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

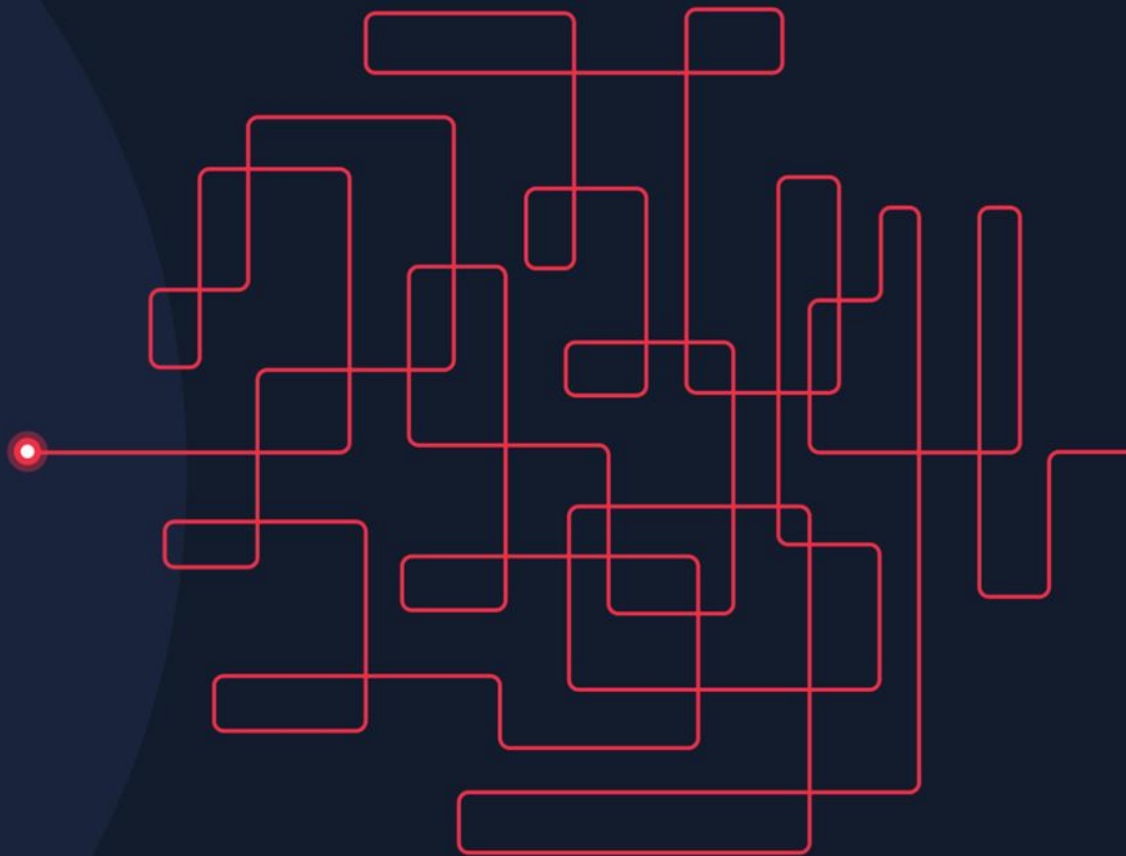**46%** of **companies** believe they're doing an excellent job of personalization
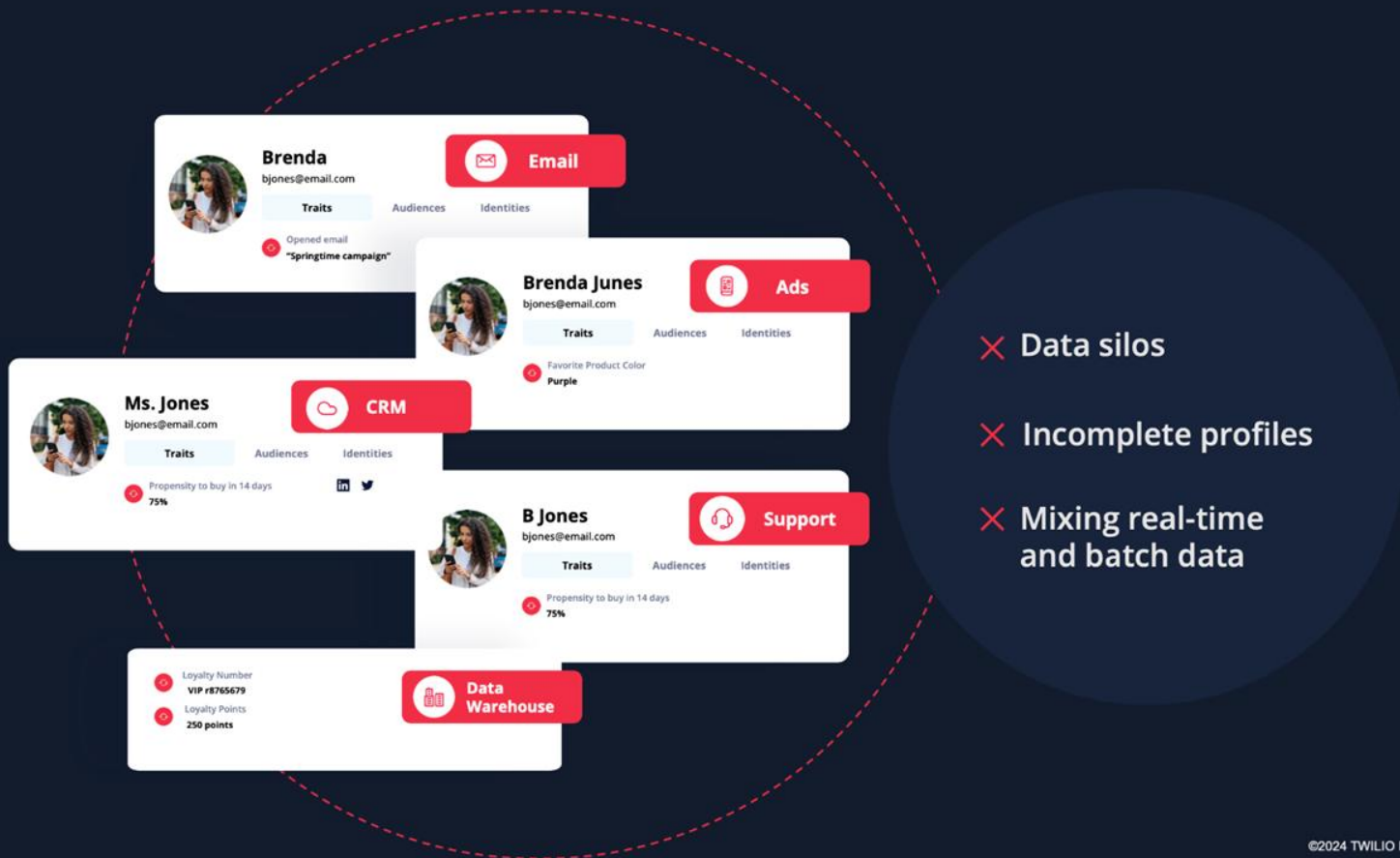
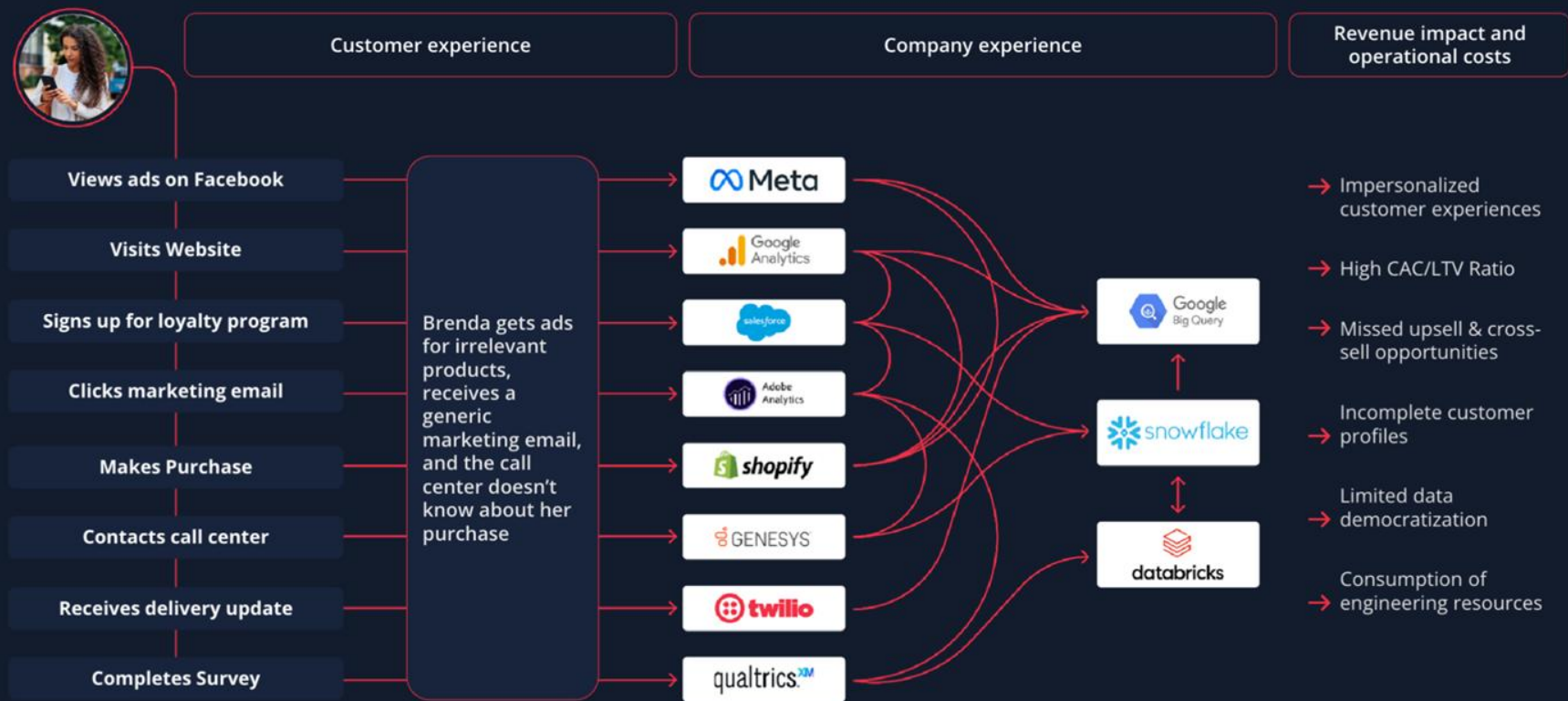**15%** of consumers **agree**

$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

Customer experience

Company experience

Revenue impact and operational costs

Views ads on Facebook

Visits Website

Signs up for loyalty program

Clicks marketing email

Makes Purchase

Contacts call center

Receives delivery update

Completes Survey

Brenda gets ads for irrelevant products, receives a generic marketing email, and the call center doesn't know about her purchase

∞ **Meta**

Google Analytics

salesforce

Adobe Analytics

shopify

GENESYS

twilio

qualtrics.XM

Google Big Query

snowflake

databricks

→ Impersonalized customer experiences

→ High CAC/LTV Ratio

→ Missed upsell & cross-sell opportunities

→ Incomplete customer profiles

→ Limited data democratization

→ Consumption of engineering resources

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
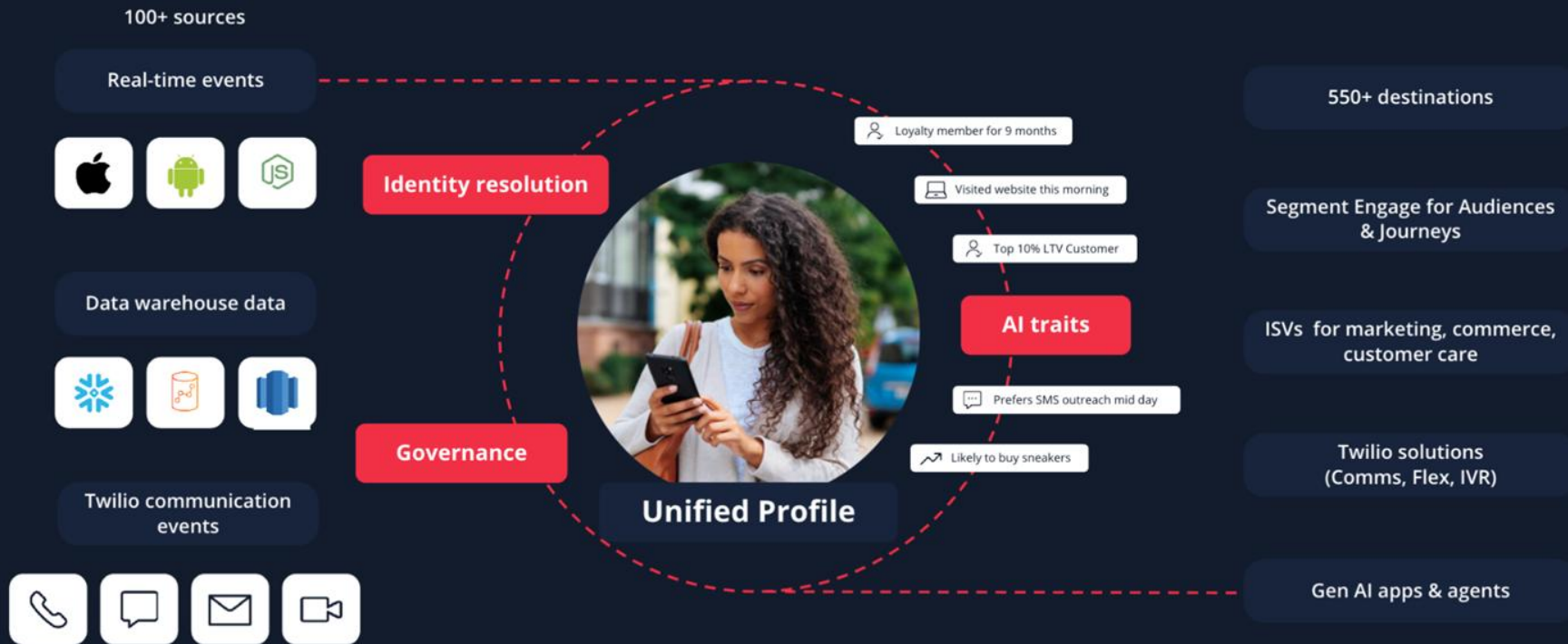
Website   opt in ✓

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

100+ sources

Real-time events

Data warehouse data

Twilio communication events

Identity resolution

Governance

Loyalty member for 9 months

Visited website this morning

Top 10% LTV Customer

AI traits

Prefers SMS outreach mid day

Likely to buy sneakers

Unified Profile

550+ destinations

Segment Engage for Audiences & Journeys

ISVs for marketing, commerce, customer care

Twilio solutions (Comms, Flex, IVR)

Gen AI apps & agents

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

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 ths 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

Data warehouse data

Key customer data from data warehouses

Communications data

Understand how the customer communicates to drive your outbound strategy

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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, 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 experience**s, 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**.
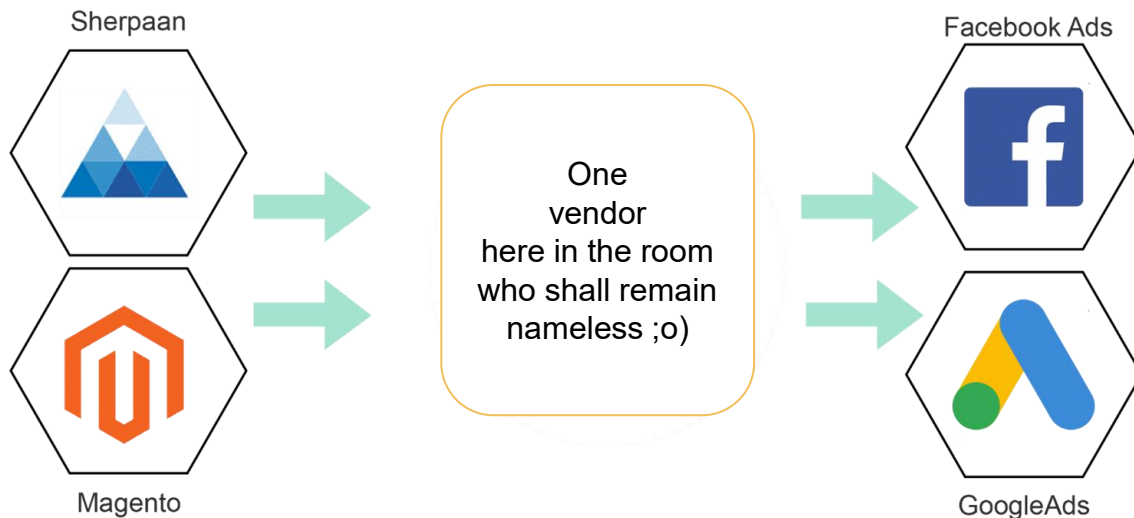
Challenges in data accuracy, consistency, and scalability

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**.
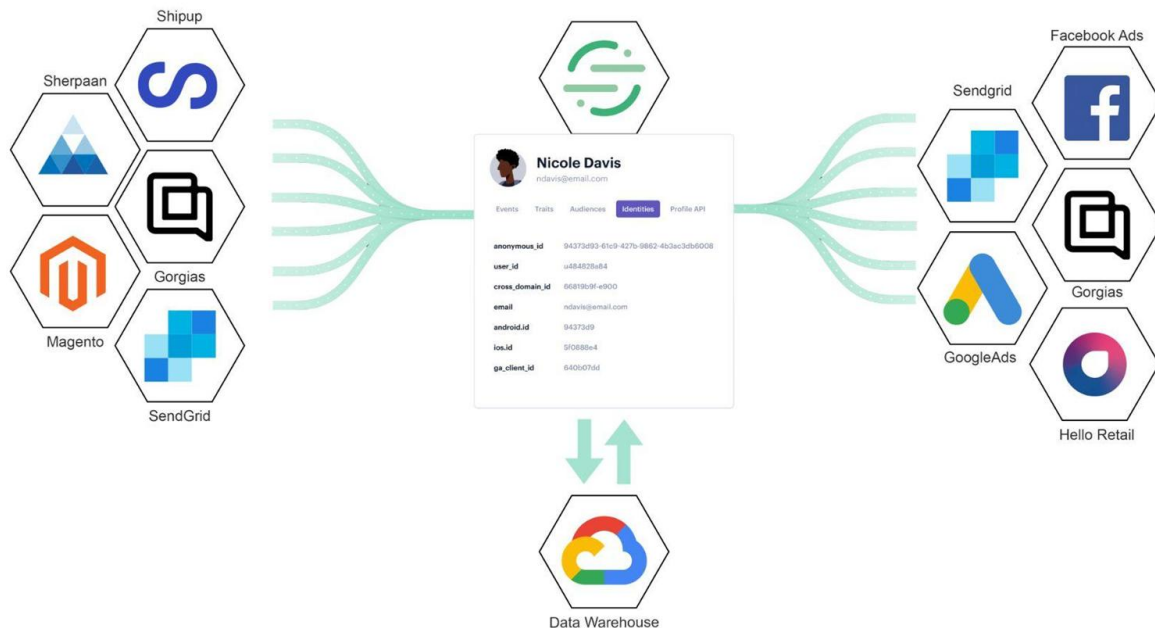
The data flow and Martech tech stack before the CDP implementation

Sherpaan

Magento

One vendor here in the room who shall remain nameless ;o)

Facebook Ads

GoogleAds

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

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.

DAG 1-2	DAG 3-4	DAG 5-6	DAG 7-8
75%	50%	25%	0%
25%	50%	75%	100%

Vragen?

Onze dierenartsen 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
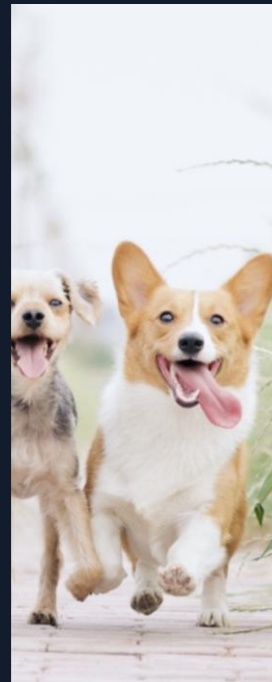
5%
switch to own brand

Engage

Profiles Sync

Reverse ETL

10%
boost in customer retention

Engage

Functions

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

Domino's
65% reduction in customer acquisition costs

IBM
70% increase in revenue for IBM Cloud

FOX
376% more mobile app visitors with personalized content

Fender
29% decrease in customer churn with personalized emails

Toggle A Farmers® Company
64% decrease in cost per acquisition

MongoDB
100X increased registration rates

The Motley Fool
39% increase in overall net cash per member

ARDUINO
70% more efficient with engineering resources

trademe
20% increase in campaign open rates

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

ABInBev
3 billion data points collected per month

sanofi
93% time saved adding new data sources

Thank you

Email: aklose@twilio.com
Web: www.segment.com