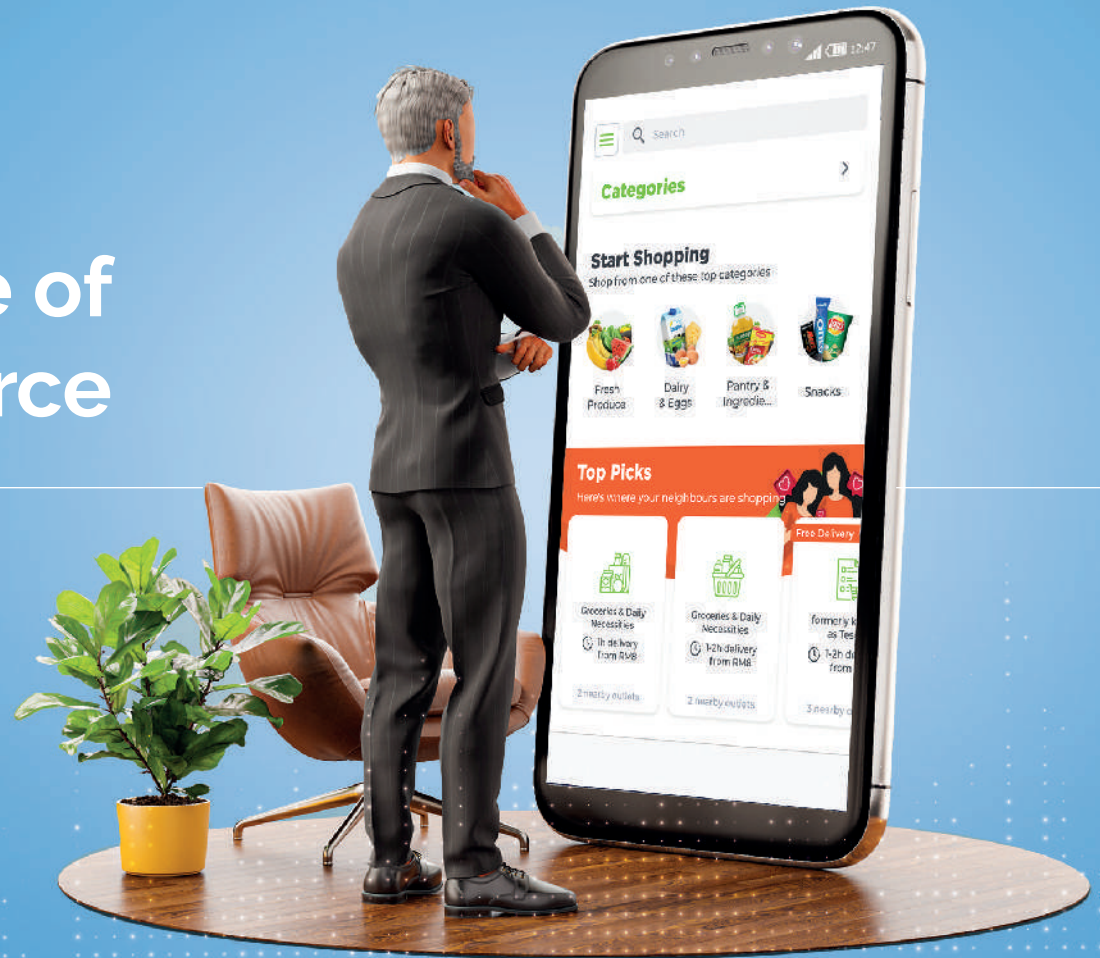# ada ◆ TREASURE DATA

The Future Landscape of Omnichannel Commerce

A Multifaceted, Integrated Approach to Marketing

An Introduction

Omnichannel commerce comprises a multifaceted, integrated approach to marketing that ushers a seamless experience for customers across diverse digital and physical platforms.

The ubiquity of smartphones has availed customers to a plethora of purchasing avenues, furthering the implementation of omnichannel strategies by many businesses.

The Harvard Business Review, for example, estimates that 73 percent of all customers use multiple channels during their purchasing journey.

As customer journeys become progressively more complex, the number of touchpoints has invariably increased as well. However, the various channels and consumer data embedded within them may remain siloed. Oftentimes, these silos in online, offline and mobile systems result in a fractured customer experience.

Consequently, brands in Asia are increasingly turning to Customer Data Platform (CDP) to address these challenges by unifying these silos to create a data foundation for orchestrating seamless omnichannel experiences.

With this white paper we hope you can grow your global audience across 100+ social media channels and 80+ online marketplaces, while managing your products from one place using Customer Data Platform (CDP).

[1] *https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works.*

Omnichannel Trends in Asia
The Next Evolution in Retail

" The largest market is the Fashion/Apparel sector with a projected share of US$14,950m in 2021."

While traditional storefronts still comprise the bulk of global retail sales, eCommerce appears poised to leapfrog brick and mortar enterprises in the not-too-distant future.

To illustrate, eCommerce is expected to reach US$67 billion in 2021 with a user base of about 330 million shoppers. [2]

Cross-channel sales strategies like Omnichannel marketing provide consumers with a seamless Customer Experience.

The advent of widespread digitisation in retail trade management has redefined the demarcations between brands and clients. As such, the ways in which customers make payments and businesses receive orders and deliver will continue to evolve.

[2] https://www.statista.com/outlook/dmo/ecommerce/southeast-asia

The Next Evolution in Retail (cont')

" In Malaysia, eCommerce is projected to reach 5.4 percent of all retail sales in 2025."
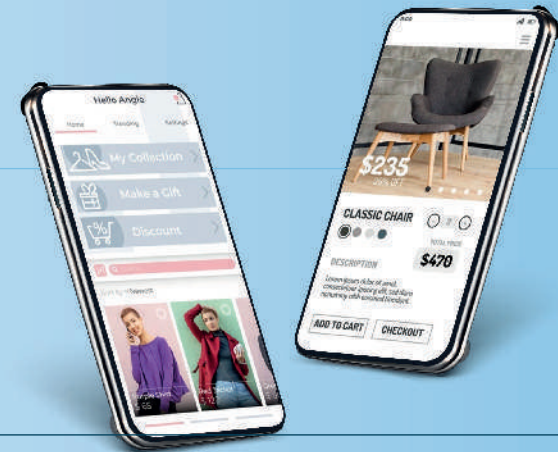
The transformative fallout from Covid-19, which caused significant damage to many enterprises, has renewed the impetus for businesses to transition into a hybrid operating paradigm, embracing online engagement whilst incorporating a skeletal workforce in physical sites.

In fact, retailers in Asia are already spearheading the development of state-of-the-art, unmanned store technology. [3]

Amid the devastating Covid-19 pandemic and subsequent lockdowns, the Asia Pacific region remains the growth engine of global retail, accounting for approximately three quarters of total growth.

Ernst & Young opines that almost 60 percent of businesses surveyed in Southeast Asia will seek to digitalise their operations through online sales and engagement in eCommerce platforms. [4]

Accordingly, a study by Advanis for Adobe finds that nearly three in five (58%) consumers redoubled their online shopping frequency, while three quarters (74%) expressed a desire to deviate from previous purchasing penchants. [5]

An online survey of 345 enterprises in Southeast Asia casts further light on operational readiness amongst businesses in the region vis-a-vis omnichannel integration.

While omnichannel marketing offers customers a myriad of pathways to liaise with their preferred brands, Customer Data Platform (CDP) personalises and enhances the experience. [6]

[3] https://insideretail.asia/2020/06/16/south-korean-telcos-developing-unmanned-stores/

[4] https://www.dksh.com/global-en/insights/key-drivers-and-trends-that-will-shape-asias-retail-industry-in-2021

[5] https://retailasia.net/e-commerce/in-focus/omnichannel-retailing-set-take-off-in-asia

[6] https://econsultancy.com/reports/the-omnichannel-imperative

[7] https://www.epsilon.com/us/about-us/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences

Why CDP should be at the center of your Omnichannel Strategy in Asia

"According to a survey by Epsilon, 80% of consumers are more likely to shop with brands that provide personalised services."

Treasure Data CDP offers organisations the ability to unify all customer data (first-, second-, and third-party), from online and offline sources, to create unique profiles that are comprehensive and accurate.

Retail companies are harnessing this technology in integrating their online, offline, and mobile data, to create unique personalised shopping experiences for their customers.

With the insights and real-time analyses of customer behaviours, retailers are seeing actionable business value. Here are a few examples of how brands are utilising Treasure Data CDP ;

Features of Treasure Data CDP

Unified Customer Views

Treasure Data enterprise CDP helps global brands harmonise their data, insights, and engagement technology stacks to drive relevant, real-time customer experiences throughout the entire consumer lifecycle.

Segmentation and Personalisation

Through the creation of dynamic segments, CDP helps you take real-time actions to personalise content, offers, and messages, both online and in the store.

Marketing-enabled Machine Learning (ML) Modelling

CDP harnesses the marketing power of predictive algorithms to automatically determine each shopper's intent and affinity on a massive scale. Treasure Data delivers guided machine learning models for actionable insights, even on the largest customer datasets.

Customer Journey Orchestration

By influencing the path to purchase with macro-level shopper journey planning and analytics, CDP visualises the effectiveness of marketing campaigns and customer service activities.

Pre-built Integrations

Treasure Data's 170+ integrations provide businesses with key, service and store execution marketing systems, enterprise-grade databases and other requisite data sources.

Treasure Data's CDP is designed from the ground up to automatically integrate all your data.

Treasure Data CDP Case Studies

PARCO Co. Ltd.

The veteran Japanese retailer, which operates 18 shopping malls nationwide, was an early acolyte of the omnichannel strategy combining offline data and mobile data to create an enhanced shopping experience.

PARCO evaluates customer data through its official smartphone app, POCKET PARCO, to promote customer lifetime value (CLV). Utilising the department store app, customers can follow their favourite brands and products through a "CLIP" function to receive updates and special promotions tailored to their interests. PARCO can track which clipped products have been purchased in-store to track promotion conversions.

When a customer opens the app within a PARCO department store, they receive PARCO Coins. The customer can gain additional Coins through the app's "WALK" function by counting the steps walked within the department store. These Coins can be exchanged for discount coupons. Customers can also rate the purchase experience of individual tenants within a PARCO department store through the app.

The POCKET PARCO App has allowed PARCO to realise a new omnichannel customer journey that increases engagement with customers. This omnichannel strategy has allowed PARCO to utilise data to understand their customers' individual needs and provide a better experience.

By employing a data-driven omnichannel strategy, PARCO Co. Ltd has:

- Increased purchase amounts from users of the POCKET PARCO "WALK" function by 20-30% within the first 6 months

- Raised the number of stores visited by users of the "WALK" function by 2

- Gained the ability to understand and visualise the interests of individual customers

Treasure Data CDP Case Studies

Stripe International Incorporation

At Stripe International Incorporation, the effective use of customer data has yielded appreciable dividends.

The apparel retailer and lifestyle brand commenced employing customer data to bolster its advertising results and grow its customer base.

The results of its first CDP-driven data modelling were so compelling that the company decided to expand the use of its CDP.

Stripe now leverages its deep understanding of customers to other parts of its business including:

Personalised customer journeys and targeted selling in its retail and lifestyle brand business

Utilised data for sales targeting for retail and lifestyle brands

Syncing its supply-chain systems and hyper-localising store inventory using CDP-powered projections of customer demand based on sophisticated customer behaviour models.

Meeting the constant challenge to synchronise supply chain systems and optimise store inventory

Predictive analytics, targeting and segmentation for better retail results

ADA and Treasure Data Work in Tandem to Advance a Uniquely Compelling Proposition

Treasure Data, established in Mountain View, California, circa 2011, specialises in unifying customer data on a central, cloud platform that marketers can access and utilize. Leveraging on the strength of its tried and trusted CDP, Treasure Data serves over 450 companies in highly competitive markets across the globe, particularly in Asia.

ADA, a subsidiary of telecommunications giant Axiata, is an artificial intelligence (AI) enterprise that dispenses rich business insights, data enrichment and advanced digital analytics across the breadth of South and Southeast Asia.

Treasure Data and ADA together ensure that your CDP is utilised across the full marketing and sales journey by utilising a best-in-class product with our end-to-end performance management approach to drive business ROI.

Glossary
(Frequently Used Abbreviations)

CDP - Customer Data Platform

CRM - Customer Relationship Management

CRO - Conversion Rate Optimisation

UX - User Experience

ROI - Return on Investment

CX - Customer Experience

CLV - Customer Lifetime Value

AI - Artificial Intelligence

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