



Keynote Presentation **[Unified Data Profiles]** How a 'Unified Data Strategy' Can Help You Grow Revenue & Customer Loyalty



TWILIO
Segment

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How a **'Unified Data Strategy'** can help you grown revenue & customer loyalty



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Companies
who win create
**personalized
experiences.**

40%

more revenue

generated from companies who
excel at personalization

Source: McKinsey & Company; *"The value of getting personalization right—or wrong—is multiplying"*, Nidhi Arora, Daniel Ensslen, Lars Fiedler, Wei Wei Liu, Kelsey Robinson, Eli Stein, and Gustavo Schüler; November 2021. McKinsey Next in Personalization 2021 benchmarking survey 2/7-2/14/2021.



Companies think they are delivering great personalized experiences

A horizontal bar chart with a red bar representing 46%.

46%

of **companies** believe they're doing an excellent job of personalization

A horizontal bar chart with a red bar representing 15%.

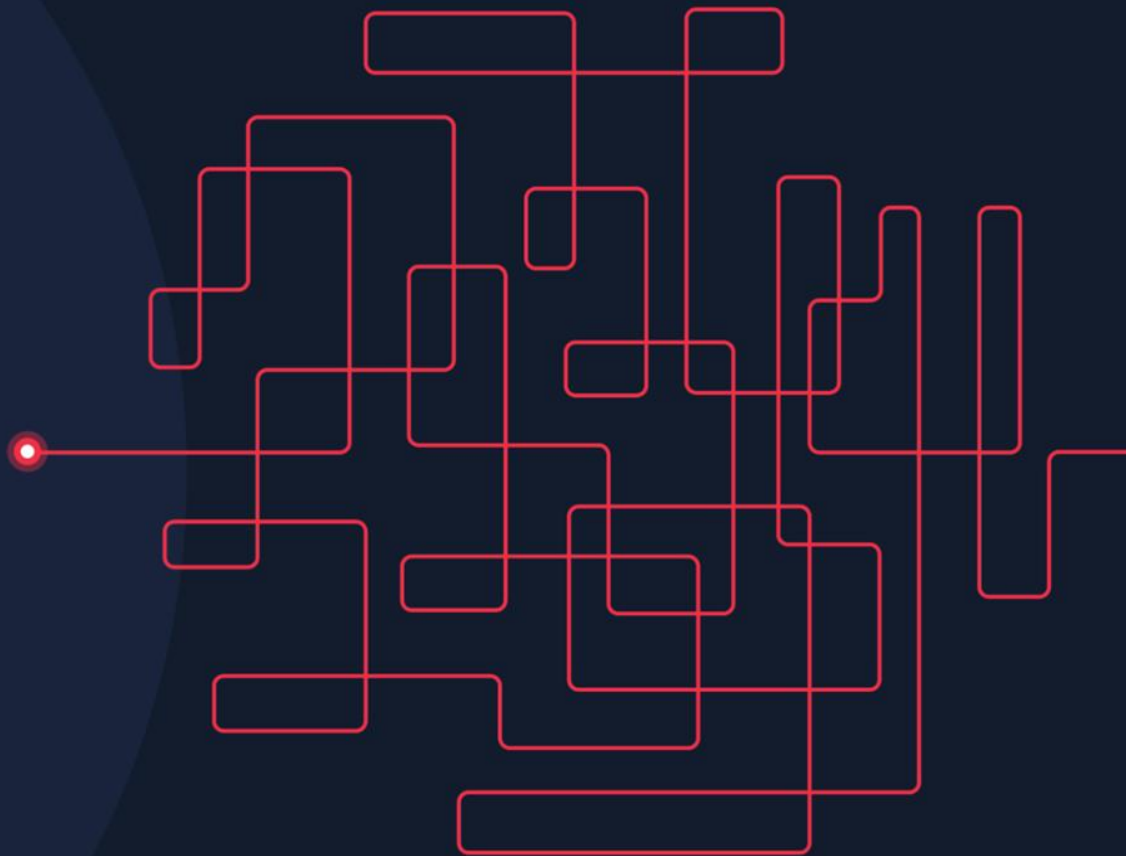
15%

of consumers **agree**



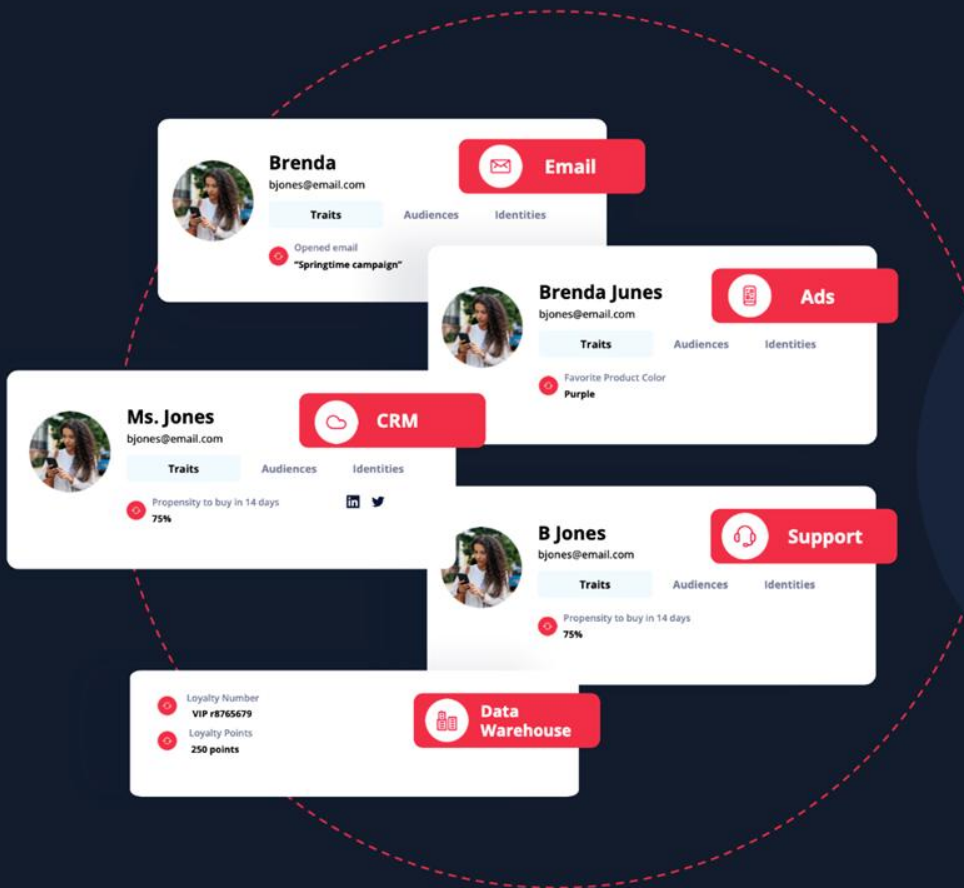
\$96B

is **wasted** on trying





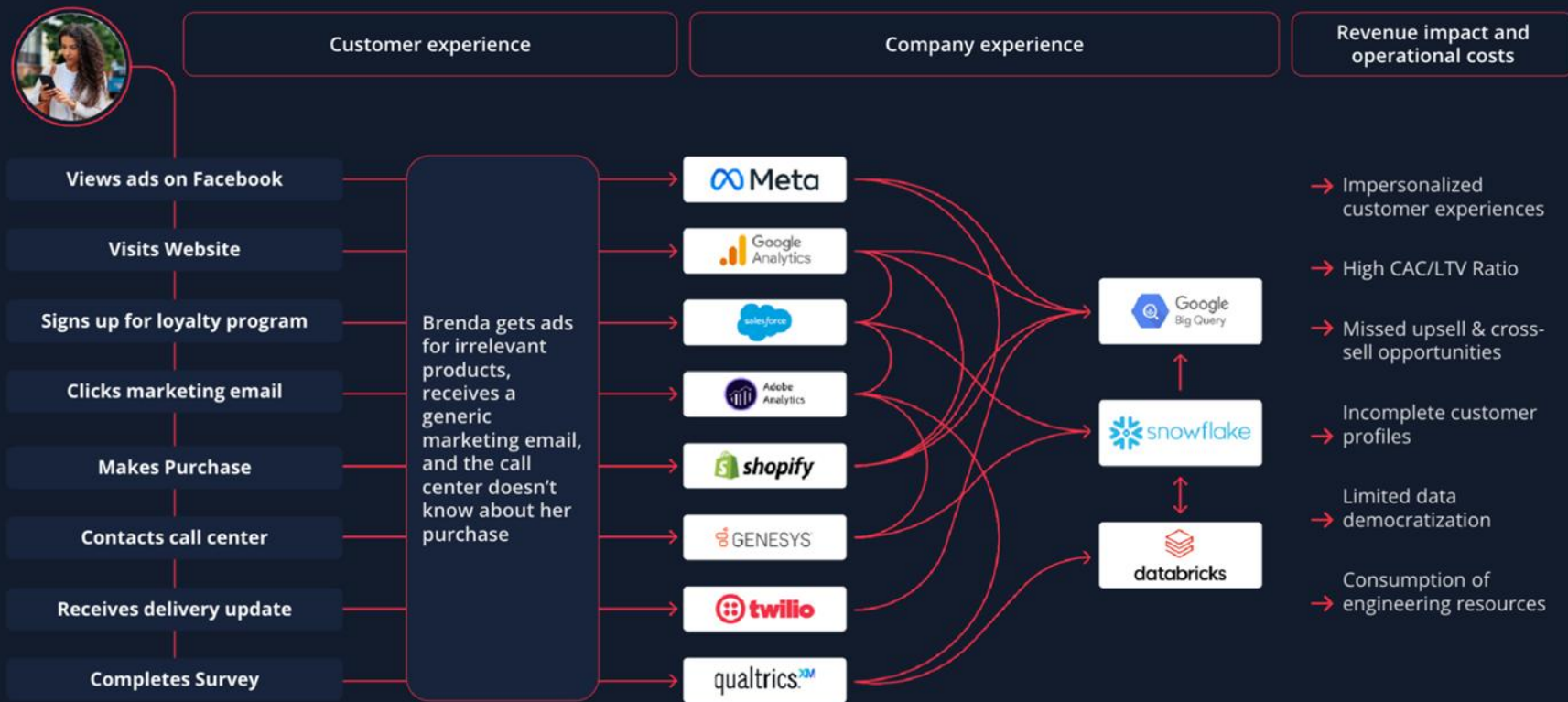
Most companies find it difficult to get a complete view of their customer



- ✗ Data silos
- ✗ Incomplete profiles
- ✗ Mixing real-time and batch data



Disjointed tech stacks cause disjointed customer experiences






Twilio Segment delivers a unified view of your customer

Gain the insights needed to make in-the-moment business decisions and deliver campaigns that convert

Twilio brings
together data
across
communications,
AI and all your
data sources

Brenda Jones 

Email
bjones@email.com

Phone
001 313 800 8989

WhatsApp
@brejo78989

Loyalty Number
VIP r8765679

IP address
123.123.123.123

Mobile ID
AB1234CD-E123-12FG-J123

Events

- Added to cart
Tennis Time shoes
- Opened email
"Springtime" campaign
- Viewed product demo
Tennis shoe video

Channels

- Best channel
SMS Verified

Traits

- Last product bought
Wings 22 running shoes
- Favorite product color
Purple
- Recommended Product
Wings 23 running shoes

Preferences

Best time to send
7:00 - 10:00 AM ET

Consumer Consent

- Website opt in ✓
- Email opt out ×
- SMS opt in ✓
- Voice opt in ✓

AI powered Verified



We believe the future of customer engagement is at the intersection of data, communications and AI




Unified Profiles offer a holistic view of your customer and power AI personalisation

Data warehouse data

Key customer data from data warehouses

Communications data

Understand how the customer communicates to drive your outbound strategy

 **Brenda Jones**
Customer since Jun 11th, 2009

[Details](#) [History](#)

Contact Information

Phone number
07883 373 373

Email
email@email.com

Address
4032, 23rd street, San Francisco, CA, 94114

Membership Details

Membership type
VIP

Membership number
e786r48778

Membership expiry date
June 10th, 2029

Customer Interactions

Total interactions this year
7

Frequent inbound channel
SMS

Preferred communication time
Morning (9AM - 11:30AM)

Sentiment in last interaction


Positive


Customer Predictions


Propensity to churn
6%, Less than average

Predicted lifetime value
Top 25%, Higher than average

Products of interest

 Vibing headphones
\$250

 Mystic Phone
\$499

 Magic tablet
\$899

Pages viewed in last 24 hours

[Online FAQ](#)

[Return policy](#)

[Refunds & Exchanges](#)

[Delivery & Returns](#)

AI data

Enable individualised interactions with context using AI-derived traits

Customer activity

Simplify cross sell by showcasing real-time events from mobile & web



Here's **one** example...



How **PharmaPets'** unified data strategy helped grow revenue and customer loyalty



pharmapets

PharmaPets, founded in **Belgium**, is a **leading online pet pharmacy** offering **science-backed wellness products and personalised care solutions** to help pets live healthier, longer lives across Europe.





PharmaPets are on a mission to make pet health accessible to everyone.



PharmaPets combines **e-commerce with pet wellness**, offering trusted **products** and **personalised care** to help pets live healthier across Europe.



Their **subscription service** for **essential pet products** has grown to over 50,000 members, boosting customer loyalty.



The company connects with pet owners through **multiple touchpoints**, including their **website, email, and automated messaging**, to provide seamless and relevant interactions.



Constantly evolving, **PharmaPets** adopts the latest technologies to **refine its operations, enhance user experiences, and drive sustainable growth**.

Prioritising **data unification** to fuel business growth and customer loyalty



Difficulty creating a unified view of each customer

Information was fragmented across multiple platforms, such as **Google Analytics, Facebook Pixel, and the e-commerce platform.**



Lack of real-time insights into customer behaviour

Managing a growing customer base and providing tailored interactions across multiple touchpoints (**website, email, in-app**) was difficult **without a cohesive data infrastructure.**

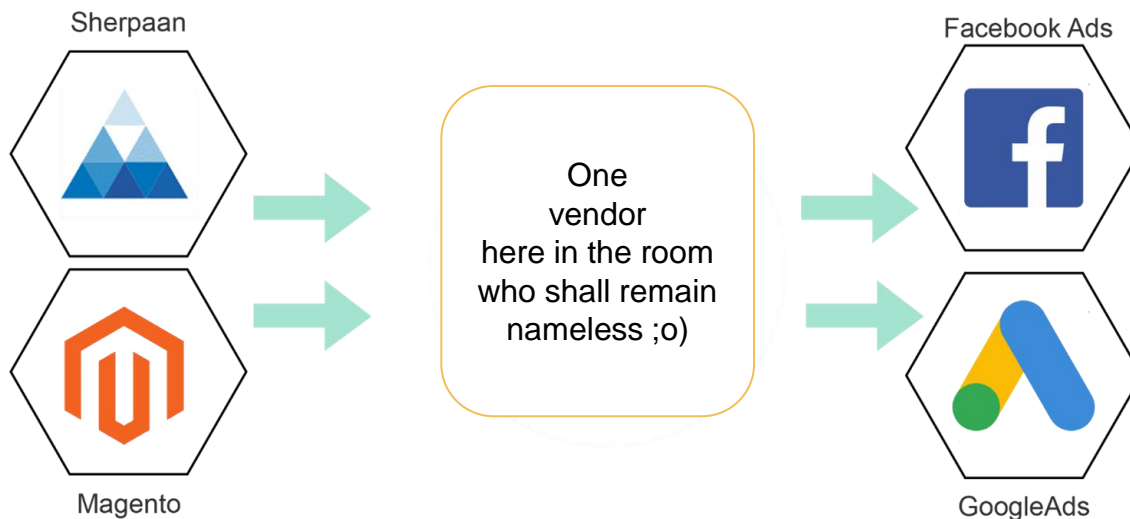


Challenges in data accuracy, consistency, and scalability

Discrepancies between data sources led to **inconsistencies in customer profiles**, making it difficult to trust insights and **automate personalised experiences** effectively. Additionally, we faced limitations in quickly **integrating new data sources**, which slowed down our ability to **enrich customer profiles** and **adapt to changing business needs.**

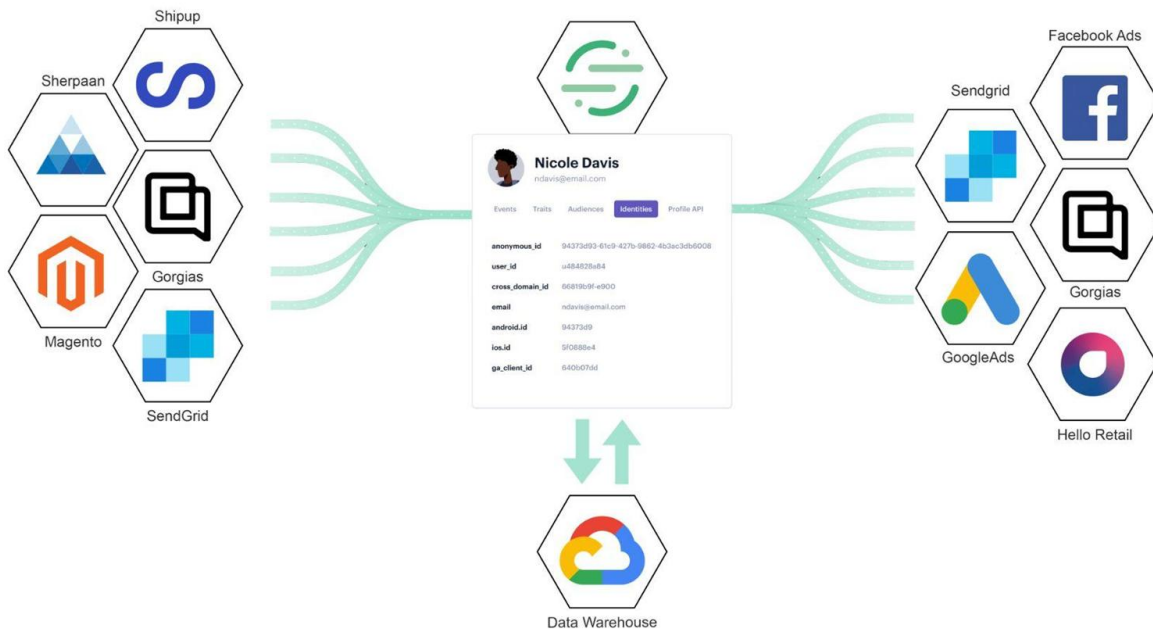


The data flow and Martech tech stack before the CDP implementation





CDP as central enabler of unifying data across **PharmaPets** tools



Cross-channel marketing campaigns powered by **unified data** and **real-time personalisation**



Step 1:

Convince the customer to switch to our own brand

Wat je kat nu eet → Wat wij voorstellen

Royal Canin Renal Kattenvoer 2kg € 31.89 € 15.95 / kg

Purviso Veterinary Diets Renal € 22.46 € 15.72 € 7.49 / kg € 5.24 / kg

Dynamic mail content created 7 days before predicted next purchase date.

Step 2:

Purchase Order confirmation via Email

Order is Confirmed!

We'll ship it out soon

Thank you for choosing us!

Your purchase for Bruno is on its way! You'll receive it tomorrow.

Track order

Step 3:

A) Help customer how to change the food (personalised vet information)

B) Ask customer for feedback

Laat je kat rustig wennen.

Je kat moet lichamelijk en mentaal aan de nieuwe voeding kunnen wennen. Je pakt de overgang tussen oud voer en nieuw voer daarom best stap voor stap aan.

Diët 1:1	Diët 2:1	Diët 3:1	Diët 4:1
75%	50%	25%	0%
25%	50%	75%	100%

Vragen?

Onze dierenarts staan stand-by met gepersonaliseerd medisch advies. Je kan vrijblijvend bij hen terecht via videogesprek, chat en e-mail.

Stel een vraag

Step 4:

Try to convince customer to purchase own brand with next purchase.

Hey Chris, Thank you for your last order! Why not stock up on a new bag of Purviso Veterinary Diets Renal with a 10% discount? Use the coupon code: PUR10 (valid for 5 days).



How **PharmaPets**' unified data strategy helped grow revenue and customer loyalty



5%

switch to own brand

Engage

Profiles Sync

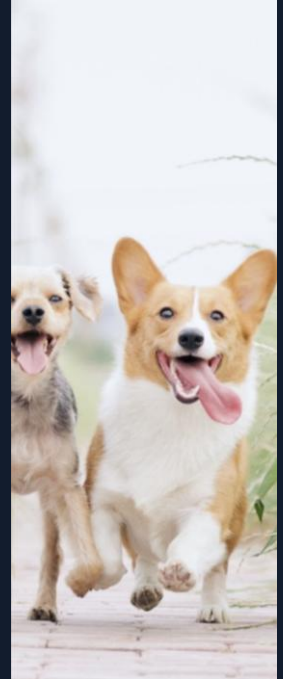
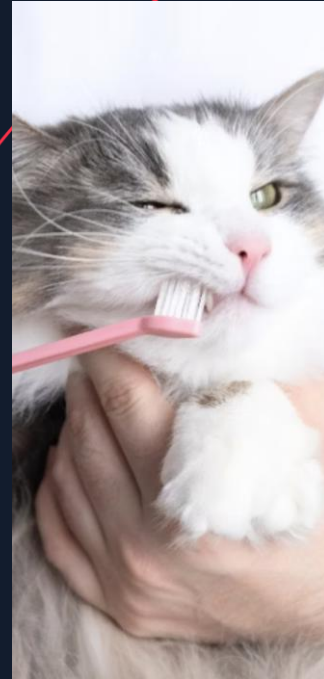
Reverse ETL

10%

boost in customer retention

Engage

Functions





Twilio Segment is loved by 8,000+ companies delivering great experiences



65% reduction in customer acquisition costs



70% increase in revenue for IBM Cloud



376% more mobile app visitors with personalized content



29% decrease in customer churn with personalized emails



64% decrease in cost per acquisition



100X increased registration rates



39% increase in overall net cash per member



70% more efficient with engineering resources



20% increase in campaign open rates



\$400 Million in new revenue through direct-to-consumer channel



3 billion data points collected per month



93% time saved adding new data sources



The CDP Report 2025



Download the
free report by
scanning the
QR Code



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Thank you

Email: aklose@twilio.com

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