/// Case Study

Syntasa's Composable CDP Fuels Global Electronic Retailer's Digital Evolution

BACKGROUND

As a global leader in technology and consumer electronics, the retailer operates in an extremely competitive market, going head-to-head with industry giants like Dell, HP, Apple, and ASUS. In an era where customer expectations for seamless, personalized experiences are higher than ever, standing out requires more than just cutting-edge products—it demands data-driven insights, real-time engagement, and smarter marketing strategies.

To differentiate from competitors and maintain its market share, the retailer needed to engage visitors in real-time, personalize the shopping experience, and optimize marketing performance across multiple regions and channels. However, like many enterprises, the company faced significant challenges in fully leveraging its vast data ecosystem to drive these initiatives at scale.

Recognizing the need for a competitive advantage powered by AI, the retailer partnered with Syntasa to deploy its Composable Customer Data Platform (CCDP). By integrating multiple data source ingestion, real-time machine learning models, advanced personalization, social proofing, and first-party data activation, they outpaced competitors in digital engagement—driving stronger conversions and unlocking over **$200M+ in incremental revenue.**

This case study explores how Syntasa's Composable CDP gave the electronic retailer a strategic edge, creating a more intelligent, automated, and scalable marketing ecosystem that delivers seamless, data-driven experiences across North America, EMEA, and APAC—ensuring electronic retailer remains a step ahead in the race for digital excellence.

CHALLENGES

1. **Engaging Customers in the Moment**
   The retailer invested heavily in customer acquisition and retargeting but struggled with real-time engagement upon landing on the website. They needed a way to identify and act on customer intent very quickly within a visit, ensuring that hesitant shoppers were encouraged to complete their purchase.

2. **Enhancing Website Personalization & SMB Conversions**
   The retailer wanted to create greater personalization opportunities, starting with their SMB division and later expanding to their main site. They needed a way to tailor the website experience to individual users and drive more conversions, particularly among SMB users who often purchase in bulk.

3. **Driving Checkouts with Social Proofing**
   The retailer wanted to increase checkout rates by leveraging real-world customer behavior to instill urgency and confidence in potential buyers. They wanted to implement social proofing techniques to show how many other customers were interested in the same product at any given time.

4. **Activating First-Party Data for Smarter Targeting**
   The retailer needed a scalable solution to capture and activate first-party data for paid media campaigns, especially as third-party cookies became less effective. They aimed to use web behavior, transaction data, and contact center insights to build better audience segments and improve return on ad spend (ROAS).

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SYNTASA'S SOLUTIONS

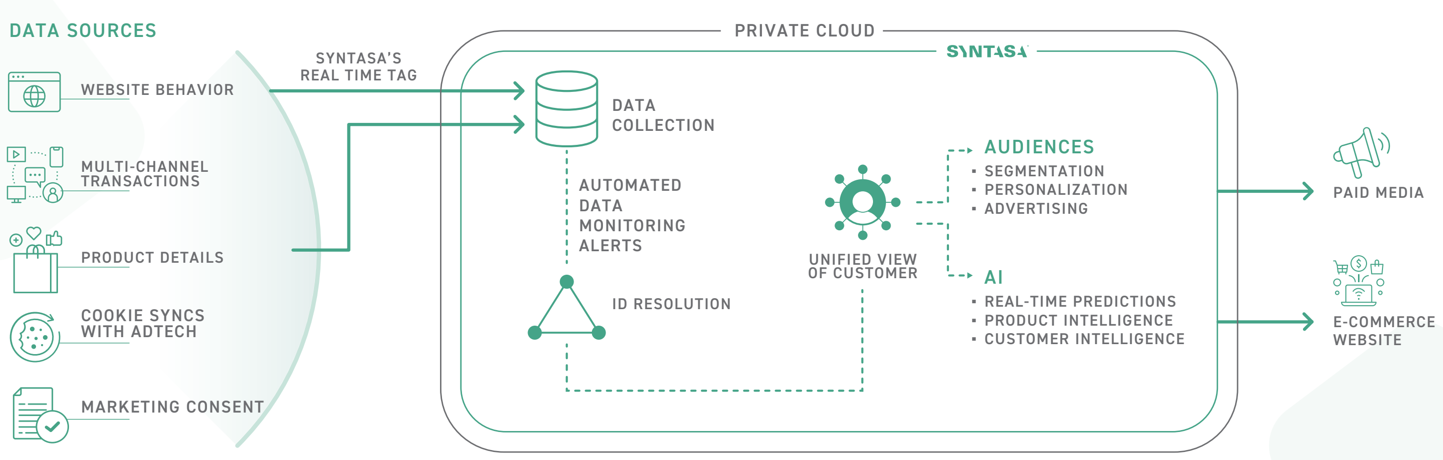
1. **In-Session Marketing with Real-Time Decisioning**
To engage customers in the critical first moments of their visit, Syntasa deployed a real-time machine learning model that analyzed visitor behavior within the first five clicks or 90 seconds. This model made predictive decisions in real time, categorizing users as likely to buy, unlikely to buy, or on the fence. For those "on the fence," the retailer used targeted incentives, offering a 5% discount to encourage purchases. This reduced bounce rates, increased conversion rates, and drove **$3M+ in revenue** from in-session marketing campaigns across NA, EMEA, and APAC in one quarter.

To support the retailer's global presence, Syntasa implemented a scalable, regionally adaptable in-session marketing program across North America, EMEA, and APAC, tailoring experiences to each market and driving consistent engagement and revenue growth.

2. **Personalized Website Experiences & SMB Growth**
The retailer aimed to create a personalized shopping experience that engaged customers and drove purchases. Syntasa implemented dynamic personalization, displaying relevant offers based on user behavior. Targeted product banners ensured visitors saw promotions matching their interests, enhancing engagement. To recover lost sales, Syntasa introduced product nudging, reminding visitors who viewed but didn't add products to their carts. For those who abandoned their carts, nudges re-engaged them upon return, encouraging purchase completion. This strategy drove **$6.4M in additional sales** from "continue shopping" and cart nudges and recovered **$100K+ in abandoned cart revenue** in two quarter across NA, EMEA, and APAC.

3. **Enhanced Social Proofing to Drive Conversions**
Customers often hesitate before purchasing online, questioning their choices. To build confidence and urgency, the retailer implemented Syntasa's real-time social proofing, displaying how many people added a product to their cart in the last seven days. This reassurance increased checkout likelihood and generated **$106M+ in incremental revenue** from social proofing alone across NA, EMEA, and APAC.

4. **First-Party Data Activation for Smarter Marketing**
As third-party cookies became less reliable, the retailer needed a strategy to leverage first-party data for smarter audience targeting. Syntasa's data activation solution enabled the retailer to activate first-party data across Facebook, Google, TikTok, and Criteo, dramatically improving match rates and marketing ROI while generating **$130M+ in incremental revenue** across NA, EMEA, and APAC. By integrating web behavior, transaction data, and contact center insights within electronic retailer's AWS private cloud, Syntasa provided a 360-degree view of customers. By implementing advanced ID resolution, **169M+ customer profiles** were created since inception. This enabled the retailer to target the right customers with the right message at the right time, driving better engagement and higher returns across all channels.



SYNTASA

LOOKING FORWARD

By embracing AI-powered personalization, in-session marketing, social proofing, and first-party data activation, the retailer didn't just enhance its digital experience—they laid the foundation for sustainable, scalable, and privacy-compliant growth. With Syntasa's Composable CDP, the global electronic retailer now has a future-ready data infrastructure, empowering its marketing teams to act on real-time insights, optimize customer engagement, and drive measurable business impact at a global scale.

Syntasa will continue to expand its capabilities to more products and markets, ensuring ongoing innovation and adaptability in an ever-changing digital landscape. By evolving alongside its customers, Syntasa remains committed to delivering cutting-edge solutions that drive long-term growth and success.

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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