How Syntasa's Composable CDP Powered a Retailer's Digital Acceleration

BACKGROUND

A leading electronics retailer in the United Kingdom and Ireland recognized the need to maximize its data's value to improve marketing efficiency, enhance personalization, and deepen customer insights. Amid evolving privacy regulations, growing competition, and rising customer expectations for tailored experiences, the retailer needed a solution to accelerate data-driven decision-making and optimize digital marketing performance.

To achieve this, they partnered with Syntasa and implemented its Composable Customer Data Platform (CCDP) within their Google Cloud Platform (GCP) environment. This collaboration allowed the retailer to unlock real-time insights, automate audience targeting, and drive meaningful engagement across multiple marketing and operational functions. The result? Significant revenue gains, improved marketing efficiency, and a future-proofed data strategy.

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CHALLENGES & PAIN POINTS

The retailer faced marketing inefficiencies, technical limitations, and data gaps that prevented them from fully leveraging customer data. These challenges slowed decision-making, limited personalization, and made it difficult to execute seamless, data-driven marketing campaigns. Below are the key obstacles they needed to overcome:

1. **Data Management:**
   The retailer's data analysts spent a significant portion of their day transforming raw website analytics and transaction data into usable insights, as inefficient data processing required extensive time for cleaning and preparation before meaningful analysis could begin. For example, Adobe Analytics captured web behavior data in a raw format, making it difficult for analysts to interpret without extensive manual work, delaying business decision-making.

2. **Customer Journey:**
   In the pre-purchase stage, fragmented customer data made it difficult to track visitor behavior and personalize experiences, limiting their ability to engage potential buyers effectively—especially as third-party cookies were phased out. During the purchase stage, slow data processing delayed insights, preventing real-time personalization and accurate product recommendations. Cart abandonment also went largely unaddressed, resulting in missed conversion opportunities.

   In the post-purchase phase, a lack of automated data monitoring and customer segmentation hindered their ability to re-engage past customers with relevant offers. Additionally, without seamless cross-channel activation, measuring and optimizing marketing efforts across different touchpoints remained a challenge.

3. **Marketing Personalization:**
   The retailer faced challenges in leveraging first-party data for real-time personalization. Customer segmentation relied on manual batch processing, delaying audience activation and reducing the effectiveness of targeted marketing. Without a unified view of customer profiles, data silos led to inconsistent messaging across paid media, email, and web personalization. By not fully utilizing stitched customer profiles, they struggled to retarget users effectively, missing opportunities to drive higher personalization and conversion rates.

4. **Machine Learning for Product Recommendations:**
   The retailer's recommendation engine was static and unable to adapt based on real-time behavior or historical purchase patterns. Collaborative filtering struggled with data sparsity, making recommendations ineffective for niche products.

5. **Third-Party Cookie Deprecation:**
   The deprecation of third-party cookies reduced the company's ability to track users across sites, impacting paid media efficiency. A lack of server-to-server integration prevented compliant data sharing with platforms like Facebook & TikTok.

6. **Data Quality Monitoring:**
   They lacked an automated anomaly detection system, leading to delayed identification of data discrepancies such as missing transaction records or traffic spikes. Data pipeline failures often went unnoticed until analysts manually reviewed reports, causing disruptions in marketing and reporting.
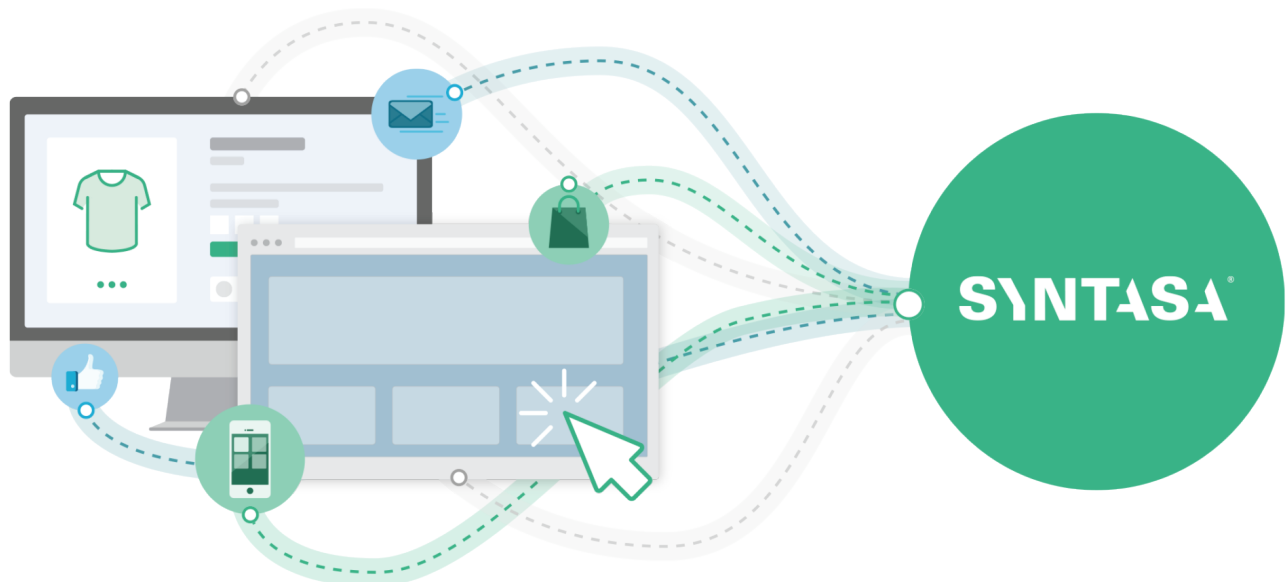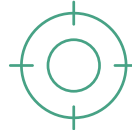
SYNTASA'S SOLUTIONS & IMPACT

Syntasa's Composable CDP was deployed within the retailer's Google Cloud Platform, unlocking real-time data insights and enabling smarter customer engagement. Syntasa implemented solutions across three key areas—Marketing Activation, Data Optimization, and AI/ML Modeling.

1. ID Graph and Unified Customer Profiles:
Syntasa's ID Graph unified customer data across devices and sessions, **creating 22 million Customer 360 records** to enhance personalization and engagement by stitching together fragmented interactions.

2. Faster Insights & Activation:
Syntasa unifies customer data and website interactions for real-time personalization, driving **£20M in revenue** from website personalization and **£45M+** from cart abandonment campaigns.

3. AI-Driven Product Recommendations:
Syntasa's AI/ML-driven product recommendation model generated a **£23M revenue uplift** in 2024 by analyzing purchase patterns to suggest optimal bundles, boosting conversion rates and customer engagement.

4. Compliant Audience Targeting:
Syntasa automated audience segmentation and real-time activation across multiple platforms, driving **£30M+ in additional revenue** by improving marketing effectiveness and enabling dynamic retargeting.
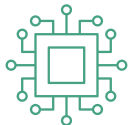
5. Third-Party Cookie Deprecation:
By integrating server-to-server API connections like Facebook's Conversion API and TikTok's Events API, the retailer maintained high match rates for audience retargeting and optimized conversion rates despite the phasing out of third-party cookies.
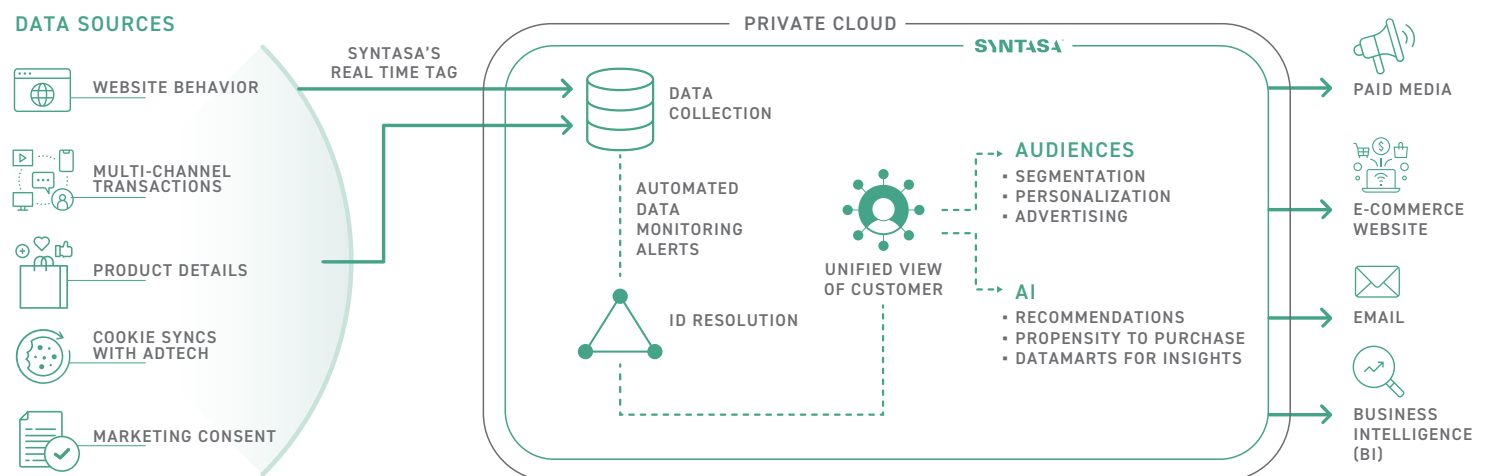
6. DQM & Anomaly Detection:
Syntasa's automated Data Quality Monitoring system analyzes **4.3 billion data rows** in real time, detecting anomalies and triggering alerts for faster issue resolution, ensuring data reliability for marketing and analytics teams.

DATA SOURCES

- WEBSITE BEHAVIOR
- MULTI-CHANNEL TRANSACTIONS
- PRODUCT DETAILS
- COOKIE SYNCS WITH ADTECH
- MARKETING CONSENT

SYNTASA'S REAL TIME TAG

PRIVATE CLOUD

SYNTASA

DATA COLLECTION

AUTOMATED DATA MONITORING ALERTS

ID RESOLUTION

UNIFIED VIEW OF CUSTOMER

AUDIENCES
- SEGMENTATION
- PERSONALIZATION
- ADVERTISING

AI
- RECOMMENDATIONS
- PROPENSITY TO PURCHASE
- DATAMARTS FOR INSIGHTS

- PAID MEDIA
- E-COMMERCE WEBSITE
- EMAIL
- BUSINESS INTELLIGENCE (BI)

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KEY TAKEAWAYS

CDP Integration Drives Revenue:
A well-structured CDP not only streamlines data management but also delivers measurable business outcomes.

AI/ML Personalization Enhances Engagement:
Machine learning-driven recommendations significantly boost conversions.

Real-Time Data Matters:
Having an in-house real-time tag improved data accuracy and reduced dependency on third-party tools.

Automation Reduces Errors & Saves Time:
Automated data monitoring ensured cleaner datasets and faster issue resolution.

A FUTURE-PROOF DATA STRATEGY

By implementing Syntasa's Composable CDP, the retailer turned its fragmented data into a unified, strategic asset, enabling real-time insights, AI-driven personalization, and seamless multi-channel activation. This transformation not only enhanced marketing efficiency but also drove significant revenue growth and improved customer engagement.

Syntasa's solution empowered the retailer to activate first-party data at scale, automate decision-making, and maintain marketing effectiveness despite industry-wide privacy changes. With the ability to process, analyze, and act on customer data in real time, the retailer optimized every stage of the customer journey—from personalized product recommendations to privacy-first audience targeting.

The success of this partnership demonstrates the power of a Composable CDP in future-proofing digital marketing strategies. As other retailers navigate a rapidly evolving landscape, solutions like Syntasa provide the flexibility, scalability, and intelligence needed to stay ahead.
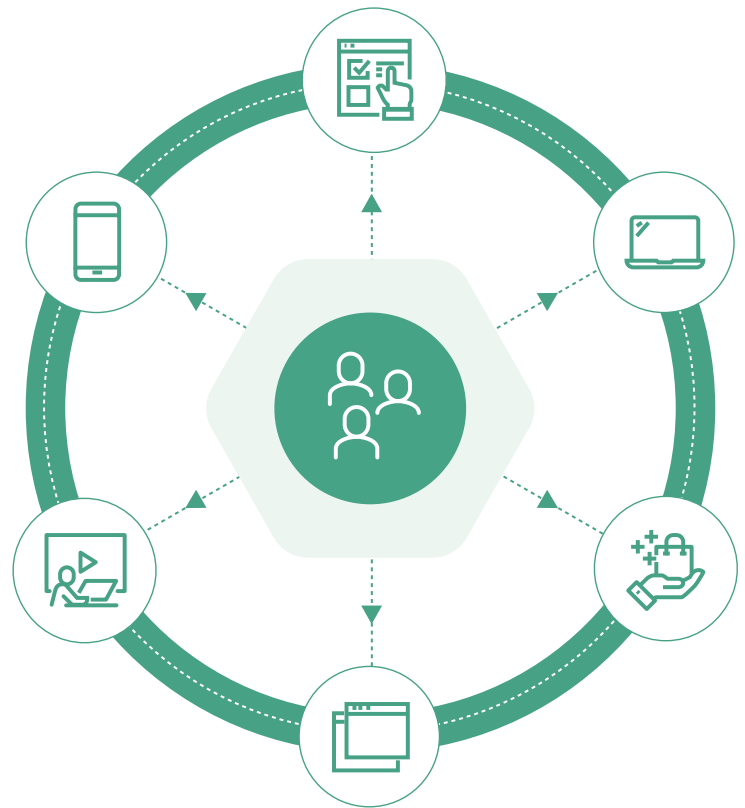
SYNTASA®

Syntasa's Composable CDP: A warehouse-native, modular platform that captures and unifies customer data to enable personalization, segmentation, insights, and AI models with full transparency and scalable data architecture.

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